



# **Quality Criteria: measuring visitors' satisfaction at cultural sites**

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for the

Greek National Tourism Organisation

**Transfer of Good Practices - a practice introduced by one partner that has a concrete and measurable impact on another partner (e.g. through the initiation of a pilot project or through the adoption of a certain methodology by this other partner).**





- Quality Criteria

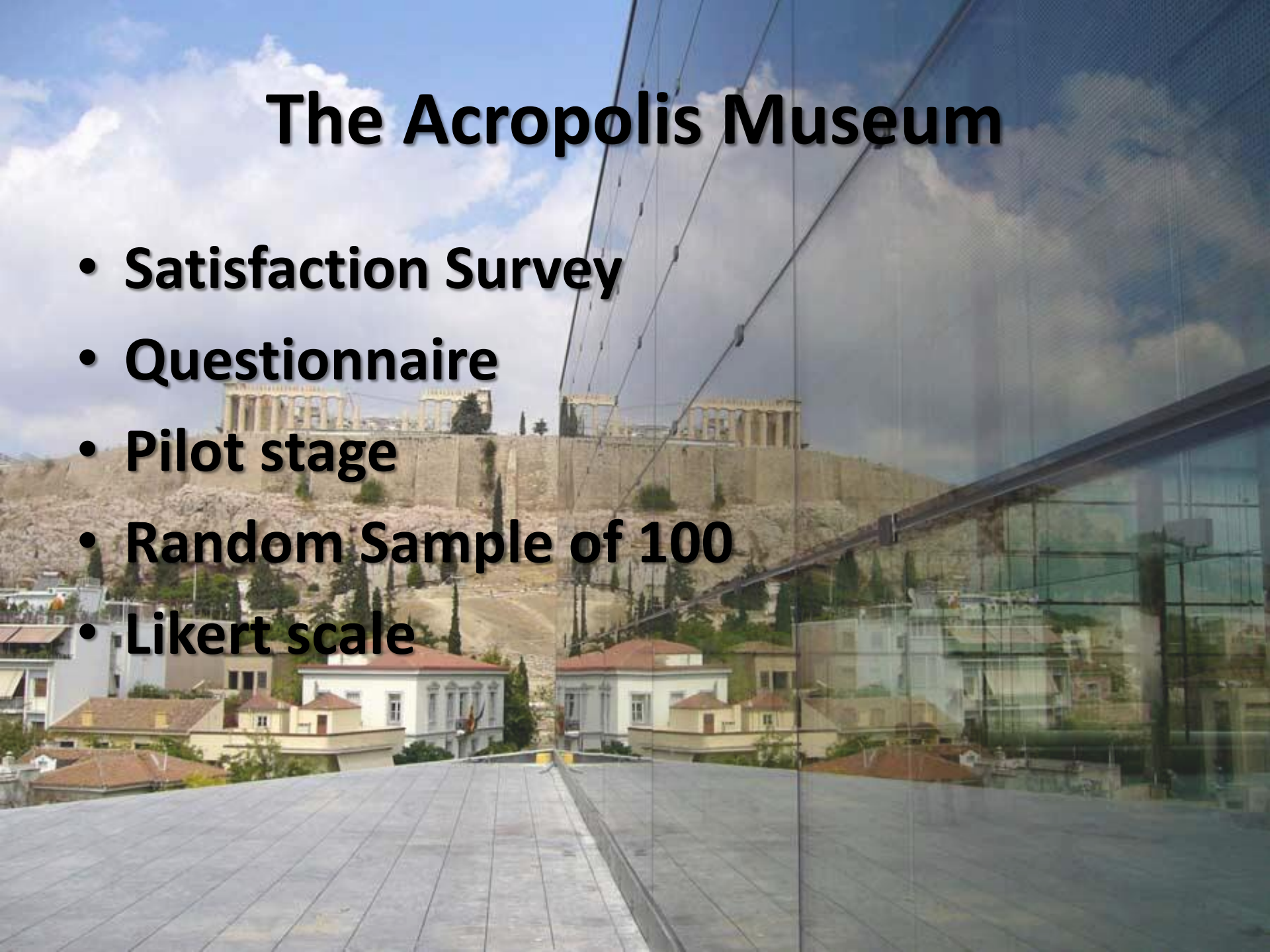
- Giving prominence to the subjective side of quality

- Focus on the visitors

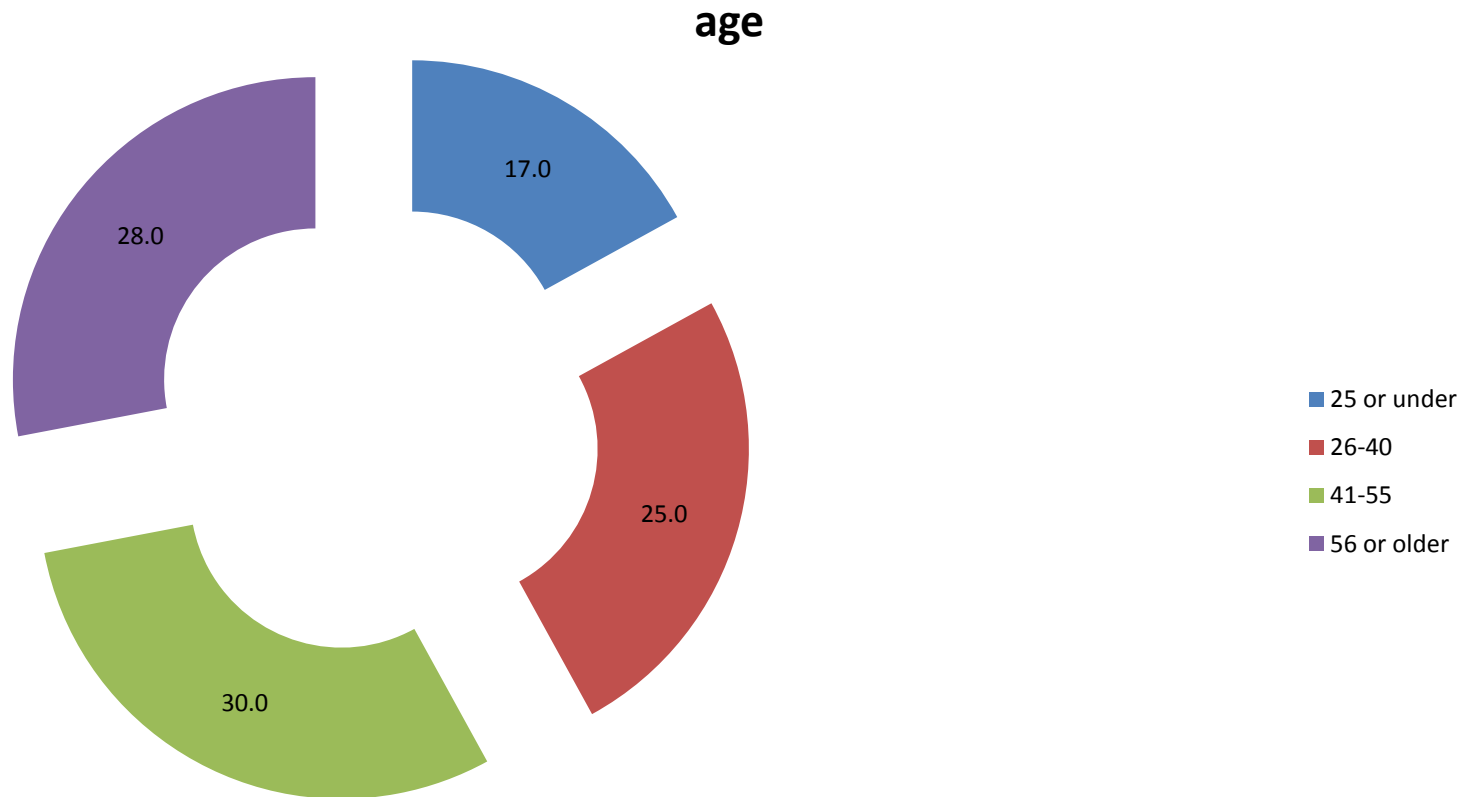
- Mapping visitors' emotions and satisfaction

# The Acropolis Museum

- **Satisfaction Survey**
- **Questionnaire**
- **Pilot stage**
- **Random Sample of 100**
- **Likert scale**



# Demographics: Age



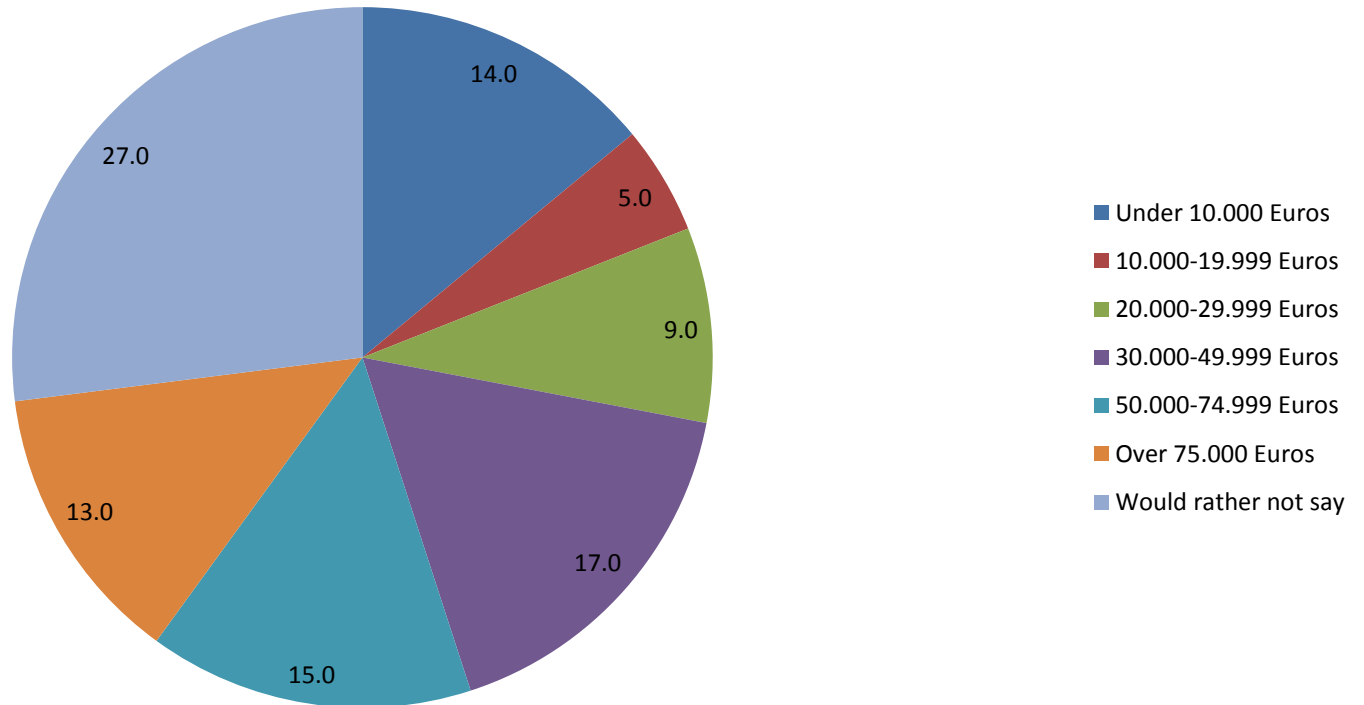
# Demographics: Gender

gender

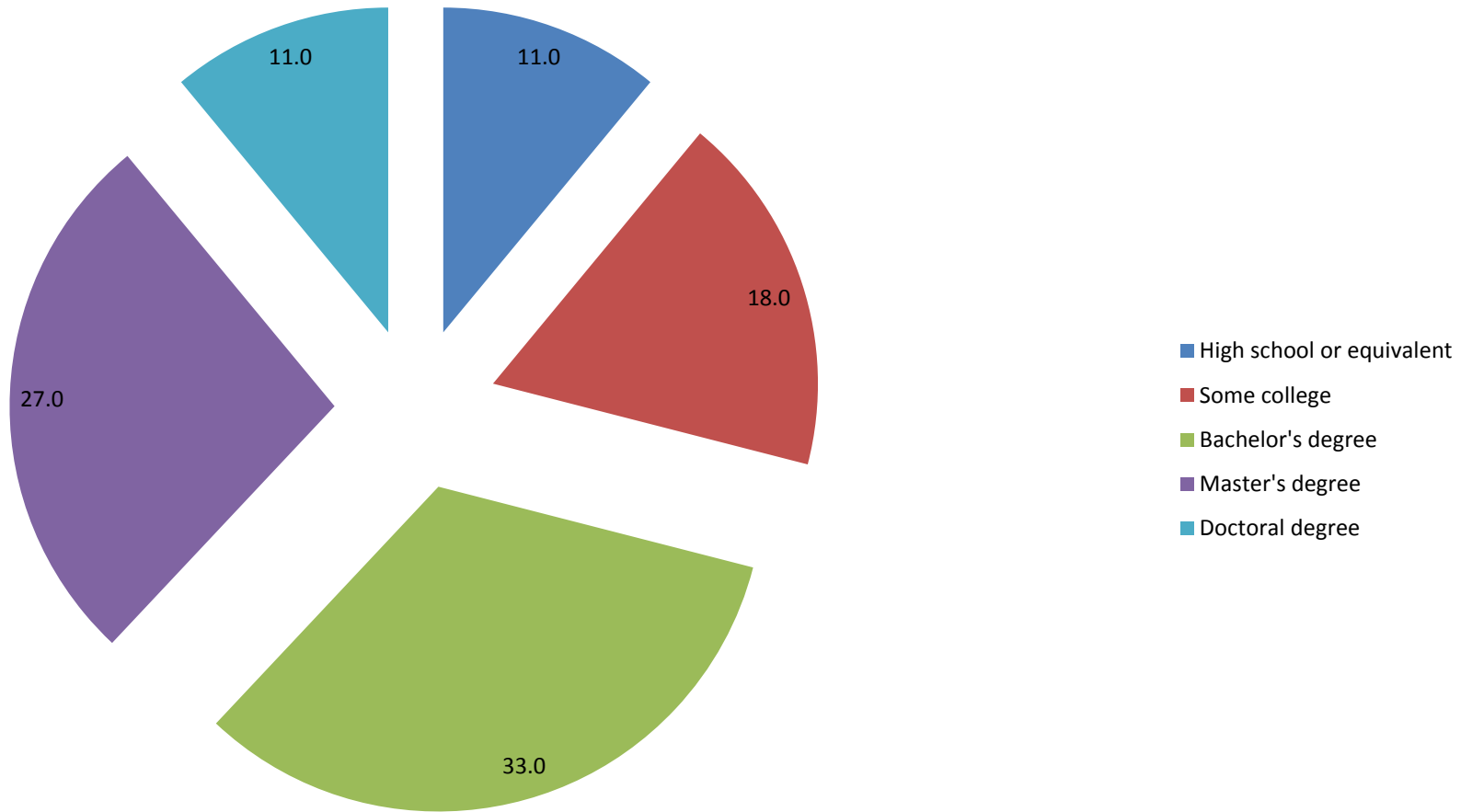


# Demographics: Income

income

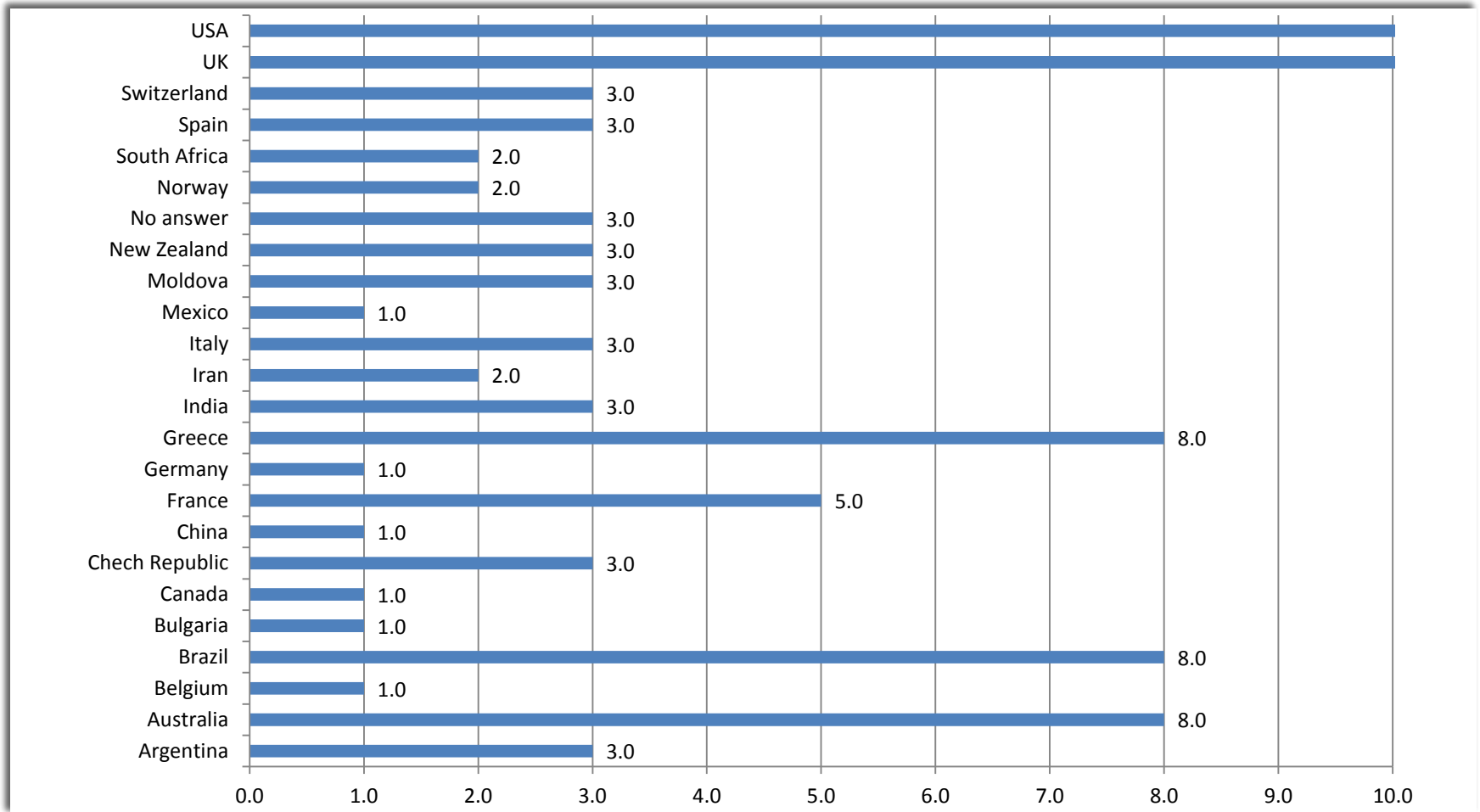


# Demographics: Education

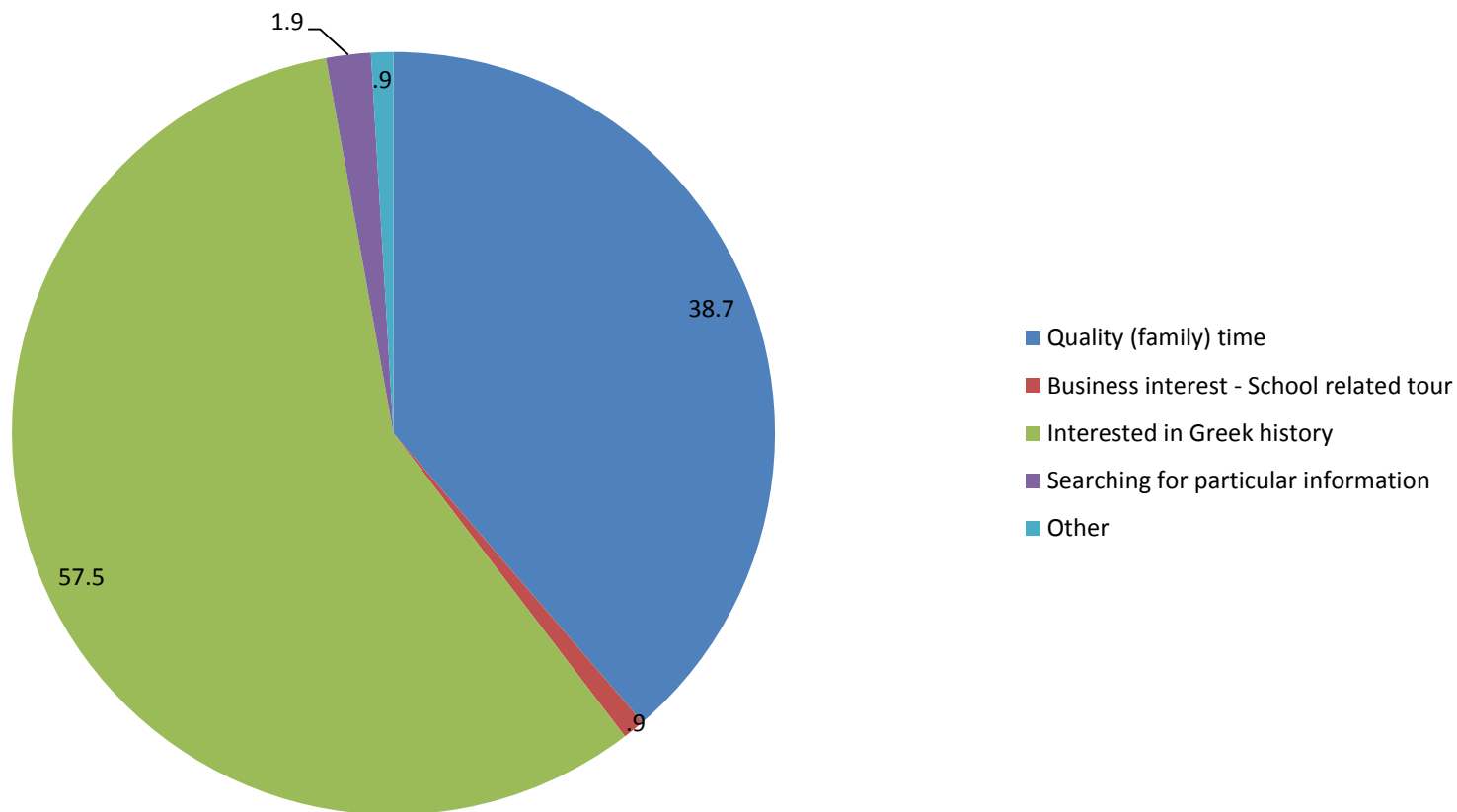




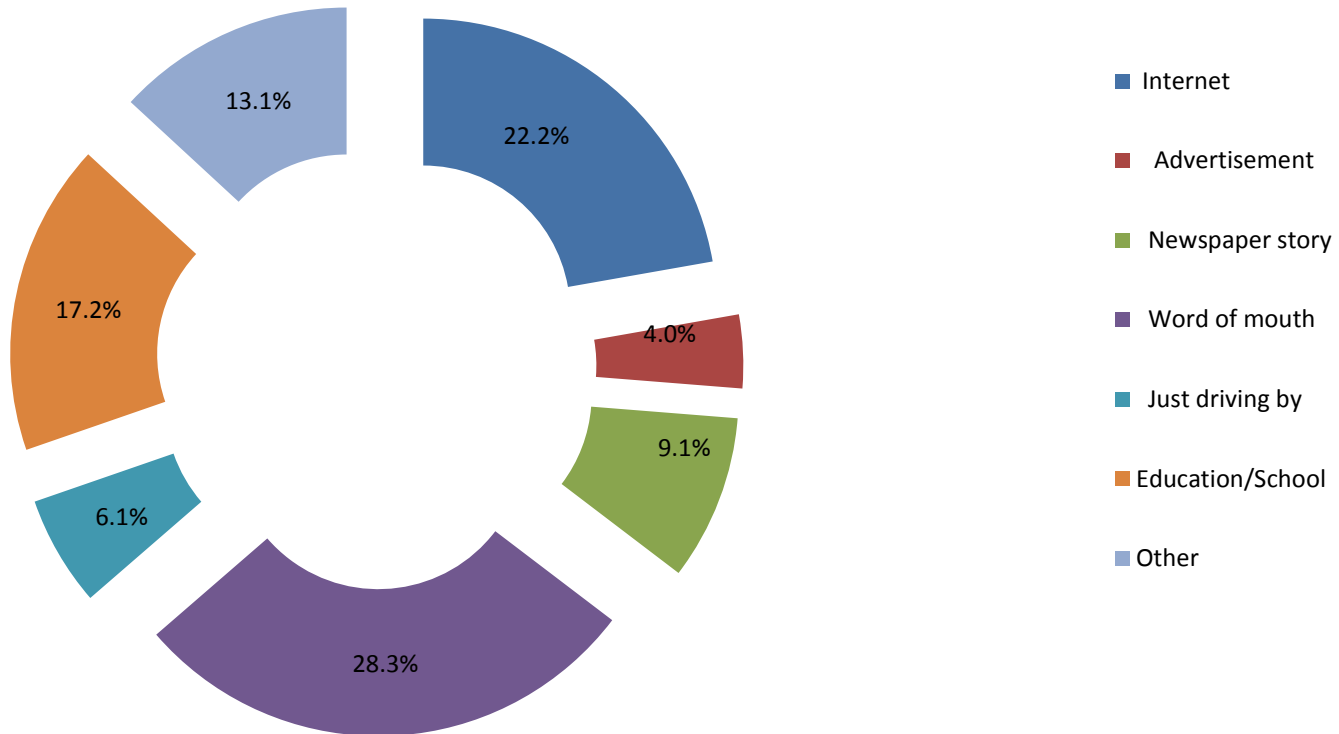
# Demographics: Country of Residence



# Reason of Visit



# How did you learn about this site?





**Please, let us know about the  
quality of your visit by rating the  
following criteria from 1 to 5 where**

**1 = Very poor**

**2 = Poor**

**3= Fair**

**4 = Good**

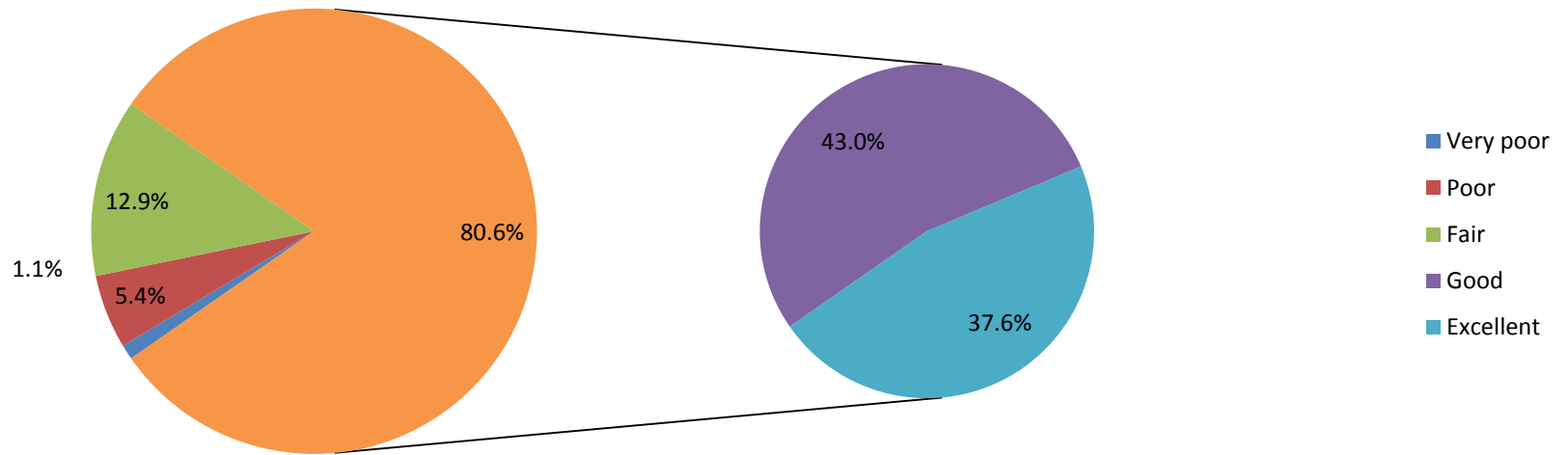
**5 = Excellent**



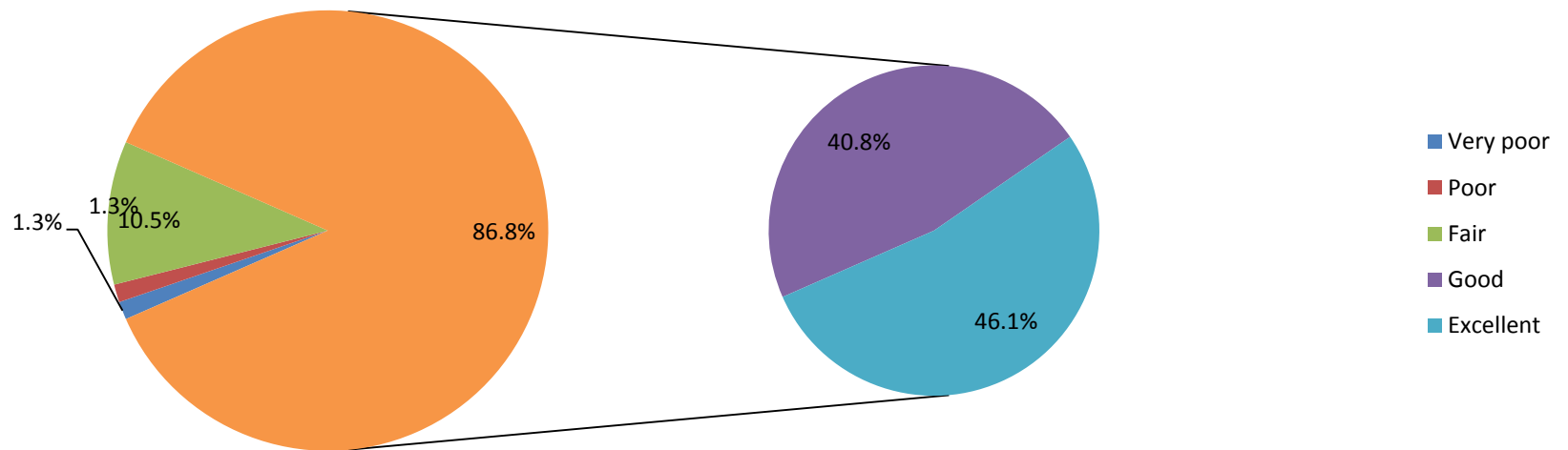
# **Hospitality of staff**

- Manner and attitude**
- Willingness to answer questions**
- Professionalism**

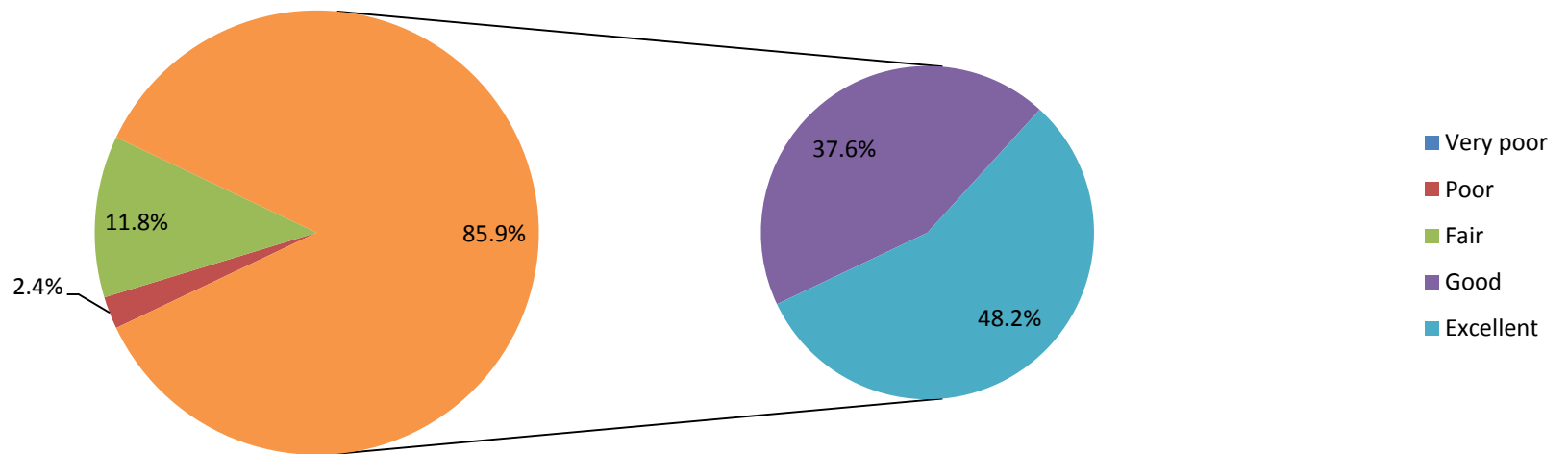
# Manner and attitude



# Willingness to answer questions



# Professionalism



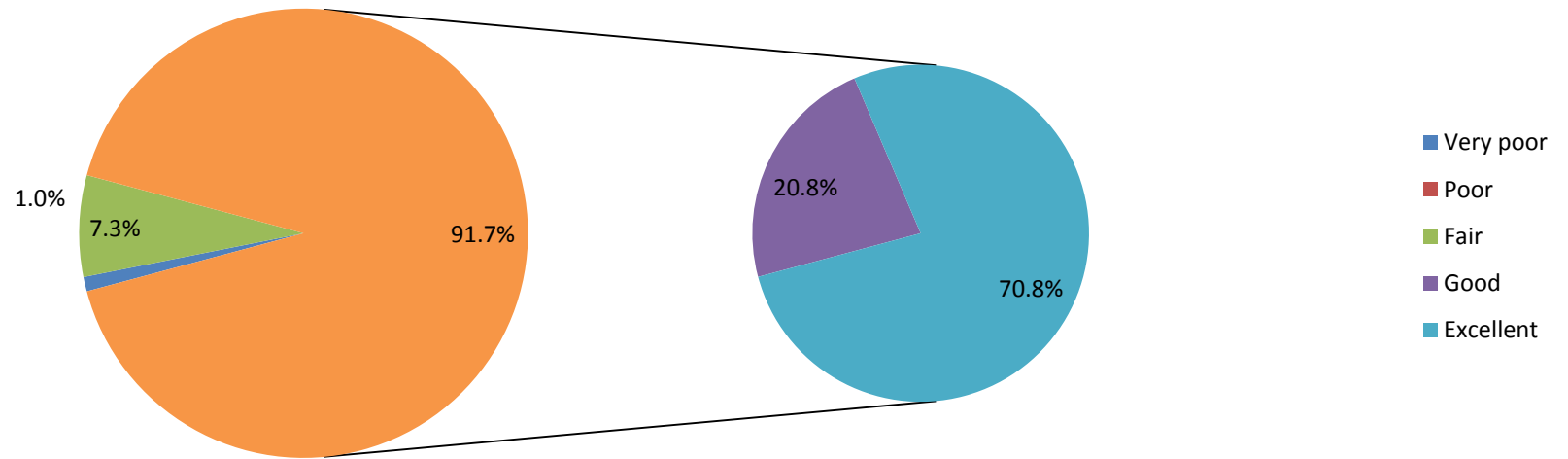


# Heritage

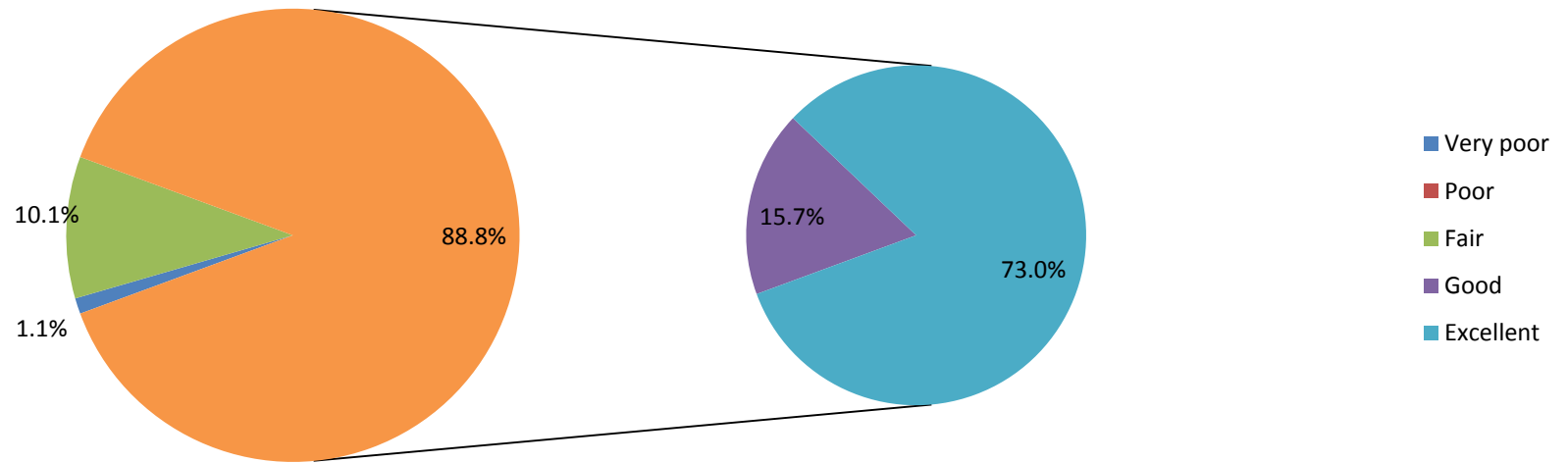
- History of the site
- Importance of the site for world civilisation
- Connection with modern culture
- Quality/maintenance of monuments
- Presentation of monuments



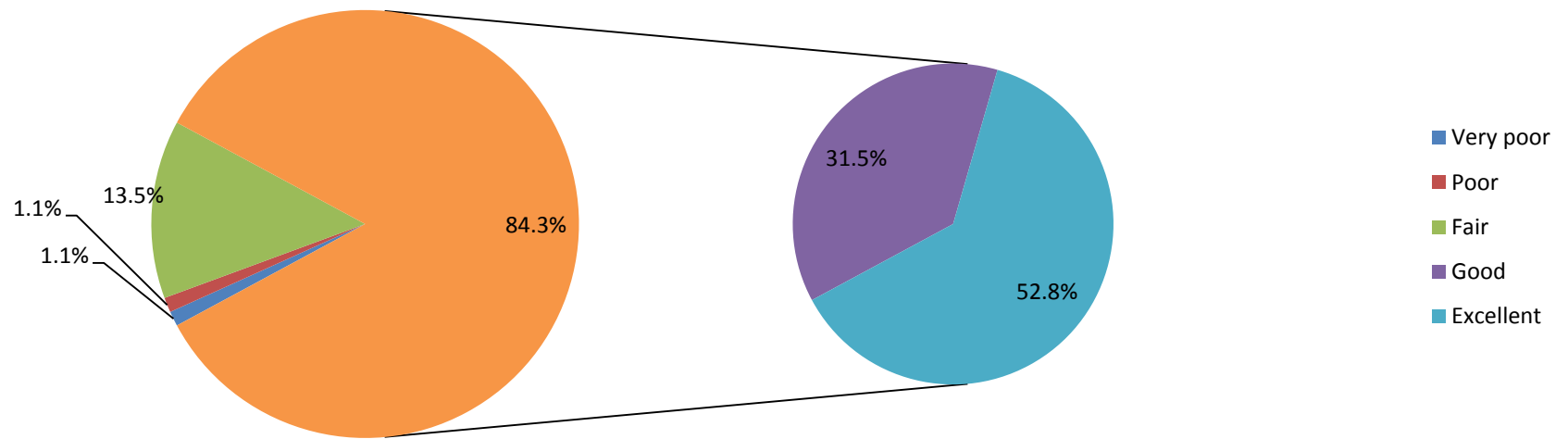
# History of the site



# Importance of the site for world civilisation

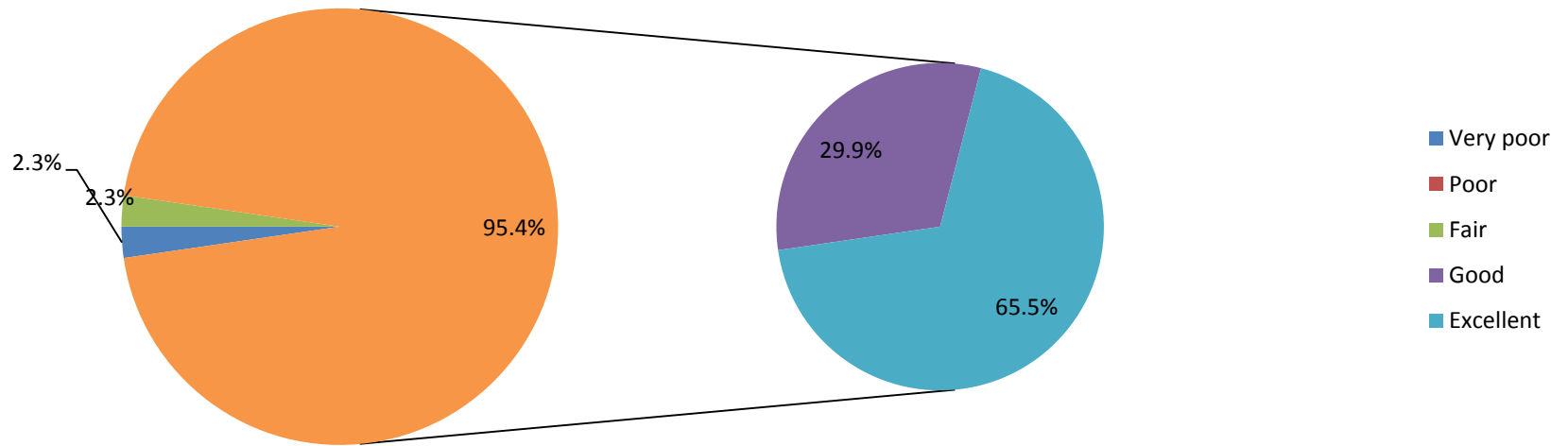


# Connection with modern culture

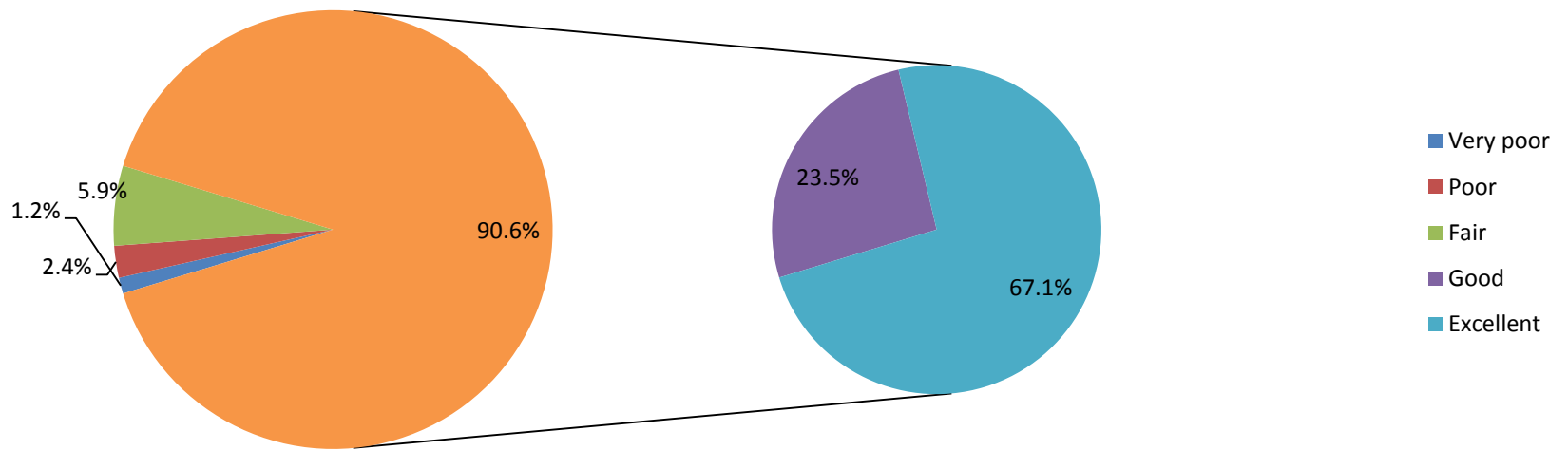




# Quality/maintenance of monuments



# Presentation of monuments

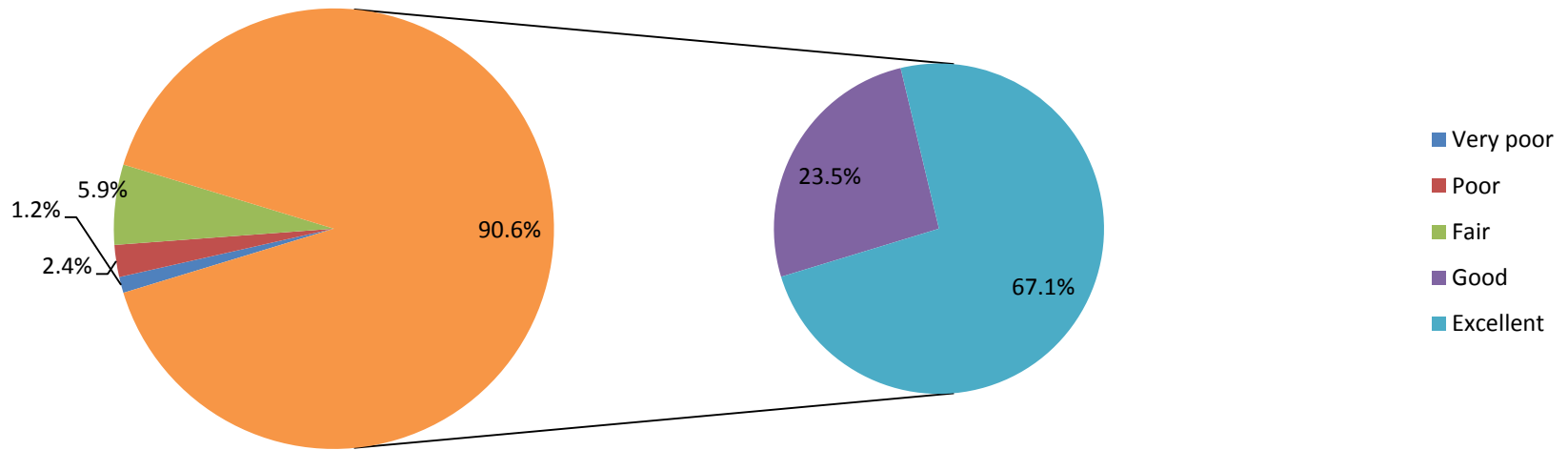


# Accessibility

- Infrastructure/equipment for those with moving difficulties
- Infrastructure/equipment for the visually and acoustically impaired

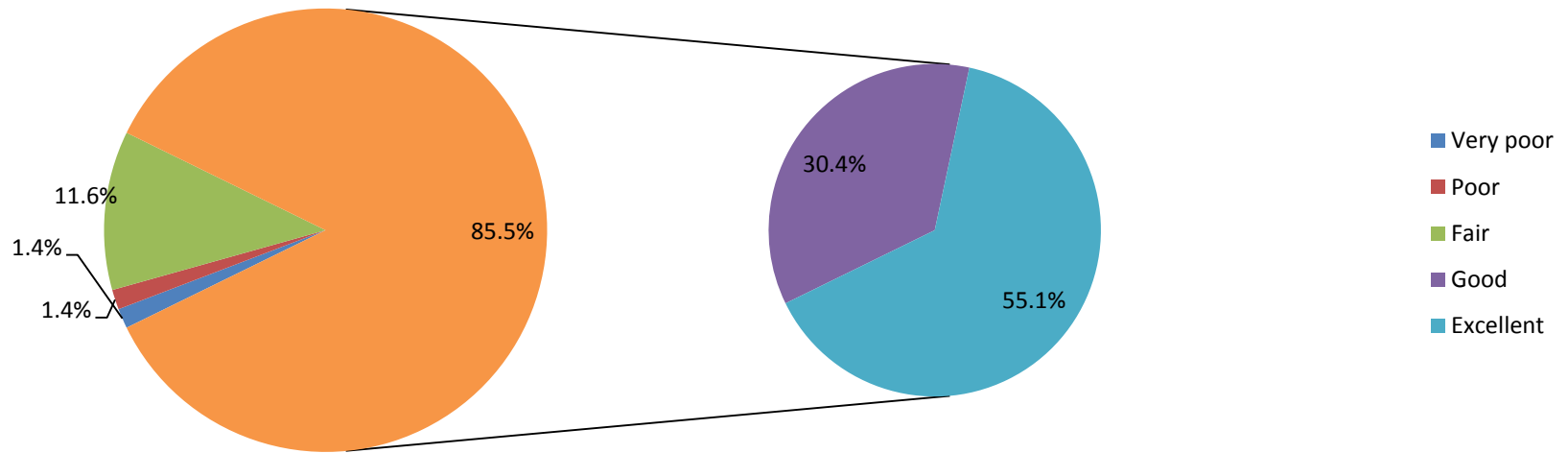


# Infrastructure/equipment for those with moving difficulties





# Infrastructure/equipment for the visually and acoustically impaired

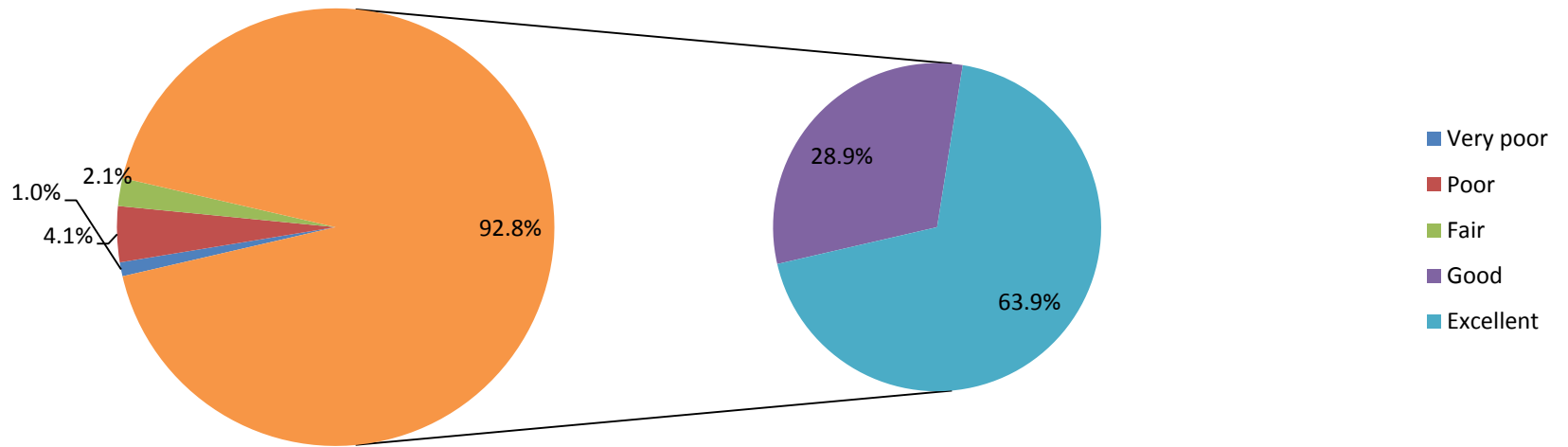


# **Safety**

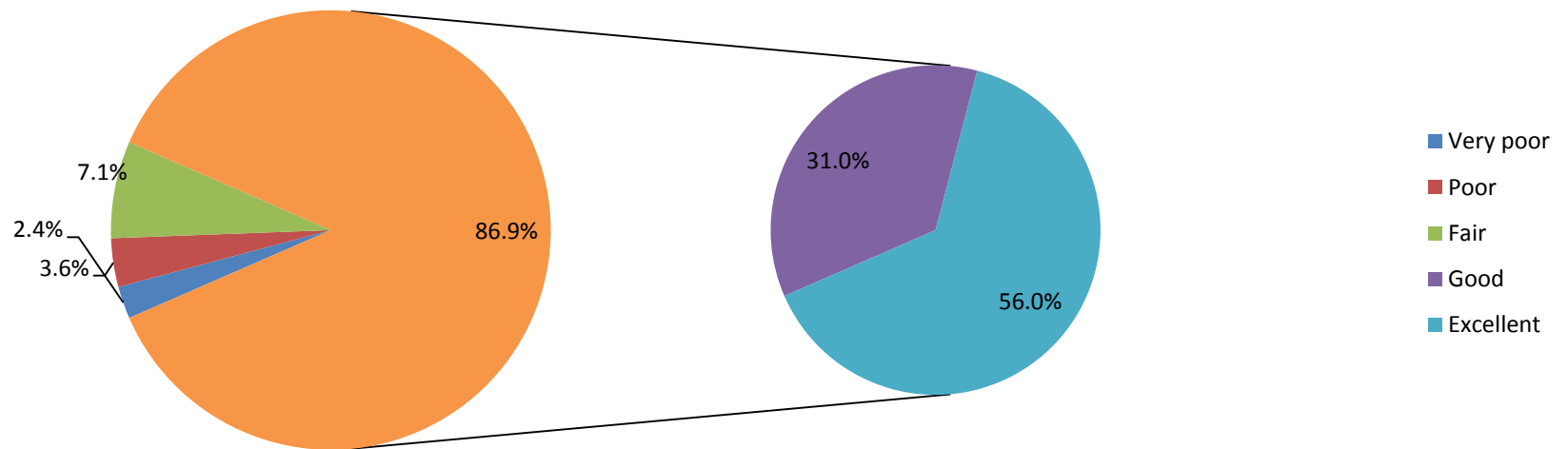
- For the visitors**
- For the exhibits**



# For the visitors



# For the exhibits

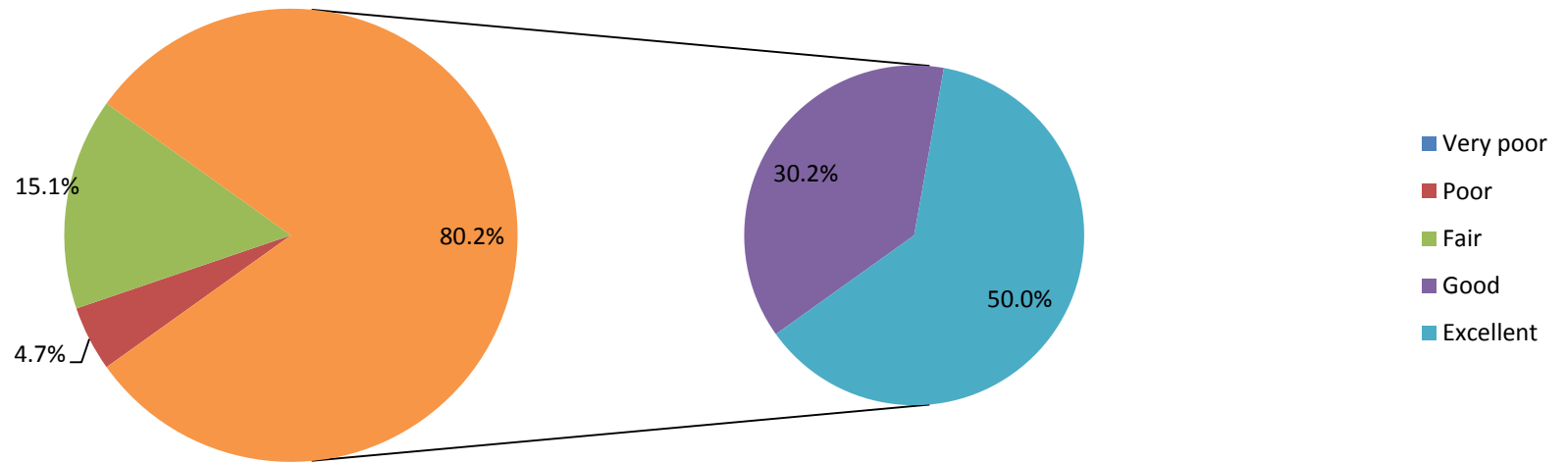


# Health

- Restrooms/Toilets
- Cleanliness of the site

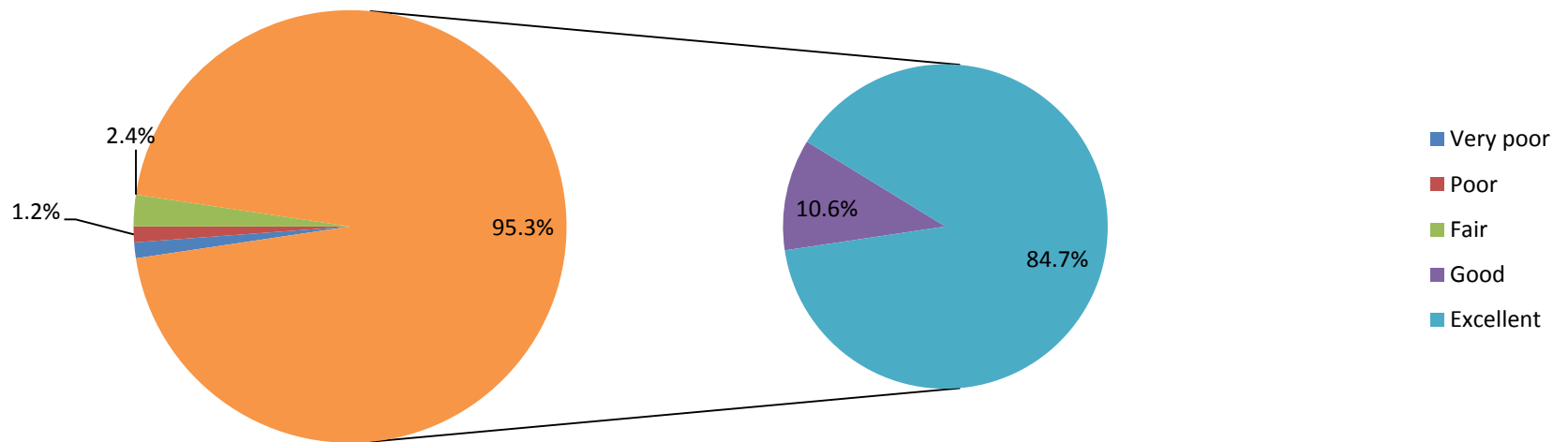


# Restrooms/Toilets



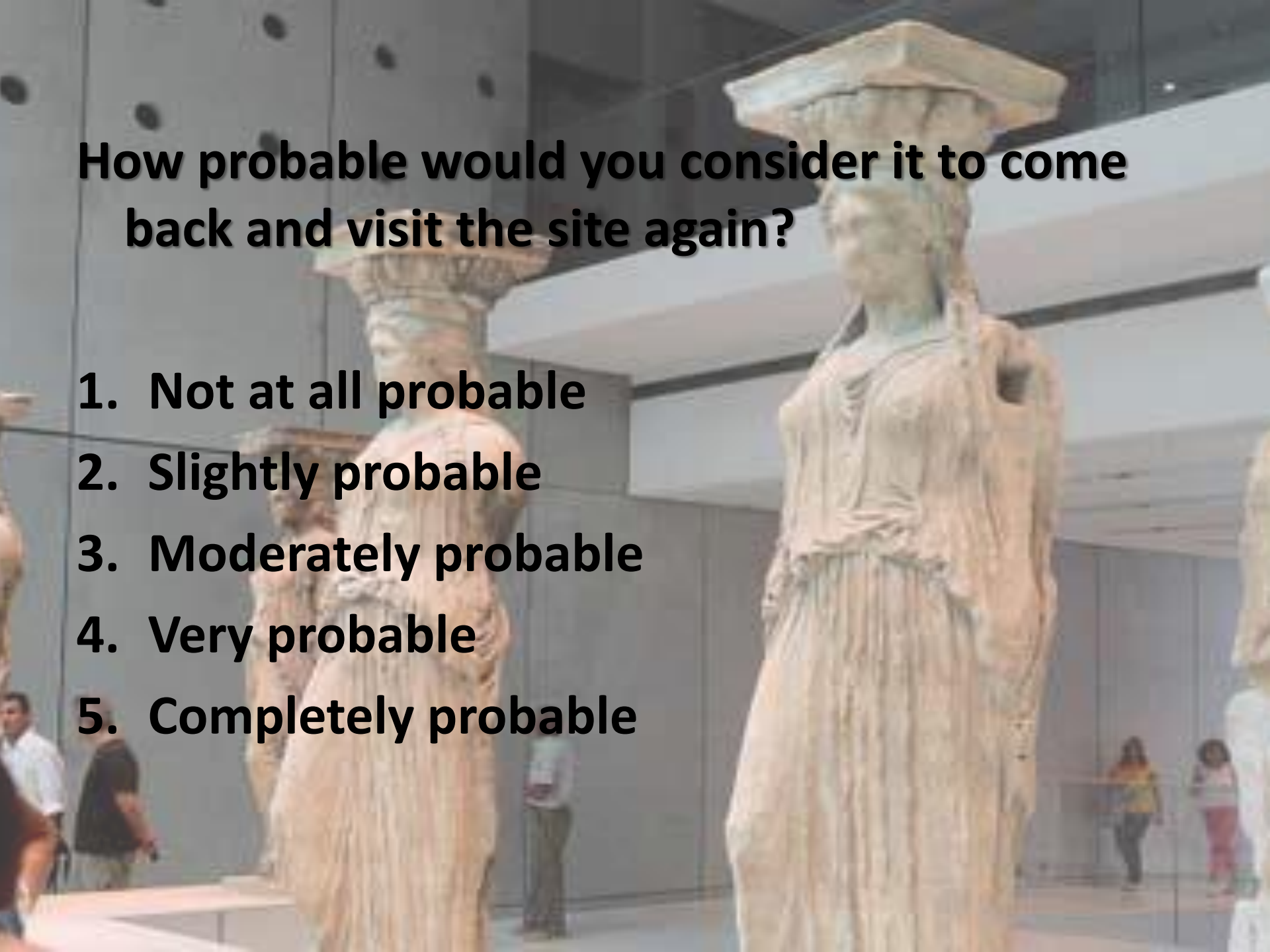


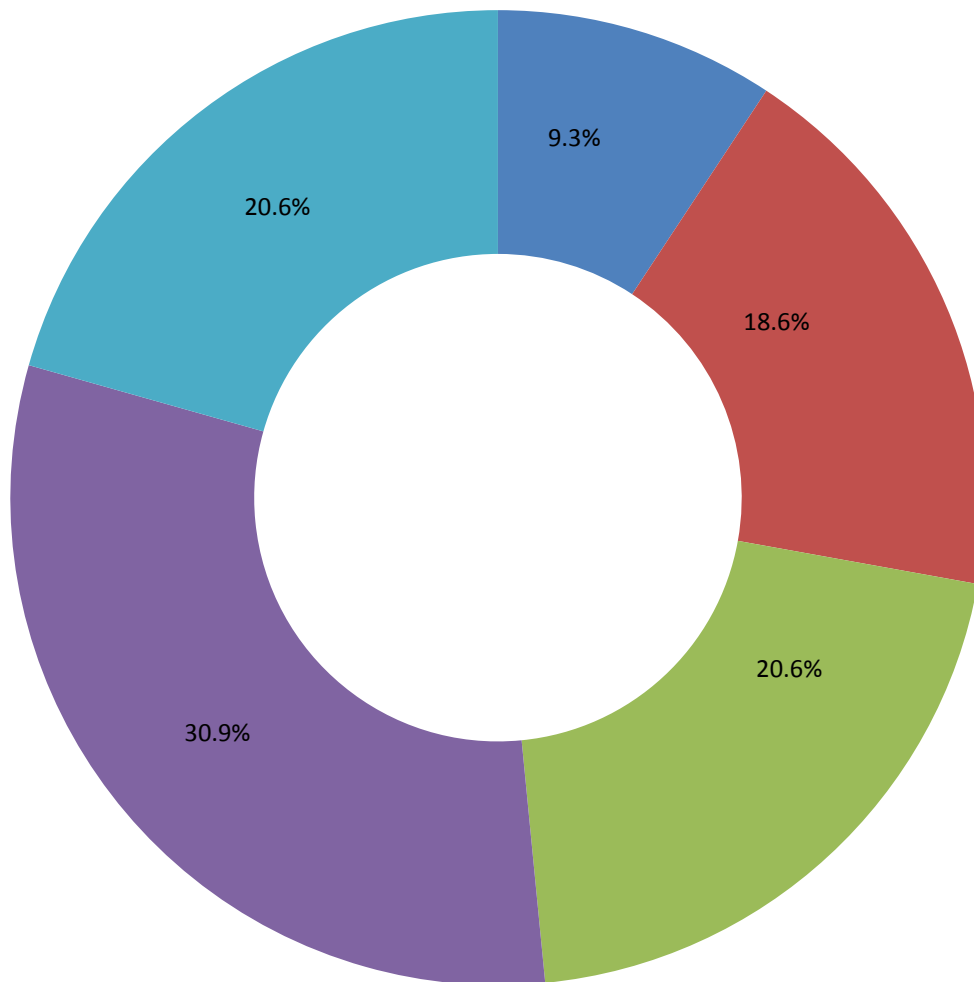
# Cleanliness of the site



**How probable would you consider it to come back and visit the site again?**

- 1. Not at all probable**
- 2. Slightly probable**
- 3. Moderately probable**
- 4. Very probable**
- 5. Completely probable**



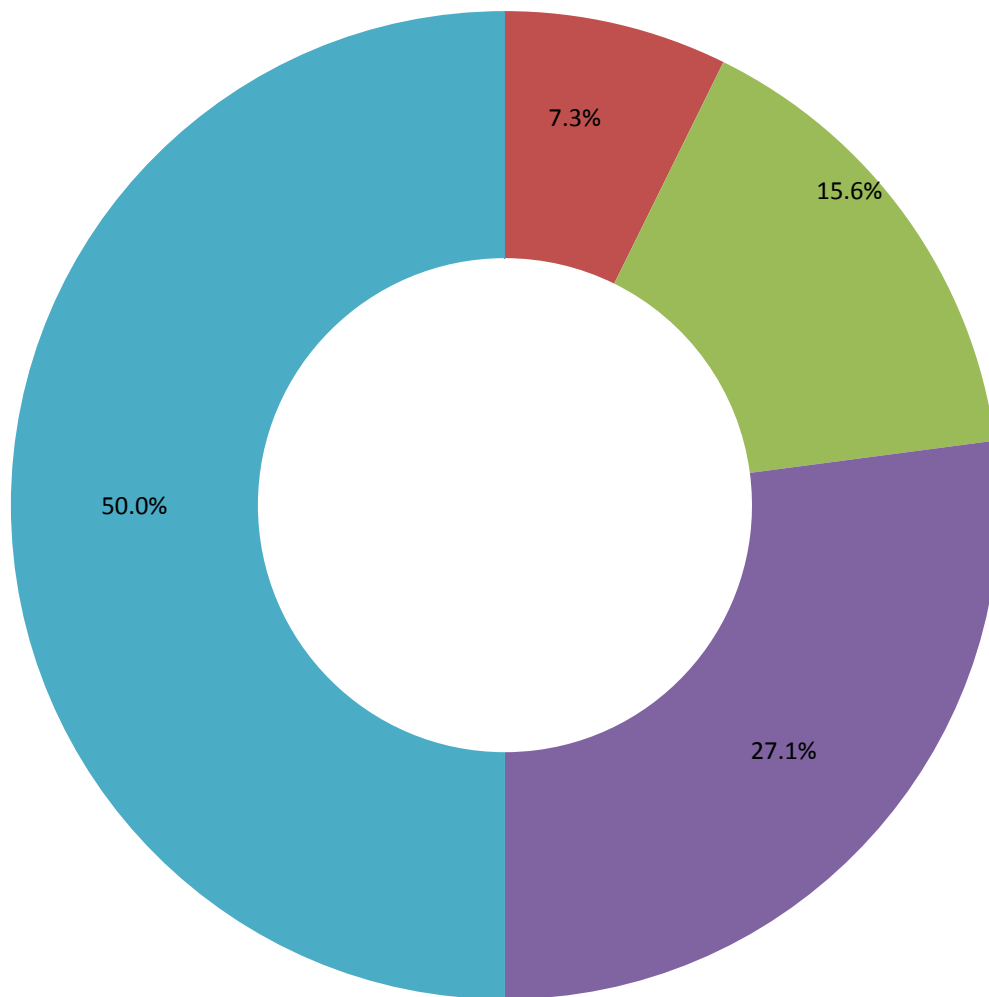


- not at all probable
- slightly probable
- moderately probable
- very probable
- completely probable



**How probable would you consider it to propose to others to come and visit the site?**

- 1. Not at all probable**
- 2. Slightly probable**
- 3. Moderately probable**
- 4. Very probable**
- 5. Completely probable**



- not at all probable
- slightly probable
- moderatelyl probable
- very probable
- completely probable

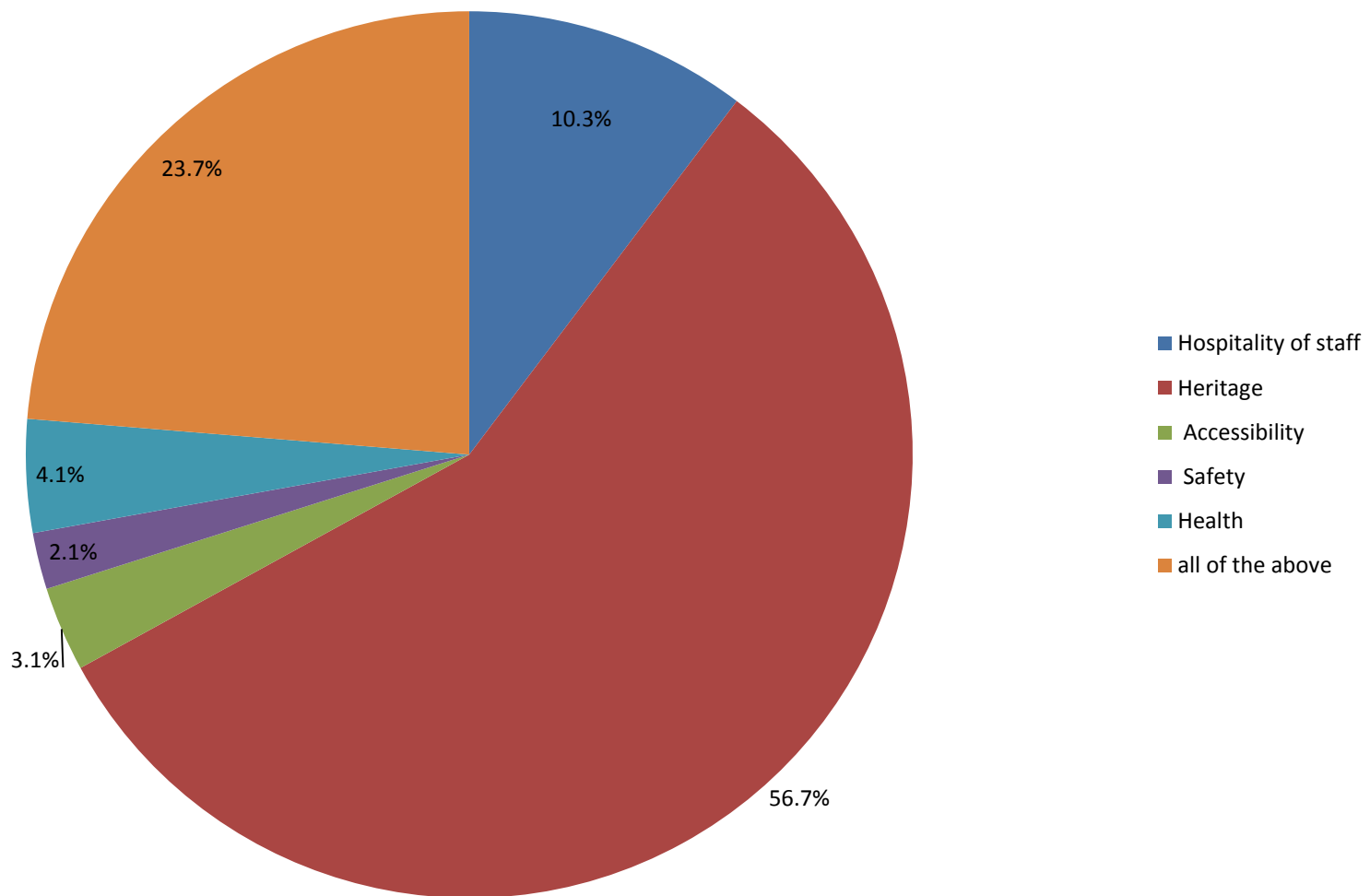


# What is the strongest point of the site?

- Hospitality of staff
- Heritage
- Accessibility
- Safety
- Health/Hygiene
- All of the above

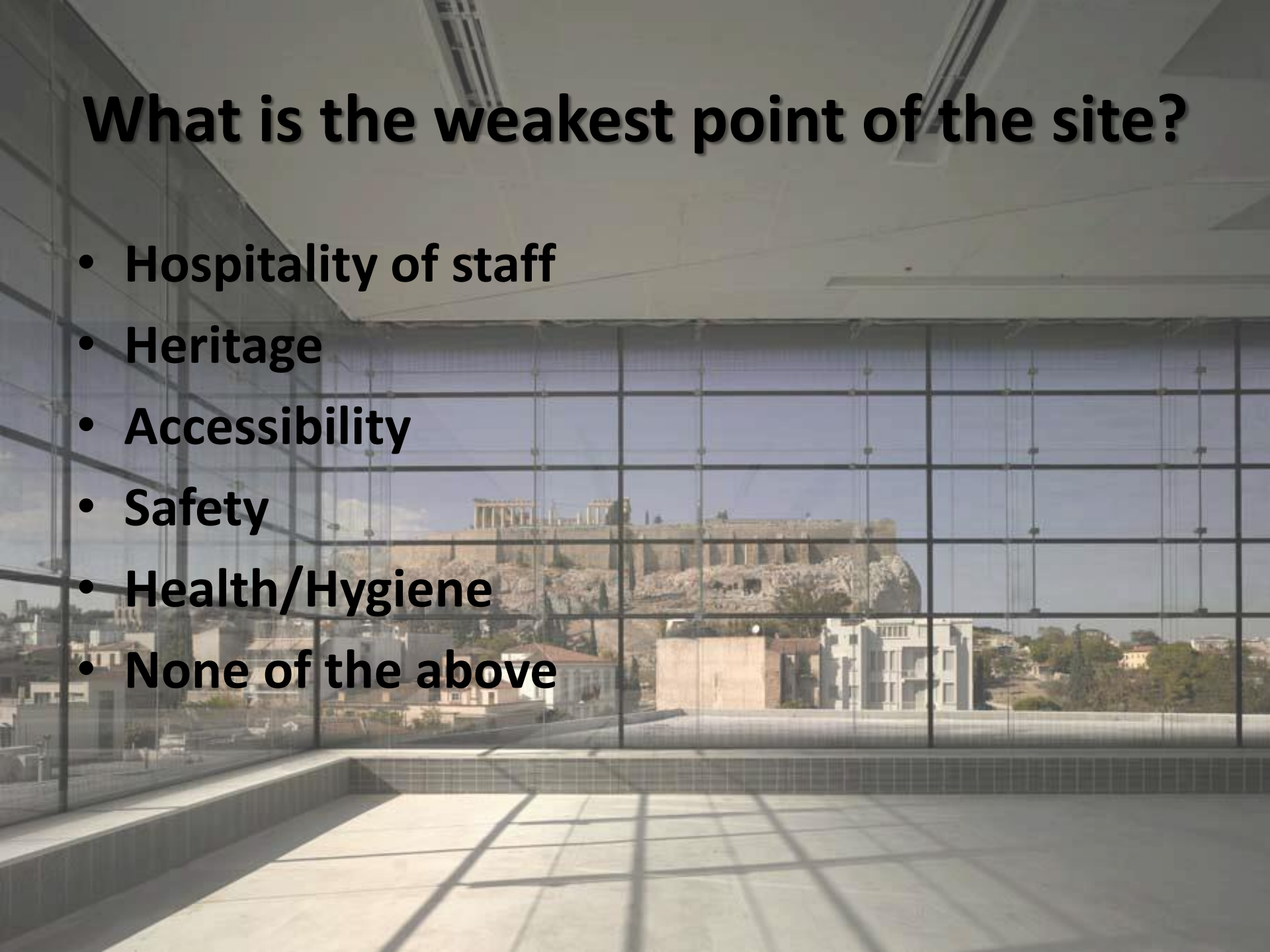


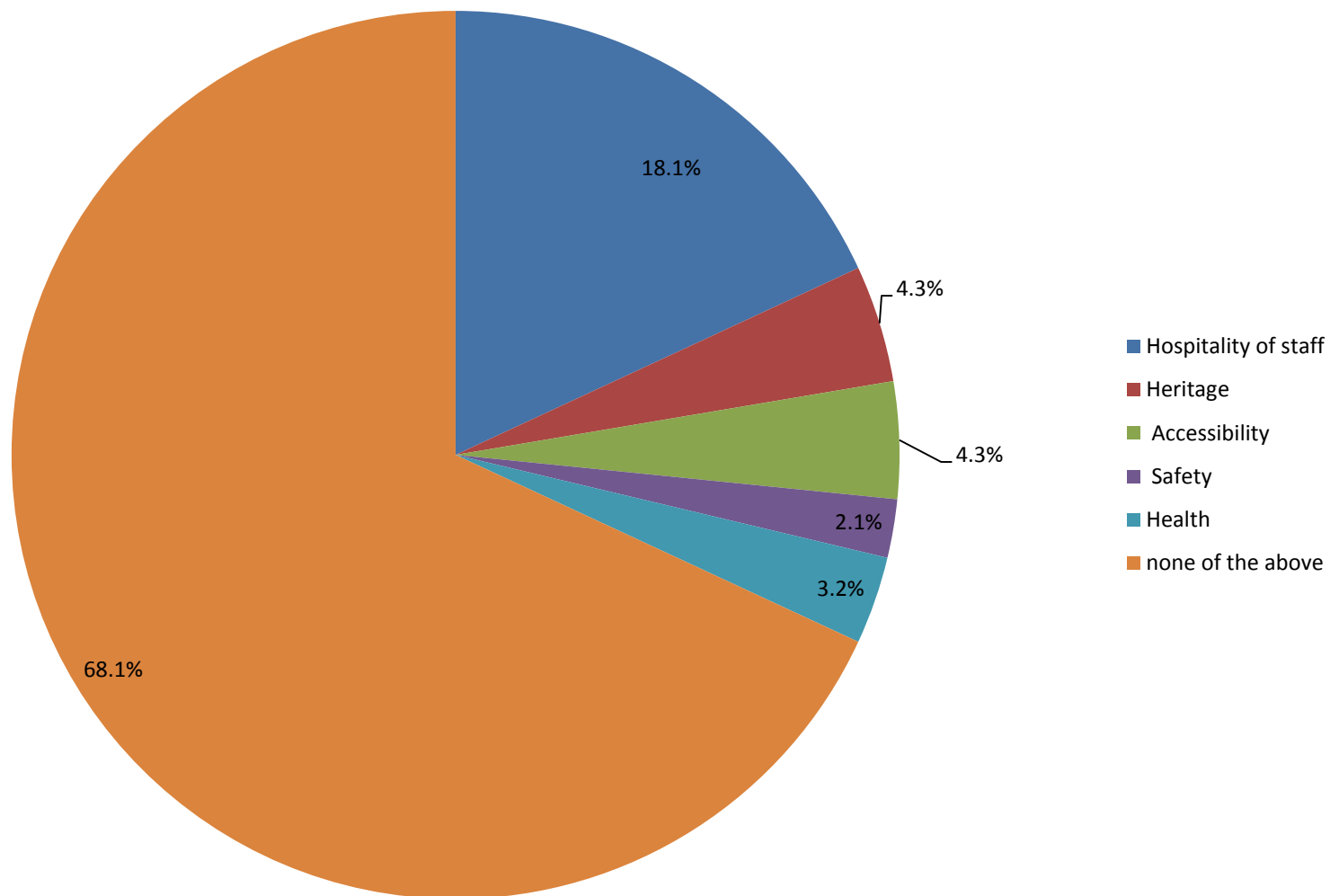




# What is the weakest point of the site?

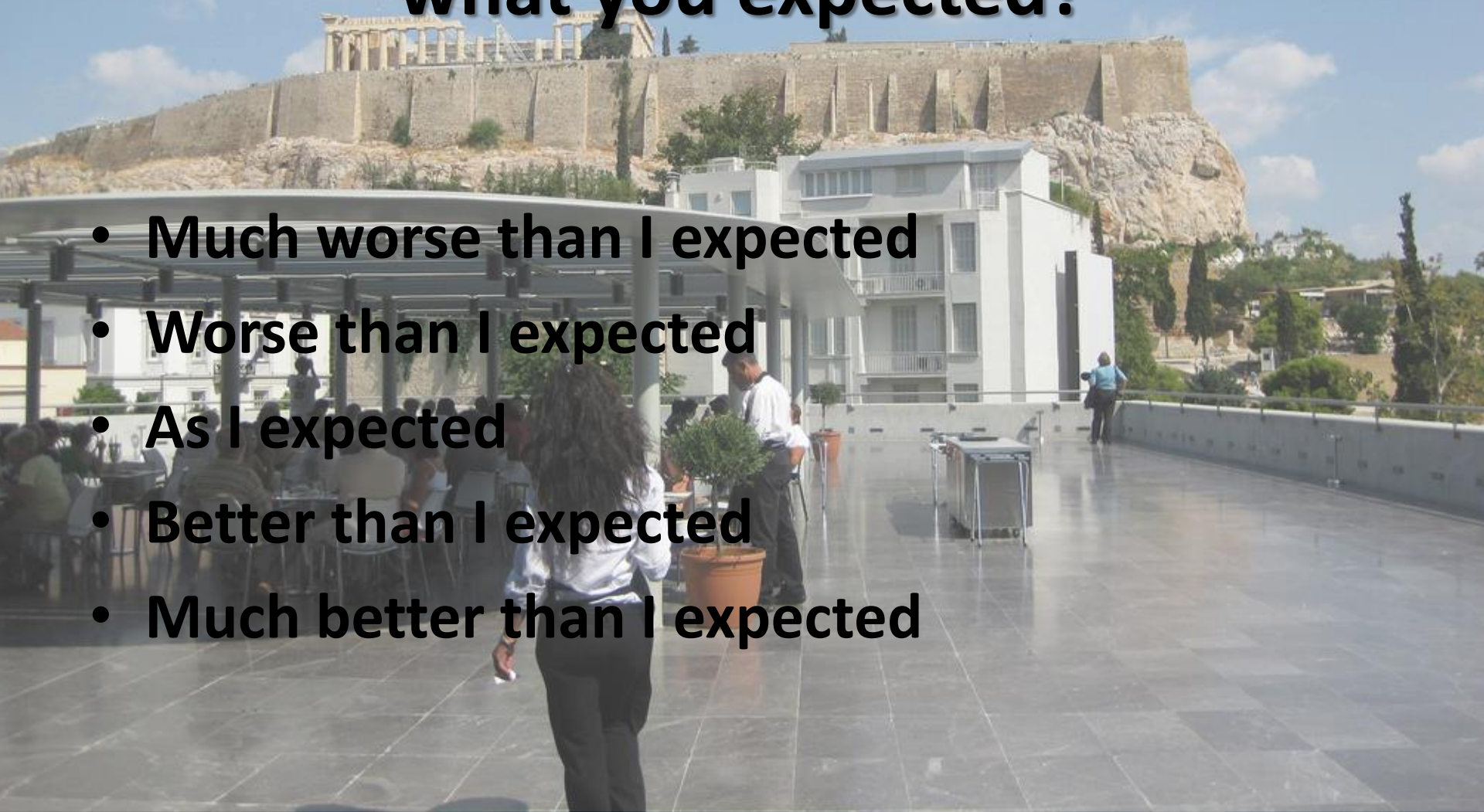
- Hospitality of staff
- Heritage
- Accessibility
- Safety
- Health/Hygiene
- None of the above



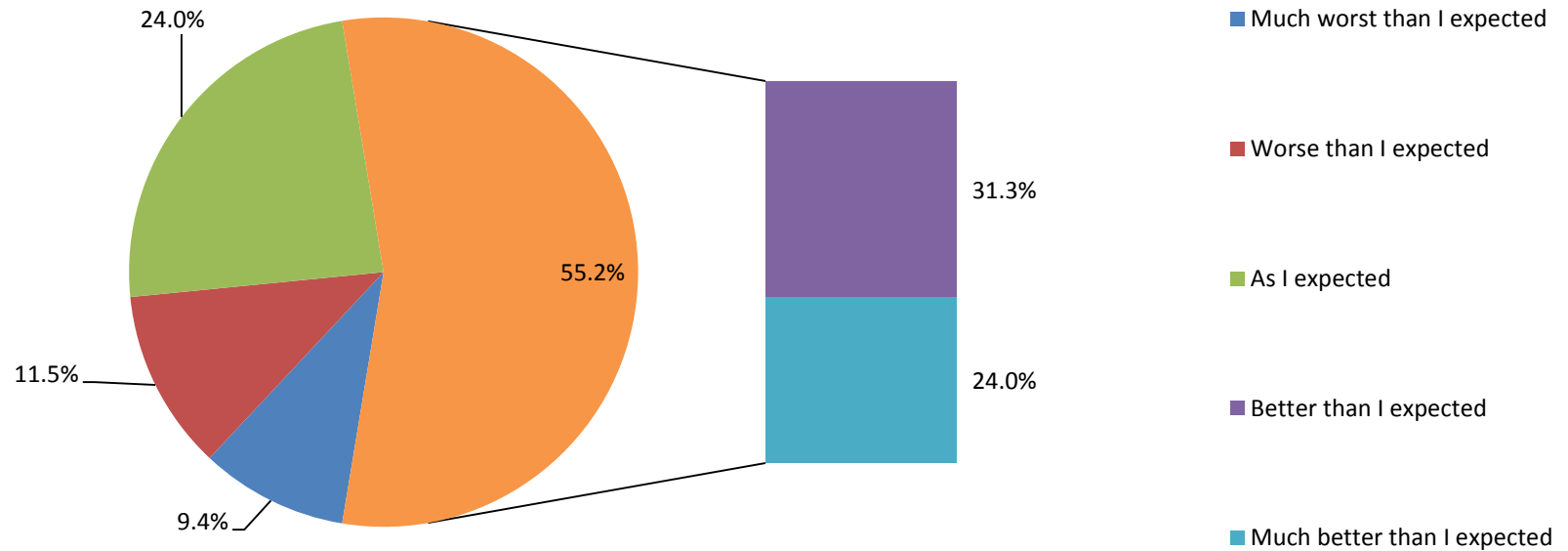


# **What is your overall feeling of the visit to the museum compared to what you expected?**

- **Much worse than I expected**
- **Worse than I expected**
- **As I expected**
- **Better than I expected**
- **Much better than I expected**



# Expectations







# THANK YOU

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