

Texas Revolution History Museum

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Introduction

The legacy museum narrative community is trying to educate and inspire people to strengthen their understanding and appreciation of cultural heritage, an important date. However, the problem is the true story through its museum's heritage always provided to the public. Instead of limited cultural stories of creation. Counts on dates broad preferences about others, which, are important to the culture, tend to reflect nominal value. Culture "a group or members of joint division programs of mind of each category is defined as other instruments Heritage Museum moral realism, the target population [the same way, so it must be true, would not be able to offer stories of real life. Cultural the value of the building on the Internet and to consider convictions. Websites it is important to establish an efficient and engaging website and attractive to the public that was due to culture. Also, when consumers' values spectators are compatible with the values reflected in the organization, the viewers of the site have a more favorable attitude toward "the show and thus meet the organization's mission.

The Influence of Culture Why Marketing Organizations Facing Public Culture Will Change Website Content. Also, the organization considers cultural values. When you create your website and Website Format, determine the composition and content of the organization and keep them in mind. This research is a case study using Texas.

A site of historical value, a revolution, to show that it reflects the dominant cultural values of the historical narratives of society: Texas individualism, low levels of evasion uncertainty, low power, masculinity, short-term thinking, and tolerance. The route that carries the message is important as it provides the information for this study, not only through narration, images displayed to point out a few points.

The dimensions of Hofstede's values are considered general and national cultures or cultural features that are implemented overall to compare." However, the cost impact in the Heritage Museum implemented. This study is important because cultural values by citizenship are recognized. Judge elite now affects the historical accounts of the spread of the museum heritage through the Internet and social media and shape. Heritage museums are a dominant form of sites that reflect cultural values. Moreover, the obvious effects of different cultural values should be different in this historical site; he must learn the content because it affects the culture of museums, transferring future generations to the importance of culture, using the value of the date.

The researchers, Hofstede (2011), describe the cultural values, the conclusions of the [Texas Revolution](#) theory examine the cultural values reflected on the site and preserved and Hofstede's

cultural values Dimensions will study literature used for analysis by the theory, and therefore the historical narratives of the dominant cultural values of society in its reflection that support the main argument.

Literature Review

Texas Revolution's dominant decision on the analysis of cultural values. Hofstede (2011) considers six dimensions and explains cultural values are very important. For each feature, the Heritage Museum also needs to recognize their make short statements on their sites. The first dimension is the value of collectivism vs. individualism. This shows the extent to which they will be integrated into a group of people in society. For example, individual cultures communicate between people, and a person's personality is formed. People in individualistic cultures and values are valid for the whole world, we suppose (Hofstede & Minkov, 2014 p24). Collectivists, influential people in the Vedic culture, are united in a cohesive group and consciously. Their identity is based on the social system to which they belong, and it is imperative to prevent a loss of face (Hofstede, 2011, p. 15).

The second is the size of masculinity, which Refers to the distribution of values between the sexes. In men's societies, women are more modest, tender beings and have a quality of life with the withdrawal necessary, even though in male society," gender roles are different and people are ambitious, they are focused on hard and material success. In women's societies, gender roles overlap, and Women and men are modest about the purchasing agent and the quality of life. The size of the next value, the community, is a less dominant element; the power is distributed unevenly into the expectation and takes a degree representing a large (high) power distance compared to a small (low) power distance. Hofstede (1983), folk's physical and mental abilities will show equal conditions. In some societies, its inequality turns into strength and property inequality, as much as possible down the power and wealth of inequality of other desired communities (Hofstede, 2011p.8). A strong catch in the society is subordinates to do what they say he is expected to consult subordinates in communities with a small power distance.

The fourth dimension of value, they feel threatened by uncertainty and ambiguity and avoid low against avoiding high uncertainty about the uncertainty that they are trying to avoid this situation (Mooij & Hofstede, 2010, p. 89). Uncertainty avoidance in culture, it is necessary to adjust the rules and formalities of life and people who are less open to change and innovation. Hofstede, the low uncertainty of the inclined culture, "security is less urgent, less rely on written rules and more risks tolerant," suggests that they are. Low uncertainty also avoids people who "try to have rules and behave more tolerant of alternative opinions and behaviors.

The next dimension of value is the choice of people's efforts to focus on the future, the present and the past, pointing is a long-term orientation to the short-term straight. According to Hofstede and Minkov (2010), short-term oriented people's freedom, culture, law, care for success and the very ideas. Also, "good and bad, that of the universal principles of masters. Long-term people-oriented,

culture, learning, honesty, adaptability, responsibility and self-discipline can be assessed. In the long run, the culture is oriented, good and bad, depending on the situation described (Hofstede, 2009b).

The value of the resulting to meet; This is due to the control of against the basic human desire to enjoy life. Tolerant culture to enjoy life and its base and the natural human desire to have fun are willing to authorize relatively free (Hofstede, 1994a). To welcome people of culture have a personal sense of control of life. Culture blocked is controlled and regulated by the needs of its strong social norms.

Many researchers in recent years (2011) Hofstede's cultural heritage dimensions have used the Texas Heritage theory, and the theory reflecting the dominant values of the investigation confirmed that it was justified. These studies, the recognition of the value of the heritage of the historical dimensions on websites, the size of the sites, and the value of the content help eliminate Lara Varma on how it affects it.

Researchers have, in fact, said: On the US main page Citibank, Algeria in Zambia, 68 country-specific sites provide direct links to the Hofstede cultural aspects each for a variety of banking services. Understand the features of the site and the description that "the finals, I have looked at four dimensions of gold value: distance from power, individualism/collectivism, masculinity/femininity, and avoid the uncertainty of Citibank culturally aware values of different countries type The structure of the website and content reflecting the creation, and hence the most effective site design advocated in this study, the Heritage Museum to reflect the values of Texas cultures to learn to build Hofstede websites (2011) helps to justify the use of cultural values.

Tan (2011), To Determine Whether to Play the Role of Culture in the University Marketing Strategy in China, the United States, and Visual Elements of the University Websites have been examined. Tangier to do this work, "The United States analyzed the sites of the top 100 universities in China. Announcements, cultural products, forming and reflecting culture, Tang (2011) creating marketing campaigns, have decided they must adapt to Culture. Hofstede (2011), using the theory of cultural dimension, has been discovered by Tang are different in the different cultures images used on the University's site, in fact, US university websites show a photo with Chinese university websites. , The culture of the United States and China collecting cultural images on the site to attract people played a role in the group, or that 83% of the images, revealing that presented in groups in groups at university sites Chinese is just half of us College Photos. Introduced as a group of people, the image among the cultures preferred by developers, he argued, because text and images can be more effective than eye-catching effects. In this study, the image shown in the Texas Heritage Site Museum shows the reason for studying individual characteristics (Hofstede, 2011b).

Wu (2013), the online trading market is investigating possible links between the two cultures in a rapidly expanding Thailand, as well as exploring college students in the US and online retailers, consumer preferences in both countries and the cultural aspects of cultural values linked to work in their country. Wu (2013) emphasized the importance of the cultural aspects of Hofstede, which have

different effects in different cultures and found that it could anticipate the preference for shopping online buyers. The study of virility and the long-term orientation of online and online Taiwanese retailers foresee consumers' preferences, such as the cultural aspects, away from power, to avoid uncertainty and collectivism have confirmed that Taiwanese consumers and The United States are estimated that online shopping preferences. Also, he faced significant uncertainty displaced by online shopping buyers, avoiding uncertainty; the most influential cultural values affect their online shopping choices for consumers in different cultures, he explained.

In this study, research heritage sites in Texas to meet online user preferences, reflecting the values of Texas's dominant culture, helps to explore content creation. From Swaidan (2012), Hofstede's theory was used to study changes in the cultural dimension of consumer ethics. Swaidan's research into African-American cultures with Swaidan attendees in the four Hofstede consumers with the highest scores among the lowest scores is major differences in morale. Swaidan, recognizing her impact on consumer culture Ethical, reflecting the values of the culture of the organization concluded that it would be in a better position. In addition, by knowing the cultural values of the reference market, the team can develop a more efficient marketing mix to meet the needs and demands of the market. Texas Heritage Museums, reflecting the dominant values of Texas culture, this study is useful because recognizes the importance of cultural values is shown in the creation of websites (Minkov & Hofstede, 2014b).

Studies, Hofstede (2011), because has relationships and modern subject theory, which is the basis of this study, the importance of Dimensions culture is the most commonly used and most widely used model for studying the variability of phrases and cultures, the justification for the use of theory. According to Swaidan (2012), "Hofstede's cultural model allows managers to determine the differences in consumer ethics in different cultures and thus provides a theoretical basis for developing effective marketing strategies," he said. Furthermore, the Hofstede model of national culture has proved to be a useful tool to understand the differences in behavior between consumer cultures. Avery et al. (2008), Understanding the Behavior of Hofstede's Framework Paradigm Culture, he said. Hofstede's cultural measurement theory, which allows us to better understand the behavior of consumers, historical museums, and Texas, to reflect the values associated with culture in the analysis as it creates websites that are relevant to this study and, Therefore, it becomes attractive for consumers in Texas (Hofstede, 2014a).

Methods

Cultural assets cover almost all aspects of society and influences. Organizations set their dominant message on the cultural values of society. Texas Revolution History Museum is the study of the cultural value of Texas-projected community sites; the goal of this study is to provide an environment-accessible topic to justify (Tang, 2011, p. 418). Ten stories of Texas Revolution sites have been analyzed in this study. This website, St Jacinto Museum of History, Brazos State Historic Washington Story Museum, Gonzales Memorial Museum, Fannin War National History Museum, La Bahia Military

Town and Fannin Monument, San Felipe de Austin State Historic Museum, Brewery Monument Historical Sites, George Ranch Historical Park and Alamo and the National Temple of Historic Places. This site and represents the Texas Revolution era of the frontier spirit, hard work, innovation, honor, and it has been chosen because it is dedicated to sharing the legacy of courage. For example, the George Ranch Historical Park (2015), to “educate people of all ages about Texas history and history,” explains that. “[Texas] area was programming a unique heritage” (Who We Are). Also, these sites provide enough information to conclude that they affect the message of cultural values. All ten sites, Texas cultural values, as well as various articles from the Specific content home page, which takes a further reference also reflects,

Tan Research (2011), the image on the websites and examines how these paintings reflect the cultural values of society. Additionally, this Heritage Images studio depicted on the web sites and analyzed the Texan values shown in these images. This study also has Avery et al. (2008), displayed on the content of the website explores cultural values as influences. In this study, Avery et al. (2008), a form of cultural site values, discover how the shape and content of the content. The content of the websites surveyed in this story narrative Pattern indicates the focus and the image. This study, using the content displayed on this site, will focus on how Texas’s expected cultural value.

Texas Textile narratives for museum visitors on heritage related to historical accounts reflect dominant cultural values. This study focuses on narration primarily because it represents most of the information provided by legacy sites. Also, characteristic features extensively on the Internet provide the most powerful example of how to enable it to influence the image of the value of cultural heritage. Additionally, websites that highlight some of the points on Texas showcase the cultural values of others, considering the points highlighted. Finally, the Texan photo culture values are considered to provide a visual representation. Also, “images are worth more than a thousand words” six photographs capturing the cultural values needed to analyze the words.

Hofstede’s (2011) cultural values This is the best way to do this research because it allows you to categorize by six dimensions of these elements. This study, while acknowledging that these elements reflect cultural values, the magnitude of the impact on society can be mainly historical narratives. Gives an idea of the impact on the historical narrative of cultural values, which will help you in future research to investigate the accuracy of information provided by the Heritage Research Museum.

Results

The study of the Texas Revolution has been mentioned in the list of ten websites that found cultural values (Hofstede, 2011). These sites offer content on individualism, avoidance of low uncertainty, scarce distance from power, and masculinity is reflected in short-term thinking and tolerance. The content of this site is organized based on measurement values; also, the process is divided into elements, which are classified as described in the section. The dominant culture of Texas, with its emphasis on individualism people. This study reveals a strong reflection of the site’s history of

individualism. For example, in the San Jacinto Museum of History (2013), Texan and Mexican armies (commanders) explain in detail and describe the individual agents. Focus on the individual, “the battle of faith with the faith of each,” a statement of a San Felipe de Austin State Museum of History (2016); individualism is reflected by focusing on a person Located on the main page. “Stephen F Austin, between the years 1821-1835, had the greatest impact on Texas history.”

Also, the site Presidio La Bahia and Fannin Memorial (2002), emphasized, a member and “Texas is the first Texan suffered in the revolution” (Texas Revolution). This, with a focus on the specific people of this site Web, people in the community, the largest and the culture of Texas believe that the most important factor, in addition to faith, in some cultures is “a great freedom,” emphasizes the importance of living heritage sites, Texans reflect this aspect of values, praising their willingness to fight each other that came out of the Mexican, for example, the Star Republic Museum (2012), the Texans Savas Mack for their rights and the land, “which he declared with Pride that is willing to exist as an independent state. Also, the website of the Gonzales Memorial Museum, “Texans,” who in 1824 struggled to defend the Constitution,” reported that it declared its independence. Fannin Honorary State History Museum, “The Fannin War, Texas celebrates the brave soldiers Who fought in the war for independence. “(1) Respecting the memory of Texans who” courageously fought for Texas independence, this site is an indispensable element in the lives of believers firmly reinforces the idea that freedom of cultures Individuals.

Some things on the website reflect the authenticity of heritage. Brazos Historical Site of the state (2016) in Washington, almost all visitors to the capital bold letters and large letters (Home), which shows “Yes Texas” expression. Individualism, emphasizing the importance of Texas, shows how the unique and distinct culture. Alamo and the National Temple Historic Sites website (2016) «pride of Texas Sanctuary of Liberty» by Texas culture and has the pride of being In (the house) emphasize the importance of freedom in general. Given this offer in all capital letters and bold, this point is further emphasized.

Photos of values that a society can be much more successful in the transmission of the word; it is important to analyze what is offered in the history of the site. The results of this study strongly suggest that they are individual properties. San Jacinto museum’s history site (2013), reflecting the belief that people are the most important aspects of the community’s photo exhibit Revolution of Texas Individual Soldiers. The Museum website (2012) presents a slide show of 18 photographs showing people involved in the 14 made up of individuals (the contract is not allowed to continue). Also, because they are the freedom of cultural values, found in the same slide show of 14 photographs, shows other relevant documents that led to the independence of Texas.

Another important aspect of the value of Texan Culture is from low to avoid ambiguities. Web sites, Texans, and the new deployment of land obligation “threatened vague or ambiguous situation cannot avoid this situation” endangers the struggle to protect life on earth, and property is a measurement that characterizes the (Hofstede, 1980, p.45). Fannin cites Honorary historical status, even if they know that their actions could potentially go to war: “Texas Mexican soldiers threw all of Texas,” he

writes (Guide for Visitors). Also, the site of the San Jacinto Museum of History (2013), "Family radically dismantled to an uncertain future," Despite the fact that the army announced that Savas Maya is ready for land in Texas Texan. Especially to express the purpose of avoiding doubts, the low weight given to some text.

"In life, the appetite for risk" and the image of the monument, which represents the defensive value of low uncertainty, reflects the essence of Texans. The site of George Ranch Historical Park (2015) wears their uniforms in Texas, people who struggled to protect the opportunity to be photographed. These photos, Texans, if you are referring to the protection of property, capture your willingness to take risks. Brazos historical site of the state (2016), Washington, DC, to give rise to settlements. It also contains many images showing the application of the process of colonization Tex. These paintings, both male and female, either harvest their animals from the breeding and display raw foods that first structure.

These websites attach great importance to Texas's desire to govern itself. Brazos historic site of the state (2016), which is capitalized in Washington, underlining the independence of everyone at home, using bold and large "Where Texas started Texas," the statement said. Also, "March 2, 1836" to clarify the text of the Texas Independence (Home) in capital letters with bold date, and use of a large red font. Also, Alamo, National Historic Sites and Site of Temples (2016), Texas Independence, "Texas Freedom Temple," declaring all uppercase letters to emphasize Low Mob underscores that thick and white font for use.

In addition to these elements, as shown in the image on this Texas site, culture is sparsely distant from power. For example, the Gonzales Memorial Museum website, which is Texas Independence in the famous "First Artillery for Texas Independence," presents several images of this wicked world. Star of the Republic Museum site (2012), as well as photos showing valid documents in achieving independence, the true Texas Declaration of Independence, and a lot of images.

Texas dominated the fourth dimension of value for society, masculinity, where high performance and success. Historical accounts such as a Texan be firm and rigid, but also can demonstrate masculinity interpreted the disposition of land and wealth. San Jacinto History Web Museum (2013), General Sam Houston of "two horses were fired and shot in the ankle under" argues that although the battle was won.

The website played an important role in the Texas Revolution and tells the story of different people, but did not explain women. Republic of the Starr Museum site (2012), only the "Signatory Declaration of Independence to Man" to a person claiming to determine the future of Texas centers. "(Museum exhibitions)." This statement, the male society " A small number of women in political positions "as men confirmed their faith on the side of men, affecting future political solutions." George Ranch Historical Park (2015) site, which is common in the male "female culture Modestly, should be related to the quality of life and offer "with respect reflects a belief." This "tea party" of "training" textile art to explore the herb garden " relaxing bag of lavender "creation and" enjoy the Complete delicious tea

“is in the feminine websites to emphasize certain points to express masculine values. Website Star of the Republic Museum (2012), the stars individuals gained independence from Mexico stressing the requirement of Texas to increase site piles of George Ranch Historical Park (2015) under the name emphasizes traditional gender roles. Emphasis is placed on female team activity.

Historical photographs presented on the site represent masculine values. Brazos Historical Site of the State (2016), which is in Washington, takes images of the absorption of women working without any weapons on the body of a man shot outdoors. Photos are normally shown in many photos that carry one or several weapons. Also, the Media Museum website (2012), two firearms, standing outdoors, people live human painting, implying that it is difficult, while the image of a woman with a child in their arms is the belief that women are the guardians (the contract that follows). Also, the site of George Ranch Historical Park (2015), Smith (1890-the year, Davis Victorian style complex), as a woman who took the photo of a person weaving work, refers to the masculinity of photography. San Jacinto Museum of History website (2013), which shows a painted picture that shows that Mexicans take control of Texans, shows assertiveness.

The next value that prevails in Texan society is that right and wrong “universal instructions for,” I thought, including the short term. These websites are about the conviction that Texas independence is the only way to reflect short-term thinking. Fannin Region Honorary Historic Site, Texas Freedom to Mexico (Fannin Honorary Stories) to Texas Army Beliefs and Giant “Cotton Screw” Effort Launches. Arms State Historic Site (2016), Washington, William Barret Travis to get independence is ready (Arms’ in Washington) considers that this cultural value pays attention. Star of the website of the Republic Museum (2012) also “establish a provisional government declared their independence from Mexico,” explaining that they wanted the immediate independence of Texas to meet, to show that faith (to continue with the contract). In fact, almost independent, they are in the direction that they are very intense, “the declaration of independence of two days was taken in the 13 constitutional days and formed a government.

Also, highlight that reflects the short-term thinking, Visitors can make the immediate difference between these values. Site Memorial Museum Gonzales. Site Texans Opinion Highlighted joint drew attention to problems that have decided that the only option for independence itself this statement is highlighted in italics, separate from the rest of the Text site Star Museum of the Republic (2012), William Barret Travis emphasizes this quote “independence is not reported, men under my hands to leave, and my team and I will keep it separate from other text and (Proceed to the Convention) This well-known passage shows the absolute submission of Texas independence, since, due to INDE delegates, they cannot declare a vague question, which shows that the war will not stop San Felipe from Austin State Historic Site (2016) and isolate the passage.

This is shown on the photo site; this indicates the value of short-term thinking. Presidio the Bay and Fannin Memorial site (2002), features an image of Captain Phillip flag representing his commitment to independence and Texas. This flag indicates sword was dripping blood from the tip of the sword and makes it impossible to cut hands still depending on Mexico. On the other hand, San Felipe of Austin’s

important state on the website (2016), an absolute belief in Texas independence is implied “our country, right or death,” wrote the inscription San Felipe display flag of pictures. The Republican Star Museum line (2012), which represents cultural values and the Declaration of Independence, and these meeting leads to another illustration of the construction, where the encounter presents an image to edit the Texans. This figure is an example of short-term thinking as the best option because they believe in Texas’s independence.

Sovereign Texan culture, the final size of the “value of a higher value,” is characterized by tolerance. These websites, The Texas Wave Society of Hard Rock / Hard Satisfaction Celebrate Work. Presidio the Bay and Fannin Memorial site (2002) both highlighted that forced the Texans to be rebuilt after the war. “A small army group of Irish Santa Anna Texas veterans” After the Texas Revolution “destroyed the ship was loaded with construction materials and articles for the reconstruction of their homes. Also, the site of George Ranch Historical Park (2015), Real-time Ranch events, special events, and old-fashioned fun ‘(Visit plan) means’ time to go back and learn the local demands of Texas Heritage.’ A description of how they work, when they visit the park and will play the light attracts the attention of visitors. Also, these websites offer a lot of activities to enjoy the many site visitors. For example, the Ranch Historical Park, George (2015), creating classes, to reach potential visitors, Mother’s Day dinner and make the Christmas house in the park. Also, visitors to the “Big Prairie in the breeding and use of natural resources, providing information on lifestyle adaptations made by Texas settlers” offer the following.

These websites highlight the points of the plan, reflecting the tolerance of treatment to the Texan culture. Website Alamo Museum (2016), “Alamo offers a variety of tours for tourists,” is a printing application and each tour with dark sources separating each round of moments from one to the other.), It is recommended that visitors demonstrate the skills and trades of the Texas border deployed Spanish troops to participate in the daily life of historians to life and a 19th century Texas in daily living. These two events are separated from each other, and each activity is framed with boldface to describe the participants in the activities of the visitors. The images presented on the website of the Society of Texas represent more intolerant traits Brazos historical site of the state (2016), which is in Washington, near the museum star, pictures, images depicting the image to reproduce heavy meat, showing horse photograph of the child, And time to play the game, not just the jobs. At the same time, the understanding of the state of famous guests today housed in the nearby historic places of childbirth in public life at the beginning of the shows. On the other hand, people who choose cotton, cooking, sewing, and doing have worked in this area many photos show their hard work ethic.

Discussion

Cultural aspects of Hofstede, organizations to create a message sent to account for cultural values; Because these values affect the visitors. This story study Revolution Texas site, without interfering with Avery and other offers, these sites represent the value of Texans cultures, creating their websites, which demonstrates. (2008). Expression of individuality while images with these sites,

under control of uncertainty, the limited distance of power, Masculinity, short orientation and shows tolerance.

This study showed that the site of the Texas Revolution showed all the individual characteristics, emphasizing the importance of freedom. Texans can get free; this site has been praised with the following phrases: In the period from 1836 to 1846, the Republic of Texas was proud of the fact that as an independent and unique nation. Also, these data indicate that the individual Hofstede 1980 cultures of “individual initiative and achievement and leadership are ideal,” which coincides with a turn (p.48).

Approval of uncertainty and forecast is characterized by the avoidance of low uncertainty provided on this site, which is shown by the different historical content (Hofstede, 2011, p.10). These websites, which are inherent in the life of uncertainties and reflect the confidence that occurs every day, “has clearly stated (Hofstede, 1980 p.47) to explain how the Texans would like to continue the search, given that low uncertainty avoidance cultures fear of risk, web sites, Texans praises because of the risk of a war for the sake of society (Hofstede, 1980, p.47).

Texans’ minority difficulties through the triumph of freedom, which they want to achieve with Mexico, are reflected in this site. These websites all have “must have the same rights” is an example of the reasons for independence (Hofstede, 1980, p 46). These websites, “[I] to resolve the leader in low-power distance society,” the fulfillment of the will of a group of dedicated “Democrats” who (in this case, the ability to handle one) (394) Argument embodies Hofstede; Masculinity visible on their websites as well as “male culture is selected to show the maximum difference in emotional and social functions between the general plant (Hofstede, 2011 p.12). Men, as a rule, cooking, while Who see sewing or other female problems, men often have difficulty or demanding manual labor showing.

Websites applaud their belief that independence is the only way in which Texans have a short-term view of content. On these websites, the Government points out that the islands are Texans, how to achieve the freedom of the Mexican government, and the firmness with which they believe violates their freedom after the start. These websites, which show how difficult Texan works, expressed confidence that it is important for the tolerance envisaged in hard work. Sister, Texas seniors are reflected in stressing the importance of rest and wellness that offers enjoyable moments. Also, leisure activities are urgently offered to the public with a view of the museum.

Conclusions

Texas Revolution, the history of review sites, as well as explores the historical narratives of cultural values that affect the content offered to visitors. The results of this study show that the Texas Ten Revolution offered visitors the values of the dominant culture, which allows the information to influence. In this case, Hofstede’s cultural values of the calibrator (2011) suggest a suitable framework for the study of Texas values. This heritage site. The study of this heritage, the dominant

culture is attractive and attractive narratives of cultural values, shows that reflect the image and the point selected. Avery et al. (2008), Texas Revolution website (page 85), as you can see, “considering the cultural values of the organization can create a more efficient website,” he concludes. The results of this study were presented in the presentation of the historical culture of websites and marketing to attract visitors to the conclusion that the impact of their physical location.

It is important to study the impact on the interpretation of historical and cultural values. This heritage site, and to celebrate the rest of the selection of information and specific events to ignore, defines the concept of past, present, and future generations. This site is for Texan inherent cultural values; Therefore, it does not represent an entirely accurate account of the history, thus creating information about the visitor’s history. George Ranch Historical Park (2015), “Understanding the Key to Success in Future History,” states that (About). However, this requires an unbiased and fair approach to the interpretation of the history of culture. Also, historical accounts allow the influence of cultural values also affect the future of culture. Content highlighted to reproduce dominant cultural values; these values strengthen community members. Therefore, the result is that the value of the future remains unchanged.

Despite the importance of this study in the field of communication, these studies have limitations that require additional research. First, this study only one culture, American culture, which is considered Texas. Future research should explore diverse cultures to determine the effects of the interpretation of the history of cultural values. The expansion of the scale of the problem will give rise to the justification of the study. Second, this study suggests that the cost of all Texan culture is identified with six US citizens, which is not always the case. Of course, the characteristics of national culture, it is important to remember that for every person in the country, this does not mean that you have all the characteristics of culture (Hofstede, 1980, p 45). In future studies, members of the dominant culture based on cultural stereotypes in all cultures, “There are different people” should recognize that (Hofstede, 2011, p.3). One way to gain power for future research is to study cultural members of dominant cultural values, as they could identify the developer, can provide a better understanding of the various values stored in the target market, will develop better marketing. It responds to the needs and desires of the market.

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