

Chapter 4

Social Impact of IGRMS and NFMK

Introduction

This chapter deals with comparison of social impact of the two Museums. It attempts to study and present impact in terms of number of visitors, demographics, geographic distribution, and level of satisfaction, etc. In order to get the necessary data, a questionnaire was prepared that included 26 questions of various types. While designing the questionnaire, care was taken to make the question simple avoiding the jargon of museum discipline, because, potential respondents are not exposed to it. Care was also taken to make the questionnaire as brief as possible, so that, the respondents are not get put off by it. The questionnaire depends on closed-ended and open-ended questions. Open-ended questions are used to get opinion about certain aspects. The closed-ended questions are in the form of multiple choice questions or rating questions. In this type of questions respondents are given choices from possible answers. The choices are not meant to force answers on respondents but to have consistency in data. Open-ended questions can provide highly diverse information making it difficult to do analysis and draw conclusion.

To understand the profile of visitors coming to the Museums, a total number of 500 visitors in each Museum were interviewed. The interviews were conducted in the months of December to January 2003 and 2004, January to February 2005, October

2005 and July 2006 to get a necessary data and information in IGRMS. In NFMK, worked as a volunteer from February to April 2003 and researched from June to August 2004 to get necessary data.

4.1 Visitors

4.1.1 Total Number of Visitors

The total visitors to IGRMS were 49113 from April 1st 2003 to March 28th 2004. In total, ticketed visitors were 43741 and discounted ticketed were 5372. The Museum did not count the free ticketed visitors in this year. On the other hand NFMK was visited by 2931000 visitors including foreign visitors during the year 2003. In total, 2610000 were free ticketed visitors and 321000 were ticketed visitors. The Museum did not count the discounted ticket visitors separately.

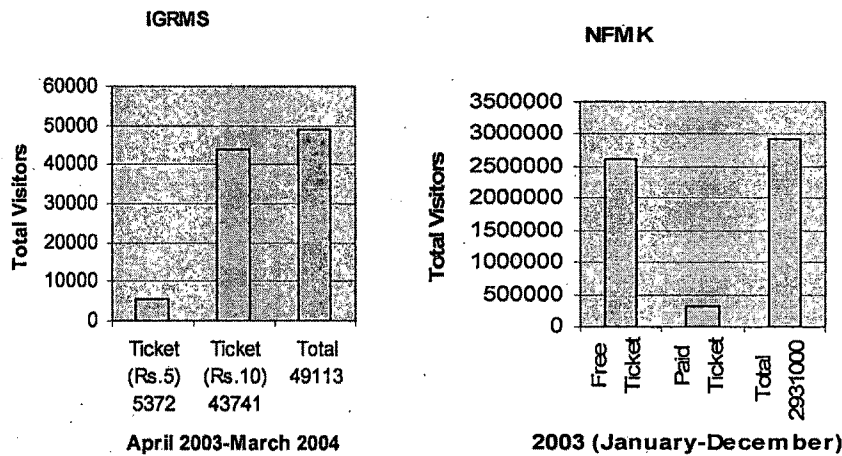
IGRMS has no data of monthly visitors. So the graph shows only yearly visitors to the Museum. NFMK offers month wise data of visitors.

August and October are normally the top months for NFMK free ticketed visits. August is related to summer vacation and school children visit the Museum to get data and information for their school homework with their parents. And pre-school children groups visit the Museum a lot during this month. October, December and February are normally the top months for NFMK's ticketed visits. A lot of tourists

visit the Museum because of good weather and beautiful scenery in this season.

The number of visitors to IGRMS is quite small as compared to total number of visitors to NFMK. NFMK receives visitors 60 times of IGRMS total number of visitors. The reasons seem to be public traffic, location, road condition, vast area and long distances between exhibits, steps inside galleries, etc.

Graph 1 Total Number of Visitors



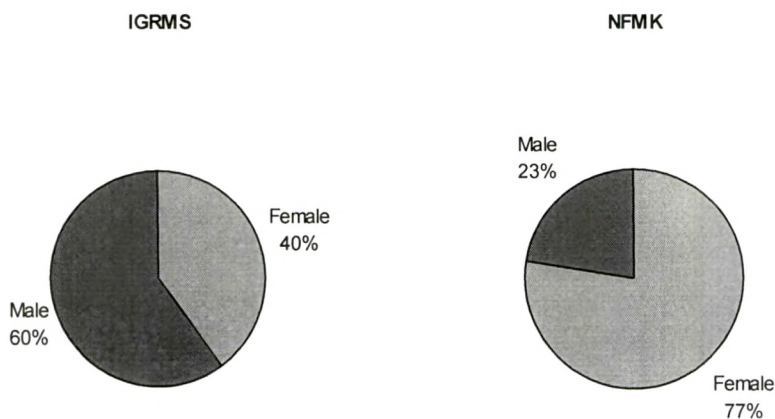
4.2 Demographics

4.2.1 Gender

IGRMS: 40% of the respondents are female and 60% male. Whereas, in NFMK: 77.5% of the respondents are female and 22.5% male.

The comparison shows a different pattern. IGRMS is visited more by male visitors than female visitors. Whereas, the female visitors visit NFMK more than male visitors.

Graph 2 Gender



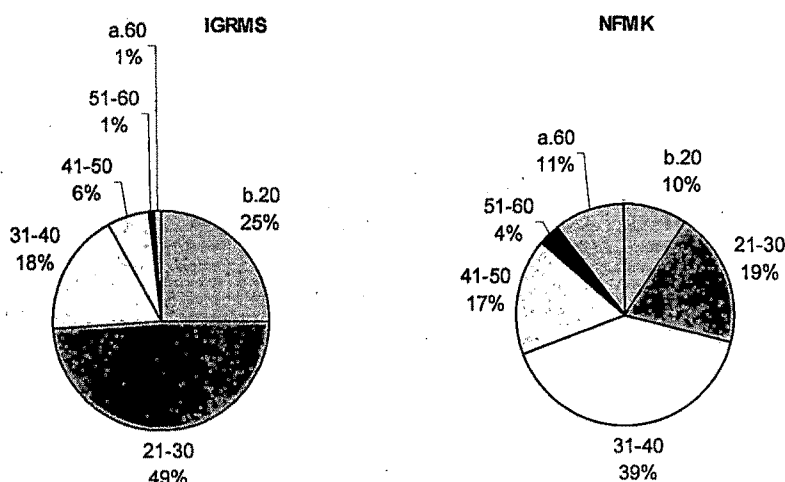
The reasons of this result are: first, it reflects Indian society which is still male dominated. Still, Indian women do not go out into the world as compared to men. Second, more male visitors responded to the questionnaire than female visitors because of the level of education. Most of the time questionnaire was filled by husband in a family group.

NFMK is visited by females more than males. It reflects on Korean society. Most Korean men do not have much free time to visit museums during day time as they are busy with their occupational work under the industrial society. Women assume the responsibility for education of their children instead of father.

4.2.2 Age

IGRMS: 25% of the respondents are below 20, 49% of 21 to 30, 18% of 31 to 40, 6% of 41 to 50, 1% of 51 to 60 and 1% of above 61. NFMK: 9.5% of the respondents are below 20, 19.5% of 21 to 30, 40% of 31 to 40, 17% of 41 to 50, 3.5% of 51 to 60 and 10.5% of above 61.

Graph 3 Age



The above graph shows that the mainstream of the two Museums' visitors differs in terms of number. The top age group of IGRMS is age 21 to 30 and next group is age below 20. Whereas the top age group of NFMK is age 31 to 40 and next group is age 21 to 30. Young age groups like to visit these Museums. NFMK attracts more old people as compared to IGRMS. IGRMS does not attract people above 40 years of age particularly above 60.

IGRMS is located far from the downtown and housing colonies. And public traffic does not run to this Museum. So, young age groups like age 20 to 30 and nearly 20 year old group can access easily using their own vehicle with their friends. Another reason is Museum area. It is a very large area on hill. Old people and young children can not go around seeing the exhibition. During the survey, one young school children group came to the Museum but they gave up seeing the exhibition due to long distance and unlevelled road.

NFMK is located in center of Seoul City and a lot of public traffic runs near the Museum. Various age groups from young children to old people can access easily without walking barrier.

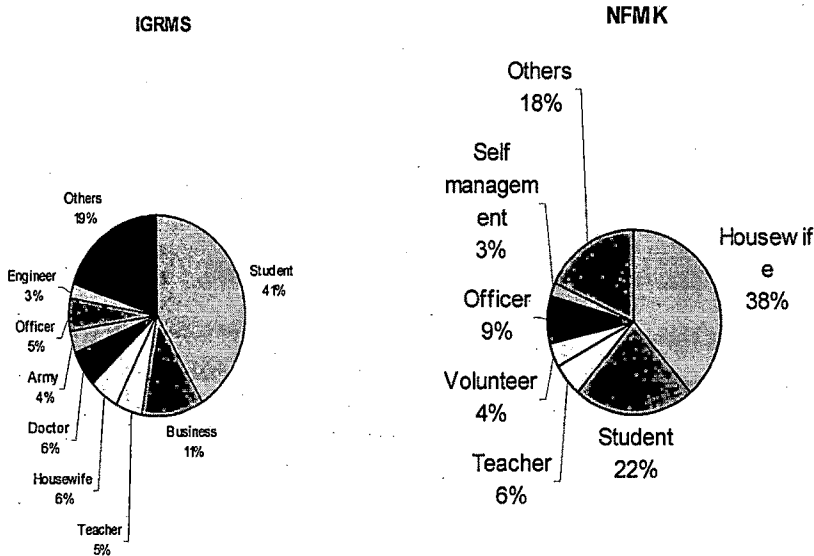
Among the visitors, the age group 31 to 40 is top of the totals. The survey was done during summer vacation and many young mothers visited the Museum with their children for the purpose of their homework, getting information or knowledge of their ancestor's life, and also to enjoy their free time.

4.2.3 Occupation

Occupation of the Museums' visitors is varied. The pattern of visitors to IGRMS on the basis of occupation is: 41.5 % students, 11 % business persons, 5 % teachers, 5 % doctors, 5 % officers, 4 % army personal and 2.5 % engineers and farmers, social workers, photographers, government employees, etc.

For NFMK it is: 39 % housewives, 22 % students, 6% teachers, 5 % officers, 4 % volunteers, 3.5 % government employee, 2.5 % self-management, 2 % labors and lawyer, librarian, designer, doctor, writer, driver, retired, animal beauty artist, housing management, reader guidance, etc.

Graph 4 Occupation



Students in their 20s is the major group of visitors to IGRMS. As mentioned earlier, because of the Museums' location and road condition, these students visit the Museum with their friends to enjoy. On the other hand, for NFMK housewives (39%) is the major group. After opening the Children's Gallery in 2003, about 500 visitors including parents and their children come to that Gallery daily. This is the major reason for housewives high percentage.

4.2.4 Education

IGRMS: According to the survey, 77.5% of visitors were graduates or post graduates. If other groups like college students are included then more than 80% of total visitors are educated. However, a number of visitors to the Museum are illiterate.

The survey at NFMK gives results similar to IGRMS. More than 80% of respondents were educated i.e. either they had completed college education or are going to college.

The result of the analysis comes out highly in favour of educated people in both of the Museums. It means that educated people like to visit museum more than uneducated. However, it may be prudent to point out that the uneducated people, or people with low education level, and even old generation hesitated and even refused to respond to the survey.

4.2.5 Geography

The graph given below gives an idea of geographical distribution of visitors i.e. place from where the visitors came from during the research from 2004 June to August in the NFMK and from 2004 and 2005 December to January. Daily entrance survey of 30-40 general admissions per day was under taken.

IGRMS: 60% of the respondents are from M.P (49% from Bhopal City and 11% from other places of M.P like Indore, Gwalion, Balghat, Badwani,etc.), 7% from Kerala, 3% from Delhi, 3% from U.P, 2.5% from J&K, 2% from Tamilnadu, 1.5% from Mumbai, 1.5% from Haryana, 0.5% from Gujarat, 16.5% from other places and 2.5% from outside of India.

NFMK: 57.5% of the respondents are from Seoul, 16.5% from Kyunggi-do, 3% from Busan, 2% from Kyungsang-nam-do, 3.5% from Chungnam, 2.5% from Daejeon, 1.5% from Incheon, 1.5% from Jeonra, 3.5% from other places and 8.5% from outside of Korea.

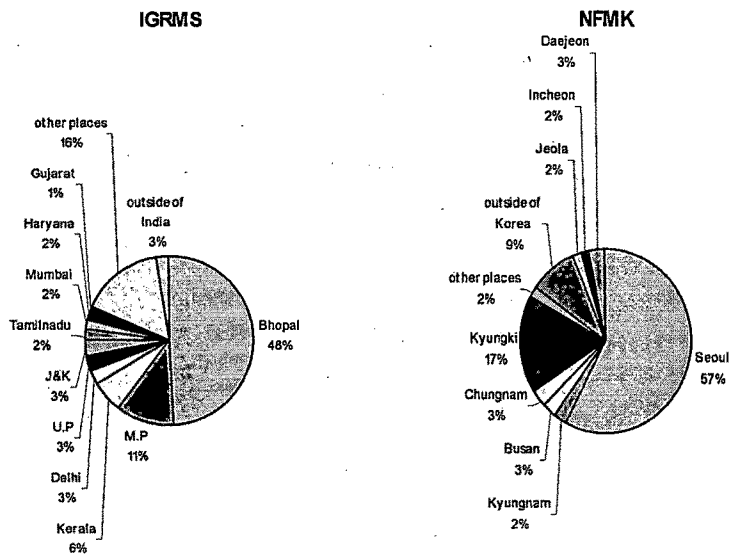
Bhopal and Seoul are normally the top area for the Museums visit for the obvious reason.

During the survey, countless of foreign visitors came to NFMK. Most of them were middle of aged tourist groups from Japan, China, Hong Kong etc. However, could not be surveyed due to their tight trip schedule and language problem.

One quarter of visitors to NFMK is foreigners. Most foreign tourists drop by the Museum as a part of their tour itinerary. A great number of foreign tourists visit Sanchi a world heritage site in India. Sanchi is near Bhopal City. However, most foreign visitors do not know about the Museum. To attract the more and variety visitors, IGRMS needs to publicize the Museum in various ways. For example, set up

milestones at the main places like station, market, etc., put the pamphlets in the travel agencies, give the information in tourist guide book, etc.

Graph 5 Geography



4.2.6 Frequency of Visit

This refers to how often visitors come to the Museums? According to the survey, IGRMS 44% the visitors had visited the Museum already. And 66% of them came to the Museum for the first time. Visitors who had already been to the Museum 1 to 3 times were 18% and more than 4 times were 15%.

Whereas, in NFMK 52% of visitors had already seen the Museum and 48% of visitors came to the Museum for the first time. And in total of experienced visitors,

23% of visitors came 3 times and more than 11% visited 4 times.

In both the Museums, frequency of visits is in increasing order to number of visitors. The important reasons for not visiting the Museums again and again are no change in exhibitions, inconvenient traffic, lack of rest places, lack of facilities like toilet, etc. The Museums should try to develop their exhibitions and ambience constantly.

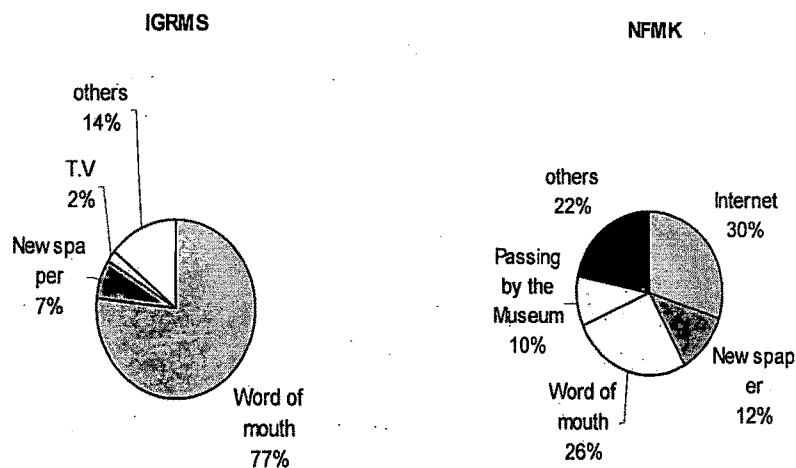
4.2.7 Source of Awareness about the Museum

IGRMS: 77% of the respondents heard about the Museum from friends or relatives, 7% from newspaper, 2% from T.V etc. and in case of foreign visitors most of them learnt from the tourist guide book.

NFMK: 30.5% of the respondents learnt from Internet, 26% from word of mouth, 12% from newspapers, 10% while passing by the Museum, etc. Word of mouth and Internet are the main sources of awareness.

The high percent of visitors learnt about IGRMS from word of mouth, whereas, high percent of NFMK's visitors knew about the Museum through Internet. In the age of globalization, people get a lot of information through Internet. IGRMS opened a website but it is too simple to get adequate information before visiting the Museum. The Museum needs to develop an elaborated website to attract the international as well as national visitors.

Graph 6 Source of Awareness about the Museum



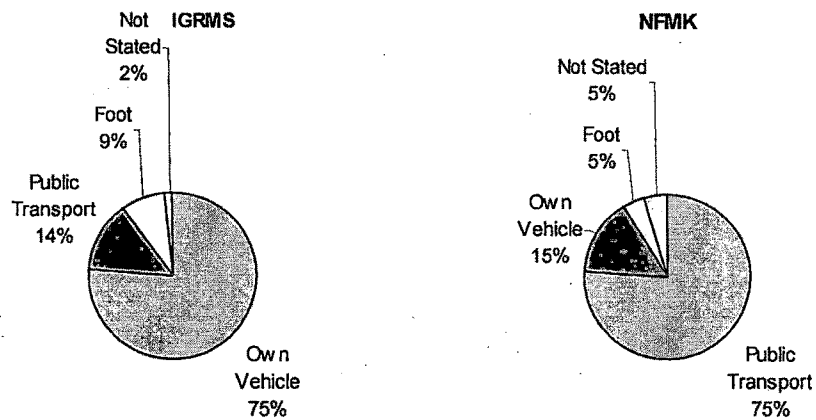
4.2.8 Mode of Transportation to the Museum

Visitors come to a museum by various methods such as private vehicle, public transport and on foot depending on various factors like distance, affordability, etc.

IGRMS: 76% of the respondents came to the Museum by private vehicle, 14% by public transport like hired bus or school bus and 8.5% by other means.

NFMK: 76% of respondents came by public transports (61% by tube and 15% by bus), 15% by own vehicle and 4.5% on foot.

Graph 7 Mode of Transportation to the Museum



The comparison reveals that most of the visitors came to IGRMS using private vehicles like motorcycle and car, whereas NFMK visitors came by public transports like tube and bus.

It is a natural result. Public transports are not running up to IGRMS and a number of tube and buses are running near NFMK. Visitors who came to IGRMS using public transport means were school group who came by school bus or hired bus. IGRMS must collaborate with transport authorities in Bhopal so that buses from various locations to the Museum could be introduced.

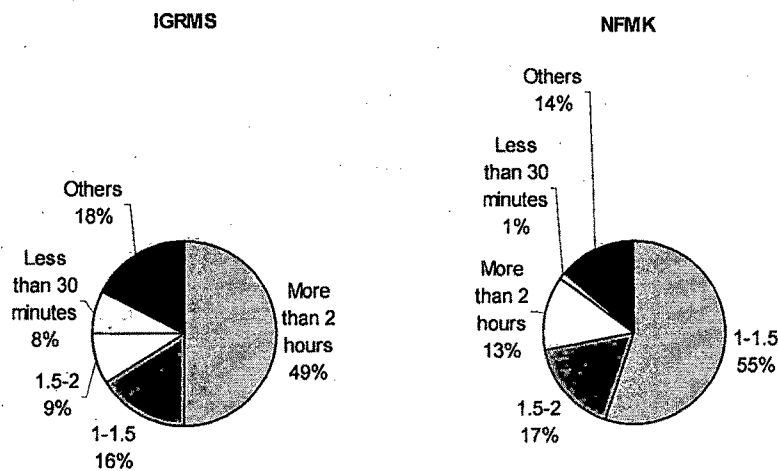
4.2.9 Time Spent in the Museums

IGRMS: 50% of the respondents spent more than 2 hours in the Museum, 16% spent

1 to 1.5 hours, 9% spent 1.5 to 2 hours, and 7.5% spent below 30 minutes.

NFMK: 55% of respondents spent 1 to 1.5 hours in the Museum, 17% spent 1.5 to 2 hours, 13% spent above 2 hours and only 1% spent below 30 minutes.

Graph 8 Time Spent in the Museums



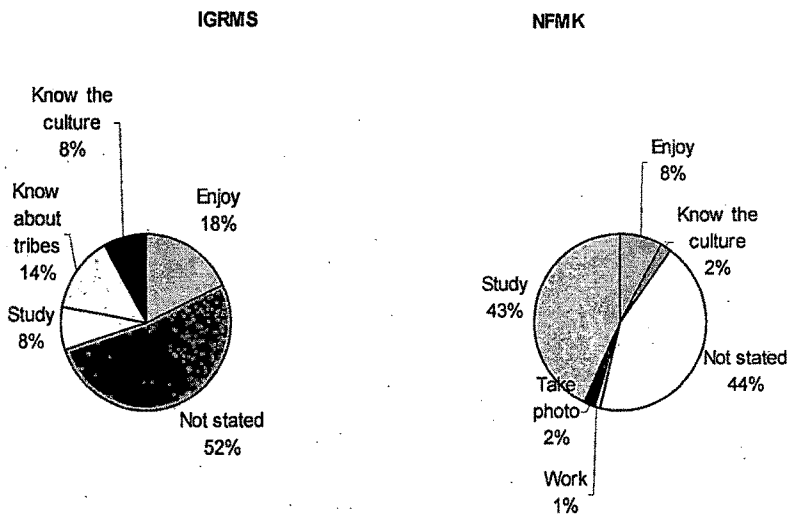
In IGRMS's 50% of the respondents spent above 2 hours whereas, in NFMK only 13% of visitors spent more than 2 hours. The reason is the relative size of the Museum. IGRMS has quite a large exhibition area, therefore, it takes more time to visit. It is difficult to see all the exhibitions within a day. It is suggested that, the Museum provides a ticket which is valuable for 6 months or one year. This can motivate to come again.

4.2.10 Purpose of Visit

IGRMS: 18% of the respondents came to the Museum to enjoy, 8% to study, 14% to know about life styles of tribes, and 8% to know the culture. 52% of visitors did not mention about this question.

NFMK: 43% of respondents came to the Museum to study, 8% to enjoy, 2% to know their culture and related work, to take picture, etc. 47% of visitors did not answer.

Graph 9 Purpose of Visit



Some visitors did not have correct information about IGRMS. They gave answers like that they have come to see wild animals or to see idol of man or to see ancient

things. Answer of more than 5% of total respondents was to see their ancient things. They thought it was not an anthropological museum but historical museum. In particular, Hindi respondents had wrong information on this Museum than English respondents.

In case of NFMK, the purpose of visiting the Museum differed according to the age. Visitors below 20 years of age came to the Museum to do homework with their parents. Visitors of 21 to 30 years of age were usually college students and they came to the Museum to enjoy with their friends, to do volunteer work and some young pre-school teachers came with their children. Visitors of 31 to 40 years of age were mothers and children groups who came to the Museum to take part in summer vacation programmes. Visitors of 41 to 50 years of age visited the Museum to enjoy with friends, to study for their children and to join the summer vacation programmes for their children. Visitors of age above 60 came to the Museum to do work as a volunteer; or to attend the programme *'Handicrafts-making Class for Grand Parents and Grand Children'*.

A lot of college students came to the Museums. However, the Museum does not provide education programme for them. When NFMK announces the education programmes for adults, the target audience is above 20 year old. However, most programmes still do not attract age of early 20s college students. Problems are contents and timing of the programmes. Age of 20s youth would like to activate works like field trip in historical sites rather than sitting in the class. The Museums

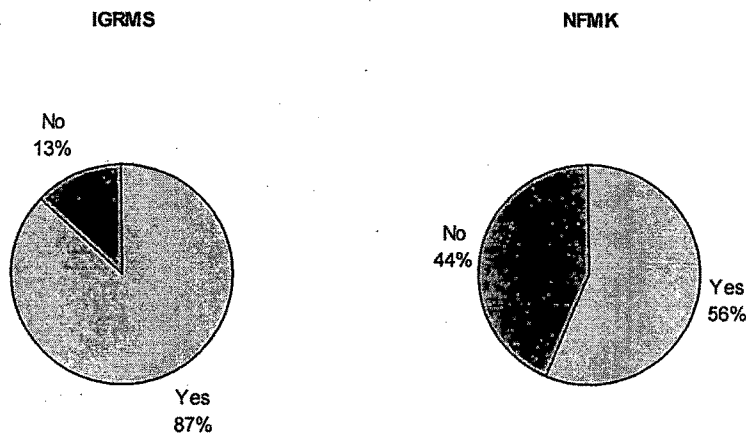
should develop programmes which can attract visitors from this age group and also adjust the timing for this group on weekends or vacation. NFMK provides only one education programme for old generation titled *Handicrafts-making Class for Grand Parents and Grand Children*. Most programmes for adults require meticulous skill and effort. Therefore, old people can not follow the young adults due to reducing physical strength. They would like to do more simple and interesting things. If the Museums provide programmes for old generation like singing folk songs, play the traditional instruments, dancing, etc. it will be attract them.

4.2.11 Ease of Locating the Museum

IGRMS: 87% of the respondents could find the Museum easily, and 13% of visitors said it was difficult to find the Museum. Whereas, in NFMK, 56% of the respondents answered that it was easy to find the Museum and 44% of visitors said it was difficult to find the Museum. Because, the Museum is located about 1.5 km from the tube station.

During the survey, a lot of NFMK visitors complained about information about location and parking place. The Museum should give clear and simple information to the visitors such as how the visitors reach to the Museums by public traffic and own vehicle and where they can park their vehicles.

Graph 10 Ease of Locating the Museums



4.2.12 With Whom the Visitors Came to the Museum?

Usually visitors come to a museum with family, guests, friends, school group with teacher, or alone.

IGRMS: 24% of the respondents came with family, 28.5% with friends, 17% with school groups and only 3.5% of visitors came to the Museum alone.

NFMK: 56% of the respondents came to the Museum with family, 21% with friends, 17% with school groups and 6% of visitors came to the Museum alone.

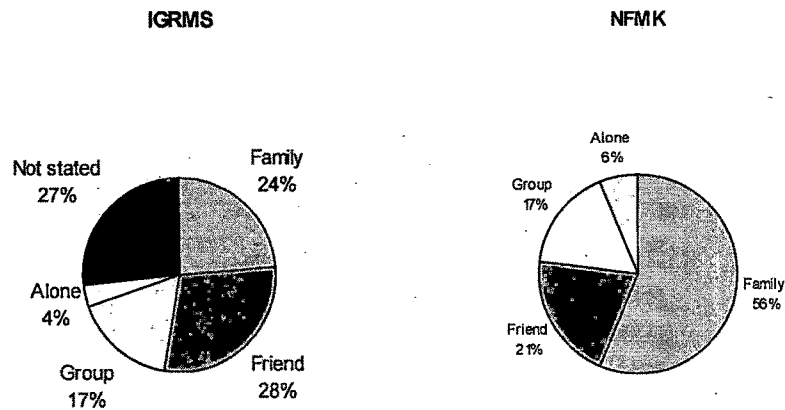
The comparison reveals that family group is the high percent group for both the Museums. Nowadays, the nuclear family is increasing more and more. “The dual job or dual career family is where both adults work with the result that no longer is there

a parent in the home during a large period of time of the waking day of children to provide care and nurturance” (Butler, Sussman, 1989:1). This reduces the time family members spend together. A museum needs to provide programme to help them for spending time together. Through family programmes, parents and grandparents can interact with their children and make them learn. This is a learning experience for parents as well, because they may read labels or printed material, and understand the exhibit for interpreting them to their children. Learning remains like story telling and demonstration are also enjoyed by parents. NFMK provides programmes for family group titled *Visit the Museum with Family Member on Weekends*. The Museum needs to plan more programmes for family groups. Programmes for family group will bridge generation gaps and address intergenerational issue, as the museum is an interesting place to nearly all ages (Butler, Sussman, 1989).



Plate 4.1 Mother and son playing Konu (Korean chess) in the Children's Gallery

Graph 11 With Whom the Visitors Came to the Museum?



4.3 Level of Education

After seeing the exhibitions of the two Museums, visitors have different feelings and opinions about various aspects of the Museums. To find the impression of visitors, aspects like which exhibition was the most enjoyable? How helpful is the Museums staff? And the Museums’ facilities like shop and toilet were studied. The findings are presented below under 8 headings.

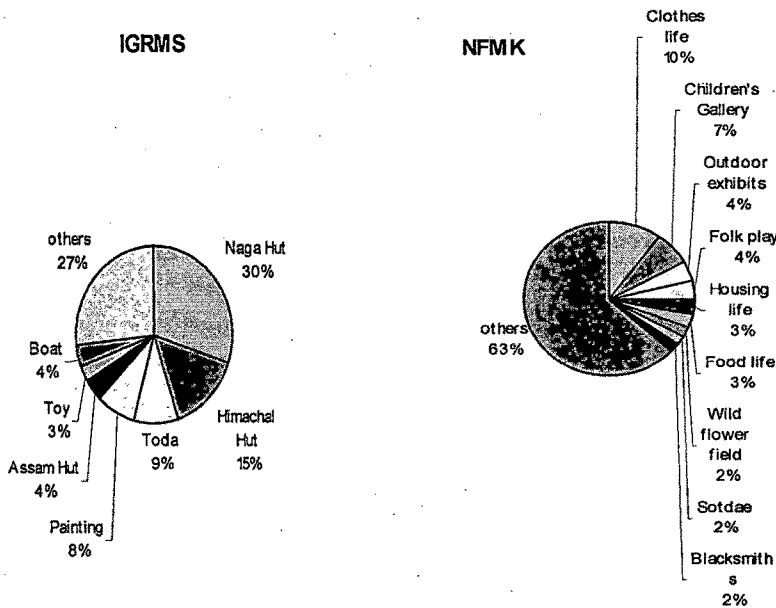
4.3.1 The Most Enjoyable Exhibition

IGRMS: The most enjoyable exhibit for 30% of visitors was ‘Naga Huts’, for 15% Himachal Huts, 9% ‘Toda’, 8% ‘Painting”, 4% ‘Assam Hut’, 3% ‘toy’, 2% ‘Boat’, 2% ‘Tamilnadu’. Other visitors enjoyed ‘Rajasthan Hut’, ‘Canteen’, ‘Utensils’,

‘Mythology’, etc. Many visitors could not recall the correct name of exhibits. They just said “Huts”.

NFMK: The most enjoyable exhibit for 10% of visitors was ‘Clothes Life Style’, 7% ‘Children’s Gallery’, 4% ‘Water Mill’, 4% ‘Folk Play’, 3% ‘Housing Life Style’, 3% ‘Food Life Style’, 2% ‘Wild Flower Field’. Other visitors enjoyed the ‘Pottery Klin’, ‘Crown’, ‘Sotdae’, ‘Jangseong’, ‘Stone for praying for getting son’, ‘Blacksmiths Shop’, ‘Ornamental Silver Knife’, ‘Ceremonies of Coming-of-age, Marriage, Funeral and Ancestor’s memorial’ etc.

Graph 12 The Most Enjoyable Exhibition



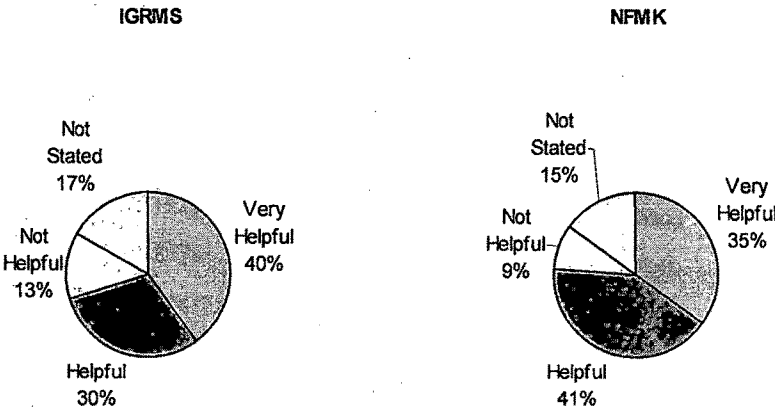
IGRMS's Naga Huts and NFMK's Clothes Life Style were the most enjoyable exhibits. Naga Huts are magnificent houses with various decorations like human being, human being's heads, birds, stars, cows, etc. Clothes Life Style is Three Kingdoms' king and queen's dresses. The clothes are decorated with splendid jewelleries. It reveals that people remember brilliant or large objects.

4.3.2 How Helpful is the Museum Staff?

IGRMS: 40% of the respondents thought that the staff member were very helpful, 30% of visitors thought not bad and 13% of visitors said not helpful.

NFMK: 35% of visitors thought that the staff member were very helpful, 41% felt not bad and 9% of them thought they were not helpful and were not willing to provide information about an exhibits.

Graph 13 How Helpful is the Museum Staff



4.3.3 The Museum Facilities

- Shop

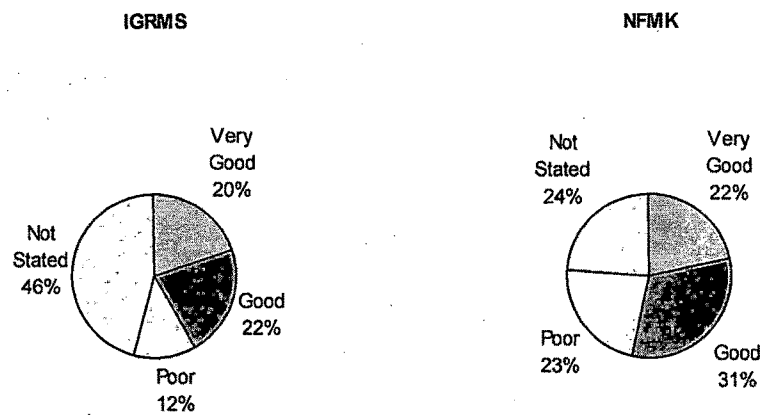
IGRMS: The Museum shop was rated by 20% of visitors as very good, 22% as not bad, and 12% poor. 46% of visitors did not say anything.

NFMK: The Museum shop was rated by 22% of visitors as very good, 31% as not bad, and 23% as poor. 24% of visitors did not say anything.

According to the survey, only novice and foreign visitors were interested in the Museums' shop. Some visitors who were not satisfied with the Museums' shop stated the return that same items were available. They just skipped the Museums' shop.

The Museum shop of IGRMS sales Indian crafts art materials, replicas of displayed objects like Toda, Tangka painting and the Museum's publications. NFMK's shop sales traditional craft items and the Museum's publications. Problem is that the Museums shop's items are not distinguished from outside market. Both the Museums should develop their own items and try to find the route like online sale.

Graph 14 Feelings about the Museum's Shop

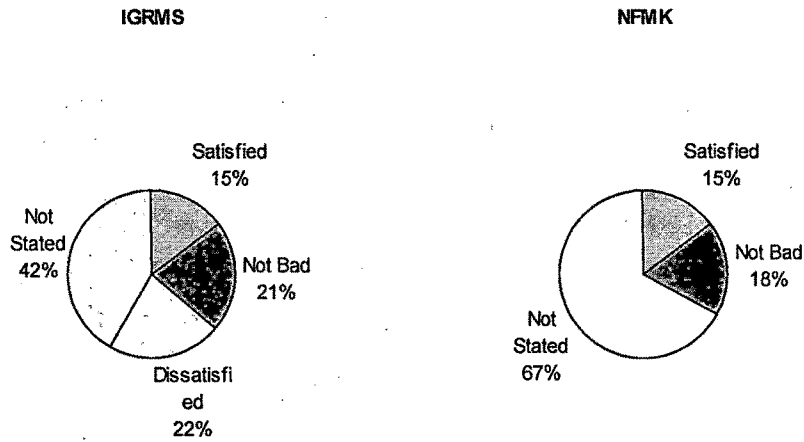


● Toilet

IGRMS: 15% of visitors were satisfied, 21% felt not bad, 22% were not satisfied and 42% of respondents did not state.

NFMK: 15% of visitors were satisfied, 17.5% thought not bad, and nobody said that they are dissatisfied with toilets.

Graph 15 Feelings about the Museum's Toilets



In case of IGRMS, especially a lot of women complained about unavailability of toilets in outdoor exhibition area and also about cleanliness. There is only one toilet near Tribal Habitat for visitors.

4.3.4 Signage

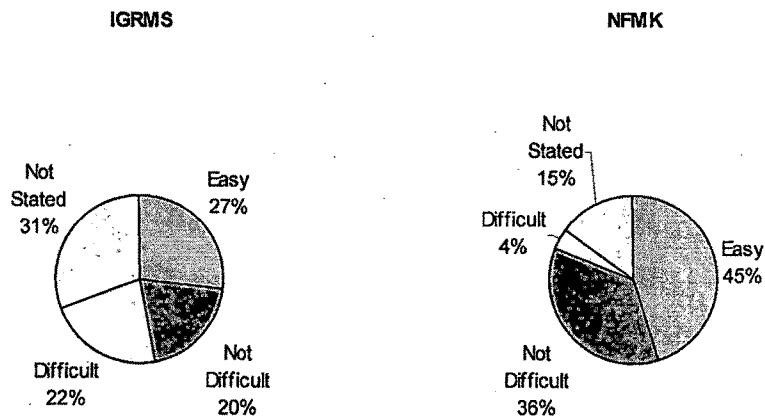
IGRMS: visitors understood in the Museum signs, 27% was very easy, 20% was not difficult, and 22% was difficult.

NFMK: visitors understood the Museum signs, 45% was very easy, 36% was not difficult, 4% was difficult.

During the survey in IGRMS, a lot of visitors were found confused about where to go. After parking the vehicles, most visitors came up to Introductory Gallery and they

did not know from where they should begin, because proper signs are not there. NFMK has similar problem. Visitors who came to the Children's Gallery were confused where the entrance gate was. Both the Museums should set up the road signs.

Graph 16 Understanding of Signage

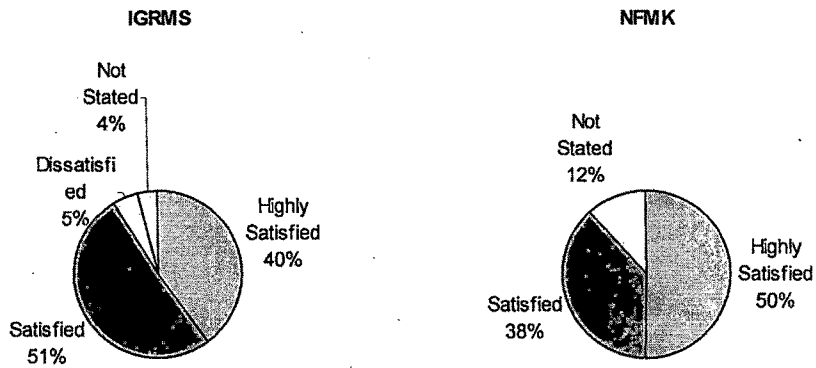


4.3.5 General Feeling about the Museum Visit

IGRMS: 40% of the respondents felt highly satisfied, 51% felt satisfying, and 5% were dissatisfied.

NFMK: 50% of the respondents were highly satisfied, 38% felt satisfied, and others did not answer this question.

Graph 17 General Feeling about the Museums Visit



In IGRMS 5% of the respondents were not satisfied visits their Museum experience. Most of them were old generation, physical handicapped and women. The reasons were long walking distance, lack of facilities like toilet, canteen, sitting places, etc. Some visitors suggested to plant trees for shadow and should not allow use of mobile phone in exhibition area, because it is quite disturbing.

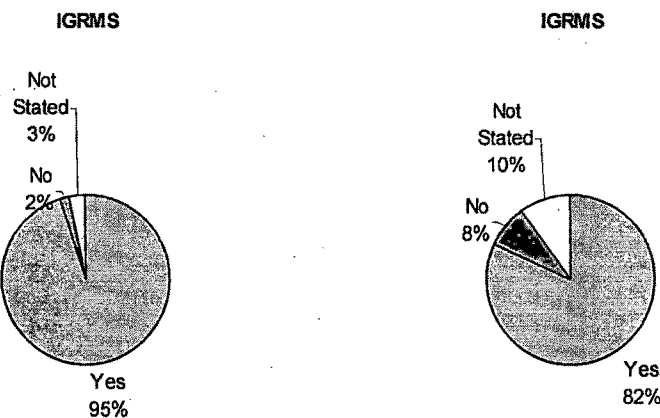
In NFMK, many foreign visitors were not satisfied with the Museum visit. They complained about lack of facilities like stool in the galleries, food services in the premises, etc. The Museum is inside Gyeongbokgung Palace therefore, there is no restaurant for visitors.

4.3.6 Would You Recommend the Museum to Others?

IGRMS: 95% of visitors responded that they would like to recommend this Museum to others. Only 2% of visitors said that they will not recommend the Museum to others. However, they could not give reasons for this.

NFMK: 82% of visitors would like to recommend the Museum to others and 8% will not. NFMK visitors who answered ‘no’ stated that most of them had seen the Museum a few times and they do not have interest any longer.

Graph 18 Would You Recommend the Museum to Others?

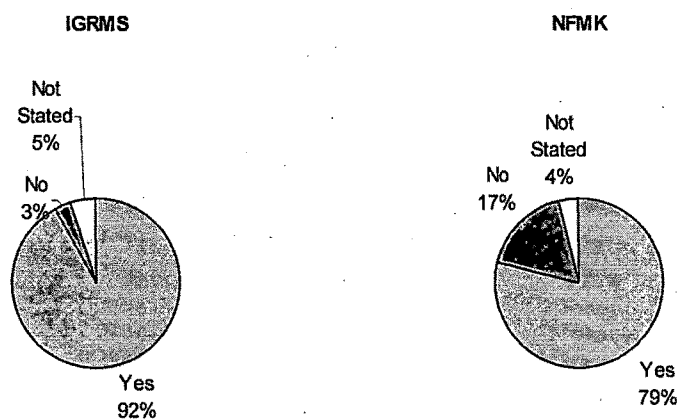


4.3.7 Visit the Museum Again?

IGRMS: 92% of the respondents responded that they would like to visit the Museum again and 3% will not visit again.

NFMK: 79% of the respondents responded that they would visit the Museum again, 17% would not like to visit again because of no change in the exhibitions, lack of information, lack of facilities, and inconvenient public transport that is far from the Museum.

Graph 19 Visit the Museum Again?



Visitors to both the Museums think that they should come again because one visit is not enough to understand the exhibits. Children like the Museums and expect to see new exhibits.

4.3.8 Difficulties Faced in Using the Museums

Visitors to IGRMS have made several suggestion like – provision of guide services, more provision of drinking water facilities and toilets at different locations, improving canteen facilities, running public vehicles, preparing sign boards, plant

trees, preparing light inside habitat displays, giving information of tribes, more details in pamphlets, preliminary medical service, rest places and keeping clean.

NFMK, visitors suggested to prepare and improve something more: drinking water facilities at several places, improving English explanation in labels, providing guides, sitting chairs in galleries, less crowded galleries, etc.

Conclusion

This chapter researched social impact of the Museums. For the research, interviews with staff, volunteers and visitors were held using a questionnaire having twenty six closed-ended and open-ended questions.

Total 49113 visitors visited IGRMS from April, 2003 to March, 2004 meanwhile, total 2931000 visitors came to NFMK in the year 2003. The difference is about 60 times.

IGRMS visitors were - age of 20s 49%, 30s of 18%, and above 60s only 1% in total respondents, whereas, NFMK age of the 30s visitors were 40%, 40s of 17% and above 60s of 10.5%.

IGRMS 77.5% the respondents were above college, and 80% of the respondents of NFMK studied above college.

77% of IGRMS visitors heard about the Museum from relatives or friends whereas, 26% of NFMK's visitors heard about the Museum through word of mouth and 30.5% of visitors through Internet.

In IGRMS, nearly half of the respondents were age of the 20s. They came to the Museum to enjoy their free time with friends. Whereas, the main visitors of NFMK were housewives. They came to the Museum to help their children's study.

In IGRMS 5% of the respondents were dissatisfied of the museum visit, whereas, 12% of the NFMK's respondents were not satisfied with the museum visit.

IGRMS: 92% of the respondents would like to visit the Museum again. Whereas, 79% of the NFMK's respondents would like to come to the Museum again.

There is a great difference between the total number of visitors. In case of NFMK, one quarter of visitors were foreigners. Most foreign tourists drop by the Museum as a part of their tour itinerary. IGRMS should intensify their publicity through tourist information centers, tourist guide books, etc. to attract more people.

In both the Museums, percentage of family group is high like other museums. The Museums need to provide programmes to help them spending time together to bridge the generation gap and offer learning opportunities is for both parents and children.

Facilities of the Museums, IGRMS needs to provide toilets in outdoor areas.

More than 70% of the respondents were educated above college. However, a number of visitors of IGRMS were illiterate. The Museum needs to provide audio or group guide for them. Otherwise they can not understand the exhibits.

Signage of the Museums is not enough for use of the Museums. Visitors are confused where they should go. Both the Museums should set up the signage in proper places.