

# Museums and Heritage Sites as Cultural Resources for Tourism

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# [ Introduction ]

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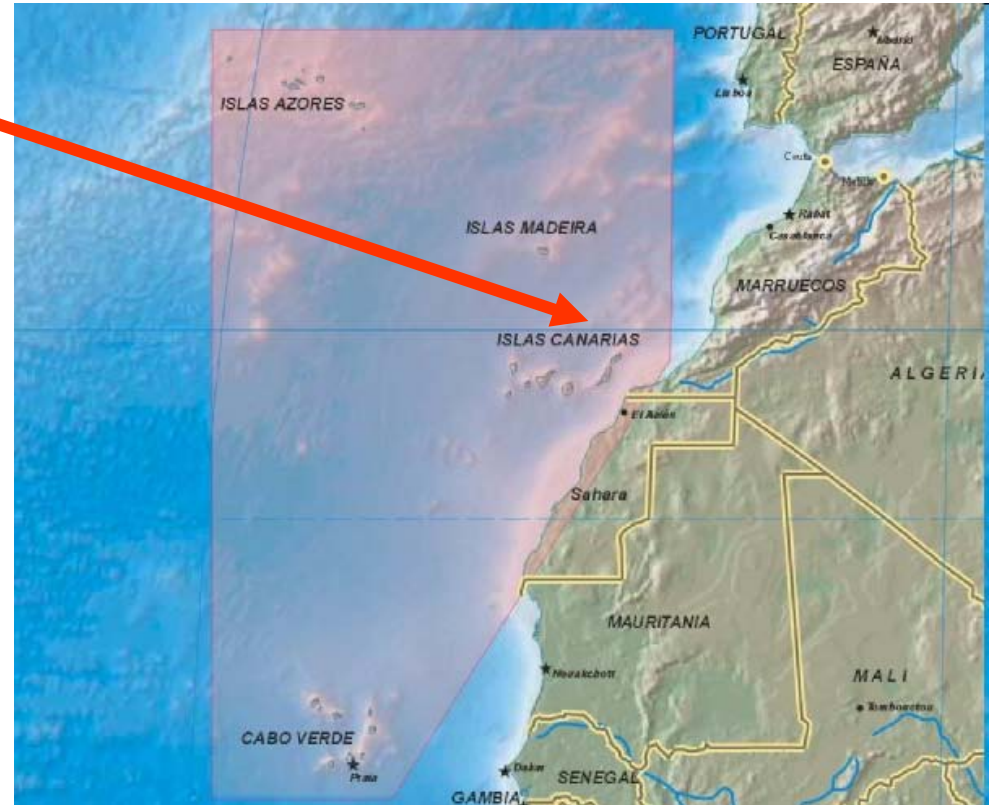
- “Tourism cannot only be seen in its perspective of financial gain and creation of employment but should rather be seen from the perspective of education and stimulating preservation of biodiversity and cultural heritage which constitute the main tourist draws”

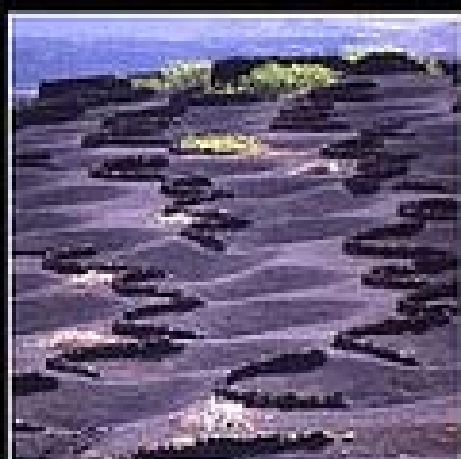
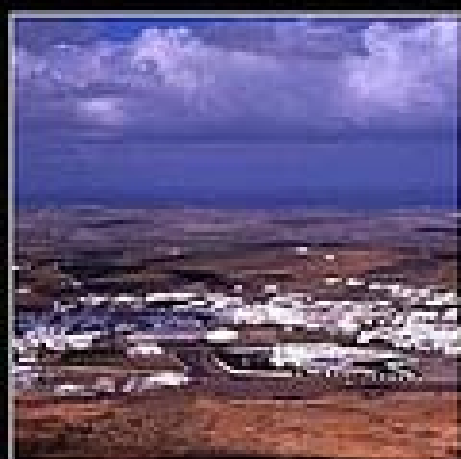
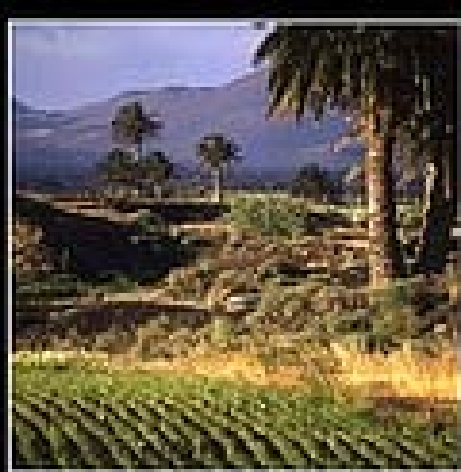
# [ Aims of the study: ]

1. Visitor satisfaction with museums and heritage sites: the case of Canary Islands.
2. The use of Communication technologies (TIC) for learning and communication with the visitors: the case of Spain

# [ Tourism development ]

- Canary Island, Spain
- Around 6 million/year to the museums and heritage site.
- Mainly from 80's





# [ Research project: ]

- Analyse the exhibit impact and visitor satisfaction levels of the museums and heritage sites.



# [ Methodology ]

- The study covers a representative and broad spectrum of centres (14), with different forms of management (public, private and mixed) and of varying typologies (art museums, natural science museums, historical sites, and Nature reserves, among others) and characteristics (fixed and temporary exhibits, natural heritage areas with no museification) in Canary Islands.

# Material



- Questionnaire covered qualitative and quantitative aspects of exhibit impact together with visitor's profile.

Su opinión es muy importante para mejorar la exposición y la participación en el conjunto de actividades. Por favor, conteste el siguiente cuestionario anónimo, marque con una (X) su opinión. Muchas gracias.

**1. ¿Qué le ha parecido...?**

	Muy mal	Mal	Bien	Muy bien
1. la disposición y la presentación (montaje)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. la información escrita (textos y paneles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. la documentación (carpetas y/o material didáctico)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. los accesos y la ubicación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. los horarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. la duración de la exposición	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. en general, toda la exposición	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. en general, el contenido de la exposición	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¿Señalaría en su opinión algún cambio o sugerencia?.....  
 .....

**2. De toda la exposición,**  
 ¿qué le ha gustado más y por qué? .....  
 ¿qué le ha gustado menos y por qué?.....

**3. ¿Cómo se enteró de la existencia de la exposición?**

Centro educativo  Adena  guías  radio/tv  prensa  internet   
 familia o amigos  carteles  por casualidad  Otros ¿cuáles?.....

**4. ¿Por qué ha venido a ver la exposición?**.....  
 .....

**5. ¿Del proyecto Canarias por una Costa Viva, en qué otras actividades ha participado?** (Señale las que correspondan en la siguiente lista)

Debates o conferencias  Intervención directa en el litoral   
 En Centros Educativos  Programa *Costa activa*   
 Foro "*Costa Viva*"  Programa *La costa nos acerca*   
 En general ¿qué opinión le merecen?.....  
 Si no las conoce aún, estaría interesado.....¿en cuáles?.....

**6. Datos generales**

Edad \_\_\_\_\_ Sexo: Hombre  Mujer

Profesión habitual \_\_\_\_\_  
 Estudios realizados \_\_\_\_\_  
 Lugar de residencia \_\_\_\_\_  
 Ha realizado la visita:  
 sólo/a  acompañado de: personas  pareja  amigos  familia   
 alumnos  visita-guía turística  otros  ¿cuáles? .....

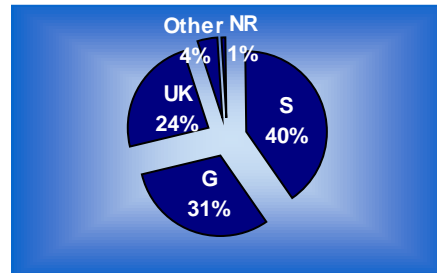
*Día y hora de la visita:*.....*Lugar de la exposición:*.....

**Si tiene algún comentario o sugerencia que añadir, use el dorso de la hoja.**  
**Gracias por su colaboración**

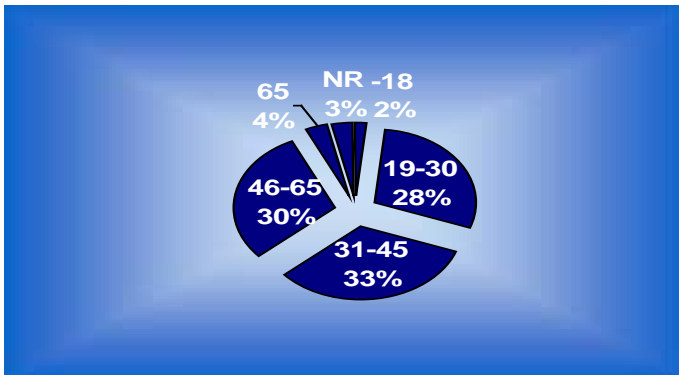
# (A) Visitor profile I

- Men (54.76%), Women (45.24%)

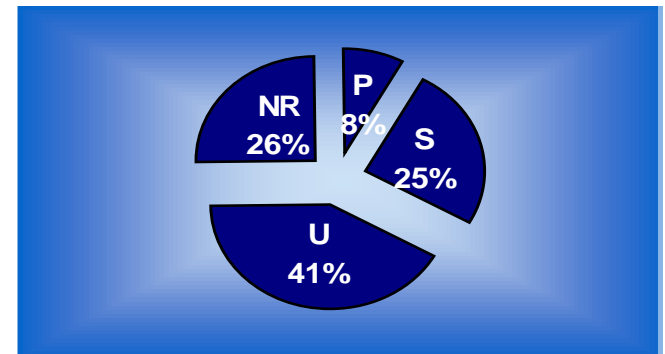
Nationality



Age interval

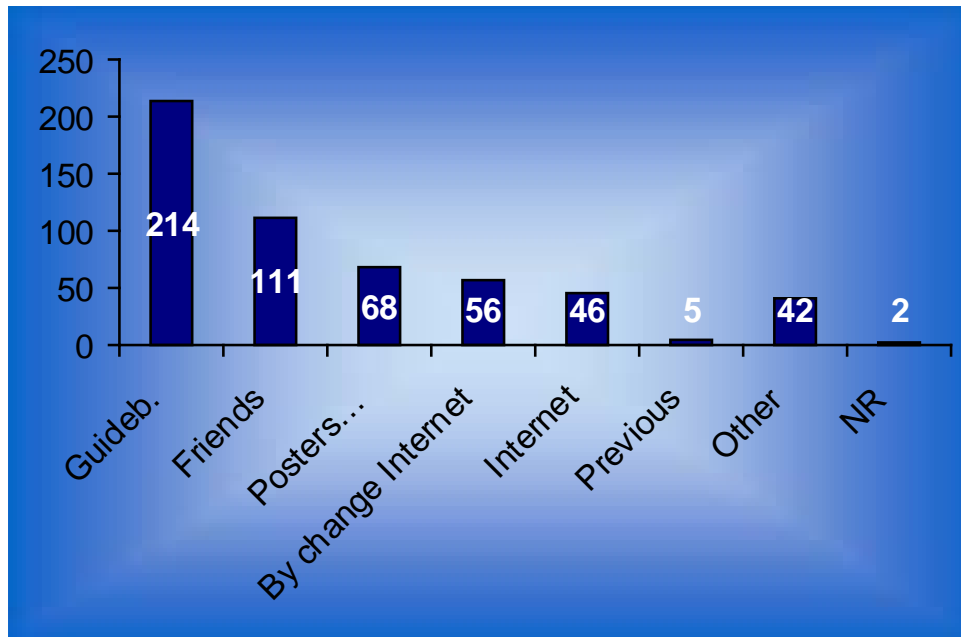


Academic level

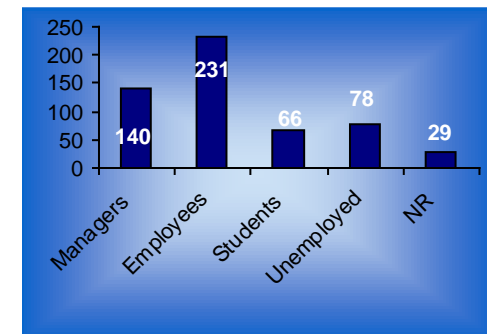


# (A) Visitor profile II

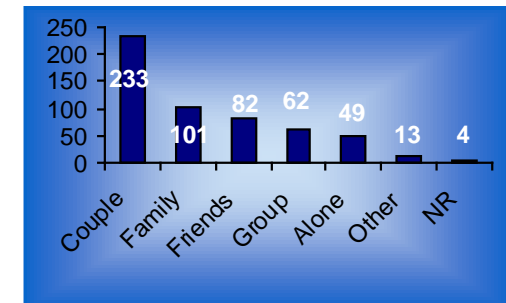
## Sources of information used for access to the museum or heritage site



## Professional category



## Type of visit



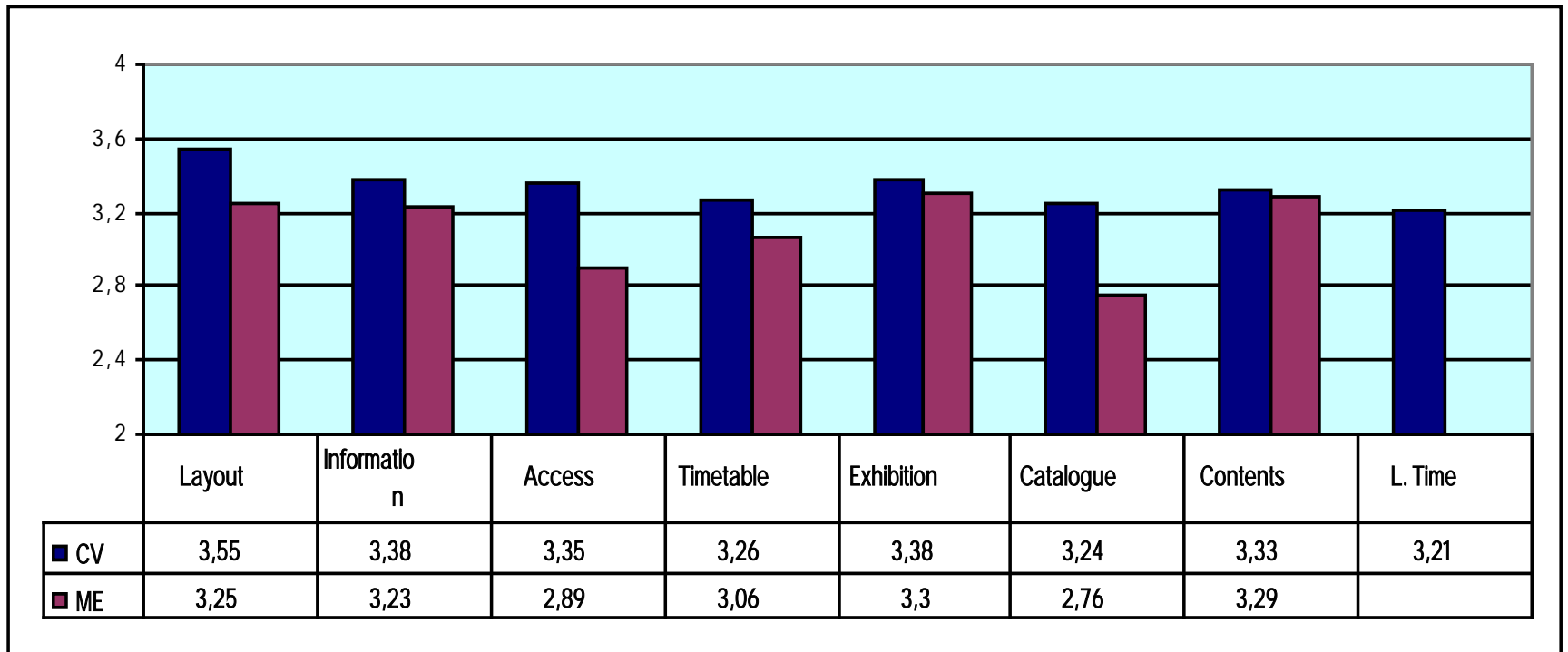
## (B) Exhibit impact: Visitor Satisfaction

- The eight shared items:
  - layout and presentation (referring to the exhibits in the museum and landscape in the case of Nature sites),
  - information,
  - access,
  - timetable,
  - the exhibition in general (in the case of the museum) or the centre in general (for heritage sites),
  - the catalogue or leaflet (according to the case),
  - type of contents, and length of visit.
  
- The answers ranged from 1 (minimum) to 4 (maximum) over a scale.

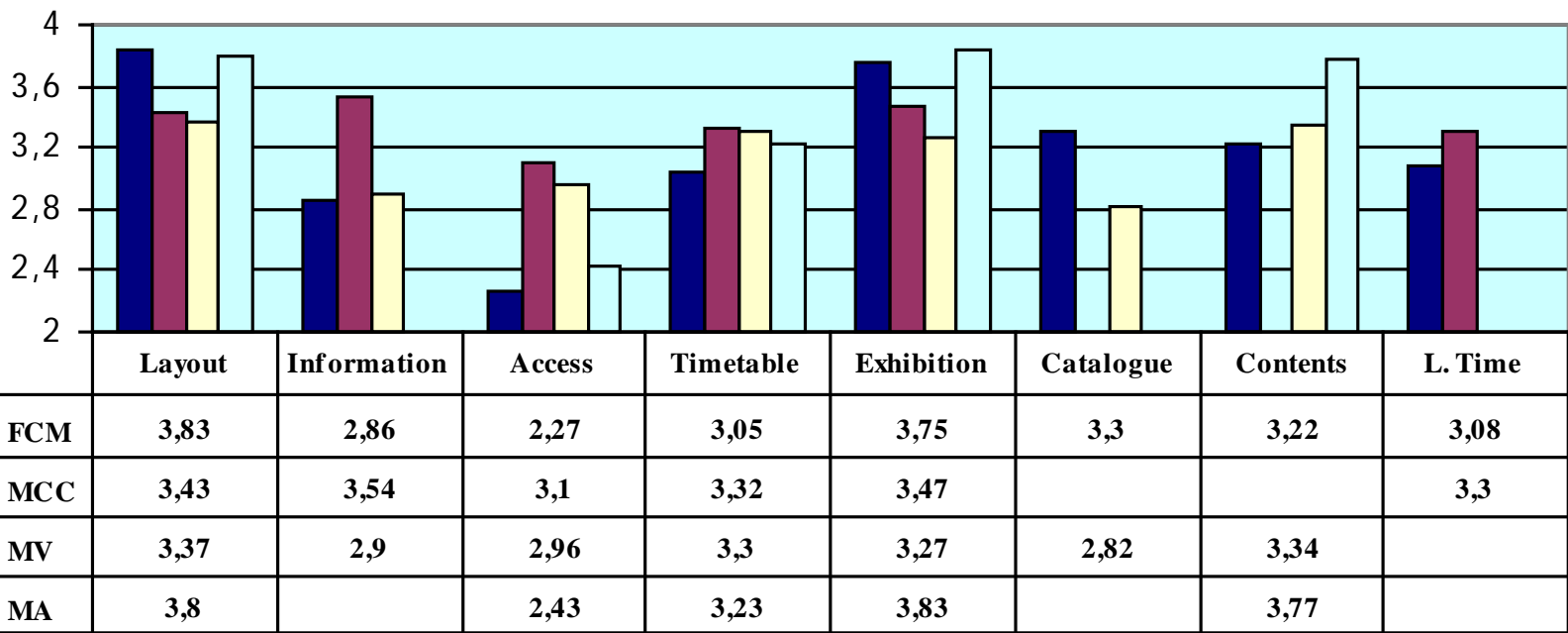
# [ Sample

<i>Type of management (14 museums)</i>	<i>Sample (N = 544)</i>
Publicly managed museums (2)	144
Privately managed museums (4)	156
Centres of Art Culture and Tourism (CACT) (6)	144
Other exhibitions and heritage sites (2)	100

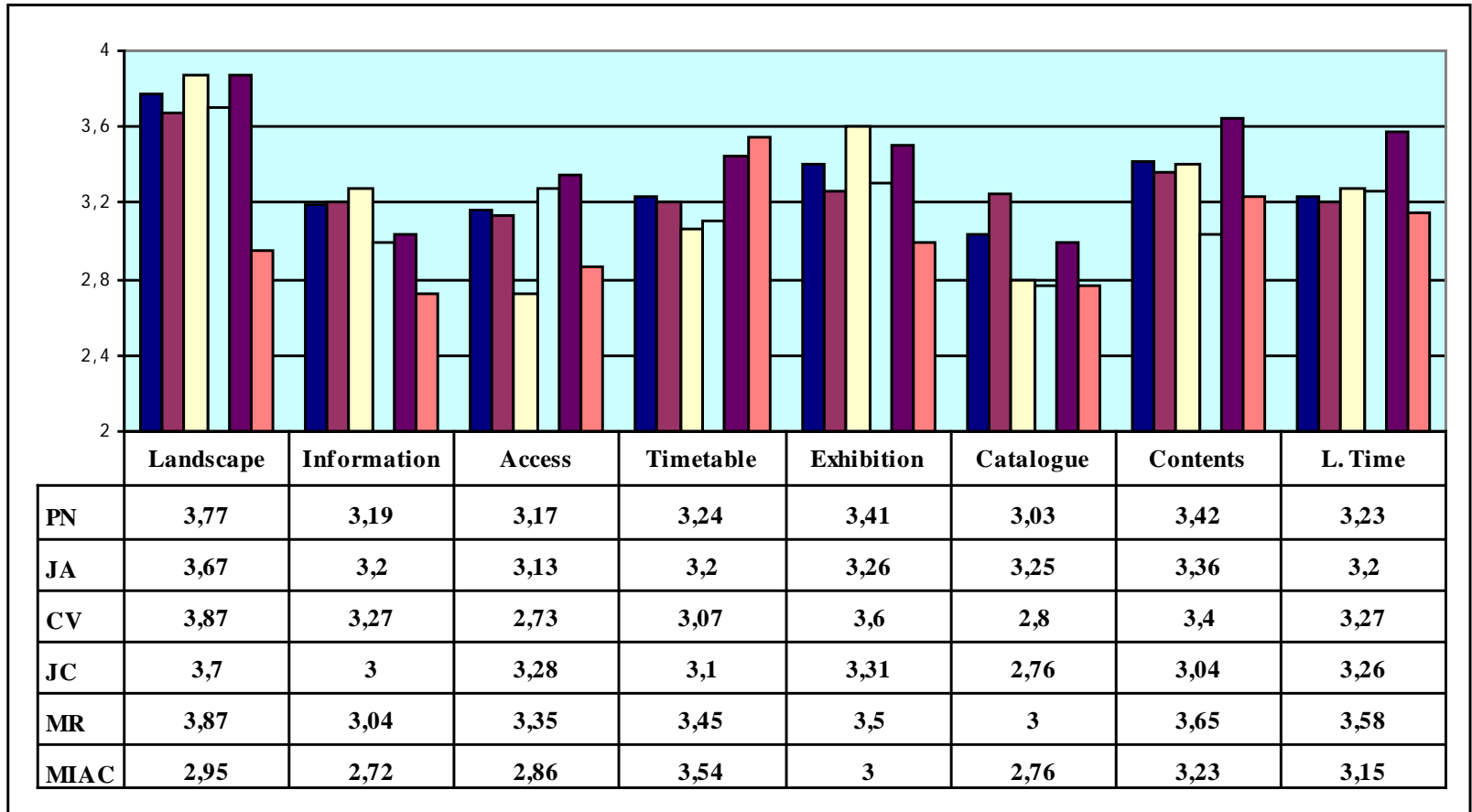
# Publicly managed museums



# Privately managed museums



# Centres of Art Culture and Tourism (CACT)

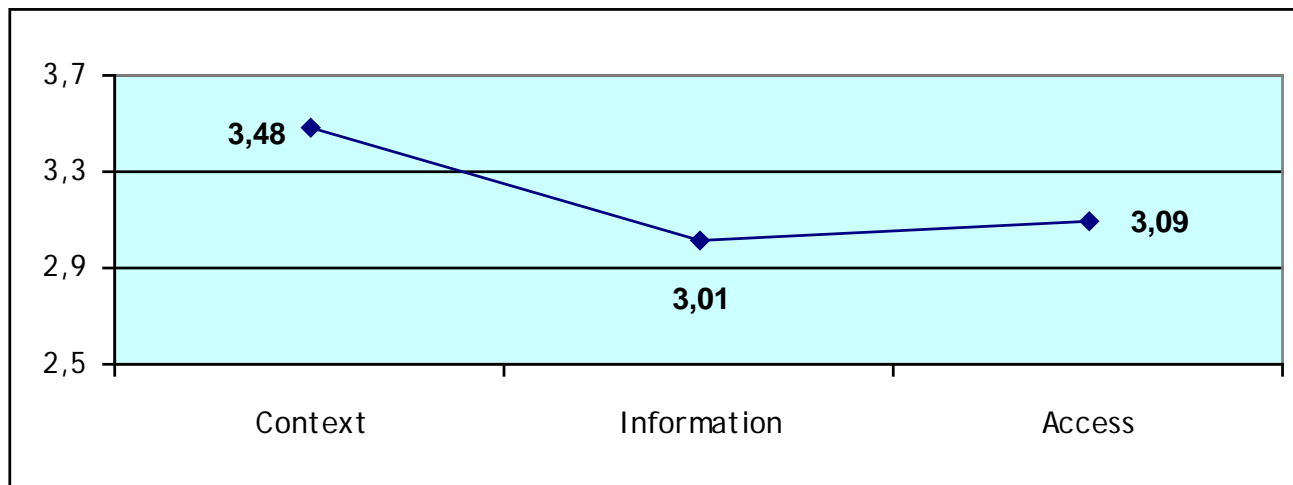


# Results

<b>FACTOR</b>	<b>CONTEXT</b>		<b>INFORMATION</b>		<b>ACCESS</b>	
<b>Item</b>	Layout/ Landscape	Exhibition /Centre	Information	Catalogue /Leaflet	Access	Timetable
<b>Museums and Exhibitions</b>	3.49	3.44	3.08	2.98	2.86	3.18
<b>Heritage Sites</b>	3.64	3.35	3.05	2.93	3.06	3.27
<b>TOTAL</b>	<b>3.48</b>		<b>3.01</b>		<b>3.09</b>	

# [ Results ]

- High level of visitor satisfaction with the context (3.48) and results which could be considered to be indicative of scarce satisfaction or lower satisfaction with access (3.08), and even less with respect to information and communitative factor (3.01)



# [ Websites and museums ]

- N= 262 in all Spain
- Preliminary results: 96% of the websites are less than 1.0 websites
  - Reduced presence attribute of web 2.0 (bidirectional)
  - Lack of user definition
  - There is not an international projection
  - Most of the information is very limited

# [ Conclusions I ]

- If we study visitor satisfaction ratings for the museums and the heritage sites, they receive an overall high rating which, we must admit, is distorted by the extremely positive value given to the built and natural settings or context, whereas factors such as information to the visitor and communication or access tend to receive low satisfaction ratings.

# [ Conclusions II ]

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We find to type of needs:

- Accessibility
- Communication and learning

Finally we suggest: More attention to educational and promotional values in the strategic management plans of all heritage sites

