

DETERMINANTS OF VISITOR'S SATISFACTION TO A CULTURAL ATTRACTION

The Case of the Museum of Antioquia, Colombia

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Museums may compete directly with other cultural attractions in the race for capturing the leisure time of visitors and, museums managers have been aware of it. Although museums are primarily non-profit organizations, in the past two decades they have been pressured to capture a wide and diverse audience. Demographic characteristics, attitudes, perceptions and expectations are part of the knowledge that museums must obtain from their visitors. The aim of this paper is to analyze the determinants of the level of satisfaction of visitors in a museum, being the Museum of Antioquia (Colombia) the study case. For it, an empirical analysis is applied using an ordered logit model from 533 surveys of residents and tourists who visit this museum. Socioeconomic characteristics and visitor experience are considered as determinants. The results show that being a foreigner, being older and having paid for entrance increase the likelihood of being in a greater satisfaction category. Likewise, a better signage and treatment by the staff of exhibition rooms influence visitor satisfaction.

KEY WORDS: *satisfaction, museums, logit model, Colombia, cultural tourism.*