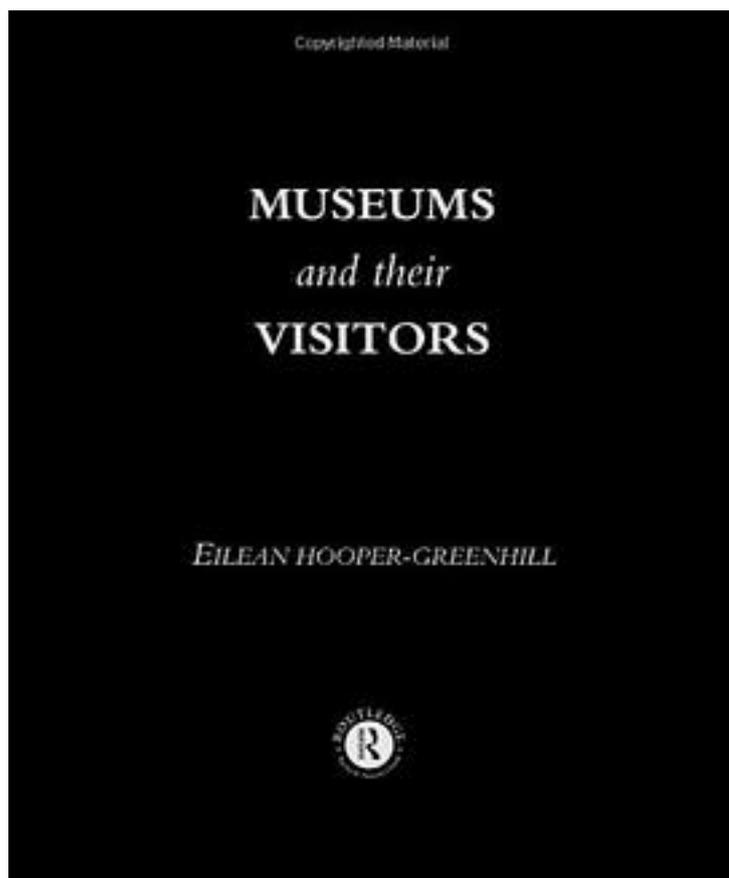


Museums and Their Visitors



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著者:Hooper-Greenhill, Eilean

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Museums are at a critical moment in their history. In order to ensure survival into the next century, museums and galleries must demonstrate their social relevance and use. This means developing their public service functions through becoming more knowledgeable about the needs of their visitors and more adept at providing enjoyable and worthwhile experiences. *Museums and Their Visitors* aims to help

museums and galleries in this crucial task. It examines the ways in which museums need to develop their communicative functions and, with examples of case-studies, explains how to achieve best practice. The special needs of a number of target audiences including schools, families and people with disabilities are outlined and illustrated by examples of exhibition, education and marketing policies. The book looks in detail at the power of objects to inspire and stimulate and analyses the use of language in museums and galleries. This is the first book to be written to guide museum and gallery staff in the development of provision for their visitors. It will be of interest to students of museum, heritage and leisure and tourism studies, as well as to international museum profess

作者介绍:

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标签

博物馆学

博物馆

博物馆参考

Hooper

Greenhill

博物馆观众

Museology

评论

还是淘宝买的kindle版。。。哎。。。读是没问题，引用的话页码咋办啊。。。引用体系也得根据电子书的普及与时俱进了

很经典也很简单。一些有用的概念:目标观众target audiences, visitors和users, evaluation和research, flow experience。梳理了观众研究在英美的一些文献，并且十分强调展览评估和市场调查在博物馆中的作用，回过头来看确实是有先见之明的。目标观众的概念很重要!

很全面了。喜欢最后一段话 “policies alone can achieve nothing. Without a genuine and heartfelt conviction, a passion, on the part of museum staff to reach out to the people who will pay for their future, these future will not come into being.”

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书评

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