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	Disciplina	069
	Soggetti	Cultural property - Management
		Cultural property - Protection
		Historic sites - Management
		Interpretation of cultural and natural resources
		Museum attendance - Evaluation
		Museum exhibits - Evaluation
		Museum techniques
		Museum visitors
		Museums - Educational aspects
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	Nota di contenuto	Cover; The Engaging Museum; Title Page; Copyright Page; Table of Contents; Preface; Acknowledgements; Introduction: meeting the demands placed on the twenty-first century museum; Section 1 Museum audiences: their nature, needs and expectations; 1 'Traditional' museum audiences: a quantitative and qualitative analysis; Introduction: the rise of museum visitor studies; Audience segmentation; Market surveys; Quantitative visitor surveys; Qualitative data on visitor expectations, motivations and needs; Discussion: an audience in decline - trends and challenges

Case study: lessons from tourism research2 Developing new audiences; Introduction; Social exclusion and museums; Audience development; Audience development planning; Discussion: how will an audience development strategy impact on a museum's public face?; Case study: developing museum content for young children and families with babies/young children; Section 2 Operating for quality; 3 Stimulating the visit; Introduction; Awareness; Entrenched negative attitudes; The 'wrong' positive perceptions; Positioning the museum; Influencing the visitor agenda; Positive marketing

Marketing to diversify the audience baseDiscussion: seven core issues; Case study: repositioning Manchester Art Gallery; 4 Visitor services: operating for quality; Introduction; A central role for visitor services; How do you define quality in a museum visit?; Measuring visit quality; Discussion: managing for quality; Case study: adapting Servqual to measure visitor services quality; Section 3 Learning in museums; 5 Museums and lifelong learning; Introduction: the rise of 'learning' up the museum agenda; Museums and lifelong learning; Learning theory and museums

Discussion: applying learning theory to museum display and supportCase study: evaluating visitor learning in museums; 6 Use of museums by schools; Introduction: museums and structured educational use; The agenda for structured educational use; How can museums best support schools use?; Discussion: enjoyment and memories come first; Case study: education resource packs/websites; Section 4 Planned to engage: using interpretation to develop museum displays and associated services; 7 Applying the principles of interpretation to museum display; Introduction: what is interpretation? Modern museums and interpretationDefining interpretive principles for museum display; Discussion: the impact of interpretive principles on museum display; Case study: exhibition standards/guidelines; 8 Interpretive master planning; Introduction; Developing an interpretation strategy for a museum service; Developing an interpretation masterplan for a multi-collection museum; Discussion: the role of the project manager; Case study: process mapping; 9 Concept development for museum galleries; Introduction; What: the collections audit; Why: aims and objectives; Who: specific audience targets

How: developing the concept and turning it into reality

Sommario/riassunto

This very practical book guides museums on how to create the highest quality experience possible for their visitors. Creating an environment that supports visitor engagement with collections means examining every stage of the visit, from the initial impetus to go to a particular institution, to front-of-house management, interpretive approach and qualitative analysis afterwards. This holistic approach will be immensely helpful to museums in meeting the needs and expectations of visitors and building their audience. This book features:includes chapter introductions