

# **Content Management System as Digital Source of History in Virtual Museum Organization: A Case Study of Malacca Maritime Museum**

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## **Abstract**

To create and manage digital content from a traditional museum source to a modern state is a critical part of process in conservation of story and experiences source nowadays. Mainly, improving knowledge management within the museum organization including insiders and outsider is a first reason of the museum organization founded. Content Management System (CMS) has been used to manage the ancient data of museum today with aid of digital source of history, virtual museum to deliver to community in easy and interactive way. This case study explains the use of Content Management System as digital source of story and experience in museum organization. Focusing on historical center organization, Malacca Maritime Museum of Perbadanan Muzium Negeri Melaka (PERZIM). The information about the implementation of CMS within this historical institution was gained from official website of Perbadanan Muzium Negeri Melaka and an interview was conducted on one of staff who is teamed in Maritime Museum Department. The analysis was focused on the effectiveness of Content Management System with collaboration of virtual museum for historical center. Finally, based upon the findings, the recommendation will be suggested for the best type of knowledge management tool that needed in a museum organization to maximize the quality of work within teams and groups.

**Keywords:** Content Management System, Virtual Museum, Knowledge Management, Organization

## **Introduction**

The sector of museum has been assuming an imperative part in our society as a kind of perspective focus especially about the past or history. By the International Council of Exhibition halls (ICOM), the definition of museum is a non-benefit making, changeless organization in the administration of society and of its advancement, and open to the general population, which gets, monitors, analysts, conveys and displays, for motivations behind review, training and pleasure, material proof of individuals and their condition.

While traditional museum is opposite, the part of this establishment these days is distinctive and serves something beyond protecting, putting away and showing ancient rarities and showing social accumulations. In created nations, for example, Australia, Canada, Japan, the United Kingdom (UK), furthermore, United States (US) their historical centres have changed to wind up noticeably more intuitive and by including imagination

components, for example, data, correspondence and innovation (ICT) and new items to support their reality in the market since 1980s. Because of that, these historical centres figured out how to draw in huge number of worldwide and nearby guests consistently. An American gallery executive by the name of John Dana as ahead of schedule as 1909 trusted a decent historical centre pulls in, engages, stimulates interest, and prompts addressing and along these lines advances learning (see Alexander 1979, p 13; Cleary, 2006, p 1). Additionally, historical centre needs a decent mix with environment and to be open to the group (Dana, 1917, p 25).

A few galleries in creating nations be that as it may, are as yet working utilizing the customary strategy, also, some experience issues to change, for example, in Malaysia on account of budgetary limitation (Azida, 2011; Kasiman, 2010), political issues (Kasiman, 2010), and no entrance to the system of assets and mastery (UNESCO, 2011). Even though, these changes are not going to ensure that the historical centre will pull in bigger number of guests going to the gallery, yet these changes can support the historical centre to end up plainly aggressive in the market. It is not the expectation of this review to research about the capacity of present day gallery, yet rather to take a gander at the adjustment of inventiveness in gallery division with extraordinary concentrate on Malaysia.

Historical centre part is recognized to contribute fundamentally towards the tourism business worldwide and is arranged under social tourism. As per World Tourism Organization (WTO, 2004) social tourism has been a noteworthy supporter of the tourism business for more than twenty years, and assumes an essential part to many building up countries' economies. Social tourism exercises are a mix of social and tourism divisions. The expression 'social tourism' be that as it may, was not utilized until 1992 (Stebbins, 1996). The White House Conference on Travel and Tourism characterized social tourism as "travel coordinated toward encountering human expressions, legacy and exceptional character of a place" (as referred to by Heritage Tourism National Trust, 2002). From this definition, the key thought regarding social tourism is about "encountering" the items. Henceforth, a few nations, for example, Sweden and Norway ordered gallery under experience industry.

## **Literature Review**

### **Content Management System (CRM)**

In the late 1990s, the use of internet and technology application is the boom of the era. Every corporate organization around the globe; from large to small company, private or government organization has their own website in order to communicate with customers, partners, stakeholders and staff. Furthermore, this website also providing up to date information, services and products and also for advertisement purposed. Most of the organization has been invested large amount of capital in Content Management System (CMS) in order to manage, organize, preserve and disseminate the contents. According to Boiko, 2002, CMS is a process of the collecting, managing, publishing and delivering business knowledge of the organization. However, CMS is defined as the integration of tremendous amount of knowledge, which includes the content acquisition, creation, organization, reusing and publishing from various departments, specialist and projects for end users, cited by Hong, (2000, 2001).

CMS in museums have seem as the implementation of system to manage amassed content in order to enhance the functionality and accessibility of the website, according to Honeysett, (2002) and supported by Vitto in (2003). Based on Emery in (2001), CM is the process that use the technology tools to keep the information on web site up to date and relevant. The process also involved the acquiring, storing and classifying the content so it can be retrieved in an efficient and timely manner. A major misunderstanding of CMS is about perception on CMS itself; just a software. Actually, CMS is just not a system or a piece of software; it is dedicated to help the staff or personnel who have the experienced in Knowledge Management. With the help of CMS, these experts or specialist are able to deliver high quality of the contents. Melzer, (2005), discussed about CMS as the never-ending process to control ongoing stream of content in proper way to the end user. The purposed of CMS may be vary according to the industry itself, however, the main goal is to create, review and disseminate the knowledge to the user in a various platform such as web-based publishing, format management, archiving and indexing.

### **Virtual Museum**

As stated in Giaccardi, (2004), virtual museums has been understand as the multimedia products or services in web based platform that capable of providing latest and new experiences of the museum itself in heritage and history itself. By this meaning, it is clear that the museums are replicating or duplicating the objects, artefacts, collections and displays from their exhibition's gallery unto the digital platform. This will help the museums to promote and attracts the people or audience to explore the experience in virtual world. Giaccardi also added that, this virtual museum will enhanced and extending the museum capabilities in term of delivering the knowledge to the public which not achieved if it solely relying on physical environment. For example in 1995, Smithsonian Institution's Ocean Planet exhibition in digital world gained the exciting reviews and feedback from the tourist or visitors as they can construct their own tours.

In addition, Jorgensen, 2004 believed that virtual museums are opening the way for the museum to replicate their object descriptions and collection annotation in interactive practice. This will set the milestone for the museum to go wider and active in promoting the institution to the audiences. This would create the potential of the people visited the organization's web site as well as the physical experience going to the museums. The, by adopting this strategy, museums could lead in the creation of a new world of intellectual and creative endeavour in which audiences are empowered to share their knowledge and their stores in ways of excitement. Moreover, according to Downes, (2003), virtual museums will aid the teachers and learners in teaching and sharing the information more efficiently via the collections, materials, images and videos that fit the broadest range of curriculum and learning styles.

Bowen, 1997 discussed on the topic The VLmp or Virtual Library museums pages, the online international distributed museum directory. This is the part of WWW Virtual Library supported by the International Council of Museums (ICOM). This directory is one of the foremost research in the museums field that promoting the museum in virtual platform and for the development long-term goals; sustainability of the museum as the knowledge learning centre and online repositories for future endeavours. Besides, VLmp also capable of collecting the statistics of virtual tourists and providing

the latest information of the newfound collections or directory from multiple sources. This platform has been monitored from the specialist and historians from all around the globe; dividing by countries, special fields and categories.

### **Relationship between Content Management and Knowledge Management**

There are various reasonable contrasts between Content Management System and Knowledge Management, for the most part as a result of the contrasts amongst content and knowledge. The differences can be seen because of the different perceptions of information.

- Content and Knowledge - Content is thought to be limited snippets of data. For data to be viewed as content, it needs to fall inside specific parameters like structure or importance, contingent upon the setting in which it is being utilized. Knowledge, then again, can be connected to anything – appropriate from documentation to the thoughts in worker heads. Therefore, knowledge is essentially harder to evaluate when contrasted with content.
- Generation– Content is normally produced by a particular arrangement of individuals. These individuals can play the parts of distributors, editors or makers, however basically content creation is confined to them. Knowledge is more flexible than content, as knowledge can be made by anybody in an organization, and still be an intellectual asset.
- Nature – Content tends to address a specific issue close by. For example, an article will discuss a particular subject and will incorporate everything that an author feels is important. It is shared paying little mind to regardless of whether there is an unequivocal interest for it. However knowledge is generally identified with a question. For example, when a question is asked, the appropriate response produces new knowledge, by utilizing old knowledge. This knowledge is not made till the question is asked, and hence stays implicit till that point.

However, unmistakably KM assumes an imperative part in the field of museology. Koenig, 2005, believes that KM is vital as a result of its long haul effect and it is not a prevailing fashion dissimilar to generally administration strategies. Furthermore, Koenig depicted that KM is moving into a phase of perceiving the significance of and fusing data and information outside to the parent association. Koenig obviously exhibition halls can serve the group successfully past their dividers with the assistance of KM procedures. KM methods help to exhibition halls to make due in an ever quicker moving and focused condition. In this digital era, KM has turned into a critical tool which gives dynamic what's more, compelling support of the exhibition hall groups of onlookers. Both content management and knowledge management now utilizes frameworks to guarantee the information being referred to composed and open to the venture, along these lines making it as helpful and useful of the organization.

### **Methodology**

The base of case study is mostly on interview with Perbadanan Muzium Negeri Melaka (PERZIM) staff along with the secondary data accessed from its Central Bank of Malaysia

official website. The open-ended question interview is done with several of PERZIM staff from Malacca Maritime Museum Department who work as museum assistant. The scope of his job is basically managing and organise the activities of create virtual museum with the cooperation of another department like Gallery Department and Photography Department. Basically, they were taking part in the virtual museum programme to achieve the goal of knowledge management within the organization. The question of interview is structurally asking how the Content Management System applied in virtual museum in term of Knowledge Management for historical centre like itself. To make the data clearer, the secondary data accessed from the official website of PERZIM especially on Virtual Museum Malacca. The method used in this case study is qualitative.

## **Finding**

### **Comparison of KM Tool in Organizations**

Different organization has different approaches in developing and building KM strategy or tools in conducting the business. The comparison between the KM strategies in Malacca Virtual Museum: Maritime Museum and other organizations in Malaysia as shown in Table 1.

Table 1. The Comparison between the KM strategies in Malacca Virtual Museum

FIELD	ORGANIZATION	KM TOOLS AND STRATEGY	ADVANTAGES	DISADVANTAGES
Telecommunication	Digi Telecommunication Sdn. Bhd.	Business Intelligence: Data Mining <ul style="list-style-type: none"> <li>• The use of Customer Relationship System (CRM) to handle data from the customer's profile.</li> <li>• Resulting in Customer Segmentation and Churn Prediction</li> </ul> Decision Support System <ul style="list-style-type: none"> <li>• Help the top management to make the decision and strategy for future</li> </ul>	Improve of Intellectual capital in term of: <ul style="list-style-type: none"> <li>• Customer Capital</li> <li>• Relationship Capital</li> <li>• Human Capital</li> <li>• Innovation Capital</li> </ul>	<ul style="list-style-type: none"> <li>• Data quality aspect</li> <li>• Complex pre-processing data</li> <li>• Scalability</li> <li>• Real-time operation performance faulty</li> </ul>

Financial	Bank Negara Malaysia (BNM)	Groupware  The use of Remote Access Application:- <ul style="list-style-type: none"> <li>• Kijang Anywhere</li> </ul>	<ul style="list-style-type: none"> <li>• Provide structure</li> <li>• Keeps groups on task</li> <li>• Foster creativity</li> </ul>	<ul style="list-style-type: none"> <li>☒ Decreasing efficiency</li> <li>☒ Diminished productivity</li> <li>☒ Expensive</li> </ul>
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		<ul style="list-style-type: none"> <li>• Kijang@work</li> <li>• Kijang Mail</li> </ul> <p>Intranet and Extranet</p> <ul style="list-style-type: none"> <li>• Convergys HR Management</li> <li>• Knowledge Management system</li> <li>• BNM Retirees</li> <li>• PMcare and Resort Reservation System</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate communication</li> </ul>	
Information Centre	Malacca Virtual Museum: Maritime Museum	<p>Content Management System (CMS)</p> <ul style="list-style-type: none"> <li>• Virtual web site to manage the historical data and contents.</li> <li>• Process of the collecting, managing, publishing and delivering knowledge via the collections, materials, images and videos.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve quality introduction and upgrading quality survey prepare</li> <li>• Excel client's desire</li> <li>• Upgrading the social legacy group</li> <li>• Staff Improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Need to master basic ICT knowledge</li> <li>• Real-time operation performance faulty</li> </ul>



IT	E-Maintenance SDN BHD	Electronic Management System (EMS)	<ul style="list-style-type: none"> <li>• To share status of case, component of Unit to internal and external group management (Stakeholders).</li> <li>• To assist doing process of data analysis.</li> <li>• Improving Manage and keep data. (Data Protection.</li> </ul>	<ul style="list-style-type: none"> <li>• System become slowly due to of all of group using the system for pull out the monthly report.</li> <li>• No specific ID for individuals easy to people hack the data.</li> <li>• Data need to convert into pivot table and doing the VLOOKUP to get the data.</li> </ul>
Government Sector	Royal Malaysian Customs Department (KASTAM)	Peer Mentoring <ul style="list-style-type: none"> <li>• Orientation Seminar (One-to-Many)</li> <li>• Meeting (One-to-one)</li> <li>• Operation Couching (CBOSS)</li> <li>• Forum (Inter-Department)</li> </ul>	<ul style="list-style-type: none"> <li>• Able to share knowledge with experienced mentor</li> <li>• Probability for new employee to fail is low</li> <li>• Encourage knowledge sharing among the staff to become knowledge worker</li> <li>• Enrich relationship between staff and</li> </ul>	<ul style="list-style-type: none"> <li>• Coaches and mentees may not completely comprehend their parts</li> <li>• Peer tutors can some of the time give negative part displaying</li> <li>• Relationship quality can likewise be a worry in</li> </ul>

			top management.	companion	
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		<ul style="list-style-type: none"><li>• Knowledge Sharing Activity (KSA) (Many-to-Many)</li></ul>		coaching programs
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As conclusion, from the table above, the approaches of KM strategies is depending of what type of the organization by itself. This difference is factored by the focus of the organizations, their target customers and the way of the organization conducting the business. Certain KM strategies can be practical to be implemented in some organization, but not all these strategies are applicable.

### **Organization Background**

First Malacca Museum, better known as School Pictures began operating in 1954 thanks to the hard work of British officers and local people through the Malacca Historical Society and material assistance from the National Museum and is located in Jalan Kota, Melaka. Under the Melaka Museum Board Enactment 1954 includes various ongoing efforts to collect and exhibit a collection of historical and cultural heritage of Melaka for viewing local and foreign tourists who visit. Daily administration is managed by a volunteer secretary rank with the supervisory staff drawn from Melaka-born who served in the National Museum, Kuala Lumpur.

The amendment made in 1984 to enable the field of museum expanded with the creation of the Executive Chairman of the Board of Malacca Museum Curator. In line with the aspirations of the state government to be intensified in line with the museum field Melaka as a country with a rich historical heritage, hence the amendment made the Melaka Museum Corporation Enactment of the bill. 11 of 1992 which came into force on 1 March 1993. The establishment also amended to allow the Chief Executive and General Manager lets Museum Corporation Melaka (Melaka) is a corporate body can advance the field of museum in the context of education and tourism development.

As a corporation, PERZIM began exploring a new dimension in the management, development and operation of the museum in Melaka in line with the motto "HERITAGE CORE INSIGHT". PERZIM now manages 26 museums, 11 galleries and several historical sites in the state of Malacca. It is our hope that PERZIM museum -the museum will continue to be the main product of tourism and at the same time achieving the goals of the State of Melaka Maju 2010.

### **Malacca Virtual Museum (Maritime Museum)**

The Virtual Museum jam for children Melaka's noteworthy and social legacy on the WWW. Guests can now "visit" the galleries from the solace of their homes. The Virtual Museum will be of significant help to history specialists and understudies required in research on Melaka. The Maritime Museum itself is a replica of the 'Flora de La Mar', a Portuguese ship that sank off the bank of Melaka while on its approach to Portugal, conveying plunder ravaged from Melaka. Take a shot at the imitation begun in mid- 1990 and it was opened to the general population in 1994. The Maritime Museum was formally opened by the Prime Minister Dato Seri Dr Mahathir Mohamad on June 13, 1994.

### **Objective**

The gallery highlights Melaka's significance as a provincial and global business focus from the time of the Melaka Sultanate, directly through the Portuguese, Dutch and British period.

### **Notes**

The Maritime Museum is situated at Quayside Road close to the Melaka River estuary. The copy is 34 meters high, 36 meters in length and 8 meters wide. The historical centre houses shows, relics and records from the Melaka's brilliant time as the Emporium of the East and uncovers how political control of Melaka was basic to the foundation of oceanic strength in the locale. The historical centre likewise follows Melaka's exchanging joins from the most punctual circumstances through the pioneer time, the Japanese triumph and brief time of Japanese lead, the arrival of Britain as the pilgrim ace, the development of the autonomous country of the Federation of Malaya and the arrangement of Malaysia.

### **Case Study**

Huber, in his article, portrayed that in the thousand years, historical centres need to powerfully adjust to their condition because of their standardizing mission. Particularly in times of worldwide information blast, galleries should satisfy the undertaking of instruction of society. This can be accomplished by filling in as a talk stage for the data society. As per Huber unmistakably exhibition halls are assuming a noteworthy part in the public by filling in as an instructive organization. In this unique circumstance, exhibition halls go about as information focus. Exhibition hall experts, for example, keepers, conservators, scientists and chairmen are learning transporters. Huber additionally depicted that in this information framework in exhibition halls, learning transporters make information items and administrations by handling learning articles and sources. Learning objects and sources are question, field examine, writing, documentation units and learning items and administrations are shows, dialogs, introduction, guest direction, workshops, gatherings and so on.

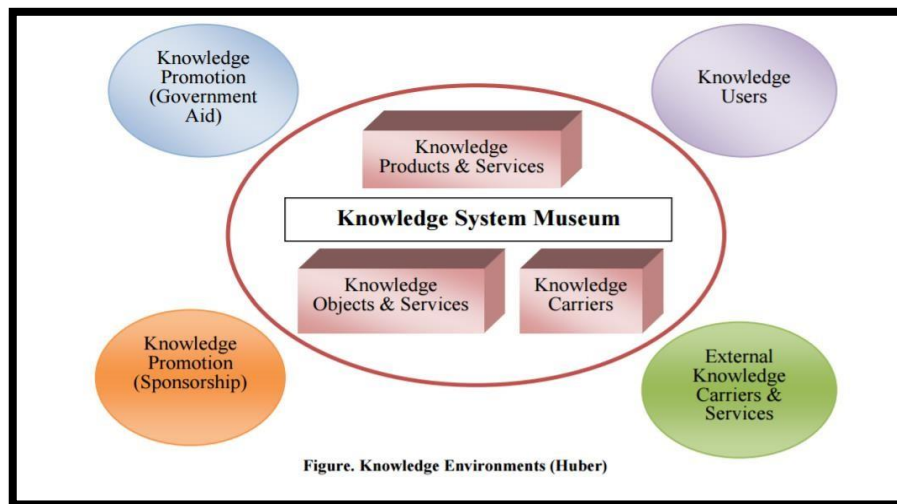


Fig. 1. Knowledge Environments Museum

The accompanying figure, Huber clarified that learning bearers make information items and administrations by preparing information questions and administrations. Assist he portrayed that information sources are the question, field explore important writing and so on and learning bearers are gallery staff to be specific heads of offices, scientists, guardians, conservators. Huber unmistakably expressed that information items and administrations are displays, exchanges, introductions, guest direction and learning clients are different sorts of guests, people, travelers, analysts and so forth. At this point, outside information transporters and administrations are different historical centers, colleges, libraries, files, display originators, exhibition hall advisors and these spots furthermore, individuals progress toward becoming information suppliers. He showed that the guide gets from the legislature and different backers for information advancement in historical centers. Every one of these truths are giving solid proof how KM framework work in historical center condition to give productive support of its group.

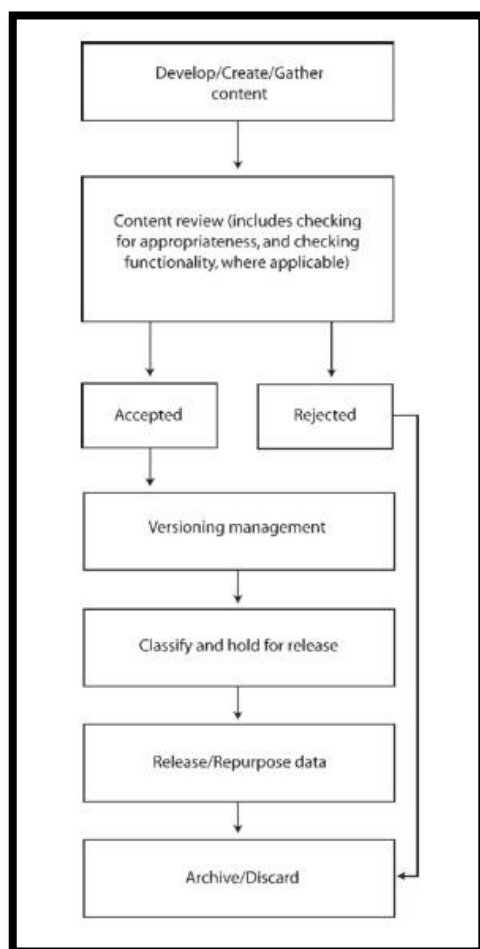


Fig. 2. Step of selecting content in Malacca Virtual Museum

Based on the Figure 2, Malacca Virtual Museum has their own policy and flowchart in selecting the content to be featured in virtual platform.

Content Creation – The key factor is the originality and inception of the content to be featured in the portal created by the administration

Content review – The review of the content is checked for its appropriateness and relevancy. This Step will be monitored by the editorial department and must be pass the test of functionality.

Content Versioning – When the content from different versions must be properly managed to be ready for public release.

Content classified and held in repository – This step is allowing the content to be distributed, delivered and search retrieval by its classification.

Content released and repurpose data – The content is automatically provided in the portal and managed by the administrators.

Archive/ Discard – Content is archived or discarded based on the historical value.

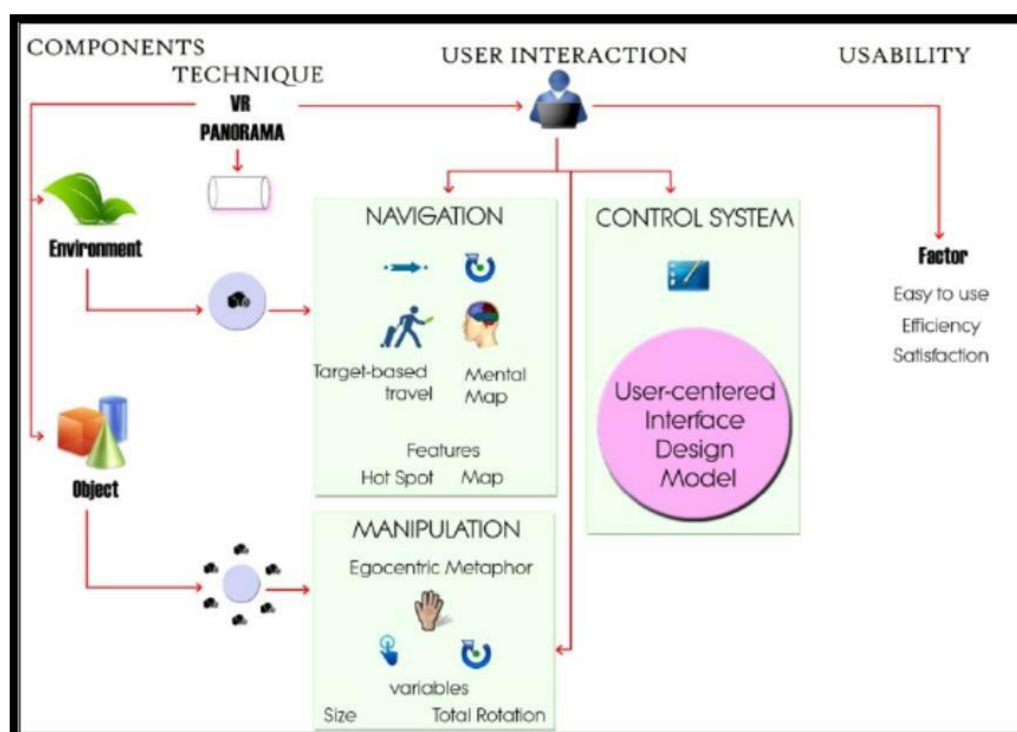


Fig. 3. Workflow of uploading content into CMS

Figure 3 demonstrates the model which outlined different segments and their relationship:

- Virtual Reality Panoramic (VRP) method; utilizing barrel all-encompassing is distinguished as a reasonable procedure being developed of virtual gallery.
- The information sources are condition segment and question segment.
- Every segment utilizes diverse methods; particularly back to front perspectives strategy is utilized for condition and outside-in perspectives system for question.
- User collaborations are the principle part that ought to be connected in creating of virtual exhibition hall.
- The approval of the calculated model; components, for example, simple to utilize, productivity and fulfilment are utilized as the benchmark of the ease of use consider virtual historical center. This paper has talked about the improvement of reasonable model for



virtual exhibition hall.

The model comprise of four fundamental things; components, techniques, user interaction and usability. Detailed components and relationship between all the processes in CMS to support unified knowledge content management can be seen in Fig. 4.

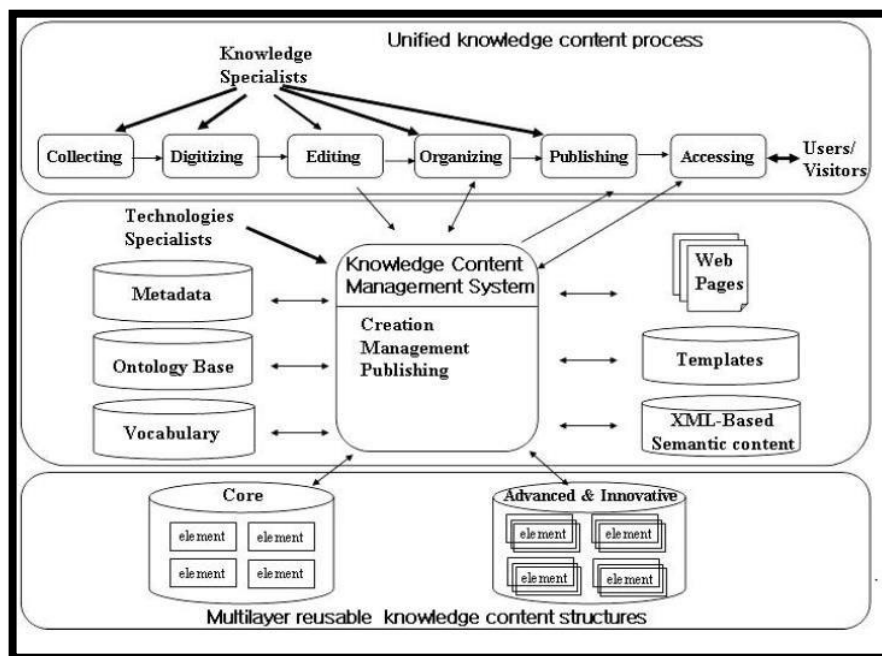


Fig. 4. Unified Content Management System Framework

## Discussion and Recommendation

### Museum Knowledge Management Application

Information is isolated into two elements, for example, express learning and implicit information. Express learning can be reported or filed, effortlessly open and searchable. In short unequivocal information can be effectively scattered to others. For example, reports, databases, web indexes, mechanized lists. Implied learning can be depicted as encounters, abilities/states of mind. Exhibition halls can make, get to and reuse learning by catching express and inferred information to accomplish its objectives. Worldwide Council of Museums (ICOM) characterized that exhibition hall as a non- benefit making, lasting organizations in the administration of society and of its advancement, and open to general society, which secures, moderates, examines, conveys, and displays, for motivation behind review, training and pleasure, material proof of individuals and their condition (ICOM, 2001). ICOM has obviously demonstrated the historical centres part in the public and how it interfaces with individuals' everyday exercises.

In this unique situation, obviously KM assumes a critical part in the field of museology. Koenig (2005), looks at that KM is essential due to its long-haul effect and it is not a prevailing fashion not at all like generally administration methods. It is not leaving. Promote Koenig depicted that KM is moving into a phase of perceiving the significance of and fusing data and information outside to the parent association.

As per Koenig plainly galleries can serve the group viably past their dividers with the assistance of KM strategies. KM systems help to galleries to make due in an ever quicker moving and focused condition. In this electronic time, KM has turned into a vital device which gives dynamic furthermore, powerful support of the exhibition hall gatherings of people.

### **Knowledge Management Success**

White (2004) has characterized KM as a procedure of making, putting away, sharing and reusing authoritative information (know-how) to empower an association to accomplish its objectives and targets. As indicated by White's definition KM helps for making learning, putting away, sharing and re-utilizing. In this procedure, it serves to accomplish authoritative objectives and destinations. White called attention to that learning sharing is the most essential piece of the KM. With the rise of data innovation (IT), there are quantities of approach to share human learning through email, web, and information bases. Additionally, White portrayed that individuals and culture are the keys of effective information sharing action. Advance, he called attention to that holding and recording information can enhance authoritative administrations and save money on staff re-preparing costs. KM-Success elements (White, 2004)

- 1) Communication
- 2) Trust
- 3) Collaboration
- 4) Networking
- 5) Support from top administration
- 6) Security/learning assurance

The triumph of any association relies on upon the way they receive the above achievement components of KM. There is no confirmation of future in historical centers without applying KM instruments. In this way, it is basic to apply KM systems in exhibition halls to give generally shared opportune administration.

### **Advantages of Knowledge Management in Museums**

- 1) Achieve quality introduction and upgrading quality survey prepare
- 2) Excel client's desire
- 3) Upgrading the social legacy group
- 4) Staff improvement

KM is assuming a critical part in exhibition hall condition for introduction of data for the improvement of route instruments. Clients require itemized data of any question, ancient rarity or occasion. Consequently, it is imperative to apply the KM hypothesis in historical center administration as it empowers more fiery legacy improvement condition. It in the long run prompts a viable method for widespread get to.

### **Activity in Museum (Knowledge Management)**

#### **Historical centers as Learning Centre**

Present day Internet time, galleries have built up their vision to give more powerful administration to learning. This is not quite the same as school training and it can learn as a diversion or for excitement. Learning gatherings can be people, family gatherings or companionship gatherings. Learning is open-finished and self-coordinated. Individuals utilize legacy archives for an extensive variety of purposes. A sea of data can be gotten to through on-line, physical visits or by method for refereeing relic, books, manuals and so forth. Learning can be short-term or, then again long haul and for the accompanying purposes: -

- 1) To build information
- 2) Development of new aptitudes
- 3) To take in more to hone existing learning

Historical centers experts ought not know the foundation information of their gatherings of people and thusly it is hard to improve a judgment what they have realized. In any case, groups of onlookers can make their own judgment how far they gained from the legacy establishments. Consequently, social legacy establishments give better learning condition and rich, immersive learning knowledge which will be agreeable, noteworthy for its clients. Youngsters get rousing and motivational experience learning through them, which are not conceivable to get from the schools. They bolster the educational programs in exceptionally compelling way. Consider has demonstrated that noteworthy change of understudies checks in their assignments contrasted with common school condition assignments when it is social legacy based.

#### **Public Audience Development**

Research is being done continually to create groups of onlookers and modernizing social legacy programs to grow more interest. These inquiries about are not the same as exhibition halls to galleries as per the way they are completed it. It might rely on upon timing of research, kind of inquiries, sort of guests, and so on. Research can be completed different themes, for example, socio-socioeconomics, remarks on presentations, costs, offices, opening hours, bolster given by the staff, nature of introductions. This builds the gathering of people to a vast degree. They ought to know their gathering of people really to give successful administration to them. Without knowing their group of onlookers, any legacy or preservation organization, gallery or document can't create all alone. Consequently, it is critical to apply KM strategies to know their group of onlookers to draw in additional individuals. Making more significant occasions help to empower rehashed visits of groups of onlookers. Exhibition hall bexperts ought to be worried on why individuals visit to their organizations, what is the

motivation behind their visits and what they are looking for in the historical centres, files or legacy organizations. Staff can meet the guests and gain from them what precisely they require. These guest prerequisites can be changed from guest to guest. It enhances nature of archive administrations and have the capacity to give precisely what their groups of onlookers require. This builds an ever-increasing number of individuals step by step and such exhibition halls/chronicles, preservation organizations get open acknowledgment and will prompt the worldwide acknowledgment as well while creating more pay.

### **Conclusion**

KM is accomplished through entire fulfilment of clients, most extreme clarification of inward assets, fulfilment of contributors, customers, work force who backings to work the galleries. KM communicates the best operational practices while advancing a procedure of assessment and auto assessment of acts anticipating its advancement. KM strategies can be connected to any exhibition halls, social legacy organizations, files as they give an arrangement of general criteria and can be connected such a variety of structures. It should be customized and any historical centre or social legacy association ought to adjust the substance of the strategies to its own culture, nature and group. It is critical to apply the KM hypothesis in gallery administration as it invigorates more fiery exhibition hall advancement condition. It in the long run prompts a compelling method for all-inclusive get to. Learning administration helps for a methodical approach that extents from innovation driven techniques for getting to, controlling, and conveying data to the creating society. It is a craft of making an incentive from intangible resources.

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