

Special Group Service Standardization Construction in Natural Museum

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Abstract: This article discusses the standardization of services for special groups in natural museums. We have analyzed the importance of providing standardized services for special groups, reviewed the current status of special group services, and pointed out the main challenges faced. Taking the British Museum as an example, we introduced its significant achievements in terms of service equality, accessible physical environment design, and intellectual accessibility measures. By drawing on international advanced experience and combining with the actual situation in China, we propose a framework for building a standardized system of special group services, including standardization of service content, methods, and quality. In addition, this article proposes implementation strategies and safeguard measures, such as strengthening personnel training, developing standardized service processes, establishing an evaluation index system, and cooperation mechanisms. The aim is to improve the quality of natural museum services and ensure the basic cultural rights and interests of special groups.

Keywords: Natural Museum; Special Group Service; Standardization System Construction

1. Introduction

With the development of society and technological progress, the public's demand for scientific culture has increased. Natural museums, as important places to disseminate scientific culture knowledge and improve public scientific literacy, have a crucial mission to undertake. However, when providing services to special groups (such as elderly people, disabled people, children, etc.), there is a lack of uniform standards, and the quality of service varies, making it difficult to meet their special needs. Research in the museum industry in China is still in its early stages in terms of serving special groups, with relatively slow progress and the absence of a systematic and standardized service model. This not only impedes the rights of special groups to acquire scientific and cultural knowledge, but also restricts the popular science education function of natural museums. Therefore, standardizing research on special group services in natural museums has important practical and theoretical value.

2. Analysis of Current Situation and Challenges of Special Group Services

The Public Cultural Services Security Law of the People's Republic of China has unequivocally stated that people's governments at all levels must offer tailored public cultural services to distinct groups, encompassing minors, the elderly, the physically challenged, and the transient populace. Despite this, the current research on special group services within domestic museum circles remains in its nascent stage, characterized by a constrained range of service offerings such as complimentary admissions, sign language interpretation, and accessibility enhancements for wheelchair users. Educational initiatives tailored to these special groups are conspicuously scarce, and there is a dearth of widely recognized special education brands and models. Therefore, the augmentation of standardized research on special group services in the realm of science popularization education in natural museums has become increasingly necessary and urgent. Currently, although some natural museums have made some efforts in special group services, they still face many problems and challenges as a whole.

Firstly, it must be acknowledged that the current service content falls short in terms of both diversity and profundity. The majority of educational programs for special populations in natural museums remain rudimentary, offering merely free admission and sign language interpretation, without venturing into more thorough and elaborate science popularization content. This impediment hinders special populations from gaining a richer and more inspiring intellectual journey during their visits.

Secondly, the service methods are relatively traditional and have not fully utilized modern technological means to enhance service effectiveness. This to some extent limits the innovation and attractiveness of the services, making it difficult to meet the needs of special pop-

ulations for diversified and personalized services.

Thirdly, natural museums have not established a sound standardization system in science popularization for special populations. Due to a lack of uniform service processes and management norms, there may be significant differences and uncertainties in providing services between different museums. This not only affects the stability of service quality, but also increases the inconvenience and distress of special populations during their visits.

Finally, the scarcity of professional talents is also an important factor restricting the development of special population services. Currently, there is a relative shortage of professional talent reserves in related fields, making it difficult for natural museums to provide services for special populations at a professional and efficient level.

3. Borrowing International Advanced Experience

From an international perspective, many museums in developed countries have accumulated rich experience in the field of special population services. For example, some museums in the UK focus on providing multi-sensory experiences, allowing special populations to fully perceive and understand exhibition content through various methods such as touch, hearing, and smell. Some museums in the United States focus on using modern technology to enhance service effectiveness, such as developing exclusive apps for special populations to provide convenient guided tours and interactive experiences.^[1]

The British Museum actively addresses the needs of special populations. At the same time, the museum also pays attention to the accessibility design of the physical environment, including setting clear road signs, providing appropriate height interpretation signs, and optimizing the accessibility facilities of restaurants and restrooms, so as to ensure that special populations can easily and conveniently visit the museum. In addition, the British Museum actively utilizes braille services, haptic videos, sign language services, and auditory description devices, among others, to help special populations better understand and experience exhibition content. These measures not only enhance the visitor experience for special populations, but also fully reflect the museum's concern and respect for their needs. In terms of emotional and attitude barriers, the British Museum also excels. It provides rich and comprehensive information services, offers friendly and patient service attitudes to every visitor, and maintains a dedicated accessibility contact service window to ensure that special populations feel fully respected and cared for during their visit.

4. Building a Standardized System for Special Group Services

4.1 Standardizing Service Content

Based on the needs and characteristics of special groups, targeted science and education service content including exhibition design, interpretation services, and interactive experiences should be developed. For example, voice guided tours should be provided for visually impaired individuals, and written explanations should be provided for hearing-impaired individuals, etc. The service content should meet the objectives of science education while meeting the personalized needs of special groups.

4.2 Standardizing Service Delivery

First, professional guided tour services should be provided, including dedicated tour guides and accessible tour facilities for special groups, to ensure that special groups can easily visit and obtain the necessary information. Second, necessary auxiliary devices should be provided for special groups, such as magnifying glasses, hearing aids, wheelchairs, etc., to help them better visit and learn, and improve their visit experience.

4.3 Standardizing Service Quality

A unified evaluation system for service quality should be established to supervise and evaluate the service process and results. The service quality should be monitored and evaluated through a combination of regular inspections and unannounced spot checks to ensure that the service quality meets the predetermined standards and continuously optimized and improved.

5. Implementation Strategies and Safeguards

To improve the quality of science popularization education services provided by natural museums, we can promote standardization construction in the following ways:

5.1 Strengthen personnel training

Strengthen the museum staff's understanding and training of standardization for special population services, improve their professional literacy and service level. To ensure accessibility, museums should establish a special accessibility department or dedicated personnel. They will coordinate work among departments to ensure that the services fully consider the feelings of people with disabilities.

5.2 Develop standardized service processes

Develop detailed science popularization education service processes based on the needs and characteristics of special populations^[2]. Include regulations on service content, service methods, service times, and other aspects to ensure the standardization and consistency of the service.

5.3 Establish an evaluation index system

Borrowing international advanced experience and combining actual domestic conditions, establish an evaluation index system suitable for science popularization education in natural museums. Through regular evaluation and improvement of service quality, adjust and improve according to actual conditions to ensure that it provides high-quality science popularization education services for special populations in a sustained and effective manner. Third-party evaluation agencies can be introduced to ensure the fairness and accuracy of evaluation results.

5.4 Establish a cooperation mechanism

Strengthen cooperation and communication with other museums, relevant institutions, and special population organizations to jointly promote the development of standardization for special population services.

6. Conclusion

The standardization of science popularization services for special groups in natural museum education is a significant and valuable topic that requires the joint efforts of museum managers, experts and scholars, as well as the public. By drawing on international advanced experience and combining it with the actual situation in China, we can establish a sound standardization system and put it into practice, which not only improves the service quality of science popularization education in natural museums, but also better safeguards the basic cultural rights and interests of special group^[3].

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