



ORIGINAL CONTRIBUTION

Community Awareness and Perception about Museums to make them Tourist-Friendly Destinations: A Case Study of District Peshawar

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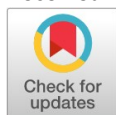
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Abstract— The museum plays a key role in preserving the cultural heritage and is a source of education for the community in connection with it. The linkage of community with its heritage is evidence of their interest and attraction towards the activities of their ancestors. The community that is keenly interested in delivering their cultural assets to the upcoming generations always takes the museum-community linkage seriously. The study deals with assessing the museum-community relationships targeting the male and female students and teachers of the primary level at District Peshawar. In this study, the requisite data was retrieved using the questionnaire. The questionnaire was designed after the careful study of several kinds of research in the field of museums and community at the international level. The aims and objectives of this study are to know the awareness level of the local community about the museums, the frequency of visits i.e., how many times the community paid visits to the museums? the motivation i.e., purpose of visits of community to museums, the perception of community about the museums, the benefits which community gets by visiting the museums, and the satisfaction level of the community. The research shows that the relation between museums with the community is very weak. Very few people know about museums. There is the number of reasons for this weak association which has been discussed in detail, and some suggestions are also recommended to overcome this museum-community gap. This is the first ever study of its kind in the area and will pave the way to make museum a tourist friendly destination.

Index Terms— Museum, Community, Cultural Heritage, Primary School, Education

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Introduction

Pakistan is an open-air museum accumulating the heritage spreading over millennia. This heritage is lying buried in the form of archaeological sites, visible in the form of monuments, and accessible to see and enjoy in the form of archaeological and ethnological museums. The cultural heritage is so rich that not only the existing museums are overcrowded with antiquities, but we also find some best pieces in all important museums of Europe and America (Ali, 2000). The situation of uncertainty with regard to the impact of the covid-19 pandemic on the functioning of indoor venues of cultural interest focusing the museums has been reported (Tranta et al., 2021). Community engagement is an integral and essential part of many research projects (Zaina et al., 2021). The impact visits to community-based museums in a divided society on young people's historical, political, and cultural understanding of the commemorated past has been reported (McCully et al., 2021). The understanding of visitors' leisure benefits in relation to their meaning-making of heritage through qualitative

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interviews has been reported (Zhang & Liu, 2021). The value and limitations of the use of Freedom of Information (FOI) in the collection of data on counterterrorism policies and practices at museums has been studied recently (Atkinson et al., 2019). The socio-economic role of museums was analyzed (Mudzanani, 2015). The present research focuses on exploring the perception of the local community's perception about the museums located in the Peshawar City of District Peshawar. As it is difficult to discuss all the museums in Pakistan; the present work is confined to Peshawar City only. Peshawar is one of the oldest living cities of South Asia, lying on the main route between Afghanistan, Central Asia and the subcontinent, the city was famous for its charming life. Some of the old traditions are still in practice. Thus the city is an amalgamation of old and new traditions. In Peshawar City, presently there are three Archaeological and Ethnological museums which are functional i.e., Peshawar Museum, Peshawar, Sir Sahibzada Abdul Qayyum Museum, University of Peshawar, and City Museum, Gor Khuttree.

Literature Review

In Pakistan, different researches have been conducted on various aspects of museums, including the historical development, museum documentation, architecture, conservations, exhibitions, education, etc. (Shakoor, 1953; Dani, 1970; Dar, 1977, 1979, 1980; Rehmani, 2000). But no intensive work has been carried out on the perception/s of the community about the museums. Therefore, there is a need to have a systematic study to know about the perception and awareness level of the community about the museums and make them tourist destinations.

F. A. Khan (1981) F. A. Khan, in his article 'Museum and their Functions in Developing Countries' Dar (1980) mentions few functions related to research, education, and information to the general public. In this paper, the author gives various suggestions for the development of museums in developing countries and says that in terms of museum service, developing countries should be brought into line with the other first nations of the world. For this, museums have to discharge two primary functions i.e., to provide instructional and rational enjoyment to the masses and to afford scholars all possible means of examining and studying the material collections. The author further says that both these primary functions cannot be achieved without lectures and film shows, a self-contained and growing library, and a properly arranged reserve collection. Grace Morley, in his article, 'The Museum and its Functions', mentions different functions of a museum. Among these functions, collection, registration, documentation, conservation, and exhibition are the most important. According to the author, exhibitions are the most general manner of giving information, instruction, and enjoyment to the visitors. A museum may educate through reasonable exhibitions and collections to all the segments of the population of its community-school pupils, teachers, secondary school and university students and research scholars etc., (Dar, 1980).

S. Khan (1981) in his article, 'Education through Museums in Pakistan', sheds a detailed light on museum education. He says that education through some visual aids has revolutionized both scope, and function of a museum. The function of a museum today has been changed from mere collection, preservation and presentation to identification, publication, and education. The writer says that until recent, unfortunately, no attention has been given to the function of a museum as a source of education (Dar, 1980).

Rehmani (2000) edited a book Cultural Heritage of Pakistan, Lahore Museum, Lahore, (2000). Few articles in this book discuss the education and entertainment in museums (Rehmani, 2000).

M. I. Khan (2000) in his article 'Role of Museums in Enhancing the Cultural Identity', defines the culture, its complex nature, and cultural identity by providing different definitions, examples, and concepts. The preservation of cultural diversity is as necessary to the human being as the conservation of plant and animal species is to live itself. In this article, the educational role of a museum is also under discussion. The educational role of a museum provides it direct access to the youth (Rehmani, 2000).

Ibn-e Sadiq (2000) in his article, 'Role of Museum in Education,' says that museums in the 19th century emerged as a laboratory of research and center of education. He then elaborates the meanings of education. He says that education in museums may date back to the 3rd century BC. Museums should communicate equal to or supplementary to all educational activities at all educational levels from pre-school to post-doctoral (Rehmani, 2000).

Research Methodology

Study Area

One of the most important processes in the research is site selection. An inappropriate location could "weaken or ruin eventual findings." The researcher must be careful to identify an appropriate population, not merely an easily accessible one, to obtain the most relevant data (Berg, 2004). The selection of the Peshawar City in District Peshawar was for a number of reasons:

- Firstly, the three museums are located in this city, including Peshawar Museum, which is the oldest in the Khyber Pakhtunkhwa Province.

- Secondly, Peshawar is one of the oldest cities of the province and is the capital also; people from different parts of the country and the province are settled here. So, it is the cultural and educational hub of the province.
- To find out the abilities in managing social relationships is necessary for happiness.
- Thirdly, the community is educated when compared to other areas of the province, so we could get better ideas/ perception of the community. To travel and collect relevant data from this city is not so difficult. So, we selected this city as a case study.

The case study method provides a unique example of “real people in real situations” (Louis et al., 2000). It can penetrate situations in ways that are not always susceptible to numerical analysis, like a classroom setting is (Charitonos, 2009). This research focuses on children, their teachers, and seeks to understand their perceptions, experiences, thoughts and feelings about a situation, so this study is very appropriate (Charitonos, 2009). Similarly, case study methodology has been used in many tourism studies to address various subjects or issues (Xiao & Smith, 2006).

Data Collection

To collect data, we visited different schools in Peshawar city. We were a team of two members. We visited several schools in a day and distributed the questionnaires to different students in a class randomly, and guided them on how to respond to the questions and wait to the respond of questionnaire. In girls’ schools, mostly distributed the questionnaires one day and collected the next day. Similarly, we also collected data from the teachers. We also kept a field diary to note the field notes.



Fig. 1. Collection of students’ response through questionnaires



Fig. 2. Collection of school teachers’ responses

Survey Methodology

The survey methodology has been adapted to know the awareness level, opinions and perceptions of the community. The survey research is one of the most effective methods to study large populations, especially to study attitudes or opinions. As the major part of our study is focussing upon getting the attitudes and opinions of the community, so survey methodology is the best which suits (Babbie, 2001).

Focused Groups

This study focuses on the education sector of the community and selected the primary school level, because this is a very sensitive age, and awareness is of utmost importance in this age to establish a concrete and solid foundation for cultural heritage. The studies show that there has been a surge of interest in museum visits, with high attendance figures reported in all types of museums and significant growth in early childhood audiences. The same is the reason museums are consequently beginning to view young visitors as an important audience. Young children are energetic, curious, active, multi-sensory, exploratory, and creative (Piscitelli et al., 2003).

Some other studies show that very young people have a natural interest in art (Watts, 2005) while youth audiences have poor perceptions towards museums, as this particular age group perceives museums as boring, didactic, unapproachable, and preoccupied with the past (Mason & McCarthy, 2006). Another important study is Barton (1998), which explores the historical understanding of primary and elementary students in Northern Ireland and the United States. In this study, the students from the age of six to eleven (6-11) were examined and the author interviewed one hundred and twenty-one (121) students for the study.

Educational Institutes

Schools are now increasingly turning to museums, zoos, aquaria, and other science centers for assistance in educating students. These institutions are questioning how to make their exhibits and educational programs more effective (Price & Hein, 1991). The museums, schools, and schools children are a favorite subject of researchers for the last several years, and many interesting and useful studies have been conducted (Barton, 1998; Bamberger & Tal, 2008; Dierking & Springuel, 1991; Griffin, 1998; Hein, 1998; Helte & Marguardt, 1988; Price & Hein, 1991; Serrell, 1990; Schensul et al., 1999). Similarly, a recent study (Charitonos, 2009), shows that eighteen schools have been contacted by email to know the response about the museums, and a sample of 43 children, both boys and girls of primary schools have been collected. Similarly in another study, the author interviewed 121 students from the age of 6 to 11 to examine the influence of different social contexts on the historical understanding of primary and elementary students in Northern Ireland and the United States (Barton, 1998). Similarly, museums of small and medium-size, urban and rural, three to four in number, have also been justified in various studies (Bamberger & Tal, 2008). In this study, some 17 educational institutes/ schools of Peshawar city have been visited in an area of 3-4 square Kilometres and was collected 150 samples from students and teachers to know the awareness level and perception of the community. Data collected from government and private schools, both boys, and girls and their teachers, both males and females.

The Questionnaire

For our survey, we designed a questionnaire. As this is among the first-ever studies of its nature in Pakistan in the field of museums, so we carefully designed such questionnaire that was according to the level of the students, and at the same time, teachers from their busy schedule may respond well to it, because busy employees may prefer to complete brief questionnaire in place of lengthy interview (Okumus et al., 2007). Our strategy proved helpful and the teachers liked the format, and questions asked in this questionnaire and responded with great interest. We designed the open and closed-ended questions to provide flexibility to respondents for their response. To interview children open-ended questions should be preferred because they reduce the risk of contaminating child's responses by allowing children to expand on their ideas (Wilson et al., 2002). Similarly, in interviewing the teachers open-ended questions permit the interviewer to go into more depth if needed or to clear up any misunderstanding (Schensul et al., 1999). These open-ended questions are difficult to code responses and apply statistical analysis techniques. In contrast, the closed-ended questions are easier to administer (Bryman, 2021). In this study, both the open and closed-ended questions have been adapted according to the nature of the question to get the community's opinion.

Statistical Analysis

When all the questionnaires have been got back, the responses in the open ended questions were classified and some common themes were identified. Thus, the open-ended questions were turned into closed-ended. Then this data was entered into Statistical Package for Social Sciences (SPSS) program, and tables of the variables' frequencies were produced. Charitonos (2009) says that this method is used for the analysis of such data. After getting the results of the statistical analysis, we discussed the objectives in detail.

Discussions

Awareness

Awareness is one of the main motivations for the public to visit heritage sites and, more specifically, the museums. All communities need innovations to be in touch with their past in this rapidly changing world. The personal heritage attractions attract people who possess emotional attachments to a particular place (Timothy & Boyd, 2006). If the people of a community are well aware of their heritage, they feel the pride in visiting their heritage sites and museums. The results of the present research show that the awareness level of the community in Peshawar city is very low, resulting in failing of museums to attract a fair number of visitors. The results show that only 7% of the students among the community and 8% of the teachers know about the museums while the rest of the population do not know. These are very alarming figures and lead towards the conclusion that the education about the heritage and museums is negligible. People might think of museums as useless entities and did not pay any attention. The other important reason might be the negligence on the part

of relevant authorities, especially the support from the government. Due to lack of support, museums fail to begin organizing awareness campaigns, provision of sufficient facilities and services to visitors. Due to economic constraints, governments are under pressure to provide funds to museums, which forces museums' management to become entrepreneurial or commercial, to devise strategies to meet the needs of their creative mission (Rentschler, 2007). Museums should also consider the aspects of entrepreneurship/ commercialization (deviating from their traditional role) to come out from these stresses of economic crises and provide facilities to visitors according to their satisfaction. The visits of the community towards museums are higher as compared with the awareness level. So, it means that the visitors, even after the visits to museums, could not know exactly about the museums. It is a big question that why is it so? Education through museums is of utmost importance, and it looks that primarily our museums fail to aware the community and bring them to the door step for museums. The main reason of this failure is lack of guidance in the museums. There are some other reasons also, like shortage of staff or the non-availability of professional guides or their lack of interest to guide the visitors. Museum staff should have a sense of ownership for their products, because this has a huge effect when excitement and knowledge are shared with visitors (Mottner, 2009). Museum staff should give quick service to the visitors, keep their promises on time, enlighten visitors about the destination and listen and provide authentic information (Akama & Kieti, 2003). The guide should have great concern and regard for visitors. They should handle every question as it is asked the first time though they face such questions hundred times a day. This requires that they are dedicated to responding positively to the wide range of requests they receive (Rowley, 1999). Awareness at the Primary level has everlasting effects. This is only possible when the teachers are aware. Educated and aware teachers can educate their students. Museums should remain in close contact with the schools, invite and guide the students and their teachers regularly. For school groups to make successfully use of museums as learning resources, appropriate teaching and learning approaches, and strategies are needed (Griffin, 1998). Similarly, the education of heritage and museums should be included in the syllabus so that students may be aware of this aspect. In short, the alarming figures about the museum awareness both at students and teachers end need a lot of organized campaigns funded by the government, properly assessed in which there should be a strong collaboration of museums, community, and government.

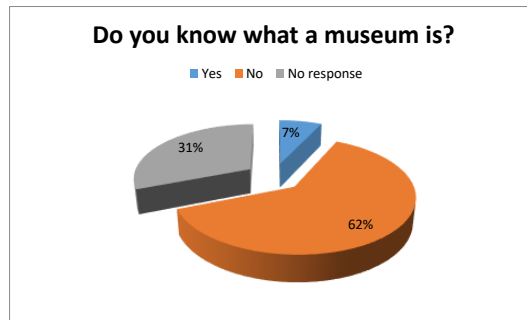


Fig. 3. Showing students' awareness about museums

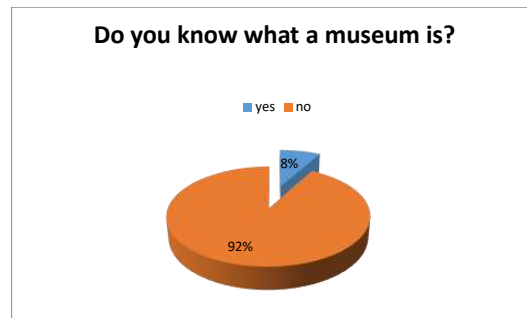


Fig. 4. Showing teachers' awareness about museums

Frequency

The present research shows that only 28% of the students of the local community students visited museums, which is very low. This number could have been increased by providing facilities to the visitors according to their needs and wants. The present research also shows that the ratio of revisits of the community to the museums is also very discouraging e.g., only 3.5% of the community visited museums thrice. The main factors for the decline in repeat visits are the internal and external environment of the museums because they cannot satisfy the needs and demands of the visitors. The interior and exterior environment of a museum critically influences visitors' satisfaction. The exterior includes the appearance of the building i.e., signage, and architecture. The interior refers to the air, temperature,

light and layout inside a museum. If museums succeed in satisfying these visitors, they are not only retained but also encourage the people in the community to visit and market these museums through the mouth-to-mouth publicity (Hou, 2009). Similarly, according to the flow of visitors towards the museums in Peshawar city, we see that most visitors visited Peshawar Museum, Peshawar, while some also visited City Museum, Gor Khuttree. It may be due to the prominent location and the old history of Peshawar Museum that the local community knows about this museum, and at the same time, a large collection of this museum also attracts visitors as compared to the City Museum. City Museum is a newly established museum and is not in a prominent building also. So, the community does not know a lot about this museum. The community did not talk a lot about Sir Sahibzada Abdul Qayyum Museum, University of Peshawar. This museum is unknown to the community. The reason may be that this museum still caters to the education and enjoyment to the University community only and did not introduce itself to the community of Peshawar city.

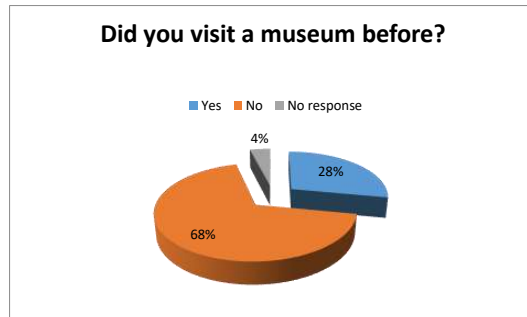


Fig. 5. Showing students' visits to museums

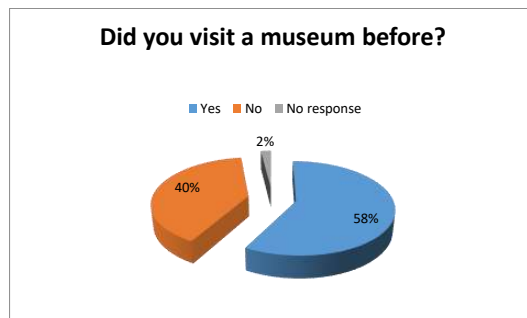


Fig. 6. Showing teachers' visits to museums

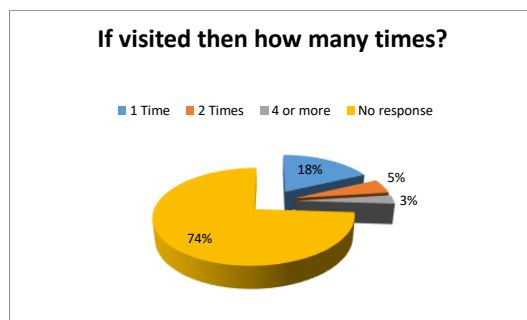


Fig. 7. Showing students' visits of museums in numbers



Fig. 8. Showing teachers` visits of museums in numbers

Motivation

The present study explores different factors for the community`s motivation to visit the museums. One of the most important factors is that of education or knowledge about their history or past. So it is evident that museums in Pakistan generally and in Peshawar city especially, focus upon these aspects of serious nature and should impart knowledge, and the better presentation of the history and historic objects. When the visitors in the museum are satisfied through the guidance of the museum staff and get education the interest to learn more in the visitors will develop and they will visit museum again and again. If museum staff does not guide them properly, their expectation will hurt, and they will not visit any museum again and also discourage the other visitors not to pay a visit to any museum. Among the children, another big motivation is for enjoyment. This factor is also present among adults. If museums only provide entertainment, they can deviate from their basic purpose of education, and if they only provide education through lectures about historic objects, it may be boring. So, the museums should devise strategies to educate the community through entertainment, and this can be done by using audio, video aids, and some other digital techniques. It brings historical periods into life, and increases the effectiveness of exhibitions, and communicates knowledge, and understanding about art and culture (Vom Lehn, 2009). Modern technology has the potential to provide entertainment, information/knowledge and interest Rowley (1999) and museums could exploit this technology to satisfy and educate their visitors of every age, sex and nature, etc. in this way, their expectations for visit would not hurt. Some of the visitors also mentioned that they are just walking in visitors. They did not have any plan of a museum visit but just came with a friend. The museums would encounter with such visitors and museums should try their best to raise the curiosity among such visitors so that they should know about their history and visit museum regularly.

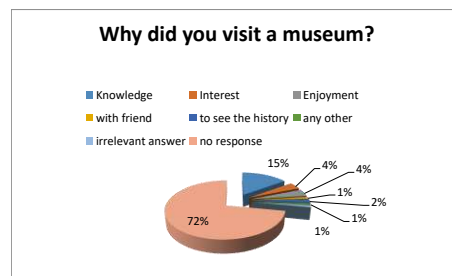


Fig. 9. Showing students' motivation to visit museums

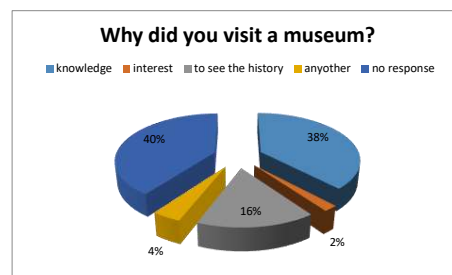


Fig. 10. Showing teachers' motivation to visit museums

Outcome

Visits to museums have several benefits or outcomes. The benefits which community got from their visits are attainment of knowledge, enjoyment, fulfilled the interest and observation of old history, etc. These are the varying natures and tastes of visitors. So, a museum should render such services which provide benefits according to the demands and expectations of these visitors of varying natures. From these outcomes, we also came to know that the basic aim of visitors to these museums is to get knowledge and to relax from the busy routine of city life. Both these two demands are very sensitive. Museums should focus upon their educational services and enjoyment as well to satisfy the visitors. Similarly, some visitors say that we did not get any benefit from the visit to the museum. These are the visitors whose expectations were badly hurt during their visits. Guidance, staff attitude, displays and museum facilities like car parking and electricity problems/lighting, etc. are the main reasons for such discouragement. In a museum of Peshawar city, the museum has not very basic facilities even information tags for several objects and guidance as well, so, every visitor here feels disappointed. Similarly, the visitors who pointed out different flaws are the educated and keen visitors, also having a very good aesthetic sense. These visitors have also been to some other museums (sometimes outside the country), and they compare the services offered by these museums with other museums. Some visitors have the craze to visit museums again and again and see and enjoy the exhibits and facilities of the museums. So, the museums should take into consideration such learned visitors also and try to fulfill their expectations at their level best.

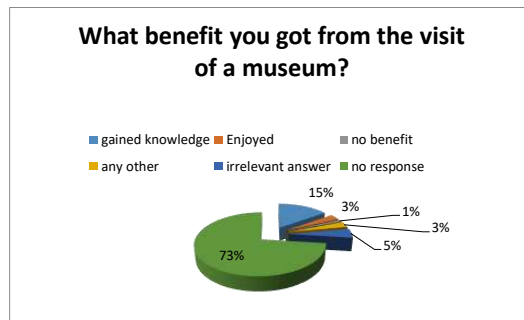


Fig. 11. Showing students' responses of benefits from museums

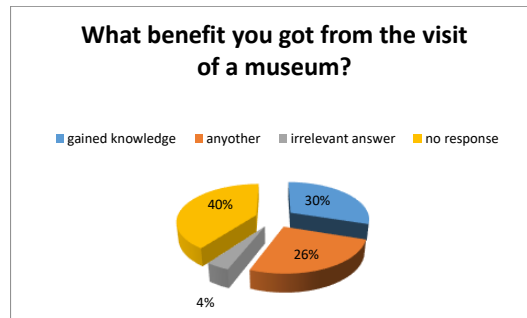


Fig. 12. Showing teachers' responses of benefits from museums

Perception

From the present study, we learned that the community perceives the museums and museums exhibits in their way. There are varieties of liking and disliking. Similarly, the curious and keen visitors also pointed out different reasons/services which they disliked. One point is noteworthy that the community is inclined towards the sacred objects like the manuscripts of the Holy Qur'an etc. and liked them very much. The second interesting point is that the community also has a good interest in weapons. It shows their fondness for weapons. Similarly, a good number of visitors liked sculptures also. From the above-mentioned results, we can say that the society is religious, having respect towards the other religions, and has an interest in weapons. Similarly, the community disliked some of the objects, and services. Some of the visitors disliked sculptures, old pottery, guidance, tickets and at the same time, some visitors disliked staff attitude and display/presentation. The visitors who disliked the sculptures are the visitors who say that the Peshawar Museum is full of sculptures. Everywhere there are sculptures. There should be the addition of some other objects. Such visitors also suggested that there should be the representation of other provinces of Pakistan. Some visitors believe that they cannot afford to bring their children to museums because of tickets. Guidance and staff attitude is another problem of the museums. There is a shortage of staff and museums cannot guide the visitors properly. The unfriendly attitude of some of the staff members creates dissatisfaction among the museums' visitors. So, the staff

should take into consideration this important aspect of friendly behavior. In this way, maximum number of visitors can be brought into the museums. Similarly, an aesthetic sense among the female visitors is praiseworthy. Most of the female visitors pointed out the display problems in the museums. This is very much true, and in the case of City Museum, Gor Khuttree, the display was of no value having no information tags with some objects, which was later on changed but discouraged the visitors a lot. From the above discussion, we can conclude that every exhibit in the museum is of great importance for the varying nature of visitors. Some visitors liked an object, and some disliked that object at the same time. All this depends upon the thinking, way of observing the exhibits, age, and sex as well.

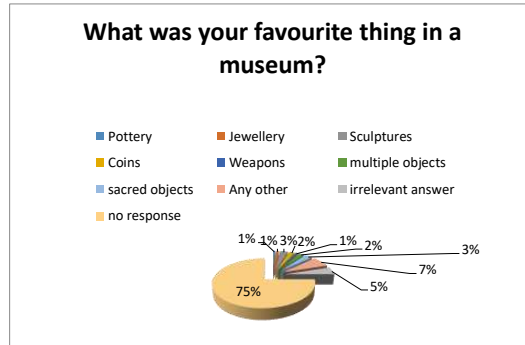


Fig. 13. Showing students' interest in museums

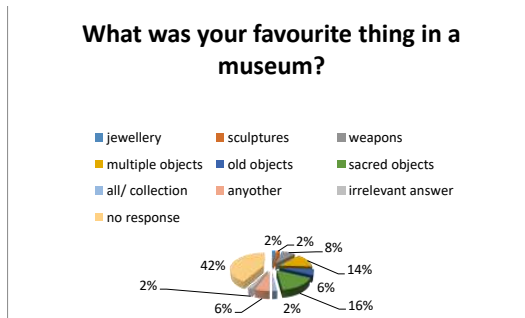


Fig. 14. Showing teachers' interest in museums

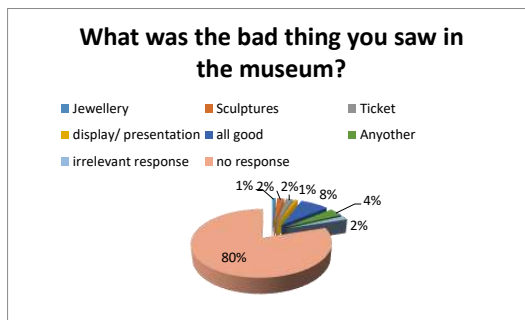


Fig. 15. Showing students' interest in museums

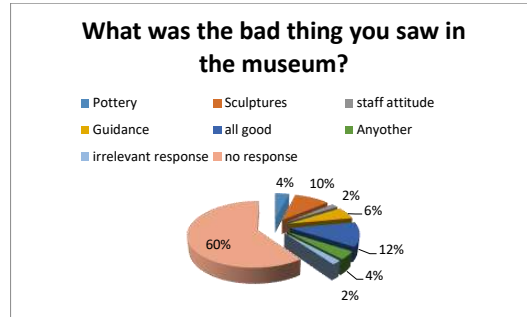


Fig. 16. Showing teachers' interest in museums

Satisfaction

The satisfaction with the museum experience comprises perceptions of individual attributes such as services, facilities and experiences, measured by stimulation, and authenticity (Huo & Miller, 2007). The satisfaction with the museum may be affected by services, facilities and experiences. Service is linked to the performance of staff, and the museum environment. Facilities include accessibility, and information facilitation. These should be designed for the convenience of visitors and the needs of special groups (Hou, 2009).

Most of the visitors are satisfied from the visits of museums and at the same time a fair number of visitors were not satisfied. The visitors, who are not satisfied, look more keen and curious. They observed the museum keenly and with curiosity and then responded. They are unsatisfied with the different external and internal facilities of the museums like guidance, staff attitude, tickets, display, lighting, car parking, cleanliness, and some other tourist facilities. Several visitors are not satisfied with the guidance and staff attitude in the museum. Museum staff should be willing to help visitors and should not “be too busy to respond to visitors’ requests” (Akama & Kieti, 2003). They should also be courteous to visitors and, at the same time, should possess sufficient collection-based information and professional communication skills to answer visitors’ questions effectively (Mottner, 2009).

Similarly, some visitors are not satisfied with the display and lighting in the museums. The exhibition is the basic art of telling the story about a place, object, or event (Prentice et al., 1993). Museums should build “structures that enable visitors to traverse the path from current knowledge and experience to hoped-for knowledge and experience” (Falk & Dierking, 1992). In this way, visitors will enjoy the aesthetics of design, display, etc. Some visitors are not satisfied with the lighting facility in the museums of Peshawar city. There is no alternate arrangement of electricity failure. There are no generators available in the museums. In case of break downs, the visitors cannot see the objects. This problem is within the showcases and outside the showcases also. Museums should provide alternative lighting and at the same time should provide light according to the recommended levels of the objects, because light can change colors and rot materials, organic materials especially are at risk under light (Thomson, 1986).

Similarly, museums like City Museum, Gor Khuttree, and Peshawar Museum, Peshawar have problems with car parking facilities. City Museum also has some problems with its building. There are cracks and leakage in the building. Museums also don’t have proper signboards, same is the reason the visitors of Gor Khuttree Park even don’t know that here in this park is a museum. The museum building is an integral part of the museum product and needs special attention. The building of a museum determines the nature of the museum for visitors.

(McLean, 1997). Therefore, it is up to the museum to address the physical image created by its building. The museum’s exterior should include signage on the building, its architecture, and the appearance or look of the entrance (McLean, 1997). The interior comprises layout, furnishing, and the overall setting. These facilities should be designed for the comfort of visitors and the needs of special groups, such as disabled and aged ones. So, a museum should provide “good and appealing physical facilities and equipment” Akama & Kieti (2003). Similarly, a museum should be accessible if it provides availability (opening hours), public transport, car parking facilities, and access for the disabled (Hou, 2009). The museums in Peshawar city should consider these aspects of accessibility.

Other facilities, if provided, may satisfy the visitors are well-designed brochures and maps (Phaswana-Mafuya & Haydam, 2005). These provided necessary information about the museum, and a reception desk that can respond to visitors’ needs. Numerous surveys have discovered that due to lack of facilities, visitors find museums uncomfortable places to visit (McLean, 1997). If museums provide certain facilities, this will encourage socializing and this will create a personal comfort zone that enables visitors to learn from their museum’s experience (Falk & Dierking, 1992), and interact socially. If museums focus upon these facilities, then the visits would be memorable, completely educating and entertaining the community.

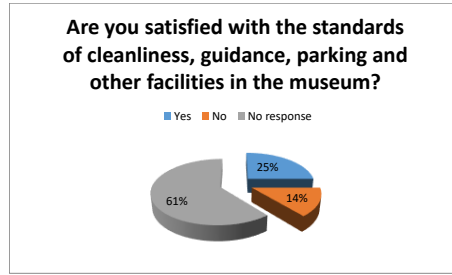


Fig. 17. Showing students' satisfaction with museums

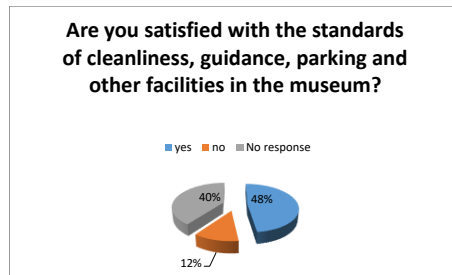


Fig. 18. Showing teachers' satisfaction with museums

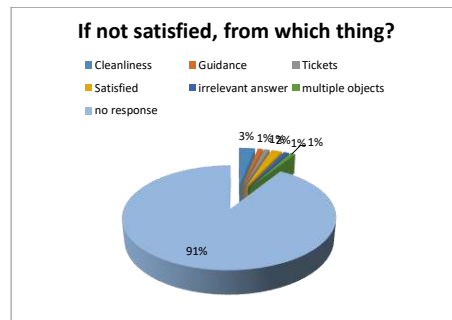


Fig. 19. Showing students' dissatisfaction with museums

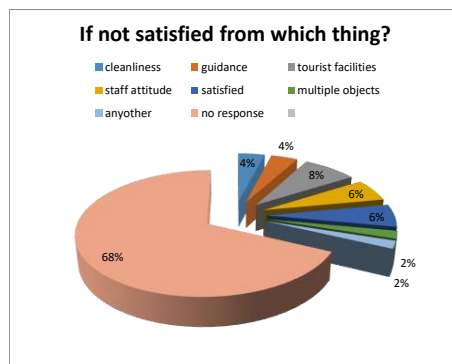


Fig. 20. Showing teachers' dissatisfaction with museums

Conclusion

Museums not only play a significant role in the collection and preservation of cultural heritage but also to aware and educate the community in which they exist. The educated and aware communities have a strong association with their heritage. They are curious to preserve and use it for the education of future generations. Pakistan's rich cultural heritage spreading over millions of years, preserves its heritage in different museums located in different cities. The present research shows that the museums and community association is very weak. The research shows that very few people know about the museums and few have paid visits to museums, and the noteworthy thing is that the repeat visits are very few. The results show that neither only the community nor the museums are responsible for the dilemma. The museums' administrations need to raise organized awareness campaigns for the community by using modern technology because the first step in this regard is only community awareness. At the same time, museums' administrations should focus on the betterment of museums and their staff. The display of the museums needs improvement. Similarly, tourist facilities should also be provided for the edutainment of the visitors. The results show that the visitors are interested in the museums, but their perception is hurt during the visits. All this is only possible when government takes serious measures to make museums perform their specific goals for the service of the community.

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