



Assessing the museum visit experience

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Auteur	Bourgeon-Renault, Dominique [1], Jarrier, Elodie [2]
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Mots-clés	interactive mediation devices [3], museum experience [4], quantitative research [5], scale [6]
Résumé en anglais	<p>This contribution explores the influence of interactive mediation tools on the art museum visit experience. Its theoretical foundations are the consumption experiential approach (Bourgeon et Filser, 1995 ; Filser, 2002 ; Holbrook et Hirschman, 1982 ; Roederer, 2008) and the museum interactive visit experience (Doering et al. , 1999; N'Gary et Petr, 2012 ; Pallud et Monod, 2010 ; Walls et al. , 2011). We propose the development of a scale to measure the art museum visit experience. On a managerial level, this study may help museum professionnals to reach their different targeted audiences, to measure the contribution of their interactive mediation tools, and consequently increase frequentation.</p>
URL de la notice	http://okina.univ-angers.fr/publications/ua15397 [7]

Liens

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