



Faculty of Applied and Creative Arts

VISITORS' MOTIVATION TO VISITS ONLINE VIRTUAL MUSEUM

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VISITORS' MOTIVATION TO VISITS ONLINE VIRTUAL MUSEUM

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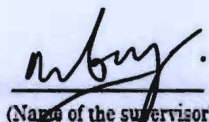


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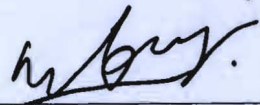
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DECLARATION

I, Siti Nursyakirah Binti Mohamad Surbini admit that i am conducting a research titled 'Visitors' Motivation to Visits Online Virtual Museum'' as part of the need for a Bachelor of Applied and Creative Arts in Arts Management program.

First of all, I would like to express my big appreciation and thanks to my supervisor, Enche Mohd Fadzil bin Talib, for his constant support and experience. The knowledge, help and suggestions and constructive comments throughout the research would have contributed to the success of this research.

It would be inappropriate if I didn't mention the support of my beloved family, I would thank my Mom and Dad and my brother, who have been and are right behind me my path to success, standing out, in whatever manner possible and for always wanting for the good things keep flowing. Thank you to all my classmates for the love, guidance and moral support during my study. Thanks for the understanding, sympathy and assistance.

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ABSTRAK

Kajian yang dijalankan adalah mengenai motivasi pengunjung untuk melawat muzium maya. Tujuan kajian ini dijalankan adalah untuk mengenalpasti hubungan antara motivasi pelanggan dengan penjelajah, fasilitator, mencari pengalaman baharu, profesional/hobi dan bagi yang ingin menyegarkan minda. Pengkaji telah menggunakan kaedah kuantitatif dengan mendedarkan borang soal selidik yang melibatkan 253 orang responden. Dengan adanya kajian ini, pengkaji berharap agar dapat membantu pihak organisasi muzium dalam memahami faktor yang memotivasikan pengunjung untuk mengunjungi muzium maya.

ABSTRACT

The study conducted on the motivation of visitors to visit the virtual museum. The purpose of this study is to identify the relationship between customer motivation with explorers, facilitators, seeking new experiences, professional / hobbyists and those who want to refresh the mind. The researcher used quantitative methods by distributing questionnaires that involved 253 respondents. With this study, researchers hope to assist museum organizations in understanding the factors that motivate visitors to visit the virtual museum.

Chapter 1

Introduction

1.0 Overview

This chapter over viewed of the whole researched of studied contented and explained the research questions. In the research, the conceptual framework was describe as the core idea of the study prompting to make a clear explanation on the research question to be answered. Lastly, This chapter will continue with statement of the problem, purpose of the study, research questions, research objective, and the rationale to summarized the whole chapter.

1.1 Background of Study

The origins of museum concept based on ethnology, the word museum was born from the word muse that came from Greek mythology. This shows that the origin of the museum has been through a very long period of time. The word muses based on the origins means God or group of nine goddess symbols of science and art. (Mohd Redzuan, 2001).

The first museum built in Malaysia was located in Perak in the year 1886. The fact that during the course of the time, the existence of the first museum in Malaysia comes from the ideas of Sir Hugh Low. He is the President of Perak and an English botanist who was once served in Borneo under the reign of King Charles Brooke for about 29 years. He has succeeded in reintegrate the agitation in Perak and developing his sociocultural status. Due to the development and his interest in the fields of horticulture, anthropology and archeology, he argued that it was the time of Malaysia to have its own museums like in Europe. (Zuraidah Hassan & Ab. Samad Kechot, 2015).

In the early 80s, the diffusion in the form of CD-ROMs, the digital media has soon triggered a change in how museums and cultural communicate. The relationship between the museums and digital media has quickly emerged. In 1992, an educational CD-ROM entitled "The Virtual Museum" has been released by the Apple Computer Inc, where some 3Dmodeled scientific exhibits were displayed in a rendered environment. (Riccardo Bianchini, 2018).

In Malaysia, Terengganu has the country's first virtual museum with the cooperation between the Terengganu State Museum Board and National University of Malaysia. The virtual museum systems was launched by Tengku Zaihan Che Ku Abdul Rahman, the Deputy Chairman of the State Tourism and Culture Committee, who represented Terengganu Menteri Besar Datuk Ahmad Razif Abdul Rahman on the 1st of February. (Radzuan Ghazali, 2016).

The virtual museum can be beneficial to all segments of society in appreciating the history of civilizations and becoming the catalyst of for smart partnerships in Malaysia. Furthermore, this system (virtual museum) will bring a transformation in access to information in this state in particular and the country in general.

1.2 Introduction of Study

Museum is a place where an enormous number of valuable things and the collections of the cultural heritage is exhibited and protected such as historical items or works of arts are located. An artifact were also located in a museum known as an object that was made or modified by a human being which contain the information about the culture of its creator, and discovered by the archeologist. This institutions are set out to enrich visitors with opportunities to discovered about the past, empowered by history lessons and to educate about the future.

According to Kirezli (2011), museums are a special form of non-profit organizations in the service sector which establish a linkage between nations cultural heritage and moderns life. Pallud & Straub (2014) pointed out that museum can be qualify as an experiential settings because they offer their visitors several social experiential benefits, enjoyment, and learning experiences.

Museums has exist in every developed country, and are becoming increasingly common in less-developed countries as well (John & Lynn, 2013). Kotler et al. (2008) give out a point that museums should turn to marketing in order to increase the visitors and audiences, to build relationships with the stakeholders, and embrace the latest technology in communication with the market.

Every museum should create its own website or to have its own virtual museum. According to Pallas & Economides (2008), online museums or virtual museum are using the same tools in order to be seen not only as guardians of information but as well as part of a wider exchange. Virtual museum is a collection of digital recorded images, sound files, text documents, and other data of historical, scientific, or cultural interest that are accessed through electronic media (Encyclopedia Britannica, 2018).

Furthermore, virtual can be define as a specific type of reality emulation that can be experience by a human beings which can be describe as a three-dimensional, computer generated environment that can be explored and interacted with by a person. Then, the users are immersed in this virtual environment.



Figure 1: Virtual Museum of Department of Museums Malaysia and Terengganu State Museum.

One of the benefits of the advance technology for museum is it provide a enormous way to exhibits museum. Online visits to virtual museum have become more popular and some museums reported that the number of online museum visitors has exceeds the number of visitors to the physical museum (Fantoni et al, 2012). This is because virtual exhibits can provide better and more effective means of displaying a digital content and allow the users to manipulate objects in the collection of the museum. The virtual exhibits also allow the user to have a greater degree of viewer interactivity that physical exhibits do not allow.

The virtual technology nowadays has reached the level of maturity which allowed it to be applied in the real life application such as cultural heritage or the work of arts. The virtual museum requires high performance computer graphics systems to provide a sufficient level of realism to the environment. Even though there are a few factors affecting the development of a high quality website, the basic guidelines when structuring, designing and managing a quality website should be the users wishes and requirements (Loncaric et al., 2010).

In Malaysia, there are several well-known virtual museums such as Bank Negara Malaysia and Art Gallery, Department of Museums Malaysia and Terengganu State Museum. All of this virtual museum can be beneficial to all segments of society in appreciating the history of civilizations and becoming the catalyst of for smart partnerships in Malaysia.

In spite of the fact that museum websites are now can be found everywhere, little is known about the actual visits to these sites. What is the context and motivation surrounding those visits and what sort of meaning visitors make when they visit the websites (virtual museum). In this project, the researcher have chosen to focus on visitors motivation to visual museum.

1.3 Problem statement

The virtual museum has become a platform where museum connect with their clients outside the museum buildings. Museums started to recognize their role as part of the leisure industry as well as to changed their practices and policies accordingly to become more audience-oriented. In Malaysia, many well-known museums have committed to create their virtual environment by either putting the digitized information onto their website pages or record their tour guide through portable devices. However, there are still certain of the visitors or the community did not know the existence of this virtual museum due to lack of exposure. They consider to visits the museum physically. (Anderson, 2004)

Although well-designed museum websites should induce behaviour and inspire revisits and physical visits to the museum, the visitors requires a good and high-quality internet to get a good 3D effect quality pictures. According to Loncaric et al., 2010, high-quality internet sites will attract more attention, contacts, and visits from consumers by implying that their products are of high quality. Therefore, if the

visitors does not have high internet quality, they will not be interested in visiting or revisiting the websites.

In conclusion, the purpose of the problem statement is to understand the visitors' motivation to the virtual online museum in order to assist an art organization to develop a new marketing strategy in attracting the visitors.

1.4 Purpose of the study

The purpose of this research is to analyse the correlation between visitors' motivation with virtual museum and explorer, facilitator, experience seeker, professional/hobbies, and re-charger. Furthermore, the purpose of this research is to obtain accurate data and information about visitors' motivation to virtual museum using quantitative methods.

1.5 Research Objectives

The main objectives of this research is to fill up the above mentioned in the problem statement.

1. To analyse the correlation between visitors motivation to virtual museum and explorer.
2. To analyse the correlation between visitors motivation to virtual museum and facilitator.
3. To analyse the correlation between visitors motivation to virtual museum and experience seeker.
4. To analyse the correlation between visitors motivation to virtual museum and visitors professional/hobbies.
5. To analyse the correlation between visitors motivation to virtual museum and re-charger.

1.6 Research Questions

In order to conduct this research, the researcher has developed few questions based on the problem has been identified.

1. What is the correlation between visitors motivation to virtual museum and explorer?
2. What is the correlation between visitors motivation to virtual museum and facilitator?
3. What is the correlation between visitors motivation to virtual museum and experience seeker?
4. What is the correlation between visitors motivation to virtual museum and professional/hobbies?
5. What is the correlation between visitors motivation to virtual museum and re-charger?

1.7 Scope of research

The scope of this study focuses on factors that motivate the visitors to visits the online museum or the virtual museums. There is no scope of the place set for this research. The researcher limited to a questionnaire only to 253 respondents consisting of audiences who would like to visits the virtual museum.

1.8 Conclusion

This chapter introduced the overview of this project. Apart from that, the background, problem statement, purpose of the study, research objectives, research questions, research hypothesis, scope of research, and also the conceptual framework of this research are discussed. The following chapter will discuss about the literature review of this research. The researcher hopes that the research will follow the stated objectives as well as within the scope of the research.

Chapter 2

Literature Review

2.0 Overview

This chapter discusses the literature review that will be used on past studies related to the use of flexible working time. Literature research is an important foundation for researchers to make the research done with guidelines and accurate and clear reference sources. Furthermore, through the study of researcher's literature, it can identify the weaknesses and strengths of each literature study which can be utilized in writing research.

This chapter contains two sections which describe the definitions and the explanation of the framework. Furthermore, previous studies were referred to and facilitated researchers to obtain information and evidence to further strengthen the facts of the study conducted.