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

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During the last five years, the Louvre museum has experienced a fast-paced change, correlativey 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.