

Statistical Criteria for Analyzing Locations Linked to Folklore and Mythological Narratives

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Abstract: In this study, we analyze the basic factors that tourism and heritage departments can rely on in analyzing places associated with history, tales and legends, and written or narrated history in general. Perhaps, many archaeological sites have been associated with tales and legends, so the research seeks to analyze the basic factors on which the tourism development material for heritage places associated with history, legend and tale is based to highlight the most important factors in the light of which the place is deservedly governed for development and investment. The research applies these factors to one of the archaeological sites in the Sultanate of Oman associated with a set of tales and legends that are considered a rich material for the development of this archaeological site. The study used a set of approaches to clarify the mechanism for dealing with archaeological sites, namely inductive, analytical, cartographic, and applied approaches, which enable differentiation between archaeological sites and the development of those with the most distinctive features. The research also used two theories, the theory of cooperation and the theory of stakeholders, to deduce the criteria by which archaeological sites can be analyzed. The criteria were applied to one of the archaeological sites studied from among a group of archaeological sites in the Sultanate of Oman.

Keywords: IntHeritage Tourism, Archaeological Sites, Legends and Tales, Tourism Development.

1. Introduction

Nations strive to resurrect their civilization and revive its details to prove identity and belonging and to achieve cultural, social, and economic linkage between their different stages in time. The exchange of knowledge between sciences has played a major role in promoting various cultural projects that achieve the vision of nations culturally and economically, which is reflected in building a nation capable of facing the rapid changes in knowledge, applied and recreational developments. Perhaps, civilization and history are the most important areas in which any aspect of knowledge can be analyzed, as it has completed all stages, including the stage of construction and reconstruction. However, the journey of construction and civilization has witnessed periods where its once-bright chapters faded into dust, and many pages were lost with the passing of its pioneers and those who chronicled its history. Yet, the elements still present—such as the ruins, the rich historical context, the surrounding urban development, and the modern landmarks—combined with both local and international efforts to preserve and restore these sites, have created opportunities for renewal and revitalization. Among these cultural locations are heritage sites, deeply rooted in history, and often intertwined with legends and folklore.

To this end, the research will analyze the basic factors upon which the tourism development material for heritage sites linked to history, myth and story is based, to highlight the most important factors in light of which the place's worthiness for development and investment is judged. It is the fruit of the Omani government's efforts to revive and activate archaeological sites through research adopted by the Ministry of Higher Education, Scientific Research and Innovation in cognitive twinning with the Ministry of Heritage and Tourism. The research project that led to these results was funded by the Ministry of Higher Education, Scientific Research and Innovation in the Sultanate of Oman (formerly the Research Council), in cooperation with the Ministry of Heritage and Tourism under the Omani Cultural Heritage Program under Research Contract No. (TRC/SRG/OCH/1/2020).

The study assumes that cultural tourism is an important aspect of the national economy and an industry like all other industries that rely on raw materials and final products. It requires attention, care, and development that enables it to contribute to the national economy and individual income, and to serve as an open book for learning about the history, culture, civilization, and identity of the people who lived there and built their economies within it. The study was based on a primary objective: to analyze a set of factors present in heritage sites and apply scientific theories through which a comparison can be made between heritage sites associated with stories and legends, with the aim of using them for tourism to stimulate and maximize

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the benefits to the national economy and the local community. This is done in a way that preserves these buildings, highlights their historical role, and creates job opportunities and economic and social activity around them.

The study's scope required that it be limited to historical heritage sites associated with stories and legends, with a focus on a single site through which the analytical theories that the research will address can be applied: the Hawra Bargha site in the Sultanate of Oman.

2. The study problem and questions

Tourism anthropology has carried a great deal of knowledge about the civilizations of nations, their history, culture, lifestyles and ways of thinking, and has created a field for research into the vocabulary of cultural tourism, which is an inspiring material for nations and peoples. However, these places differed in their history and the civilizations of their nations, so they were divided between two places, one pulsating with life and the other, of which traces remained, devoid of any narrative that narrates any of its details; and encourages its investment and development. Among these places were archaeological sites that carry something of the thought, beliefs and way of thinking of ancient man, linked to a myth that created it and a story that it wove, reviving the place and giving it importance and cultural dimension.

Accordingly, a set of questions arise facing the investment of these places for tourism, which the study seeks to answer, and to develop some perceptions and solutions to use them and revive them. These questions include:

- What qualifications do tourist sites have for development and investment?
- Are residents and tourists familiar with these sites, their history, and their narratives? Do they offer the necessary services to access and learn about them?
- Have these sites received their due attention and care in modern history?
- To what extent are the stories and legends of the place consistent with those of modern humans?
- How can these sites be revitalized for tourism and offered for investment to increase national income and individual income?

3. The study objectives and hypotheses

The study assumes that cultural tourism is an important aspect of the national economy and an industry like all other industries that rely on raw materials and final products. It requires the attention, care, and development that enables it to contribute to the national economy and individual income, and to serve as an open book for learning about the history, culture, civilization, and identity of the people who lived there and built their economies within it. Therefore, the study is based on the following basic hypotheses:

To what extent can places associated with myth be leveraged for investment and tourism attraction to support the national economy and local community?

How can the cultural material of a heritage site, the development and reconstruction surrounding it, and the history, story, and legend of the place be utilized to generate a tourism product?

4. The research has a primary objective and a set of secondary objectives:

The primary objective is to analyze a group of heritage sites associated with myths and legends, with the aim of using them for tourism purposes to stimulate and maximize the benefits to the national economy and the local community, in a manner that preserves these buildings, highlights their historical role, and creates job opportunities and economic and social activity around them.

The secondary objectives are:

- Design a scientific research mechanism and method to compare historical sites with a view to developing and investing in them. This is achieved by creating a model of analytical criteria capable of comparing archaeological sites associated with myths.
- Highlight the spatial and cultural value of sites associated with stories and legends and raise awareness of the importance of rehabilitating them within an investment framework.

5. Limitations of the study

The nature of any study imposes certain boundaries that the researcher must adhere to and follow. The scope of these boundaries is dictated by the nature of the study itself. These boundaries help adhere to the intellectual theme and limit points of thought to a single aspect or approach. They also help innovate topics and areas of scientific research. There are types of research boundaries, some of which may be present in one study and not in another, depending on the nature of the scientific research.

- The qualitative boundaries of the study: Boundaries related to historical heritage sites associated with a story or legend.
- Thematic boundaries of the study: Focus on the criteria for analyzing places associated with stories and legends, and applying these criteria to an archaeological site, "Hawra Bargha" in the Sultanate of Oman.
- The spatial boundaries of the study: A group of historical heritage sites.

6. Methodology

The study methodology consists of a set of items as follows:

1) Study Tools:

In such studies, it is appropriate to diversify the tools used to measure and analyze the locations targeted for tourism development. The study used a variety of tools, including direct observation through visits to archaeological sites associated with myths and stories, and recording all related data, including strengths, weaknesses, investment opportunities, and other points that serve these sites.

A questionnaire was used to measure the level of local residents' satisfaction with the development of the site chosen for investment, and to obtain the opinions of intellectuals and researchers on the best methods and visions for developing the selected site.

In addition, personal interviews were conducted with a selected group of local residents to obtain some data related to these locations, obtain some recommendations and suggestions from the residents, and measure some criteria that cannot be obtained from the state's information sources.

2) Methods

The study relied on a set of methods that can be summarized as follows:

- 1- The inductive method: This was achieved by inductively examining references, sources, and scientific studies that addressed similar topics or were close and similar to the study. This was achieved by reviewing the policies of the Ministry of Heritage and Tourism in the Sultanate of Oman in dealing with these sites, as well as international tourism organizations' views on heritage, archaeological, and cultural sites.
- 2- The analytical method: This was achieved by analyzing the sites within the study community, identifying their details, and analyzing them using scientific methods, in light of identifying their strengths, weaknesses, and available investment opportunities.
- 3- The cartographic method: This was achieved by representing information and results using numbers, ratios, illustrative curves, and maps.
- 4- The applied method: This was achieved by designing developmental engineering models for the reconstruction and preservation of the site.

7. Study terminology

Story: story, in language, is what is narrated and narrates, whether real or imaginary. Technically, it is the individual creation of an unknown narrator, whose identity we cannot determine. However, after repeated narrations based on memory, it becomes the work of everyone who participated in the transmission or narration. The events associated with the story may be real or imaginary, in prose or poetry. Stories are an essential element of culture because they are a means of entertainment and recreation, in addition to being a means of expressing cultural concepts and values. Therefore, they play an important role in creating communication across different generations.

Legend: legend in the dictionary of Arabic terms in Language and Literature is a fairy tale dominated by imagination, in which the forces of nature emerge in the form of living beings with excellent character and on which popular literature is

based. The meaning of myth has evolved in the field of fine arts, to indicate an ancient incident, circulating among the people, developed by tradition and transcended by imagination, mostly national, religious or national feeling, while the myth is popularly fictional, spontaneous and popular narrative with symbolic meaning.

Hawra Berga: Hawra Al-Kafir or Hawra Al-Bunyan as the owners of the region call it, is a relatively large mountain located in the Wilayat of Sohar in the Sultanate of Oman, on the Wadi Al-Jizi Road. The road to it from the roundabout of Falaj Al-Qabail towards Al-Buraimi by about fifteen kilometers and is located directly on the southern side of the Wadi Al-Jizi Dam. The place is easy to access and does not need climbing equipment for easy climbing the mountain from anywhere you want. It is a mountain at the head of which there is a full-fledged castle, but it is still intact and has not been restored and reconstructed.

Tourism development: Processes aimed at improving and expanding tourism services and needs through the optimal use of the natural, economic, social, and urban resources of a region for the purpose of economic development that promotes tourism and increases the individual and national income of communities. Tourism development is considered one of the foundations of comprehensive national development for countries. Therefore, countries are interested in developing programs that achieve continuous and balanced growth in tourism resources and increase interest in them, especially with scientific and technological advances that have facilitated tourism development and made it more active and advanced than in the past.

Heritage tourism: This is a type of tourism that focuses on the culture of a particular country, the lifestyle of its people, its geography and architecture, the history of its inhabitants, the arts, religion, and all the factors that have shaped the lifestyle of its people. It is linked to travel aimed at learning about the activities associated with these places and learning about the culture associated with them. Heritage tourism is considered tourism for a specific purpose, which is to learn about culture and history and to see monuments, artifacts, and evidence of people's lives in the past and present. Heritage tourism is associated with urban areas such as historic cities, museums, theaters, and others, and may be associated with rural areas that showcase heritage as a living reality that tourists experience by immersing themselves in the reality of people's lives.

8. Criteria for analyzing places associated with tales and legends

First: Theories of analysis of tourist places and sites:

There are many theories that deal with the analysis of tourist sites depending on a set of premises such as the quality of tourism projects, the quality of the objectives addressed by the analysis, the quality of beneficiaries and other premises. In this study, we have relied on two theories that touch on the objectives of the study, namely:

1) Theory of cooperation:

There are several theories concerned with activating tourist places and making them a popular attraction for tourists, as activating these places can only be achieved with the solidarity and solidarity of institutions and individuals. The theory of cooperation is one of the most important theories that provides an approach to how important cooperation is between individuals and institutions. Cooperation can be broadly divided into three main components:

- 1) The problem or issue.
- 2) Inter-institutional communication.
- 3) Formation and development of cooperation.

This last component is addressed by the model developed by Tuckman and has been widely accepted. This model consists of four stages: The first stage is aggregation and formation, where institutions begin to establish cooperation between stakeholders and define its goal. During the second phase "brainstorming and arranging ideas", organizations formulate the strategic plan, organizational structures and individual contributions. The third phase focuses on performance where the focus is on the actual implementation of the strategic plan and measure the effectiveness of cooperation. The final stage focuses on review and correction, which focuses on evaluating the performance of cooperation and making any adjustments required to reach the higher goals for which this cooperation was established [1].

Innovation is one of the most important results of cooperation between institutions and the local community, as cooperation allows encouraging creative ideas through the participation of different groups of segments of society in the production of new services or products that are difficult to develop in isolation [2]. Both organizations and individuals understand that they can work more effectively and productively when they are part of a collaborative ecosystem by sharing various resources such as financial resources, expertise, and skills [3]. This applies equally to the tourism system in any country, when there is cooperation between members of society and institutions to create an attractive tourism environment through the contribution of individuals and institutions with their skills, capabilities, and abilities.

2) Stakeholders theory

The development of sustainable tourism in any region can only be achieved with the solidarity of all beneficiaries. This is confirmed by the stakeholders theory advocated by the scientist Freeman in 1984 [4]. The stakeholders theory states that an organization can differentiate by involving stakeholders in decision-making, with Freeman defining stakeholders as individuals or groups who can influence and be influenced by what the institutions to which they belong achieve. This theory also applies to the field of tourism development, where the participation of stakeholders in the development of tourist and archaeological sites is a major step for a sustainable partnership between institutions and individuals to activate and develop these places in order to attract a larger number of tourists to them.

Local community members are one of the most important stakeholders who play an important role in the development of tourism in any country. Community members can participate in the support and development of tourism in a variety of forms, both formal and informal. For example, in the town of Selma, North Carolina, when the mayor of the region wanted to revitalize the city through tourism, shopping, and entertainment. He prepared the initial plan and presented it to businessmen, officials, and residents of the region. Through this informal process, the mayor got on different opinions from all segments of society to develop the project. The project was developed in the light of the proposals made by everyone, and the project was implemented on the ground and met with great approval and success. This success is due to the wide participation of the project from all beneficiaries and stakeholders in the region [5].

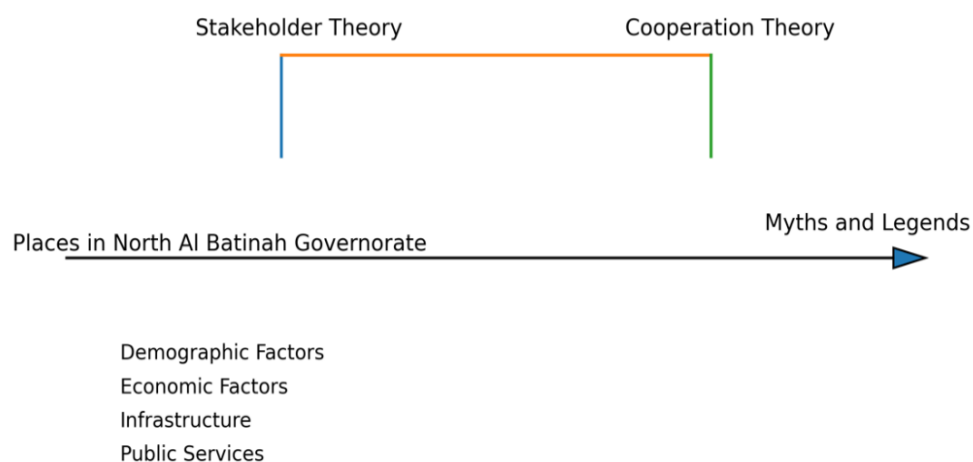


Fig. 1: Theoretical framework of the applied study.

The figure 1. illustrates the conceptual linkage between Stakeholder Theory and Cooperation Theory as the overarching theoretical foundations of the study. These frameworks connect the analysis of places in North Al Batinah Governorate with local myths and legends. The model also highlights the contextual determinants influencing this relationship, including demographic factors, economic factors, infrastructure, and public services.

Second: Criteria for analysis and comparison between places associated with tales and legends

In the light of this scheme, the criteria for analysis and comparison between the study population can be classified through the following points and criteria:

Table 1: The list of general services through which archaeological sites are analyzed and compared

Public Services									
Nearest Commercial Market	Nearest Petrol Station	Nearest pharmacy	Nearest Health Complex	Nearest Health Center	Nearest ATM	Nearest Hotel Establishment	Nearest Mosque	Nearest Ambulance Unit	Nearest Police Station

We can know some of the details of these criteria through previous studies, whose definitions and outlook we will refer to through the following lines:

Lubna Ajaj [6], quoting Hamid Al-Tai from the book (The Origins of the Tourism Industry), pointed out that the components and elements of the development plan for tourist sites include:

- Factors and elements of visitor attractions.

- Accommodation and hospitality facilities and services.
- Various services.
- Transportation services.
- Infrastructure services.
- Institutional elements.

Table 2: The list of demographic, economic, and infrastructure data used to compare and evaluate archaeological sites.

Infrastructure					Economic data			Demographic data		
Fourth generation network coverage	Nearest Water Network	Nearest power line	Nearest asphalted street	Nearest tourist attraction site	Medium Enterprises	Small Business	Microenterprises	No. of expatriate population	Omani Population	Population

Here they correspond to some of the criteria adopted in the analysis, but the analysis focuses on additional elements that help in the tourism industry and emphasizes the importance of some elements in tourist attractions.

As for Riham Fares, she called it the existing physical data, which include site conditions, spatial relations at the town level, climate elements, land use, determinants, whether natural determinants such as terrain or industrial determinants such as regional roads and railway lines [7] Human data: The evolution of population size and annual growth rates, population density, absorptive capacity, social and economic characteristics of the town’s population [7].

1- Demographic data:

Demographic data has a significant impact on the revitalization of tourism as they are considered the direct beneficiary of tourism services and the main operator of its operations, "The size of the population is one of the main topics that affect tourism development, because tourism is one of the sectors that rely heavily on the population in the management of its various aspects, unlike other sectors such as (industry and agriculture) can dispense with labor and the use of modern technological means to replace it [8].

2- Economic data:

The role of economic data in the availability of institutions capable of conducting the tourism process, whether they are public institutions that develop legislation and laws or private institutions that provide the necessary needs and requirements, and includes in the economic data the presence of trained labor capable of meeting the needs of the tourism process, and skilled manpower, and Lubna Ajaj [6] pointed out that there is a set of elements linked to each other in order to reach high-end tourism development:

- Infrastructure and superstructures.
- resources.
- Manpower.
- Tourism professions and their differences.
- Legislation (laws and regulations).

3- Infrastructure:

It includes transportation, roads, and traffic services, water of all kinds, dirty water drainage roads, electricity, gas, energy sources, means of communication and all types of basic services [9].

Other infrastructures may be included, but they are closer to facilities than to structures such as gas, telephones, and banks. (Al-Hasanat, 2016) believes that the term infrastructure is given to the primary services that must be provided for the establishment of any project or tourist area, such as wastewater networks, fresh water, electricity, gas, telephones, health services, roads, and banks. No tourism project can fully perform its services without the availability of these services, and the tourism industry depends mainly on infrastructure [10].

The means of transportation and communications play a key role in the infrastructure through the availability of roads and various transportation lines. The process of tourism spread includes all forms of movement and communication, which is the basis for spatial interaction between tourist sites. Tourist sites of any kind may be of little importance and secondary in the event of difficulty in reaching them by regular means of transportation. Transportation is the main pillar of tourism activity; the emergence and development of tourism has been associated with the form we see today with development of means of

transportation between different countries [11]. The Sultanate of Oman has many means of transportation that tourists need to reach tourist destinations, and these means are divided into three types:

1. Land transport includes transport by small cars and buses. These means need paved asphalt roads, some of which are one-way or two-way (autostrad), linking the governorates, regions, states, and villages of the Sultanate, which are often available appropriately.
2. Maritime transport: is of great importance, because the Sultanate of Oman overlooks a wide waterfront. It has several large ports, such as the port of Muscat, Salalah, Sur and Sohar, which are places of great tourist attraction, as well as many other ports. There are many tourist groups that arrive via ships dedicated to transporting tourists, as well as many boats and small boats that are distributed in various beach areas to transport tourists for short distances and entertainment.
3. Air transport: is one of the important means of transporting tourists from Europe to the Arab world, especially to Salalah to sightsee the Salalah Autumn Festival [12].

4- Public Services

Ibrahim Bazo [13] stated that the tourist map of heritage and cultural areas includes a set of facilities that are used in tourism marketing and these facilities contain all the natural and human components, as in the table:

Table 3: The facilities used in tourism marketing

Car Rental Offices	Archaeological sites
Parks and gardens	Restaurants
Exhibitions	Hotels
Museums	Tourist Offices
Security Centers	Hospitals
Panorama Locations	Roads & Transportation

Ibrahim focused here on the public services needed by tourists, many of which were incorporated into the archaeological site analysis model adopted in the study.

Some researchers, economists, and tourism professionals refer to public services as the tourism superstructure. This term refers to accommodation facilities (hotels, motels, camps, etc.), as well as tourist reception facilities, tourist information offices, travel agencies, tour companies, car rental agencies, translators, tour guides, tourism organizations, theaters, stadiums, cinemas, etc. These services vary from country to country and according to their level of development.

Some researchers refer to these services as facilities, but transportation falls under the category of facilities, which, from the perspective of this study and many others, falls under the category of infrastructure. "A tourist area, regardless of its existing components—whether archaeological, recreational, desert, therapeutic, or otherwise—must include complementary facilities such as accommodation (hotels, chalets, tourist apartments, camps, etc.) and transportation, which are among the most important pillars of the success of any tourism project. Without them, tourism life is incomplete. In addition, there are places where restaurants are provided to tourists, and so-called super-facilities, which are important amenities for attracting tourists and meeting their needs. Tourists typically spend about 25% of their budget on services, while infrastructure facilities serve all sectors, including tourism, and therefore must be available to any tourism project (such as water and sewage systems, electricity, communications, etc. [9].

In addition to the aforementioned criteria adopted in the analysis, there are other criteria, such as climate, which was measured through personal interviews. It represents an important element of tourist attraction, and tourists view it as a priority when comparing tourist areas. Climate, with its various elements, constitutes one of the components of the natural offering that works to attract tourism and influences its direction, whether domestic or international tourism, and even at the level of outdoor recreation and recreation. Climate in itself is an important tourist element; it is one of the basic elements of tourist attraction in the world's tourist countries and determines tourist areas in most countries. It is also a factor determining the possibility of benefiting from other natural, historical and social resources [14]. Therefore, climate plays a motivating factor for tourists and a motivating factor for those who benefit from tourism, as it is an encouraging factor for diversifying activities and holding many accompanying events. "Climate is the main driver of tourism in all its forms, as it works as a mediator that makes various tourism activities either enjoyable or the opposite. Therefore, climate is an important factor that determines the size of demand for tourism, whether local or global [9].

In addition to climate, the factor of proximity analysis of tourist sites is added, and the influence of some on others is a positive direct effect. The closer the tourist sites are to each other, the stronger the attraction they become for tourism. The proximity or distance of a phenomenon or a certain landmark from another landmark is determined by a certain degree... meaning that one can choose a site from the information layer for a region, then ask the system to determine the nearest

visitor center to that site. The system then chooses the nearest visitor center from the visitor center information layer based on the site chosen from the visitor center layer. In doing so, it has analyzed more than one information layer to reach the desired result [15]. An example of this is that “one can choose a hotel from the information layer of hotels, then ask the system to determine the nearest archaeological site to this hotel. Thus, the system chooses the nearest archaeological site from the information layer of archaeological sites based on the hotel that was chosen from the hotels layer. Thus, it has analyzed more than one information layer to reach what is required [16].

One of the criteria that can be taken into account in calibrating archaeological sites is the presence of space around the tourist landmark. In this study, the spatial areas around each landmark were studied because they have a significant impact on the development of sites and expansions to include services accompanying tourism. “The heritage urban area is considered one of the most pressing problems in the contemporary arena in terms of the possibilities of dealing with them and the objectives of development and preservation. This is due to the overlap that this area represents between the old and the modern – the worthless and the valuable – the good and the bad – where contradictions and different values intersect. Most of the valuable heritage areas are located in a vibrant and vibrant environment, which creates a kind of interaction between these areas and mutual influence, as the surrounding urban environment affects the heritage areas and is affected by them. This requires awareness of the inputs of the surrounding urban environment and its relationship to the valuable areas. The vibrant life in the urban areas surrounding the archaeological areas is considered an integral part of the heritage experience of the monument, although it has some effects.” However, they are indispensable, otherwise these monuments would become lifeless and without a social identity, as the vibrant life in the heart of the heritage area represents a large part of the identity of the place. Through the ongoing efforts to preserve archaeological areas, a group of approaches and projects with different orientations have emerged, some of which are successful, while others suffer from some negatives and do not lead to the expected results [13].

9. Data Analysis

After studying all the archaeological sites associated with the tale and legend, and collecting data on them, the study will use quadrilateral analysis (SWAT) to analyze the data in application of what has been followed in previous studies [17]. This method is considered one of the most important methods used to differentiate between places when developing tourist places. SWOT analysis is a tool used in strategic planning to assess the strengths, weaknesses, opportunities and threats of a project or plan [17].

The word (SWOT) is an abbreviation for four basic points through which the analysis is carried out, namely:

- Strengths are the available resources and capabilities that can be used to improve conditions and raise the competitiveness of the plan. As for the weaknesses, they are represented in some strengths such as the lack of material and human resources [17]. Our research focuses on the internal factors within the archaeological site that influence the site’s movement and impact its development and competitiveness in attracting investment.
- Opportunities and threats. Opportunities are external capabilities that enable the achievement of gains for the project or plan, such as the emergence of modern technologies or the relaxation of legal restrictions [17]. Threats are the result of external influences such as change in requirements [17].

In conclusion, the research relied on unified criteria that included the myth in its various aspects, the general view of the archaeological site, general specifications about the site, demographic data, infrastructure, public services and economic data. All these criteria are described in Table 4.

Table 4 : Detailed Criteria for Site Analysis Using SWOT Methodology

S/N	Criterion	Criterion No.	Description of the Criterion
1	Importance of the legend and tale	1.1	Rarity of the legend
		1.2	Connection of the legend to the place and other legends
		1.3	Current prevailing belief about the legend, its effectiveness, and extent of popular culture surrounding it
		1.4	Presence of clear evidence and signs in the location reflecting the details of the legend
2	General view of the archaeological site	2.1	View of the archaeological site over the surrounding area
		2.2	Existence of the spatial area surrounding the site
		2.3	The archaeological site simulating traditional Omani life and history
		2.4	Presence of a natural environment suitable for relaxation and recreation such as the sea, aflaj (ancient water channels), farms, etc.
3	General specifications	3.1	Ownership of the place

	of the site	3.2	Readiness of the site for tourism and investment
		3.3	Suitability of the place for tourism throughout the year
		3.4	Proximity of the place to tourist and economic sites
		3.5	Presence of threats to the location
		3.6	Ease of access to the location
		3.7	Presence of handicrafts and artisan work in and around the site
		3.8	Diversity of development aspects for the site
		3.9	Connection of the local population to the site
4	Demographic data, infrastructure, and public services	4.1	Population density in and around the site
		4.2	Proximity and distance of essential services and infrastructure from the site
5	Economic data	5.1	Availability of small and medium enterprises serving the tourism sector

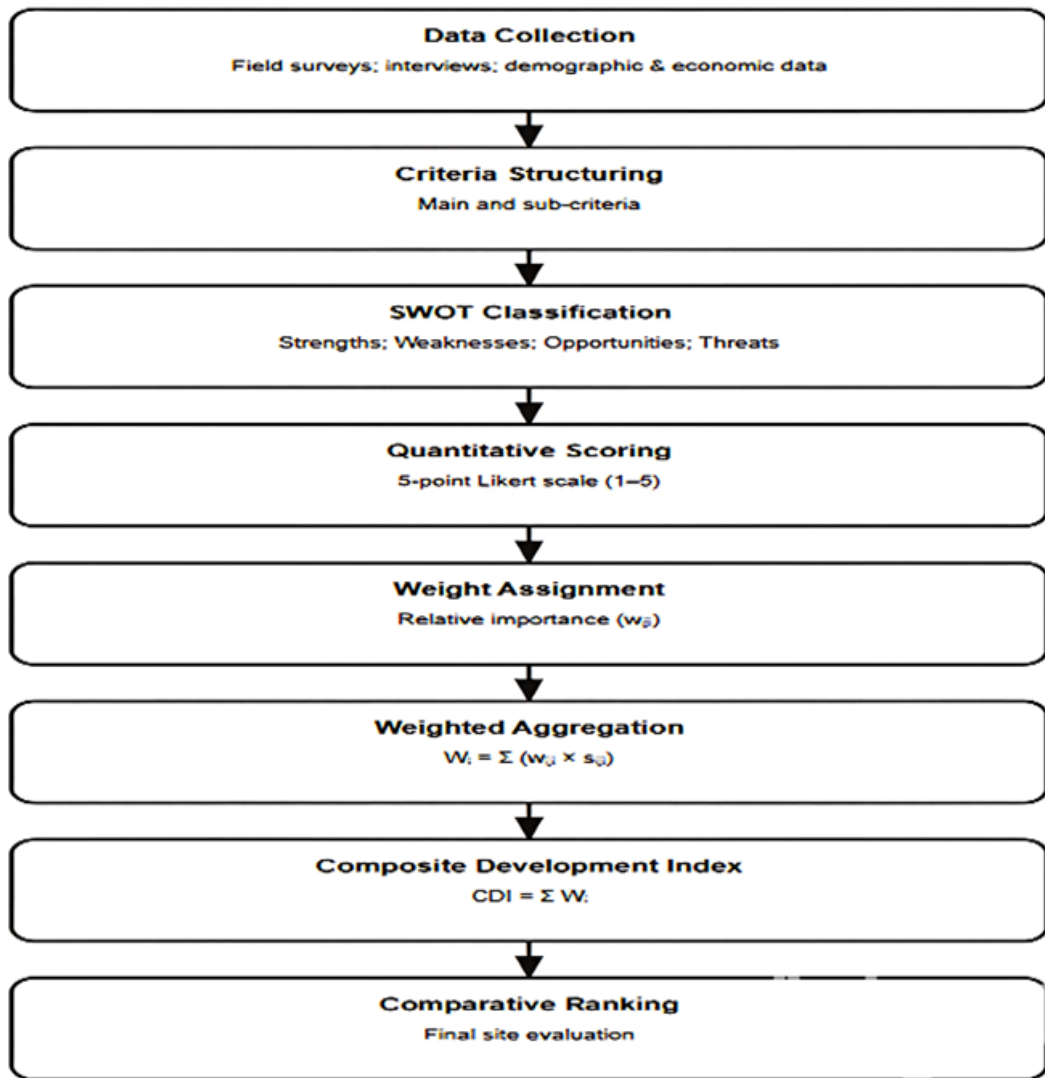


Fig. 2: Expanded Quantitative SWOT Analytical Framework

Figure 2 illustrates the structured quantitative SWOT-based analytical framework adopted in this study. The model integrates qualitative classification with quantitative evaluation through a systematic multi-stage process. The workflow begins with comprehensive data collection, followed by structured criteria formulation and SWOT categorization. Each sub-criterion is subsequently evaluated using a five-point Likert scale and assigned a relative weight reflecting its analytical importance. The weighted aggregation process ensures that differential criterion significance is incorporated into the final assessment. The

Composite Development Index (CDI) is then computed to provide a unified quantitative indicator of site potential. Finally, comparative ranking enables objective evaluation across criteria dimensions. This structured framework enhances methodological transparency, analytical consistency, and reproducibility of the results.

Hawra al-Kafir, or Hawra al-Bunyan, as the locals call it, is a relatively large mountain located in the Wilayat of Sohar, on the Wadi al-Jizzi road. The road to it extends from the Falaj al-Qabail roundabout towards Buraimi, approximately fifteen kilometers away. It is located directly south of the Wadi al-Jizzi Dam. Its location is easy to access, and climbing equipment is not required to ascend the mountain from any desired location. The reason for the name, according to the narrators, is that this mountain was inhabited by Persians, and in one account, by Portuguese invaders who invaded Oman in ancient times. Since the people of Oman were Muslims, they sometimes used the term "kafir" (infidel) to refer to non-Muslims. Since this mountain was a military outpost for the occupying Persian or Portuguese leaders at that time, this place was given the name Hawra al-Kafir. The name Hawra al-Bunyan came after the original name Hawra al-Kafir. The people living in the area changed the first name to the second, preferring to avoid names inappropriate for Omani society, with its deeply rooted customs and traditions, and the morals of those early generations. One of the stories told about this mountain is that the reason for its name—as narrated by narrators—is that this mountain was inhabited by Persians, and in one version, by Portuguese invaders who invaded Oman in ancient times. Since this mountain was a military outpost for the Persian or Portuguese leaders who occupied Oman at that time, this place was called Hawra al-Kafir. Regarding the reason for the names Hawra al-Kafir and al-Bunyan, the locals recount stories about the kafir who inhabited it and built the structure that still stands today.

There are other mountains in the area near this place called Hawra, including Hawra Bargha, Hawra al-Arsh, and Hawra al-Kilab, among other mountains that have their own names according to the people of the place. Among the stories surrounding the place is the story of Hawra al-Kafir and the tunnel. According to the locals, the story of this place is strange and wondrous. They have multiple stories about the same place, dating back to the time of Ali ibn Abi Talib (may God be pleased with him). Some of these stories are linked to the Persian and Portuguese occupation of Oman, where it is said that they dug a long tunnel connecting Hawra al-Kafir to Sohar Fort. Another story is the story of the daughter of the Persian king and her keen eyesight, which enabled her to spot the enemy approaching her people from days away, making it easier for her people to prepare to meet the enemy and defeat them before they reached their encampments. This girl, according to the stories, had sharp eyesight, able to see from dozens, perhaps hundreds, of kilometers away.

Another story is the story of the Persians and Imam Ali ibn Abi Talib. This is a strange legend about Imam Ali ibn Abi Talib challenging these people who occupied Hawra, preventing any passerby from passing through, and possibly collecting tribute from them. The latest data indicates that Sohar has the highest population density among the governorate's wilayats, with a population of 232,849. Omanis comprise 131,592 individuals, representing 57% of the total. Non-Omanis comprise 101,257 individuals, representing 43%. It is worth noting that the proportion of expatriates is the highest compared to the other wilayats in the governorate. There are approximately 247 small and medium-sized enterprises (SMEs) in the wilayat, 73% of which are micro-enterprises, 25% are small enterprises, and 2% are medium enterprises. This gives it a competitive advantage for establishing tourism, economic, and other projects compared to other wilayats in North Al Batinah.

The average distance from services to Hawra Al Kafir is approximately 13.1 km. Statistics indicate that the mosque, electricity lines, and paved roads are the closest services to Hawra Al Kafir. Data indicate that the health complex, ambulance unit, and hotel facilities are the farthest from services and infrastructure in Hawra Al Kafir. The site and its investment opportunities can be analyzed through the following SWOT analysis:

Table 5: The SWOT analysis of the site of Hura Al-Kafir or Hura Al-Bunyan in the Sultanate of Oman.

No.	Axis	Description	Code
1	Strengths	1. Rarity of the legend.	1.1
		2. The site and legend are linked to the history of Sohar and ancient Omani history, and to other legends.	1.2
		3. Local belief in the importance of the site as it reflects past armed conflicts in the area.	1.3
		4. Presence of evidence and signs proving the historicity of the place and the legend.	1.4
		5. The site stands out and is visible from Saham and Liwa, and overlooks surrounding areas.	2.1
		6. Availability of sufficient space for service expansions.	2.2
		7. Proximity to Wadi Al-Jizzi Dam.	2.4
		8. Public ownership of the site.	3.1
		9. Strong local community attachment to the site.	3.9
2	Weaknesses	1. High cost of restoration and rehabilitation.	3.2

		2. No paved road to the site, with an unpaved stretch of approximately 3 kilometers.	4.2
3	Opportunities	1. The site tells the history of ancient Sohar, offering potential for a regional history museum.	2.3
		2. Proximity to tourist attractions enables integrated tourism program design.	3.4
		3. Suitable for tourism during most of the year.	3.3
		4. Close to Sohar Industrial Port, Sohar Industrial Area, and Sohar Free Zone.	3.4
		5. Close to Sohar Airport.	3.4
		6. Near other historical and touristic sites.	3.4
		7. Ease of access to the site.	3.6
		8. Presence of handicrafts at and around the site.	3.7
		9. Multiple development prospects for the site.	3.8
		10. High population density around the site.	4.1
		11. Proximity of essential services and infrastructure, such as mosques and electricity lines.	4.2
		12. Availability of small and medium-sized enterprises in the region.	5.1
4	Threats	1. Presence of stone crushers near the site, reaching into Huwara itself.	3.5
		2. Heavy truck traffic transporting rocks from surrounding crushers.	3.5
		3. Distance from key services such as health centers, ambulance units, and hotel facilities.	4.2





Photo1: Photos from the website of Hawra Al-Kafir or Hawra Al-Bunyan

Photo1: Photos of some locations and prominent landmarks at the Hura Bargha site. They show the wall surrounding the mountain from all sides, in addition to the towers along the wall—some of which are still standing while others are in ruins. The opening of the upper fortress is also visible, as well as water collection basins and the upper fortress overlooking the surrounding area.

10. Conclusion:

With the vast number of archaeological sites in countries with deep historical roots, governments find themselves squeezed between a number of sites that differ in importance, location, and ability to promote themselves as tourism destinations. Therefore, this research identified a set of criteria by which to compare these sites for development and investment in tourism. The research relied on two analytical theories: the theory of cooperation and the theory of beneficiaries (stakeholders). It also included a set of data from which to compare and select the most important sites for development and to begin with, such as demographic and economic data, infrastructure, and public services. Furthermore, the SWOT analysis method was used to analyze the data and identify strengths, weaknesses, opportunities, and threats.

The research applied the criteria to several sites in the Sultanate of Oman and concluded that the "Hura Bargha" site is a historical and cultural resource that can be developed and invested in, given its attractive tourism investment and development potential. The research concluded with a set of findings:

1. The importance of collecting the entire cultural and civilizational history of historical sites, given their impact on promoting and investing in them for tourism.
2. Stories and legends represent a promotional material and an important component for developing archaeological sites, and they have a significant impact on the development process and the presentation of archaeological products.
3. The importance of conducting a scientific study of archaeological sites before developing them, based on several criteria that qualify them for development and investment.
4. The analysis criteria inspire tourism leaders to focus on several aspects of life that provide important components to archaeological sites and increase their investment and promotion opportunities.
5. The necessity of qualifying the local community to preserve archaeological sites and embrace the idea of developing them in cooperation and consultation with government agencies and local community leaders.

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