Chapter 6
Achieving Cultural Sustainability Through Museum Cultural and Creative Products: Museum Cultural Heritage Conservation and Innovation

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ABSTRACT

Museum cultural and creative products (MCCP) are seen as carriers of museum cultural resources and are important for the sustainable development of cultural heritage, Nevertheless, the cultural aspect is often overlooked within the realm of sustainable product design. Hence, a primary objective of this research endeavour was to address this gap by developing a comprehensive framework that clarifies the interconnectedness between CS and MCCP. Furthermore, an additional objective of this study was to put forth a conceptual framework and specific indicators for the assessment of the cultural sustainability of MCCP. The indicator sets were designed through the literature and analytic hierarchy process. This process has yielded a tool that will undergo additional testing and practical implementation. The findings of this study will enhance comprehension of cultural sustainability within the context of MCCP

DOI: 10.4018/979-8-3693-1650-4.ch006

and provide guidance for future MCCP design aligned with the principles of sustainable development.

INTRODUCTION

Museums possess the capacity to enhance cultural vibrancy and aid in the conservation of heritage, making them crucial in upholding and raising public consciousness about culture. (Aboulnaga et al., 2022). In recent times, museums have begun to adopt a new role in which they provide the public with tangible cultural and creative products (Nie & Li, 2020).In addition to the traditional functions of museums in the sense of collecting, displaying, and educating. Museum cultural and creative product(MCCP)refers to a product for sale based on museum collections, exhibitions, cultural characteristics, combined with creative design, aesthetics, fashion, and other factors(Tu et al., 2019). According to UNESCO, cultural and creative products (CCPs) are consumer goods that convey creative concepts, symbols, and ways of life(UNESCO, 2003). MCCPs are the best link between museums and the public (Hu, 2018). The recent appeal of these products to audiences of all ages and genders can be attributed to their unique combination of cultural inventiveness, deep cultural connotations (Song & Li, 2018). The cultural relics in museum collections contain endless cultural and artistic values, and through the use and regeneration of culture by MCCPs, they can promote museum culture into the real life of the public, enrich public life and art, and then satisfy the public's demand for culture and art, serving the purpose of educating people through culture.

The interrelationship between design and culture is often manifested in the creation of novel cultural products that integrate cultural elements into their design characteristics. Design is not only a science to make an aesthetic product, but also it could make a sustainability for a good caring (Armayuda et al., 2020). For MCCPs, preserving and expressing culture has become the most important consideration in the design process, which is the first element of their evaluation(Chen, 2021). In some articles, it has been discussed that CS can be achieved by developing cultural capital, which focuses mostly on buildings, cultural services, events, and heritage(Soini & Birkeland, 2014a), excluding cultural and creative products. It can be observed that the characteristics of a product and its constituent elements influence the way in which consumers perceive that product (Camilleri et al., 2023). In the recent literature on the topic of assessing the performance of MCCPs, no comprehensive methodology has yet been proposed. Meanwhile, there is a lack of quantitative methods that provide more precise results.

RESEARCH OBJECTIVES

Currently, there is a paucity of evaluative research on the design of MCCPs, as most research on MCCP focus on industrial development(Cascini et al., 2020), research and development strategies(Lu & Zhu, 2020; Jin, 2019; Chen & Yang, 2022), design methods, etc. However, this study can benefit from research on the evaluation of cultural and creative products in general. For example, Shen(Shen, 2022) presents a method for the evaluation and selection of cultural and creative product design solutions based on grey correlation multicriteria decision analysis and the indicators used are practicality, durability, energy efficiency, workability, loanability and innovation. Additionally, Cheng and Guo(Cheng & Guo, 2022) provide an analytic hierarchy process model for evaluating Yan'an Red CCPs. Nevertheless, the evaluation indicators employed by this model are constituted by constituent elements, functional experi-