

CONSIDERATION OF VISITORS CULTURAL BACKGROUNDS IN BSR MUSEUMS

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ABOUT THE STUDY

- online
- 70 museums from 6 countries
- 14 institutions participated
- 35 questions

PARTICIPATING MUSEUMS

OZEANEUM Stralsund, GER

Seehundstation Norddeich, GER

NaturBornholm, DK

Energy and Technology, LTU

Neringa museums, LTU

Lithuanian Sea Museum, LTU

Open air museum Lithuania, LTU

The Polish Naval Museum in Gdynia,
PL

National Maritime Museum in
Gdansk, PL

NMFRI Gdynia Aquarium, PL

The Museum of the World Ocean,
RU

Gamla Linkoping Open-Air museum,
SWE

Hallwylska museet, SWE

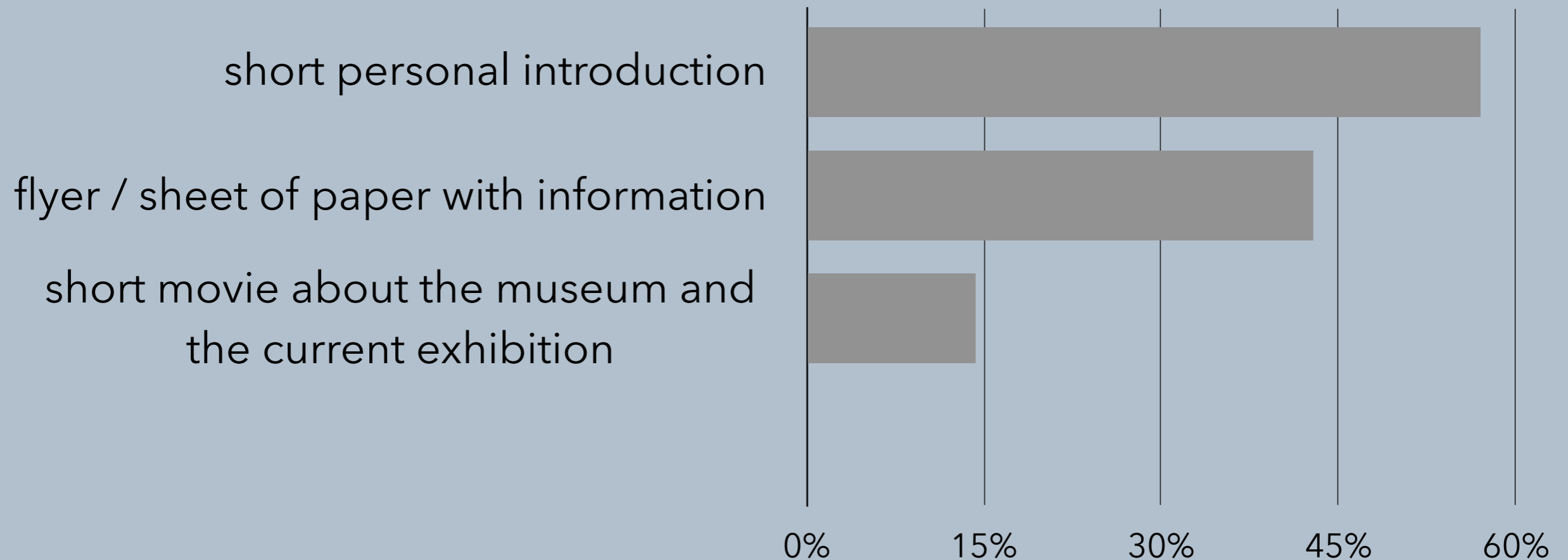
Skoklosters slott, SWE

SURVEY RESULTS

- share of international visitors
- languages spoken by staff members
- items for further information
- guided tours
- approachable staff

SURVEY RESULTS

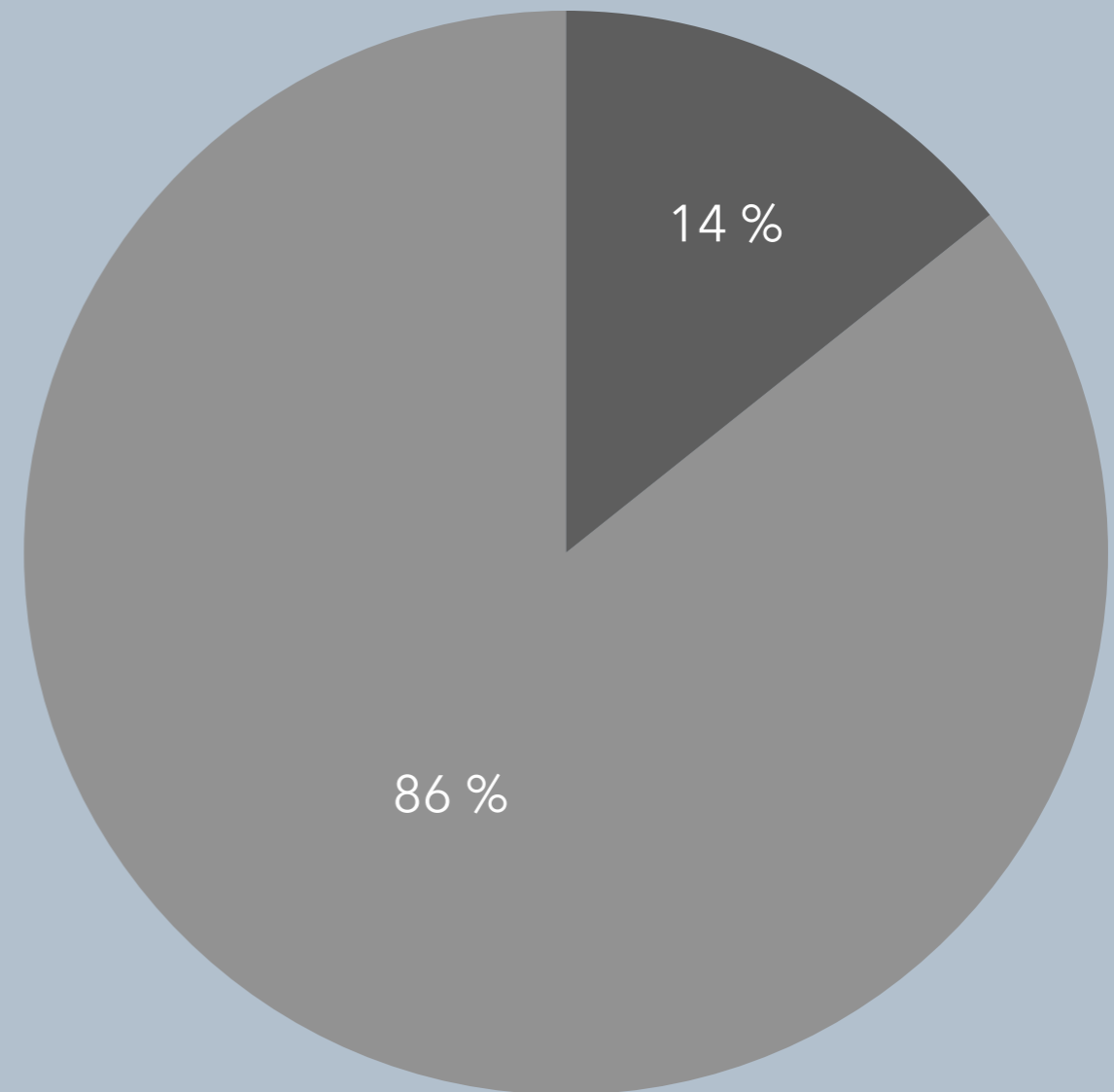
GREETING



SURVEY RESULTS

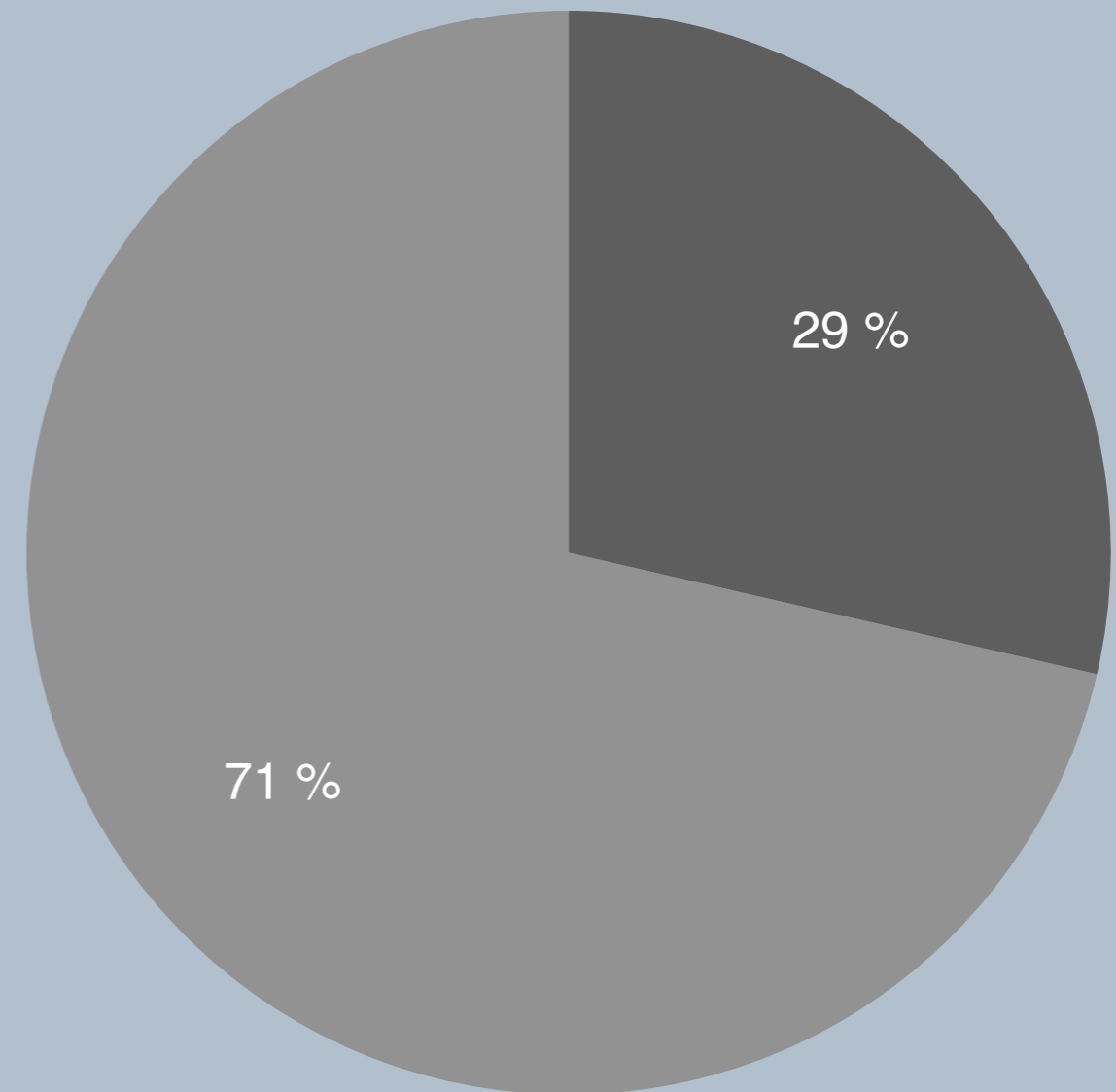
INFORMATION BOARDS

- digital information board
- traditionell information board



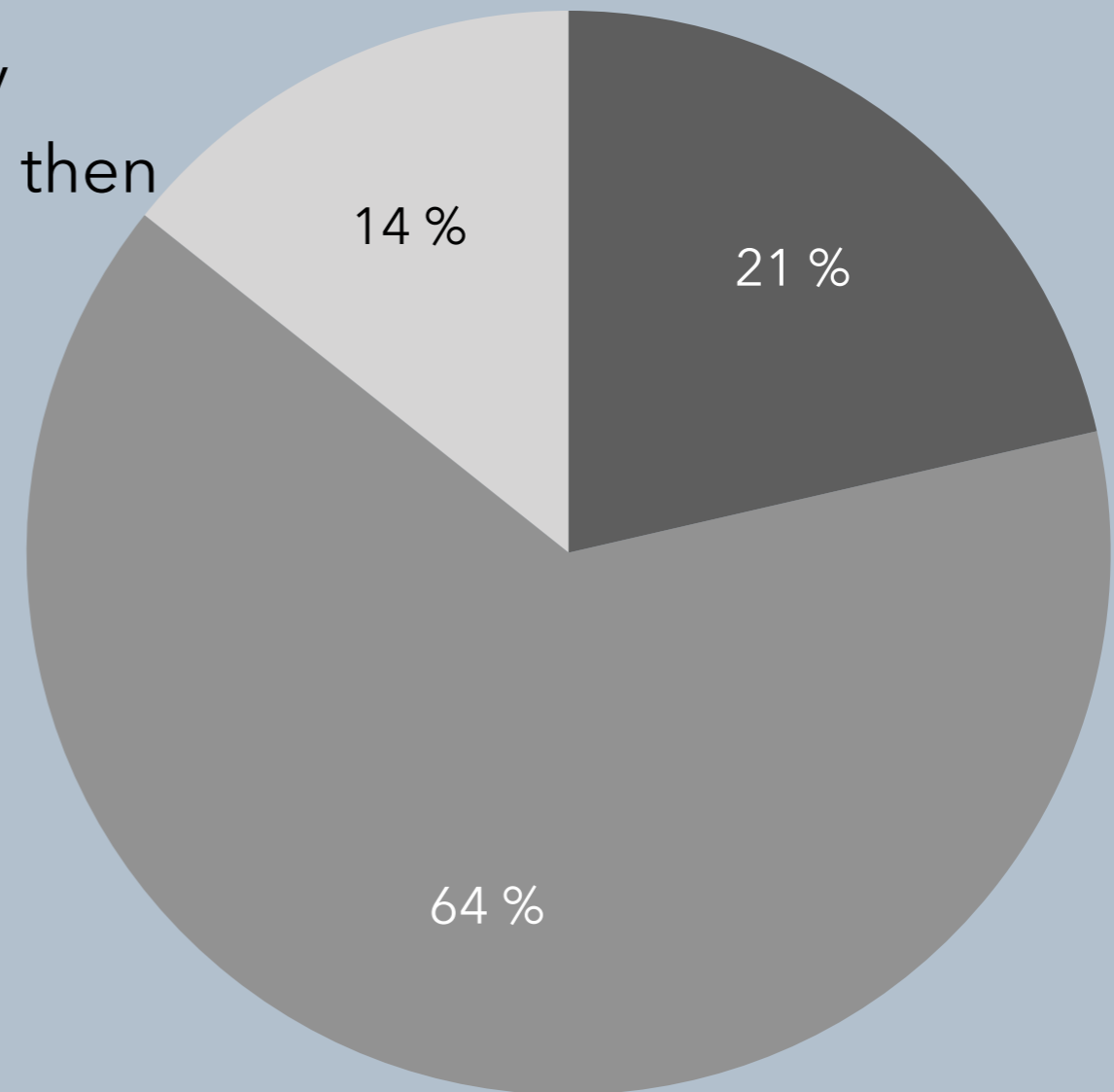
SURVEY RESULTS FOLLOW-UP

- yes, museum follows-up
- no, museum does not follow-up



SURVEY RESULTS SURVEY

- yes, surveys are conducted regularly
- yes, surveys are conducted now and then
- no surveys are not conducted



CULTURAL DIFFERENCES IN PREFERENCES

	Denmark	Lithuania	Sweden
use of website before visit	used by few people	used by almost 48% of visitors	used by most people
recommendations/reviews	28% of Danes rely on recommendations	important to visitors from Lithuania	important to visitors from Sweden
surrounding of museum	plays some role	very important	highly valued
guided tours	16% would attend a guided tour	important to visitors from Lithuania but expect to not pay a fee	favoured by Swedes

CULTURAL DIFFERENCES IN PREFERENCES

	Denmark	Lithuania	Sweden
greeting	flyer or a sheet of paper with information	no preferred greeting	short personal introduction
activities	likely to be tried out	the more, the better	like to try out things on their own
information boards (traditional or digital)	no preference but short texts	no preference	no preference
engagement with staff	staff members should be approachable	valued among visitors from Lithuania	staff members will be approached for further information

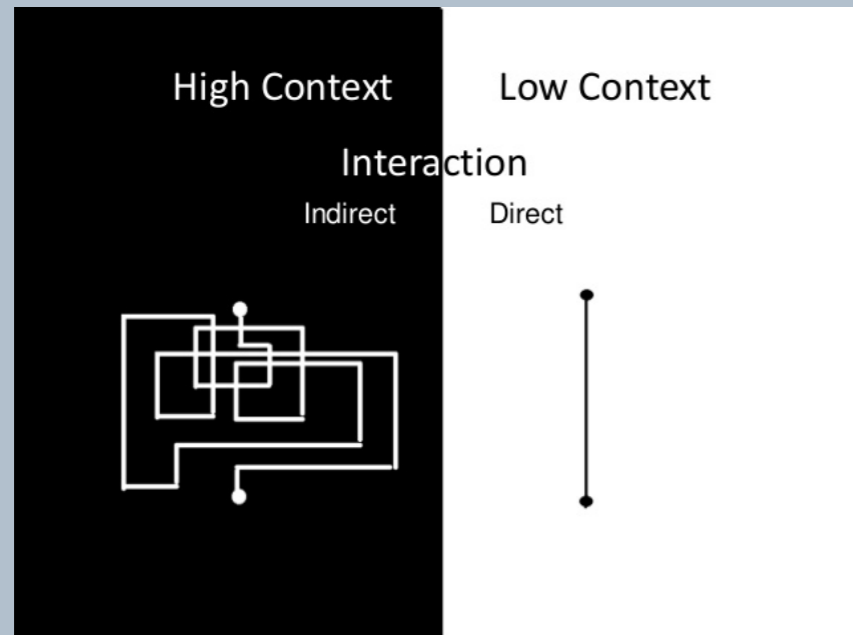
NOW IT'S YOUR TURN

- groups of 5 - 6 people
- come up with ideas
- decide on one idea
- share with all participants
- 10 - 15 minutes per question

HOW CAN GUESTS FROM DIFFERENT COUNTRIES BE WELCOMED AT THE SAME LEVEL FROM THE VERY BEGINNING?

considering design of physical surrounding,
entrance area, language issues...

WHICH PROBLEMS COULD OCCUR WHEN DEALING WITH VISITORS FROM LOW CONTEXT VS HIGH CONTEXT CULTURES? HOW CAN THEY BE SOLVED?



guided tours, demonstrations
by staff members, website...

HOW CAN MUSEUMS MAKE SURE THAT VISITORS FROM DIFFERENT COUNTRIES SPEAKING VARIOUS LANGUAGES RECEIVE THE SAME INFORMATION?

considering general information (cloakroom, bathrooms, lockers...) and specified information throughout the tour

WHAT METHODS CAN BE USED TO ATTRACT MORE INTERNATIONAL VISITORS?

marketing campaigns, cooperations among
museums, presence in guide books...

**HOW CAN MUSEUMS ENCOURAGE
VISITORS TO TAKE PART IN A
QUALITATIVE ASSESSMENT
CONCERNING THEIR VISIT?**

discounts, gifts...

HOW SHOULD MUSEUMS REACT TO THIS ASSESSMENT AND HANDLE POSSIBLE NEGATIVE FEEDBACK?

get back to the visitor, ask other visitors about their
opinion on the topic...