

Influence of digital communication tools on museum visitor traffic. A Study with Fuzzy-Set Qualitative Comparative Analysis

Susana Fernández-Lores
ESIC Business & Marketing School
Natividad Crespo-Tejero
ESIC
Ruth Fernández-Hernández
ESIC Marketing & Business School

Cite as:

Fernández-Lores Susana, Crespo-Tejero Natividad, Fernández-Hernández Ruth (2021), Influence of digital communication tools on museum visitor traffic. A Study with Fuzzy-Set Qualitative Comparative Analysis. *Proceedings of the European Marketing Academy*, 50th, (93397)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Influence of digital communication tools on museum visitor traffic. A Study with Fuzzy-Set Qualitative Comparative Analysis

Abstract

The emergence of new technologies is revolutionising the tourism industry and determining the strategy of tourism organisations, including museums which have changed the way they interact by adapting to new digital communication tools. Previous studies show that museums use different digital communication tools to improve the user experience and generate museum visitor traffic. However, they focus on a single digital communication tool, such as a website or social networks. This research aims to analyse the joint impact of websites, social networks and virtual communities in museums. Using a Qualitative Comparative Analysis technique (fsQCA), a sample of 17 international museums was analysed. Results reveal that social network and virtual communities together have a remarkable role in museum visitor traffic. This research contributes academically to the knowledge and explanation of digital communication effects. Theoretical and managerial implications are considered.

Keywords: *digital communication tools; museum traffic; cultural tourism*

Track: Tourism Marketing