

CALL FOR PAPERS AT THE SYMPOSIUM

NEW MUSEUMS,

NEW URBAN ERAS,

NEW TOURIST MIGRATIONS

Paris, 20 and 21 January 2011



SCIENTIFIC ORGANISAZION

E.I.R.E.S.T. RESEARCH GROUP (EQUIPE INTERDISCIPLINAIRE DE RECHERCHE SUR LE TOURISME)

– UNIVERSITY OF PARIS 1 - PANTHÉON-SORBONNE

AND UNESCO CHAIR « CULTURE, TOURISM, DEVELOPMENT »

From the traditional museum, having survived the 19th century without any deep alteration, to the “event” museum exploited by urban planning and the tourist economy, museums have experienced a deep change in the last thirty years. They appear more and more as an opportunity for urban renewal. The end of the 20th century thus saw the birth of a new model of museum establishments, driven by a change in stakes, a change of scale and the development of the “management era”. The very large museums, driven by an entrepreneurship move, are granted a reinforced autonomy; they extend their activities out, stretching to Bilbao, Metz, Lens, Abu Dhabi, Atlanta, Hong Kong... creating subsidiaries. These projects of museums creations, becoming real cultural events at a local, national or international level are ushering in a new urban era. Culture becomes a major component of the town planning and a so-called “reference” museum is now considered as an appealing product, which may help re-qualifying a city and its territory and qualifying a tourist destination.



Musée Guggenheim New-York /// Abou Dhabi /// Bilbao

OBJECTIVES OF THE SYMPOSIUM

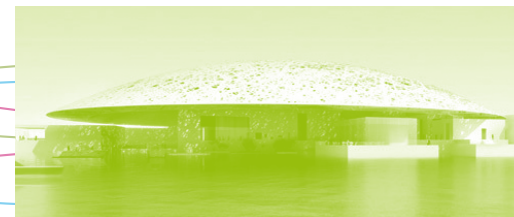
This relationship between tourism and museum visits, often considered as obvious, remains almost unquestioned. However, if the museum “produces” tourism, it is also true that tourism “produces” the museum. Indeed, it seems that the notion of museum cannot be born in mind without referring to tourism, even if the museum cannot be considered as a mere artefact serving the touristic attractiveness. Similarly, the city produces museums and tourism, but conversely, museums and tourism produce the city. This dialectics which has been initiated at the end of the 19th century is taking a new shape today in a context of metropolisation.

The goal is to study this complex relationship between museums, tourisms, and cities, according to models of museums, to contexts, and to periods.

The point is, on the one hand, to examine what the museum as a means of specific cultural production owes to tourism, considering its strategies of localisation and development, and its alterations, and on the other hand, to examine how the analysis of the museum as a specific place allows understanding about tourism and tourist practices.

The expected contributions should address all types of museums, but particularly the large ones at the international scale, allowing a better understanding of the necessity museum and tourism have to cooperate. The thoughts undertaken from a diachronical approach, taking into account the processes and temporalities, are encouraged.

This symposium on the relationships between large museums and tourism raises the question of museum evolutions, from the point of view of their restoring, of their territory impact, of the way they take tourism into account, of the mutations in terms of museology and of the new touristic practices associated to them.



Musée du Louvre Paris [Pyramide] /// Atlanta /// Abou Dhabi



FIVE MAJOR THEMES WILL SHAPE THE WORKSHOPS OF THE SYMPOSIUM

1. TOURISM, A HIDDEN DIMENSION IN THE MUSEUM STUDIES?

This first theme deals with the analysis of the Museology in its relationship to tourism, questioning the epistemological views. Which connection is proposed between museology, museums and tourism in the social sciences or in the museology literature? Is tourism a hidden dimension of the Museum?

The communications may fit into an epistemological dimension, considering this connection, or may analyse local cases of thoughts on this problematic relation through the study of the strategies of positioning the museums, in particular the way the tourist dimension is explicitly individualised among the thought on the cultural mediation and interpretation.

2. THE MUSEUM AND ITS FITTING SCALES FROM AN URBAN ICON TO A DRIVER OF TERRITORIAL DEVELOPMENT

Two main points will be developed in this theme: the “Starchitected” Museum as a territorial label and specific urban place and the Museum as a support of tourist development.

The selection committee will particularly pay attention to proposals insisting on the relationship between museums, tourism, metropolisation and globalisation.

3. THE TOURIST IN THE MUSEUM

The communications will shed a light on the account of museums inducing new tourist mobilities, on the tourist practices inside the museum and on the construction of an territorial imaginary. Besides, they will not disregard taking into account the new strategies and possibilities linked to the digital era and to the new numerical scientific applications.

4. THE EVOLUTION OF THE TOURIST PRACTICE, REFERRING TO THE HYPERMODERN SKYLINE OF THE MIXING OF PRACTICES AND OF THE COMBINATION OF THE DIFFERENCES

Three approaches drive this theme: from the set-up of the Collection, the genuine mission of the Museums, to the quest for novelty: new sites and events, Museums and tourism at the time of full broadcast images, territorialisation and deterritorialisation of museums.

5. THE CONNECTION BETWEEN URBAN MUTATIONS, MUSEUMS AND TOURISM

This line looks for connecting the urban mutations, as much functional as urbanistic and the museal and tourist transformations. The underlying assumption sees globalisation as a vector for the transformation of the city, of heritage and of mobilities.

The expected contributions will take into account the city museums, the museums facing the urban reconversion, the museums facing the new cultural line and the museum-cities.

The rhetorics of urban development/renewal is at the center of big museal projects. The cultural offer has become a major factor for the development of a city or a territory, an opportunity for developing tourism, a generator of economic incomes.

Museums are changing into multinationals of culture, risking a loss of local ties and a standardisation. The culture consumption has more and more influence on the touristic consumption and the vitality of culture leads the big museums to market their brand. The projects of so-called « stamped » museums like Guggenheim in Bilbao or The Louvres in Abu Dhabi are examples of such a tendency and the brand is a proof of this meaningful tie between culture and tourism. But some authorities of the art world are proclaiming the actual inclination of art to business. Regularly, the debate brings back in the public eye the supposed business inclinations of some major institutions, said to be only concerned by their “tourist attractiveness” and the critics are putting forward development strategies based on communication, spectacular and demagogic cultural choices, slipping towards the merchandisation of culture (“blockbusters” exhibits) at the expense of other goals traditionally attributed to museums, at least in their French design: cultural democratisation, knowledge diffusion, enhancement of heritage value... The regularly dismissed opposition between tourism and culture seems to come back to surface in these contemporary debates.

If museums appear more and more as actors in development policies, the point is to evaluate their impacts on a touristic level. This is the perspective adopted by this symposium. The point is to reach a deeper understanding of the renewed relationship, between museums and tourisms, in the frame of urban and metropolitan development or renovation.

SCIENTIFIC DIRECTORS

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- Michèle VIROL, Historian, Professor at IUFM University of Paris-Sorbonne, Roland Mousnier laboratory, UMR 8596

CALL FOR PAPERS

- The scope of the symposium is widely interdisciplinary and the call is addressed to researchers from different fields.
- more information about the expected presentations is given on the conference web site <http://www.univ-paris1.fr/ufr/institut-de-recherche-et-detudes-superieures-du-tourisme/actualites/>
- People who wish to make a presentation are requested to send a detailed abstract, about 2500 characters long, to both e.fagnoni@wanadoo.fr and maria.gravari-barbas@wanadoo.fr before July 10th 2010.
- Authors must clearly draw attention to the way they take into account one of the questions raised in the objectives set above. In addition a short introduction of the speakers is requested (half a page, about 500 characters long).
- The accepted presentations will be notified to the authors by the Scientific Committee before September 15th 2010.
- The final version of the Symposium program will be distributed before October 20th 2010.

CALENDAR

20 and 21 January 2011

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SITE INTERNET

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