

Chapter – IV

EXPECTATIONS, OPINIONS AND THEIR RATING OF MUSEUM: ANALYSIS AND INTERPRETATION

This chapter includes the expectations, opinions of the respondents about various aspects of the museum and their rating of museum they have visited. The ratings are done in 5- point scale where 1 is considered as poor and 5 to be excellent. The chapter has 28 questions, 11 questions for the expectations and opinions of respondents, 17 questions for rating the various aspects of the museum they have visited.

The areas which deal with the expectations of people are their general expectations when they visit a museum other than the exhibits, the nature (past, present or future) of museum exhibits they would propose for display, the programs which museums should include in the interests of public, what would they like to do in a museum, how do they expect a museum to provide information to visitors, which language or languages do they expect for the labelling of exhibits, have they approached the museum staff for any help during their visit to museum, their expectations from the staff of a museum, should museums have any special provision for women, how interested people would be in receiving e-mail notices of events, exhibitions and programmes from the museum.

The aspects which are included for rating of a museum deals with the changes in the presentation of exhibits which people would like to see in

the museum they have visited, rating the quality of amenities provided to visitors by museums, the programmes that can attract school children to museums, the changes that are required in visitor services by museum, the difficulties they have faced in viewing the exhibits, the factors which affected the visibility of the exhibits, rating their experience of museum exhibitions in terms of visibility, rating the labelling of various exhibits in the museum, rating the quality of service of the administrative staff (security personnel, gallery attendant, receptionist) of the museum, rating the quality of service of the educative staff (Guides, Guest lecturers, Interpreters, Education officer etc.) of the museum, was there any admission fee in the museum they have visited, should museums charge any admission fee, rating of the museum after their visit, the aspects of the museum which appealed to them the most, the things which made their museum visit memorable, any experience of discrimination based on caste, gender, race, caste, religion they faced during their museum visit, rating their comfort level in the museum they have visited and the aspects of the museum which did not appeal to them.

**Q1.What is your general expectation when you visit a museum?
(Other than exhibits)**

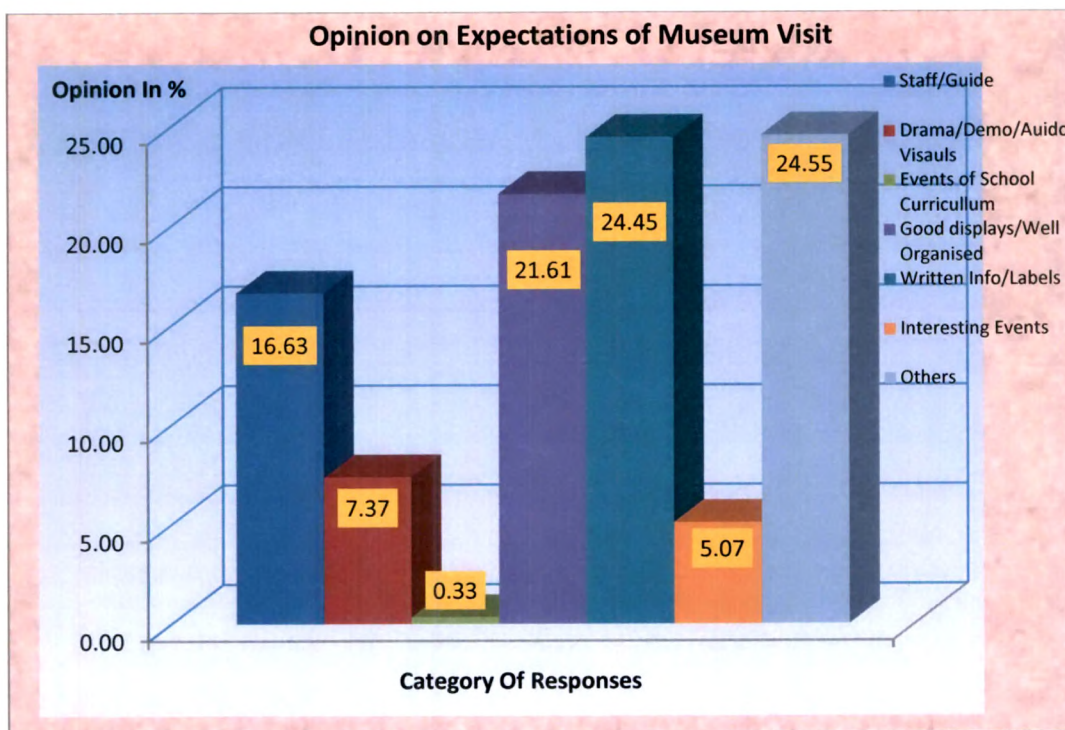
- Staff/ Guide - 250
- Drama / Demonstrations /Audio Visuals - 111
- Events of School Curriculum - 5
- Good Displays / Well Organised - 325
- Written Information / Labels - 368
- Interesting Events - 76
- Others - 369



Table No. IV.1- Opinion on Expectations of Museum Visit

	Staff/ Guide	Drama/ Demo/AV	Events of School Curriculum	Good displays/ Well Organised	Written Info/ Labels	Interesting Events	Others
Nos.	250	111	5	325	368	76	369
In %	16.63	7.37	0.33	21.61	24.45	5.07	24.55

Chart No. - IV.1



The above data shows that 24.45% of the respondents expect to get written information and labels about exhibits during their museum visit. 21.61% of people expect that the museums would display good exhibits in a well organized manner to attract people to their galleries. 16.63% of people expect that the museum will provide an experienced, trained and knowledgeable guide to facilitate the visitors in understanding the

exhibits and related information better. 0.33% of the respondents told that events related to the school curriculum of their children should be organized by museums. 7.37% would expect the museums to organize drama, audio-visual programmes, live demonstrations related to their exhibits or galleries. 5.07% want to see interesting events in the museum.

24.55% of people have some other expectations which include well maintained galleries, programmes on current events, programmes on environment, cleanliness in museums, use of high technology in galleries, late evening hours, flexible timings, ways to skip less interesting topics, short film, models, proper lighting, reading panels, open place, good service, historical information on lifestyle of old ages, proper ventilation in galleries, accessibility to what they want, see something unique and educational which is not available on websites, good management, resting place, to know something new, to experience fun, joy, entertainment in museum, less fees, spacious galleries, cordial staff, transport facility, food service, drinking water, toilet facility, self explanatory labels, talk shows, silence, no rush, peaceful atmosphere, better infotainment facilities, peaceful and friendly atmosphere, museums should allow photography, more elegant, subdued display in galleries, AC hall, safety of people, parking should be there in the museums.

A few persons told that people experience an air of neglect and disinterest, poor mannered visitors, overcrowded galleries generally in museums of India. One person said that it was a matter of concern for him that how would he keep his mouth close and his mobile close during the museum visit.

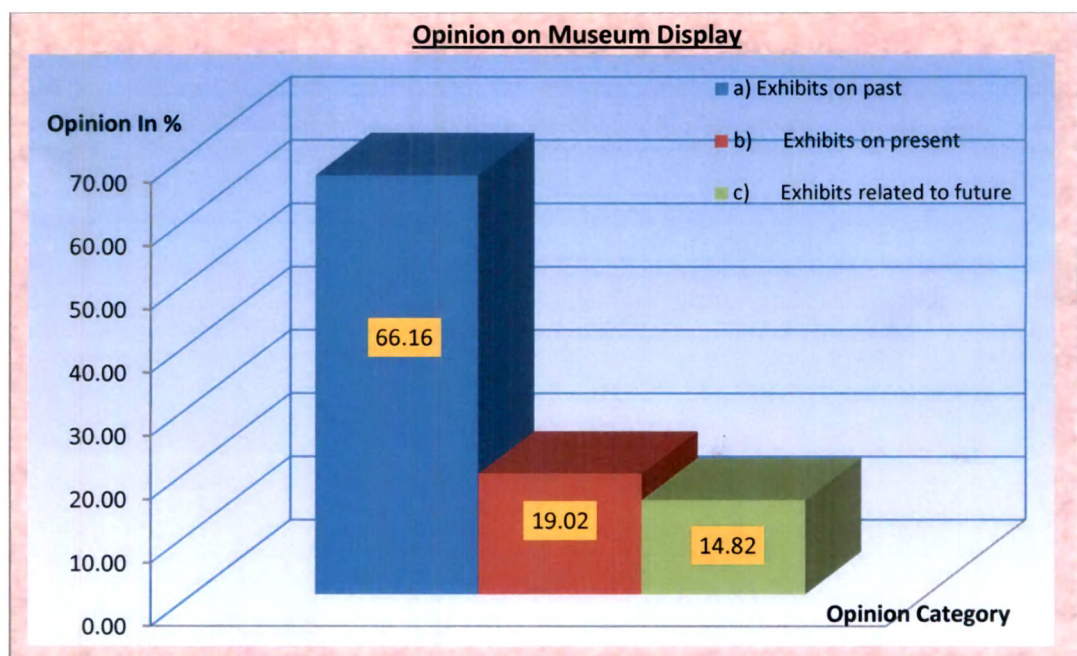
Q2. In a museum exhibits of which nature would you propose for display?

- Exhibits on past - 994
- Exhibits on present -286
- Exhibits related to future - 223

Table No. IV.2 – Opinion on Museum Display

	Exhibits on past	Exhibits on present	Exhibits related to future
Total	994	286	223
In %	66.16	19.02	14.82

Chart No.- IV. 2



The above data reveals that maximum number of people (66.16%) would like to see exhibits on past during their museum visit. Only 19.02% people would like to watch exhibits on present topics and 14.82% people would like to watch exhibits related to future events. This shows that

people consider museums to be a place which displays things related to our past culture and civilization rather than a place to showcase things related to present and future topics.

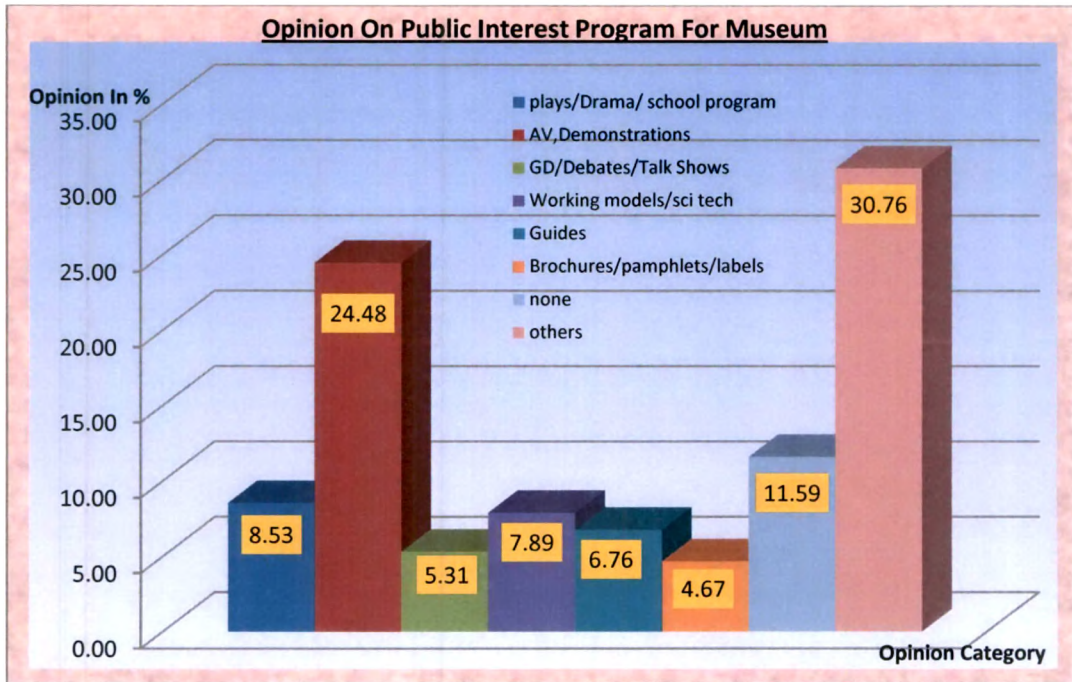
Q3. What programs do you think the museums should include in the interests of public?

- Plays/drama/ school program - 128
- Audiovisuals, demonstrations - 368
- Group discussion / debates/ talk shows - 80
- Working models/science technology - 119
- Guides - 102
- Brochures/ pamphlets/ labels - 70
- None - 174
- Others - 462

Table No.IV.3 – Opinion on Public Interest for Museum

	Plays/ Drama/ School program	AV, Demonstrations	GD/ Debates/ Talk Shows	Working models/ Sci tech	Guides	Brochures/ Pamphlets/ Labels	None	Others
Total	128	368	80	119	102	70	174	462
In %	8.53	24.48	5.31	7.89	6.76	4.67	11.59	30.76

Chart No. - IV.3



The data analysis shows that 24.48 % people want audio-visuals and demonstrations to be included in museum programs in the interests of the public. 8.53% of people expect museums to organise various plays, drama and events related to school curriculum so that school children along with adults can benefit from these programs. 7.89% people wish to see working models and programmes based on science and technology. 11.59% of the respondents have not answered this question.

30.76% people want museums to include some other programs in the interests of public such as street plays, program on safety rules, general education programmes, events on heritage, special events on environment and global warming, program on major changes happening around the world, technology based events, light, sound show about history, past present comparison, summer camps, agriculture environment science, games, small description about museum, sale of fabricated materials,

quiz, treasure hunt, evening shows/programmes, creative presentations, seminars, awareness program on holiday, 3D film show, program for tourist, current, future issues, craft making, announcement of future activities, interactive program, cartoons, narrations, special events for special days, guided tours, special exhibits on different topics, library facility, cultural programs, computerised display, programs on safety, environment, health, behaviour, discipline, save mother earth, school trips, small movies on history, local heritage presentation, videos regarding museums, light music, proper lighting, refreshment centre, primary facilities, seminars, temporary exhibits taken from other museums, art work should be displayed, free visit yearly for public, publicity about the contents available in museum, constant improvement in display of exhibits, programs on general awareness and revolutions of world, different competitions, children activities, events on imagination of people of past, their great efforts and struggles, display of defence items, festivals related programs and information about other museums.

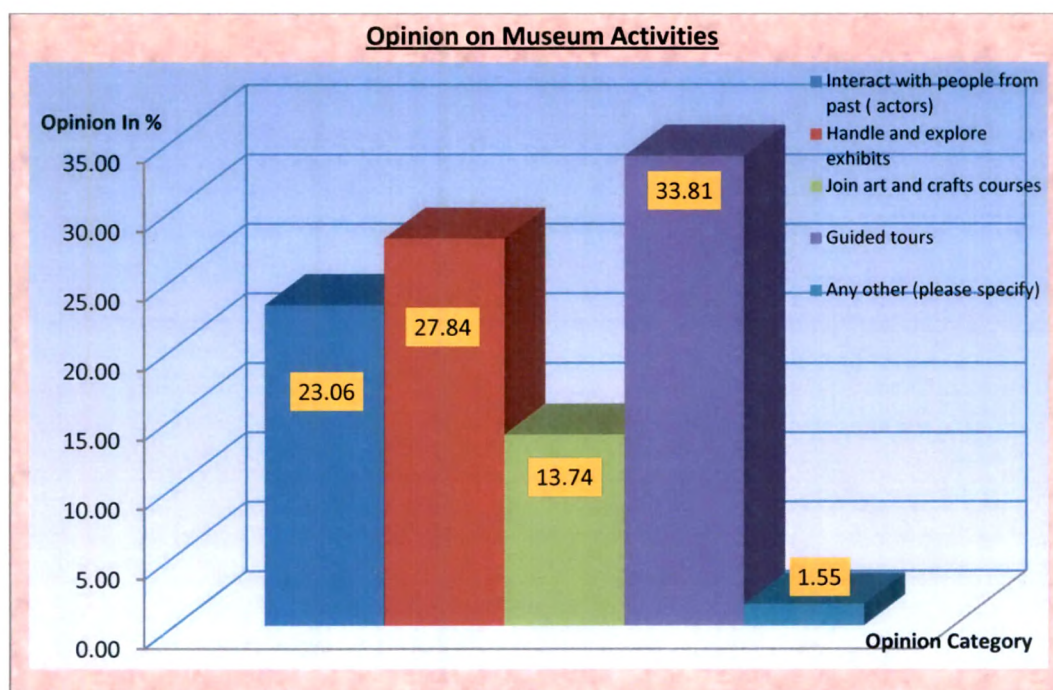
Q4. What would you like to do in a museum?

- Interact with people from past (actors) - 579
- Handle and explore exhibits - 699
- Join art and crafts courses - 345
- Guided tours - 849
- Any other (please specify) - 39

Table No. IV.4 - Opinion on Museum Activities

	Interact with people from past (actors)	Handle and explore exhibits	Join art and crafts courses	Guided tours	Any other (please specify)
Total	579	699	345	849	39
In %	23.06	27.84	13.74	33.81	1.55

Chart No. - IV.4



The analysis of the data shows that 33.81% of people expect that museums would organize guided tours for the visitors. 27.84% people want to handle and explore exhibits during their museum visit. 23.06% interact with people of past who would be acting like the people of past civilization, 13.74% wish to join art and craft courses conducted by museums, 1.55% of people want any other activities which will encourage them to visit museums often.

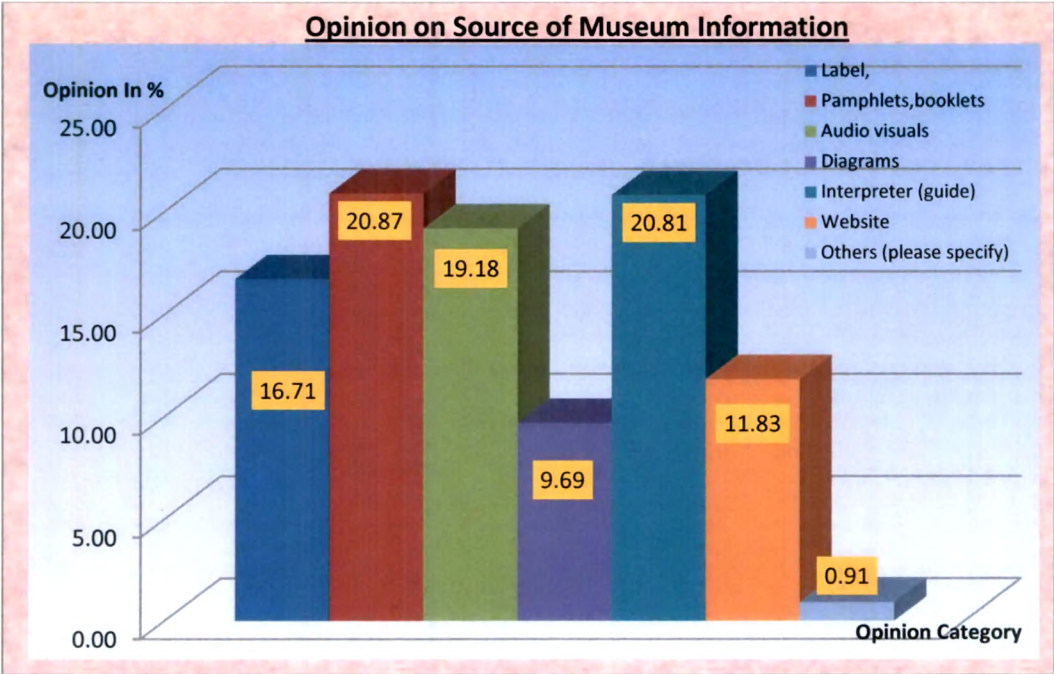
Q5. How do you expect a museum to provide information to visitors?

- Label - 771
- Pamphlets, booklets - 963
- Audio visuals - 885
- Diagrams - 447
- Interpreter (guide) - 960
- Website - 546
- Others (please specify) - 42

Table No. IV.5 – Opinion on source of Museum Info.

	Label	Pamphlets, booklets	Audio visuals	Diagrams	Interpreter (guide)	Website	Others (please specify)
Total	771	963	885	447	960	546	42
In %	16.71	20.87	19.18	9.69	20.81	11.83	0.91

Chart No. - IV.5



The above graph shows that 20.8% of people mainly expect museums to provide information by pamphlets, booklets and a knowledgeable

interpreter during their visit.19.18% want audio-visuals to get more information on exhibits, 16.71% written labels to provide information to visitors, 11.83% wish to have separate website for museums where people can get information about museums. 9.69% people like to have diagrams or pictures by museums to provide information to visitors, 0.91% think that museums can give information through handouts, short videos and conducting talks and seminars.

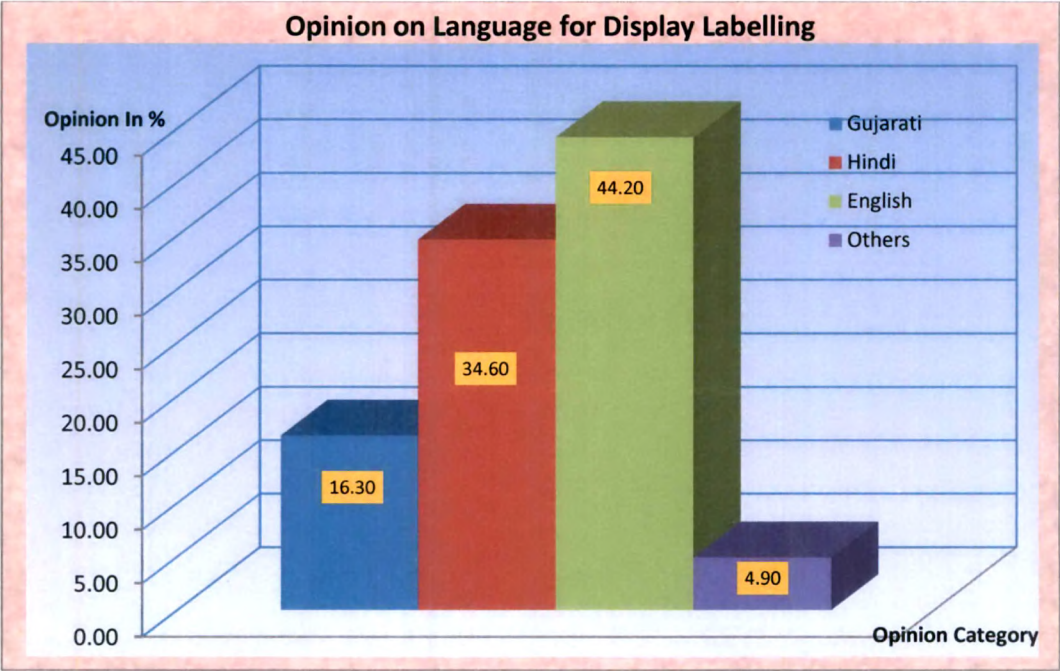
Q6. Which language/languages would you expect for the labelling of exhibits?

- Gujarati - 479
- Hindi - 1017
- English - 1299
- Others - 144

Table No. IV.6 – Opinion on language of display label

	Gujarati	Hindi	English	Others
Total	479	1017	1299	144
In %	16.3	34.6	44.2	4.9

Chart No. - IV.6



Maximum number of people i.e. 44.2% wants labels to be displayed in English, 34.6% want labels in Hindi and 16.3% expect labels in Gujarati. 4.9% expect museum labels in regional languages of the concerned place.

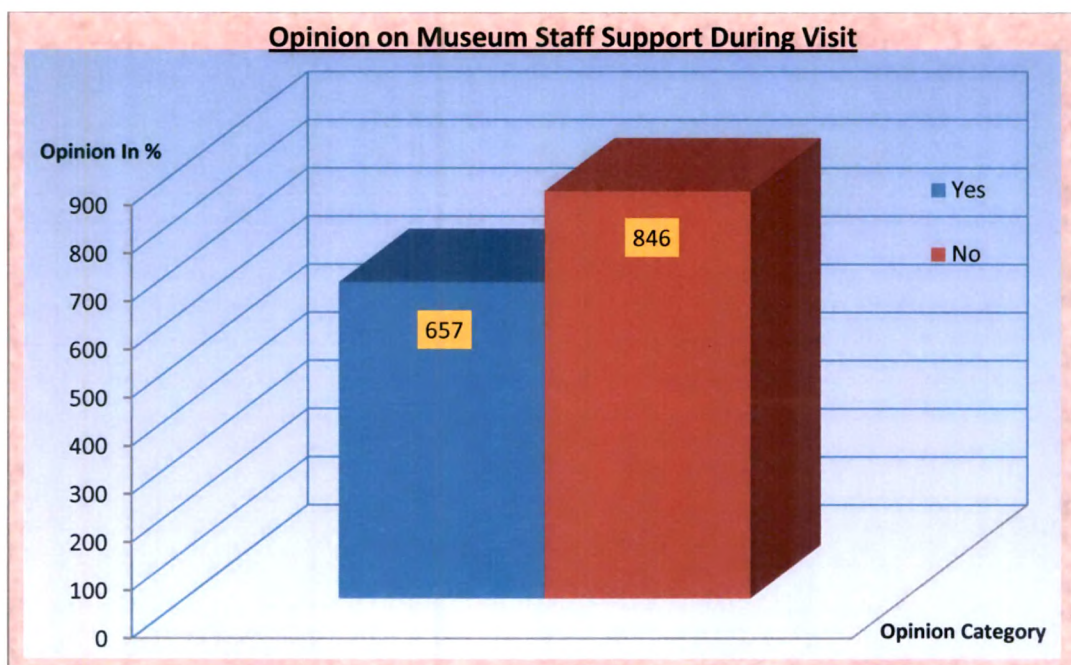
Q7. Did you approach the museum staff for any help during your visit to museum?

- Yes - 657
- No - 846

Table No. IV.7 – Opinion on Museum Staff Support during visit

	Yes	No
Total	657	846
In %	43.71	56.28

Chart No. - IV.7



The data shows that 846 people have not approached any museum staff during their museum visit and 657 people approached museum staff during their visit. The people who didn't approach the museum staff told that they didn't find any person to guide them during their visit or they didn't require their help.

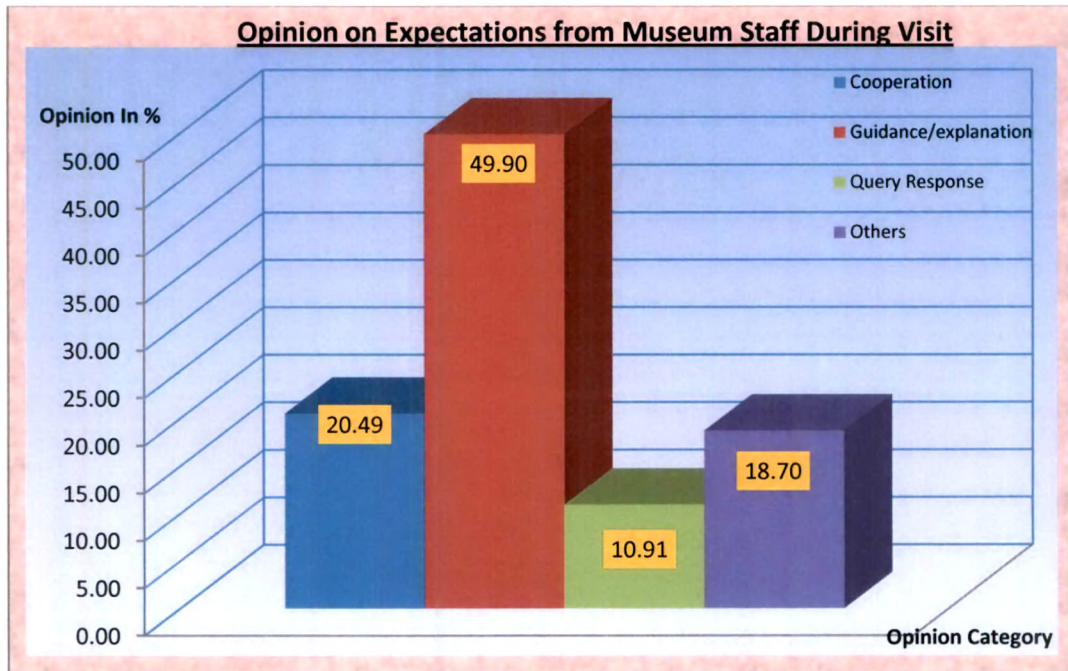
Q8.What is your expectation from the staff of a museum?

- Cooperation – 308
- Guidance/explanation - 750
- Query Response - 164
- Others - 281

Table No. IV.8 – Opinion on expectation from Museum Staff

	Cooperation	Guidance/ explanation	Query Response	Others
Total	308	750	164	281
In %	20.49	49.9	10.91	18.7

Chart No. - IV.8



Maximum people (49.9%) expect that museum staff would guide them and would explain the information and exhibits displayed in the museum. 20.49% expect that the staff would show complete cooperation with the museum visitors whenever required. 10.91% want that the museum staff should respond to their queries. 18.7% of people expect that museum should provide neat and clean environment, drinking water, peaceful atmosphere, polite, humble, courteous staff, well communicative, disciplined, well mannered, having good behaviour, helpful, knowledgeable, staff should have idea about all the sections, paid refreshment, museum should provide guide, staff should interact with tourists, should be able to manage crowd, explain people who cannot read, approachable, responsive, ask for feedback from visitors, demonstrate artefacts, should be cordial but strict, museum should provide booklets, pamphlets/brochures, handouts to visitors, better

management by museum. A few people said that they have nothing to expect from the museum staff.

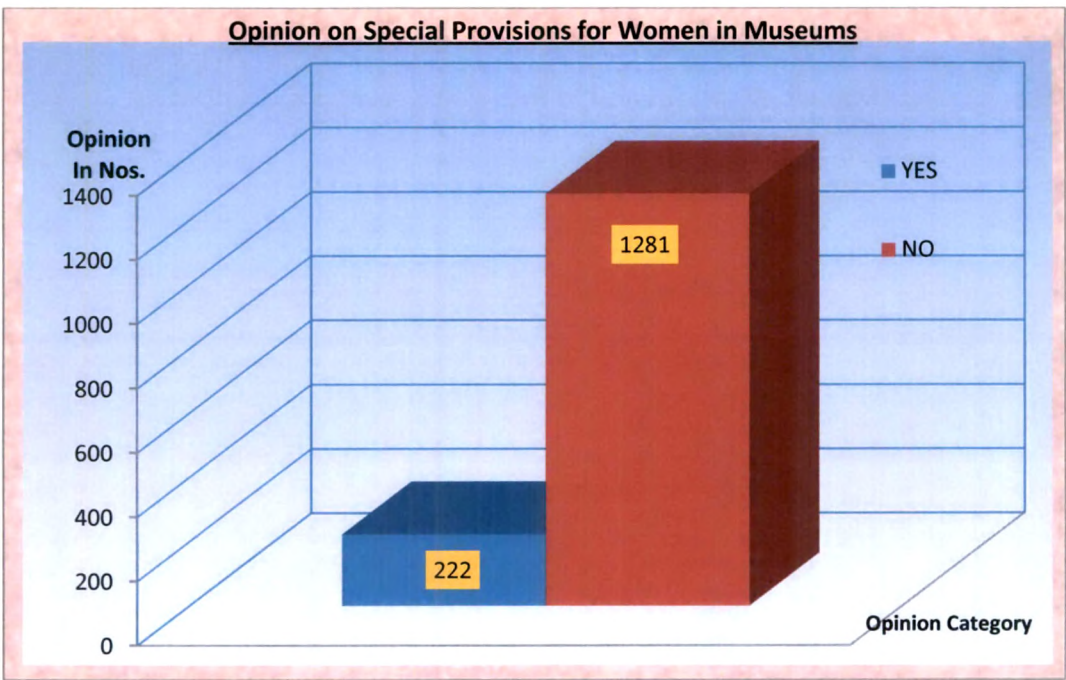
Q9. Do you think a museum should have special provision for women? Yes/ No. If yes, please specify.

- Yes - 222
- No - 1281

Table No. IV.9 – Opinion on Spl. Provisions for Women in Museum

	Yes	No
Total	222	1281
In %	14.77	85.22

Chart No. - IV.9



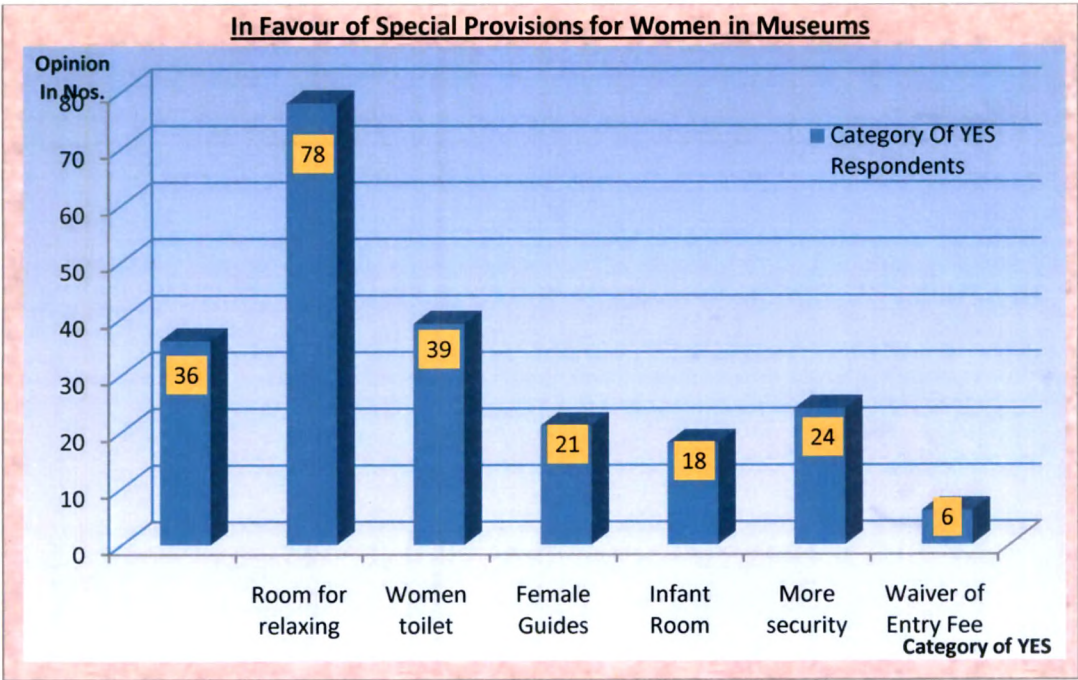
The above data shows that 14.77% of people would like to have special provisions for women in museums whereas 85.22% of people don't want any special privilege for women as they think that it is not necessary, why discriminate women to men in 2012, they should be given equal

status, women are as equal as men, all should be treated equally without any discrimination on the basis of gender.

Table IV.10 – In Favour of Spl. Provision for women

YES	
Separate Fee & Entry gates	36
Room for relaxing	78
Women toilet	39
Female Guides	21
Infant Room	18
More security	24
Waiver of Entry Fee	6

Chart- IV.10



The above data shows that people who would like to have special provision for women in museums mainly want a separate relaxing place for women i.e. 78 out of 222 respondents wish to have proper relaxing place, 39 want separate women toilets, 36 persons expect that there

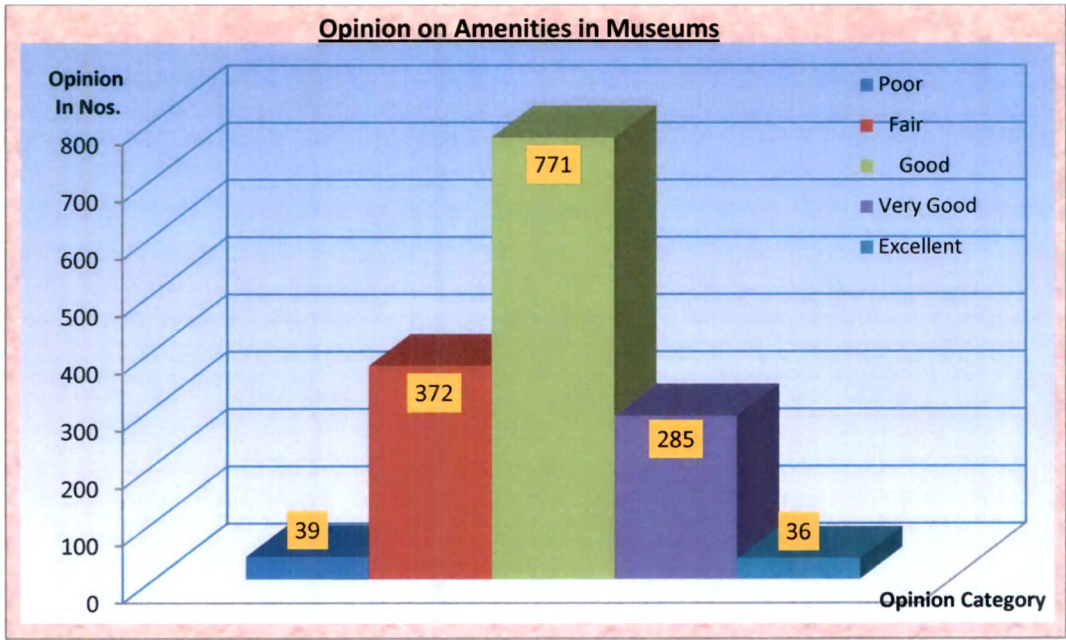
should be separate fee and entry gates for women in museums, 24 people think that there should be more security for women, 21 people wish to have female guides, 18 persons think that there should be separate infant room for the women who have small children and 6 people think that museum that there should not be any entry fee for women in museums.

Q10. Rate the quality of amenities provided to visitors by museums?

Table IV.11 – Opinion on Amenities in Museum

	Poor	Fair	Good	Very Good	Excellent
Total	39	372	771	285	36
In %	2.59	24.75	51.29	18.96	2.39

Chart No. - IV.11



The data analysis shows that 51.29% of people feel that the amenities provided by the museums in Baroda are good, 24.75% of people think that the amenities are fair, 18.96% feel the facilities in museums for

visitors are very good, 2.59% find it to be poor and only 2.39% of the respondents feel that the amenities are excellent.

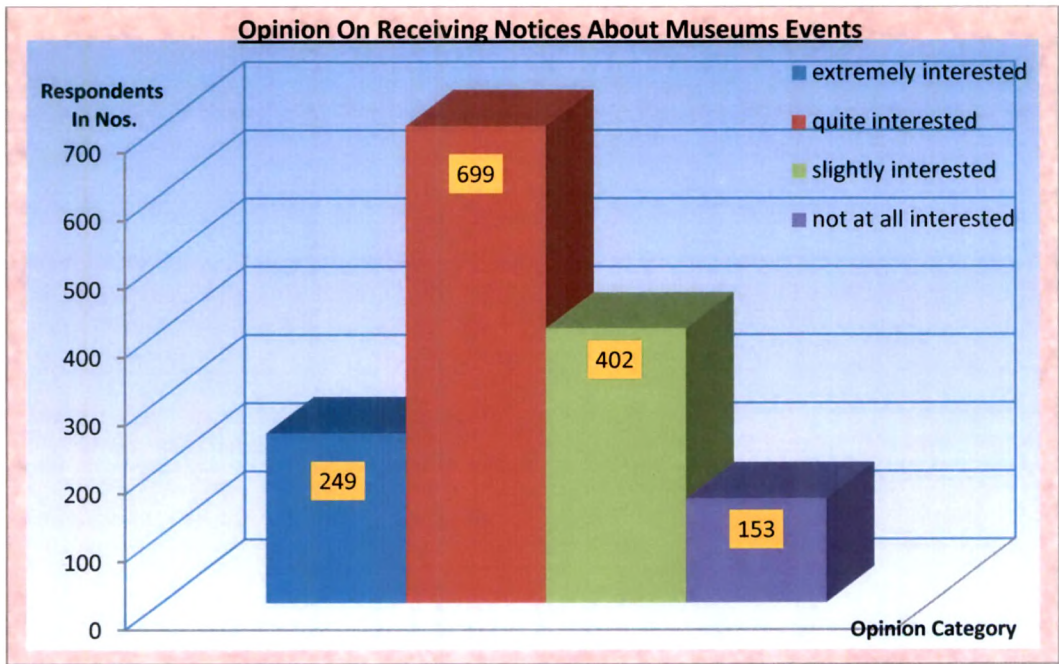
Q11. How interested you would be in receiving e-mail notices of events, exhibitions and programmes from the museum?

This question was answered by the respondents in 4-point scale ranging from extremely interested to not at all interested. Their responses are as below:

Table IV.12- Opinion on receipt of notices abt Museum Events

	extremely interested	quite interested	slightly interested	not at all interested
Total	249	699	402	153
In %	16.56	46.5	26.74	10.17

Chart No. - IV.12



The above data reveals that 46.5% of people are quite interested in receiving e-mail notices of events, exhibitions and programmes from the museum, 26.74% of people are slightly interested, 16.56% persons are

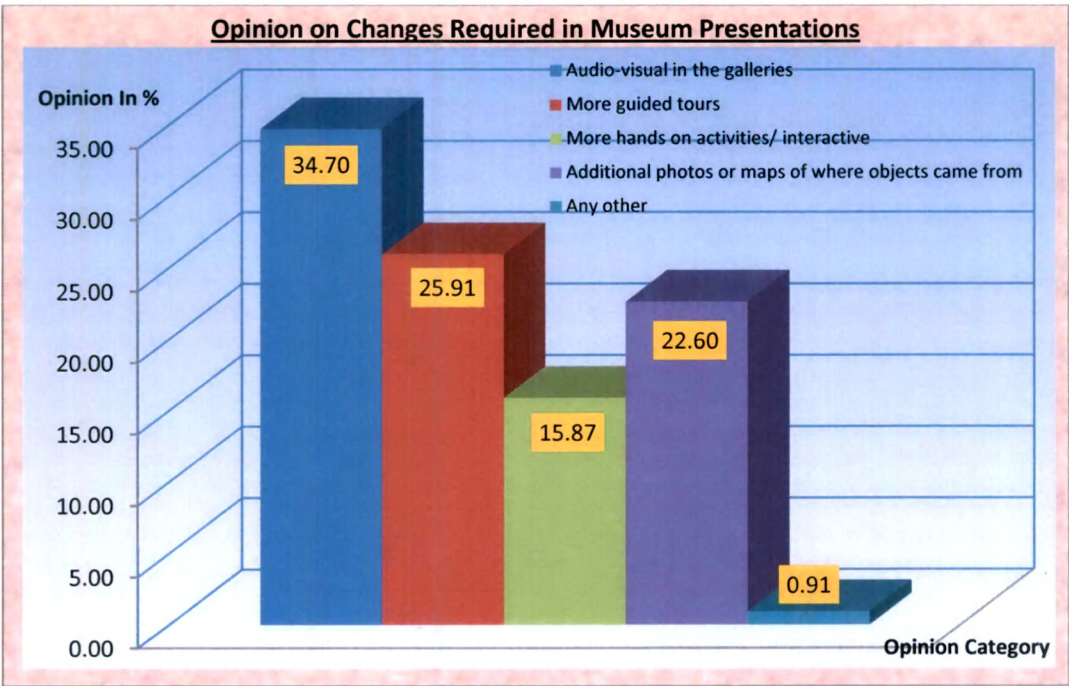
extremely interested whereas 10.17% of people are not at all interested in getting email notices as they are not regular museum goers and are not interested in knowing about the events of museums.

Q12. What changes in the presentation of exhibits would you like to see in the museum you visited?

Table IV.13- Opinion on changes reqd in Museum presentation

	Audio-visual in the galleries	More guided tours	More hands on activities/ interactive	Additional photos or maps of where objects came from	Any other
Total	912	681	417	594	24
In %	34.70	25.91	15.87	22.60	0.91

Chart No. - IV.13



The data shows that maximum number of people (34.7%) would like to see audio- visuals along with the exhibits of the museum during their visit. 25.91% want museums to organize more guided tours and 22.6%

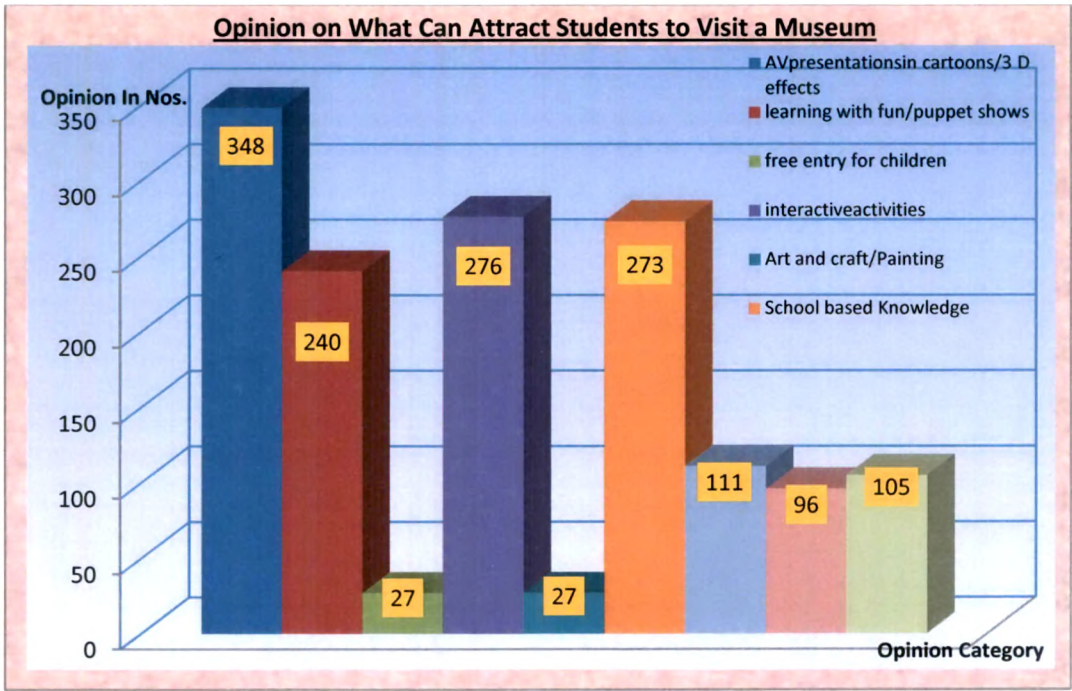
think that museums should provide additional photos and maps along with the exhibits to show the origin of exhibits. 15.81% want more hands on activity during their visit to have fun along with learning. 0.91% of people want new addition of exhibits at regular intervals.

Q13. What do you think can attract school children to museums?

Table IV.14 - Opinion on student attraction to Visit to Museum

	AV/ 3 D effects	learning with fun/pupp et shows	free entry for children	Interactive activities	Art and craft/ Painting	School based Knowledge	Artefact /exhibits	Aware ness campa igns	Drama/ talk show
Total	348	240	27	276	27	273	111	96	105
In %	23.15	15.97	1.80	18.36	1.80	18.16	7.39	6.39	6.99

Chart No. - IV.14



The data shows that 23.15% of people think that audio-visual programmes using cartoons, 3D effects in videos and events can attract school children towards museum programmes, 18.36% feel that inclusion

of more interactive programmes can be of interest for children, 18.16% want that the museums should include programmes based on school curriculum to attract more school students, 15.97% respondents expect to have learning with fun in museums for which the museums should organize puppet shows and other interesting events which the visitors can enjoy.

According to 7.39% people, museums should keep including interesting artefacts and exhibits in their galleries for display to encourage people to visit museums. 6.39% think that awareness campaigns about museum programmes can attract more school children, 6.99% feel that dramas and talk shows on various topics can lure school children to museums.

A few persons feel that free entry for school children and organizing programmes based on art and crafts, paintings can be of interest to children.

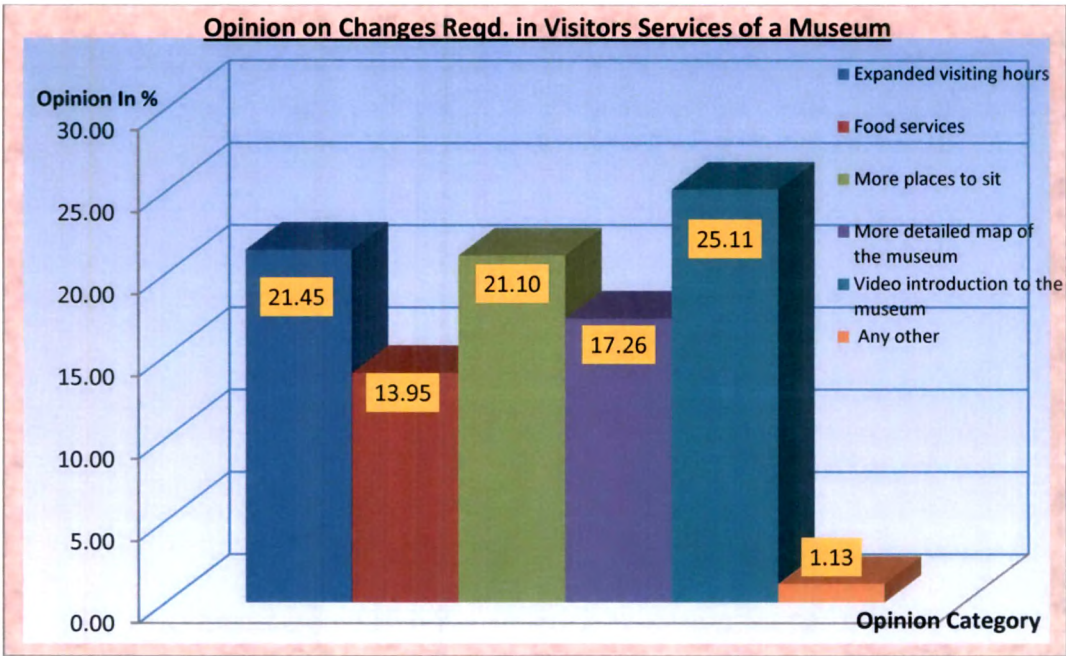
Q14. What changes are required to visitor services by the museum?

The respondents were asked about their expectations about the changes required in visitor services by the museums. Options were given regarding extended visiting hours, the food services and resting places provided by the museums, a summary or map of the galleries of the museum, a video introduction of the important exhibits of the various galleries or any other visitor services expected by the people of Baroda.

Table IV.15 – Opinion on changes reqd. In services to Museum visitors

	Expanded visiting hours	Food services	More places to sit	More detailed map of the museum	Video introduction to the museum	Any other
Total	738	480	726	594	864	39
In %	21.45	13.95	21.10	17.26	25.11	1.13

Chart No. - IV.15



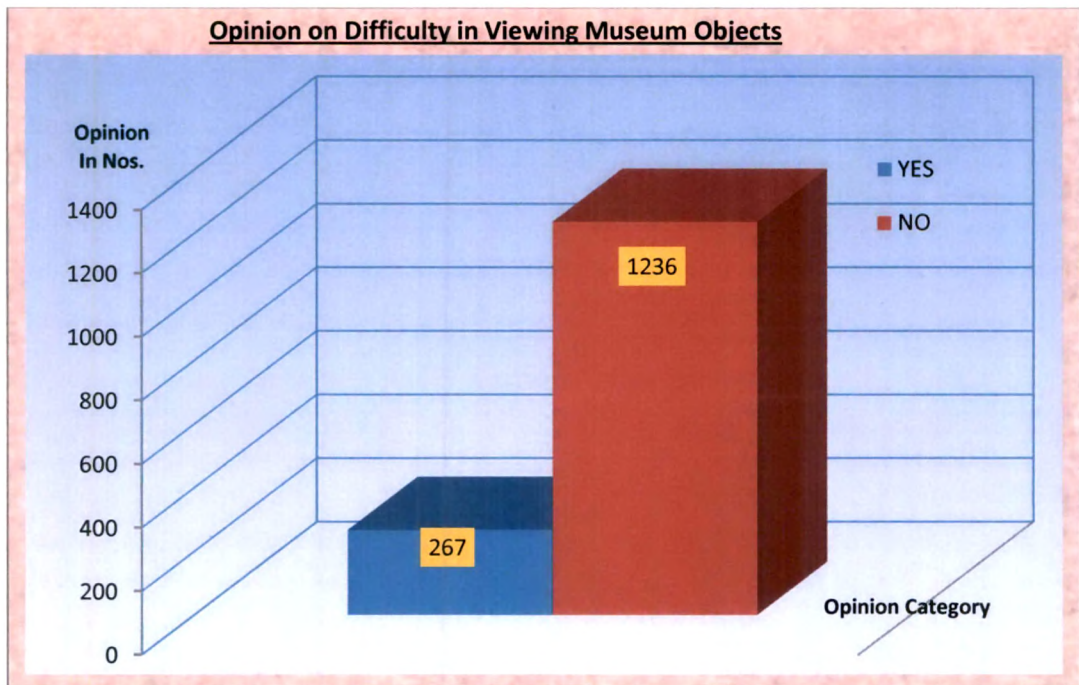
The above data reveals that 25.11% of the people think museums should have audio-visual presentations of a brief description of museum and its exhibits, 21.45% think that extended visiting hours should be considered by the museum to aid visitors to visit museum at their suitable time, 21.1% want more resting and sitting places in the museum, 17.26% wish to have a more detailed map of the museum and 13.96% want paid food services in museums premises for visitors.1.13% people want some other services like washroom facilities, clean environment and booklet of all exhibits.

Q15. Did you face any difficulty in viewing the exhibits?

Table IV.16 – Opinion on difficulty in viewing Museum objects

	YES	NO
Total	267	1236
In %	17.8	82.2

Chart No. - IV.16



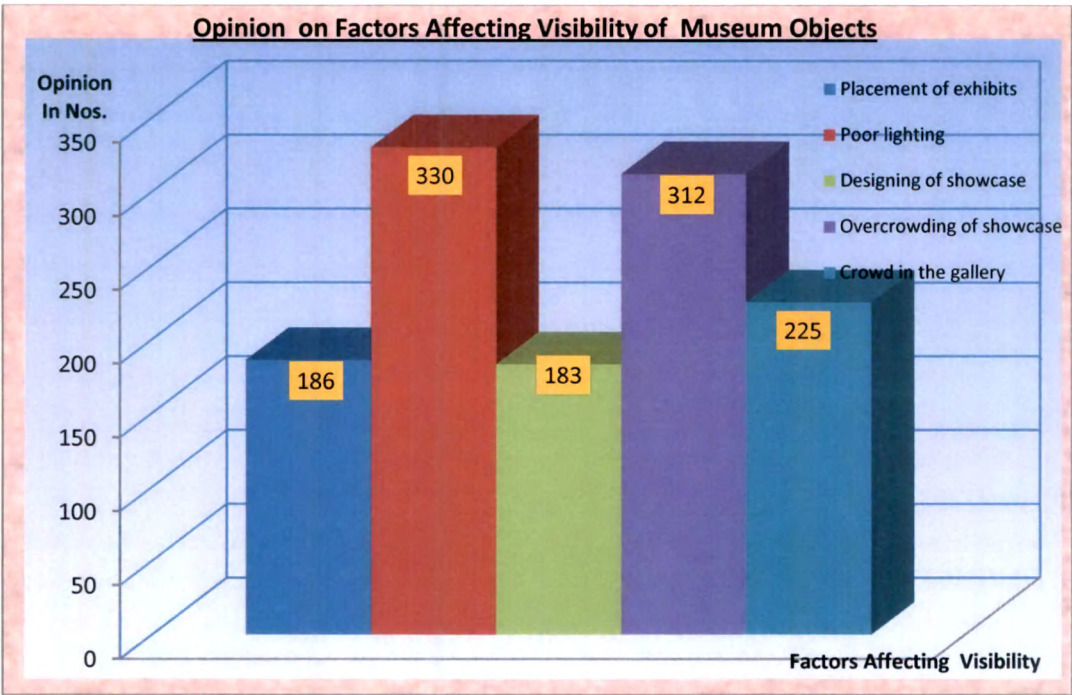
Maximum number of people that is 82.2% of people said that they didn't face any difficulty in viewing the exhibits and only 17.8% of the people told that they faced difficulty in viewing the exhibits. The people who were not satisfied with the visibility of the exhibits gave the reasons of their dissatisfaction which are discussed below.

Q16. If you are not satisfied with the visibility of exhibits please mention the factors that affected the visibility?

Table IV.17 – Opinion on factors affecting visibility of Museum objects

	Placement of exhibits	Poor lighting	Designing of showcase	Overcrowding of showcase	Crowd in the gallery
Total	186	330	183	312	225
In %	15.05	26.70	14.81	25.24	18.20

Chart No. - IV.17



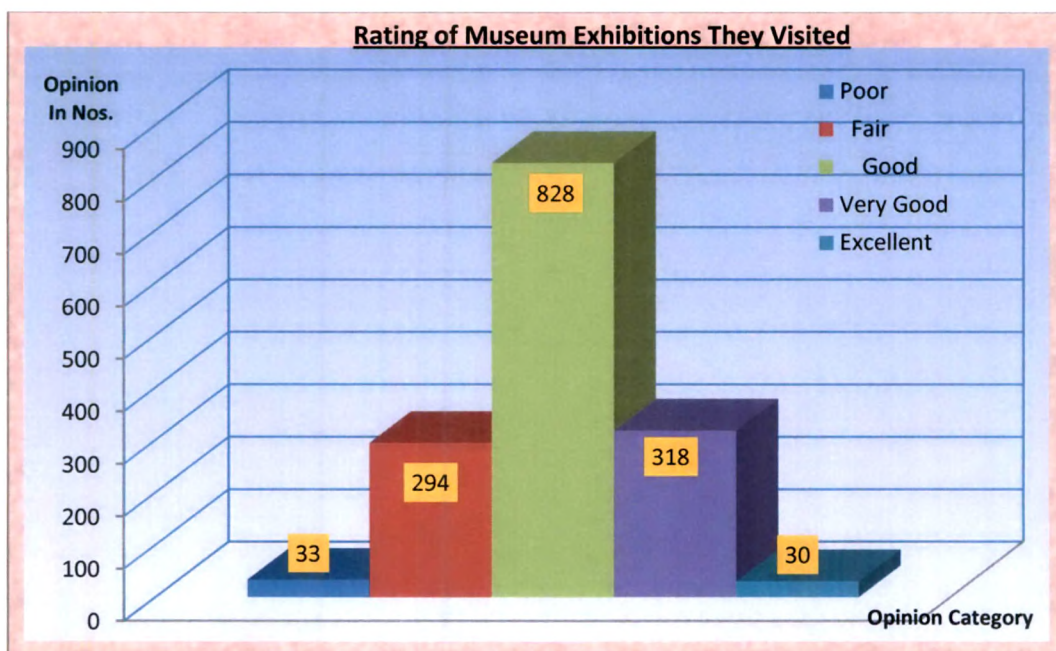
The analysis of the data shows 26.7% were not satisfied with the lighting of the exhibits and galleries, 25.24 % people told that the showcases were overcrowded which was affecting the visibility, 18.2% persons had the opinion that the crowd in the gallery of the visitors was affecting the visibility and 15.5% cited the improper placement of the exhibits to be responsible for the visibility of museum objects.

Q17. Rate your experience of museum exhibitions in terms of visibility?

Table IV.17 – Rating of Museum Exhibitions visited

	Poor	Fair	Good	Very Good	Excellent
Total	33	294	828	318	30
In %	2.20	19.56	55.09	21.16	2.00

Chart No. - IV.18



The data reveals that 55.09% of people rated the museum exhibitions to be good in terms of visibility, 21.16% found the museum exhibitions to be very good, 19.56% thought them to be fair. Very few respondents that are only 2% found them to be either poor or to be excellent in terms of visibility of exhibits.

Q18. Rate the labelling of various exhibits in the museum? (The rate is from 1 to 5 with 5 being the best).

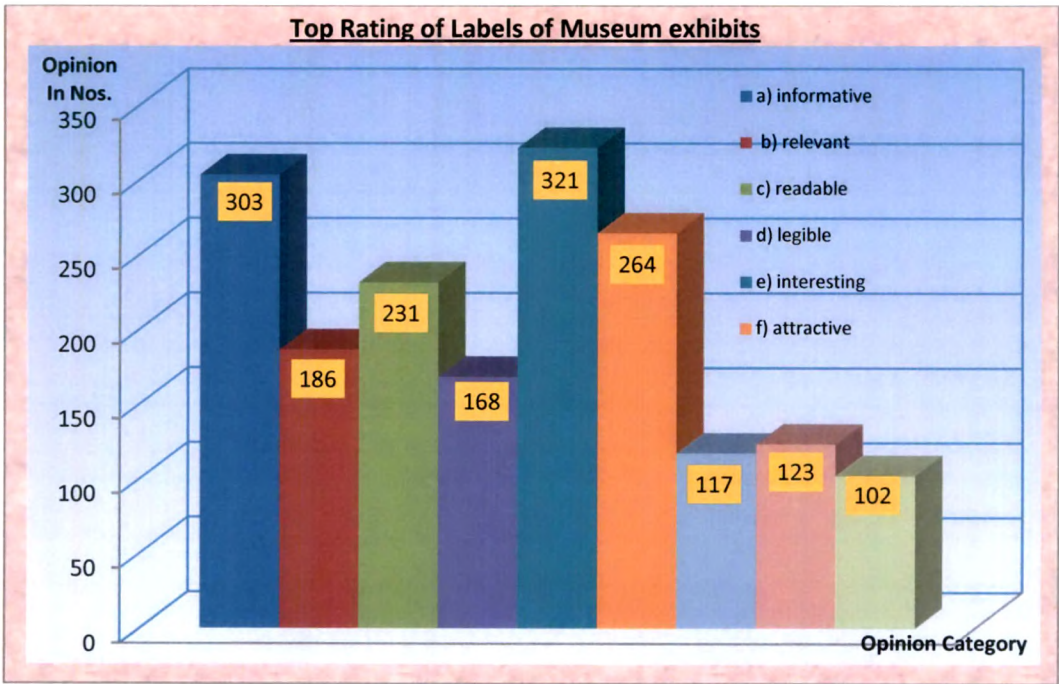
Table IV.19 – Rating of labelling of Museum exhibits

Rating	informative	relevant	readable	legible	interesting	attractive	comprehensive	clarity of contents	labels as hindrance
1	69	36	66	45	63	87	57	45	213
2	156	225	303	297	201	258	300	300	375
3	465	582	516	588	411	513	669	639	534
4	510	450	390	411	513	387	366	402	285
5	303	186	231	168	321	264	117	123	102

Table IV.20 – Top rating of labels of Museum exhibits

Top Rating	informative	relevant	readable	legible	interesting	attractive	Comprehensive	clarity of contents	labels as hindrance
Total	303	186	231	168	321	264	117	123	102
In %	16.69	10.25	12.73	9.26	17.69	14.55	6.45	6.78	5.62

Chart No. - IV.19



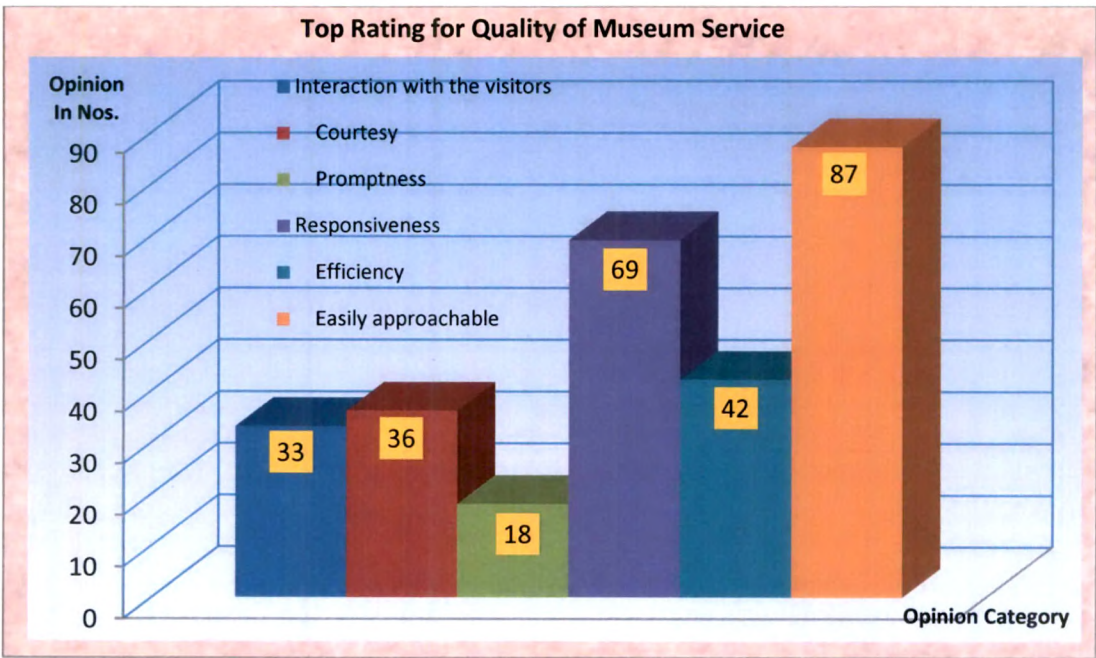
The analysis of the above shows that 17.69% of the people found the museum labels to be interesting, 16.69% people think that labelling of the museum exhibits were informative, 14.55% feel that the museum labelling was attractive, 12.73% of respondents feel that the museum labelling was readable, 10.25% felt that relevant information were given in museum labels, 5.62% people felt that the improper placement of the labels were causing hindrance in the visibility of exhibits.

Q19. Rate the quality of service of the administrative staff (security personnel, gallery attendant, and receptionist) of the museum.

Table IV.21- Top rating of quality of Museum services

Top Rating	Interaction with the visitors	Courtesy	Promptness	Responsiveness	Efficiency	Easily approachable
Total	33	36	18	69	42	87
In %	11.58	12.63	6.32	24.21	14.74	30.53

Chart No. - IV.20



The ratings of the given options were done on a 5-point scale, 5 being the best and 1 being the poor. 30.53% people have rated the administrative staff of the museums to be excellent in the approachable category, 24.21% people rated them best in responsiveness and efficiency. 14.74% considered them best for their efficiency. Only 6.32% have given top rating to the administrative staff for their promptness and 11.58% for their interaction with visitors. So, museum staff should increase their

interaction with the visitors to know about their specific requirements and provide them prompt guidance accordingly.

Q20. Rate the quality of service of the educative staff (Guides, Guest lecturers, Interpreters, Education officer etc.) of the museum.

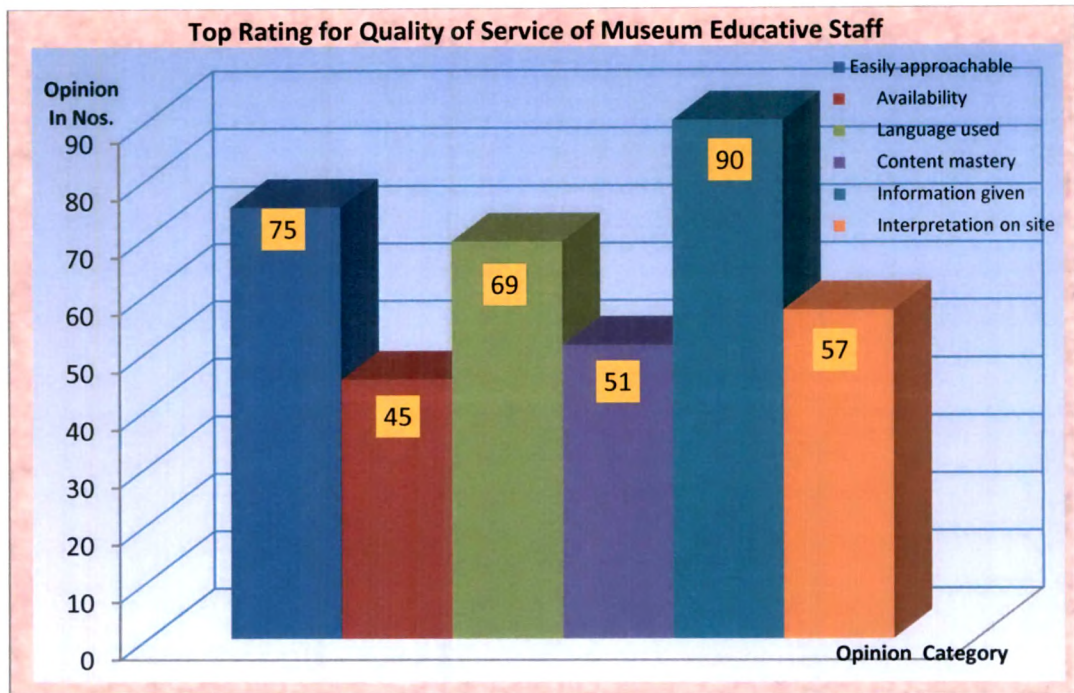
Table IV.22 - Quality of service of Museum Edu. Staff

Rating	Easily approachable	Availability	Language used	Content mastery	Information given	Interpretation on site
1	123	144	99	84	99	120
2	405	144	381	384	336	399
3	570	483	585	558	504	528
4	228	210	252	288	369	267
5	75	45	69	51	90	57

Table IV.23 – Top rating of Quality of service of Museum Edu. Staff

	Easily approachable	Availability	Language used	Content mastery	Information given	Interpretation on site
Total	75	45	69	51	90	57
In %	19.38	11.63	17.83	13.18	23.26	14.73

Chart No. - IV.21



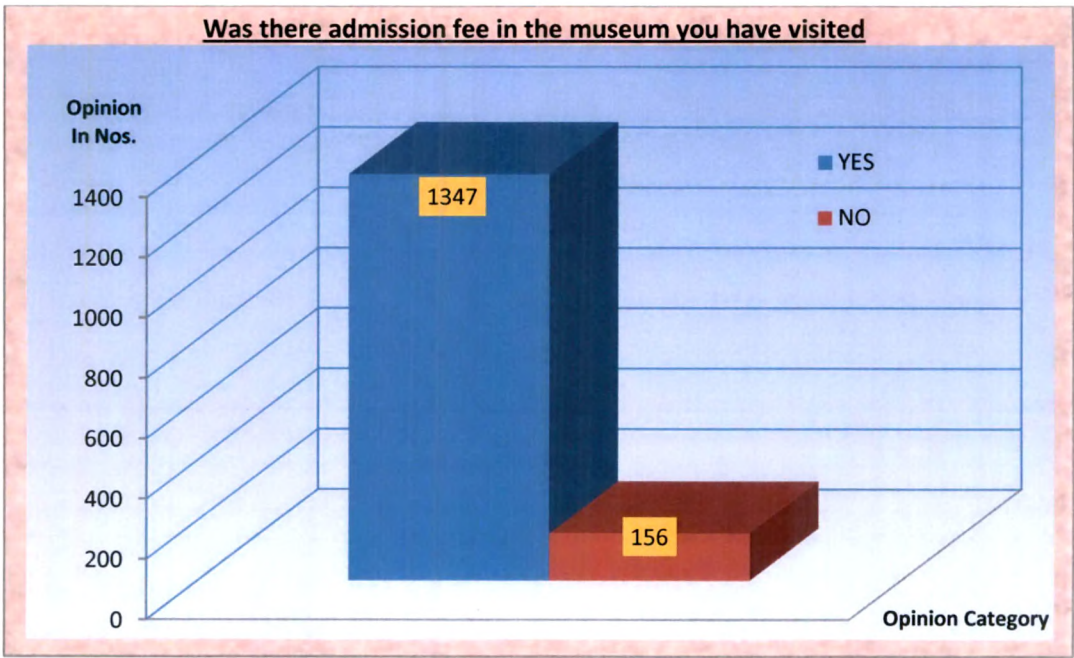
The analysis of the above gives us details of the top rating of the people about the quality of service of museum educative staff. They rated the same in 5- point scale, '1' being poor and '5' being excellent. The above graph shows the opinion of people according to their top ratings. 23.26% of people think that the information given by the educative staff is excellent and 19.38% feel that they are very easily approachable. 17.83% of people rated the educative staff excellent in terms of the language used during their conversation with the visitors. 14.73% find museum staff to be excellent in interpretation of exhibits and artefacts on site during their visit. 13.18% persons think that the content mastery of the educative staff in museums is excellent which provided immense knowledge to the visitors. Only 11.63% find that the staffs are excellent in museum in terms of their availability in times of need by the visitors.

Q21.Was there any admission fee in the museum you have visited?

Table IV.24 – Was there any Admission Fee in Museum

	YES	NO
Total	1347	156
In %	89.62	10.38

Chart No. - IV.22



The data shows that 89.62% said that there was admission fee in the museum they visited and only 10.38% people told that there was no admission fee in the museums they visited. This shows that most of the museums are having certain admission fee for the visitors.

**Q22. Do you think museums should charge any admission fee?
(Specify the reasons)**

Table IV.25 – Opinion on Fee to be charged for Museum Visit

	YES	NO
Total	1206	297
In %	80.24	19.76

Table IV.26 – Why Museum Fee not to be charged

No Respondents	Total	In %
Benefit Society	72	24.24
Free for students	24	8.08
Free Knowledge Gain	69	23.23
Promote Tourism	63	21.21
To attract more visitors	69	23.23

Table IV.27 – Why Museum Fee is to be charged

Yes Respondents	Total	In %
Funding New Additions	30	2.49
Operation & Maintenance Fee	681	56.47
Preserving Heritage	123	10.20
Revenue to Govt.	207	17.16
Salary of Staff	165	13.68

Chart No. - IV.23

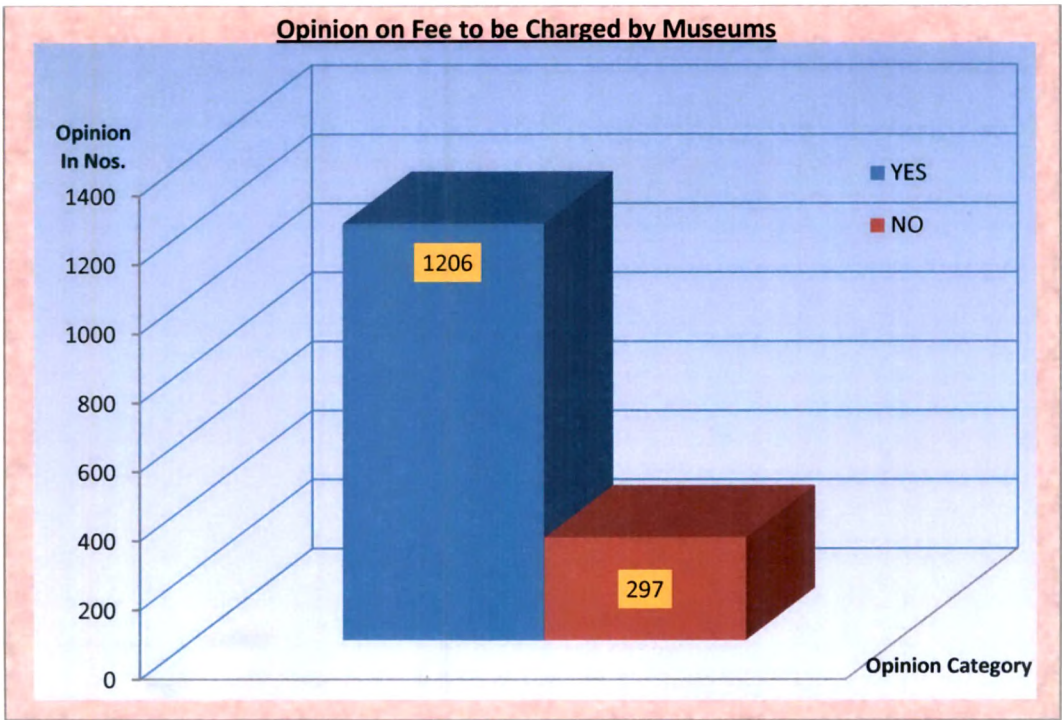


Chart No. - IV.24

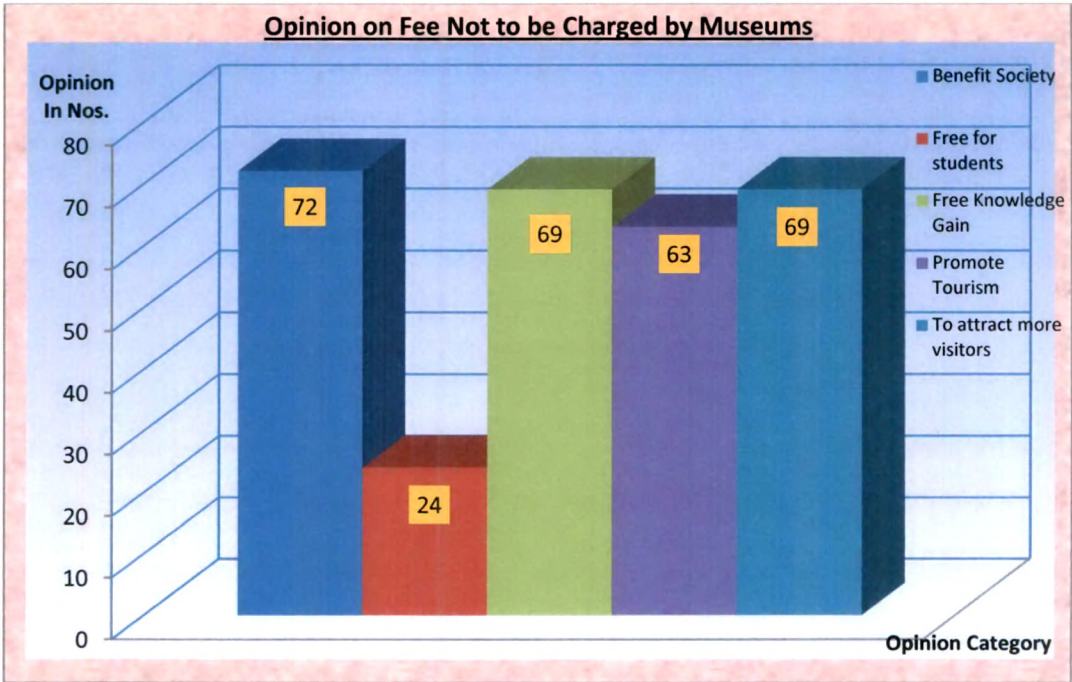
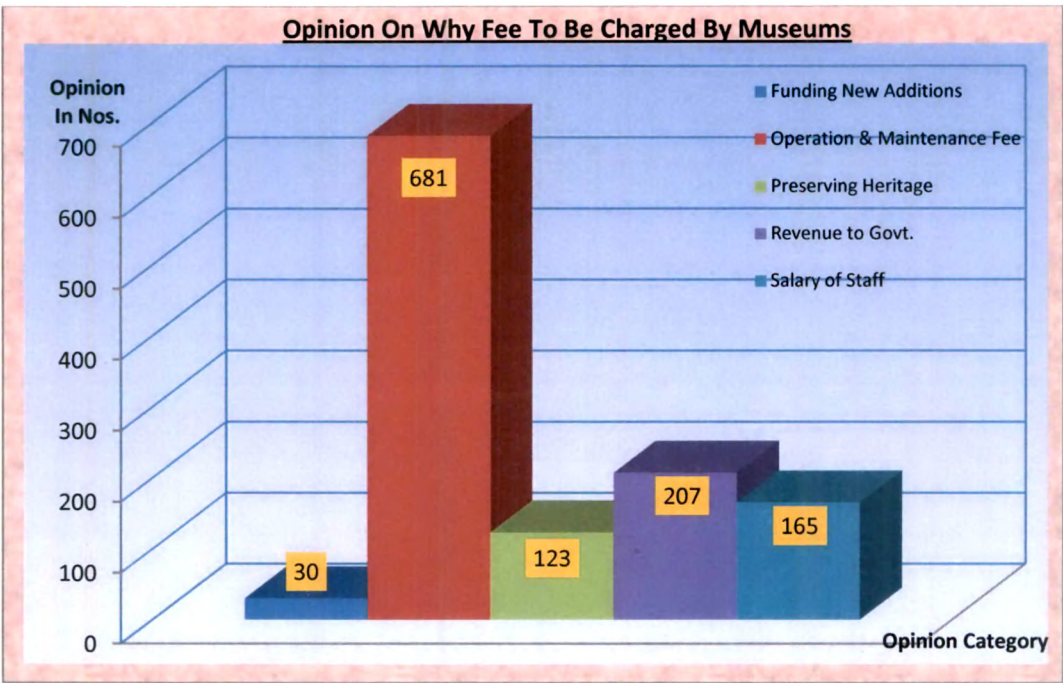


Chart No. - IV.25



The data shows that 80.24% people think that museums should charge admission fee from visitors whereas 19.76% people feel that museums should not charge any admission fee from visitors. People who felt that there should admission fee in museums gave different reasons in support of their statement. 56.47% have the view that the museums should charge visitors for their maintenance and proper operation.

17.16% think that admission fee will provide revenue to government of our country, 13.68% told that there should be museum fee to provide salary to the staff, 10.2% think that the amount of fee should be utilised for preserving the heritage of our country. Only 2.49% of persons told that the amount of fee can be used by the museums in funding new additions of exhibits in museum.

People who believe that there should not be any charge in museums have told the following as the reasons for their opinion.24.245 people think that the museums are institutions for the benefit of society and they should not be charging the visitors, 23.23% feel that the museums are educational institutions and there should be free knowledge gain for the society and thereby it can attract more visitors, 21.21% have the opinion that the museums should not charge fees to promote tourism in our country and 8.08% persons think that there should not be any charge for the students visiting the museums.

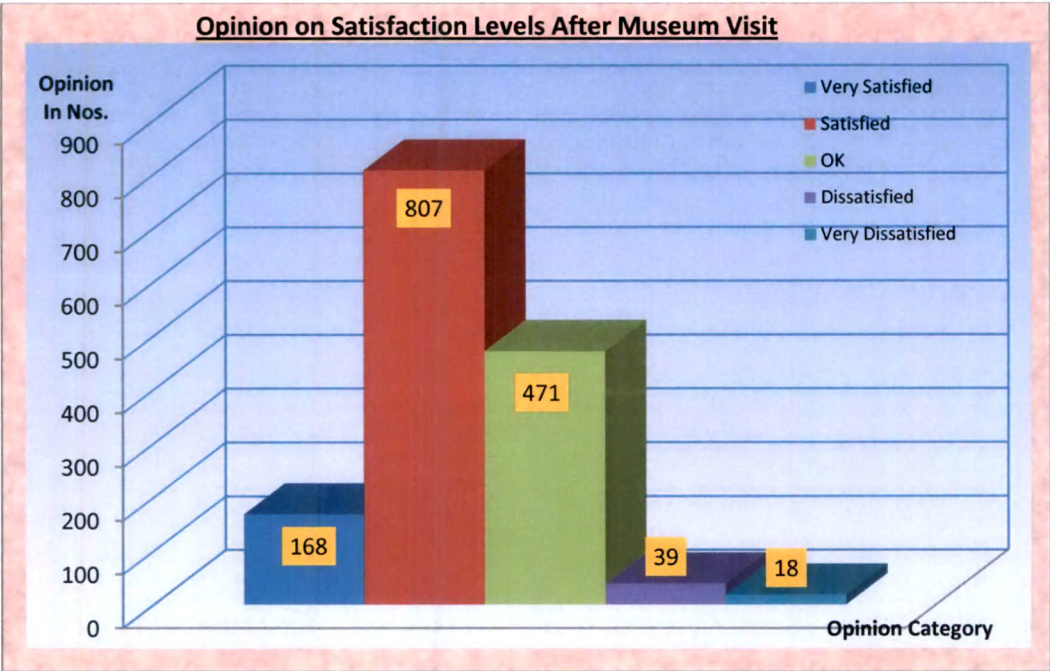
Q23. After your museum visit were you.

- Very Satisfied
- Satisfied
- OK
- Dissatisfied
- Very Dissatisfied

Table IV.28 – Opinion on satisfaction levels after Museum visit

	Very Satisfied	Satisfied	OK	Dissatisfied	Very Dissatisfied
Total	168	807	471	39	18
In %	11.18	53.69	31.34	2.59	1.20

Chart No. - IV.26



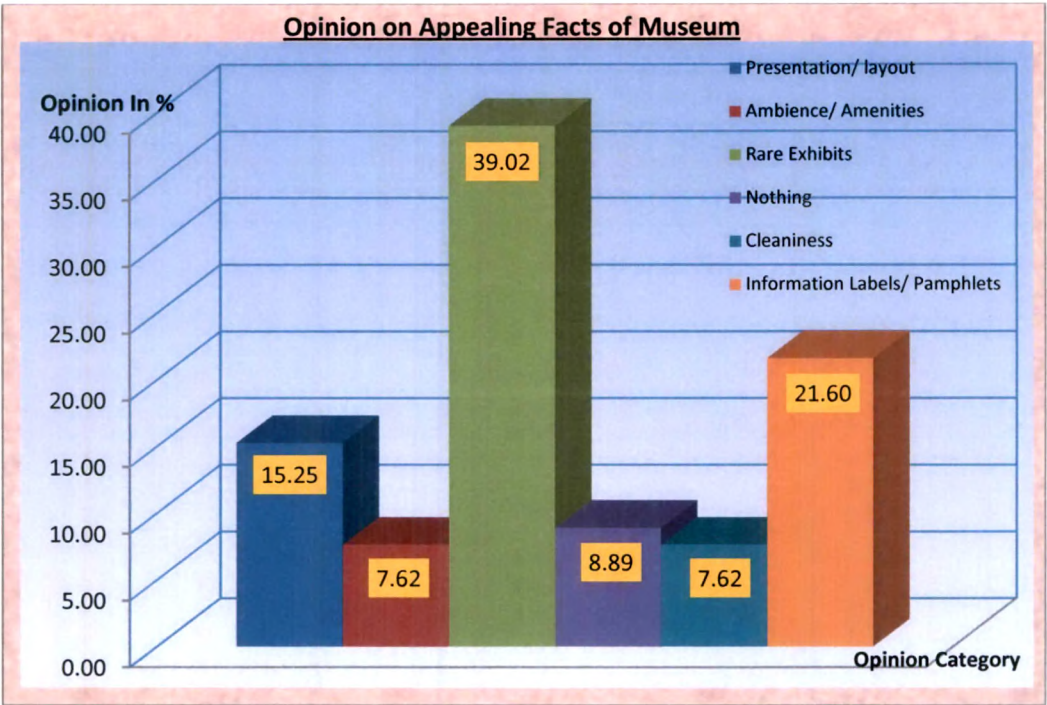
The analysis shows that 53.69% of the respondents were satisfied after their museum visit, 31.34% were ‘Ok’ after their visit and 11.18% were very satisfied, 2.59% were dissatisfied after their visit. Only 1.2% persons told that they were very dissatisfied. Most of the respondents who were in the dissatisfied category were the persons who have visited museums abroad.

Q24. What aspects of the museum appealed to you the most?

Table IV.29 – Opinion on Appealing facts of Museum

	Presentation/ layout	Ambience/ Amenities	Rare Exhibits	Nothing	Cleanliness	Information Labels/ Pamphlets
Total	252	126	645	147	126	357
IN %	15.25	7.62	39.02	8.89	7.62	21.60

Chart No. - IV.27



The analysis of the data shows that the certain things appealed to the people the most during their museum visit. Some persons have given their response in more than one option. 39.02% people feel that the rare exhibits which they viewed in museum galleries were the most appealing to them as they could see things which are unique and amazing. 21.6% think that the information given through labels and pamphlets about these unique exhibits in the museum were the most appealing as they came to know about many unknown facts about our civilization and of other countries. 15.25% feel that the presentation and layout of the exhibits in the galleries were the most appealing.

According to 7.62% people the ambience of the museum, the amenities provided and cleanliness of the surroundings were most appealing. But 8.89% persons think that nothing appealed to them during their museum

visit. Thus, museums will have to find strategies to present their exhibits in a way so as to appeal these people as well.

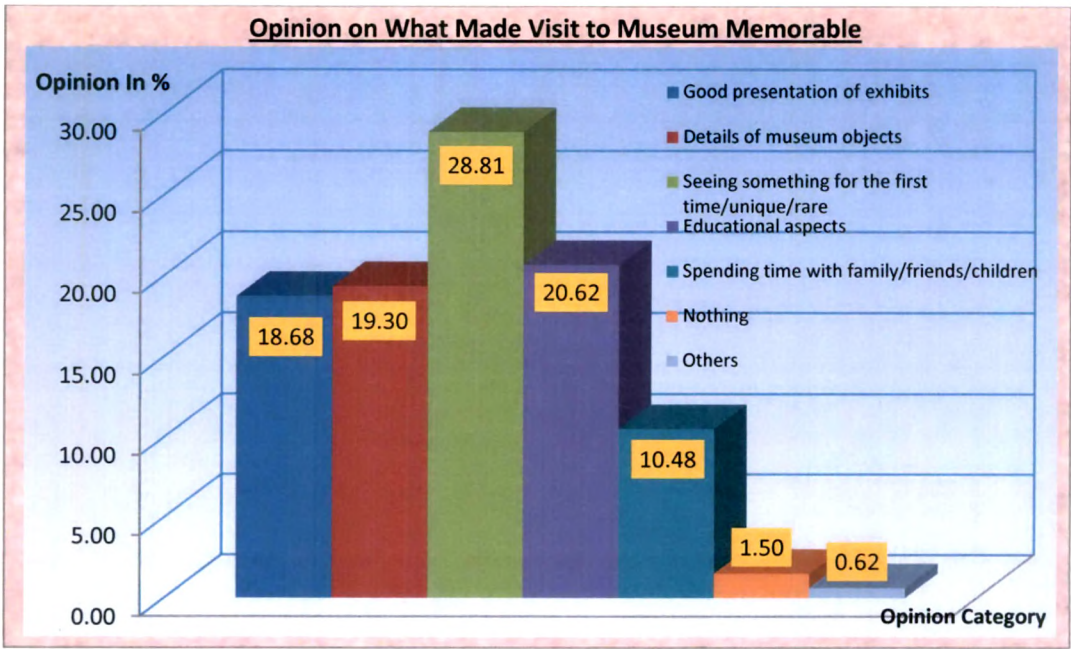
Q25. What made your museum visit memorable?

Table IV.30 – Opinion on what made Museum visit memorable

	Good presentation of exhibits	Details of museum objects	Seeing something for the first time/unique/rare	Educational aspects	Spending time with family/friends/chil dren	Nothing	Other
Total	636	657	981	702	357	51	21
In %	18.68	19.30	28.81	20.62	10.48	1.50	0.62

The respondents were asked about their opinion regarding the most memorable moment during their museum visit. All sorts of responses were given by them ranging from good presentation of exhibits to nothing memorable. People even told some other aspects of the museum in their responses other than the options given to them. A view of such responses is given in the Chart No. IV.28.

Chart No. - IV.28



The data reveals that 28.81% of people find that seeing something unique, rare, and for the first time made their museum visit memorable. 20.62% think that the educational aspects of the displayed items were the most memorable for them.19.3% people feel that the details of the museum objects given in the form of label, pamphlets, brochures etc. were most memorable.18.68% told that the good presentation of the exhibits by the museum staff made their museum visit memorable.

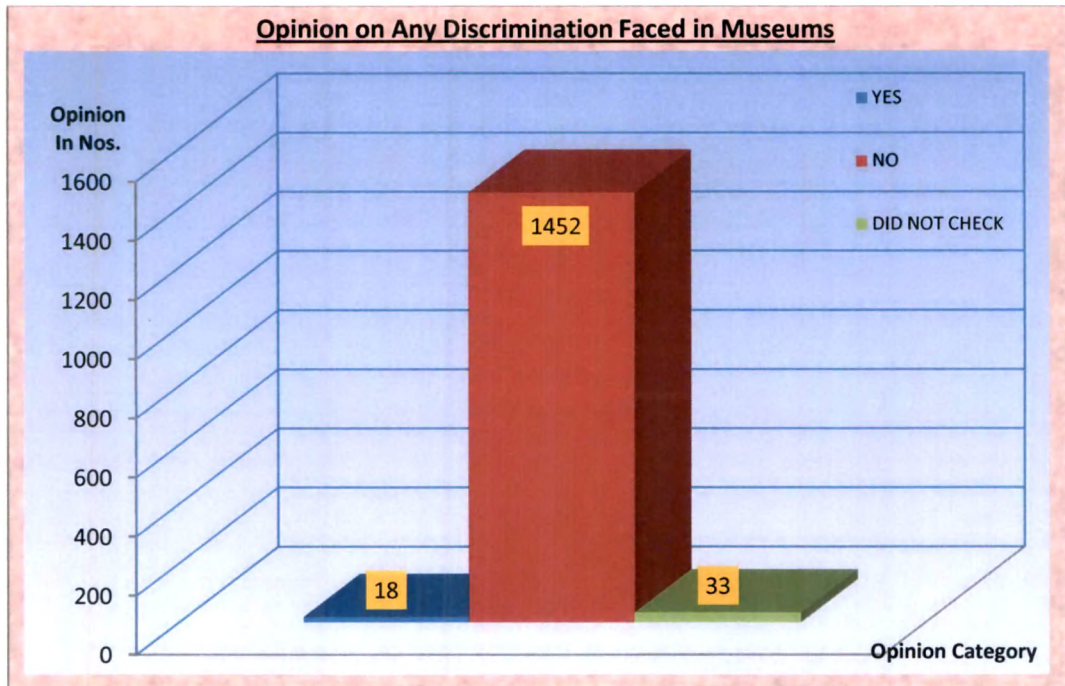
10.48% said that they got to spend time with their family, friends and children during their museum visit which made their visit memorable. A very few people (1.5%) think that nothing in the museum was memorable during their visit. Some even told that the ambience, cleanliness of the surroundings made their museum visit memorable.

Q26. Did you experience any sort of discrimination based on caste, gender, race, caste, religion during your visit to museum?

Table IV.31 – Opinion of any discrimination faced in Museum

	YES	NO	DID NOT CHECK
Total	18	1452	33
In %	1.20	96.61	2.20

Chart No. - IV.29



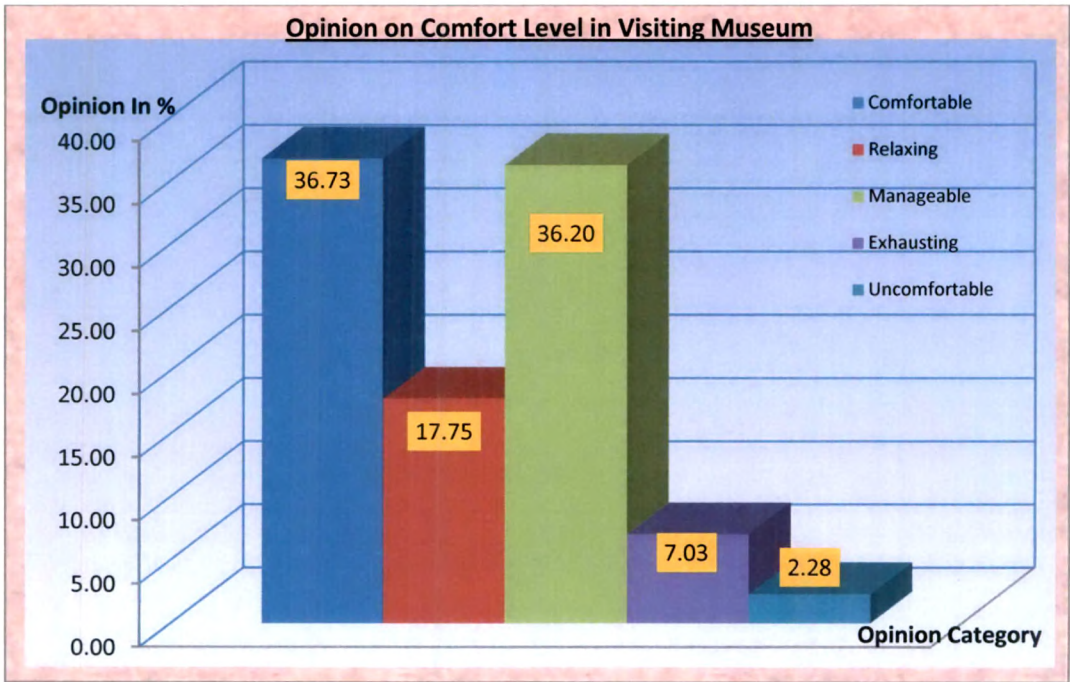
The data shows that 96.61% of people think that there was no discrimination with the visitors in the museum regarding their caste, gender, race, caste or religion during their visit. Only a negligible percentage of people that is 1.2% think that there was certain discrimination with the museum visitors which was based on gender and race of the visitors. 2.2% people told that they even did not check whether there was any discrimination with the visitors by the staff of museum. This shows the good behaviour and dealings of the staffs with the museum visitors in Baroda.

Q27. Rate your comfort level in the museum you have visited. [Using 1(Poor) to 5(Excellent) scale].

Table IV.32 – Opinion on comfort level in visiting Museum

	Comfortable	Relaxing	Manageable	Exhausting	Uncomfortable
Total	627	303	618	120	39
In %	36.73	17.75	36.20	7.03	2.28

Chart No. - IV.30



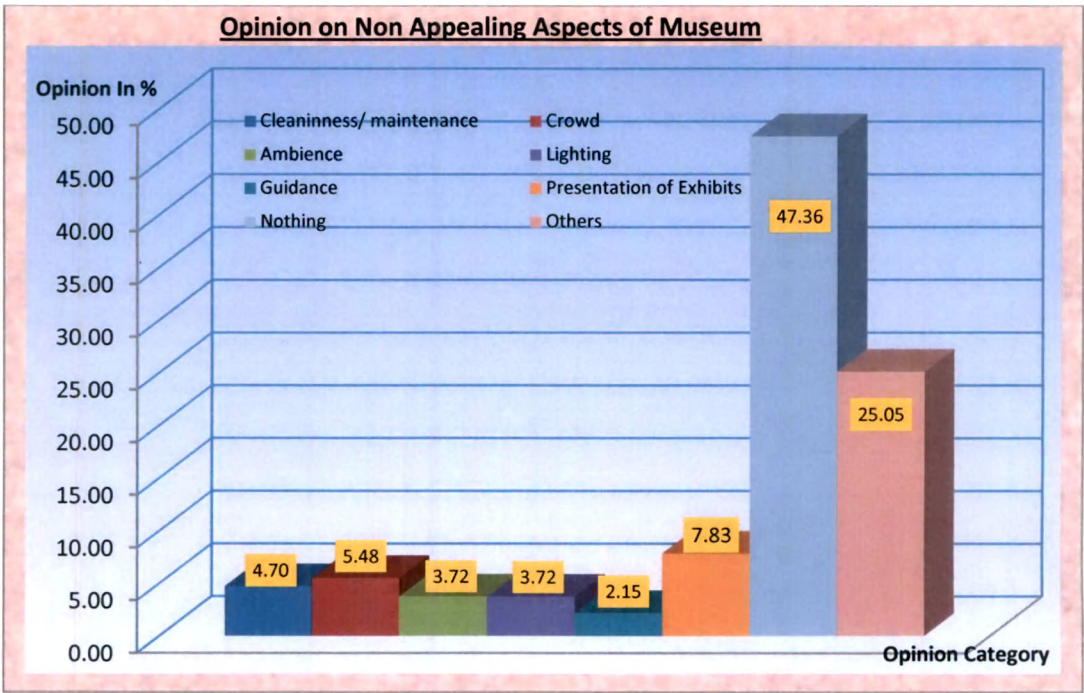
The analysis of the chart shows that 36.7% people were comfortable during their museum visit, 36.2% people think that it was manageable, 17.75% feel that their visit was relaxing. Only 7.03% think that their museum visit was exhausting and 2.28% found it to be uncomfortable. Museum should take into account this small percentage of people and try to find out the reason of their dissatisfaction so that they can even serve the visitors better and satisfy all the visitors.

Q28. What aspects of the Museum did not appeal to you?

Table IV.33 – Opinion on non-appealing aspects of Museum visit

	Cleanliness/ maintenance	Crowd	Ambience	Lighting	Guidance	Presentation of Exhibits	Nothing	Others
Total	72	84	57	57	33	120	726	384
In %	4.70	5.48	3.72	3.72	2.15	7.83	47.36	25.05

Chart No. - IV.31



The aspects of the museum which didn't appeal to the people during their museum visit include various aspects of the museum. 7.8% people were not satisfied with the presentation of exhibits in the museum, 5.48% persons think that the galleries were overcrowded and added to their dissatisfaction. 4.7% respondents think that the surroundings and the premises of the museum can be cleaner and well maintained, 3.72%

people were dissatisfied with the ambience of the museum and lighting in the galleries which according to them could have been better. 2.15% of people find that they should have received better guidance from the staff of museums during their museum visit.

25.05% people think that certain other aspects of museum were not appealing to the visitors which include museums didn't provide adequate information, there can be knowledge bank in museum, no place to rest, few rooms are quite small, inadequate toilet facility, they did not have fun, language was a barrier in international museum like Sanghai museum, exhibits kept in glass boxes, no AV presentations in some museums, unsuitable timings, improper ventilation, exhibits should be more interactive, sometimes disinterest of staff, less staff, serious environment, tiring, less air circulation, less space to roam, some not well kept/maintained, non-availability of food, beverages, recreations, shortage of guides, safety, food, staff response, guides demanding money, some take photos in museum which need to be controlled, history repeated, no exhibits regarding future, rude behaviour from staff, absence of guides, poor amenities, time should be given for visiting properly, doesn't allow to take camera, poor maintenance, inefficiency of staff, improper labelling, floor not suitable for visually impaired like some stairs , some at basement, sometimes big name and less information, not enough knowledgeable staff in some museums, hot, congested, smelly, it is advisable to recruit students on part time basis, less unique items of world, too long like spending 3-4 hrs, sometimes it becomes boring, sometimes very non-useful history, better maintenance of clothing and textile, dullness, detailing was missing, security of artefacts and no AC in summer.

According to 47.36% people there was nothing which was dissatisfactory in museum which reveals good presentation and maintenance of the galleries by the museum. But the museum should take into account the areas of dissatisfaction of the visitors and try to improve on these areas to serve society better.

This chapter presented the various expectations and opinions of the respondents about different aspects of the museum. It also presented rating of museum they have visited using 5- point scale. The analysis and interpretation of the data on the same shows that most of the people seek information in the form of labels and written information during their museum visit. People also want to have the general expectation of having a staff or a knowledgeable guide who will accompany them during their museum visit and will guide them and will respond to their queries. They expect to have good displays which are well organised in galleries.

Other than these people have lot many other expectations from the museum which the museums should take into consideration. They can give detailed information about the exhibits on display in attractive brochures, pamphlets along with self explanatory labels. The information can also be given using audio-visuals, short films, museum websites, reading panels etc. The galleries should be well organised with resting places for the visitors so that they can feel relaxed and do not experience exhaustion during their visit. The arrangement of the exhibits should be such that people can skip some if they are not interested in those topics in particular. An experienced, knowledgeable, trained guide is a must in

museums specially for the visitors who are unlettered and cannot get the information through labels. The flow of visitors should be done in a controlled manner in order to avoid overcrowding of the galleries.

Most of the people propose to see exhibits of past rather than present and future related exhibits as they generally consider museum to be a place which stores, takes care and displays unique objects from past. Museum should organise more events related to current and future topics which will contribute in changing the above notion of people about museums and will interest them to visit museums more often.

Maximum numbers of people expect the museums to arrange for relevant audio-visuals and live demonstrations related to the topic or theme of display. People also want different plays, drama and programmes related to school curriculum in the interests of public. The galleries should include working models, exhibits based on science and technology. People wish to have programmes on safety rules, major changes happenings in the world, agriculture and environmental sciences, events on global warming, revolutions of world light and sound shows about history and heritage, some other current and future issues which will be of interest to them. They want creative presentations of exhibits supported by interactive program, 3D film shows and computerised displays which will attract people to museums. There should be constant improvement in display of exhibits and children activities like museum tours, quiz contests, treasure hunt, talk shows, art and craft making etc. to encourage them to visit museums. People also feel that awareness campaigns and announcements about the museum programs can increase

the rate of museum visits as sometimes the people are not even aware of the ongoing programs in the museum.

Most of the people wish to have guided tours where they can handle and explore exhibits and interact with people from past. Museum can set up guided tours where people can handle and explore fabricated items of some interesting exhibits. Museum staff or hired actors can pose as prominent people of past and can interact with the visitors in a pre-set up theme which give them a feel of the past culture and civilization. People also wish to join various art and craft courses organised by museums in their leisure hours.

Majority of people expect museum to provide information in the form of take away pamphlets and booklets which they can also go through in their leisure hours at home. Many want a trained and experienced interpreter to guide them during their visit and give them more information on the topic of their interest. People also wish to have the traditional way of giving information in museum through labels. They think that audio- visual can be of much help as reading labels throughout the galleries can sometimes become tiring and boring whereas the former can be understood by even unlettered persons and can even break the monotony of reading labels to get information. Even information about important exhibits can be provided to people using museum websites which people can go through before or after their museum as per their requirement. A few persons also expect to have talk shows, seminars and short films by museums to impart knowledge to society.

Maximum numbers of people expect the museum labels to be in English as it forms a bridge between our country and the rest of the world in

terms of communication. People feel that museums should also include Hindi as it is our national language and most states in India have Hindi-speaking citizens. Local or regional language of a particular place should also be a part of museum label for easy understanding and comprehension by the visitors. Thus, if the museums can have trilingual labels then it will satisfy all types of visitors. If it is not possible in certain circumstances then at least bilingual labels which include English and regional language can be of help to visitors.

Most of the respondents told that they did not approach the museum staff during their museum visit as they didn't feel any need nor were unaware whom to approach. The people who approached the museum staff during their visit told that they were easily approachable.

Majority of people expect the museum staff to be well communicative and should have an idea of all sections as they can guide them and explain them the labels of exhibits specially to people who cannot read, whenever required. People expect them to be more cooperative, courteous well mannered and polite in their behaviour so that they can approach them in case of need. Museum staff should respond to any queries of the visitors so that they feel encouraged to visit museum again. People feel that the museum staff should be strict but cordial and they should be efficient to manage the crowd. They should take regular feedbacks from the visitors.

More than 85% people think that there should not be any special provision for the women in museum as they are equal to men. In this 21st century we should not be discriminating them on the basis of gender and should be given equal status. Some feel that museums should have

special room for relaxing, separate fees and entry gates. Museums should have more security for women, infant room and female guides if required.

Majority of people rated the quality of amenities provided to visitors to be good. Museums should still try to improve the amenities for visitors so that they are completely satisfied by the visitor's services by the museums.

When the respondents were asked about their interest in receiving email notices of events, exhibitions and programmes from the museum, more than 46% percent of them were quite interested. More than 26% were slightly interested. Only 16.5% people were extremely interested in getting email notices so that they become aware of the upcoming programmes of museum. Museum should find ways to motivate the not at all interested people to visit museum.

More than 34% people expect audio-visuals along with exhibits during their museum visit. People think that museums should also organise more guided tours and audio-visual presentations of a brief description of museum, its exhibits, location of galleries and the schedule of events with the help of additional photos and easy to understand maps which shows the origin of important exhibits for the benefit of visitors. People also wish to have new additions of exhibits at a regular basis so that they get to see something new and unique each time they visit the same museum.

Most of the people think that inclusion of audio-visual presentations in the form of cartoons, learning with fun like puppet shows, interactive games and more school based events will encourage school the school

students to visit museum. According to a person the way of interaction with the students should be such that can create interest and curiosity in them. Another respondent thinks that facts should be explained to children as per their level. Museums should take joint efforts with school to organise museum tours. They should be provided an environment where they can get involved in various creative activities like fabrication of objects, paintings and spend time with their friends.

More than 25% people think that if museums want to bring some positive changes in the visitor services, they should introduce video introduction to museum which will give a pre-hand brief description about the museum and its important exhibits in the form of map to the visitors before their gallery visit. People also think that extended visiting hours can encourage office-goers to consider museum visit with their friends and family even during weekdays. Museum should also have more sitting arrangements and paid food services for the visitors.

Majority of people told that they didn't find any difficulty in viewing the exhibits during their museum visit. Some people who told they faced difficulty in viewing the exhibits thought that lighting arrangement in the galleries were not up to the mark. More than 25% persons feel that overcrowding in the galleries was the reason for the poor visibility of exhibits. This museum should take into account and plan accordingly to control the crowd to avoid hindrance in proper viewing of exhibits. More than 15% feel that the improper placement of exhibits or design of showcase was the reason for the poor visibility. In spite of all these comments 55.09% people rated the museum exhibitions in terms of visibility as 'good'.

According to 17.69% people the labels were interesting, 16.69% said that they were informative, 9.26% told that they were legible. Only 5.62% told that labels were causing hindrance while viewing the exhibits. Museum staff should emphasise on the clarity and placement of the labels so that they are aiding the experience of viewing exhibits rather than causing hindrance.

30.53% of the people rated the museum administrative staffs to be excellent with regards to their easily approachable nature during their visit. People have given poor rating in museum staffs interaction with visitors and promptness in responding to their queries. Thus, museum staffs should be more responsive in their approach and show promptness in solving any difficulties faced by the visitors in museum.

23.26% of the people rated the quality of service of the educative staffs of museum to be best with regards to the information provided by them to the visitors. 19.38% found them to be easily approachable. Most of them rated the staffs to be poor with regards to their availability in case of need. Museums should have a separate section for solving the queries of visitors' like where they can get the desired information or whom to approach in case of need and where to look for the respective persons etc. Majority of visitors told that there was admission fee in the museums they have visited which they feel should be charged as museums can utilise it for their operation and maintenance. Some feel that the amount can be used for paying the salary of staff and as revenue to our government.

People were asked to rate their satisfaction level after their visit to museum. More than 53% of respondents told that they were satisfied

after their visit. Only a negligible amount of 1.2% persons were very dissatisfied. Museums through various research projects can try to find the reasons of their dissatisfaction and can plan their future projects accordingly to satisfy these people as well.

Most of the respondents told that the rare and unique exhibits they got to see in the museums appealed to them the most. "A place where we can see things that can't be seen anywhere else." "Interesting and excitement to know the historic events." "A place that has many unique things to offer to people of diverse interest." According to 28.81% people seeing something for the first time which is invaluable, rare, unique made their museum visit memorable. Some others feel that the educational aspects of these exhibits made their visit the most memorable.

Majority of the respondents think that there was no discrimination that they faced in museums on the basis of their caste, creed, race and gender. This shows the neutral, unbiased environment in the museums which is devoted to impart knowledge to society.

More than 36% of people rated their museum visit to be comfortable and another 36.2% told that it was manageable. Only 2.28% were uncomfortable during their visit as their expectations were not fulfilled owing to various factors during their museum visit. Some of the aspects which did not appeal to them were no sitting arrangements, water facilities in near vicinity, staff behaviour, no AC in summer, lack of parking facility, dull ambience, no place to relax, guide not knowledgeable, detailing of the exhibits was missing etc.