

## Chapter 6

# A Systematic Review on the Sustainable Development of Museum Cultural and Creative Products

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### **ABSTRACT**

*Museum cultural and creative products (MCCP) are critical components of the cultural derivatives market because they exhibit the museum's unique cultural connotation and attraction. Additionally, they provide the museum with significant social and economic benefits. The purpose of this study is to summarize the empirical findings from the state-of-the-art papers on MCCPs. As a result, the authors completed a systematic evaluation of the literature on 20 articles published between 2010 and 2022 in the SCOPUS database. This study identifies the most recent rising trends in MCCP while highlighting the literature gap, obstacles, and opportunities for future research approaches. The findings emphasize the importance of conducting extensive testing on MCCPs from a broader perspective, as well as determining how to achieve the sustainable development of MCCPs. The chapter provides a framework and insight for future researchers.*

### **INTRODUCTION**

According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), museums are expected to present their artifacts in novel ways, and cultural and creative products (CCPs) are one of the primary ways to do so (Zhang, 2019). Kotler et al. (2008) stated that museums can utilize strategic management and marketing techniques to attain organizational goals and to assist museums in

DOI: 10.4018/978-1-6684-5119-9.ch006

securing work resources under genuine societal situations. While the sale of products for museums is essential to the success of the “Museum Marketing” plan (Chen, 2018). For instance, the Metropolitan Museum of Art earned US \$946 million in revenue in 2015. The New York Museum of Modern Art (MOMA) receives 2.5 million visitors each year, with retail revenue accounting for one-third of total revenue. Since opening its doors for free in 2001, the British Museum’s revenue from cultural products has steadily increased to become the institution’s principal source of funding. (Pan, 2016).

MCCPs are critical components of the cultural derivatives market because they convey the museum’s unique cultural connotation and attraction (Yu et al., 2021) and have the potential to provide distinct social and economic values for museums (Shi & Guangyun, 2019).

## **BACKGROUND**

The design of MCCPs is a re-examination and reflection of the cultural characteristics of the museum’s collections, with the goal of exhibiting these characteristics in a modern manner (Ho et al., 1996). MCCPs serve as the physical carriers for museum culture transmission. By starting with culture, it promotes creativity and inherited re-creation of cultural objects, thus bringing cultural relics “to life,” reducing the distance between cultural relics and consumers and developing a sense of cultural identity (Liu & Yang, 2020). Designers of MCCPs must consider the relationship and interaction between products and culture. Products are material manifestations of culture, and culture is inextricably linked to products, acting as a conduit for the exchange of symbols and meanings (Chen & Li, 2008).

However, the majority of previous research on MCCPs has been on the cultural and creative industries, research and development strategies, and design practice (Zhang, 2019), and no systematic review (SR) has been conducted. As such, this study will conduct a systematic review of MCCPs in order to gain a thorough knowledge of them. The following questions are defined in order to accomplish this goal:

**Problem One:** How do scholars define MCCPs?

**Problem Two:** What research methods are being used to study MCCPs?

**Problem Three:** What perspectives do researchers take when examining MCCPs?

**Problem Four:** How to promote the sustainable development of MCCPs?

The availability of this SR provides researchers with a framework for comparing MCCPs and enables future designers to conduct additional research.

The rest of this paper is organized as follows: Section 3 describes the methodology for conducting a systematic review of the state of MCCPs; Section 4 examines and analyzes the findings, as well as the implications of the findings for the academic and professional worlds; Section 5 summarizes the study’s conclusions; and Section 6 summarizes the study’s limitations.

## **METHOD**

To locate literature on MCCPs, a systematic review was conducted. A systematic review examines a specific issue by conducting a comprehensive search of the literature and critical appraisal of individual research, and then develops conclusions about what we now know and do not know about a certain question or topic. It has evolved into a critical component of evidence-based practice that employs a replicable methodology. Procedures for review must be tailored to the issue at hand as well as the underlying as-

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