

# Analyzing the Strategic Marketing of the Museum's Large-Scale Celebrating Festival -Using the Yingge Ceramics Museum's Carnival 2005 as An Example

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## Abstract

The museum is a nonprofit organization, which has lofty ideal and is a public service enterprise. Its goal is not the profit or the belongings but carrying out the knowledge functions such as collecting, preserving, demonstrating and educating. However, under the external environment impact, the museum has to improve its function. It especially needs to pursue the best competitive advantage through the marketing method, and achieves its mission. So the museum marketing already becomes the core work of the museum hall service. Therefore, we hope to confirm the argument and procedure of the museum strategy marketing through the research result and discussion of the success of the Yingge Ceramics Museum's Carnival, so that we can update the domestic museum to match the trends in the world, and catch up with the trend of enhancing the benefit by marketing. In order to achieve the above goal, we used the strategic marketing overall flow as base, and utilized literature discussion, document analysis and the depth interviewed. We discovered the findings below: The argument and procedure of the museum marketing were proved and developed to match the model of local museum. According this we concluded: The marketing of traditional, invisible product and nonprofit activity was no doubt to be serviceable ; so this strategic marketing flow chart could be developed and applied. The museum marketing will be the best tool for the museum management.

**Key words: the Yingge Ceramics Museum's Carnival, strategic marketing**

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# 博物館大型節慶活動策略性行銷之分析

## —以 2005 年鶯歌陶瓷博物館嘉年華為例

【謹此誌謝鶯歌陶瓷博物館之大力協助】

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# 摘要

博物館屬於非營利組織，並非以利潤或財物為目標，負載有搜集、保存、展示、典藏與教育等知識性功能。然在外在環境的衝擊下，博物館不得不開拓功能，尤其需透過行銷找尋最佳競爭優勢，並達成使命，所以博物館行銷已然成為館務的核心工作。因此，期透過對鶯歌陶瓷館嘉年華成功案例之分析，達成驗證博物館策略性行銷之目的，以利國內順應世界潮流，透過行銷提高效益。本研究以策略性行銷整體流程為基礎，運用文獻探討、文件分析與深度訪談之方式，發現以下之研究結果：博物館行銷之論點與做法得到驗證並發展適合於國內博物館之策略性行銷模式。據之提出以下結論：傳統式、無形性產品與非營利組織活動之行銷適用性無庸置疑；本策略性行銷流程圖得以拓展應用；博物館行銷將是博物館經營管理之利器。

關鍵詞：鶯歌陶瓷博物館嘉年華、策略性行銷