

# NEW MUSEOLOGY AND TOURIST EXPERIENCE IN CULTURAL TOURISM - THE CASE STUDY OF A MUSEUM IN BUDAPEST

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**Abstract:** *New museology is a new paradigm which draws attention to the fact that it is not enough to make high culture available only to certain privileged people. To socialize the culture is necessary so the whole society could experience the museum visit. In our study we examined our main research question in the case of the Hungarian National Gallery, as what types of consumer experiences foreign tourists gain in a museum. Primary and secondary research was made to analyse the research field. Based on consumer feedback, we can say that in the Hungarian National Gallery the consumer experience is mostly characterized by educational and aesthetic experience, which is complemented by the entertainment experience, but the escapist one is completely absent. We also formulate conclusions from the results and proposals to improve the customer experiences.*

**Key words:** *new museology; museum; cultural tourism; experience*

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