

Discussion on Museum Public Services and Management Innovation

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Abstract. This paper delves into the importance of public services and management innovation in museums and their specific implementation strategies. Through a comprehensive analysis of the main challenges currently faced by museums in services and management, the paper cites a range of successful cases both domestically and internationally. It proposes innovative management strategies from five key aspects: technological application, audience participation, enhancement of educational functions, cross-sector cooperation, and sustainable development. The research indicates that adopting modern information technology, enhancing audience interaction, enriching educational content, and implementing cross-disciplinary cooperation can not only significantly improve the quality of museum services but also effectively enhance their management efficiency. This, in turn, better meets the public's cultural needs and promotes the sustainable development of museums.

Keywords: museum, public services, management innovation, audience participation, sustainable development

1. Introduction

In the cultural sector, museums are not only guardians of art and history but also important platforms for social education and public service. With the rapid development of society and continual advancements in technology, the public's expectations for museum services are also increasing. At present, many museums face the dual challenge of how to more effectively serve the public and how to innovate management to adapt to the changing times. This requires museums not only to seek breakthroughs in internal management but also to innovate deeply in service provision. Especially today, as the digital transformation accelerates, museums need to find a development path that integrates tradition and modernity, art and technology, and local and global perspectives through practice and exploration. This is crucial for better serving the public and achieving sustainable development. During this process, how to effectively use new technologies, enhance interaction with audiences, and meet the diverse needs of different audiences through educational innovation are important issues for every museum.

1. Analysis of the Current State of Museum Public Services

1.1. Main Contents and Functions of Public Services

The core functions of museum public services include exhibition interpretation, educational promotion, cultural event organization, and audience interaction experiences, aimed at enhancing the cultural literacy of visitors and strengthening the public's understanding and interest in art and history. Through these services, museums not only display cultural heritage but also strive to become platforms for learning and exchange, thereby broadening the public's cultural horizons and enhancing social cultural diversity. However, in promoting these services, museums face many challenges, especially in terms of uneven resource distribution and lagging technological applications. Many local and small museums, due to limited financial and human resources, struggle to provide continuous and high-quality services [1]. This scarcity of resources limits the frequency of exhibition updates and the richness of educational activities, affecting the innovation and development of services.

1.2. Current Problems and Challenges in Services

First, the issue of audience engagement is particularly prominent. Some museum exhibits and interactive projects are designed without sufficient appeal, failing to effectively stimulate audience interest and participation, thereby affecting the museum's lively atmosphere and cultural transmission effect. Additionally, although digital technology has opened new avenues for innovation in museum services, many museums still fall short in practical application. A lack of effective technical support and innovative applications makes it difficult for museums to meet the modern audience's demands for information and digital services. These challenges not only weaken the museum's function as a cultural and educational venue but also limit its role and impact in social cultural life. To overcome these problems, museums need to formulate targeted strategies and measures to improve service quality and management efficiency, better serve the public, and effectively spread cultural values.

2. Technology Application and Service Innovation

As technology rapidly advances, especially with the widespread use of digital technology, museums have unprecedented opportunities to innovate their public services. Digital technology can enhance the interactivity and educational quality of exhibitions and, through virtual exhibits and online resources, break the limitations of physical space, making cultural heritage accessible [2].

2.1. Application of Digital Technology in Museums

Digitalization involves not only digitizing the exhibits but, more critically, using these technologies to enhance the visitor experience and engagement. For instance, virtual exhibitions allow visitors to access museum collections online, regardless of their location, offering a rich cultural experience. Additionally, interactive experiences such as augmented reality (AR) and virtual reality (VR) technologies can immerse visitors in a more vivid historical or artistic environment, increasing the appeal and educational value of exhibitions.

2.2. Effects and Challenges of Innovative Technology

However, the application of technology also faces some challenges. The first is the issue of technology integration, where museums need to ensure that new technologies seamlessly interface with existing exhibits and educational programs. This involves not only technical adaptation but also enhancing audience participation and learning experiences through technology. Secondly, while technology can significantly improve the visitor experience, it is also important to maintain the museum's educational and scholarly nature, avoiding excessive commercialization that could impact its cultural mission [3].

Through these technology applications and service innovations, museums can more effectively serve the public and play a greater role in promoting cultural transmission and education. When implementing these innovative strategies, museums need to consider the appropriateness and sustainability of technologies to ensure they truly meet public needs while maintaining core values and missions.

3. Deepening Audience Engagement

To enhance the overall experience and increase satisfaction with museum services, deepening audience engagement has become a key strategy in public service innovation for museums. By building more effective audience engagement mechanisms, museums can better understand and meet the needs of their visitors, thus promoting higher participation and enduring impact [4].

3.1. Building Audience Engagement Mechanisms

Audience engagement involves more than just viewing exhibitions; it's about enhancing participation and experience through various interactive educational activities, such as workshops, lectures, and interactive guided tours. For example, implementing audience feedback systems can collect and analyze feedback in real-time. This data not only helps museums optimize existing exhibitions and services but also provides insights for future exhibit design. Additionally, museums can increase interaction frequency and expand their reach and impact through digital tools like social media platforms and mobile applications.

3.2. Impact of Enhanced Participation on Museums

Strengthening audience engagement can significantly increase visitor satisfaction and loyalty. Active feedback and continual participation from audiences help enhance the museum's public image and social impact. More importantly, high levels of engagement encourage museums to continually improve and innovate services to meet changing public needs. Through this approach, museums not only enhance their educational functions but also strengthen their role as cultural disseminators, contributing positively to the promotion of social cultural diversity.

4. Enhancing and Innovating Educational Functions

The educational function is one of the core responsibilities of museums, and by strengthening and innovating in this area, museums can more effectively serve the public, particularly youth and school groups, while enhancing their educational impact in society [5].

4.1. Diversification of Educational Programs

To meet the needs of audiences of different ages and backgrounds, museums should design a variety of educational programs. These include educational plans in cooperation with schools, interactive activities designed for families, and specialized lectures and seminars for adult audiences. For instance, through school collaboration programs, museums can provide customized courses and teaching resources, helping teachers utilize the museum's collections and expertise directly in the classroom. Additionally, community education activities allow museums to engage more deeply in local cultural life, fostering cultural participation and identification among community members [6].

4.2. Practice and Evaluation of Innovative Educational Services

Innovation in educational services is not only about innovating in content but also involves updating educational methods and communication styles. Museums can use digital tools and online platforms to conduct virtual educational programs, which not only expand the reach of educational services but also provide more flexible and personalized learning experiences. Moreover, evaluating the effectiveness of educational activities is an essential part of educational service innovation. By regularly collecting and analyzing participant feedback, museums can assess the real impact of various educational activities, adjust and optimize educational strategies accordingly, and ensure that educational activities truly achieve their intended educational goals [7].

Through these strategies, museums not only enhance their function as educational institutions but also promote cultural inheritance and innovation through educational innovation, achieving their long-term social educational objectives. Strengthening and innovating educational functions are key pathways for museums to respond to rapidly changing societal needs and are important means for deepening public service and enhancing social value.

5. Cross-Sector Collaboration and Sustainable Development

In the pursuit of sustainable development, museums have recognized the limitations of working alone and have begun to seek cross-sector collaborations to open up new resources and innovative pathways. Such cooperation not only facilitates resource sharing and knowledge exchange but also enhances the diversity and innovation capacity of museum services.

5.1. Strategies and Examples of Cross-Sector Collaboration

Cross-sector collaboration could involve partnerships with technology companies to develop new exhibition technologies or with educational institutions to develop educational programs, or it could be joint exhibitions and events with other cultural institutions. For example, collaboration with technology companies can provide museums with technical support for digital exhibitions and virtual reality experiences, offering visitors more immersive and interactive exhibition experiences. Cooperation with other cultural institutions can expand service scopes and enrich exhibition content and forms through resource sharing and expertise complementation [8].

5.2. Strategies for Sustainable Development in Museums

Sustainable development in museums encompasses not only cultural sustainability but also environmental and economic sustainability. Environmentally friendly facility upgrades are practical measures that museums can implement, such as using energy-efficient lighting and climate control systems to reduce energy consumption and carbon emissions. Additionally, museums need to develop long-term public service plans to ensure the continuity and quality of services. This includes diversifying funding sources, expanding audience bases, and innovating service methods.

By implementing these cross-sector collaboration and sustainable development strategies, museums not only enhance their innovative capabilities and service quality but also have a greater impact in the broader socio-cultural field. This open and cooperative strategy enables museums to continuously progress, better face future challenges, and promote overall cultural sustainability in society.

Conclusion

In this paper, by exploring various aspects of museum public services and management innovation, we have not only identified the core challenges currently faced in museum services but also proposed a series of innovative strategies to address these challenges. By implementing technology integration, enhancing audience participation, diversifying educational projects, engaging in cross-sector collaboration, and adopting environmentally friendly sustainable development measures, museums can more effectively serve the public and enhance their capabilities in education and cultural transmission. These measures not only help improve the management efficiency and service quality of museums but also provide solid support as they face rapid social and cultural changes. Ultimately, as important platforms for cultural education, museums' innovative service and management strategies will ensure they continue to fulfill their cultural, educational, and social functions, fostering the continued growth of culture and broad societal participation.

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