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## European Observatory on Travellers Interested in Historic and Cultural Heritage

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INTERREG III B CADSES

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## 1. Data about Interviewees

In total, 44 persons took part in the survey. 18 of the interviewees were from Italy, 24 from Germany (figure 1). 59 % of the interviewees were male, 41 % female.

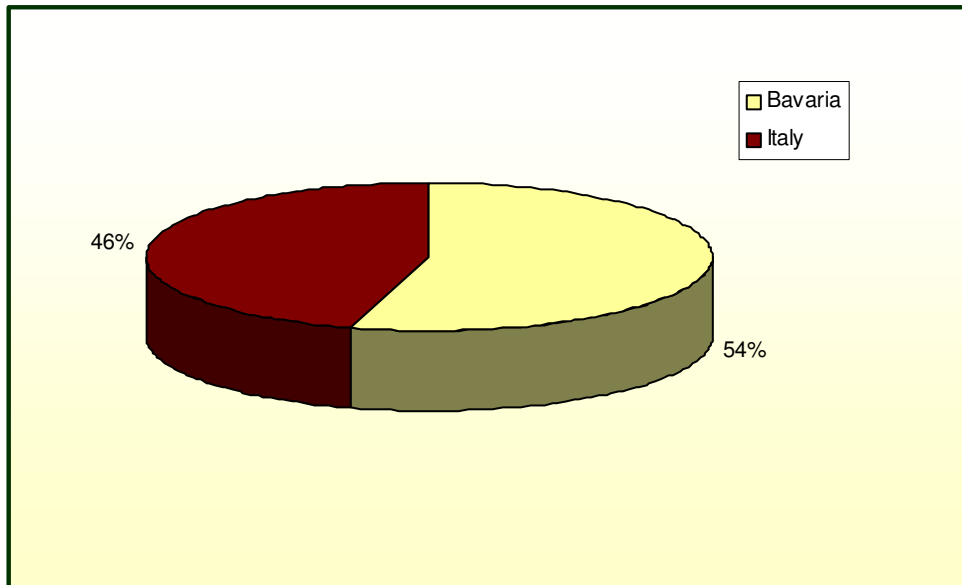


Figure 1: Where did the interviewees come from?

The Civic Museum (Italy) was visited by 45% of the interviewees, Fort Vetoniana (Bavaria) by 30% and the Museum Quintanana (Bavaria) by 25% (figure 2).

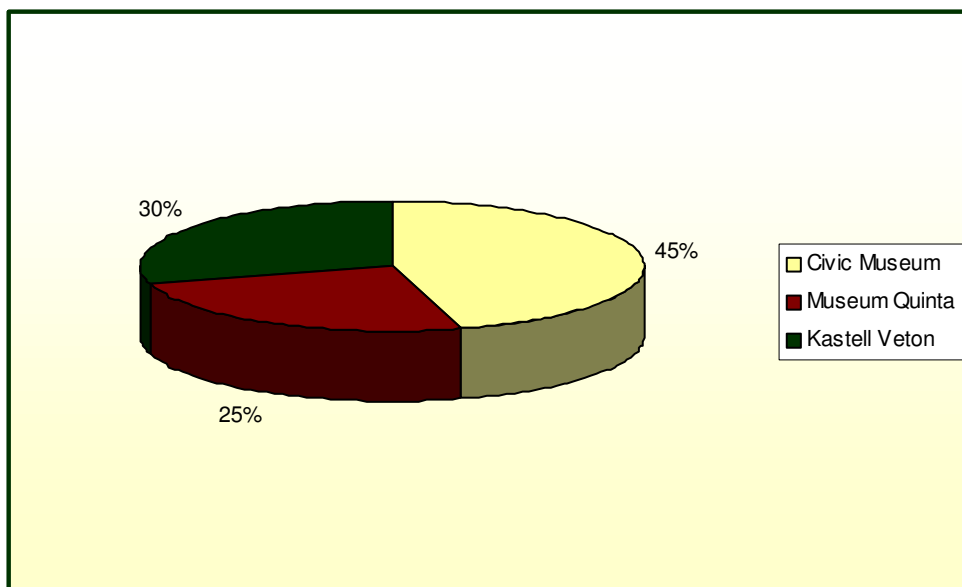


Figure 2: How many interviewees visited the different sites?

Regarding the age of the visitors, there are differences between the sites: while in the Civic Museum most questionnaires were filled by 40-50 year old persons, there were more people aged between 60 and 70 in the Museum Quintana. In Fort Vetoniana the majority of the interviewees was between 50 and 70 years old. Altogether the average age was 56 years (figure 3).

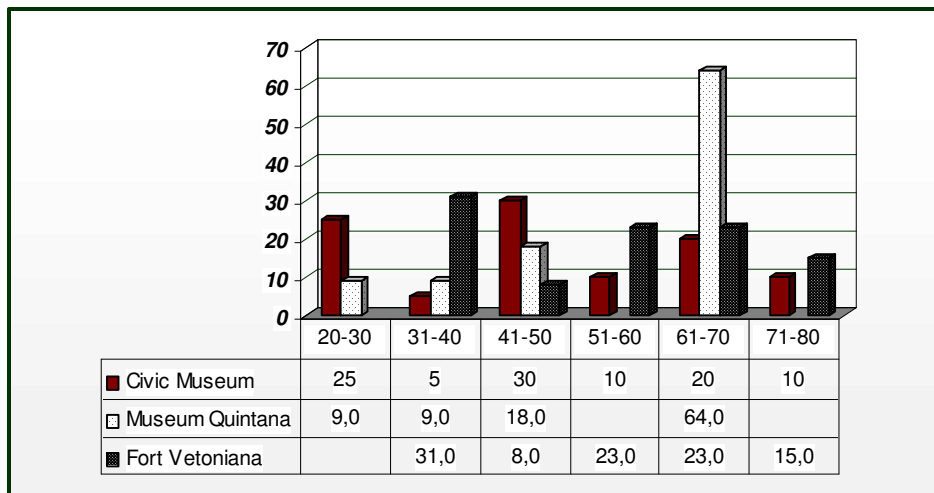


Figure 3: Age distribution of the visitors (frequencies in %)

At the Civic Museum, the questionnaires were completed by Italians with one exception, at the Museum Quintana and Fort Vetoniana all questionnaires were completed by Germans.

### Professions

The questioned visitors work in different business sectors, like medicines and social welfare, technology, business and administration, educational and cultural services. Some of the visitors were already retired.

## 2. Questions related to the Archaeological Sites

Visitors had a great interest in Roman history. All of the interviewees came as individual tourists and not with a tourist group to the sites. They planned enough time for their visit and therefore they were able to enjoy all the offers.

The average time for visiting the sites was between one and two hours, but there were also visitors, which spent lot of time at the site (up to 8 hours).

Drawing the balance is positive: Almost all of the interviewees thought that the archaeological site they visited was very interesting (figure 4).

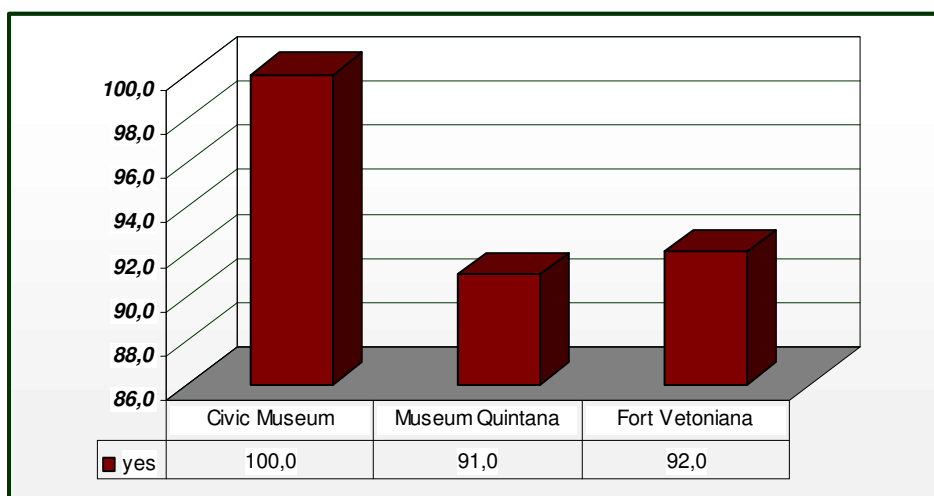


Figure 4: Did the visitors find the sites interesting? (frequencies in %)?

The site information was presented by information panels and tourist guide books. As all of the visitors visited the sites alone, they did not receive information by a guided tour by a tourist group guide, by staff from the site or by audio device. Nevertheless these kind of offers existed.

Most Italians visiting the Civic Museum were satisfied with the languages offered. At Fort Vetoniana, this question was answered by 40% of the interviewees, who stated that they were satisfied with the languages offered. Table 1 provides an overview about the results.

	How satisfied were the visitors with the offer of available languages?		
	Civic Museum	Museum Quintana	Fort Vetoniana
<b>Very satisfied</b>	35%	9%	39%
<b>Satisfied</b>	25%	9%	8%
<b>Undetermined</b>	30%	9%	8%
<b>Very dissatisfied</b>	10%	-	-
<b>No answer</b>	-	73%	46%

Table 1: How content were the visitors with the offer of available languages.

The visitors were (very) satisfied with the presentation of information. The highest level of satisfaction (63%, Table 2 and Figure 5) were stated for Fort Vetoniana. 63% of the interviewees were very satisfied. Sporadic there were given critical comments.

	How content were the visitors with the presentation of information?		
	Civic Museum	Museum Quintana	Fort Vetoniana
<b>Very satisfied</b>	40%	40%	63%
<b>satisfied</b>	45%	60%	25%
<b>undetermined</b>	5%	-	12%
<b>Very dissatisfied</b>	10%	-	-

Table 2: How content were the visitors with the presentation of information?

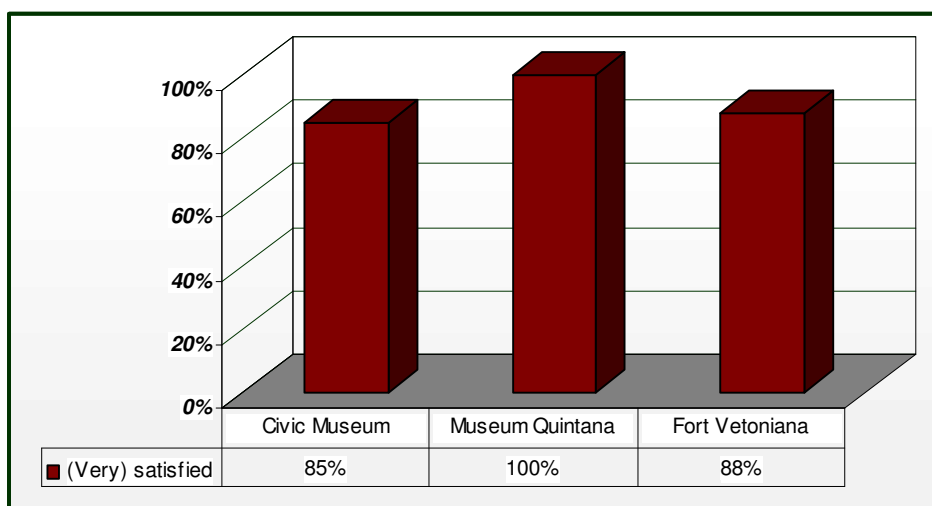


Figure 5: How content were the visitors with the presentation of information?

All sites received very good or good results for the presentation of information. Especially the Museum Quintana received rave reviews for the clear structure of important information. Furthermore the visitors were very satisfied with the amount of information (value: 2.89).

Although Fort Vetoniana was judged positive regarding the presentation of information (see Table 3), some visitors would have preferred to receive more information, which is easier to understand.

At the Civic Museum, some visitors felt overwhelmed by the amount of information (see figure 6).

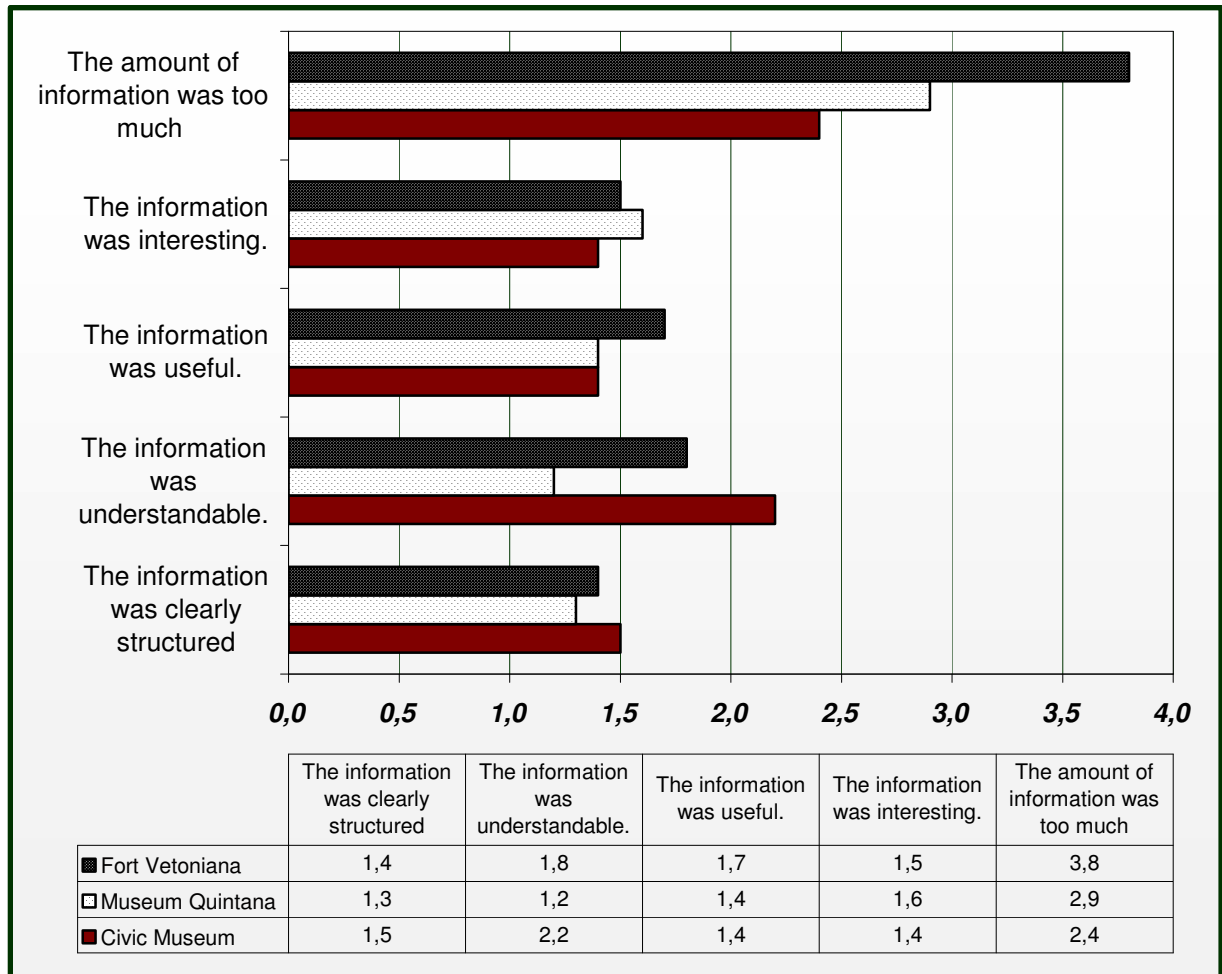


Figure 6: Mean rating of structure, understanding, usefulness, interest and amount of information.

*Possibilities of Recreation (i.e. benches, chairs)*

Museum Quintana and Fort Vettoniana received here very high values of satisfacion, the possibilities of recreation at the Civic Museum could be improved by implementing benches.

*Accessibility for Handicapped Persons*

The sites are differently accessible for handicapped persons. Museum Quintana and the Civic Museum offer very good possibilities for handicapped persons.

*Offer of Food and Beverages*

At all sites, an offer of food and beverages is missing. However, visitors of the Museum Quintana stated, that in relation to the size of the museum, such an offer it is not necessary. Also there is a restaurant next to the museum. Also in Fort Vettoniana some visitors stated, that such an offer is not necessary and would even destroy the atmosphere.

*Souvenirs*

The offer of souvenirs was regarded as satisfying.

Table 3 provides an overview about the mean ratings of the previous questions:

	Civic Museum	Museum Quintana	Fort Vetoniana
<b>Are there sufficient facilities for recreation?</b>	2,4	1,6	1,7
<b>Is the site accessible for handicapped persons?</b>	2,1	1,3	4,0
<b>Are the visitors content with the offer of food and beverages?</b>	4,9	4,5	5,0
<b>Are the visitors content with the offer of souvenirs?</b>	2,6	1,6	3,3

Table 3: Mean rating: Satisfaction with facilities of recreation, food and beverages, offer of souvenirs (high level of satisfaction = 1, low level of satisfaction = 5).

#### *Admission Fee, anew Visit and Recommendation to Others*

In both the Civic Museum and the Museum Quintana, the admission fee was considered as appropriate. The admission to Fort Vetoniana was free. At the Civic Museum, 85% of the interviewees would visit the site again, at Museum Quintana and Fort Vetoniana all interviewees would come for a further visit. At all sites, the questioned interviewees would recommend the site to others.

### 3. Context information

Visitors of the **Civic Museums** got information about this site by friends, tourist information, history books, posters and advertising by the Civic Museum itself. 90% came by private car, the others by tourist bus and by plane. Most visitors had a drive to the site, which took several hours. 40% were content with the sign posts guiding to the museum, 60% were not ("badly signed", "not enough and badly disposed"). In general, the visitors stayed for one day, some for 2 to 4 days. With one exception, all persons stayed in middle grade hotels.

On their trip some had seen or planned to see other archaeological sites. Concerning the planned time for the whole trip, most interviewees stated that they would stay 1 to 3 nights.

Visitors of the **Museums Quintana** got information about this site by tourist guide books, tourist information, friends, and articles in newspapers. All had come by private car. The journey to this site was short: the drive did not take longer than 2 hours. All interviewees stated that the route was well signposted. The visitors stayed some hours at the museum. Most of them returned home afterwards, some continued their round trip.

Visitors of **Fort Vetoniana** got information about this site by tourist guide books, friends, newspaper, and residents. All visitors arrived by private car. Their drive took 15 - 60 minutes. Almost all were satisfied with the way this site was signposted. The visitors stayed between 15 and 60 minutes at the site. Most of them returned home after their visit.

#### *Purpose of Trip*

Few answers were given to this question. Mostly the purpose of the trip was leisure travel und the wish to visit friends or family members. Some visitors stated that they were on a business trip (Figure 7).

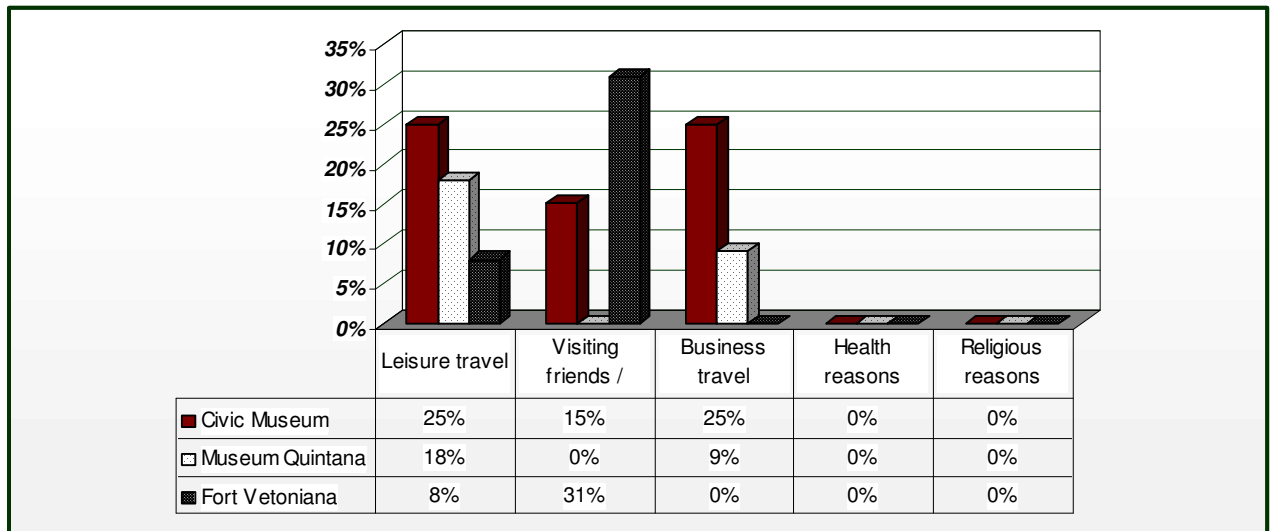


Figure 7: What was the purpose of the trip?

### Budget

Most visitors spent less than 250 euro on their journey.

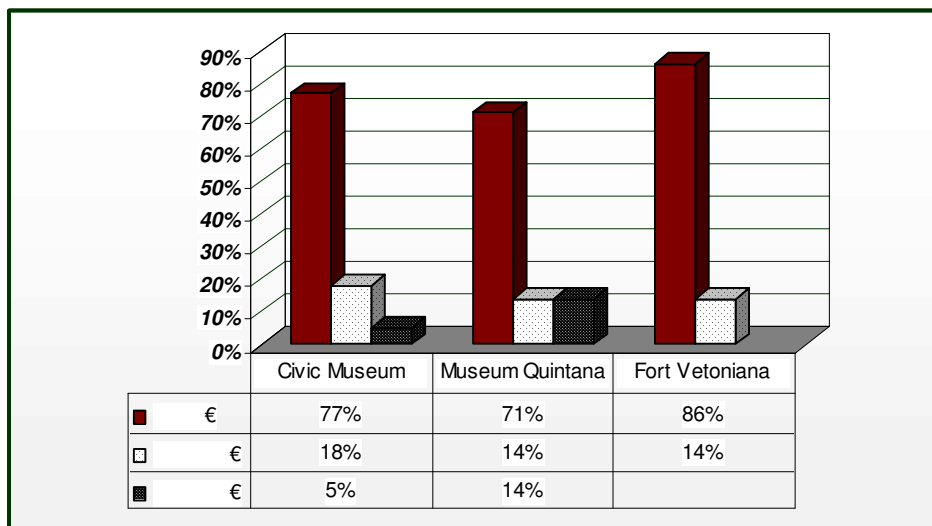


Figure 8: How much money was spent?

### 4. Further comments

At the end of the interview the participants had the possibility to give further comments: Altogether the comments were positive and showed that people enjoyed visiting the sites.