

Cross-Impact of a Measuring Instrument and its Organizational Context: The Case of the Louvre Museum

Anne Krebs

Head of Studies, Evaluation and Prospective Department
Louvre Museum

Florence Caro

Marketing researcher of the Studies, Evaluation and Prospective Department
Louvre Museum

Anne Krebs is head of Studies, Evaluation and Prospective Department at the Louvre Museum. Historian and previously consultant, she conducted sociological surveys and consulting missions for French and European enterprises and local authorities. She has published, with Bruno Maresca, “Le renouveau des musées”, collection “Problèmes politiques et sociaux” n° 910. La Documentation française.

Florence Caro is a marketing researcher of the Studies, Evaluation and Prospective Department at the Louvre Museum. She holds a business school degree and has a doctoral training in Consumer Behavior (Dauphine University, Paris, director Professor Pinson). She has been teaching Marketing, Consumer Behavior, Market research and Communication to undergraduate students at Dauphine University for 5 years. She has also been previously working as a marketing manager in publishing.

During the last five years, the Louvre museum has experienced a fast-paced change, correlatively due to its organizational context (reorganization and new management rules), its environment (increasing competition between the major institutions, evolution in the social demand for “cultural consumption”), a political context in keeping with the general pattern of the french “cultural exception” and the modernization of state structures (new public management, organic law related to finances law...).

This context initiated a deep change in studies and evaluation problematics and stakes, leading to a Louvre studies system renewed, namely its continuous visitors survey. Today the “Louvre Publics Barometer” fulfills the need for a sociological analysis of visitors and for the evaluation of its publics policy, underlaid by an “Objectives and Means Contract” signed between the Louvre and the Culture State Department.

We will show, with two specific applications – visitors satisfaction modelling and the new statistical data related to the Louvre foreign attendance – how this new measuring instrument and its results help to improve the museum strategical thinking and raise new questions as regards its cultural and growth policy.

Key words

Art museum, marketing, organization, studies, evaluation, satisfaction modelling.