Visitors Voice in Historic Sites Interpretation Centres in Bahrain

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Abstract. Throughout the past decade, a number of site interpretation centres, such as site museums, visitor centres, site exhibits, have grown in Bahrain, a country that is seeking international recognition through culture. This specific typology of museums intends to explain the nearby historical site through the use of multiple interpretation strategies. Understanding the visitors’ expectations is an important component in the success of cultural institutions. Exploring the components of a visitor experience and expectations within site interpretation centres has, so far, received limited attention. Hence, this research intends to analyse the visitors’ experience and expectations in a specific site interpretation centre in Bahrain: Qalat al Bahrain Site Museum. The visitor’s experience and expectations were assessed through two streams of feedbacks. First, an analysis of the comments recorded on the visitors’ book. These comments addressed the visitors’ reflections, expectations, experiences, and the type of activities undertaken within the premises. Second, the online TripAdvisor from 169 valid returns, 200 TripAdvisor comments and an overview of the visitors’ written comments, different types of emotional and spiritual experience expectations were extracted for further analysis... In parallel, this research analysed visitors’ behaviour through observation inclusive of different timings during the day and during the year to understand the impact of climatic condition on the visitors’ experience and expectations for validation purposes. Finally, some related scholarship discussions and suggestions were proposed based on visitors voice and reflection underlining the reasons why people choose to visit site interpretation centres with reference to personal and social demands.

1. Introduction
The current development of cultural and heritage activities is a cause for great satisfaction for its residents because appreciating the past is the best act to build the future. [1]. Among the Gulf States, Bahrain has played a significant role in promoting its rich cultural heritage. Bahrain is the land of Dilmun civilization and has been the house of multi-cultural and ethnic groups since the third millennium and continues to be the land of many historical sites, archaeological remains and other heritage houses that witness the evolution of Bahrain into a modern country. In the special issues of World Heritage publication 2011, Shaikha Mai Bint Mohammad Al-Khalifa, President of the Bahrain Authority for Culture and Antiquities and Chairperson of the Board of the Arab Regional Centre for World Heritage (ARC-WH) expressed Bahrain’s vision to protect and promote world cultural and natural heritage.

“Heritage site remains the country’s sole responsibility in terms of their continuity maintenance and development”, [2].

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Therefore, it is necessary to preserve our identity by understanding, protecting and remaining tightly linked to our tangible and intangible heritage. Museums and cultural institutions play an important social and cultural role [3]. Over the past decade, Bahrain Authority for Culture and Antiquities led the development of various types of museums such as historic site interpretation centre/site museum, and visitor centre, cultural institutions and other sociocultural programs targeting different levels of interactions with various audiences that varies from economic policy to education and engagement with the community. These developments aim to protect tangible cultural heritage such as artefacts and pieces of art, as well as communicate and share knowledge with visitors, [4, 5]. In Bahrain, historic site interpretation centres fall under three settings such as (a) located near by the historical site as for Qal’at Al Bahrain site museum, Al Khamis Mosque visitor centre and Abu Maher Fort visitor centre, (b) located within the historical site as Shaikh Salman Bin Ahmed Al Fateh permanent exhibition, (c) located within historical district visitor centre such the Pearling Path visitor centre.

The historic site interpretation centres or site museums and visitor’s centres are in most touristic advertisements such as TripAdvisor, Lonely Planet as well as Bahrain Authority for Culture and Antiquities official website. Tourists usually visit these destinations for the sake of understanding the country’s history and exploring the country cultural heritage, [6]. On the other hand, residents generally may visit historical sites for their specific interest in history, [7] while the majority choose to spend their free time in leisure activities, [8] such as cultural activities and programs hosted by Bahrain cultural institutions but not necessarily related to history and archaeology. Nowadays, most of the museum studies have shifted their attention to the museum objects to be more visitor-oriented, [8, 9]. This confirms that the visitors’ experience has become the centre of cultural institutions focus and this interest calls for investigation. The visitors’ experience and expectations are highly influenced by the museum experience model components as personal content, physical content and social content, [9, 10]. Despite the museum various services in preservation, education and exhibits, visitors’ voices are highly important to these cultural institutions management to understand their experience, expectations and perspectives about the services offered.

Much of the research on visitors focused on the needs of audience and their learning, [4, 8, 9]. Audience needs and interests are driven by their prior knowledge, level of understanding, expectations and learning styles, [4, 11]. The social responsibility and accountability towards the diverse and complex societies become crucial issues of museum, [4, 12]. Generally, museums are facing some challenges mainly; (i) historical gap between visitors and exhibits (ii) using conventional museography (iii) limited understanding of museum visitors (iv) lack of visitors, [4, 9, 13-15]. In 2018, Her Highness Shaikha Mai Bint Mohammad Al-Khalifa claimed that one of the main problem is the limited number of visitors to museums in general and the lack of locals’ interest and awareness in their cultural heritage, [16]. Understanding the museum visitors is one of the main challenges facing the museums today, [6]. In that the particular case of Bahrain, received a limited attention in the field understanding their visitors’ needs and expectations was given and museums are encouraged to resolve this shortcoming.

Indeed, in the past several years, studies have paid more attention to qualitative research to understand visitor expectations, needs and ways to enhance their experience, [4, 5, 17]. Newer and younger generations of visitors require interacting with the museum exhibits and facilities on cognitive, social, emotional and reflective levels, [18, 19] and this is very important component of visitor experience and expectations. In this case, the visitors’ opinions are very crucial to transmit their personal experience and subjective expectations. Within this discourse, the authors will use the visitors’ comments books, TripAdvisor comments and responses to a questionnaire as a way to identify the visitor experience and expectations of historic sites interpretation centres through their own feedback.

Visitors’ comments on site interpretation centres and any museum is a well-established way to give their visitors a voice and encourage their engagement with the institution services, [20, 21]. The idea of incorporating visitor voices within museum can improve the exhibition and make them more
meaningful, [22]. In general, museums are places where visitors can create their own meanings through their own engagement with exhibits, [23] and other cultural engagements, [9, 24]. Commentaries or feedback and contribution of personal knowledge can help these intuitions in advancing their services to meet visitor’s expectations, which open a communication channel between institutions and their visitors, [20].

To this end, the present study has a specific focus on the visitors’ perceptions and experiences about the current services via raising the questions on the reasons for visiting the museum; activities they undertake; their evaluation of the current services/facilities and finally their improvement proposals.

2. Selection of Case Study Approach

In order to understand the historic sites and their related sited interpretation centres in Bahrain, the authors’ conducted a series of visits to different four types of historical sites and their site interpretation centre namely Qal’at Al Bahrain, Shaikh Ahmed bin Salman Al Fateh Fort, Abu Maher Fort and Al Khamis mosque, we found out that:

a. Among all the visited sites mentioned above, Qal’at Al Bahrain is the most popular historical site. Most of the visitors are visiting the historical sites and the associated facilities such as restaurants or events but not the site interpretation center itself.

b. The number of visitors in the historic sites is more than the number of visitors in the site interpretation centers.

c. Visitors vary between locals and non-locals, adults and children, individually and in groups.

On-site observations carried were further validated with official statistical information provided by the Bahrain Authority for Culture and Antiquities ‘figure 1’. Based on that Qal’at Al Bahrain site museum was selected to explore the visitors’ experience end expectations.

Figure 1. The number of visitors for year 2018

The archaeological settlement of Qal’at Al Bahrain contains ruins and remains of sizable city located within an area of past trade and economic importance ‘figure 2’. Qal’at Al Bahrain site museum officially opened in 2008. The site museum houses an archaeological exhibition, presenting the site remains and historical development, including café, seminar hall, and other services for visitors. The exhibition space is arranged around a central 30-meter-long recreation of the archaeological strata, in levels referencing to archaeological sediments, from early Dilmun period exhibition on the lower level to the highest level, which exhibits most recent Islamic period.

The statistic displays the number of visitors Qal’at Al Bahrain site museum between January and December 2017 ‘figure 3’. This site museum attracts more visitors during the winter season; the highest recorded number of visitors over the year was in December. In contrary, the number of
visitor’s drops down during the summer season. However, in June, July and August there is a relatively higher number of visitors than May and September due to the growth of international tourists. Comparing to other museums in Bahrain, Qal’at Al Bahrain site museum is one of the most visited museums in Bahrain and it ranks a leading attraction for international tourists.

Figure 2. Qal’at Al Bahrain contextual setting

In addition, Qal’at Al Bahrain site museum hosted number of events and programs for locals and non-locals to enhance the public understanding of Bahrain cultural and historical heritage on one side, and to encourage the public engagement within the archaeological setting. In order to reach a large audience, Qal’at Al Bahrain site museum and Bahrain Authority for Culture and Antiquities hosted wide range of free events or at reasonable cost such as guided tours, scientific seminars, movie nights and workshops for children were largely advertised through their official accounts on social media channels such as “Instagram” ‘figure 4’.
3. Study Methods

Given the nature of the study, qualitative research methods are the most appropriate approach to explore people’s visions and perspectives beyond the basic demographic information which does not adequately answer the research’s questions. However, some quantitative representation will be used to present an overview on the collected data. The study analyses random written comments found in the Qal’at Al Bahrain site museum visitors’ book, TripAdvisor comments and a survey circulated via Google forms.

As mentioned above, the collected information is analysed via qualitative and quantitative data analysis techniques to align in previous similar research [4, 20, 25]. Visitors’ book comments and TripAdvisor comments represent an interesting area of review to better understand public perspectives on services offered by the institution. Survey results provide another venue for visitors’ response to specific questions targeting their expectations, interests and their present use of the site museum. A qualitative thematic analysis was done for 100 visitors’ comments and 200 TripAdvisor, along with quantitative techniques using for the 169 valid survey returns.

Qualitative methods are becoming an increasingly useful method to reveal people impression and perspectives about a visited site that is not easily captured by quantitative methods beyond frequency and repetition, [25, 26]. The visitors’ and TripAdvisor comments were appropriate methods for reflecting visitors’ voices, feelings and experiences more accurately in comparison to surveys, [25,
27]. However, [28] claimed that the main limitation of using these materials is the absence of background information about the visitors. Therefore, the survey was suggested to overcome the shortage of information about the visitors’ demographic information and to respond to specific questions in this regard. [25, 26, 28] suggested to identify different themes to assess the comments in the visitors’ book and TripAdvisor comments in relation to the survey results to draw correlations with the visitor’s personal experience and expectations. The information from the visitors’ book and TripAdvisor were in different languages, therefore the authors selected only the English and Arabic comments ‘figure 5’. The Arabic comments were translated to English. The survey was created in both English and Arabic, and then circulated via email, social networks such as WhatsApp and Instagram.

![Visitor book comments](image1.png) ![TripAdvisor comments](image2.png)

**Figure 5.** Qal’at Al Bahrain site museum visitor book and TripAdvisor webpage comments

4. Results and Discussions

The comments in the visitors’ book and TripAdvisor webpage were reviewed and analysed by thematic analysis approach. In a similar study, [26] suggested to review each visitor’s comment, separately and then categorize them into three different groups such as: visitor’s attitude to identify the comment as positive, negative or neutral. For the purpose of this study, the first two categories were considered while the last was omitted due to the size of the site museum ‘table 1’. Additionally, a category representing the visitors’ suggestions to enhance their overall experience in the museum was also considered.

| Visitor attitude | Visitor experience | Others |
|------------------|--------------------|--------|
| Positive         | General quality    | Suggestions |
| Negative         | Visited destination (site, site museum, both) | |
| Neutral          | Visiting mode (Solo, Group, With tour guide) | |
|                  | Issues             | |
|                  | Services/Facilities | |
|                  | Interpretation strategies | |
|                  | Accessibility      | |

The findings confirm that 94% of the visitors have a positive feedback about Qal’at Al Bahrain historical site and site museum. Most of the comments in the visitors’ book and Trip Advisor webpage mentioned “Qal’at Al Bahrain Fort”, “thanks and appreciation to the efforts of Bahrain Authority for Culture and Antiquities”, “Bahrain rich cultural heritage”, “beautiful place”, and many other similar
positive comments. The positive comments identified Qal’at Al Bahrain as “a great landmark”, while sees the museum as “well organized, curated and has a lot of valuable content. Even the architectural design is reflecting the different phases of Dilmun civilization. We liked the interactive screens, which is more figurative than the traditional information panels”. The prior comment shows the visitor’s acknowledgment of the Qal’at Al Bahrain site museum curatorship and management team in creating a friendly environment for creating a learning platform. Other comments expressed the awareness of the visitors in appreciating the presence of site museum nearby the historical site I liked the historical site very much, but make sure to visit its small museum to understand the Site”, such comments confirm the importance of historical site interpretation centre as meaning-making tool.

On the other hand, the negative feedback represented only 5% and was mainly due to unsatisfactory site museum services, facilities, a perception of high entry fee and weather. Here with some of the negative comments:

To start with undocumented reasons such as “I hate this museum” or “Terrible and waste of time... not worth the money” while a number of comments were related to the lack of experience due to the site museum services as expressed by one of the visitors: “The museum lacks the fort historical information, which might be already mentioned in the panels, which has too much confusing text. .... and it should be replaced by the fort, at least it's free and we can have multiple views...” Others related their unsatisfactory comments to the entry fee and harsh weather conditions.

There is a clear overlap between the positive and negative feedback sand is closely linked to the overall visitor experience. The comments in the visitors’ book, TripAdvisor, and the survey show that 84% of the visitors go to the historical site, 14% go to the site and the site museum, while 2% only go to the site museum. The findings illustrated that the visitors’ practices can be defined as: watching, walking, sitting, playing, photographing and other which was not identified by the visitors’ figure 6.

![Figure 6 Visitors activities and practices](image)

This confirms the current status of Qal’at Al Bahrain site museum: Indeed, the museum suffers from lack of visitors, which represents one of the biggest issues mentioned in the previous studies [4]. However, this study explores Qal’at Al Bahrain site museum quality through the visitors’ evaluation and identifies the areas that affect the overall visitors’ experience as supported by their comments. These categories include services and facilities’, interpretation strategies, accessibility, entry fee and other issues ‘table 2’.

The finding showed that the majority of the visitors come in groups as tourists, family, friends, school visits and official delegations. In addition, the review of comments made by visitors reveals that two areas of visitors’ concerns are services/facilities (33 %) such as food services, restrooms and prayer rooms and the second concern is the entry fee (20.5%). Following that the leisure activities (13.5%) were also a concern and it is clearly illustrated through their suggestions. For instance, two
visitors suggested incorporating live shows to explain the historical site narrative, the first stated “...adding some actors in the site will make it more interesting to see the way people lived in the past because I will never be able to imagine”, and the second suggested that initiating “... some live shows about the historical life style and provide the visitor with information about the past people culture and believes”. Both comments reinforce that leisure and programs are important within the museum context to enhance the educational and entertainment role of museum, [9, 29].

Table 2. Visitors experience as expressed by themselves

| Visitor experience | Visitors words                                                                                                                                 |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Services/Facilities| “...consider enhancing the site with tourists’ friendly facilities like cafes, WC, more”<br>“...very interesting place, maybe the authority should increase the amount of advertisement about this museum, other museums and historic sites on local, regional level and international level”<br>“...the restrooms were not clean and need to be updated” |
| Interpretation strategies| “...all the historical sites must have guide to explain to the visitor about the place”<br>“...nice history. Do not forget to visit the museum first & collect the audio guide device. Good information available in different languages too” |
| Accessibility | “...it was difficult to find the site on Google maps”<br>“...there is No close parking to the fort ... It is too far especially with children and elderly people. The fort should provide some transportation from the car park to the fort gate (i.e. by golf cars)” |
| Entry fee | “...great efforts, but the entry fee is over and it should be free for locals”<br>“...not worth the ticket price” |
| Other issues | “...it was very hot, better to visit the museum in morning, then go for lunch and return back to the fort to watch the sunset.”<br>“...it is very hot, make sure to bring some water with you, there is no vending machine in the fort”<br>“...it is very boring, and not interesting ... the historical site is more interesting ... we played hide and seek” |

Another visitor suggested providing some activities to the children “...increase the number of activities and events in historical sites especially for children to learn how to appreciate history and protect it. Providing programs for the children will increase the number of visitors seeking new programs for the kids”, the last one will convert the museum from historical goods warehouse to a cultural and entertainment destination for the whole family. Other than that most of the comments calls for continuous events and activities within heritage and historical locations to encourage people to visit the museum and in the same time spend an interesting time, one of these comments suggested to recreate “… the forts for activities and traditional goods and stuff that represent Bahraini culture ... Do a continuous events and programs to attract people”. The comments represent not only the visitors’ who is interested to know the history and culture of Bahrain but also are looking for some other motivations such as entertainment and leisure. In addition, (20.6%) of the visitors preferred the guided tour as their best interpretation strategy. However, some comments mentioned the audio guides available in Qal’at Al Bahrain site museum, which are mainly provided as a guide for the fort and not the museum. The weather condition was also raised as another issue; however, it will be omitted because this paper focuses on the site museum and not the historical site.
Despite the fact that most of the comments are basically suggestions for the site and not the museum, these comments are very important because they have the potential to enhance the visitors’ experience at the historical site and will complement the overall experience in the site museum.

5. Conclusions
The paper explored the visitors’ perceptions and experiences in Qal’at Al Bahrain site museum, in Bahrain. A combination of qualitative and quantitative methods was used to analyse the comments left by visitors’ in the museum book and the analysis of the participants’ suggestions through a digital survey that was conducted between June and December 2018. The analysis of comments made by visitors and the responses to a survey identified a number of areas that appear to be of a great concern to visitors including the quality of services and facilities, interpretation strategies and the power of meaning-making, accessibility and way-finding at a city level and the adequacy of the entry fee was also considered as one of the problems and considered to one of the main two visitors’ concerns. Furthermore, some issues such as hot weather and the limited leisure activities were identified too as other areas of concern, and the visitors’ suggestions opens up a path for developing the overall experience. In summary, historic site interpretation centres are considered to be on the top of Bahrain attractions and it is anticipated to receive local and international visitors. Therefore, understanding the visitors’ expectations is an important component in the success of such cultural institutions.

Based on these findings, a number of recommendations propose a way forward:
- The site museum should find ways to improve visitors’ concerns: facilities/services and advertisement. For that, different department for food supply, maintenance, eventually marketing channels should work together to enhance the acceptability of the site museum services and to increase the public acknowledgment of such landmark.
- The site museum should enhance the delivery of the information: this concern has two dimensions; the first is to make clear directions to the museum by increasing the street signboards and easing the way finding, which requires collaboration with the municipality and traffic directory. The second is an in-house management with mainly deals with the museum staff as visitor specialists and curators. The prior should use an interesting way of meaning-making through a mix between the conventional guided tours and the new technological interpretation strategies. Today the young generation is more attached to smart devices so it could be a good idea to incorporate smart devices as part of the museum visit. This suggestion has two benefits: First, to create a friendly way in providing the visitor with the required information and second, to use these devices to detect the visitor movement for research purposes in order to understand their points of attraction within the museum buildings.
- More investigation is required to evaluate the link between the entry fee and the provided services.
- Further exploration should examine the quality of the visitor interaction with the displays, site and others.

To this end, the site interpretation centres need to employ the visitors concerns in order to enhance the overall experience of their visitors. Including the visitors’ observations, comments and perceptions of the museum management system is anticipated to increase the visitors’ satisfaction and the museum frequentation, bearing in mind that the preceding is integrally personal and subjective, and bounded in space and time [8].

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