

Special Issue of *Current Issues in Tourism* (Taylor & Francis Online)

Topic: Museums, Art Galleries and Digital Innovation Challenges: Emerging Issues and Amazing Alchemies

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Overview of Special Issue

International Organisations are highly involved in spreading and financing policies, programmes and activities regarding cultural heritage issues seeking, among other objectives, to put focus on CCI-related technologies in promoting tourism products through enhancing the visitor experience. In fact, digital innovation can help to the creation of new processes, new services, new platforms and new business models by combining novel actors, structures, practices, and values (Hjalager, 2013), especially the recent emergent technologies such as intelligent agents, blockchain, big data, internet of things (IoT) and augmented reality (Babu & Subramoniam, 2016), which could influence notably in the visitor experiences to museums or art galleries.

Indeed, museums and art galleries are considered agents for social change and their implication in the implementation of emergent technologies are crucial for the relationships with stakeholders to create, to develop and to co-design new paths and tailored made experiences (Hjalager & Nordin, 2011; Dello Pesce et al., 2019; Navarrete, 2019). Also, not only the digitalization of museums and art galleries services could help them in engaging audiences, increasing accessibility, and developing marketing programs, but also in creating new collaborative organisational networks such as digital business ecosystem (DBE). Consequently, museums and art galleries have started to rethink their business models, becoming more community-oriented and by adopting more inclusive strategies (Camarero & Garrido, 2012; Cerquetti, 2016; Solima et al., 2016).

Another key issue is related to the need to adequately measure the impact of digital innovation in museums and art galleries, which is not always accessible to people. Museums and art galleries are confidential with disclosing the impact of technologies in their services

with other institutions (Vom Lehn & Heat, 2005), which could be solved by the use of emergent technologies as vehicles for measuring and disclosing processes outside the museum and art galleries walls.

Despite previous comments, prior research has highlighted that there is a significant gap among conceptual frameworks and practice community into the field of digital innovation in museums and art galleries (Eid, 2019; Hall & Williams, 2020). Given the quick development of new emerging technologies and the importance of the citizen-centric services, it would be interesting and timely to know how museums and art galleries are using these new technologies to enhance visitors experience as well as the impact that new technologies could have on its efficiency, the satisfaction of visitors or the increase of the quality of museums and art galleries services. In brief, this special issue is driven to analyze the consequences and real impact that new emergent technologies could have on the enhancement of visitor experience and the new processes implemented in the services rendered by museums and art galleries. Papers submitted to the special issue should contribute to the research stream of digital innovation changes and museums and propose which are emerging issues and amazing alchemies for the future horizons in the field.

Indicative List of Anticipated Themes:

This special issue seeks a wide range of papers contributing to the creation of a background in the field of digital innovation in museums and art galleries. Thus, the contributions of the paper should be directed to academic and practitioners' communities. Therefore, the Special Issue aims to look further into this issue through contributions that address the use of digital innovation in the museum, touching upon:

- Museums, art galleries and social change: digital social innovation
- The strategy for introduction and development of digital innovation
- Heritage and digital community identity
- New digital business models and art galleries and museums
- The interaction between museums, art galleries and communities through digital platforms and instruments
- The use of big data, blockchain and privacy protection in the digital museum and art institutions
- The use of social media and digital technologies for communication and sharing experiences
- New digital skills and the improvement of human resource digitalization
- Museums, art galleries and smart tourism
- New accounting tools for digital innovation: measuring value, level of digital innovation and impacts
- Cross-institution digital collaboration
- Digital events and performances in museums and art galleries
- Resistance to digital innovations

Important Dates:

Initial paper submission deadline: 31st Dec, 2020

Final revision deadline: 30th June, 2021

Projected publication date: Autumn 2021.

Submissions Details:

To view the instructions for authors, please visit:

<https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=rcit20>

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