

Abstract

The transformations that have taken place in museum management models attempt to make use of the advantages of culture's central position, adding them to the reorganisation of cultural tourism by strengthening the creative dimension. Museums are increasingly responsible for raising their own funds, using their excellent position as coordinators of the "cultural landscape" where all kinds of usable resources mix together in different forms of creativity. To do so, museums need to move away from more static forms of operating, linked to storage, conservation, exhibition and education functions based on pre-established concepts to be transmitted to those we wish to educate.

Museums seen as static repositories or ivory towers must give way to more interactive spaces that get closer to the complexity that shapes societies. In other words, they should be designed as cultural centres for discussing and adopting social and ethical positions that are able to enhance people's lives.

Along with this reconfiguration, there is another, driven by post-modernism, which catapults these cultural facilities onto the stage where several kinds of cultural consumption are coordinated using labels such as art, culture, tourism and entertainment. They are required to be able to adapt to the demand needs driven by visitor-tourists and therefore become the driving force of development for the places where they are located.

The information gathered and systematised with this survey (although exploratory in nature), complemented by a compilation of data gathered from official sources, reflects a museum framework (formed of 29 institutions) that, despite showing a variety of situations, is far from the models that are best suited to connecting museums and cultural and creative tourism. This situation is manifested in the different weaknesses it demonstrates in its ability to attract visitors who seek worthwhile cultural and creative products from museums.

Keywords: Museums, Culture, Cultural Tourism, Creative Tourism, Visitor-Tourists