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Museums and touristic expectations

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Abstract

Museums in recent years have given much more serious consideration to attracting tourists. There is very little understanding, however, of what tourists expect a museum to offer. As part of a much larger research project, a study of tourists who visited the Bernice Pauahi Bishop Museum in Honolulu, Hawaii, was conducted in 1991. It sought to obtain a limited range of quantitative and qualitative data on tourists of the museum. The study found that the museum was drawing on a very select atypical group of visitors. What they valued about the museum is useful information to help this and other museums to broaden their appeal to a wider audience.

Résumé

Les musées et les attentes des touristes. Dans les années récentes, les musées ont apporté beaucoup d'attention à la question de comment attirer des touristes. Pourtant, on comprend mal ce que les touristes attendent des musées. Comme partie d'un projet de recherche beaucoup plus étendu, on a étudié les

Comme partie d'un projet de recherche beaucoup plus étendu, on a étudié les visiteurs au Musée Bernice Pauahi Bishop à Honolulu (Hawaï) en 1991. On a cherché à obtenir une gamme limitée de données quantitatives et qualitatives sur ce qu'on espérait voir dans le musée. On a trouvé que le musée attirait des visiteurs d'élite qui n'étaient pas des touristes typiques; il est pourtant utile de savoir ce qu'ils ont apprécié afin d'aider ce musée et d'autres musées à attirer plus de monde.



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Keywords

museums; tourists; Hawaii; Bishop Museum

Mots-clés

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She has extensive experience in the museum field and her current research interests include the representation of non-Western cultures for the tourist audience as well as the tourism experience. She conducted research in Hawaii for her doctoral dissertation. Her other research interests include the anthropology of organizations.

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