
Tourist Attraction Report of Melbourne

Museum approaches as a prominent aspect of education and entertainment in the modern era. This report is based on the SWOT analysis of the National Gallery of Victoria, which is situated in Melbourne, Australia. It can be concluded after the SWOT analysis that the National Gallery of Victoria is the oldest and most visited museum in Melbourne. The art collection of this museum is so rich. Visitor management strategy has to be revised. There is an advantage to increase the number of visitors because there is a popular cricket ground in Melbourne.

According to (NYMSiu, T J F Zhang, P Dong, H Y Kwan, 2013) attractions are a very complex sector of the tourism industry. This report particularly emphasizes the tourist attraction of Melbourne. Melbourne is the coastal capital of south-eastern Australia. The modern Federation Square development is situated at the center of the city, with plazas, bars, and restaurants. The Melbourne Arts Precinct is the site of Arts Centre of Melbourne. There are so many tourist places available in Melbourne like Royal Botanic Garden, Dandenong, Luna Park and National Gallery of Victoria. Strengths, weakness, and opportunities of national Gallery of Victory are to be discussed here.

A Brief Background of The National Gallery of Victoria

The National Gallery of Victoria is an art museum in Melbourne, Australia. It was founded in 1861. It is oldest and largest art museum in Australia. (Whitehead, The public art museum in nineteenth-century Britain: the development of the National Gallery, 2017) It is situated over two magnificent buildings that are international and NGV Australia. It was the only Australian public gallery linked with an art history course. The Gallery hosts a wide range international and local artists, exhibitions, programs, and events. It has become major international historic exhibitions, fashion, and design, architecture, sound and dance from contemporary art.

Of late, The National Gallery of Victoria holds the most significant collection of art in Australia. According to (NG Kotler, P Kotler, W I Kotler, 2016) The location of both NGV galleries in the heart of the city helps to attract audiences. More than 70,000 works that span thousands of years and a wealth of ideas, disciplines, and styles are treasured here. This art center is the oldest and most visited gallery in Australia. It has an amazing Gallery with a magnificent variety of exhibits catering to all ages. The program quality of the museum is higher in relation to its competitors. The competent team of staffs has enabled the organization to run the operations smoothly. It is very well decorated. The museum also features kid-friendly programming. There is no need to pay any fee to entry inside the museum. The museum has an art related store and many bistros. As a para survey, most of the visitors had a great experience. This is a good

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indication of the museum's capability to provide quality services.

Weakness

The cost of maintenance is too high here. The relationship among some staffs of the museum is not so good. According to (Codell, 2017), visitors face many troubles due to lack of enough guides. It is found that there is no CCTV camera in a particular corner of the museum. Limited numbers of visitors come here during certain times of the year and a large number of visitors come during other time of the year. This affects the visitor management strategy.

Opportunity

Melbourne has established itself as a popular destination for sports tourists. Popular attractions drawing visitors from different parts of the world come here to enjoy the cricket. Thus, the museum can take advantage of increased visitation. According to (S Black, A de la Haye, J Entwistle, R Root, A Rocamora, 2014), it will attract more visitors in future because it is the oldest museum in Melbourne. Scholars can research these artworks because these are thousand years old and quality work. According to (Economou, 2015), the museum needs to strengthen some internal competencies to capitalize on opportunities in the marketplace. NGV will attract more audience since the exhibition schedule of it has been expanded.

Threats

Museum authorities need to think about the protection of women. Now a day, there are so many art galleries and museums in Melbourne like RMIT Gallery, Ian Potter Centre, ACCA, Maroondah Access Gallery and Koorie Heritage Trust. These art galleries and museums are in a competition with the National Art Gallery of Victoria. In the recent past, new tourism destinations have emerged in a different part of Australia. This destination provides similar kind of tourism products. High visa costs are also hindering tourism transactions.

Target Profile

The two campuses of NGV are distinct psychological and physical terms. According to (Whitehead, 2017), they have different architectural styles. Therefore, the primary focus should be on developing the values of the brand rather than the distinctiveness of the buildings. The steps undertaken over a number of years by NGV show an understanding that a strong brand positioning will increase brand equity to pull audiences and to attract sponsorship. The financial position is being improved in terms of sponsorship and audience revenue day by day.

It can be concluded from the above SWOT analysis that the security issues have to be

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resolved and some advertisements need to be done for the museum. This oldest museum has to be well maintained.

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