Research Article

VISITOR'S SATISFACTION AT HERITAGE MUSEUMS IN KERALA

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Abstract: *Present day concerns over the disconnection with the past affect people's sense of security and identity. By developing a collective longing for the past is inevitable for the people to consolidate a sense of security and belonging. Here comes the role of heritage as an 'island of security' that people can depend and enjoy to amidst the economic crisis of contemporary society. There must be close cooperation between museums and tourism in order to encourage and enhance national and local economies. Traditional museums focused mainly on collecting and conserving essential educational repositories but contemporary museums have diversified their social and cultural functions and remit services and also broaden their collections. Museum visitors now expect to achieve a quality experience rather than mere education, exhibitions and display but also in the form of interpretation and other services including catering and retailing in museums. The present study examines the visitor's satisfaction on various facilities and services at the museums and it also examined the difficulties of them during their visit to the museums.*
Key Words: Heritage museums. Museums, Tourism.

Introduction

Tourism today becomes an integral part of the human civilization because of the need for relaxation, exploration of new area, the urge to travel far and distance places, known and unknown places etc. The two important forces from which man and society always get inspiration are the power of the past and the creativity of future. Because of the attitude adopted by the ages, the past stands quite alone among historical age. Heritage is largely conditioned by the concerns and needs of the present and future and encourages the people to react to and experience nostalgia.

Museums, the sources and centers of Knowledge and culture systematically and attractively prove to be a powerful med. There must be close cooperation between museums and tourism in order to encourage and enhance national and local economies. Traditional museums focused mainly on collecting and conserving essential educational repositories but contemporary museums have diversified their social and cultural functions and remit services and also broaden their collections. There is a paradigm shift from being relatively elitist into

more inclusive and service oriented. Visitors now expect to achieve quality experiences while visiting the museums.

In this modern time, it is essential to develop new marketing strategies in the museums based on the expectations, requirements of identified target audience. The museum marketing techniques should take into consideration the whole content of museums ranging from the collections, staff, including the public etc. Social medias, viral marketing techniques etc must be given due care in the process of museum marketing strategies. There must be a holistic approach for enhancing the long-term sustainability of museums rather than concentrating on commercially driven marketing practices.

Objectives of the study

1. To study the level of satisfaction of visitors at heritage museums in Kerala.
2. To measure the level of satisfaction among different socio-economic stature of the tourists visiting Heritage museums.

Hypothesis

H_1: There is a significant difference between sample mean and population mean with respect to the satisfaction level of Tourist relating to Transportation, Facilities at Destination, Accommodation, Communication and other facilities

H_2: There is a significant difference among different socio-economic stature of tourists in creating visitor's satisfaction relating to Transportation, Facilities at Destination, Accommodation, Communication and Other facilities.

Methodology

Source of data

The study is based on both primary and secondary data. Primary data was collected from the tourists with the help of questionnaire. Secondary data were collected from books, journals, publications of tourism department etc.

Sampling method

The method of sampling taken for the study is simple random sampling.

Population

Foreign and Domestic Tourists visiting heritage museums in Kerala.

Sampling unit

Sampling unit of the study are the tourists visiting heritage museums in Kollam district.

Sample size

The total sample size of the present study was   420 tourists. The sample size of the study was determined by the formula $n \geq (1.96 \text{ s/d})^2$, where n shows the sample size, s is the estimate of standard deviation, d is the standard error of the estimate of the population parameter and 1.96 is the critical value factor at the level of 5 per cent.

Tools for data analysis

Inferential statistics is used to make generalization. Wilcoxon sign test Mann Whitney U test Kruskal Wallis H test and Friedman test are used.

Operational Definition

Tourists

The term tourists include both foreign tourists and domestic tourists. The term 'visitors' is also used in the same sense in the study.

Foreign tourists

A person visiting India from outside the country and stayed at least twenty-four hours in the country visited for pleasure, recreation, family, business, meeting, study and health.

Domestic tourists

A person who travels within the boundary of the country from place to place other than his usual place of residence for pleasure, recreation, family, business, meeting, study and health.

Normality

Table 1
Tests of Normality

Construct	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	P Value	Statistic	df	P Value.
Transportation	.069	420	>0.000**	.983	420	>0.000**
Destination	.116	420	>0.000**	.957	420	>0.000**
Accommodation	.086	420	>0.000**	.982	420	>0.000**
Communication	.103	420	>0.000**	.975	420	>0.000**
Others	.117	420	>0.000**	.962	420	>0.000**

Source: Primary Data
Kolmogorov-Smirnovtest and Shapiro-Wilk
*significance at 5% level significance
** significance at 1% level significance

Table 1explains the Normality of different satisfaction construct Transportation, Destination facilities, Accommodation, Communication and other facilities in the heritage museum available to the tourists. Null hypotheses are rejected at 5% level of significance and it is inferred that the impending inferential statistics tests are going to be non-parametric for generalizations.

Data Analysis and Interpretation

The present study was with the help of data collected from 420 tourists including both foreign and domestic tourists of heritage museums with the help of a structured interview schedule. The interview schedule designed covers their opinion on various facilities and services in the heritage museums. An analysis of the primary data collected from the 420 tourists of heritage museums was done by applying different Statistical tools.

H_0: There is a significant difference between sample mean and population mean with respect to the satisfaction level of Tourist relating to Transportation, Facilities at Destination, Accommodation, Communication and Other facilities.

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Satisfaction level of Tourist visiting Heritage Museum relating to Transpiration, Facilities at Destination, Accommodation, Communication and Other facilities

Table 2

Satisfaction level of Tourist visiting Heritage Museum

Construct	N	Mean	Std. Deviation	Median	P Value
Transportation	420	4.0048	1.04824	3.8571	.485
Destination	420	3.6638	1.00420	3.4000	>0.000**
Accommodation	420	4.0586	1.17154	4.2000	.098
Communication	420	4.4111	1.36139	4.6667	>0.000**
Others	420	2.9815	1.28946	3.0000	>0.000**

Source: Primary Data
Wilcoxon sign test
*significance at 5% level significance
** significance at 1% level significance, Midvalue: 4

Table 2 describe the satisfaction level of Tourists visiting Heritage Museum relating to Transportation, Facilities at Destination, Accommodation, Communication and Other facilities. The median has been registered Transportation (3.8571), Facilities at destination (3.4), Accommodation (4.2), Communication (4.667) and other facilities (3.000). Among these, Transportation, Facilities at destination and other facilities satisfactions are registered less than the mid value 4 and the destination facilities and other facilities are significant. It is inferred that the tourists are not satisfied relating to the facilities at destination and other facilities. Whereas the tourists are satisfied relating to the communication as the median is registered more than the mid value and it is significant.

Satisfaction difference between Domestic and Foreign Tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum.

H_0: There is no significant difference between Domestic tourist and foreign tourist in generating satisfaction relating to Transportation, Facilities at destination, Accommodation, Communication and other facilities visiting Heritage Museum

Table 3

Mean Rank showing Satisfaction difference between Domestic and Foreign Tourist

Construct	Type of tourist	N	Mean Rank	P Value
Transportation	Domestic	377	206.19	
	Foreign	43	248.29	0.031*
	Total	420		
Destination	Domestic	377	211.19	
	Foreign	43	204.48	0.731
	Total	420		
Accommodation	Domestic	377	210.99	
	Foreign	43	206.23	0.807
	Total	420		
Communication	Domestic	377	210.58	
	Foreign	43	209.78	0.967
	Total	420		
Others	Domestic	377	213.56	
	Foreign	43	183.65	0.124
	Total	420		

Source: Primary Data
Mann Whitney U test
 *significance at 5% level significance
** significance at 1% level significance

Table 3   describe the satisfaction difference between Domestic and Foreign Tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum. Mann Whitney U test is executed for demarcate the difference of satisfaction level between Domestic and Foreign tourists. No significant difference is detected except the satisfaction level in Transportation in which foreign tourist is more satisfied than domestic tourist considering the mean rank.

Satisfaction difference among different age group relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum.

H_0: There is no significant difference among different age group of Tourist and Satisfaction in Heritage Museum relating to Transportation, Destination, Accommodation, Communication and other facilities

Table 4

Mean Rank of Satisfaction difference among different age group

Construct	age	N	Mean Rank	Chi-Square	P Value
Transportation	Below 20	62	232.60		
	20-40	221	225.18		
	40-60	121	174.93	16.122	>0.000**
	Above 60	16	191.16		
	Total	420			
Destination	Below 20	62	254.61		
	20-40	221	220.06	21.426	>0.000**
	40-60	121	173.47		
	Above 60	16	187.50		
	Total	420			
Accommodation	Below 20	62	217.82		
	20-40	221	208.01		
	40-60	121	210.34	.378	0.945
	Above 60	16	217.75		
	Total	420			
Communication	Below 20	62	222.65		
	20-40	221	204.46		
	40-60	121	210.50	2.626	0.453
	Above 60	16	246.75		
	Total	420			
Others	Below 20	62	236.17		
	20-40	221	206.96		
	40-60	121	209.61	5.108	0.164
	Above 60	16	166.63		
	Total	420			

Source: Primary Data
Kruskal Wallis H test
*significance at 5% level significance
** significance at 1% level significance

Table 4 showing the satisfaction difference among different age group relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum. Null hypotheses are rejected only in Satisfaction level of Transportation and facilities at destination. Relating to Transportation, Tourist aged below 20, 20-40, aged above 60 and 40-60 are lined up in first, second, third and fourth respectively considering the mean rank. Linking to facilities at destination Tourist aged below 20, 20-40, aged above 60 and 40-60 are arrayed in first, second, third and fourth respectively considering the mean rank.

Difference among Satisfaction level of tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum.

H_0: There is no significant difference among Satisfaction level of tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum.

Table 5

Mean Rank of Difference among Satisfaction level of Tourist

Construct	Mean Rank	N	Chi-Square	P Value
Transportation	3.22			
Destination	2.76			
Accommodation	3.37	420	299.217	>0.000**
Communication	3.67			
Others	1.97			

Source: Primary Data
 Friedman test
 significance at 5% level significance
*** significance at 1% level significance*

Table 5 exhibits the difference among Satisfaction level of tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum. Friedman test is executed for comparing and contrasting the difference among Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum. Null hypothesis is rejected at 5% level of significance and it is inferred that Communication, Accommodation, Transportation, Facilities at destination and other facilities are lined up in first, second, third, fourth and fifth position considering the mean rank.

Findings and Conclusion

➢ The Satisfaction level of Tourists visiting Heritage Museum relating to Transportation, Facilities at Destination, Accommodation, Communication and Other facilities, It is find out that the tourists are not satisfied relating to the facilities at destination and other facilities. Whereas the tourists are satisfied with the communication facilities.

➢ Foreign tourist is more satisfied than domestic tourist with regard to satisfaction level in Transportation.

➢ There is no significant difference among different age group of Tourist and Satisfaction in Heritage Museum relating to Accommodation, Communication and other facilities.

➢ There is difference in the satisfaction level of tourists in different age group relating to transportation and facilities at the destination. Relating to Transportation and facilities at destination, Tourist aged below 20 are more satisfied than the tourists in other age group.

➢ There is significant difference among Satisfaction level of tourist relating to Transportation, Destination, Accommodation, Communication and other facilities in Heritage museum. It is inferred that tourists are more satisfied with the Communication facilities in the heritage Museums. Accommodation stands in the second position in providing satisfaction to the tourists visiting heritage museums.

Suggestions

➢ The facilities at the destination and other facilities such as banking services, ATM services Hospitals and facilities and first aid, internet facilities need to be improved in the heritage museum location.

➢ The Transportation facilities for the domestic tourists to heritage museums should be given due consideration. Package tours linking different heritage sites must be introduced.

➢ Linking heritage museum with important tourism sites in the area should be given importance.

➢ The Government and Tourism department should take all initiative for introducing new and innovative attractions and facilities in the development of heritage museums as these are the treasure house of our bygone past which needs to be preserved and protected for our future generation.

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