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SECTORS, MODELS, CHALLENGES FOR THE EFFECTIVE GOVERNANCE OF VIRTUAL MULTIMODAL MUSEUMS IN THE DIGITAL WORLD: TOWARDS AN EFFECTIVE DECISION-MAKING PROCESS

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Title: Heritage management in the 21st Century: where is it heading? State Agencies, NGOs, Charities or independent organisations?

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Sectors, models, and challenges for the effective governance of Virtual Multimodal Museums in the digital world: towards an effective decision-making process

During 2017, the EU-funded project Virtual Multimodal Museum (<http://www.vi-mm.eu/>) brought together more than 200 experts with very diverse backgrounds (archaeologists, curators, managers, computer scientists, designers, policy makers) to discuss Virtual Multimodal Museums from seven different perspectives. In our presentation, we would like to focus on the results of the thematic area related to their social and economic dimension.

The first set of outcomes provides an overview of the field: target sectors and audiences; added value of ViMMs with the help of examples; and guidelines on policies, strategies of engagement, and evaluation. The second set of outcomes provides models for the effective governance of ViMMs. Particularly, experts produced a decision-making process scheme organized in 4 stages (idea generation, design, implementation, operation) identifying the relevant decisions, the various internal and external stakeholders, the challenges, and the financial and human resources required in each step. The ultimate goal is to help the Cultural Heritage community enhance planning and sustainability, business and operational planning, cost factors, selection of adequate methods and technologies, effective monitoring of implementation, skill development, and adequate organizational processes. The third set of outputs provides tools and methods for the continuous assessment of the social and economic impact of ViMMs, beyond the simple measurement of quantitative sales and web indicators.

We hope that this presentation will contribute to the work of archaeologists and Cultural Heritage professionals who wish to engage in the design and implementation of a Virtual Multimodal Museum.

Keywords

Decision-making process
sectors
digital museum
efficiency

Note/comment

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