Museum Marketing Management: A longitudinal and cross-sectional study Koh, K.J., Greene, H.J., Yeoh, E.L., 陳沛悌 Leisure and Recreation Management Tourism pchen@chu.edu.tw

Abstract

To determine museum attributes that influence museum visits, samples of ex-visitors and recent visitors were collected in the USA, Malaysia, and Taiwan. The findings indicated that while some attributes were invariant, others varied over time and place.

Keyword: Museum marketing. Longitudinal study. Cross-sectional study