

Evaluation of Local Cultural Centers Based on Grey-AHP

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ABSTRACT

A local cultural museum is by definition a place where local culture is exhibited or dramatized. It not only provides local inhabitants with opportunities to participate in cultural & artistic activities, but also elevates the image and life quality of a specific place. Through visiting a cultural museum, tourists may have a better understanding of a township or a village. It creates more job opportunities and leads to community generation. By referring to the measurement scale used in experiential marketing as the basis of research methodology, the present paper develops a measurement questionnaire of model with strategic experiential. It proposes a local cultural museum evaluation model based on grey analytic hierarchical process. Through definition, the present study evaluates index rankings, including grey cluster, whiteness weight function and grey evaluation value. It then combines the analytic hierarchical process to establish the hierarchical structure and ascertain relative weight value. Finally, the evaluation value of the museum and the ranking of grey cluster are derived. The analysis of nine local cultural museums located in the Lanyang Cultural & Innovation District indicates that this evaluation method can apply to other local museums. The result of this evaluation method is both objective and effective.

Keywords: Local cultural museum, Strategic experiential, Grey analytic hierarchical process, Ggrey cluster

1. Introduction

At the wake of global competition and cultural consumption, tourism has become one of the largest industries of the 21st century. Cultural heritage conservation has also become an issue of global concern. With the transformation of industry and the development of the styles of recreational activities,

there have been close relations and interactions between cultural heritage conservation and tourism development. A mix of both has led to an industry with a tremendous gross output value. Cultural heritage, be it tangible or intangible, naturally appeals to tourists. The purpose of a local cultural museum is to provide local inhabitants with a place for artistic and literary activities on the one hand, and raise township image and life quality on the other hand. A local cultural museum comes into being through making use of and remodeling a place available in a township. By paying a visit to the museum, tourists may have a better understanding of local culture. Supporting industries may develop with the arrivals of tourists. As a result, inhabitants will have more job opportunities, local economy will prosper, and the community will be regenerated [1].

Museum marketing aims to, through the application of situational factors and organizational programming, make visitors cognizant of the message and experience a museum intends to convey. It creates recognition and interaction between visitors and the museum and promotes the future business of the museum[2,3]. In order to accommodate to structural change of society on the one hand and to experience the coming of an economic era on the other hand, Schmitt proposes the concept of “experiential marketing”[4]. As a unique approach to marketing goods and service, experiential marketing is a concept “that processes marketing in terms of sense, feeling, thinking, action and relation. The goal of experiential marketing is to lead to consumers’ recognition of a product or service and create an unforgettable experience. Therefore the value of total experiences is elevated.” Unlike other types of recreational environments and leisure activities, a local cultural museum generates unique tourist involvement, experience and dependency. This phenomenon is worth investigating. By leisure involvement is meant a visitor’s psychological responses including emotional involvement in, motivation for, and excitement in a specific leisure activity[5]. Selin and Howard regard leisure involvement as a visitor’s pleasure and self-performance in participating a leisure activity[6]. Research in the past has found that visitors’ involvement exerts influence not only on leisure activity behavior, satisfaction and loyalty[7], but also on tourists’ recognition of and

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