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Abstract

Cultural tourism is gaining more importance and its share in the tourism industry is increasing day by day. Museums also constitute the most important part of cultural tourism. The types, roles, and functions of museums are gradually developing. Many private and public museums are established and open their doors to visitors. In this conceptual study, the literature on the subject was examined. In the first part; the concept of museum is defined and the roles of museums in cultural tourism, types and functions of museums are emphasized. In the second part; it is tried to underlined the developments in museology by giving examples from museums in the world and in Turkey.

Keywords: Museology, Cultural tourism, Turkish Museums, Types of Museums, Roles of Museums

Introduction

The share of Cultural Tourism in tourism industry is increasing year by year. The desire of tourists to know and experience different cultures contributes to host communities to be aware of their cultural values, to protect and develop cultural heritage wealth. Development of cultural tourism helps sustainability of cultural values and tourism industry, improvement of intercultural relationship and interaction. In Article 7, paragraph 2 of UNWTO [1] Framework Convention on Tourism Ethics, it is indicated that “*Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving monuments, worship sites, archaeological and historic sites as well as upgrading museums which must be widely open and accessible to tourism visits.*” Museums play an important role in preserving and in public display of archaeological, cultural, aesthetic artifacts, and industrial objects. At the same time, museums are educational, recreational and enjoyable institutes. They make important contributions to the local and national economy, together with the institutions they create in their bodies and surroundings.

Definition of museum

There are different definitions of museums. In the 22nd General Assembly of ICOM (International Council of Museums) [2] museums defined as “*a museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.*”

Museums are science, educational and art institutions that identify historical, contemporary cultural artifacts, reveal them to scientific methods, examine, evaluate, protect, promote, exhibit to the public. Museums aim to raise the cultural level of the society by raising the awareness of the public about historical artifacts through educational programs. Museums are prestige buildings of the city and also for the country where they are located [3].

ICOM [3] offered and introduced to be voted a more detailed definition. *“Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures. Acknowledging and addressing the conflicts and challenges of the present, they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people. Museums are not for profit. They are participatory and transparent, and work in active partnership with and for diverse communities to collect, preserve, research, interpret, exhibit, and enhance understandings of the world, aiming to contribute to human dignity and social justice, global equality and planetary wellbeing.”*

The role of museums in cultural tourism

As it can be understood from the definitions, museums are given important meanings as institutions that connect the past to the future, protect and develop the common cultural values of humanity, carry the past values of societies to the present, facilitate the communication and interaction of societies and cultures, and contribute to the development of humanity.

Museums are not just institutions where archaeological and cultural objects are exhibited.

Today, museums bring together many duties and their functions are increasing. They have different roles such as collection, conservation, exhibition, research, education and enjoyment [22]. Museums play an important role to attract tourists and this can contribute economic and cultural development of host destinations. Quantitative and qualitative of museums increase all around the world year by year. According to UNESCO, estimated total number of museums in the world is around 95 thousand in 2020, which represents a 60% increase compared to 2012 [5, 6].

However, most of the museums are located in USA and other developed countries (Table 1).

Museums are very unevenly distributed across the world. 65 percent of them are located in Western Europe and North America. Museums have been heavily affected by the COVID-19 pandemic, 90% of them were closed to visit during the crisis. Table 2 shows the most visited museums worldwide in 2019 before the pandemic 2012 [5, 6].

Table 1. Number of Museums by Country in 2020

Rank	Country	No. of museums	Rank	Country	No. of museums
1	U.S.A.	33.082	9	Canada	2.212
2	Germany	6.257	10	Spain	1.732
3	Japan	5.738	11	Mexico	1.320
4	Russian Federation	5.415	12	Poland	1.233
5	France	4.881	13	Switzerland	1.111
6	Brazil	3.835	14	Republic of Korea	1.102
7	Italy	3.195	15	China	1.030
8	UK and Nordern Ireland	3.183	16	Argentina	1.017

Source: Statistica (25 February 2021). Leading countries worldwide with the highest number of museums 2020.

<https://www.statista.com/statistics/1201825/top-countries-by-number-of-museums-worldwide/#:~:text=As%20of%20May%202020%2C%20the,and%205.7%20thousand%20institutions%2C%20respectively>

Table 2. Most Visited Museums Worldwide in 2019

Rank	Museum	City	Country	No. of visitor (millions)
1	Louvre Museum	Paris	France	9.60
2	National Museum of China	Beijing	China	7.39
3	Vatican Museums	Vatican City (Rome)	Vatican City	6.88
4	The Metropolitan Museum of Art	New York City	United States	6.77
5	British Museum	London	United Kingdom	6.21
6	Tate Modern	London	United Kingdom	6.10
7	National Gallery	London	United Kingdom	6.01
8	Natural History Museum	London	United Kingdom	5.42
9	American Museum of Natural History	New York City	United States	5.00
10	State Hermitage Museum	St. Petersburg	Russian Federation	4.96
11	Shanghai Science and Technology Museum	Shanghai	China	4.82
12	Reina Sofia	Madrid	Spain	4.43
13	National Museum of Natural History	Washington, D.C.	United States	4.20
14	Nanjing Museum	Nanjing	China	4.17
15	Zhejiang Museum	Zhejiang	China	4.15
16	National Gallery of Art	Washington, D.C.	United States	4.07
17	Victoria and Albert Museum	London	United Kingdom	3.92
18	Shanghai Science and Technology Museum	Shanghai	China	3.89
19	National Palace Museum	Taipei	Taiwan	3.83
20	Musée d'Orsay	Paris	France	3.65

Source: Statistica (19.02.2021). Most visited museums worldwide in 2019

<https://www.statista.com/statistics/901072/museums-by-total-attendance-worldwide/#:~:text=In%202019%2C%20the%20most%20visited,%2C%20the%20'Mona%20Lisa>

Not only the artifacts exhibited in a museum attract the attention of tourists. The architectural features of the museums also contribute to attracting visitors and improving the image of the destination. Newly built or restored museums are getting more and more modern and unique designs. Some museums around the world that make themselves known with their architectural features and attract the attention of tourists can be given as follows [7]:

- Centre Georges Pompidou by Richard Rogers and Renzo Piano;
- The Denver Art Museum by Studio Libeskind;
- The Royal Ontario Museum by Studio Libeskind;
- The Louvre pyramid by I. M. Pei;
- The Vancouver Art Gallery by Herzog & de Meuron;
- The Messner Mountain Museum by Zaha Hadid;
- The Hanoi Museum by gmp Architekten;
- The Guggenheim Museum by Frank Gehry;
- The Quadracci Pavilion by Santiago Calatrava;
- The Quijing History Museum by Atelier Alter and Hordor Design Group;
- The Soumaya Museum by FR-EE;
- The new entrance of the Van Gogh Museum by Hans van Heeswijk Architects;
- The Broad Museum by Diller Scofidio + Renfro;
- The MAS Museum by Neutelings Riedijk;

- The 1911 Revolution Museum by CADI;
- The Science Hills Komatsu Museum by Mari Ito;
- Museum Ritter by Max Dudler.

Types and functions of museums

Functions of museums increase day by day. There are different types of museums. some of them can be classified as follows [8, 9, 10, 11]:

- **Aboretums, Botanical Gardens, and Nature Centers;** contain living collections of woody plants, trees, flowers etc. They offer nature-based activities for visitors, allow to explore wooded trails, learn about exotic plants, and scientific studies.
- **Archaeology Museums;** are widespread classical museum type. Archaeological artifacts are displayed. Artifacts can be exhibited usually inside buildings or in open-air.
- **Art Museums;** also, sometimes called as art galleries. Traditionally, aesthetic value's high collections such as paintings, sculpture, photography, illustrations, drawings, ceramics, decorative objects or metal works are displayed. In art galleries, these artefacts are usually exhibited for a certain period.
- **Battlefield War Museums;** war museums and martyrdoms present different types of exhibits, many of which focus upon interpreting a particular battle that occurred in the immediate area. On the battlefields, which have become an open-air museum, visitors pay their respects to the martyrs who lost their lives in the war. Today battlefields, memorials and commemorations are visited by a large number of tourists who feel a familial or national connection to the site. Battlefields war museums represent memory, commemoration, history, imagery, power and identity of a nation and humanity.
- **Children's Museums;** are usually non-profit educational and cultural institutions where children learn and have a good time by playing and exploring in environments designed to stimulate curiosity and learning motivations. Many children's museums are located in major travel and tourism destinations. Programs and plays which are implemented in children's museums contribute healthy social, cultural, environmental, emotional and cognitive development of children [12].
- **Encyclopaedic Museums;** also known as universal museums. They are usually large institutions. They have wide range of collections of art and other cultural artifacts from local and global sources. However, the term of encyclopaedic is also used for museums focused on technology, science, and other areas [13].
- **Historic House Museums;** a house or a building that has been transformed into a museum for different reasons. Most commonly because a historically important character lived in it or visited and stayed there for a certain time. Or something historically significant may have happened in it.
- **History Museums;** exhibits artifacts that reflects the history of a certain place. Objects that tell the story of a particular local are displayed chronologically. This type of museums also called as general museums and may hold so many objects of arts, science, culture and social life related to the territory. They may be usually at provincial, or local level living history museums [14].
- **Living History Museums;** also known as living museums, recreate and reanimate historical events in a historical environment which are performed by actors. Experimental and emotional interpretation of cultural, natural, social, environmental past of a historical period are presented to visitors.

- **Maritime Museums;** specialized in exhibition of maritime life, history, culture or archaeology. They play important role in the conservation, restoration and displaying of marine artefacts and narrating of remarkable marine events [15].
- **Military Museums;** collect and display weapons, uniforms, military decorations, war technology and other military related objects.
- **Mobile Museums;** do not have a specific building or space to display artifacts. They bring the exhibited works to the public through recreational vehicles, trucks or trailers. The main purpose is to provide access to museums or exhibitions for students and the public with limited access.
- **Natural History Museums;** are scientific institutions. They exhibit natural history collections such as stuffed animals pressed plants, and fungi. They educate about natural history, dinosaurs, zoology, oceanography, anthropology, ecosystems, geology, palaeontology, climatology, evolution, environmental issues, and more.
- **Open-air Museums;** also known as a museum of buildings or a folk museum. They usually exhibit collections of buildings, machineries, tools and other objects outdoors. Living-history museums, living-farm museums, living museums are usually a certain kind of open-air museums. The main purpose is to show today's people the social and cultural lifestyles of their ancestors.
- **Pop-up Museums;** are non-traditional post-modern museums. They offer temporary exhibitions created by artists and people who participate the show. They work by choosing a theme and venue and then often rely on visitors to provide museum objects and works [16].
- **Science and Technology Museums and Planetariums;** are specialized primarily in science and history of science. Former museums were usually concentrated on static exhibitions of objects related to natural sciences, palaeontology, anthropology, geology, astronomy, transport vehicles, communication technologies, other industrial tools etc. Contemporary science and technology museums have broadened the range of exhibition materials and subjects. Displaying of machineries and objects are mostly in interactive mode. It is more educational and excited for visitors. Planetariums prepare astronomy shows and offer opportunities to observe the sky to educate and entertain the audience [17].
- **Zoos, Aquariums, Safari Parks;** Zoos or “zoological parks” are places where wild animals live in captivity and are kept for public display. Aquariums are dedicated to the display of aquatic creatures. Safari parks are large areas surrounded by borders. Tourists can drive their own cars or tour buses to see non-native wildlife living of animals in large, enclosed areas. They aim to entertain and educate the visitors and have duty on scientific research and conservation of species [18].

Museums in Turkey

Collection of historical artifacts in the Ottoman period dates back to the second half of the 15th century, the reign of Mehmed the Conqueror. But Istanbul Archaeological Museum is the first regular institutional museum established in 1869 as Imperial Museum by Osman Hamdi Bey who was museum director, master painter and archaeologist [19].

In Turkey, 204 state museums, 296 private museums and 142 archaeological sites are open to be visited in 2021 [20]. In many museums and archaeological sites millions of historical artifacts and rich cultural assets are exhibited which unearthed as a result of archaeological excavations in Anatolia, where has hosted different civilizations for thousands of years (Table 3). In addition to

historical and archaeological artifacts, it is increasingly common to display contemporary and postmodern works in modern museums.

Table 3. Types and numbers of artifacts exhibited in state museums in 2018

Type of artifacts	Number of artifacts (pieces)
Archaeological	840.606
Ethnographic	299.653
Coin	1.958.663
Tablet	118.501
Seal and Seal Printing	67.810
Archive Document	7.352
Manuscript Book	40.560
Fossil and Skeleton	1163
Medal-Medallion-Insignia	1.690

Source: KVMGM (2021) Müze İstatistikleri (<https://kvmgm.ktb.gov.tr/TR-43336/muze-istatistikleri.html>)
Kültür Varlıkları ve Müzeler Genel Müdürlüğü.

Table 4. Number of visitors to museums and archaeological sites by years (2010-2019) (millions)

	2010	2014	2018	2019
State Museums and archaeological sites	25,1	29,8	28,2	35,0
Private Museums	5,5	8,1	12,5	16,3

Source: Turizm Günlüğü (09 September 2020). TÜİK müze ziyaretçi rakamlarını açıkladı.
<https://www.turizmgunlugu.com/2020/09/09/2019-muze-ziyaretcirakamlari/#:~:text=T%C3%BCrkiye%20%C4%B0statistik%20Kurumu%20T%C3%9C%C4%B0K%20in%20417%20ki%C5%9Fi%20ziyaret%20etti.>

In Turkey, state museums, archaeological sites and private museums were visited by more than 51 million local and foreign tourists in 2019 (Table 4). The most visited museums in Turkey are shown in Table 5. During COVID-19 Pandemics visitor numbers of Turkish museums and archaeological sites decreased to 8.91 million in 2020. Some museums and archaeological sites were exhibited online free of charge via www.sanalmuze.gov.tr. About 13 million people visited virtual museums in 2020 [20].

Table 5. The Most Visited Museums in Turkey in 2018 and 2019

Rank	Museum	City	2018 No. of visitors	2019 No. of visitors
1	Hagia Sophia	Istanbul	3.004.620	3.727.361
2	Mevlana Museum	Konya	2.922.037	3.464.155
3	Topkapı Palace	Istanbul	2.817.386	2.364.946
4	Hacı Bektaş Veli Museum	Nevşehir	443.160	592.727
5	Museum of the Republic	Ankara	353.727	515.309
6	Archaeological Museum	Istanbul	378.675	427.643
7	St. Nicholas (Santa Claus) Church and Museum	Antalya	364.996	384.893
8	Zeugma Mosaic Museum	Gaziantep	268.374	367.395
9	Ataturk Congress and Ethnography Museum	Sivas	----	345.760
10	Museum of Anatolian Civilizations	Ankara	253.795	327.695

Sources: Yeni Safak (12.02.2020). Top 10: Turkey's most-visited museums in 2019.
<https://www.yenisafak.com/en/life/top-10-turkeys-most-visited-museums-in-2019-3511874>; KVMGM (2021) Müze İstatistikleri <https://kvmgm.ktb.gov.tr/TR-43336/muze-istatistikleri.html>
Kültür Varlıkları ve Müzeler Genel Müdürlüğü

Table 6. EMYA Awards won by Turkish Museums

Type of Award	Museum	Year
The European Museum of the Year Award	Museum of Anatolian Civilizations – Ankara	1997
	The Museum of Innocence – Istanbul	2014
The Council of Europe Museum Prize	Archaeological Museum of Istanbul – Istanbul	1993
	Museum of Health Care – Edirne	2004
	Baksı Müzesi – Bayburt	2014
The Silletto Prize	Kenan Yavuz Ethnography Museum – Bayburt	2021
The Special Commendations	Museum of Turkish and Islamic Art – Istanbul	1984
	Antalya Museum – Antalya	1988
	Museum of Underwater Archaeology – Bodrum	1995
	Museum of Modern Art – Istanbul	2009
	Museum of Troy – Canakkale	2020
	OMM – Odunpazari Modern Museum – Eskisehir	2021

Source: Designed by the author *European Museum Forum* (2021). *The European Museum of the Year Award*.
<https://www.europeanforum.museum/en/winners/main-award-the-emya/>

Besides quantity, variation and quality of Turkish museums improve over time. Many museums have been awarded by the European Museum of the Year Award (EMYA) under the umbrella of the Council of Europe (Table 6). It is emphasized by the European Museum Forum [20] “*The European Museum of the Year Award goes to a museum which is excellent and innovative on all dimensions and offers its visitors and other users a unique atmosphere, imaginative interpretation and presentation, and a creative approach to education and social responsibility*”.

Conclusion

Museums reflect the value of human and natural history, and are important institutions of cultural tourism. Museums are valuable assets for the socio-cultural identity of societies. They carry the social and cultural values of the past to the present and the future. Changes in visitor preferences, technological developments, and increasing competition trigger the change and development of the understanding of museology. The number and types of museums are increasing day by day. An understanding of interactive museology is developing, in which the active participation of the visitors is ensured. Not only the exhibited artifacts and objects, but also the architectural structure and technological features of the museum buildings are used as attractive elements. Today’s museums direct cultural tourism industry with their financial power, technological improvements, ethics, collections, recognition, sustainability, and other innovative features.