

Chapter – III

MUSEUM VISITING PATTERN, PREFERENCES AND INTERESTS: ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of respondent's museum visiting pattern, their preferences and interests. The chapter includes 25 questions, 19 questions on museum visiting pattern of people and 6 questions on preferences and interests of people.

The data collected on visiting pattern of people reveals how often the respondents visit museum annually, have they visited any museums abroad, usually with whom do they visit a museum, the number of members in their group, how much time they spend in a museum, generally what makes them visit a museum or what prevents them from visiting, where do they look for information about museums, do they use internet for seeking information about museums, which all information about museums they would like to have in the museum website, which things they would prefer to have in a museum for gaining knowledge, normally in their family who decide to visit a museum, which things influence their decision to visit a museum, do they visit museum on request of their children, the activities they would prefer to do in a museum.

The survey on the preferences and interests of people deals with respondent's leisure hour activities during weekdays, weekends, vacations or long holidays, their preferences in seeing exhibitions on past or current topics, whether they would like to visit museum again or not, which things would encourage them to visit museum again, the things in

Baroda which induce a sense of civic pride in them, how important it is for them that their city is having museums.

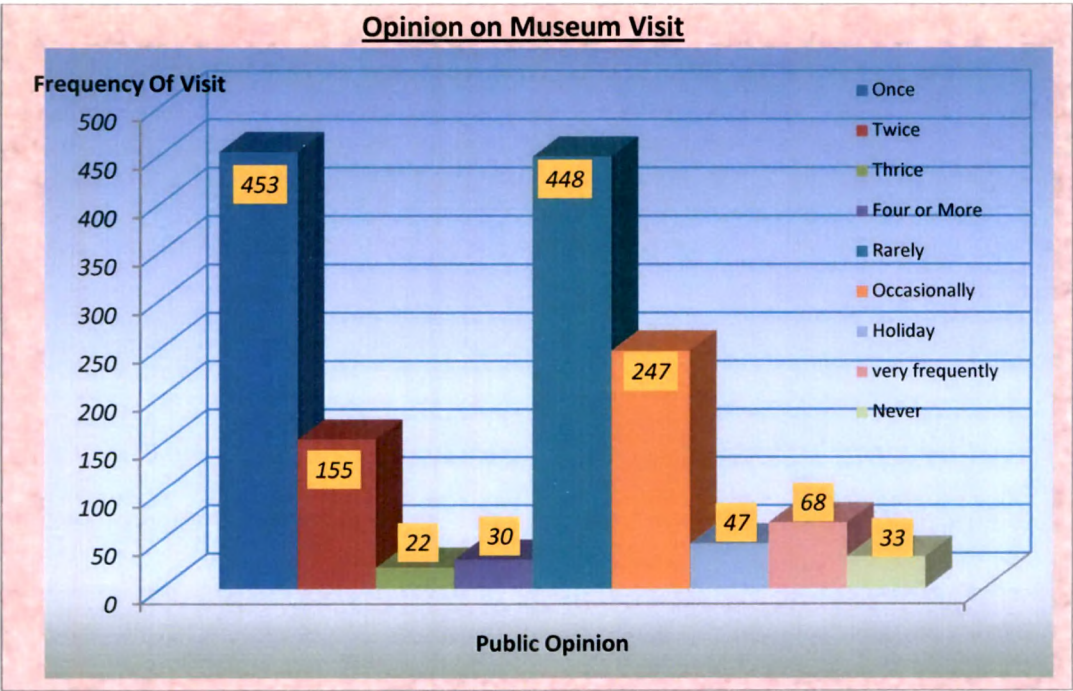
Q1. How often you visit museums (annually)?

- Once = 453
- Twice = 155
- Thrice = 22
- Four or More = 30
- Rarely = 448
- Occasionally = 247
- Holiday = 47
- Very frequently = 68
- Never = 33

Table III.1 - Visit to Museum Annually

	Once	Twice	Thrice	Four or More	Rarely	Occasiona lly	Holiday	Very frequently	Never
Total	453	155	22	30	448	247	47	68	33
In %	30.1	10.3	1.4	2.0	29.8	16.4	3.1	4.6	2.2

Chart - III.1



The above data reveals that out of 1503 people, 453 respondents visit museum only once annually. 448 rarely visit museum and 247 visits occasionally. This reveals the level of popularity of museums.

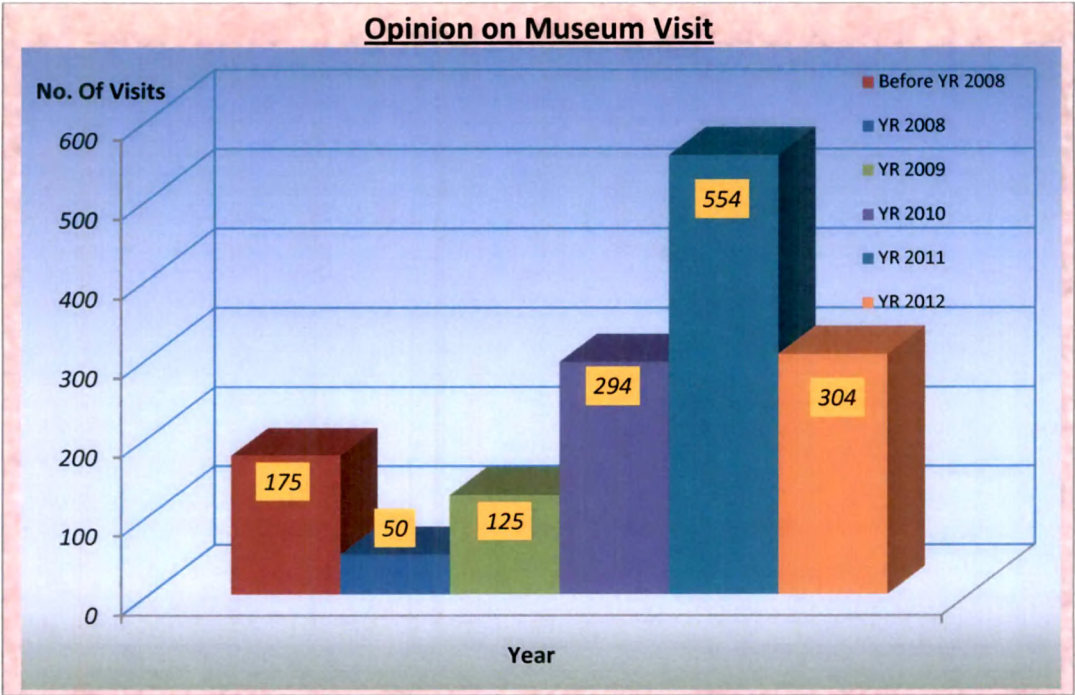
Q2. When did you visit a museum last time?

- Before Year 2008 = 175
- Year 2008 = 50
- Year 2009 = 125
- Year 2010 = 294
- Year 2011 = 554
- Year 2012 = 304

Table III.2 – Last visit to Museum

	Before YR 2008	YR 2008	YR 2009	YR 2010	YR 2011	YR 2012
Total	175	50	125	294	554	304
In %	11.67	3.33	8.33	19.56	36.89	20.22

Chart - III.2



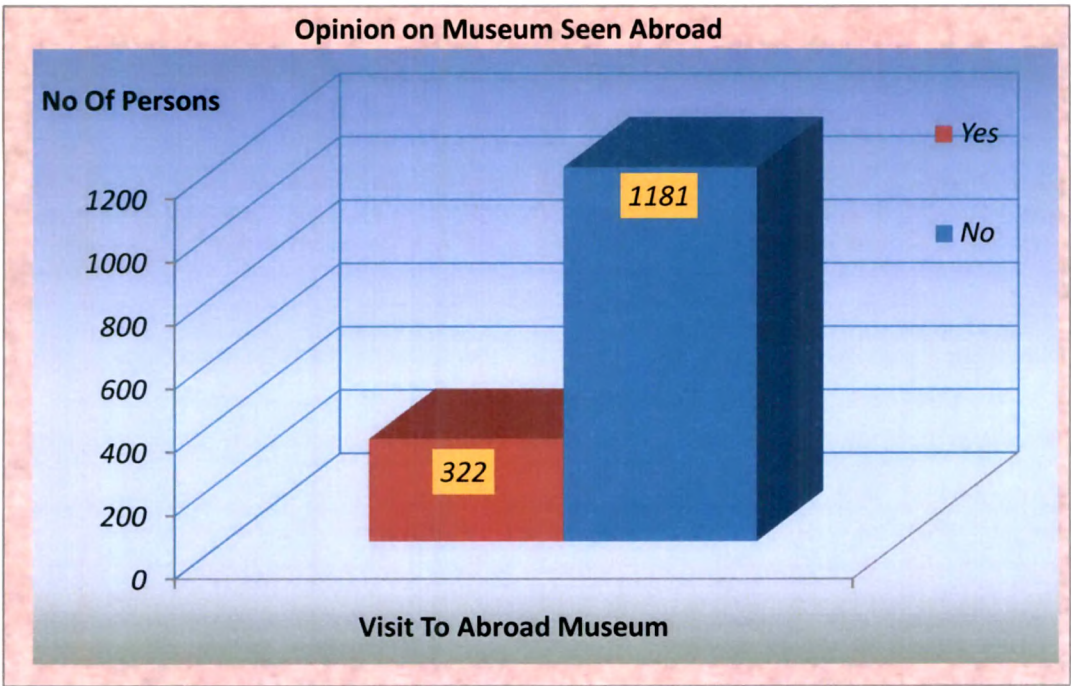
Q3. Museums seen abroad

- Yes = 322
- No = 1181

Table III.3 – Museum Seen Abroad

	Yes	No
Total	322	1181
In %	21.44	78.56

Chart - III.3



322 respondents have visited museums in abroad. They have seen museums in China, Dubai, Pakistan, Taiwan, Canada, Russia, art gallery in Budapest, Hungary, Europe, Madam Tussads in Netherland, palace of Rome, Dolphin museum at Japan, Seoul, museums in Kuwait, Virginia, U.S., Mercedes Benz Museum, Mecca museum, Mecca, Muscat Museum,

museum in Nepal, museums in Austria, Italy, Germany, France, Spain, Korea, National Science museum, Milan, Srilanka, St. Petersburg, Munich, Dresden, London, British museum, U.K., Paris , Rome , Milan, Vasa Museum, Stockholm, Amsterdam, Berlin, New York, Washington, Singapore, Chicago, Frankfurt, Saadiyat museum, Vatican museum, Rome, Don Bradman, C. Adelaide, Dubai museum, France, Nairobi, Singapore, Fiji, Thailand.

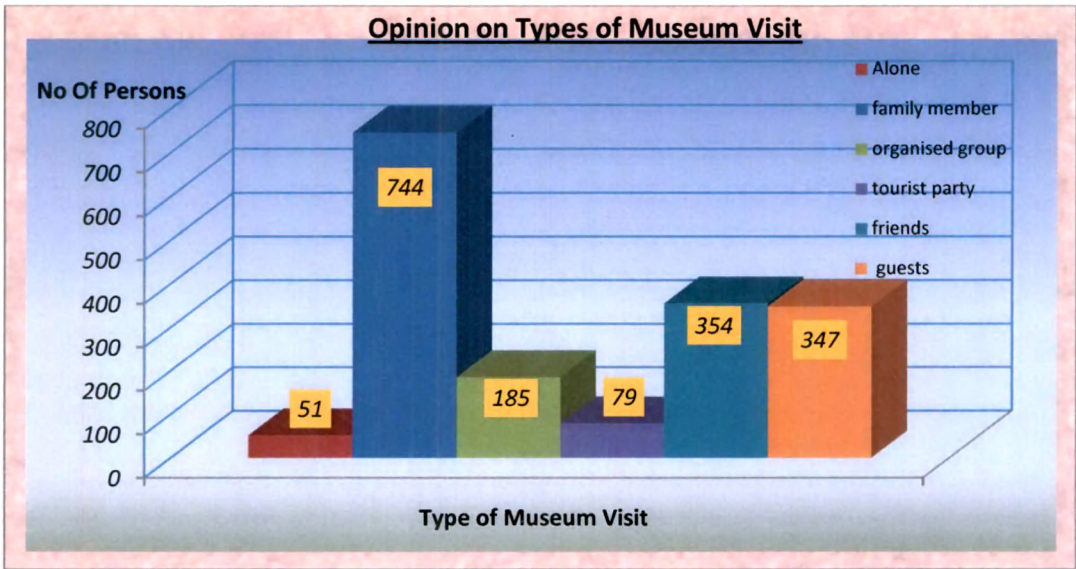
Q4.With whom do you visit a museum?

- Alone = 51
- Family member = 744
- Organized group = 185
- Tourist party = 79
- Friends = 354
- Guests = 34

Table III.4 - With Whom You visit Museum

	Alone	Family member	Organised group	Tourist party	Friends	Guests
Total	51	744	185	79	354	347
In %	2.90	42.27	10.51	4.49	20.11	19.72

Chart - III.4



The above data shows that people tend to visit museum mostly (49.5%) with their family members. Many (46.6%) visit with their guests and friends. Only 51 out of 1503 (3.4%) visit alone. This shows the social value of museums.

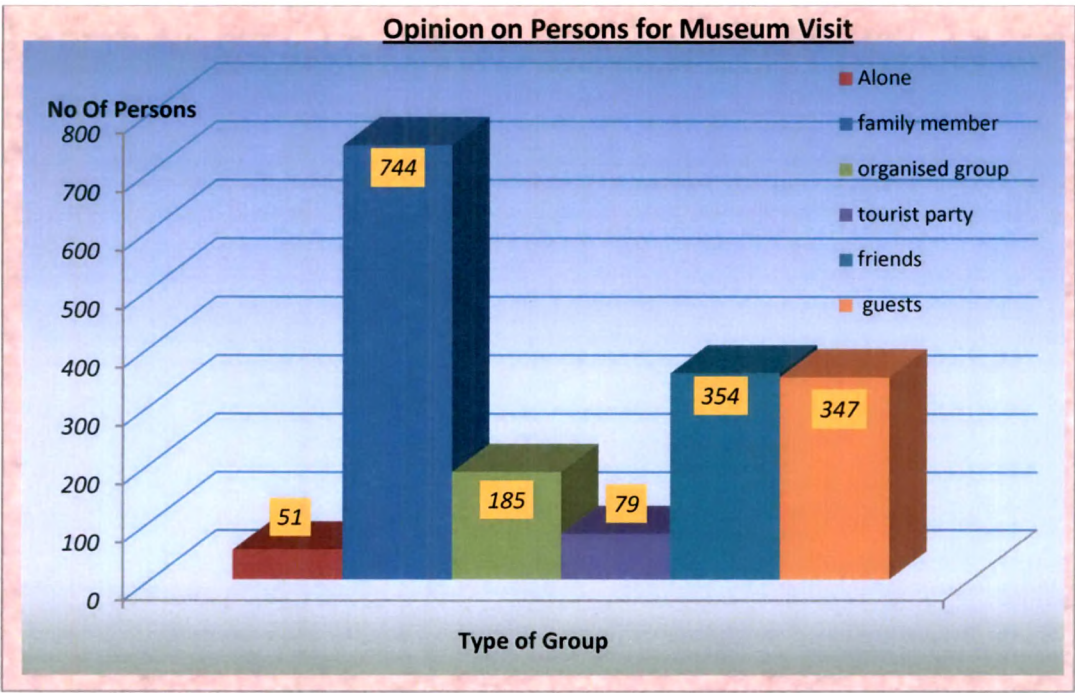
Q5. Numbers of people normally in your group.

- Two = 89
- Three = 272
- Four = 513
- Five = 274
- Six = 160
- More than Six = 195

Table III.5 – Number of people in group for Museum Visit

	Two	Three	Four	Five	Six	More than Six
Total	51	744	185	79	354	347
In %	2.90	42.27	10.51	4.49	20.11	19.72

Chart - III.5



Mostly (34.13%) people tend to visit museum in a group of four with their family members, friends or guests. Respondents visit museum in a group of two the least (5.9%).

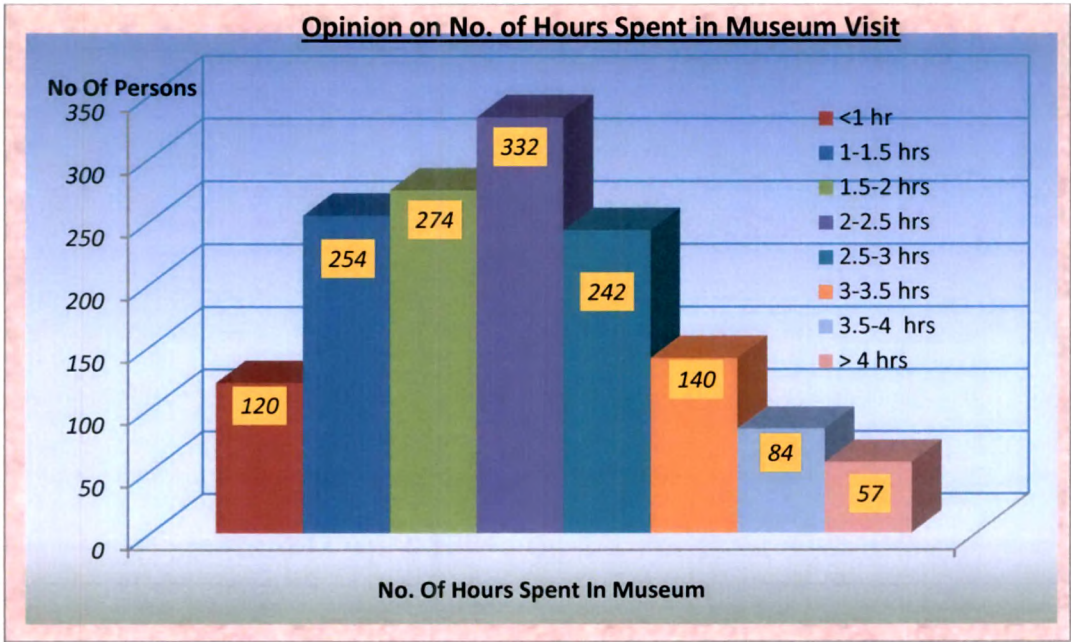
Q6. Normally how much time do you spend in museum?

- <1 hr = 120
- 1-1.5 hrs = 254
- 1.5-2 hrs = 274
- 2-2.5 hrs = 332
- 2.5-3 hrs = 242
- 3-3.5 hrs = 140
- 3.5-4 hrs = 84
- > 4 hrs = 57

Table III.6 –Time spent in Museum

	<1 hr	1-1.5 hrs	1.5-2 hrs	2-2.5 hrs	2.5-3 hrs	3-3.5 hrs	4hrs
Total	120	254	274	332	242	140	57
In %	8.00	16.89	18.22	22.11	16.11	9.33	3.78

Chart - III.6



The data shows that 22% people spend two to two and half hours in museum. 16.8% respondents spend one to one and half hours and 18.2 % respondents spend below two hours in museum.

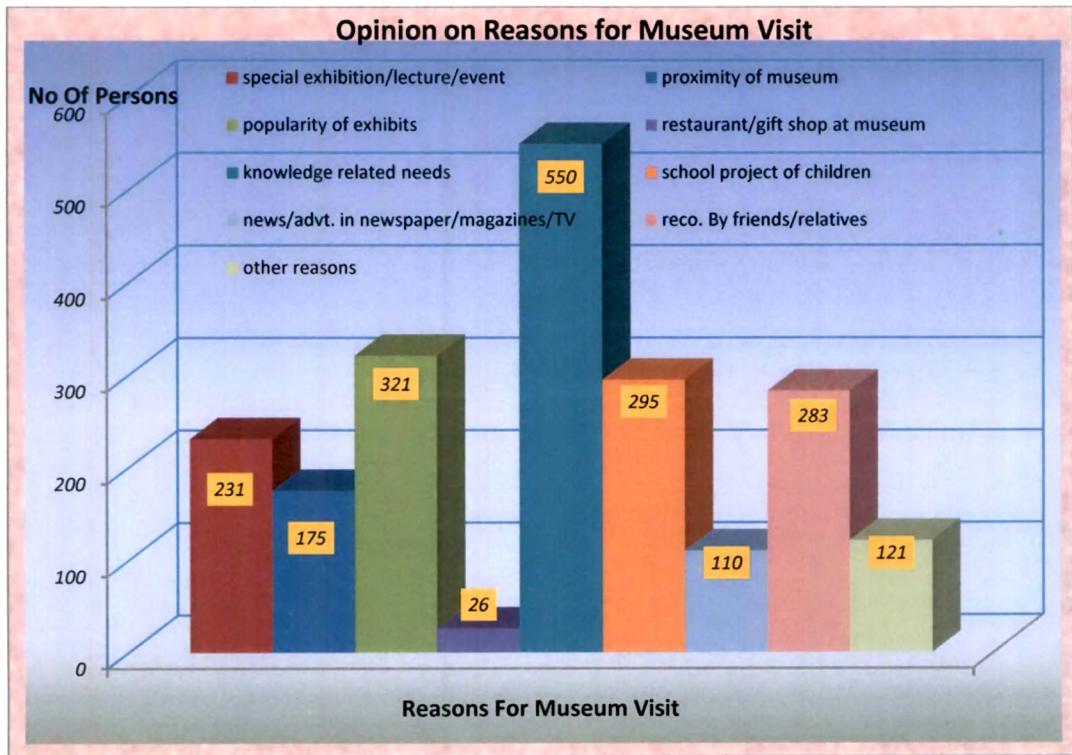
Q7. Generally what makes you visit a museum?

- special exhibition/lecture/event = 231
- proximity of museum = 175
- popularity of exhibits = 321
- restaurant/gift shop at museum = 26
- knowledge related needs = 550
- school project of children = 295
- news/advt. in newspaper/magazines/TV = 110
- recommendation by friends/relatives = 283
- other reasons = 121

Table III.7 – Reasons for Museum visit

	Spl. exhi/ lecture/ event	proximity	Pop. exhibit	Rest./gift shop	knowle dge	school project	news/ne wspaper/ magazine /TV	reco. By friends/ relatives	other reasons
Total	231	175	321	26	550	295	110	283	121
In %	15.37	11.64	21.36	1.73	36.59	19.63	7.32	18.83	8.05

Chart - III.7



The main reason given by respondents (36.5%) to visit a museum is knowledge related needs. 21.3% visit museum due to the popularity of exhibits. 19.6% persons go to museum along with their children when there is a need for their school project.

Q8. What prevents you from visiting a museum?

Personal factors

- lack of time = 773
- lack of interest = 90
- lack of awareness = 155
- past experience = 54
- other factors = 2

Museum related factors

- dull & boring place = 83
- timings = 381
- fees = 77
- location of museum = 283
- others = 96

Table III.8.1- Personal reasons preventing Museum visit

	lack of time	lack of interest	lack of awareness	past experience	other factors	lack of time
Total	773	90	155	54	29	773
In %	51.43	5.99	10.31	3.59	1.93	51.43

Chart - III.8.1

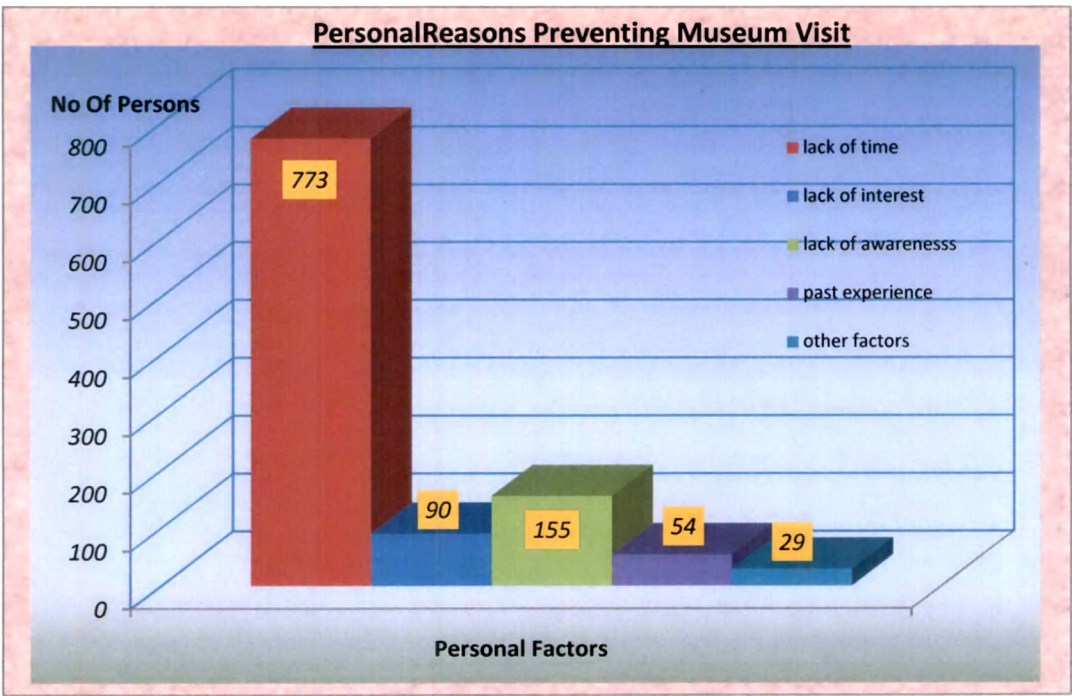
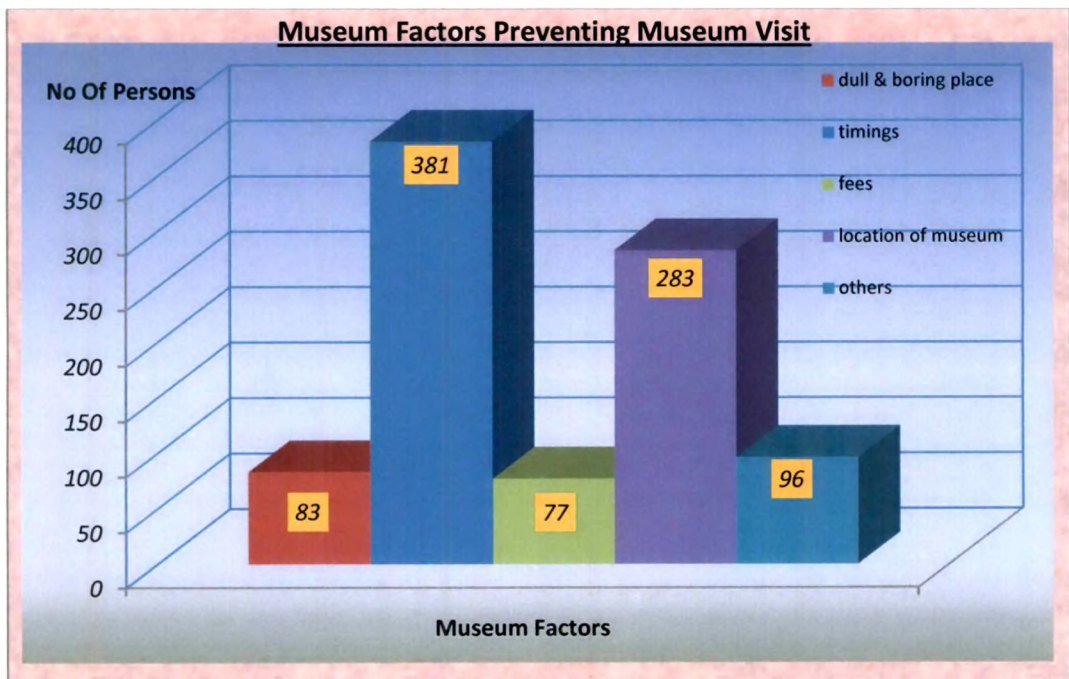


Table III.8.2 - Museum factors preventing visit

	dull & boring place	timings	fees	location of museum	others	dull & boring place
Total	83	381	77	283	96	83
In %	5.52	25.35	5.12	18.83	6.39	5.52

Chart - III.8.2



The above data reveals that the major reason for not visiting museums and galleries by people is the 'lack of time'. 51.4% respondents have cited lack of time as the main reason for not visiting a museum. 21.3% feel that the museum timings prevent them from visiting a museum.

Q9. Normally when do you visit a museum?

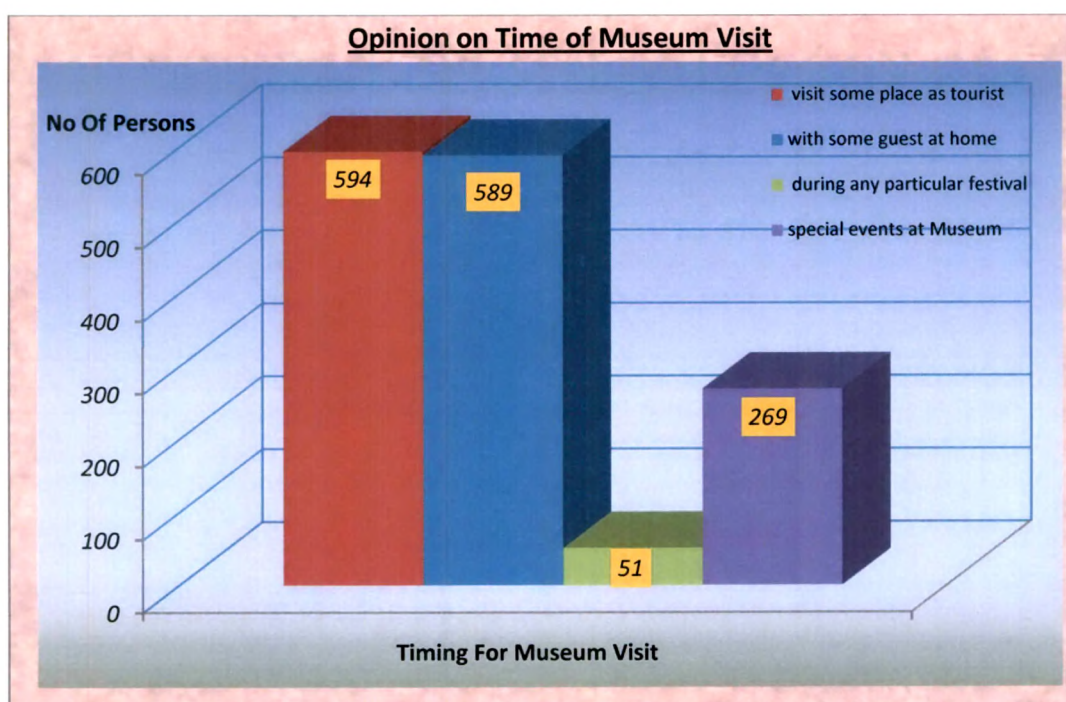
- visit some place as tourist = 594
- with some guest at home = 589
- during any particular festival = 51

- special events at Museum = 269

Table III.9 – When do you visit Museums

	visit some place as tourist	with some guest at home	during any particular festival	special events at Museum
Total	594	589	51	269
In %	39.52	39.19	3.39	17.90

Chart - III.9



From the analysis of the data we find that mostly (78.7%) people visit museum as a tourist or when there are guests at their place and least (3.39%) during any festival. Museums should organise special exhibitions during related to the festivals and have awareness campaigns to make people of their special events.

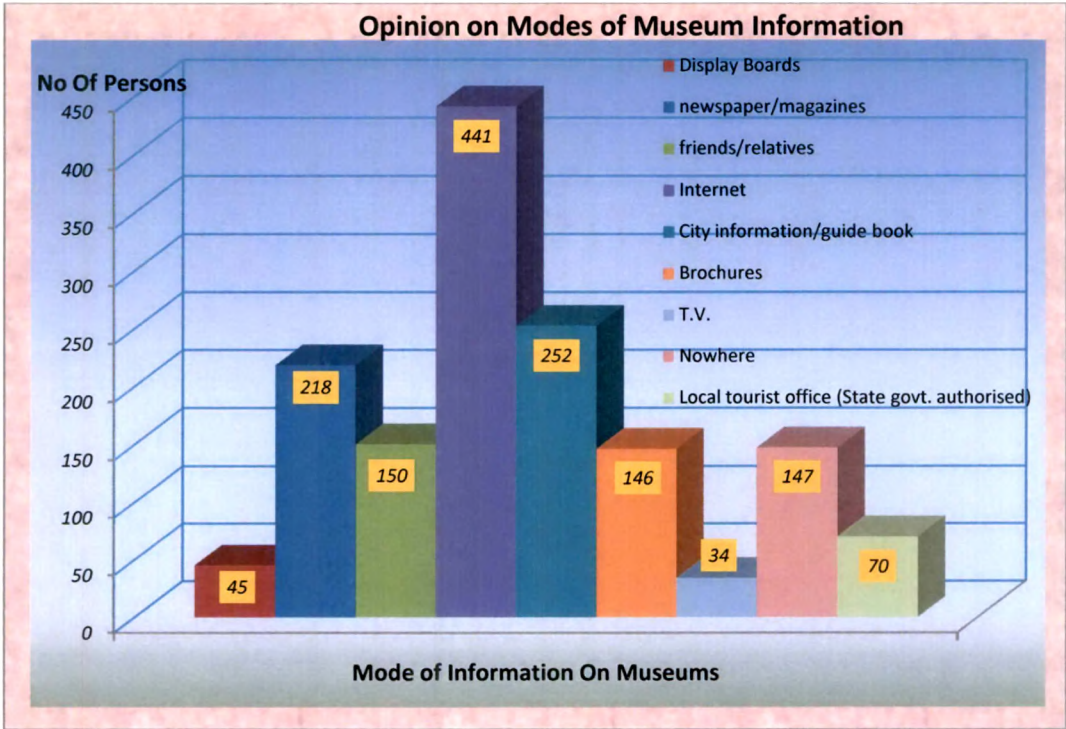
Q10. Where do you look for information about Museum?

- Display Boards = 45
- newspaper/magazines = 218
- friends/relatives = 150
- Internet = 441
- City information/guide book = 252
- Brochures = 146
- T.V. = 34
- Nowhere = 147
- Local tourist office (State govt. authorised) = 70

Table III.10 – Source of Museum Info.

	Display Boards	Newspaper /mag.	friends/ relatives	Internet	City Info.	Brochu res	T.V.	Nowhere	Tourist office
Total	45	218	150	441	252	146	34	147	70
In %	2.99	14.50	9.98	29.34	16.77	9.71	2.26	9.78	4.66

Chart - III.10



Majority of the respondents (29.34%) have used internet to get information on museums. 916.7% have used city information books/ guide books and 14.5% have used newspapers or magazines for getting information about museums. 9.7% have not tried to seek information about museums anywhere as there visit was not planned.

Q 11, 12, 13. Did you use internet in preparing your visit to the museum?

Table III.11- Use of Internet for Museum visit

	Yes	No
Total	554	949
In %	36.89	63.11

Chart - III.11

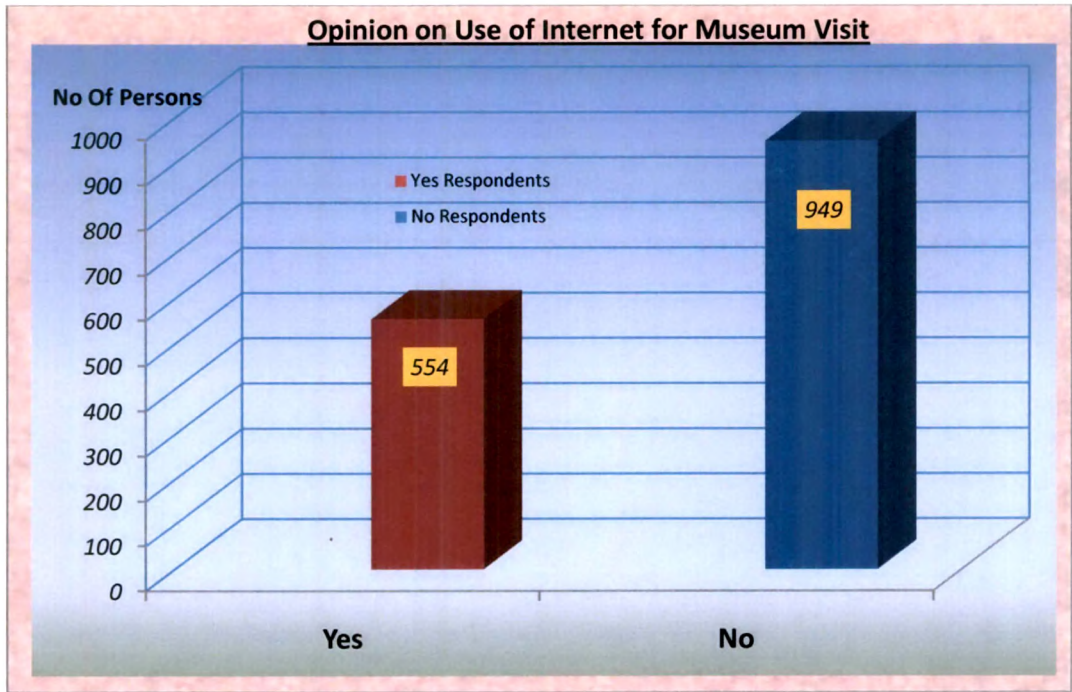


Table III.12 – Rate Museum Website

Design					Navigability				
1	2	3	4	5	1	2	3	4	5
18	139	272	187	25	7	157	274	152	23

Info. For public					Other Information				
1	2	3	4	5	1	2	3	4	5
8	87	271	222	45	10	134	274	145	55

Chart - III.12.1

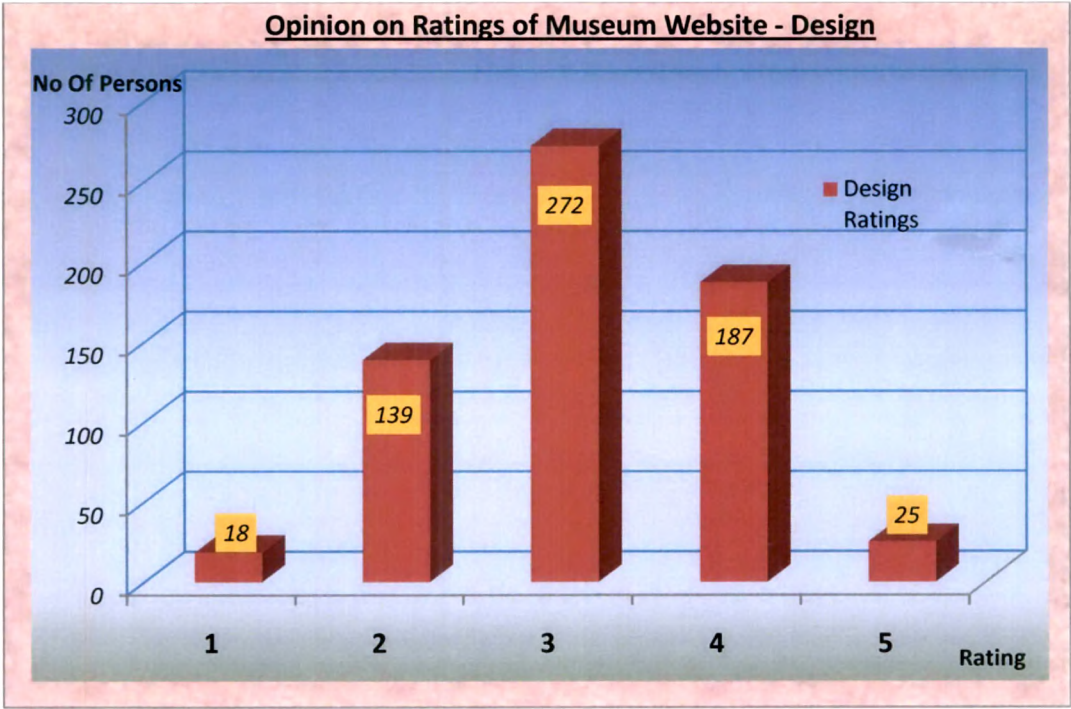


Chart - III.12.2

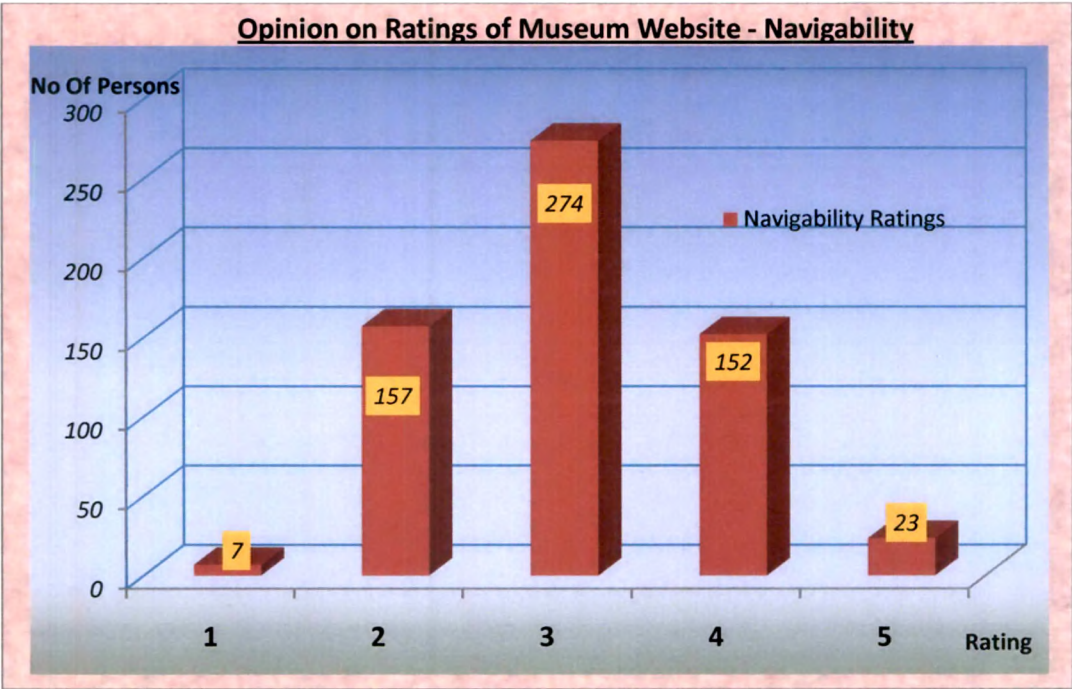


Chart - III.12.3

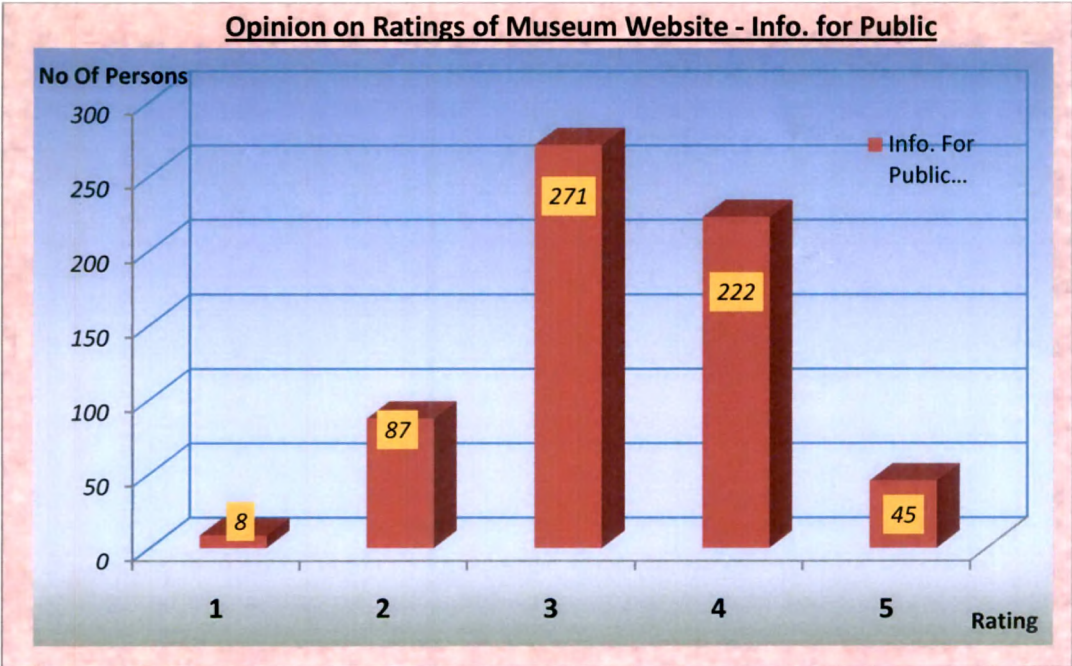


Chart - III.12.4

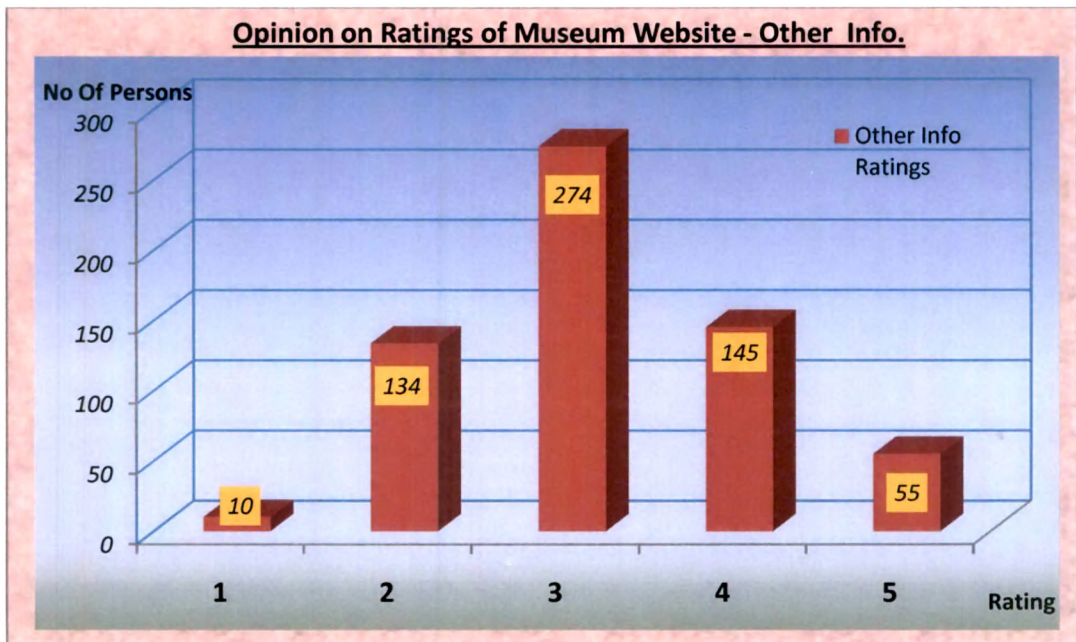
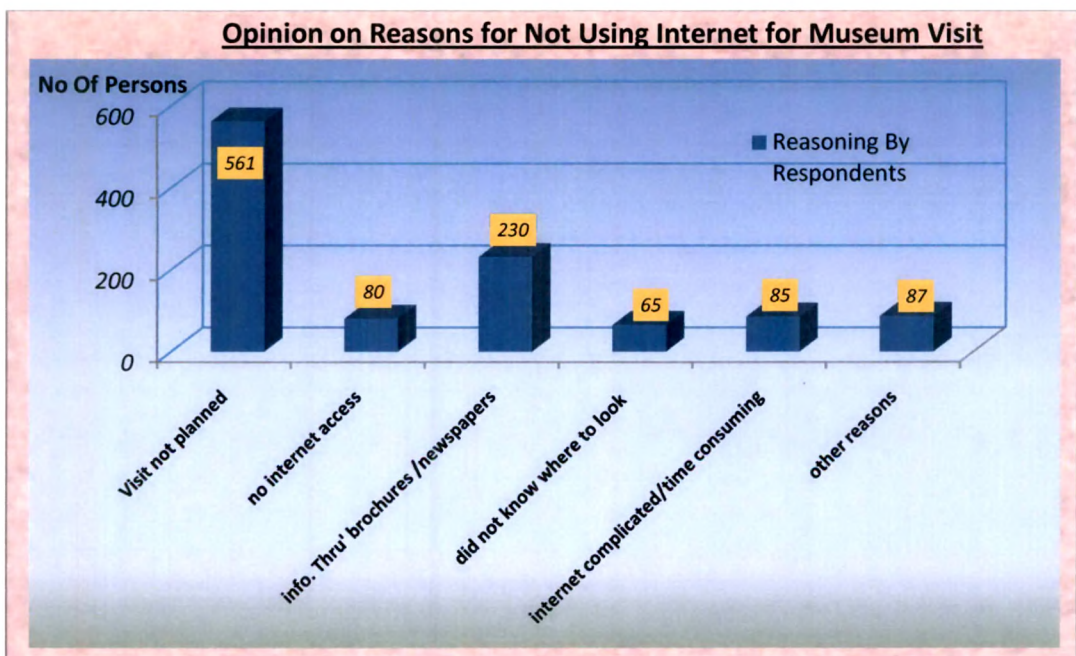


Table III.13 – Reasons for not using Museum Website

Visit not planned	no internet access	info. Thru' brochures /newspapers	did not know where to look	internet complicated/time consuming	other reasons
561	80	230	65	85	87

Chart - III.13



63.1% people have not used internet before their museum visit as majority (37.32%) of them said that there visit wasn't planned. 4.3% didn't know where to look for the website for museums. 36.85% have used internet before their museum visit and their rating of the museum website in terms of design, navigability, information for public and other information is good.

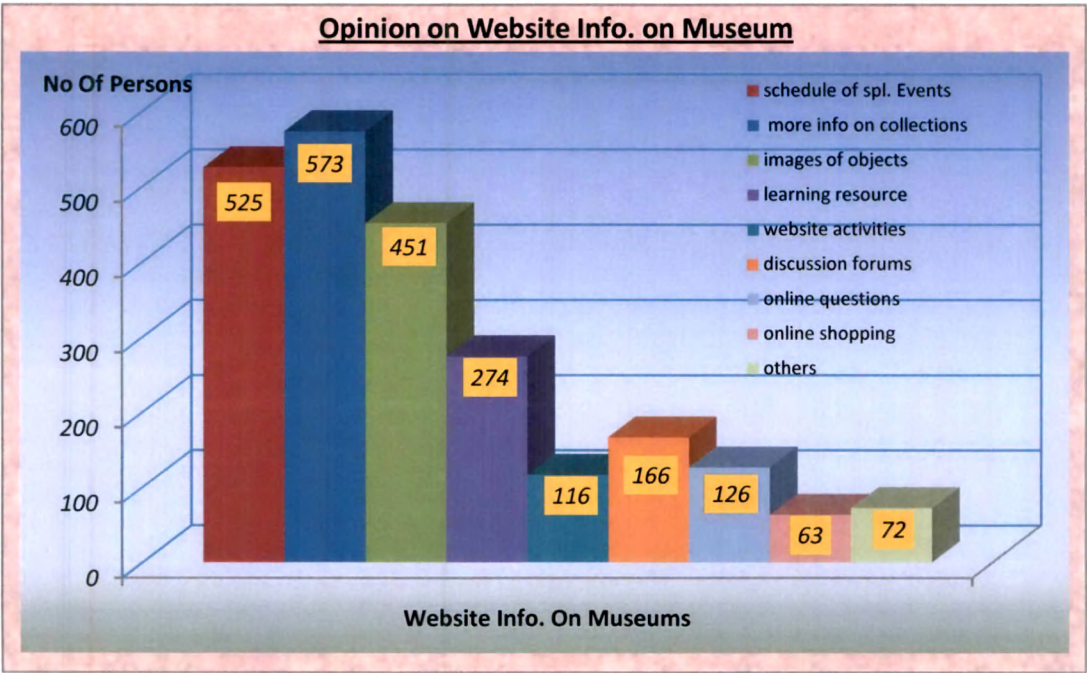
Q14. What will you be looking for in the website before museum visit?

- schedule of special events = 525
- more information on collections = 573
- images of objects = 451
- learning resource = 274
- website activities = 116
- discussion forums = 166
- online questions = 126
- online shopping = 63
- others = 72

Table III.14 – Info. In Museum Website

	spl. Events	info on collectio ns	images objects	learning	website	discussi on forum	online question	online shopping	others
Total	525	573	451	274	116	166	126	63	72
In %	34.93	38.12	30.01	18.23	7.72	11.04	8.38	4.19	4.79

Chart - III.14



Maximum number of people (38.12%) would like to look for information about various exhibits and artefacts on the museum website. 34.93% people wish to have information about schedule of special events in museum. 30% people want to view images of exhibits on display. Only a few people (4.1%) would like to use museum website for online shopping for fabricated materials, models, photos etc.

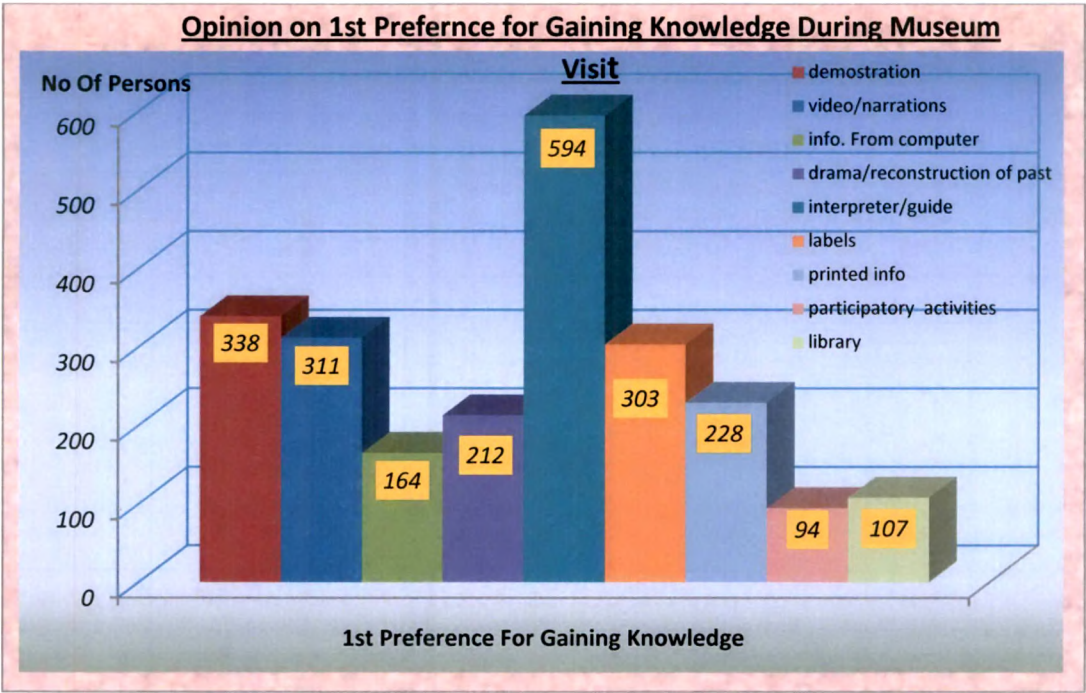
Q15. Which of the following would you like to have for gaining knowledge when in a museum?

Table III.15 - Source of knowledge in Museum

Ratings	demo	video/ narrations	info. From computer	drama/reco nstruction of past	interpret er/guide	label	printed info	participa tory activities	library
1	338	311	164	212	594	303	228	94	107
2	235	275	105	227	251	468	408	103	127
3	407	299	147	235	230	169	317	144	223

Ratings	demo	video/ narrations	info. From computer	drama/reco nstruction of past	interpret er/guide	label	printed info	participa tory activities	library
4	181	293	219	151	165	156	151	139	163
5	154	143	223	155	68	143	154	135	119
6	66	69	177	178	83	92	94	170	147
7	42	63	164	133	47	99	88	202	147
8	48	30	173	110	27	51	48	287	163
9	30	21	131	102	38	22	14	229	306

Chart - III.15



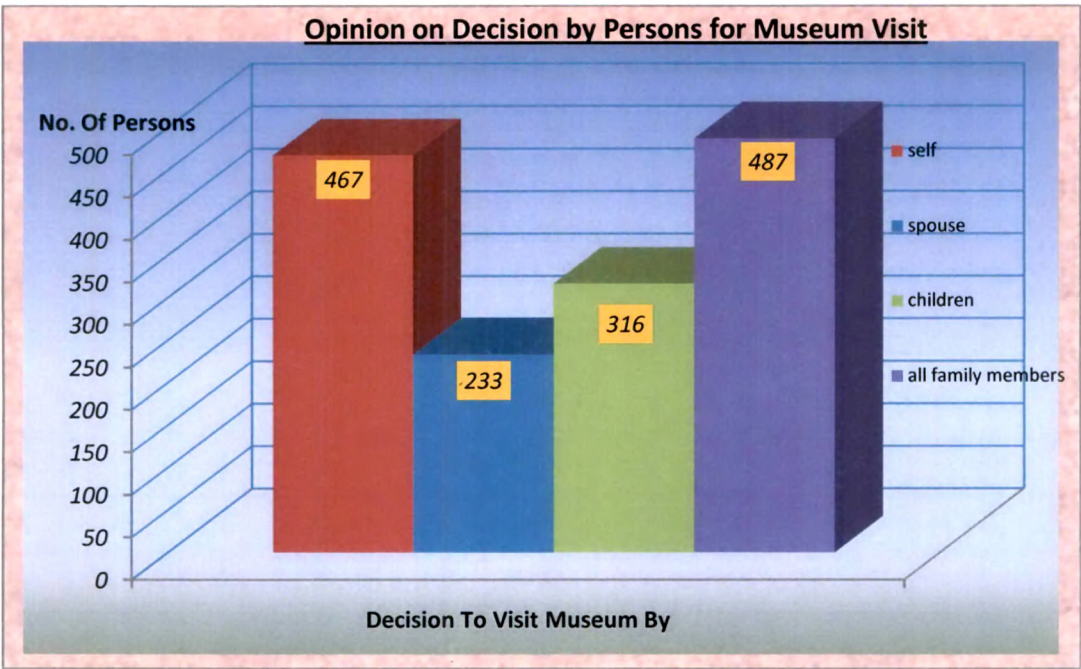
Q16. Normally in your family who decides to visit a museum?

- Self = 467
- Spouse = 233
- Children = 316
- All family members = 487

Table III.16 - Decision for Museum Visit

	self	spouse	children	all family members
Total	467	233	316	487
In %	31.07	15.50	21.02	32.40

Chart - III.16



Generally, the respondents themselves (31%) or their family members (32.4%) decide whether to go for a museum visit or not. Majority of the respondents (21%) told that they visit museum on request of their children. Thus, museums should organise more programs which will encourage the children to visit museums again and again.

Q17. Who do you think can influence your decision to visit a museum?

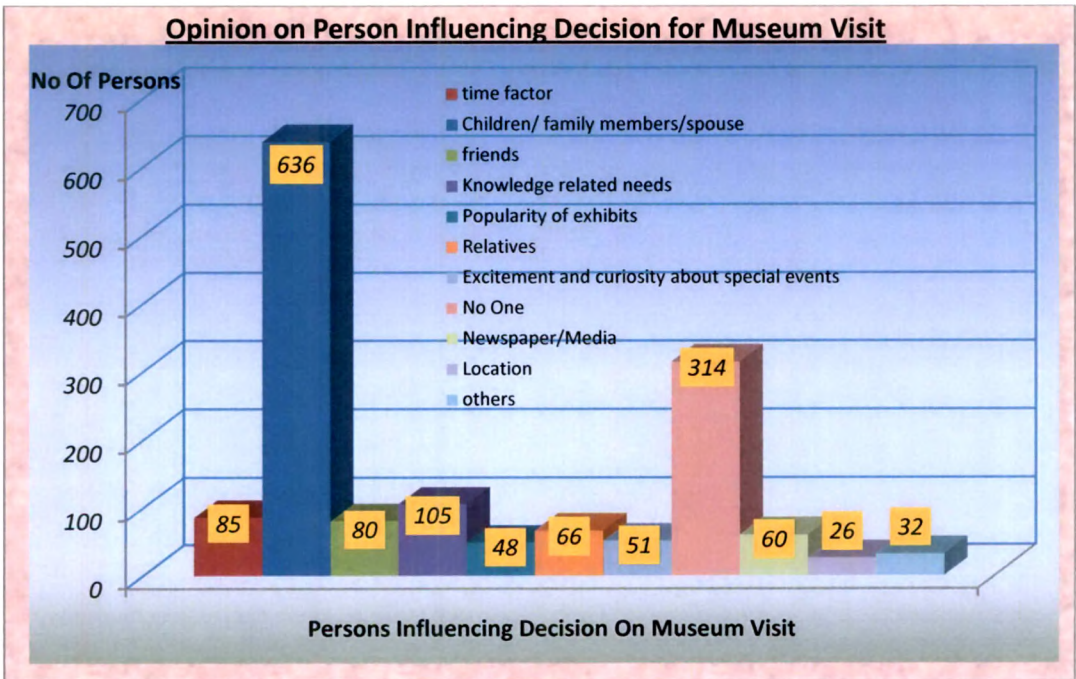
- Time factor = 85
- Children/ family members/spouse = 636
- Friends = 80

- Knowledge related needs = 105
- Popularity of exhibits = 48
- Relatives = 66
- Excitement and curiosity about spl. events = 51
- No One = 314
- Newspaper/Media = 60
- Location = 26
- Others = 32

Table III.17 – Influence Decision for Museum visit

	time factor	Children / family /spouse	frie nds	Knowle dge	Popula rity of exhibit	Relati ve	Excitement curiosity	No One	Newspa per/Me dia	Locati on	others
Total	45	218	150	441	252	146	34	147	70	26	32
In %	2.99	14.50	9.98	29.34	16.77	9.71	2.26	9.78	4.66	1.73	2.13

Chart - III.17



The data shows that majority (42.32%) of the respondent’s decision to visit a museum is influenced by their ‘Children/ family members/spouse’. 20.9% people told that no one or nothing can influence their decision to visit a museum.

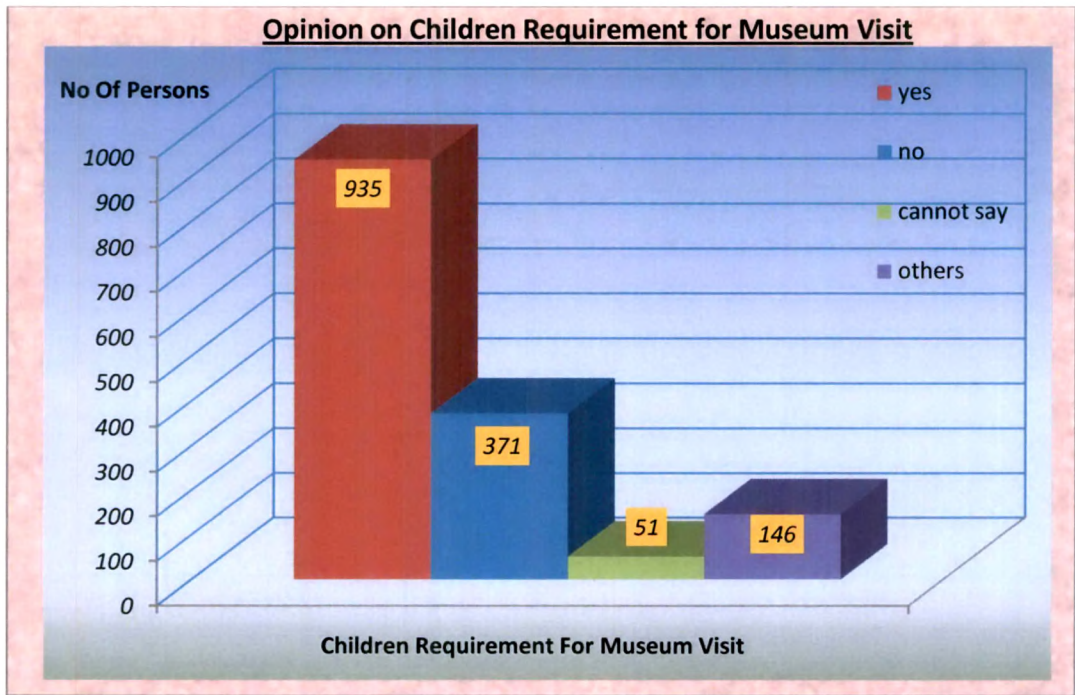
Q18. Did you ever visit a museum on request of a child?

- Yes = 935
- No = 371
- Cannot say = 51
- Others = 146

Table III.18 – Museum visit on request of children

	yes	no	cannot say	others
Total	935	371	51	146
In %	62.21	24.68	3.39	9.71

Chart - III.18



Majority of the respondents (62.2%) have told that they visit museum on request of their children. 24.68% have told that they have not visited museum on request of their children as they are not having children or their children is too young to request for a museum visit.

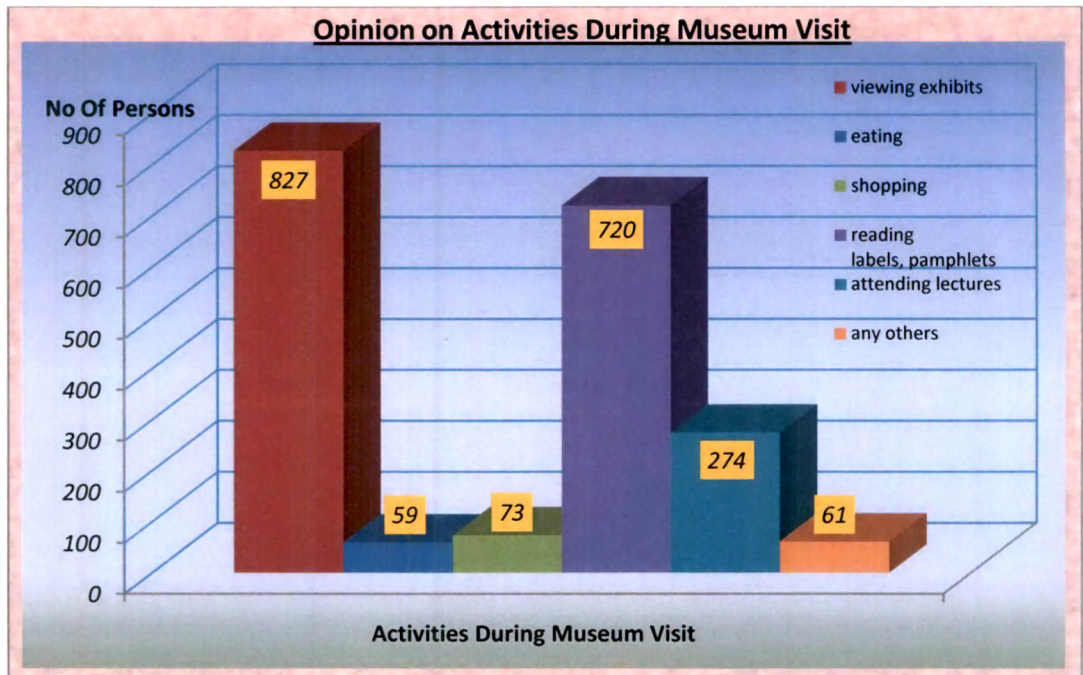
Q19. Which activities would you like to do in a museum?

- viewing exhibits = 827
- eating = 59
- shopping = 73
- reading labels, pamphlets = 720
- attending lectures = 274
- any others = 61

Table III.19 – Activities in Museum

	viewing exhibits	eating	shopping	labels, pamphlets	attending lectures	any others
Total	827	59	73	720	274	61
In %	55.02	3.93	4.86	47.90	18.23	4.06

Chart - III.19



The above data shows that 55% of the respondents would like to view exhibits in a museum and 47.9% of the people would like to visit museums to read labels, pamphlets. 18.23% of the respondents would prefer to attend lectures during their museum visit.

Q20. What do you like to do in your leisure hours?

During Weekdays:

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in weekdays. On the basis of the response they gave, the respondents would like to spend their leisure hours in the following manners.

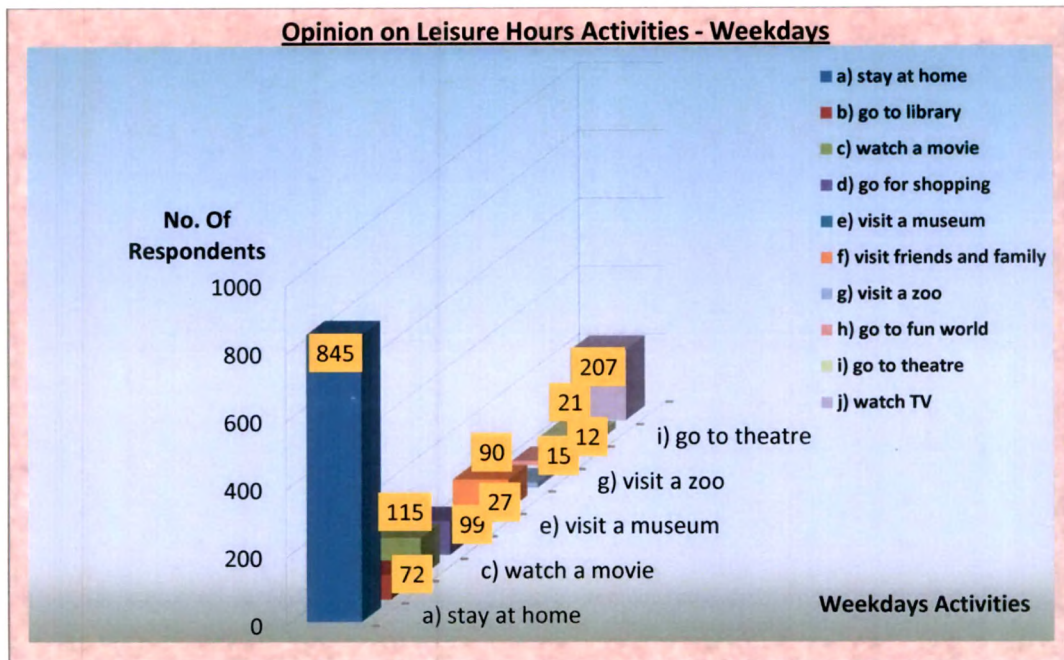
Table III.20.1- Leisure hour spend

WEEKDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	845	105	60	96	45
b) go to library	72	114	87	78	113
c) watch a movie	115	191	205	197	218
d) go for shopping	99	233	254	197	168
e) visit a museum	27	67	100	156	135
f) visit friends and family	90	264	248	256	173
g) visit a zoo	15	51	101	90	90
h) go to fun world	12	38	115	78	218
i) go to theatre	21	35	79	127	195
j) watch TV	207	405	254	228	150

a) On Weekdays (first preference of respondents)

- ❖ stay at home – 845 respondents
- ❖ go to library – 72 respondents
- ❖ watch a movie – 115 respondents
- ❖ go for shopping – 99 respondents
- ❖ visit a museum – 27 respondents
- ❖ visit friends and family – 90 respondents
- ❖ visit a zoo – 15 respondents
- ❖ go to fun world – 21 respondents
- ❖ go to theatre – 12 respondents
- ❖ watch TV – 207 respondents

Chart - III.20.1



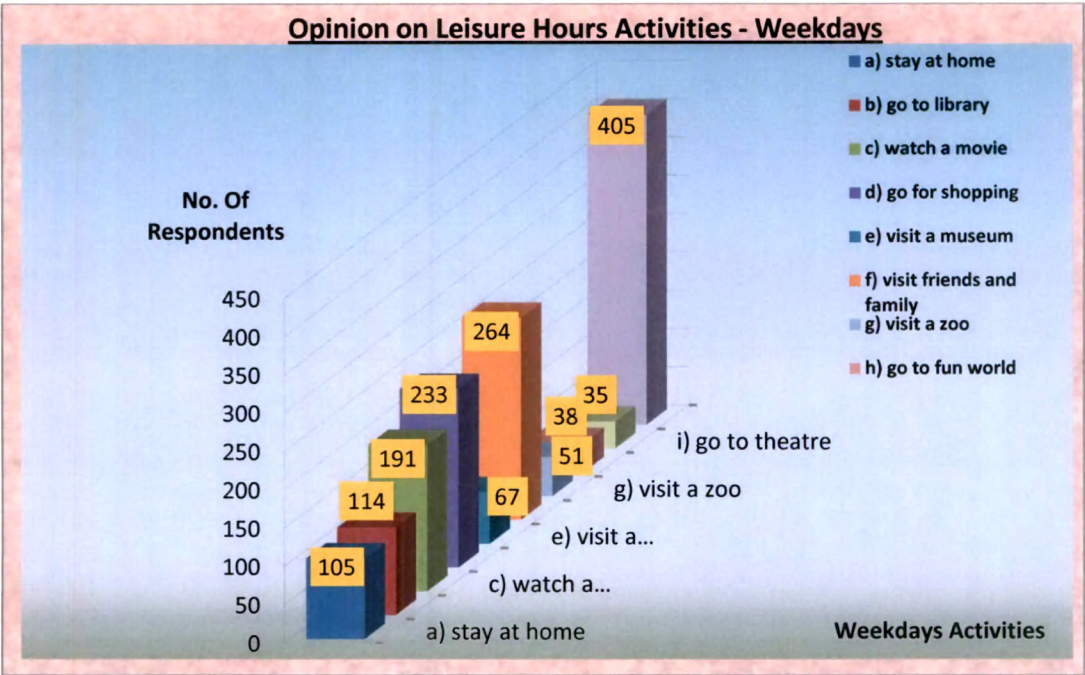
From the above data we can see that maximum number of respondents would like to stay at home on weekdays. Only 9 persons would like to go to a museum on weekdays. People would prefer to watch TV, watch a movie, go for shopping, visit friends and family and go to library rather than going to a museum in their leisure hours. Out of 1503 people, only 27 respondents would like to visit a museum on weekdays.

b) On Weekdays (second preference of respondents)

- ❖ stay at home – 105 respondents
- ❖ go to library – 114 respondents
- ❖ watch a movie – 191 respondents
- ❖ go for shopping – 233 respondents
- ❖ visit a museum – 67 respondents
- ❖ visit friends and family – 264 respondents
- ❖ visit a zoo – 51 respondents

- ❖ go to fun world – 38 respondents
- ❖ go to theatre – 35 respondents
- ❖ watch TV – 405 respondents

Chart - III.20.2



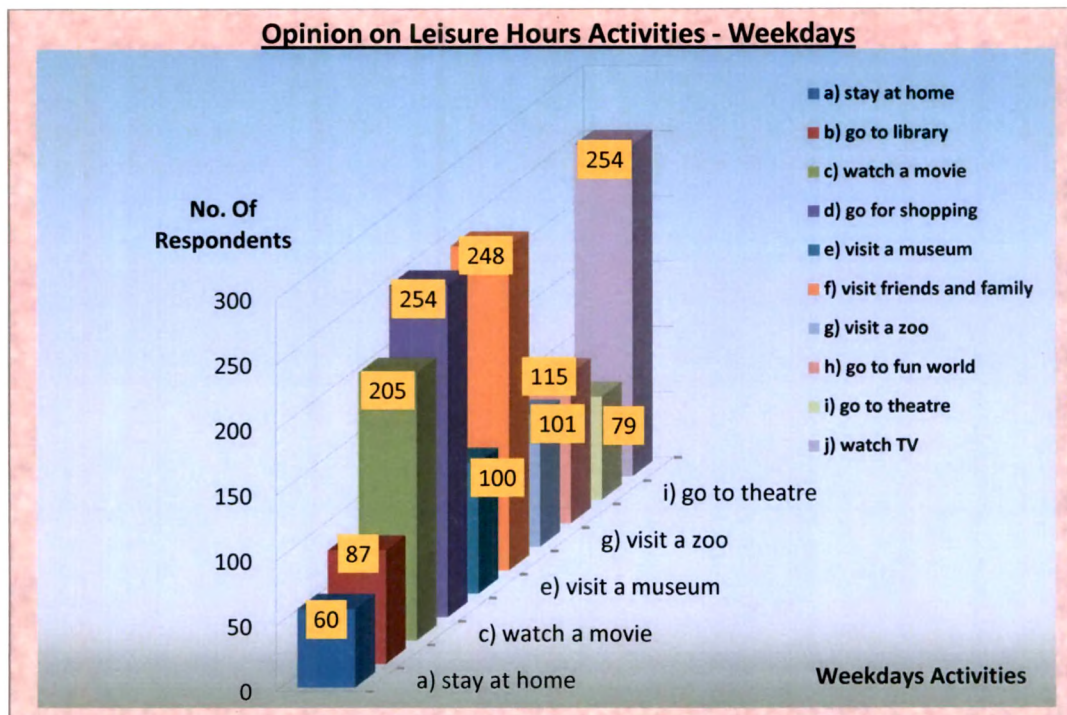
The above data shows that people consider museum to be in 7th position in their second preference list on weekdays.

c) On Weekdays (third preference of respondents)

- ❖ stay at home – 60 respondents
- ❖ go to library – 87 respondents
- ❖ watch a movie –205 respondents
- ❖ go for shopping – 254 respondents
- ❖ visit a museum – 100 respondents
- ❖ visit friends and family –248 respondents
- ❖ visit a zoo – 101 respondents
- ❖ go to fun world –115 respondents

- ❖ go to theatre –79 respondents
- ❖ watch TV –254 respondents

Chart - III.20.3



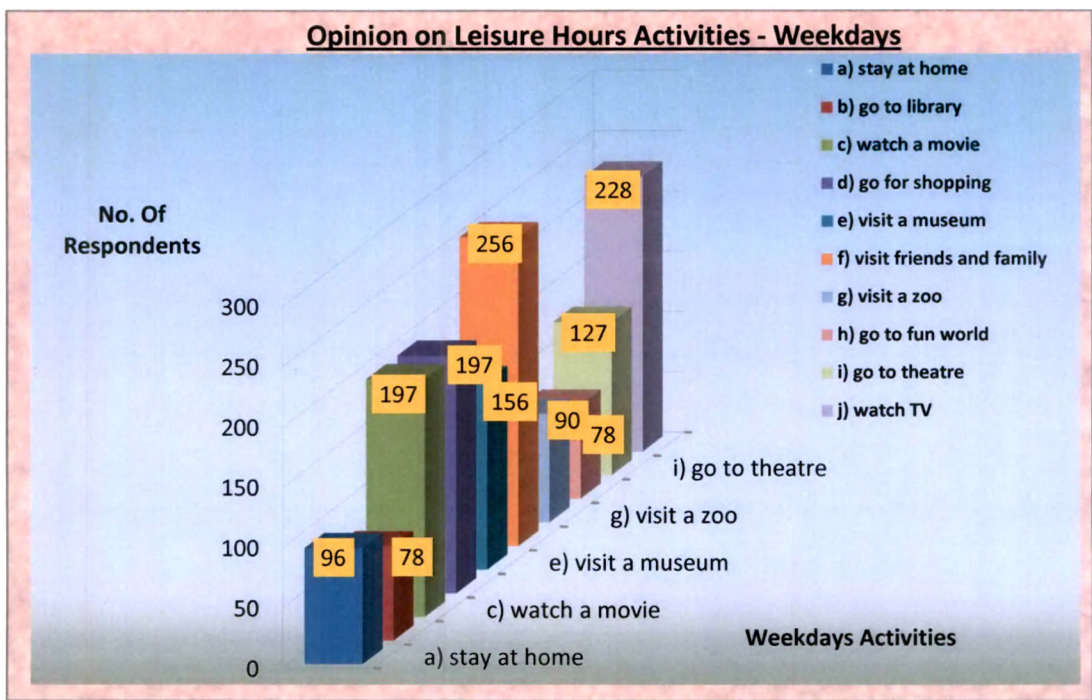
The above data shows that museum is in 6th position when we consider their third preference on weekday.

d) On Weekdays (fourth preference of respondents)

- ❖ stay at home – 96 respondents
- ❖ go to library – 78 respondents
- ❖ watch a movie – 197 respondents
- ❖ go for shopping – 197 respondents
- ❖ visit a museum – 156 respondents
- ❖ visit friends and family –256 respondents
- ❖ visit a zoo – 90 respondents
- ❖ go to fun world – 78 respondents

- ❖ go to theatre – 127 respondents
- ❖ watch TV –228 respondents

Chart - III.20.4



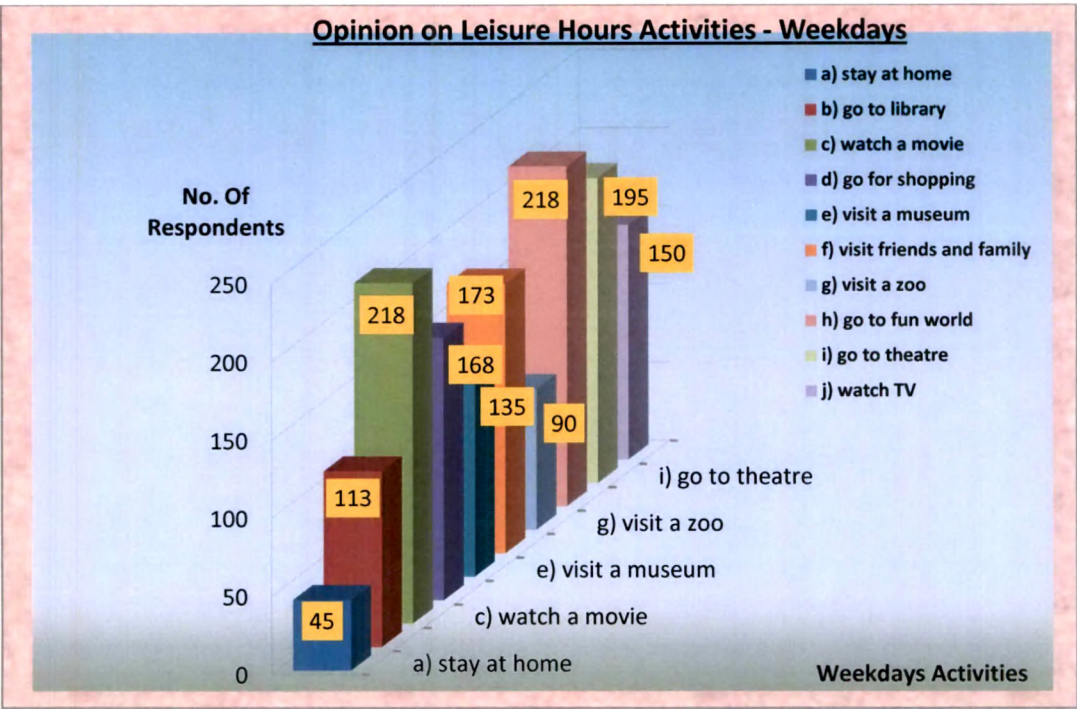
The above data shows that museum is in 5th position when we consider their fourth preference on weekdays.

e) On Weekdays (fifth or last preference of respondents)

- ❖ stay at home – 45 respondents
- ❖ go to library – 113 respondents
- ❖ watch a movie – 218 respondents
- ❖ go for shopping – 168 respondents
- ❖ visit a museum – 135 respondents
- ❖ visit friends and family – 173 respondents
- ❖ visit a zoo – 90 respondents
- ❖ go to fun world –218 respondents
- ❖ go to theatre – 195 respondents

❖ watch TV – 150 respondents

Chart - III.20.5



The above data shows that people consider museum to be in 7th position in their second preference list on weekdays.

During Weekends/Holidays:

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in weekends/holidays. On the basis of the response they gave, the respondents would like to spend their leisure hours in the following manners.

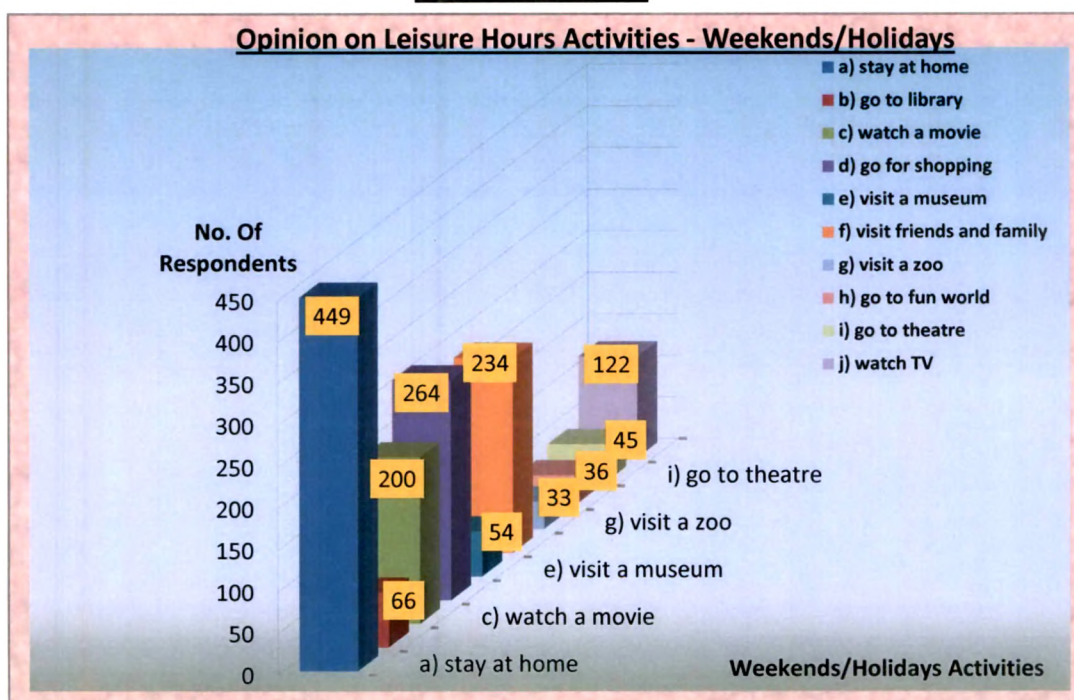
Table - III.20.2

WEEKENDS/HOLIDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	449	139	101	124	67
b) go to library	66	57	73	86	130
c) watch a movie	200	233	139	189	192
d) go for shopping	264	299	221	151	164
e) visit a museum	54	120	122	158	178
f) visit friends and family	234	284	208	194	109
g) visit a zoo	33	66	248	119	116
h) go to fun world	36	60	132	135	150
i) go to theatre	45	63	96	146	185
j) watch TV	122	183	165	200	212

a) On Weekends/Holidays (first preference of respondents)

- ❖ stay at home – 449 respondents
- ❖ go to library – 66 respondents
- ❖ watch a movie – 200 respondents
- ❖ go for shopping – 264 respondents
- ❖ visit a museum – 54 respondents
- ❖ visit friends and family – 234 respondents
- ❖ visit a zoo – 33 respondents
- ❖ go to fun world – 36 respondents
- ❖ go to theatre – 45 respondents
- ❖ watch TV – 122 respondents

Chart - III.20.6



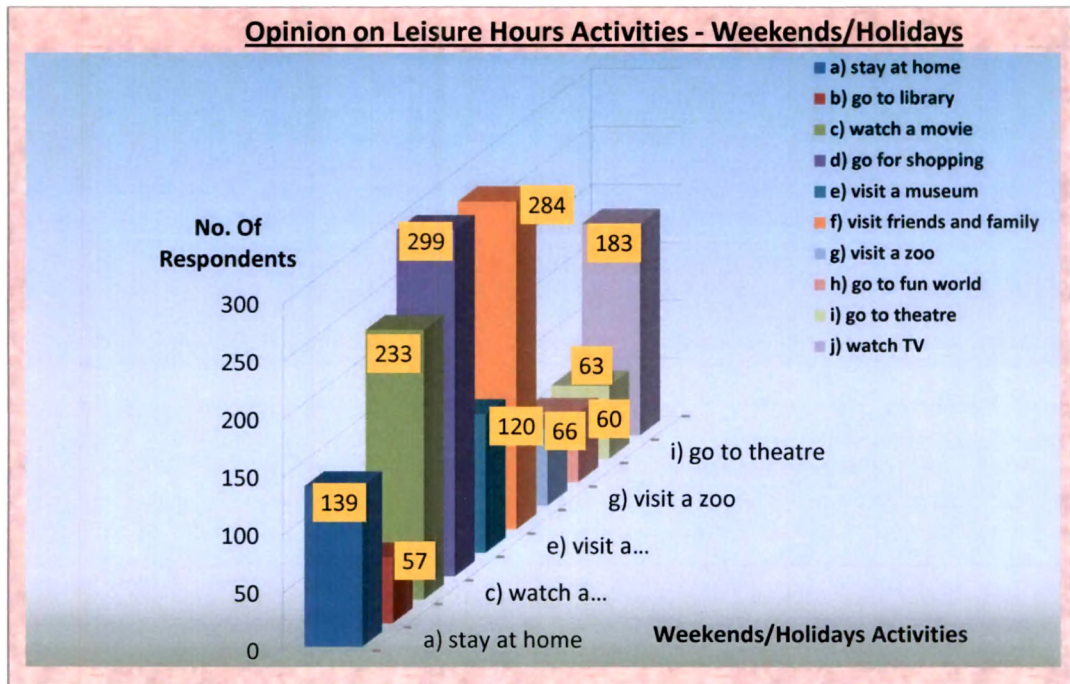
From the above data we find that maximum number of people would like to stay at home at weekend or holidays. Many of them would want to go for shopping, visit family and friends, watch a movie rather than going to a museum on holidays. Visit a museum is in 7th number in their preference list which comes even after going for shopping and watching TV. Out of 1503 people, only 54 respondents would like to visit a museum on weekends or holidays.

b) On Weekends/Holidays (second preference of respondents)

- ❖ stay at home – 139 respondents
- ❖ go to library – 57 respondents
- ❖ watch a movie – 233 respondents
- ❖ go for shopping – 299 respondents
- ❖ visit a museum – 120 respondents
- ❖ visit friends and family – 284 respondents

- ❖ visit a zoo – 66 respondents
- ❖ go to fun world –60 respondents
- ❖ go to theatre – 63 respondents
- ❖ watch TV – 183 respondents

Chart - III.20.7



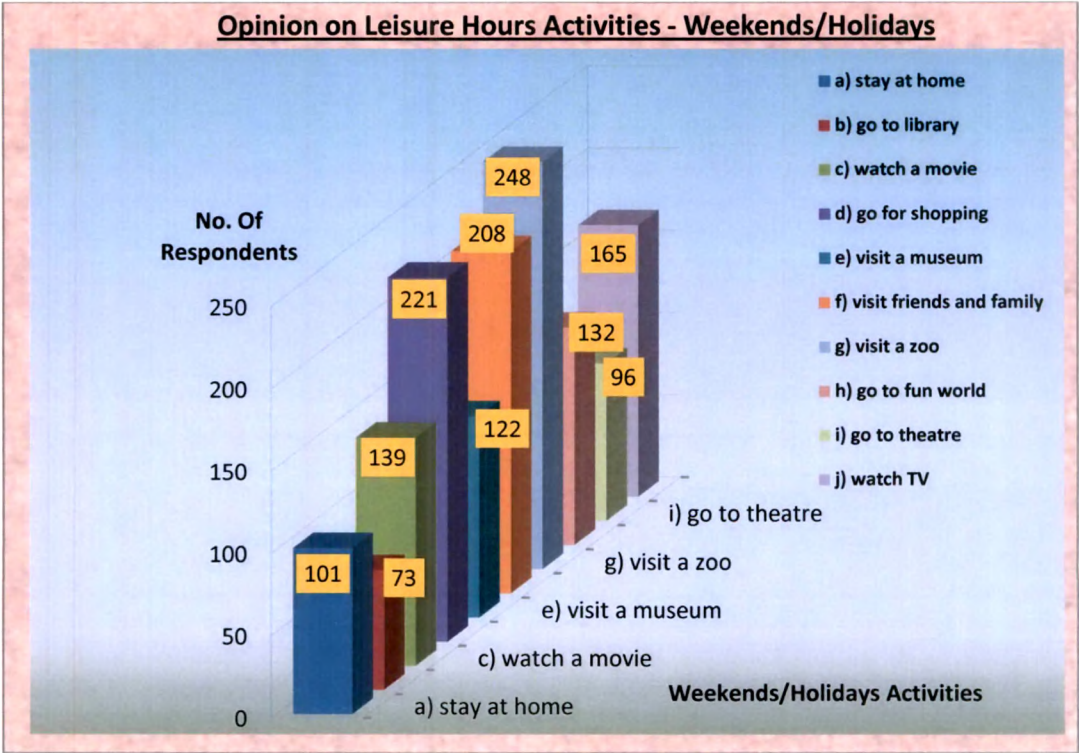
The above data shows that people consider museum to be in 7th position in their second preference list on weekends/holidays.

c) On Weekends/Holidays (third preference of respondents)

- ❖ stay at home – 101 respondents
- ❖ go to library – 73 respondents
- ❖ watch a movie – 139 respondents
- ❖ go for shopping – 221 respondents
- ❖ visit a museum – 122 respondents
- ❖ visit friends and family –208 respondents
- ❖ visit a zoo – 248 respondents

- ❖ go to fun world – 132 respondents
- ❖ go to theatre – 96 respondents
- ❖ watch TV – 165 respondents

Chart - III.20.8



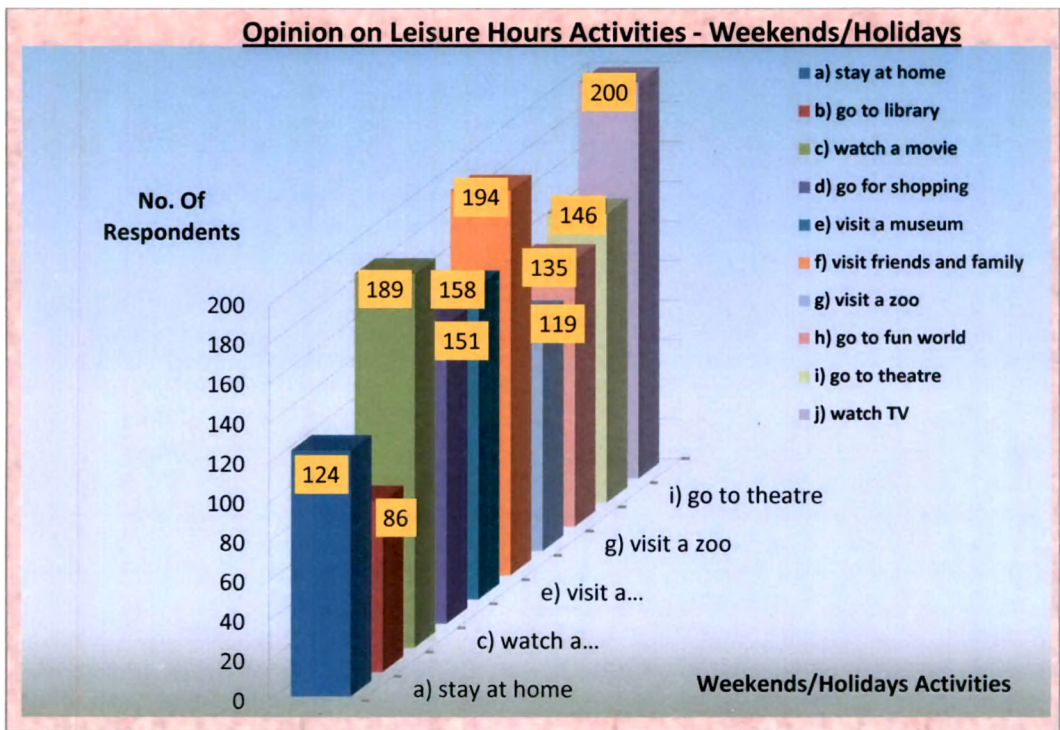
The above data shows that museum is in 7th position when we consider their third preference on weekends/holidays.

d) On Weekends/Holidays (fourth preference of respondents)

- ❖ stay at home – 124 respondents
- ❖ go to library – 86 respondents
- ❖ watch a movie – 189 respondents
- ❖ go for shopping – 151 respondents
- ❖ visit a museum –158 respondents
- ❖ visit friends and family – 194 respondents

- ❖ visit a zoo – 119 respondents
- ❖ go to fun world – 135 respondents
- ❖ go to theatre – 146 respondents
- ❖ watch TV – 200 respondents

Chart - III.20.9



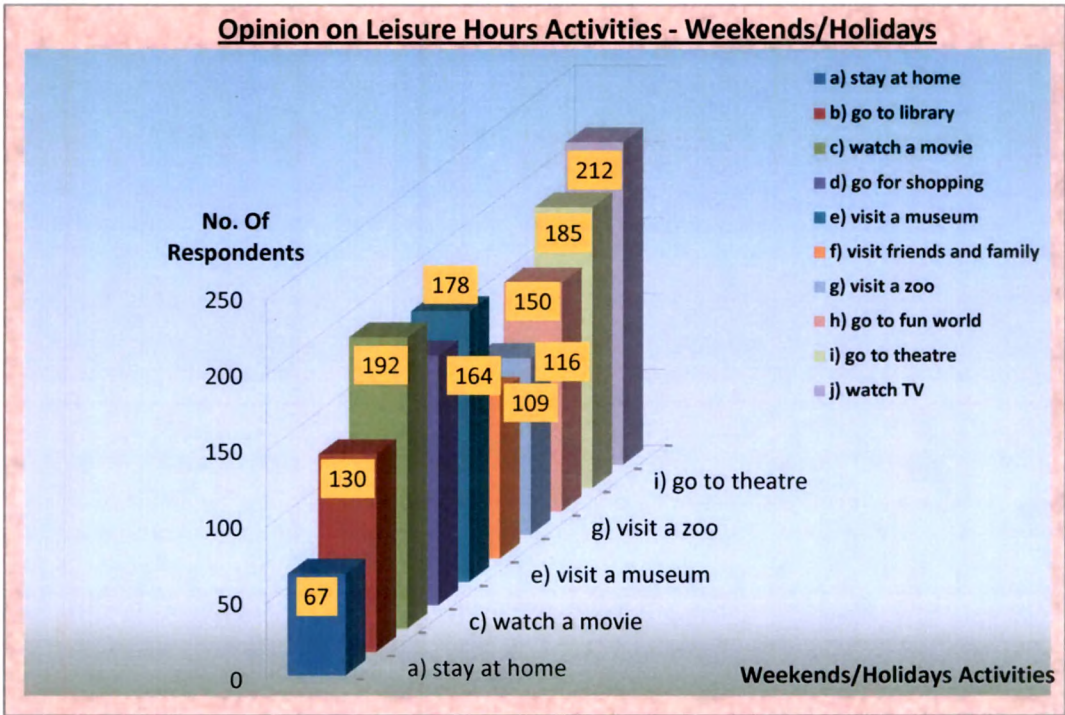
The above data shows that museum is in 4th position when we consider their third preference on weekends/holidays. The timings of the museum are a major factor when we see that people prefer to go to a museum on weekends or holidays rather than weekdays.

e) On Weekends/Holidays (fifth or last preference of respondents)

- ❖ stay at home – 67 respondents
- ❖ go to library – 130 respondents
- ❖ watch a movie – 192 respondents
- ❖ go for shopping – 164 respondents

- ❖ visit a museum – 178 respondents
- ❖ visit friends and family – 109 respondents
- ❖ visit a zoo –116 respondents
- ❖ go to fun world – 150 respondents
- ❖ go to theatre – 185 respondents
- ❖ watch TV – 212 respondents

Chart - III.20.10



The above data shows that museum is in 4th position when we consider their third preference on weekends/holidays.

During Vacations/Long Holidays

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in Vacations/Long Holidays. On the basis of the response they gave, the

respondents would like to spend their leisure hours in the following manners.

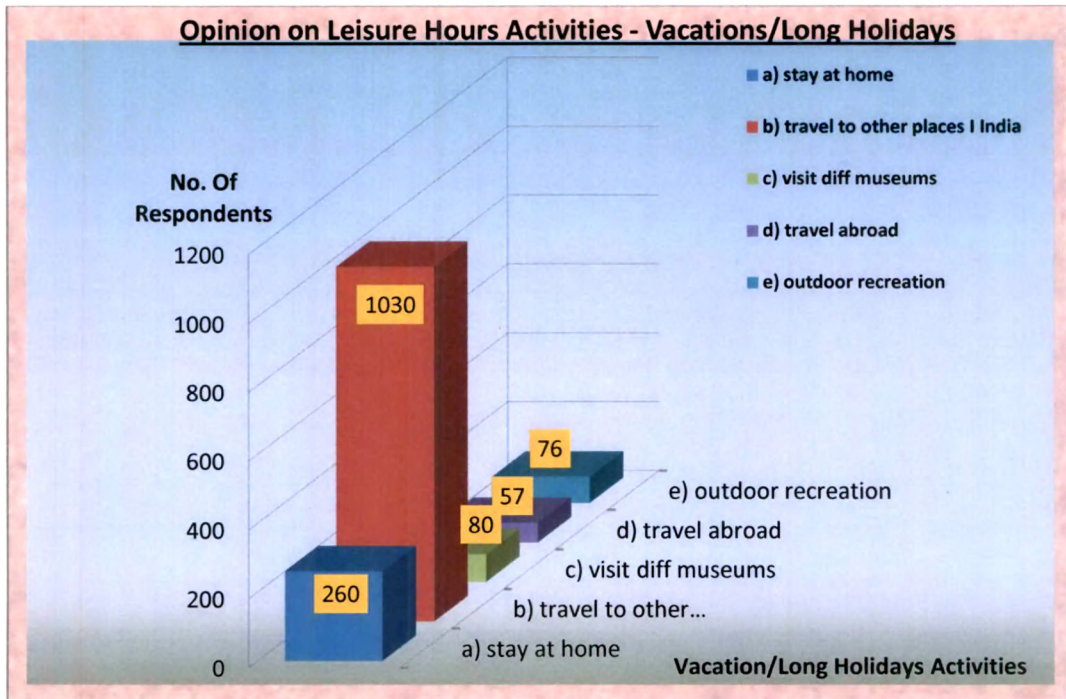
Table - III.20.3

VACATIONS/LONG HOLIDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	260	248	282	372	344
b) travel to other places In India	1030	309	108	54	53
c) visit diff museums	80	357	482	465	394
d) travel abroad	57	231	239	288	550
e) outdoor recreation	76	358	392	324	162

a) Vacations/Long holidays (first preference of respondents)

- ❖ stay at home – 260
- ❖ travel to other places in India – 1030
- ❖ visit different museums – 80
- ❖ travel abroad –57
- ❖ outdoor recreation – 76

Chart - III.20.11

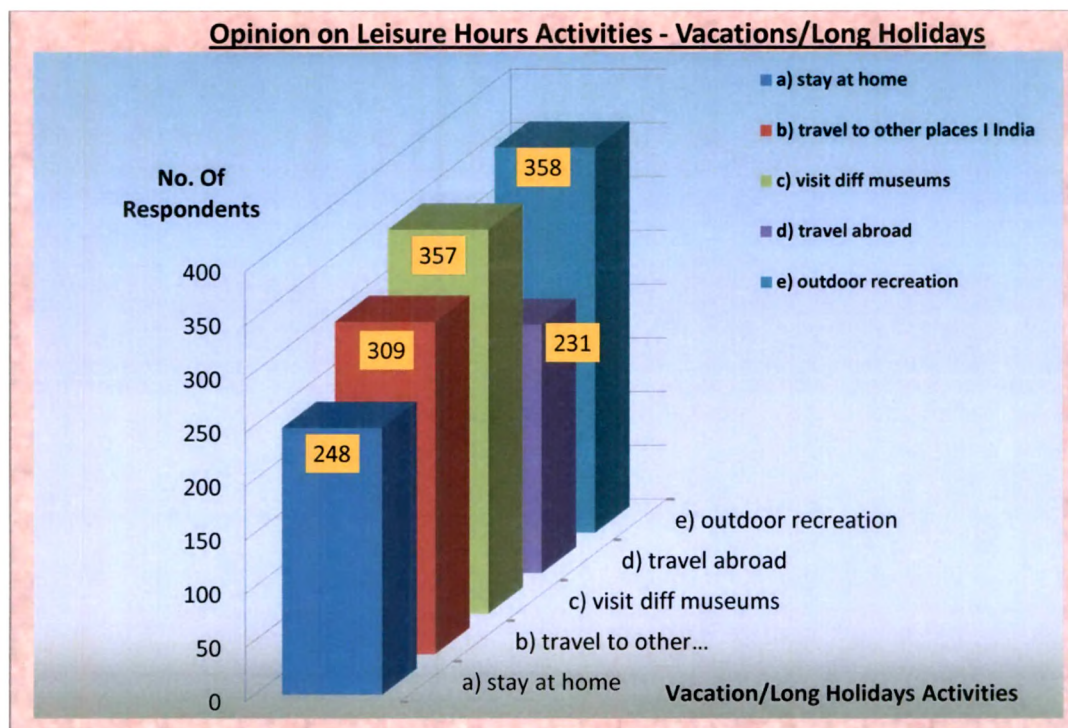


This data shows that when people go for vacations or long holidays, maximum of them would like to travel to other places in India. They would prefer to go for outdoor recreation rather than visiting different museums. Out of 1503 people only 80 would like to visit a museum during long holidays or vacation.

b) Vacations/Long holidays (second preference of respondents)

- ❖ stay at home – 248 respondents
- ❖ travel to other places in India – 309 respondents
- ❖ visit different museums – 357 respondents
- ❖ travel abroad – 231 respondents
- ❖ outdoor recreation – 358 respondents

Chart - III.20.12

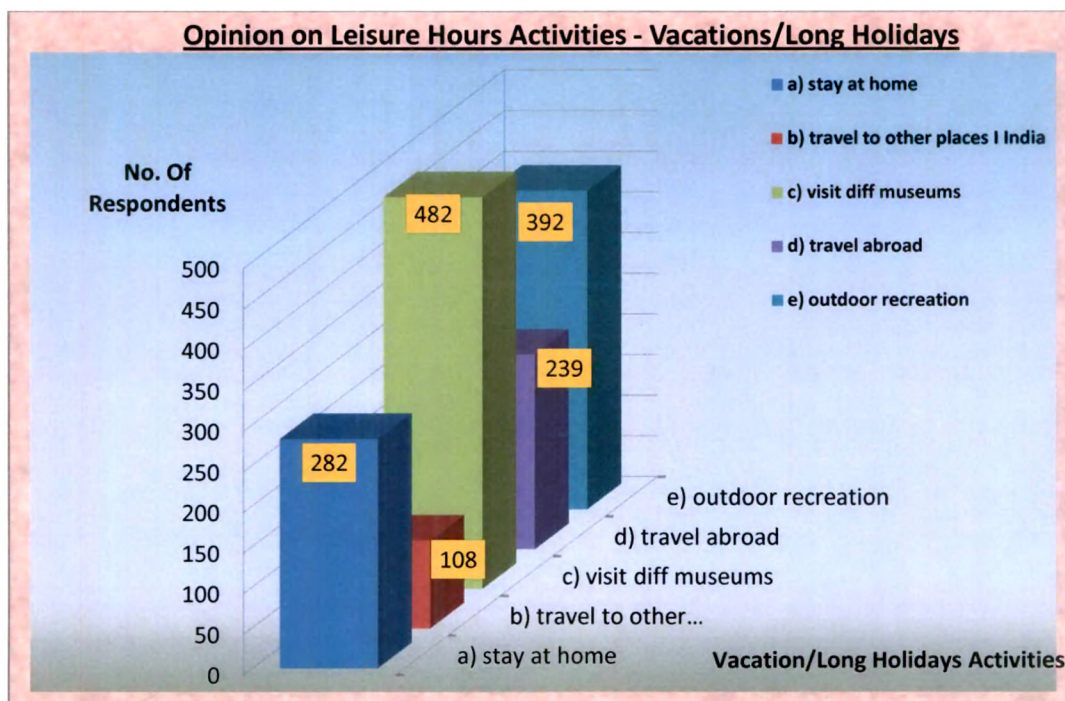


The above data shows that people consider museum to be in 2nd position in their second preference list on vacations/long holidays.

c) Vacations/Long holidays (third preference of respondents)

- ❖ stay at home – 282 respondents
- ❖ travel to other places in India – 108 respondents
- ❖ visit different museums – 482 respondents
- ❖ travel abroad – 239 respondents
- ❖ outdoor recreation – 392 respondents

Chart - III.20.13

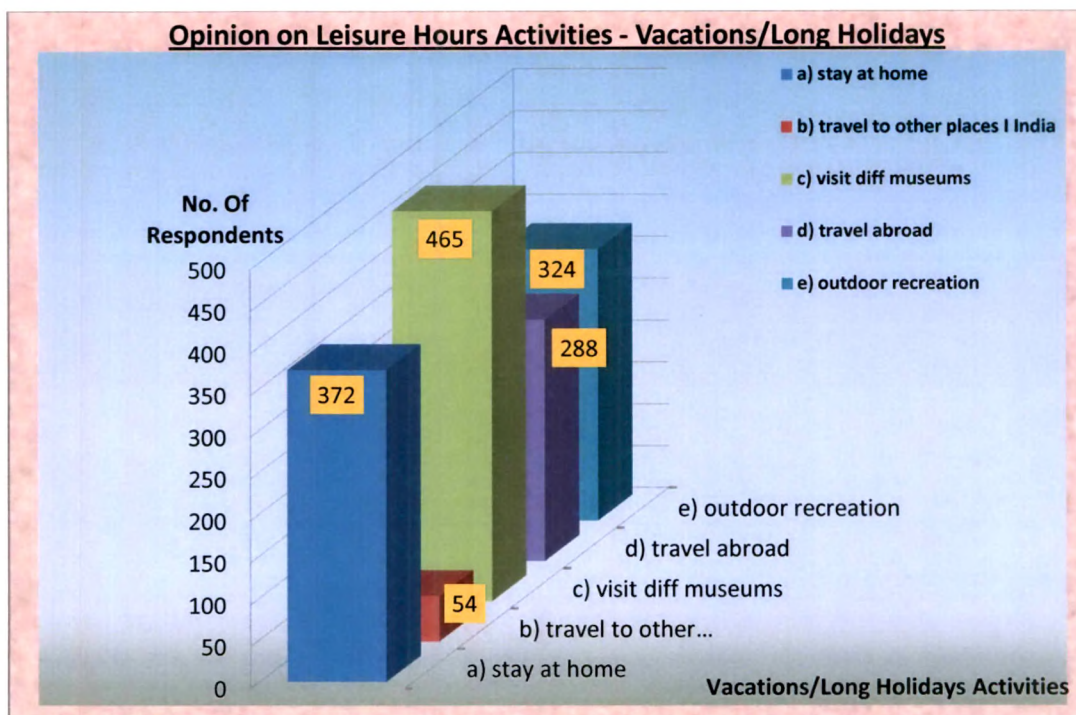


The above data shows that museum is in 1st position when we consider their third preference on vacations/holidays. This shows that people like to visit museum as a tourist, when they are visiting a new place in India or abroad rather than visiting the same museum.

d) Vacations/Long holidays (fourth preference of respondents

- ❖ stay at home – 372 respondents
- ❖ travel to other places in India – 54 respondents
- ❖ visit different museums – 465 respondents
- ❖ travel abroad – 288 respondents
- ❖ outdoor recreation – 324 respondents

Chart - III.20.14

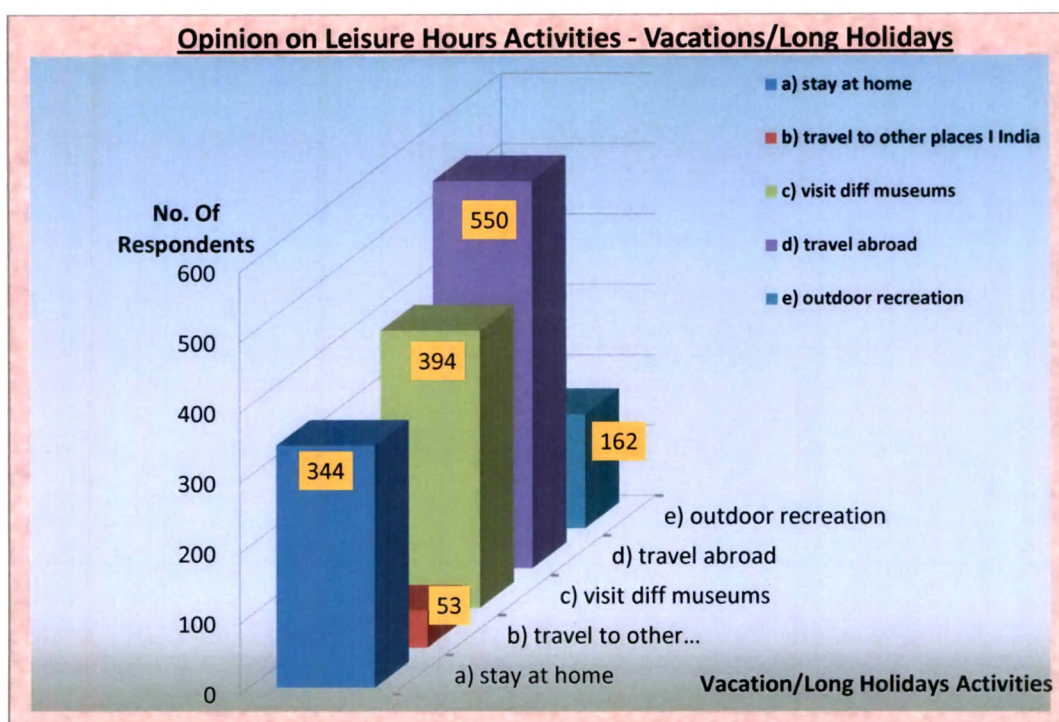


The above data shows that museum is in 1st position when we consider their fourth preference on vacations/holidays.

e) Vacations/Long holidays (fifth or last preference of respondents)

- ❖ stay at home – 344 respondents
- ❖ travel to other places in India –53 respondents
- ❖ visit different museums – 394 respondents
- ❖ travel abroad –550 respondents
- ❖ outdoor recreation – 162 respondents

Chart - III.20.15



The above data shows that museum is in 2nd position when we consider their fifth preference on vacations/holidays.

The analysis of data shows that popularity of museum is poor amongst people. They prefer to go to museums during their vacations or long holidays in a new place either in India or abroad as a tourist. They do not like to visit a particular museum again and again even in their leisure hours as they feel that it is boring and dull to see same exhibits and galleries repeatedly. There should be change in exhibits, their display pattern etc. to motivate people to visit a museum again and again. Museums should think of innovative ways to present their artefacts to attract more visitors and make it a place for enjoyment, fun, interest along with learning

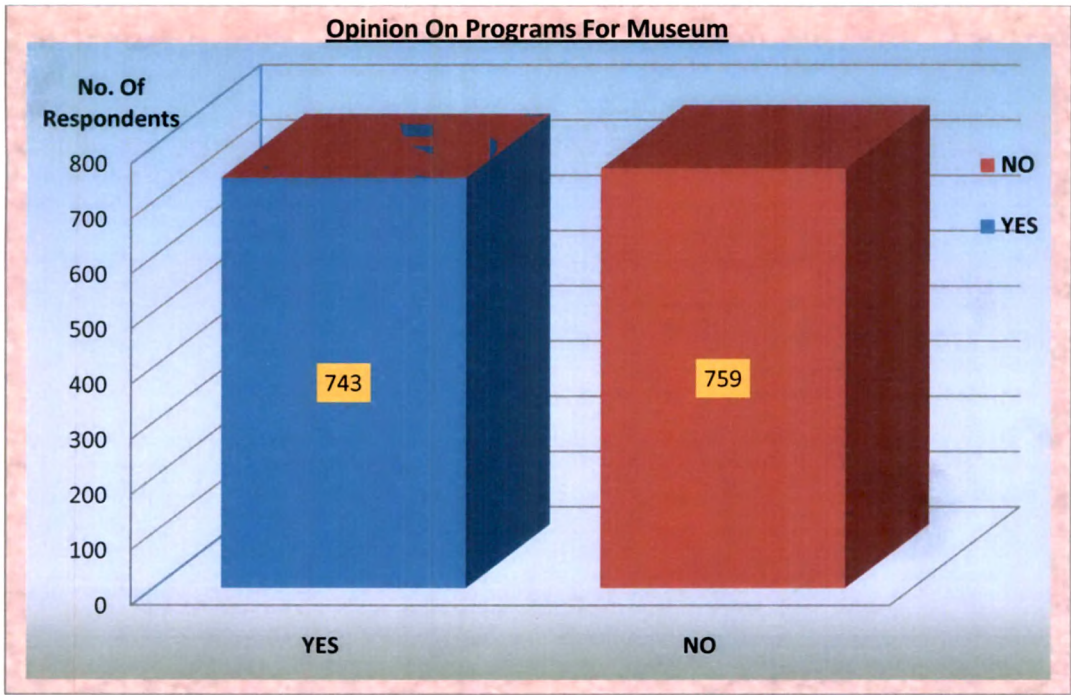
Q21. Would you like to see exhibitions or attend programmes on current topics? If yes, please specify.

743 of the total number of respondents want to see exhibitions on current topic and 759 are not interested in seeing exhibitions on current topic.

Table - III.21.1- Opinion on programs for Museum

	YES	NO
Total	743	760
In %	49.43	50.57

Chart - III.21.1



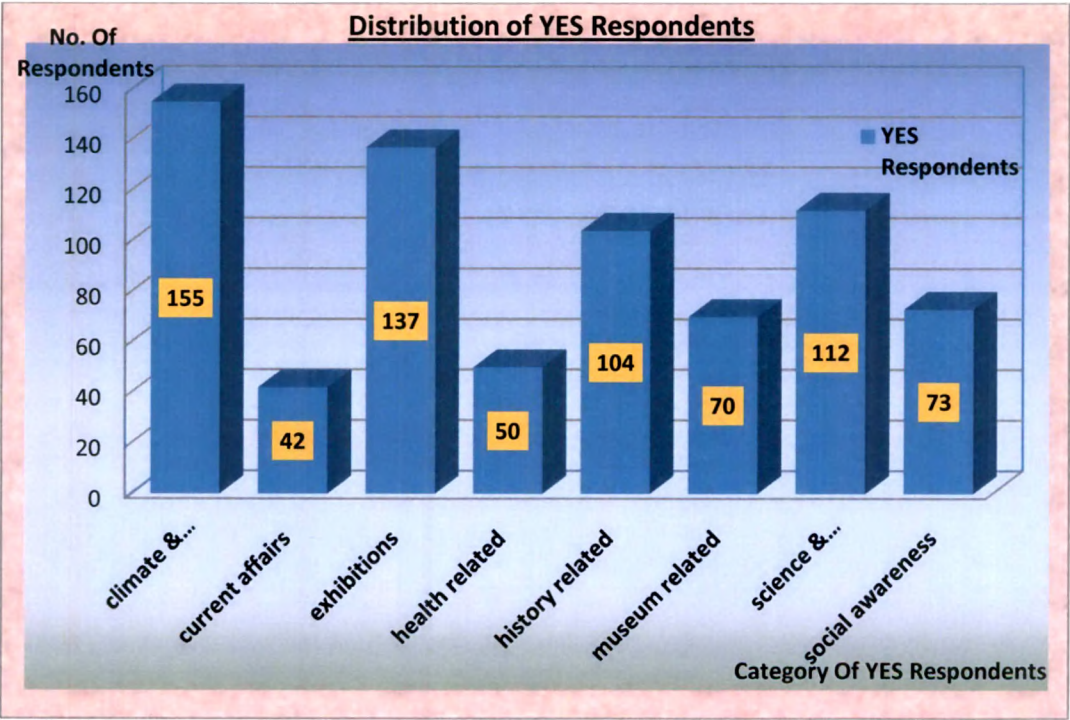
The current topics on which people would like to see exhibitions are current affairs, special events, exhibitions on climate and environment, history, health, museum, science and technology, social awareness. Most of the people i.e. 155 respondents wish to see exhibitions on climate and environment especially on global warming and alternate methods to save

environment, least people i.e. 42 on current affairs, 137 on special events, 50 on health related issues, 104 on history, 70 on museum related exhibitions, 112 on science and technology and 73 on social awareness.

Table - III.21.2 – Yes Respondents Museum Programs on Current Topics

Break Up of YES Respondents:	
climate & environment related	155
current affairs	42
exhibitions	137
health related	50
history related	104
museum related	70
science & technology related	112
social awareness	73
Total	743

Chart - III.21.2



The people who are not interested in viewing exhibitions on current topic feel that to get information on current affairs, TV is handier. Some cited

lack of time, lack of interest as the reasons of their not wanting to see exhibitions. Only a few respondents told that they would prefer to visit museum to look only at past so as to know about current topics, but exhibitions would consume too much time. Some even feel museum is not a right place to get information on current topics rather they would like to use other resources for the same.

From the above responses, we can see that people still consider museum to be a place to know about past, viewing exhibits and artefacts related to past. They prefer to surf internet, watch T.V., read books or go to a library to know about current topics. Museums should consider presenting themselves as a place where people can view exhibits to learn about current topics and to know about future.

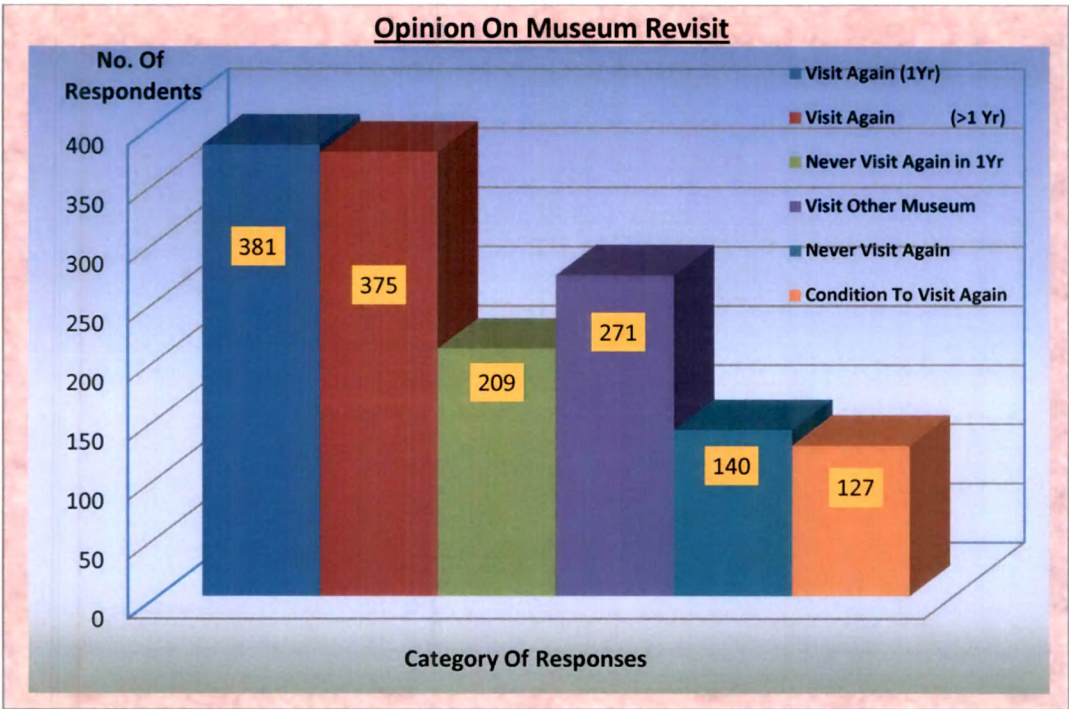
Q22. “Thinking about your most recent visit to a museum or gallery, which of the following statements applies to you?”

Most of the respondents told that they would like to visit a museum /gallery again in the next 12 months (381 persons). Many people i.e. 375 would like to visit that museum gallery again but they didn’t specify the time period, 209 told that they would never go back to that museum, but might visit another museum. 271 said that they would never go back to that museum /gallery again, at least not within the next 12 months.

Table - III.22 - Opinion on Museum Revisit

	Visit Again (1Yr)	Visit Again (>1 Yr)	Never Visit Again in 1Yr	Visit Other Museum	Never Visit Again	Condition To Visit Again
Total	381	375	209	271	140	127
In %	25.35	24.95	13.91	18.03	9.31	8.45

Chart - III.22



The above data shows that out of 1503 people, 140 would not like to visit a museum again for a long time. We require making changes in the exhibits, exhibitions, programmes, galleries to motivate these people to visit museum and inspire them to visit again and again.

The respondents were given an incomplete sentence “would visit again if.....” and they completed the sentence. 127 people told that they would visit the museum or gallery again “if there is company”, “if situation permits”, “new additions are done”, “get chance to visit again”, “when there are special events”, “if time permits”, “go to that place again”, “find time from routine work”, “could go abroad again”, “if I get company of friends”, “if there are any changes in collection”, “if some guests come to home”, “if I visit new places”, “if child requests”,

“interest created & time permits”, “something new is displayed”, “if there is change in attitude of staff”, “if guest interested for it” (sic).

Museums need to think of ways to cater to the expectations of the above respondents to make them feel encouraged to visit a museum again.

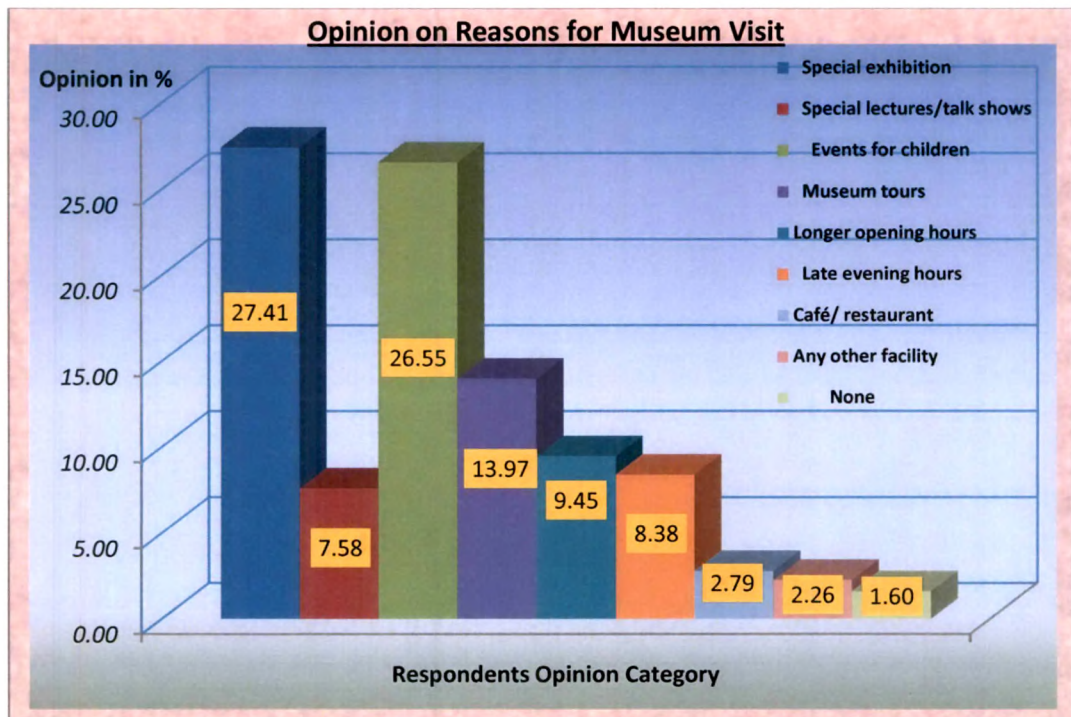
Q23. “In general what do you think can encourage you to visit a museum again?”

411 respondents would feel encouraged to visit a museum again, if there are ‘Special exhibitions’.114 would visit museum again, if there are ‘Special lectures/talk shows’, 399 if there are ‘Events’ for children, 210 if there are ‘Museum tours’, 142 if there are ‘Longer opening hours’, 126 if there are ‘Late evening hours’, 42 if there are ‘Cafe or restaurant’, 34 if there are ‘Any other facility’, 24 said that ‘Nothing’ can encourage them to visit museum again. The other facilities which people wish to have include entertainment programmes, film/video about exhibits, place to sit & take rest, English labels, brochures, something new in display, antiques collection.

Table - III.23 – Opinion on Reasons for Museum Visit

	Special exh.	Special lectures/ talk shows	Events for children	Museum tours	Longer open hours	Late evening hours	Café/res taurant	Any other facility	None
Total	412	114	399	210	142	126	42	34	24
In %	27.41	7.58	26.55	13.97	9.45	8.38	2.79	2.26	1.60

Chart - III.23



From the above data we can interpret that most of the people would like to have special exhibitions (27.41%) and events for children (26.55%) as a motivating factor to visit a museum again.13.97% would prefer to go for museum tours, 9.45% would like to have longer opening hours and 8.38% would prefer late evening hours for museum visit.

Q24. “What are the things in Baroda you take pride in?”

Two eighty five respondents said they took pride in having a ‘Museum’ in their city, 255 people took pride in the different ‘Palaces’, 45 persons were proud to have ‘Temples’ in Baroda, 32 people found the ‘Law and order’ of the city to be good, 32 people felt proud to have ‘Nyaymandir’ , 70 persons felt the city was very ‘Safe’ for them to live in , 259 persons took pride in the ‘Culture/heritage’ of the city, 164 respondents told that they were proud to have ‘Maharaja Sayajirao University’ in Baroda, 29

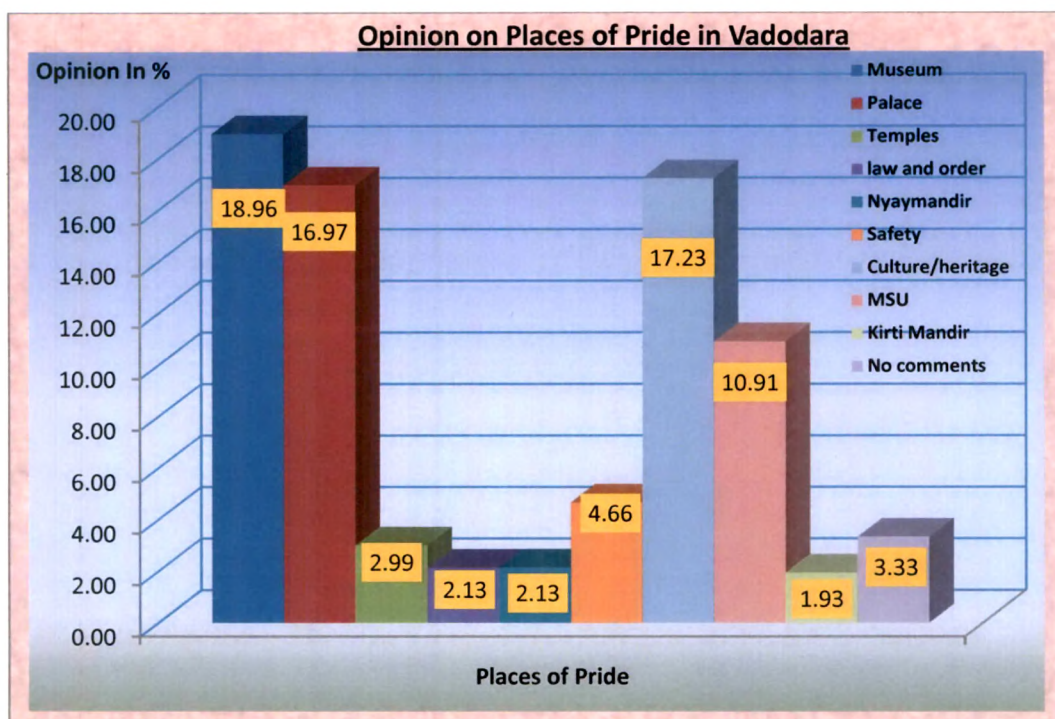
persons took pride in having ‘Kirti Mandir’, 50 respondents preferred ‘Not to comment’ on this topic .

Two eighty two persons felt some ‘Others’ things in Baroda were worth to feel proud of. These included a list a things like no alcohol, homogenous society, Kamathi baug, polo ground, Ajwa lake, clean streets, planetarium, zoo, greenery, peace, industrial growth, old historic building, navratri, art gallery, modern amenities, sculptures, relatives, inox, uttarayan, garba, education system, festival celebrations, place of tourist attraction, bridges, marathon, rally, complete city, old architecture, cosmopolitan outlook of people, education system, festival celebrations, food, fun, malls, tourist places, progressive environment, toy train, gardens, schools, infrastructure, parks, Ajwa dam, airport, railway station, ambience, Aurobindo society, Pavagarh, libraries, Ravivarma paintings, low pollution, cricket stadium, cleanliness, idol of Shiva in Sursagar, helpful friendly people, electricity availability, musical garden in Ajwa, SSG hospital, old, historic educational institutions, historical monuments, industrial development, fresh environment, civic body, banyan trees, healthcare facilities, fun world, ancient buildings, water park, roads, theatres & restaurants, Panchmahal, Ajwa - Nimeta (sic).

Table - III.24 – Opinion on Places of pride in Baroda

	Museum	Palace	Temple	law and order	Nyay mandir	Safety	Culture/heritage	MSU	Kirti Mandir	No comment	Other
Total	285	255	45	32	32	70	259	164	29	50	282
In %	18.96	16.97	2.99	2.13	2.13	4.66	17.23	10.91	1.93	3.33	18.76

Chart - III.24



Out of 1503 respondents, 284 people (18.96%) find museums in Baroda to be a matter of pride for them. 17.23% of the respondents feel proud to have rich culture and heritage of this city, 16.97% people are proud to have different palaces in their city. 10.91% are proud that their city has Maharaja Sayajirao University (MSU).

Q25. How important do you think it is that your Baroda city has museum/museums?

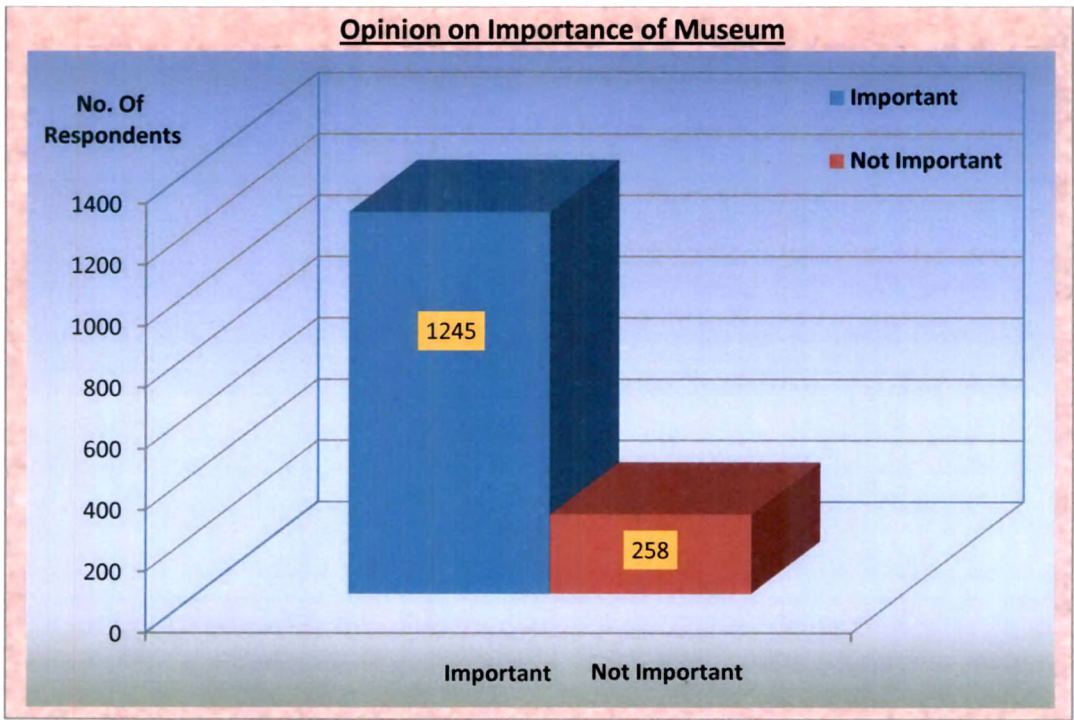
Out of 1503 people, 1245 respondents thought that it is very important and a matter of pride that the Baroda city is having museums. 258 people felt that museums are not important. The data reveals that most of the people leaving a few consider museum to be an important part of their

life and city. They feel a sense of civic pride that their city is having museums which showcase their culture and heritage in a unique manner.

Table III.25 – Opinion on Importance of Museum

	Important	Not Important
Total	1245	258
In %	82.83	17.17

Chart - III.25



The data reveals that 82.83% respondents feel that is important for them that Baroda city is having museums.17.16% feel that the museums are not important for them or their city.

This chapter analyses the museum visiting pattern of the respondents which shows that more than 30% visit museum only once annually and more than 29% visit museums rarely. 2.2% persons said that they never

visit a museum as they are not interested in going to a museum. Most of the people have visited museums in 2011 and 11.67% have visited museums before 2008. Some even visited museums ten to twelve years before. 322 out of 1503 persons have even visited museums abroad.

They usually visit museums with their family members. Many visit with their friends and guests which shows that it is a place for socialising and get together. Most of the persons visit museums in a group of four. Very few people visit museums in a group of two. Most of the people usually spend 1 to 3 hours in a museum. Generally people visit a museum for knowledge related needs. Many visit museums due to popularity of exhibits and some others for school project for children. Thus, museums should organise events for school children and can have awareness campaigns for unique and interesting exhibits.

More than 51% persons do not visit museums due to lack of time. 10.31% people cited lack of awareness as the reason which prevents them from visiting museums. Some people told other reasons for their disinterest in museums such as poor state of maintenance and to get visual pleasure better alternatives are available. These museums related factors were affecting the frequency of their visits to museum. The personal factors which prevent them from visiting museums are mainly the timings of museum which is not suitable especially for the working class. The timings of museums are such that they can visit museums on weekends or holidays. Another major factor is the location of museums where they do not have any transport facility.

Most of the people visit museums as a tourist when they visit a new place or with some guests at home. Some visit museums when there are special

events in museums. More than 29% people look for information about museums in museum website. Some persons look into city information or guide books and in newspapers and magazines. 272 persons rated the website design, navigability, information provide and other information given to be good. The people who didn't use internet cited unplanned visit as the main reason for the non-usage of internet. Some told that they got the required information from newspapers and brochures. 65 persons told that they did not know where to look for. This shows the necessity of awareness campaigns by museum staffs. Majority of the people want to have schedule of special events, more information on collections along with their photographs on the museum website which can increase their curiosity and interest to visit.

The respondents who have not used internet in preparing their visit to museum said that museum sites do not provide online facility to book for museum tours in their website. One of the respondents said that "the excitement of discovering museum gets reduced on surfing internet." One respondent is of the view that "why to surf internet for such a boring thing and waste time?" Other person told that "we should look for Internet after coming from the museum to get more information on a particular topic.

Most of the people want to have interpreter or an experienced knowledgeable guide as their first preference for getting information about exhibits during their museum visit. Some wish to have demonstration and video narrations as their first preference for gaining knowledge.

Normally family and children are major factors to influence people's decision to visit a museum. Request by family, children especially for their school projects motivate them to visit a museum. Some even told that their knowledge related needs can influence them to visit a museum. Majority of the respondents said that they have visited museums on request of their children. Thus, museums should organise programmes to influence and motivate children to visit museums again and again.

Most of the people would like to view exhibits, read labels, pamphlets in a museum. Some would like to attend lectures on their topic of interest. On weekdays most of the people like to stay at home after their busy schedule at work. On weekends and holidays also their first preference is to take rest at home or to go for shopping or a movie. On long holidays or vacations their first preference is to travel to other places in India or stay at home. Visiting museums comes in 6th or 7th preference on weekdays and weekends. On vacations it is the 3rd preference of people as they want to know about the culture of a new place rather than visiting same museum again and again.

More than 50% would like to see exhibitions would like to see exhibitions on current topics related to environment safety and science and technology. More than 49% would not like to see any events on current topics as they feel museums are not suitable places to know about current happenings rather they would prefer to use internet, get information from T.V., read books and go to a library for the same. Many people wanted to visit same museums within one year or in near future but their expectations were to see some new exhibits in their next visit. Some told that they would prefer to visit another museum rather than

seeing the same exhibits. Some feel that museums should keep on adding new exhibits at regular intervals of time to motivate people to visit museum as people do not find it interesting to visit same exhibits, galleries of a museum again and again. They prefer to visit some other museum but not the same one, at least not within one year. Thus, museums should keep on adding to their displays new exhibits to maintain the curiosity of people.

Majority of people still now consider museums to be a source of immense knowledge and feel proud that their city is having more than one museum but wish to have some more as these museums help to know the culture and historical background of this place and other countries. People told that it is good to have museums in their city as they are places of tourist attraction and sources of incoming foreign currency in their country. People feel that Baroda is a historic city with glorious past and modern present. People of Baroda are proud to have museums as they are interested in arts, education, style and culture. Some feel that museums should keep on adding new exhibits at regular intervals of time to motivate people to visit as people do not find it interesting to visit same exhibits, galleries of a museum again and again. They prefer to visit some other museum but not the same one, at least not within one year.
