

Museum marketing skills and how to use them to attract international tourists

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Abstract:

This research study explores the role of museum marketing departments during the development and benefit of attracting international tourists. Previous research indicates the trend of the museum's marketing departments, which are increasingly involved in the process of developing the tourist's future image. Interviews with museum marketing professionals at each institution highlight how marketing is shared with the development of best practices for this role, and steps to achieve best practices to attract international tourists. Analysis and discussion reveal increased marketing engagement during the future vision process. Emerging trends include concept-to-launch marketing management engagement, recognition of the benefits of good communication throughout the development process, and harmonization of museums. After research and experimentation, and taking the opinion of specialists and researchers, it was settled on the adoption of Iraqi museums as the appropriate community for application.

Keywords: Marketing Mix, Antiquities, Tourism, Museum Development

Jel Classification Codes : M31; O30 ; L83.

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ملخص :

تستكشف هذه الدراسة البحثية دور أقسام التسويق بالمتاحف أثناء تطوير وفائدة جذب السياح الدوليين. كما تشير الأبحاث السابقة إلى اتجاه أقسام التسويق بالمتحف ، والتي تشارك بشكل متزايد في عملية تطوير الصورة المستقبلية للسائح ، والتي تُبرز المقابلات مع متخصصي التسويق بالمتاحف في كل مؤسسة وكيفية مشاركة التسويق مع تطوير أفضل الممارسات لهذا الدور ، والخطوات لتحقيق أفضل الممارسات لجذب السياح الدوليين. كما يكشف التحليل والمناقشة عن زيادة المشاركة التسويقية خلال عملية الرؤية المستقبلية. والتي تشمل الاتجاهات الناشئة و مشاركة إدارة التسويق من المفهوم إلى الإطلاق ، والاعتراف بفوائد التواصل الجيد في جميع مراحل عملية التطوير ، وتنسيق المتاحف. وبعد البحث والتجريب وأخذ رأي المختصين والباحثين تم الاتفاق على اعتماد المتاحف العراقية كمجتمع مناسب للتطبيق.

الكلمات المفتاحية: المزيج التسويقي ، تحف ، السياحة ، تطوير المتاحف

تصنيف M31; O30 ;L83:JEL .

1. INTRODUCTION

Museums occupied a very wide contribution in today's society due to the development and the role played by tourism in the heart of the balance of commercial or international marketing organizations, and access to museum institutions, whether electronic or traditional, has become very easy for the public, and the multiplicity of museums for the various countries that market for tourism and compete with each other from In order to communicate information and this rapid transfer of marketing sciences, these organizations have stimulated the creation of new mechanisms and methods to gain and attract the public. Marketing is not in the present days a scientific material that narrows its activities and activities on services and goods, and the reason for this is due to developments in all fields, in which marketing is an important, essential and effective tool in the success of that process. And the tourism process that leads to attracting the international tourist through the properties and dimensions of museum marketing whose content is that the personality of individuals exists in the form of multiple layers at one time until the essence of the character is reached, and through self-disclosure, in these relationships and the

transition from superficial layers follows from exchanges to more emotional layers. Self-disclosure is the primary way to bring a relationship to a new level of strong relationships. Museum marketing can be compared to different types of relationships and these relationships are in the form of layers that are self-disclosed by the important behavioral element in the process of marketing skills, which includes the environmental style of individuals as if there is a publication about the patterns and forms of these relationships, which is the possibility of participation that increases these. The possibility that a group of people will share with each other, the more this leads to self-disclosure of the group to which they belong. On the other hand, this concept assumes that the interconnectedness formed between individuals throughout the duration of the relationship through the disclosure of personal and related information from the self. So it leads to attract the largest number of international tourists.

2. Museum marketing skills

Most research in the field reveals that there is a dearth of research studying museum marketing skills, and we note the lack of available academic research on this topic. Today we point to the need for experts to know the skills of museum marketing across the industry and the harm that can be done if these skills do not exist. We suggest focusing on adaptive capabilities, ensuring smart auditing, experimenting with the market and strengthening relationships, and benefiting from the experience of states and media, which is the way forward for the effective use of museum marketing. This research investigates the focus, and determines whether practitioners in the tourism industry agree that these are museum skills that need to be mastered. Through the set of skills necessary to deal with contemporary marketing practices, we add to the importance of academic marketing understanding and satisfying "conceptual, theoretical and educational needs of these practitioners. Specific sets of skills must be identified and developed for marketing practitioners, and this highlights that there is an idea within the industry of marketing skills. The museum, but research is needed to provide a baseline guide in order to address these gaps

in specific skills. Indeed, (Schlee and Harich, 2010) we find in their study of the skills needed for contemporary marketing functions, and we recognize that marketing graduates must possess technical skills. There is awareness of Internet marketing and managing the relationship with customers, and while this is undoubtedly true, it does not detail the specific skills currently required in this field (Laing, 2014) and most countries lack marketing skills and infrastructure capable of developing advanced marketing distribution systems. They are not effectively marketed because of their size, capital, and outlook. Traditionally, these countries consume much more with their daily activities, credit and collection functions than they do while developing marketing skills. They have myopia because they are not planning sales, nor are they analyzing opportunities, threats and trends. So museum marketing for most countries is the equivalent of tourism only, and the focus is on converting stocks into cash, on generating the volume of tourism, and on the importance of the daily routine. A large body of research indicates that the lack of marketing skills for many countries impeded their growth and their status at both the organizational and economic levels, the second area that raises increasing concern for museums is their economic weakness in operating effective logistics systems. Unlike developed countries, by using the latest museum marketing facilities, and integrating systems of practice in contemporary supply chain management. (Iyer et al, 2013)

2.1 The concept of museum marketing

Tourism is growing in increasing numbers due to its importance in contemporary society. In the face of declining government funding, many traditional charities are trying to generate at least some revenue by selling products and services using profit-making business models. In addition, for-profit organizations with a direct social mission - for-profit tourism projects - are also emerging. (Chreim, 2015) and should not be confused with the social responsibility activities of profit organizations to enhance their reputation or increase employee satisfaction (Dart, 2004) is a line from an organization that uses a profit model and competes directly with other organizations, including non-Profitable, to achieve social value. Why marketers may be interested in social institutions? Museum marketing is a

marketing approach used primarily by governments, such as the Ministry of Culture, as well as non-profit organizations, to achieve positive behavioral change that contributes to social good. Pioneering thinkers in museum marketing have recently recognized that museum marketing as a new field may be out of its dynamic roots and become a prisoner of a routine process for creating dynamic programs (Lefebvre, 2012). also believes that to bring about positive change in addressing social problems, museum marketers need to acknowledge that the world is changing and looking for new ideas and inspiration in the areas around us.

2.3 Reasons for studying museum marketing

There are several reasons behind studying museum marketing:

a) The issues facing humanity are enormous and complex (Hastings and Domega, 2014).

b) Interactions between actors involved in social change at multiple, interlinked and dynamic levels.

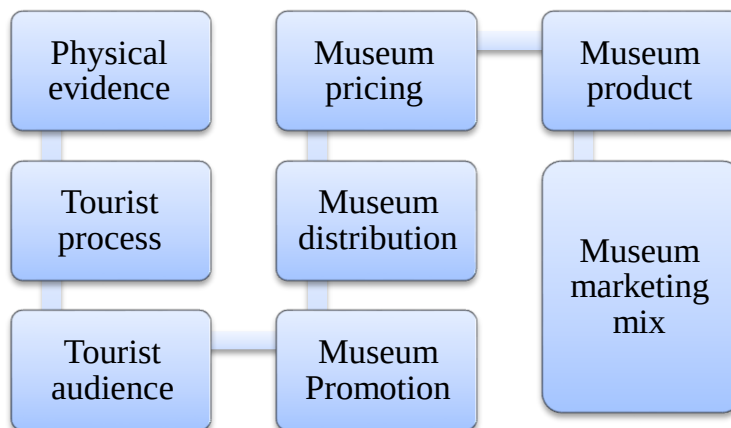
c) Traditional marketers fail to see the broader societal and cultural contexts and actions of broader social change (Brennan et al., 2016), which only theoretical reasoning can provide. The need to follow a more comprehensive, multi-faceted, strategic and holistic approach to museum marketing through engaging in a broader analysis of vital systems

2.4 Museum Marketing Mix

An expansion of the museum's marketing mix, including variables that organizations may control in the pursuit of value creation among the public, partners, and society in general. In the museum marketing mix, as in Figure 1, three variables are added, including audience, physical evidence, and operations. (Tollin et al., 2015). (Kotler, 2011) introduces the traditional four variables of the museum's marketing mix: product, pricing, promotion and distribution, and how to change them to facilitate results. In this analysis, it appears that the focus on the museum marketing mix is gradually shifting from tangible to intangible, to the public (Kumar, 2016) These new indicators provide a broad rationale for a possible study on the mix of museum marketing in which the audience experience may find reasonable development based on the knowledge that the public can carry,

apply and develop . (OIV, 2015) and agrees (Groma, et al, 2017) that museum mix marketing tools in the twentieth century are at present insufficient for a successful management of organizations. This is especially true for tourism organizations due to the lack of immateriality, ingenuity and mobility. Therefore, it is necessary for tourism organizations to expand the basic tools of the museum marketing mix into 7 elements, (7P): museum product, museum price, museum promotion, museum distribution, audience, tourist physical evidence and the tourist process. Which have a very useful feature in the structure and can be extended at any time, without having to start from the beginning. It suffices to add new marketing tools and expand the link matrix. As mentioned in Figure (1) and as shown by (Groma, et al, 2017) it is agreed by Alan (Alan,2017)

Fig N° 1: Museum Marketing Mix (7p), prepared by the researcher



The researcher believes that there will be an analytical ability for marketing managers to determine the size of the basic components of the museum marketing mix and be able to continue the audience and through museum marketing operations take a valuable framework in the present market so the process of mastering marketing tasks is done better than competitors.

A.The museum product

A museum product can be defined as (a set of characteristics (features, functions, features, and uses) capable of exchange or use, usually a mixture of tangible and intangible forms) ((American Marketing Association, 2016) Products can be produced using different levels of materials and processes that have

implications Different on the natural environment and human health, as tourism products are also considered based on the effects of museum visits. T has the potential to lead to the highest levels of tourism production, with reduced marketing implications, and this implies and provides another view of the museum product from a tourism perspective (Pomeroy, 2017)

B.Museum price

Museum price and the elements of the museum mix are all a tool for influencing demand and identifying key sites in museum marketing, which affects how the product, or brand, is perceived by the audience in relation to competitors. Among the different major museum pricing strategies, cost-based pricing, plus a product cost margin, is described as very simple (Warren et al., 2016). Kotler notes that sustainable price fully contributes to the economic, environmental, and social costs of manufacturing. Marketing the museum product while providing value to the public and achieving a fair profit for the tourist business (Kotler et al, 2012)

C.Museum Promotion

Museum promotion is a means by which tourism organizations try to inform, persuade and remind the public, directly or indirectly, of museum products and brands that they sell. Marketing communications also represent the brand's voice and allow them to build relationships with the public. Marketing communication is to communicate with the public about what the tourism organization provides through its products, and to communicate with the public and other stakeholders about the tourism organization as a whole. (Wymer & Polonsky, 2015). This involves joining talks about tourism enterprises and their brands in social networks on digital media platforms: an increasingly important forum for communications related to museum marketing. (Matthes & Wonneberger, 2014).

D.Museum distribution

Museum marketing channels, are a group of independent organizations involved in the process of making a product, service, or idea available for use. Tourism organizations also produce value to the public, while some information-based tourism products may now distribute digital rather than physical products, and these are now available globally. The material distribution activities are still necessary activities in the tourist market, which requires optimal planning of resources in the field of incoming, outgoing and back-up logistics in the museum field. ((Pomeroy, 2017) The factors associated with the external environment of

tourism organizations are defined as multilateral trade agreements, museum market capabilities, and access to all markets.

E.Museum physical guide

The concept of museum physical evidence is defined to the public as a set of perceptions that each person has for himself), and this self-identity plays an important role in the psychological functioning of all individuals, and the concept of museum physical evidence indicates a multi-dimensional meaning, which includes nervous and may be psychological elements, in some Sometimes. A distinction is made between the concept of self, which one thinks of himself, and self-esteem, which is a positive or negative evaluation of the self (ie, how does one feel?). (Vandenbussche, 2017) A more credible model of material evidence, the hierarchical multi-dimensional model, which was developed by (Shavelson, Hubner and Stanton (1976), then expanded by other researchers such as (Richards, Johnson, Roche, & Termayne, 1994).

F.Tourist process

The process is the delivery and operating systems of the procedures, mechanisms, and flow of activities through which the service is provided, that is, the provision of services and operating systems such as the process of publishing a news story, advertisement, or funded TV program that differs greatly from the unfunded, because the services are the performance or procedures that are implemented with the public, It usually involves a series of steps and activities, and the combination of these steps constitutes the tourism service process that is evaluated by the public .

G.The audience

The public is an essential component, and it is the seventh element of the museum marketing mix in providing tourism services, therefore it is through them that a competitive advantage can be created. This factor refers to all individuals who contribute or participate in developing or providing tourism service. It can affect the quality of the service provided and the public's perception, and be relevant to what the public feels about having benefited from that service. Although many economists and businessmen constantly search and claim that efficiency is at all levels, and they often replace human capital with technology, individuals are still considered the heart of museum work, and the great progress in technology has pushed the human factor one way or another outside the production equation.

2.5. International tourism

International tourism refers to tourism that crosses national borders. The globalization of tourism has made tourism a wonderful global leisure activity. The World Tourism Organization defines tourists as "traveling to places outside their usual environment and living in them for no more than one consecutive year for the purposes of entertainment, business, etc." (World Tourism Organization, 2010) As a result of the stagnation that occurred in the late 2000s, the international demand suffered Travel from a strong slowdown from the second half of 2008 to the end of 2009. This negative trend has intensified during 2009, exacerbated in some countries which led to a global decline of 4.2% in 2009 to 880 million international tourists, and a decrease of 5.7% in International tourism receipts in 2010, international tourism reached 919 million US \$ t, an increase of 6.5% over 2009, an increase of 4.7%. In 2010, there were more than 940 million international tourists worldwide (World Tourism Organization, 2013). The tourism sector and tourism research community mainly focus on International cooperation, foreign tourism volumes and expenditures, and statistics on international tourism, as reported by the World Tourism Organization, are consistent, comprehensive and up-to-date, and certainly the number of arrivals in domestic tourism is many times greater than international tourism. Most of the American tourists did not leave their country and their numbers are much larger than the Germans for example. The number of domestic tourists inside China exceeds the number of international tourists and also shows more growth, however, consistent data on domestic tourism all over the world is not readily available. As an example, the last measure of global tourism set by the World Tourism Organization in 2008 relates to international and external tourism development forecasts without reference to the components of domestic tourism and while it is difficult to measure international tourism movements. (Piket, et al, 2008). Globalization has opened new opportunities for developments in the tourism field. Globalization has facilitated growth in tourism through developments in the field of electronic technology, communications and transportation. This has affected suppliers around the world and information systems, which are becoming more flexible and cost-effective; lower costs of plane travel; and offer easy access to destinations. The rapid spread of information technology has improved the efficiency of industry and operations, as well as the quality of services provided to consumers. This has also increased the demand for new travel services such as hotel reservations, car reservations,

online reservation services, teleconferencing, video brochures, smart cards, and electronic money transfer. The increased use of the Internet in destination marketing, direct sales and reservations has given rise to e-tourism markets. The development of sophisticated websites has enabled the direct dissemination of travel information to potential customers. (Reisinger, 2009)

2.6. International tourism

Today, tourism development in all areas, at the international and national levels, has aroused the interest of decision makers in both the public and private sectors of decision makers. With regard to this fact, many countries are seeking to find a way to improve their economic conditions. Tourism is seen by many countries as a major source of income; employment; private sector growth and economic development within structures. Awareness of this issue is that the tourism industry provides significant returns from foreign exchange to the economy of any country that causes tourism to have broad dimensions in various economic, social and cultural aspects and become the generator of industrial income for the economy of each country. As developing countries face problems such as high unemployment rates, restrictions on foreign exchange resources, and the only productive economy, interest in the tourism industry is of particular importance. (Rafsanjani, etal, 2013).

Since the economy of Iraq relies heavily on oil export revenues, fluctuations in global oil prices over time have affected macroeconomic variables such as national output, gross investment, employment, and foreign exchange earnings. Therefore, in order to diversify the sources of economic growth, foreign exchange earnings and employment opportunities in various countries, the development of the tourism industry has aroused more interest. Given these conditions, and considering that Iraq, according to the World Tourism Organization, is ranked fifth of natural and ten monuments and historical monuments, as well as an increase in the number of young people, high unemployment rates, the need to increase foreign exchange earnings and foreign investment, and more, interest in this area It can achieve full employment, increase foreign exchange earnings, introduce Iraqi civilization and culture to the world, broad and constructive engagement with the world, and provide demarcation borders and ethnic minorities. In addition to the expensive and inexpensive methods, but also fruitful, followed by to attract tourists in most industrialized countries. On the other hand, because one of the reasons for the success of all major companies is their interest in museum

marketing research in all aspects, and it cannot be ignored, so it seems necessary to use museum marketing in tourist attractions. Several studies have been conducted on the impact of tourism on economic growth, but so far at least in Iraq, no study has been done on the impact of museum marketing and the adoption of marketing strategies on tourism growth. Therefore, this study through an analytical descriptive study examines the role of museum marketing and the adoption of appropriate marketing strategies in tourism progress and development.

3. Impact correlation and influence hypothesis testing

1-Test the correlations of hypotheses for the main research variables:

This part of the research specializes in a statistical presentation through which testing and analyzing correlations between the two search variables (museum marketing and international tourism) is conducted according to the following assumptions:

The first main hypothesis: There is a significant correlation between museum marketing and international tourism

After linking the paragraphs that relate to the two variables, and through the application of the Cyber man correlation coefficient, the following indicators appeared, as in Table (1):

Table N°1: Cyberman correlation matrix between the main search variables of the research sample.

Variables	audience	operation	Guide	distribution	Promotion	price	product	
the product	0,138	0,123	0,160	0,165	0,177	0,034	1	0.529**
price					0,249	1		0.562**
Promotion					1			0.557**
distribution				1				0.552**
Guide			1					0.551**
the operation		1						0.547**
The audience	1							0.542**
International tourismr								1

Source : electronic calculator results, (Spss, ver.16)

Through the data of Table (1), it is evident that there were (8) correlations, (4) a strong correlation relationship, as it achieved more than (0.50) while (4) a weak correlation relationship, as it achieved less than (0.50). It is clear from the results that the correlation relationship is positive between the main variables, as it reached (0.520) with a significant level of (0.95). In order to verify the significance of the relationship between these two variables, the significance of the correlation coefficient (Cyberman) was measured with a scale (t) and the results shown in Table (3) As follows:

Table N°2:t-test correlation between the variables.

T value	Calculated T value	Degree of freedom	R2	R
1.68	10.28	224	0.27	0.52

Source : electronic calculator results, (Spss, ver.16)

It is clear from the data in Table (2) that the calculated value (t) is greater than its tabular value with a significant level (0.05) and with confidence limits (0.95), and this confirms the strength of the relationship between the two variables at the level of this research, and according to these results and the results shown in Table (1) accept the hypothesis President shown above.

3.1 Test hypotheses of influence relationships between the main research variables:

The research hypothesized that there are significant influence relationships between the explanatory research variable (museum marketing) and its response variable (international tourism). So a major hypothesis has been developed, and it will be tested.

Table N°3:Relationship factors between search variables.

Sample	(t)	(β)	(β)Point	Level of significance
Constant	8.96		6.09	0.000
the product	3.36	0.225	0.058	0.035
price	6.22	0.217	0.180	0.027
Promotion	5.38	0.268	0.247	0.021
distribution	0.187	0.189	0.170	0.023
Guide	0,190	0,234	0,200	0,034
the operation	0,198	0,210	0,230	0.35
The audience	0,199	0,300	0,134	0.38
International tourism	10.89	0.558	0.344	0.001

Source: Electronic Calculator Results, (Spss, vev.16) n =163

The second main hypothesis: The impact of museum marketing on international tourism exists at the macro level. According to the data of Table 3, the intangible value (X) is shown according to the test (t), where the value of (t) calculated at the level of the research sample is (10.89) greater than its tabular value (1.68). In the light of the regression equation, the constant indicates (344.) is the amount achieved by marketing according to the opinions of the research sample when museum marketing (X) has a value of zero, the value of international tourism (Y) (344.). As for the value of the marginal slope at the level of the research sample, it reached (55. $\beta =$) and accompanying (X), it indicates that a change of (1) in museum marketing leads to a change in international tourism of (55.), and on the basis of these results it is accepted This hypothesis rejects the alternative hypothesis according to which there is no statistically significant effect among the variables of the study as a whole.

4. CONCLUSION

This topic presents the most important conclusions and recommendations reached in this study and in both theoretical and practical aspects through the results of the questionnaire and statistical analysis of the study data. The study reached the following conclusions:

1.The study showed an increased interest in museum marketing due to the increasing complexity of the environment, the high intensity of competition at the local and international levels, so that it became the necessary means for the survival, continuity and growth of service organizations and the decrease in museum marketing indicators.

2.The results of the research showed, through statistical analysis, that there is a significant correlation between the two study variables marketing

3.The results of the research showed through statistical analysis that there are significant influence relationships between the explanatory research variable (museum marketing) and its response variable (international tourism). So a major hypothesis was developed

4.The results proved that there is a museum marketing impact on the international tourist at the macro level. The intangible value (X) is shown according to the test (t), where the value of (t) calculated at the level of the research sample is (10.89) greater than its tabular value (1.68). In the light of the regression equation, the constant indicates ($344 = a$) is the amount achieved by the international tourist according to the opinions of the research sample when the distribution (X) has a value of zero, then the value of the international tourist (Y) (344.).

Based on the above results of the study, the researcher proposes a number of recommendations, the most important of which are:

1.Attention to museum marketing operations because it plays a large and influential role in raising tourism indicators

2.The necessity of emphasizing the interpretation of the concept of museum marketing more accurately, because differences still exist regarding its concept of attracting tourists.

3.The necessity of supporting the provision of modern information with speed and high efficiency and ensuring its use in all aspects of tourism life.

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