

The Influence of Cultural Heritage and Tourism Marketing on Greek Thematic Museums through a Visitor Survey

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ABSTRACT

This article aims to record the visitor's satisfaction with the services provided in Greek thematic museums, the behavioral intention of visitors, and whether tourism marketing techniques take place in thematic museums. There was an attempt to record the opinion of the people working in thematic museums and their perception of tourism marketing, the perceptions of visitors about their experience, their satisfaction, the existing situation in the thematic museums of the country, and the possible changes that may arise having as main purpose the increase of tourist traffic. The ultimate goal of the research model investigated and analyzed in the article is to understand if the visitor will revisit the museum or will be the word-of-mouth advertisement of the museum. There is a need for tourism marketing techniques in museums, as well.

KEY WORDS

Thematic museums, Greece, research, tourism marketing, advertisement

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Introduction

Thematic museums study, organize and present their themes by including them in the historical, technological, economic, and social frame in which they were developed and functioned. The major concern is the deliverance of traditional technology from oblivion and not with sustainable production and the protection of industrial heritage (Louvi, 2007). Cultural heritage is enriched by including material evidence of atomic and collective human activities (movable and im-

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movable monuments), courtyard cultural properties (myths, customs, oral traditions, dances, and songs), and archaeological places, historical places, and monuments of natural heritage.

Exploring Fairer Post-Growth Grounding by Coupling Social Economy with Cultural and Creative Industry

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ABSTRACT

This article aims to explore and provide a possible theoretic framework and practical direction, toward the needed transformation in the sphere of cultural development. The central hypothesis is that a social and solidarity economy, i.e., social entrepreneurship is a more suitable framework, than a traditional neoclassical (profitable-oriented economy) for the future desired development of the cultural and creative sector. By understanding the common grounding, “beyond the profit orientation”, social economy offers a more suitable path to deal with the specific market spheres of culture. Crossings of theoretical and empirical findings enabled us to bring the conclusions of the existing practices, and actors, through a deeper understanding of CCI development. According to the existing practices, we can conclude that practical creative entrepreneurship in the Belgrade design district is socially responsible and sustainable, started and led by creativity, innovation, and experimental work, while simultaneously contributing to socially important issues.

KEY WORDS

Cultural development, CCI, social economy, degrowth, post-growth

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Introduction

If we start from the premise that culture is a man-made part of the environment, as such, it is an essential sphere and leverage point to seek for the management of societies (Meadows, 1999). Culture holds transformative and progressive potential because it is the sphere of values and meanings that defines the goals of societies within the life system spa-

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Cultural Industries and their Applicability in Central and Eastern Europe: An Institutional Critique

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ABSTRACT

This article is motivated by the specific and largely dissatisfactory state of the application of modern conceptions of local and regional development in post-transformation countries of Central and Eastern Europe. The same holds true for cultural industries, which became a buzzword and a sign of socioeconomically more successful places and regions. The main objective of this paper is to examine selected issues related to the application of cultural industries in Central and Eastern Europe. Conceptions characterizing cultural industries have been born in advanced countries in the West. Subsequently, their applications consider standard Western economic-institutional milieu that evolved naturally and in the longer run. Nonetheless, history matters and economic-institutional settings in the countries of Central and Eastern Europe, for which numerous developmental discontinuities are symptomatic, are far from the Western ones. This raises many question marks on the applicability of cultural industries in specific and still-developing economic-institutional conditions in places and regions in Central and Eastern Europe. The primary perspective adopted in this article is a theoretical one with a wide utilization of qualitative approaches.

KEY WORDS

Central and Eastern Europe, cultural industries, evolution, applicability, local and regional development, formal and informal institutions

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Introduction

Culture constitutes one of the pivotal dimensions of life. It can be comprehended as an outcome and a manifestation of particular communities. Yet culture is indispensable from the perspective of further societal development. Individual socialization, life

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Impact of COVID-19, the War in Ukraine, and Inflation on Interest in Museums in Poland

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ABSTRACT

This article quantifies the factors that affect interest in the topic of museums in Poland from 2018 to 2022. The article analyzes the time series of web queries related to museums. For the years 2018–2019, an additive time series decomposition model is prepared to define the trend and seasonal variations. The results provide an inaccurate forecast for the remaining period, which indicates a change in already existing tendencies. Therefore, a comprehensive econometric model is created that includes independent variables describing the pandemic, the invasion of Ukraine, and inflation. The results of both parts of the study confirm that there is a growing long-term trend in interest in museums. The interest is characterized by significant seasonality, favoring the summer period, the Night of Museums, and several bank holidays over Christmas and the winter period. The pandemic, the war in Ukraine, and inflation had a direct negative impact on the measured value. The former also contributed to the flattening of the growing trend. Although the latter two factors are statistically significant, their impact is not as high as in the case of the pandemic. Meanwhile, the seasonality pattern remains stable throughout the analysis period.

KEY WORDS

Interest in museums; COVID-19; war in Ukraine; inflation; data analytics

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Introduction

Although the museum market has many unique features, it can be subjected to economic analysis similarly to other markets (Bendixen, 2009). The demand for services provided by museums may be influenced by seasonal fluctuations and long-term trends (Athiyarath et al., 2020). Specifically,

interest in museums is dependent on macroeconomic factors that affect the entire economy.

In recent years, detecting stable trends in the popularity of museums in Poland has been particularly challenging due to external factors. The outbreak of the COVID-19 pandemic significantly impacted the market. As the cultural institutions had to remain closed for long pe-

The Impact of the Blended Learning Approach on Sustainable EFL Learning in an Egyptian Context

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ABSTRACT

The blended learning approach (BLA) is a popular trend in higher education because it combines the merits of traditional, face-to-face (FTF) learning, and online learning. This research aims to investigate the effect of implementing the BLA via eLearning on Egyptian undergraduates' EFL reading and writing achievement compared to their peers' achievement who only received FTF instruction. The study is quasi-experimental. A total of 55 freshmen at a private university in Egypt were divided into two experimental (study) groups and one control (FTF) group. Students had a reading and writing pre-test before the treatment, and after the treatment, they took a post-test and completed a survey about their satisfaction with the BLA. The results were analyzed using the T-test, post-hoc test, and one-way ANOVA. The study groups outperformed the control group in the post-tests, showing improvement in vocabulary acquisition and usage of language mechanics. Both groups perceived BLA as convenient; they were satisfied with options for eLearning and valued interaction with their peers and instructor. Results revealed that students' attitudes toward technology, work load, and accessibility to stable connections could affect their satisfaction with BLA. Improving digital infrastructure and enhancing learners' interaction in the BL environment are recommended to cater for students' communicative needs that are required for sustainability educational goals.

KEY WORDS

Blended learning, traditional learning, Egyptian EFL learners, reading and writing skills, sustainability

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Introduction

BL is "a combination of onsite (i.e., face-to-face) with online experiences to produce effective, efficient, and flexible learning" (Ahmadi, 2018). Unlike solely online learning, BL complements traditional learning with compu-

ter-mediated instruction. It offers students self-paced, "personalized instruction" (AlKhaleel, 2019). The spread of COVID-19 since 2020 has significantly highlighted its merits and even triggered its creative use by educators. Its impact on developing and improving students'

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Changes in the Culture of Consumption During COVID-19: a Decision-Tree Model

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ABSTRACT

This study aimed to understand changes in the culture of consumption in the selected consumer segments regarding COVID-19 during the lockdown. The empirical research was conducted with a sample of 534 households. To predict changes in consumer behavior, the two-step clustering method was used. We also use the decision-tree model. We created four selected segments with remarkable consumption changes on the basis of their opinions concerning three points of view, namely, behavior changes, demographic data, and self-beliefs. Consequently, we classified subject pertinence (i.e., single respondents) to single clusters by decision trees using various statistical calculations to place the chosen attribute within the node of the tree structure. The factors most statistically significant for inclusion in the cluster were willingness to give up personal freedom, conservatism, and preferring functionality to appearance/design, with the last significant factor being meeting deadlines. We find indications that the more people purchase online, the less they decrease expenses and support charities, or/and the more people solve things remotely, the less they restrict taking loans. The results will help in identifying future models in retail conditions.

KEY WORDS

The culture of consumption, consumer choice, COVID-19, consumer consumption behavior, retail

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Introduction

The culture of consumption is constantly changing and developing, and this development is influenced by a number of factors (McCracken, 1986). It is seldom po-

ssible to experience a sharp change in the market, as we are currently experiencing under the influence of the coronavirus. The present can be compared to the first oil shock in the early

Francisation of *Sponsor*, *Coach*, and *Start-up* – the Perspective of the French Linguistic Policy

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ABSTRACT

The article concerns one of the important elements of the cultural policies implemented in France and Quebec, that is, their linguistic policies. Although they are two distinct, French-speaking territories on two sides of the Atlantic, their policies share some important elements. The article focuses on one of them – the approach to foreign terms, which today are mostly American terms, permeating into the French language and the French terms recommended by special governmental organisations in France and Quebec that are supposed to replace these foreign terms.

After a brief outline of the two policies and general principles of francisation of foreign terms, the workings of the process of francisation are analysed. The object of analysis are terms recommended as equivalents of three English terms from the area of management and marketing: *sponsor*, *coach*, and *start-up*. Adopting the linguistic point of view, it is shown that francisation involves a reference to many diverse dimensions – involving both the structural, cultural, and conceptual level.

KEY WORDS

Cultural policy, France, French language, Quebec, recommended terms

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Introduction

Language and culture are inextricably related (Uribe-Jongbloed, Salawu, 2018, p. 182). As a result, providing support for national languages, which the present analysis revolves around, constitutes one of the important elements of cultural policy (Gray, 2010, p. 218). In different countries, governments take different measures to implement such policies. Actually, Gattinger and Saint-

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