

Evaluation of Relation between Museum and Marketing

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ABSTRACT

Iranian and Islamic art collection has been collected in national Malek museum library in Tehran (Iran), this collection belonged to Haj hosein malek and allocated to imam reza, Malek museum establishment was coincident with Iran national museum establishment. Kamal ol molk himself had particular school painting that had effective impact on Iran 's current art. Based on last year's new management, new relation has been developed between museum and society via attracting customers and giving service to them. Therefore, during these new alteration, 15 paintings belonged to Kamal ol molk has been shown along with marketing achievement. Hence, marketing has attracted customer's attention to kamal ol molk works .in fact hosein malek's main purpose was hospital and library establishment in chenaran. as malek museum belongs to imam reza ,so it was safe from political alterations .available essay has perused relation between people and museum fundamentally with fillip katler 's theory .katler theory announces costumers 's expectation and demand ,so available study includes two part :first part in basis of cognition and evaluation of malek museum general plans, second part in basis of kamal ol molk works 's plans and applications .the purpose would be presenting general and adequate data for everyone in basis of this superior artist

KEYWORD: museum, malek, library, kamal ol molk

INTRODUCTION

Constantly based on Iranian culture background ,ancient periods 's protection and preservation of culture and symbolic viewpoint exist, these viewpoints influence basic culture aspects along with relation and mutuality achievement with people .today ,people's taste has modified toward objects, also cultural and social procedures have attracted people and one of important reason of this matter would be artist 's impact on cultural action .definitely centers such as photo exhibitions which take place with current art originality has paid attention to social and economical aspect .culture is series of social ,historical and political values which could be effective in social relation ,also culture have close relation with social and personal identity.

Museum is a social and cultural place which have effective role in culture protection and could be effective in political and decision making procedure in management, this is an occasion which had modified Iranian museums in recent years because museum theory is reforming currently ,therefore museum would be as a social phenomenon which could influence culture .culture of society is effective in people's life, on the other hand culture have historical background in Iran and Iranian trade, because Iran constantly has relation with other cultures and Iranian trades as Iranian culture messengers have significant role in Iranian life advertisement in remote areas.

Haj hosein malek, founder of national malek library and museum was a trader who was interested in culture and books and also could allocate valuable collection of art in malek museum to imam reza in order to be utilized by people.

Marketing is an organizational matter which involves customers development ,relation and admiration processes .also management marketing acclaims relation with customers mutually in order to be utilized by both of them .this process would be accomplished via cultural product provision ,easy access to museum, special design for constant exhibition of kamal ol molk works ,teaching and description of kamal ol molk painting rules ,design and apply the electronic marketing, data basis development ,scientific meetings, magazine and book publication, posters and brochures provision and display kamal ol molk works.

It's clear that museums have significant role in national identity development by an outlook to culture structure of political alteration and modification .fak writes about this that identity have analysis aspect ,identity is so effective in better understanding of human experiences and its behavior ,hence if we know the culture as psychology and social process position that revolves around self-cognition.

Identity would be strong tool for thought and experiences understanding .regardless accomplished efforts for development and expansion of marketing proceeds, little researches have been accomplished in basis of visitors understanding and their interests. According to this description, the main origin would be marketing proceeds formation. In 1999 a researcher (kambez) realized that learning and entertainment are as the first motivation of visiting museum and visitors know museum as learning locations via observing objects. In fact, they know physical

and mental peace as result of this observation. Mix slauter also considers main motivation in visiting photo exhibition in a way that this learning motivation involves people and society mutuality .in 2001,sarato and rab Larson divide museum visitors to different groups in a way that among families ,educated people ,researchers and social leaders ,the educated people would be involve the highest visitors .in addition, extrovert people used to visit these places in order to preserve their social position .consequently ,understanding of visitors motivation of museums would be best method of marketing proceeds for organizing.

Main body

Marketing in Iran hasn't been utilized in an applicative way to cultural services whereas general research in basis of marketing didn't accomplish before 1390 and more publicized essays related to museums has perused goods marketing in museums .due to this fact, all marketing hypothesis was perused in museums and data collection was accomplished by museums and data collection was accomplished by marketing advent in museums .this research has been presented in protection of ras research in 1998 and his design was along with proceeding marketing research basis such as product service ,price and location beside motivation and costumers satisfaction .hence ,museums employees feel new description by title of service marketing which this description could attract many customers. Observation of person identity relation and artistic identity shows that pattern of visiting museum and visiting values would be more significant than other aspects.

Malek museum factors have drawn its purposes and perspectives via document collection and short duration proceeds presentation. Currently, 1900 antique lineal books related to Islamic countries,70000 books related to world books,6 main collection of 3000 golden coin,7000 stamps, Iranian rug and European artist's painting works and this museum have wide environment for public study ,also other parts such as publication and antique document preservation.

The nationality of malek museum has increased the social level of it among other museums and also malek museum would be as the oldest museums of Iran and has been established coincidentally with Iranian national museum. Malek library would be as one of six treasure involves lineal books of Iran, hosein malek has allocated this museum as a wide cultural symbol to imam reza .alteration and modification which has accomplished in malek museum involves standardization and recovery of structure in order to achieve museum purposes .hence ,desirable service presentation to museum fans and more mutuality with society would be for attracting more people .it's important to say that available facilities involving antique objects such as lineal books ,coins, stamps and especially 15 painting works belongs to kamal ol molk.

DISCUSSION AND RESULT

Each union on its duties and structure need a planning for marketing. According to accomplished studies, 15 kamal ol molk 's painting work as one of marketing tools has been utilized. also kmal ol molk established school of beautiful arts in Iran; hence this school has significant role in alteration development in basis of Iranian painting .permanent exhibition organizing location of kamal ol molk work would be in national malek's museum and library. Hence, all the people or cultural institutions could participate in the kamal ol molk's permanent exhibition organizing which involves government and non governmental organizations, private sectors, publications and museums involving kamal ol molk works; also beautiful arts colleges, researchers, authors and schools would be people and families.

In the proceeding document which has been adjusted for kamal ol molk project process ,primal activities of malek museum has started as main origin of plan which activities have been conducted during wide organization network involving proceeds. Mentioned proceeds: teaching teachers and experts in order to present subjects in basis of kamal ol molk and his schools which this matter would be accomplished via short stories, based on this fact, choosing and evaluating museum employees would be accomplished based on their sufficiency for marketing procedure recovery and giving information to people would be in basis of schemes and plans which are related to kamal ol molk.

Editors and cultural sponsors' purposes would be invite spongers and organizing different meetings for asking their cooperation in malek museum which has developed museum fans association and its members would be volunteers, helpers and sponsors; hence advertisement has been started for the particular saloon establishment via this association that one of this meeting's success was granting 10 painting works of kamal ol molk which had granted by Aboo ali sood avar. Also malek museum could provide financial for permanent exhibition of kamal ol molk works in these meetings which organized by qods razavi employees. malek museum has contracted with museums, libraries, beautiful art colleges and other centers, in fact this cultural union could present a general and good view of kamal ol molk art via publication and document establishment .list of artists, reviewers and active researchers in basis of painting and sending booklets to them in order to introduce the scheme has been provided and 5 researchers are asked to present essay in basis of malek museum.pre demonstration would be accomplish in

schools, culture homes and other museums in order to develop main exhibition before saloon inauguration ,hence temporary exhibitions organizing in 20 schools,10 photo gallery and 4 culture home would be from other plans of collection ,also malek museum would produce cultural products such as maps and booklets in order to attract more customers .waiting saloon part has been established for introducing services hereby endowment culture would considered more in culture and also kamal ol molk would a positive sign for advertisement because of social position and the impact on Iranian art. Investment in kamal ol molk's permanent exhibition follows two aims that would be as admiration of kamalol molk in recent 100 years and consideration of endowment culture and attracting customers by kamal ol molk works.

Social position of museum and national malek library as another factor would make the way simpler ,therefore developing a relation network between museums and related organization with malek museum would provide a basis for data collection and data centers establishment .also data base establishment for customers would be the first considered factor that have presented good services up to now that this fact involves economic profits such as increasing price of ticket, its sale and cultural products .the ultimate purpose of museum would be growth ,progress and awareness by customers and make them satisfied but introducing and admiring of people who had significant role in society 's culture and art have to be far from any discrimination and be accomplished with function of national and cultural identity cognition .great thoughts and superior action of museum's employees and sponsors has significant role in society, also this employees put effort to present services along with limitations but also their intention would have effect on Islam origin and shows itself in different dimensions such as endowment at schools ,mosques and libraries ,therefore wide part of cultural background relates to endowment and based on this fact directors have to peruse mentioned conditions in order to get aware of intentions ,thoughts and opinions.

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