



Cultural Tourism, Cultural Change and Museum Planning in India

Barry Lord, Co-President, Lord Cultural Resources
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Organized by DRONAH and SPA, Bhopal

Lord Cultural Resources



Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors

- the world's largest cultural professional practice:
- 1,800 assignments
- 48 countries on 6 continents
- 8 offices worldwide,
- an international reputation for sector leadership, innovation and excellence.



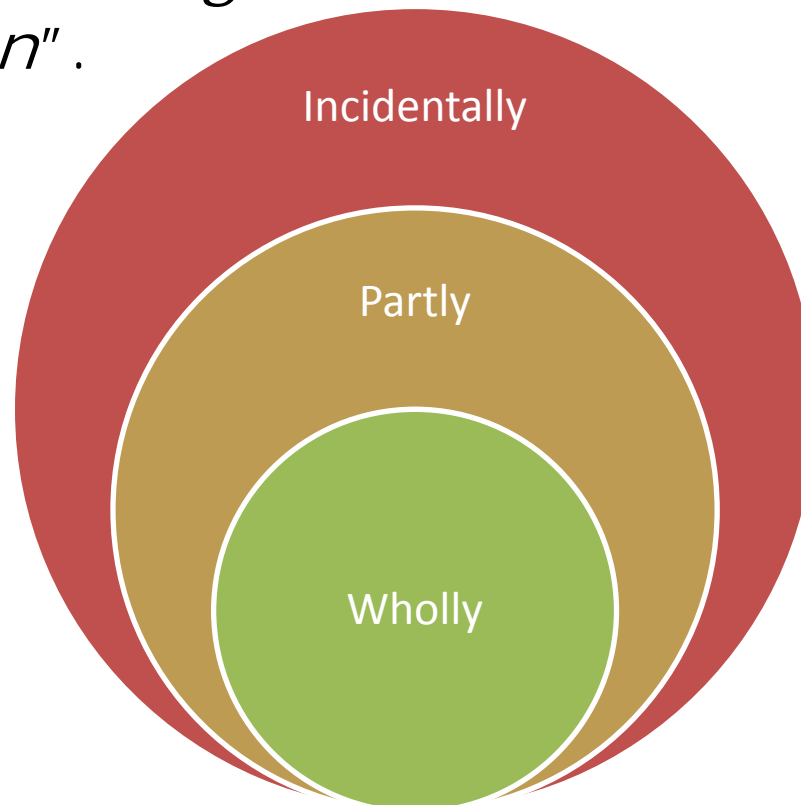
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What is Cultural Tourism?

"Travel from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, group or institution".

Travel motivations for culture



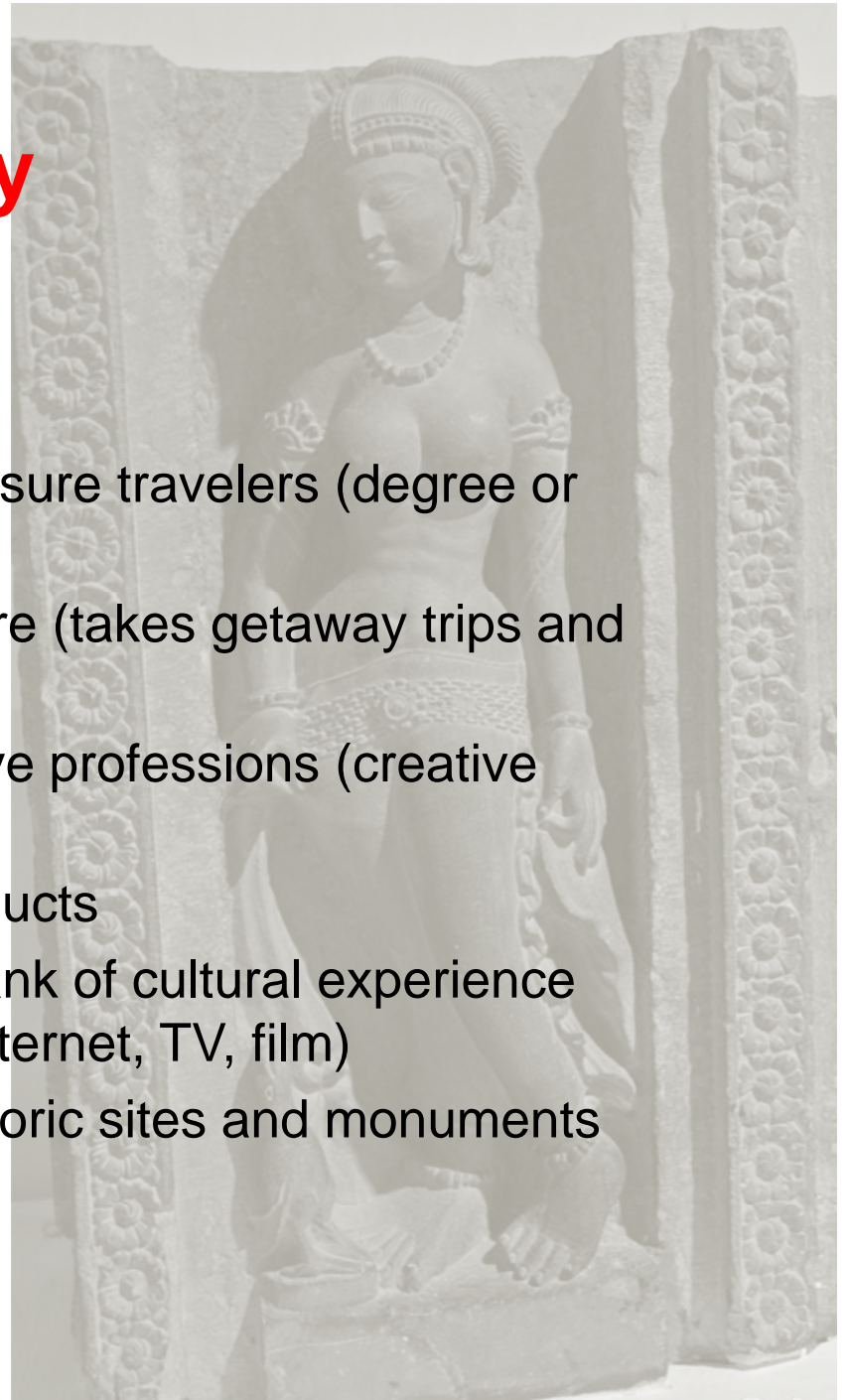


Culture and **Heritage** are **Destination Motivators**

Lord
of the Sun

Who is the 21st Century Cultural Tourist?

- Higher education than other pleasure travelers (degree or higher degree)
- Has a higher propensity to explore (takes getaway trips and stay longer)
- Relatively likely to work in creative professions (creative class)
- Looking for experiences not products
- Increasingly worldly (personal bank of cultural experience built through education, travel, internet, TV, film)
- Most likely to visit museums, historic sites and monuments
- Spends more money



How do you attract the 21st Century Cultural Tourist?

- Quality experiences
- Distinctive experiences
- Convenient: “value for time”
- Create active, participatory cultural experience



The **21st Century Cultural Traveler** expects a continuum of experiences- from **Observation to Engagement...**



Sawai Man Singh Town Hall Museum, Jaipur, India



Five Trends in Cultural Tourism:

1. **New Markets**
2. **Creative Economy**
3. **Agency and Participation**
4. **Diversity of Interests**
5. **Competition for Excellence**



Abu Dhabi Performing Arts Centre

New Museums: Unprecedented Construction
Phenomenal **Architecture Scale** and Innovation



What is a “World Class” Museum?

This term is widely used to describe museums that have:

- Large and prominent collections
- High profile, or “blockbuster” exhibits
- Iconic buildings, either a historic site, or outstanding architecture
- Very high attendance
- Frequent mention in the media





King Abdul Aziz Centre for Knowledge and Culture, Dharan, Saudi Arabia

A proclamation of **Modernity.**

An **Invitation** to the **World.**

SO how do local people Benefit from Museums?



Flicker: Retlaw Snelac





Reinforcing **local Identity** and fostering **Community**

Lord



Inspiring **Innovation** and **Creative Thinking**



Direct and multiplier effect on **trade and industry**



www.travel.outlook.com

Stimulates and **sustains** the knowledge economy





Making **History Accessible**



Preserving **Heritage**

What is **CULTURAL CHANGE?**

Occurs when people transform nature and society in new ways and produce new meanings.

Cultural change is today more rapid than ever before.



Material Culture

Transformation of the material environment around us



Physical Culture

The activities needed for human health and reproduction



Social-Political Culture

How societies organize the products of material and physical culture



Reclining Figure Henry Moore, UK

Aesthetic Culture

Meanings created in objects that are understood and appreciated by our senses and imagination

Museums are about all four kinds of culture

Museum collections record cultural change

Museum visitors are engaged in cultural change

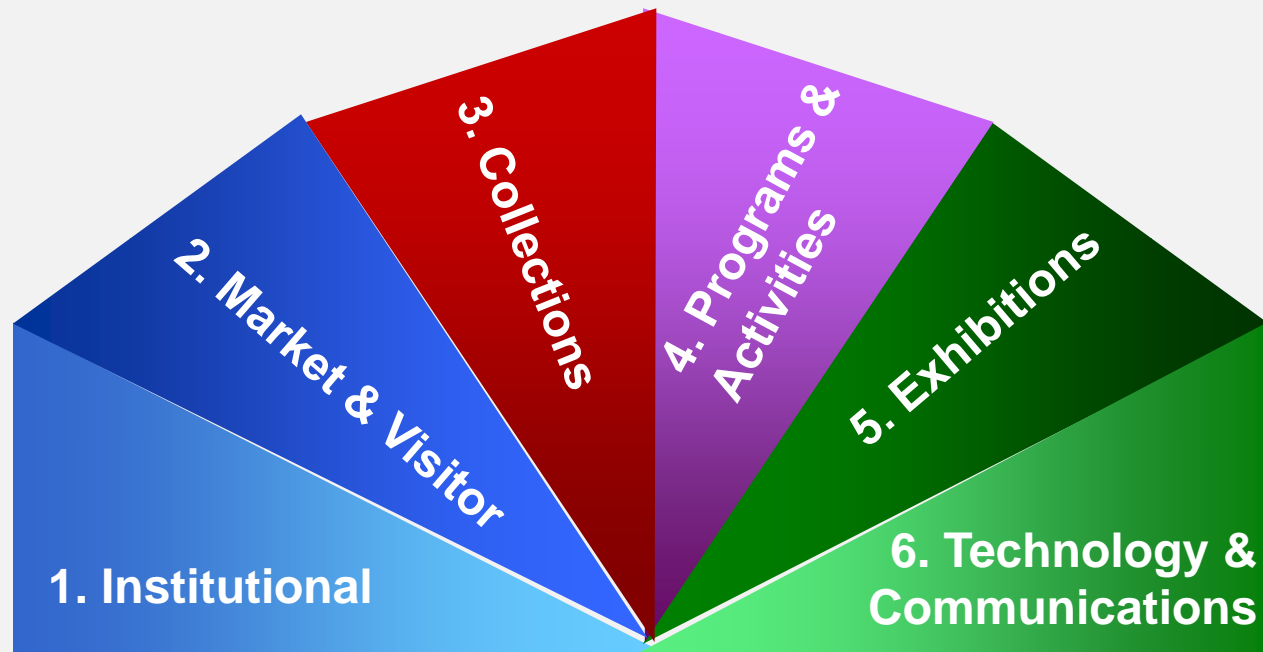
Change is happening inside museums too

Key Drivers of Change:

- The Knowledge Economy
- A Globally Competitive Workforce
- Cultural Change Beyond Boundaries
- The Dominance of Cities
- Cultural Tourism
- The Communications Revolution
- Human Rights & Identity
- Intra-cultural Change



Planning for Cultural Change in Museums



Institutional Change

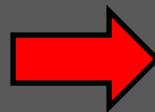
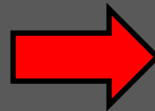


1. Institutional

In the Past

Line Department

Building as
Container



Today

Civil Society

Building as
Expression

Institutional Change: Governance

Line Department → Civil Society



Line
Department

Arm's
Length

Independent
Non-Profit

Private
Foundation

Civil
Society



Institutional Change

Building as Container → Building as Expression



Change in Market & Visitors

2. Market & Visitor

In the Past

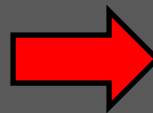
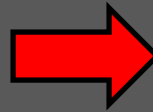
Fewer Museums

Passive Visitors

Today

More Museums

Engaged Guests



Change in Visitor & Market Passive Audience → Engaged Guests



Interactive Timelines,
Australia Museum



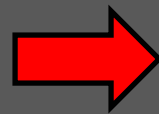
Change in Collections



In the Past

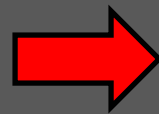
Today

Tangible Heritage



Tangible & Intangible

Closed Storage



Accessible Storage

Change in Collections

Tangible Heritage → Tangible & Intangible Heritage



Change in Collections

Closed Storage → Accessible Storage



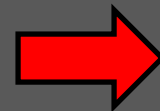
Change in Programs & Activities



In the Past

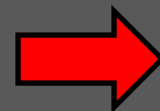
Today

Inward Looking



Outward Looking

Sole Authority



Multiple Voices

Change in Programs & Activities

Authoritative → Multiple Voices



Change in Exhibitions

5. Exhibitions

In the Past

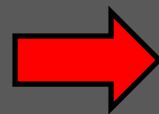
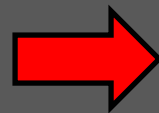
Static

Linear

Today

Dynamic & Changing

Multiple Interpretations



Change in Exhibitions

Linear → Multiple Interpretations



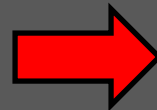
Change in Technology



In the Past

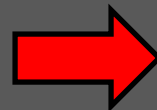
Today

Didactic



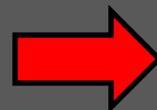
Interactive

Support



Communication

Local



Global Access

Change in Technology

Didactic → Interactive



Change in Technology Support → Communication

ART BABBLE
Play Art Loud.

Home Devic Channel Artists Partners

Pierre-Auguste Renoir, Moulin de la Galette 1876
A conversation about Renoir and the Impressionist style, with its interest in modern Paris, leisure, outdoor life and open brushwork. Here though, we see Renoir's unique interest in pleasure and social interaction, a focus which is very different from his contemporaries.

What's New? Popular

- How to View White Perovskite in East View
- At Fukuoka, Forgotten, and Mysterious Hells: Tsubouchi Road
- At Fukuoka, Forgotten, and Mysterious Hells: At Fukuoka, Forgotten, and Mysterious Hells: Tsubouchi Road
- At Fukuoka, Forgotten, and Mysterious Hells: Tsubouchi Road
- At Fukuoka, Forgotten, and Mysterious Hells: Tsubouchi Road
- At Fukuoka, Forgotten, and Mysterious Hells: Tsubouchi Road

facebook

National Museum of Korea Like

Government Organization · Seoul, South Korea

Wall

Everyone · National Museum of Korea

National Museum of Korea

We've changed the fb layout. Which one would you prefer between the old one and this new one? We would love to hear your opinions and reflect them in our decision.

February 10 at 11:43pm ·

11 people like this.

View all 8 comments ·

Daniel O'Hanlon Wow, that was VERY quick, thank you! and it's much better than the previous picture. With regards to layout, it's fine as it is I think, just keep up the good work!
Friday at 9:16pm · Flag

National Museum of Korea Thank you, Daniel! This is not the end, because we got your nice suggestion. Please wait for the best one. :-)
Friday at 10:00pm · 1 person · Flag

1,399 people like this.

Likes Seoul Korea See All

21st Century Museum of Contemporary Art, Kanazawa
OFFICIAL SITE

Collection Exhibitions Educational Activities Stage + Events Calendar Visit Supporters Research + Archives About the Museum

21st Century Museum of Contemporary Art, Kanazawa

Untitled: Tadaaki Kuwayama
桑山忠明展
2011.8.10 - 9.21

Takashi Homma Now Do
ホムマタカシ
ニュー・ドキュメンタリー
2011.8.10 - 9.21

NEWS

2010/12/11 Notice for the 2010 year-end and New Year's Schedule

MARBUI on the RADIO
コレクション展
音楽ガイド

Change in Technology Local → Global Access

Art Project
powered by Google

Uffizi Gallery

The Birth of Venus, Sandro Botticelli

Uffizi Gallery

Visit the Uffizi Gallery Website

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
Floor Plan





Botticelli

Artwork in this Room

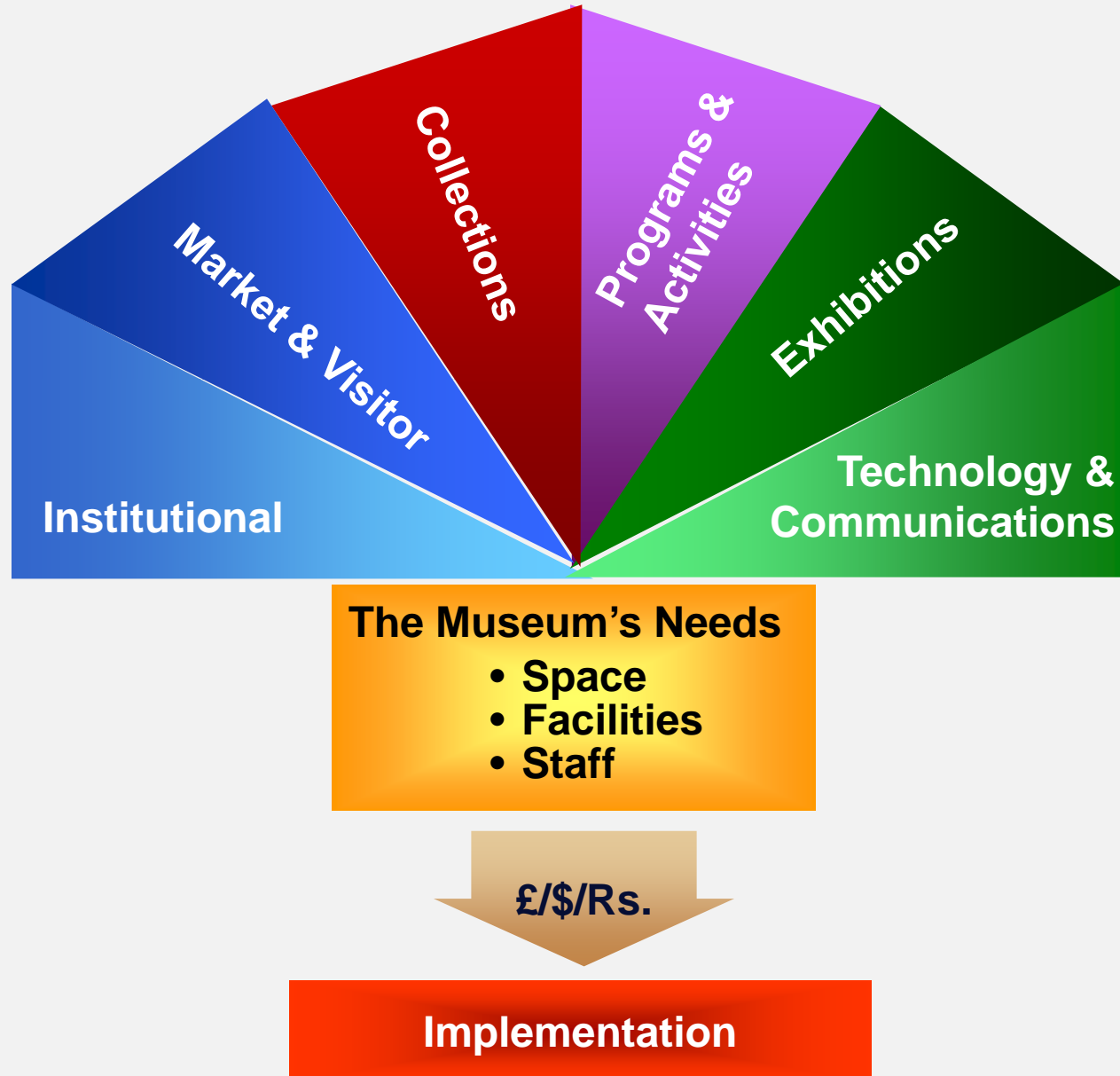
Room Description

 Pallas and the Centaur
Sandro Botticelli

 Adoration of the Magi
Sandro Botticelli

 La Primavera (Spring)
Sandro Botticelli

Cultural Change & Museum Planning



MUSEUM PLANNING for Space & Facilities

Environmental Sustainability



MUSEUM PLANNING for Space & Facilities

Access to Collection



MUSEUM PLANNING for Space & Facilities

Economic Sustainability



MUSEUM PLANNING for Space & Facilities

Universal Access



MUSEUM PLANNING for Public Programs

Active Cultural Engagement



MUSEUM PLANNING for Public Programs

Transcend Boundaries of Discipline & Geography



MUSEUM PLANNING for Public Programs

Engage & Help the Community



MUSEUM PLANNING for Public Programs

Nurture a Creative Economy & Stimulate Tourism



New Roles for Museum Staff: Team Player





Join The Conversation
www.culturalchange.ca

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This presentation will
be available on

www.lord.ca

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