



A STUDY ON FACILITIES AND SERVICES AT HERITAGE MUSEUMS IN KERALA

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Abstract

Current worries about the disconnect from history influence individuals' feelings of security and identity. Cultivating a shared yearning for the past is essential for individuals to establish a sense of safety and belonging. In this context, heritage acts as a 'shelter of security' that people can rely on and appreciate amid the economic challenges of modern society. As tourism thrives in Kerala, heritage museums are becoming more and more important for drawing visitors and boosting the local economy. There should be strong collaboration between museums and tourism to promote and strengthen both national and local economies. While traditional museums primarily concentrated on collecting and conserving valuable educational materials, modern museums have expanded their social and cultural roles, offering a wider array of services and enhancing their collections. Today's museum-goers expect to have a quality experience that goes beyond just education, exhibitions, and displays, and includes interpretation and various services such as dining and retail options within museums. This study explores visitors' satisfaction with different facilities and services in museums and investigates the challenges they face during their visits.

Key Words: *Museums, Heritage museums, Tourism, Visitor's satisfaction, Foreign tourists, Domestic Tourists*

1. Introduction

Tourism has become a crucial aspect of human civilization due to the desire for relaxation, the exploration of new areas, and the inclination to travel to distant, both familiar and unfamiliar locations. Two key influences that inspire individuals and society are the richness of the past and the imagination of the future. Given the attitudes shaped over time, the past remains distinct within historical contexts. Heritage is significantly influenced by the current and future needs and concerns, prompting people to connect with and feel nostalgia for times gone by. Kerala, often referred to as "God's Own Country," is home to a diverse array of history and culture, which is carefully preserved and demonstrated in its many heritage museums. These institutions serve as essential connections to the past, providing invaluable information about the state's art, architecture, social traditions, and historical stories. As tourism continues to thrive in Kerala, heritage museums are increasingly important in drawing visitors and boosting the local economy.

Museums serve as vital sources and hubs of knowledge and culture, demonstrating their significant impact in a compelling manner. It is essential for museums and the tourism sector to work closely together to promote and boost both national and local economies. While traditional museums primarily concentrated on collecting and preserving key educational artifacts, modern museums have expanded their social and cultural roles, enriching their services and broadening their collections. There has been a shift from a relatively elitist approach to a more inclusive and community-focused model. Today, visitors expect to have high-quality experiences during their time at museums.

The condition of the facilities and services available in these museums, along with the accessibility issues tourists encounter, significantly influences visitor experiences and the overall impression of Kerala's cultural heritage. It is essential for museum administrators and tourism stakeholders to



comprehend levels of visitor satisfaction and identify travel-related challenges to enhance the visitor experience, refine museum management practices, and ensure sustainable growth in heritage tourism within the region. In today's world, it is vital to devise new marketing strategies for museums that align with the expectations and needs of identified target audiences. Museum marketing approaches should encompass all aspects of the museums, including their collections, staff, and the public. This research intends to assess visitor satisfaction regarding the facilities and services provided at heritage museums throughout Kerala and to examine the challenges tourists face when visiting these cultural sites. The research outcomes will yield valuable insights to support informed decision-making focused on improving the heritage tourism experience in Kerala.

2. Statement of the Problem

The heritage museums in Kerala play a vital role in safeguarding and showcasing the state's diverse cultural history. Nevertheless, there is a potential challenge in aligning what visitors expect with the actual state of museum facilities and services. This disconnect may lead to reduced visitor satisfaction and a less enriching experience of Kerala's cultural legacy. Additionally, accessibility issues, such as insufficient transportation options and confusing navigation, might discourage tourists from fully engaging with these cultural attractions. Moreover, a lack of thorough information regarding the museums and their offerings could obstruct effective trip planning and engagement during visits. These concerns underline the necessity for research that explores visitor experiences, pinpoints areas for enhancement in museum management, and tackles obstacles related to access and information. Addressing these issues is crucial for ensuring the sustainability and growth of heritage tourism in Kerala.

3. Significance of the Study

The importance of this study is considerable for various primary stakeholders. Firstly, it will furnish museum administrators with data-driven insights regarding visitor preferences and satisfaction, which will enable them to optimize resource distribution and improve the quality of their facilities and services. Secondly, the research will pinpoint specific obstacles to access and information gaps encountered by tourists, facilitating the creation of focused strategies to enhance museum accessibility and visitor information. Thirdly, the results will guide tourism policymakers in Kerala, assisting in the development of effective policies and initiatives to promote heritage tourism and maximize its economic impact on the state. In the end, this research will aid in the long-term preservation and promotion of Kerala's cultural heritage by creating a more positive and enriching experience for visitors, thereby reinforcing the connection between individuals and their cultural history.

4. Objectives of the study

1. To study the level of satisfaction of visitors on the facilities of heritage museums in Kerala.
2. To study the difficulties of tourists during their travel to the heritage museums in Kerala.

5. Methodology

Both primary and secondary data were used in the study. Structured questionnaire was used for collecting the primary data from the tourists. The main source of primary data were tourists of heritage museums in Kerala. The method of sampling used was Simple random sampling. Secondary data were collected from books, journals, publications of tourism department etc.



6. Data Analysis and Interpretation

1. Satisfaction on Facilities on the basis of Type of Tourists

Table 1, Mean Score of factors affecting Satisfaction on the basis of Type of Tourists

Facilities	Type of tourists	N	Mean	Std.Deviation	Std.Error of Mean
Transportation	Domestic	377	24.6817	6.15055	0.31677
	Foreign	43	26.5116	5.79972	0.88445
At the Destination	Domestic	377	36.7347	10.12416	0.52142
	Foreign	43	35.7907	9.35938	1.42729
Accommodation	Domestic	377	20.3395	5.67435	0.29224
	Foreign	43	19.8837	7.33942	1.11925
Communication	Domestic	377	13.2334	4.14095	0.21327
	Foreign	43	13.2326	3.59124	0.54766
Other services	Domestic	377	12.0663	5.23322	0.26952
	Foreign	43	10.6977	4.30136	0.65595

Source: Survey Data

The above Table 1 shows the mean score of various factors affecting the satisfaction of tourists during their visit to the heritage museum. It can be observed from the Table 1 that among the various factors affecting the satisfaction, domestic tourists have more positive opinion than the foreign tourists as the mean value of all the factors except for transportation is more in the case of domestic tourists. The facilities at the destination provide more satisfaction as it has the highest mean values of 36.7347 for domestic tourists and 35.7907 for foreign tourists. In accommodation it is 20.3395 in domestic tourists and 19.8837 in foreign tourists. The mean score is 13.2334 for domestic and 13.2326 for foreign tourists in communication and it is 12.0663 for domestic tourists and 10.6977 for foreign tourists in other services. For transportation facilities foreign tourists have more positive opinion than the domestic tourists where the mean value is 26.5116 for foreign tourists and 24.6817 for domestic tourists.

Table 2, Independent Samples Test

Facilities		t-test for Equality of means		
		t	df	Sig.(2-tailed)
Transportation	Equal variances assumed	-1.859	418	0.064
	Equal variances not assumed	-1.948	53.368	0.057
At the Destination	Equal variances assumed	0.584	418	0.560
	Equal variances not assumed	0.621	53.852	0.537
Accommodation	Equal variances assumed	0.483	418	0.629
	Equal variances not assumed	0.394	47.897	0.695
Communication	Equal variances assumed	0.001	418	0.999
	Equal variances not assumed	0.001	55.562	0.999
Other services	Equal variances assumed	1.652	418	0.099
	Equal variances not assumed	1.930	57.197	0.059

Source: Survey Data

It is observed from the Table 2 that even though domestic tourists have more positive opinion on various factors affecting satisfaction on their visit to the museum, there is no evidence to believe that



the satisfaction on various factors like the destination facilities, accommodation facilities, communication facilities and the satisfaction on other services are significant as the significant value of the test statistics are above 5 per cent. In the case of transportation facilities also, where foreign tourist are more satisfied than the domestic tourists, the test result is not significant as the value of significance is above 5 per cent.

2. Facilities Affecting Satisfaction on the basis of Gender

To have an idea about the satisfaction of various facilities at the museums on the basis of gender, tourists are classified under two categories male and female.

Table 3, Mean Score of factors affecting Satisfaction on the basis of Type of Tourists

Facilities	Gender	N	Mean	Std.Deviation	Std.Error of Mean
Transportation	Male	277	24.5632	6.02776	0.36217
	Female	143	25.4615	6.31427	0.52803
At the Destination	Male	277	35.7942	9.43077	0.56664
	Female	143	38.2727	10.98218	0.91838
Accommodation	Male	277	20.2022	5.46619	0.32843
	Female	143	20.4685	6.56689	0.54915
Communication	Male	277	13.1444	3.97284	0.23870
	Female	143	13.4056	4.30073	0.35965
Other services	Male	277	11.7112	5.01768	0.30148
	Female	143	12.3427	5.41269	0.45263

Source: Survey Data

Table 3 shows the mean score of various factors affecting the satisfaction of tourists on the basis of their gender. It can be observed from the Table 3 that among the various factors affecting satisfaction, Female tourists have more positive opinion than Male tourists as the mean value of all the factors are more in the case of Female tourists. Facilities at the destination gives more satisfaction compared to other facilities as its mean value is highest for both male and female tourists (mean values male 35.7942 and female 38.2727). In transportation facilities, the mean value is 25.4615 for female and 24.5632 for male tourists. In accommodation, it is 20.4685 for female and 20.2022 for male and in communication the mean values are 13.4056 for female and 13.1444 for male. The mean score of satisfaction is least in the case of other services as the mean value is least for both female (12.3427) and male tourists (11.7112).

To test the result of satisfaction on various facilities on the basis of gender t-test of equality of means is used and the result is depicted in the following Table:4

Table 4, Independent Samples Test

Facilities		t-test for Equality of means		
		t	df	Sig.(2-tailed)
Transportation	Equal variances assumed	-1.424	418	0.155
	Equal variances not assumed	-1.403	275.650	0.162
At the Destination	Equal variances assumed	-2.411	418	0.016



	Equal variances not assumed	-2.297	251.913	0.022
Accommodation	Equal variances assumed	-0.441	418	0.659
	Equal variances not assumed	-0.416	245.586	0.678
Communication	Equal variances assumed	-0.621	418	0.535
	Equal variances not assumed	-0.605	267.917	0.546
Other services	Equal variances assumed	-1.190	418	0.235
	Equal variances not assumed	-1.161	268.731	0.247

Source: Survey Data

It is observed from the Table 4 that even though Female tourists have more positive opinion on various facilities on their visit to the museum, there is no evidence to believe that the satisfaction on various facilities like the transportation facilities, accommodation facilities, communication facilities and the satisfaction on other services are significant as the significant value of the test statistics are above 5 per cent. In the case of facilities at the destination the result is significant at the 5 per cent level as the value of significance is less than 0.05, therefore the female tourists are more satisfied than the male on the various facilities at the destination.

3. Facilities Affecting Satisfaction on the basis of Age

Satisfaction on various facilities at the heritage museums are analysed on the basis of age of the tourists. For that the tourists are classified under four categories such as age up to 20, 21-40, 41-60 and above 60.

Table 5, Mean Score of factors affecting Satisfaction on the basis of Age of tourists

Facilities	Age	N	Mean	Std.Deviation	Std.Error of Mean
Transportation	Up to 20	62	25.7903	6.76087	0.85863
	21-40	221	25.4208	6.14664	0.41347
	41-60	121	23.5041	5.51985	0.50180
	Above 60	16	24.0000	6.59293	1.64823
At the Destination	Up to 20	62	40.5000	10.98546	1.39515
	21-40	221	37.5204	10.75495	0.72346
	41-60	121	33.3223	7.24133	0.65830
	Above 60	16	34.5625	6.61280	1.65320
Accommodation	Up to 20	62	20.7097	5.81797	0.73888
	21-40	221	20.1041	6.33698	0.42627
	41-60	121	20.3719	4.95502	0.45046
	Above 60	16	20.6875	5.82774	1.45693
Communication	Up to 20	62	13.4677	4.13984	0.52576
	21-40	221	13.0633	3.99381	0.26865
	41-60	121	13.2810	4.26463	0.38769
	Above 60	16	14.3125	3.85951	0.96488
Other services	Up to 20	62	13.1452	5.81363	0.73833
	21-40	221	11.8416	5.40095	0.36331
	41-60	121	11.6942	4.21474	0.38316
	Above 60	16	10.1250	5.05800	1.26450

Source: Survey Data



Table 5 reveals the mean score of various factors affecting the satisfaction of tourists on the basis of their age. It can be observed from the Table 5 that among the various facilities affecting satisfaction, tourists at the age group of up to 20 have more positive opinion than the tourists in other age group as the mean value of all the facilities are more for them in all cases. Facilities at the destination give more satisfaction compared to other facilities as its mean value is highest in all the age group of tourists where the mean values are 40.5000 for up to 20, 37.5204 for 21-40 age group, 33.3223 for 41-60 age group and 34.5625 for above 60 age group.

To test the result of satisfaction on various facilities on the basis of age ANOVA table is used and the result is depicted in the following Table:

Table 6, ANOVA -Satisfaction on facilities

Facilities		Sum of Squares	df	Mean Square	F	Sig.
Transportation	Between Groups (Combined)	357.411	3	119.137	3.216	0.023
	Within Groups	15408.386	416	37.039		
	Total	15765.798	419			
At the Destination	Between Groups (Combined)	2495.965	3	831.988	8.706	0.000
	Within Groups	39757.026	416	95.570		
	Total	42252.990	419			
Accommodation	Between Groups (Combined)	21.896	3	7.299	0.212	0.888
	Within Groups	14355.082	416	34.507		
	Total	14376.979	419			
Communication	Between Groups (Combined)	28.701	3	9.567	0.572	0.634
	Within Groups	6960.432	416	16.732		
	Total	6989.133	419			
Other Services	Between Groups (Combined)	152.125	3	50.708	1.919	0.126
	Within Groups	10994.587	416	26.429		
	Total	11146.712	419			

Source: Survey Data

From Table 6, it is evident that the one way ANOVA for the variable 'transportation' gives F value 3.216 which is statistically significant at 5 per cent level ($P=0.023<0.05$). For the variable facilities at the destination, it gives F value of 8.706 which is also significant at 5 per cent level ($P=0.000<0.05$). The F value of the variable accommodation is 0.212 which is not significant at the level of 5 per cent ($P=0.888>0.05$), the variable 'communication' gives F value of 0.572 which is not significant at the 5 per cent level ($P=0.634$) and F value of the variable 'other services' gives F value of 1.919 which is also not significant at 5 per cent level ($P=0.126$).

4. Difficulties Faced by the Tourists during their Travel to the Museums

Tourism centers are the places visited by people from abroad with different tastes, preferences and view point. They have different opinions regarding their experiences during their travel to the place like feeling of insecurity, difficulty in reaching the site, exploitation from taxi drivers etc. By collecting information from the tourists on the difficulties and problems that they faced during their journey to the particular place, steps can be taken to solve those problems in the future.



Ranking method was used to identify the most difficulty that the tourists were faced during their travel to the heritage museums. Ranking was done with the help of the respondents by giving Rank 1 for the most difficulty, 2 for the next difficulty and so on.

Table 7, Difficulty during Travel to the Museums

Difficulty	Mean Rank
Difficulty in reaching the site	4.67
Feeling of insecurity	5.53
Exploitation by taxi and auto drivers	2.92
Exploitation by traders and shopkeepers	3.95
Menace of miscreance	5.60
Unhygienic surroundings	6.24
Unadjusted culture and behavior of host population	5.31
Indifferent behavior of staffs and officials	6.27
Misuse of museum surrounding by the lovers.	4.51

Source: Survey Data

Table 8, Test Statistics^a

N	420
Chi-Square	541.344
df	8
Asymp. Sig	0.000*

Friedman Test

*Significant at 5 per cent level of significance

Source: Survey Data

The above Table 8 shows that, most of the tourists have difficulty with regard to the Exploitation by taxi and auto drivers as it has the least mean rank of 2.92. Their next difficulty is about the exploitation by the traders and shopkeepers as it is in the next position with least mean rank of 3.95. They have least complaint about the attitude of staffs and officials as this is in the last position with the highest mean rank of 6.27. In order to test significance of the result Friedman's test is used. The table shows that the Chi-Square value is 541.344 and the result is made significant at the level of 5 per cent where $P \text{ value} = 0.000 < 0.05$.

Findings and Conclusion

1. From the analysis of the mean score variation of the responses of tourists about various facilities and services (transportation, at the destination, accommodation, communication and other services) domestic tourists have more positive opinion than the foreign tourists as the mean value of all the factors except for transportation is more in the case of domestic tourists than the foreign tourists. The mean score variations are found statistically insignificant at 5 per cent. Therefore there is no significant difference in the satisfaction level of domestic and foreign tourists with respect to the various facilities and services during their visit to the heritage museum.
2. As per the analysis of the mean score variation of the responses of tourists about various facilities and services, female tourists have more positive opinion than male tourists as the mean value of all the factors are more for female tourists than male tourists. The mean score variations are found statistically insignificant at 5 per cent level except in the case of facilities



at the destination where the female tourists are more positively satisfied than the male tourists during their visit to the heritage museum and the mean score variation is found statistically significant at 5 per cent level.

3. From the analysis of the mean score variations it was found that there is a significant difference in the satisfaction of tourists in different age group with respect to transportation facilities and facilities at the destination as the mean score variations is tested with one way ANOVA and the results found statistically significant at 5 per cent level. But with regard to accommodation, communication and other services there is no significant difference in the satisfaction of the tourists on the basis of their age as the mean score variations are found statistically insignificant at the 5 per cent level.
4. From the analysis of difficulties identified faced by tourists during travel to the museum, most of the tourists have difficulty with regard to exploitation by taxi and auto drivers as it has the least mean rank of 2.92. The exploitation by the traders and shopkeepers is in the next position with least mean rank of 3.95. Further, the mean rank variation is found statistically significant at 5 per cent level in the output matrix of Friedman Test.

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