

EVALUATION OF THE TOURIST SERVICES OFFERED BY THE UNIVERSITY MUSEUMS IN VALDIVIA, CHILE

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The present paper reports the main results obtained when evaluating the tourist services offered by the university museums in Valdivia, according to visitors in summer season. Its objectives were to categorize the visitor who entered and used the services of the museums, to determining which socio-demographic variables and finally an analysis was established based on the evaluation of the dimensions: around the museum, inside the museum, staff of attention, parking, museography, bathrooms, reception areas and brochures. The research consisted of gathering relevant information quantitatively, through a satisfaction survey. There were 640 surveys distributed in two museums: 350 at the Mauricio Van de Maele Historical and Anthropological Museum and 290 at the Rudolph Amandus Philippi Exploration Museum, during the month of February 2017, the month of greatest tourist demand. The system of global evaluation of quality in the management of cultural assets called HERITY was used. This program assesses four aspects of cultural assets, relevance, conservation, communication and tourism services, the last two being relevant to the investigation. The results were the sociodemographic characteristics of the users, qualifications for both museums in their generality and more detailed information in analysis by subdimensions.

KEY WORDS: *valuation of services, cultural tourism, university museum, tourist services, visitors satisfaction.*