

Exploring Digital Platforms, Cultural Tourism and Online Learning of Museums Worldwide

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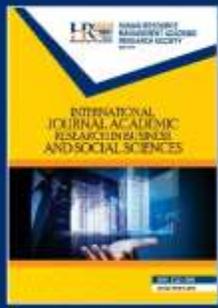
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Exploring Digital Platforms, Cultural Tourism and Online Learning of Museums Worldwide

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Abstract

In recent years, the institution of the museum has changed its dominance to become increasingly focused on visitor attractions. The equivalent of 4.0 revolution museum institutions worldwide implemented a paradigm shift in demonstrated that it remains relevant for the eyes of the public (visitors). The displacement of the museum is strengthened as a digital platform, cultural tourism, and online learning for the global community. This study presents a conceptual framework of a museum which relevant to the community through three (3) aspects - digital platforms, cultural tourism, and online learning. This study focused on these three aspects that reflected the changes in the perspectives of professional museums rather than served as a traditional museum (focused on custodial care) to more current (focused to educate and entertain the community). This study confirms that a museum now connects with three aspects that associates with digital aspects, online learning aspects and cultural tourism aspects towards the community and tourists.

Keywords: Digital Museums, Cultural Tourism, Online Learning.

Introduction and Reviews of Literature

At first, the museum is an institution that rich solely with the substance of art history. However, the status of the museum has changed in terms of importance to the country, especially for the field of tourism as well as for non-formal education institutions (institutional development of science). Once upon a time, the existence of museums in Europe as a manifestation among society and defined the

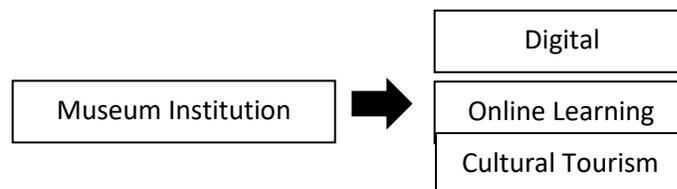
status of the European community (Susan, 1999). Generally, a museum is a public museum of permanent organization with non-profit value for long term sustainability in a community and country (Birtley, 2002). A museum is referred to as an institution that builds a broad mind and able to create awareness towards the country's culture through the exhibition activities. Museums can be a role model for the education system.

Besides that, a museum institution is also implemented as a cultural tourism place for tourists to visit. The cultural tourism aims to bring out the culture adapt among the community of their place. Cultural tourism referred to variation of the preserved museum such as history museum, museum of ethnology, cultural museum, museum of science and technology and others (Yusof, 2013). Cultural tourism showed through an exhibition by display the culture of the community. Community cultures are divides into the culture community and non-culture community. The culture community describes human creation who has the value and utilize it in their community. While, the non-culture describes practices, belief systems, thoughts and values between the community. According to the current millennium, museum images changed with the delivery of activities and programs that emphasize digital aspects for the community. The digital aspects have seen as a building of knowledge, medium transfer of knowledge as well as attraction of cultural tourism for the tourist.

Conceptual Framework

The initial draft of the framework through earlier observations as shown in figure 1.0.

Figure 1.0 Digital Platforms, Cultural Tourism and Online Learning of Museums Worldwide



Based on various literature, a museum connects with three aspects that associates with digital aspects, online learning aspects and cultural tourism aspects towards the community and tourists. Previous studies stated by Kozinets, Gretzel, and Dinhopl (2017), mentioned the visitors in the museum capture a selfie photo of themselves during the visit to the museum. This aspect illustrates the image capture through digital is categorized as a desire to take a picture and share it online with other viewers as lively. Based on the psychological research started taking pictures of themselves is focussed on the relationship with narcissism and the purpose is to contribute to a holistic perspective, conceptual and culture. The following context showed that the museum has a connection toward digital, cultural tourism and online learning, as the museum is a place of art, full of history, contributes to education and culture. The connection was illustrated through the visitor behavior of taking pictures of themselves in the museum. Furthermore, a museum institution was sustainable that moving towards the importance of digital Museum 4.0. This is because, through the digital Museum 4.0, the museum needs to take concern about how museum data or information is being delivered to meet the needs of individual visitors. The question of the previous study stated when will the creation of channel for knowledge and reality take place, how the role of research play a part based on the preserve museums and how the digital applications can be sustainable with the

lack of staff in handling the museum (Hendrajit, 2019). Based on the questions above, the world museum emphasizes the issues related to the usage of digital technology in the museum. In this process, the development of formats and digital prototypes for research, knowledge, participation, and communication are evaluated.

At the same time, museums faced challenges in the handling of digital technology for the employees, infrastructure and greater holistic workflows (Geipel, 2020). Concerning that, some museums have been able to move towards digital technology through cooperation with Google Culture, Museum4punkt0 and others. Accordingly, the digital technology of museums remain relevant as the world is now going through Corona's viral pandemic outbreak, the museum's act smarter by carrying out free audio tours for the 2020 exhibition session, the use of digital technology applications known as 'Shazam for art' app changed visitor to a current virtual even though museums were close due to the instructions (Brown, 2020). Stow (2011), stated digitalization examine as a technique or tool to create or to replace the anti-analog objects. On the other hand, this covers various activities from objects replace through the use of digital material. The world museum has created the collections by access through online. This is to facilitate researchers or community (visitors) to access objects through online by simply pressing the click button. Pedersoli (2016), mentioned that digitalization technology is an aspect that connects with risks. Risk can be defined as an incident that happens will have a negative impact or consequences of an organization. Besides, digital technology and learning online are sources of culture input for products and services that generating innovations in the tourism field, education, architecture, design, publishing, advertising or gaming. Moreover, it has an impact on cultural heritage that includes promoting and protecting cultural diversity that contributing to a better quality of life (European Commission, 2018). A museum is also seen as a cultural building and a tourism heritage that defined as a trip directed to experience the arts, heritage, and activities that represent the past story and now.

Cultural Heritage Tourism is one of the best element of the tourism industry, and play a role in the development of economic. It has revealed that the museum is now playing a major role not only in the field of art, history but also in tourism and leisure (Perera, 2013). Due to the current issue, most museums around the world have to close on the action of the Corona-virus pandemic, the museum continues to offer exhibition and education information to the community through online learning, digital and social media. According to the United States, America through The Frost Museum, The Wolfsonian-FIU and The Florida Jewish Museum involve fans of art and culture to take in themselves from home with free available information (Corsano, 2020).

Method

According to Idris Awang (2001), a data collection is a process related to the design and implementation of data collection using certain methods of study to obtain data and information relating to issues. This study uses a qualitative research design and data were collected using interviews and reiews of literature. Khairul Nishak binti Harun Assistant Director (Museum), International Institute of Islamic Thought and Civilisation (ISTAC), IIUM was interviewed. Data were translated verbatim. Findings from the interview and collection of literature reviews were presented in a findings framework.

Result

Online Learning in Museums Worldwide

From the perspective of a museum, delivered of non-formal knowledge is delivered to the individual and also society. This is able the museum to convey information to the users closely through collections in museums or by organizing an exhibition. The delivery process of the information is more easily adapted than reading. This is because the experience can influence human thinking in remembering a state of culture, identity, and Civilization (Yusof, 2013). At the same time, museum exhibitions are classified as semiology communication. Semiology Communication is not a scientific response involving the analysis of artifacts, objects, symbols, pictures, and others. The "semiology of communication" is a set of communications that analyzes a matter and produces a message that wants the results to be conveyed (Hopper-Greenhill, 2000). Not only that, but the museum also carries a learning experience of the museum to the visitors. Learning about the museum is a substitution that gives the meaning of the museum's experience. This is because learning at the museum is different from formal learning due to the process of the museum's experience has a difference that bringing on a tourism experience which involves curriculum communications available for the visitors to anticipate. The museum experience can be discovered based on personal interaction, social and physical of a visitor (Falk and Dierking King, 2000).

Harun (Personal Communication, February 20, 2020), states;

"The digital or traditional exhibitions is a process of the exhibition, but the object of the exhibition is described communication elements with past nostalgic experience for tourist".

In a modern context, a museum is important for the delivery of information processes and provides education to children and also to society generally towards the developments that positively occur around them. This approach can help them to understand and appreciate the history and should proud of the attitude towards the efforts and achievements that have been cultivated by the previous generation. However, the understanding of the educators and educational institutions about the historical subject is seen as a role in contributing to the understanding of an incident or event that provides experience and education. This is because, every experience encounter by students especially in the subject matter is likely to be targeted from the course of the meaning that contribute to a historical incident when students are exposed to learning aspects as a medium of learning and Teaching (PP) (Yusof and Yusoff, 2012). At the same time, a museum is also not a place for field trips, filling time or relaxation, even it proceeding to the current educational method. Museum and education institution has a close relationship by achieving success in the scope of subjects taught by schools or educational institutions of a country. In Western countries, the museum act as a supporter of achieving national education goals (Hein, 1998). The British state referred to the museum as an educational institution which was introduced since 1989. Museum practitioner has collaborated with the government for the content of the school curriculum (Yusof and Yusoff, 2012).

Museum institution is also known for reflecting the point of view that has occurred previously. Through an interview with the information given by Harun (Personal Communication, 2020) stated; "I have a view of the museum through the exhibition as a reflection of the past and historical nostalgic. This exposes of view in the past occurred that has acted as a resource of knowledge".

Digital Platforms in Museums Worldwide

Museum was also considered dead if there are no visitors (Yusof, 2013). The limitation of visitors was also influenced by the lack of digital media usage in the process of organizing museum programs and limited promotional restrictions on the program to the community (Yatim, 2005). The museum also experienced a drastic change through the fourth industry, the 4.0 industry or the 4.0 revolution that involves the *Internet of Things* (IOT). Writing of Klaus Schwab who is the founder of the World Economic Forum, the fourth industrial revolution is characterized by the entry of smart robots supercomputers, driverless vehicles, gene editing and development of neurotechnology Enable humans to further boost the functioning of the brain (Universiti Malaysia Pahang, 2020). The scenario was slowly beginning to grow and will develop well into a common form of a norm in the future.

Digital technology is not only important for visitor experience rather it is important also in maintaining and organizing the exhibition. Digital technology built-in with the 4.0 Industrial revolution also brought an effective way of obtaining the information of acquisition, representation, and other stored information. The structure that lost, damaged, destroyed objects or specimens found by artifacts can be re-established through the digital reconstructions 3 dimensions (3D), such as the cultural objects materials or heritage are given less important to be presented in the form of virtual models for a recognition acknowledge by the visitors and staff of the Museum (Munster, Hegel, and Krober, 2016). Next is, the museum experiences digital technology through four (4) aspects that are, the reality is enriched with the help of digital technology, interactive creative display, an in-depth display and a visit in the form of reality.

The Art Institute of Detroit, Michigan, United States was an example using the help of digital technology towards display materials known as the 'Lumin AR Tour' which was introduced in 2017. This 'Lumin AR Tour' is a hand device utilized in buildings that provide information and assistance in the scanning of X-rays to get exposure to objects such as objects of Mumia exhibits. The Cleveland, Ohio Art Museum, United States also displays the ArtLens Studio Play that exposes as interactive to the community. The studio is in the gallery that offers screen-based activities that require physical movement of the body. ArtLens Studio Play also offers virtual drawings, collages, static devices and easy access using mobile devices in researching and learning, a front camera with the ability to edit with artistic involvement and virtual pottery. The National Museum of Singapore practices a deep exposition (immersive). The concept of deep exhibitions through the use of large screens in the galleries featuring animation and visual as well as use the atmosphere of the digital technology, while the mobile application is also enhanced as a digital aid tool to obtain information on an exhibition object. Lastly, a visit in the form of reality identified by Google in the form of applications that offering digital experience on art and culture. This application requires the museum to register and the museum space will be displayed and this digital experience can be experienced at any place without boundaries (Hillier, 2018). Kelly (2007) stated that the interactive approach applied in museum exhibitions leads to the development of the learning experience by fulfilling the needs of the visitors. A museum needs to move more holistically by bringing an experience to its stakeholders. The fact that 70% of the museum depends on the number of attendance by visitors adopting the active museum to remain relevant in the future.

Display of technology was made through Azaman (2019), who stated that the world museum has shown digital technology in organizing exhibitions, through the National Museum of Singapore not only display the features of the facades museum building by European architecture even brought interactive technology features since the year 2017. While some museum institutions are

highlighting online digital platforms through the Google Arts and Culture application. The application carries a virtual experience for a visitor in exploring the museum without being in the museum. This application can be explored through the website (<https://artsandculture.google.com>) only. Through the Google Arts Culture application, visitors are served through an extensive digital technology, visitors able to explore the museums online without any boundaries (Google, 2015).

Cultural Tourism of Museums Worldwide

Gilmore and Rentschler (2002) said, museums today should focus on reaching larger audiences. This emphasis provides a significance which is called 'Museum-audience' that means in providing a relationship interaction. The difference in the change of the museum's role by the director and the museum administration is to bring changes to attain more visitor's involvement and change the traditional museum or the custodian. Today's research trend has been perceived museum from the view of a holistic perspective, that covering the development of the museum to the community through digital technology, economics, environment, and politics.

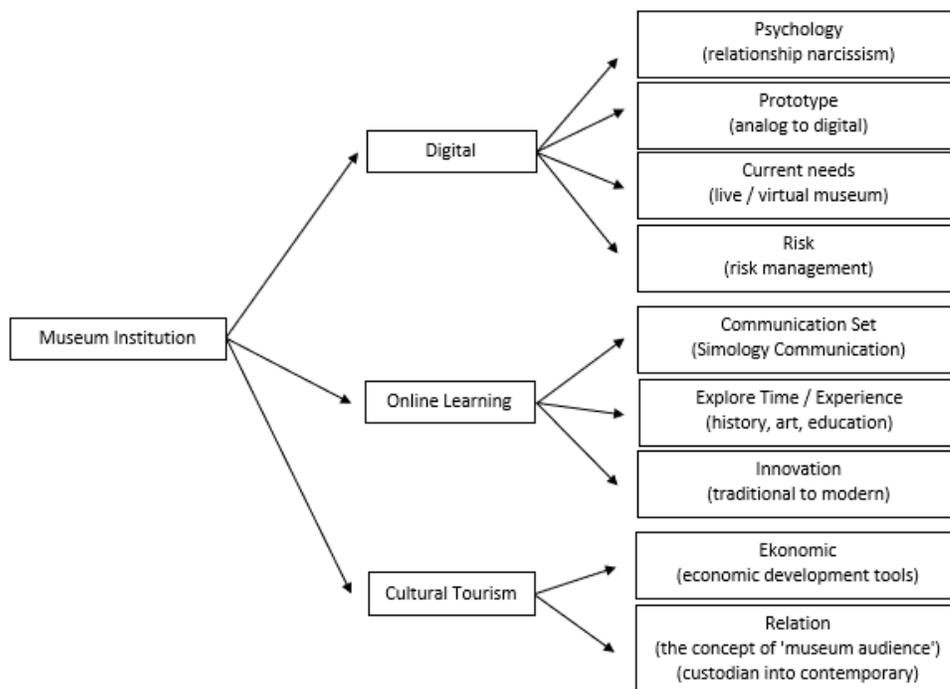
Cultural tourism is a global factor in the country's economic growth. Statistics show that heritage and cultural tourism are developing mainly in the Organization of Economic Cooperation and Development (OECD) and the Asia Pacific Economic Cooperation (APEC). The global value of more than 1 billion dollars for the OECD countries and 327 \$ Million for the APEC countries on cultural and heritage tourism contributes directly to 75 million jobs that available (Carolyn Childs, 2020). Harun (Personal Communication, February 20, 2020), stated;

"I agree that the statement of the museums stated as a tourism resource, as most of the museums are founded based on the culture of the local community. While the establishment of the museum provides a holistic approach towards the local community in terms of income and economy".

Findings Framework

Based on interviews and reviews of literature, this study formulated a findings framework for this study which can be seen in Figure 2.0 below. It was found that digital platforms, cultural tourism and online learning of museums worldwide revolves around variables such as psychology, prototype, current needs, risk, communication set, experience, innovation, economic and relations.

Figure 2.0: Findings of Digital Platforms, Cultural Tourism and Online Learning of Museums From This Study



Conclusion

In conclusion, this study confirms that a museum now connects with three aspects that associates with digital aspects, online learning aspects and cultural tourism aspects towards the community and tourists. A digital narrative approach is seen as an entertainment element and a new approach to the delivery of knowledge by the museums. Although the development of the digital field is growing steadily, it is still low in applied adaptation to the museums. This is because the adaptation of digital technology is one of the aspects to boost the economy based on the museum exhibition to be more interactive and also as a medium of knowledge development. A new dimension of developing digital technology for museum exhibitions should be expanded to attract visitors to the museum's business such as the exhibition's recommendation, as well as a new approach of the exhibits in the museum with the development of digital technology based on the needs of the community on this days. Implementation of digital technology in the museum is not only being more active even it gives a continuation of the paradigm to the socio-economic community through cultural tourism. This is because a museum is one of the leading mobilizers to the cultural tourism of a country. This is significant because of the community's culture and cultural objects such as the craft, custom, and culture play a role as the medium income for the community through the tourism industry. Lastly, this study shows a museum is not established as a center of depository data but also related to education, capability, and communication. This is because the significance of a museum can be evaluated through the presence of visitors.

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