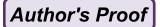
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Abstract	This study explores motivations of visitors to the Imperial War Museum (North and South), United Kingdom, with a view to understanding why people visit museums associated with conflicts. Though museums are part of the education and leisure industry, the distinction between education and leisure is often blurred. There are a number of reasons why people visit museums. Motives of museum visitors can be grouped into intrinsic and extrinsic factors. This study analysed the extent to which museum visitors are motivated by extrinsic and intrinsic factors. Semi-structured interviews with visitors were conducted w at the Imperial Museum of War (North and South), United Kingdom. The findings do establish that extrinsic motivations are more dominant than the intrinsic ones for visiting the Imperial War Museum. The importance of extrinsic factors in motivating museum visitors would suggest that providing an opportunity for a good day out has more appeal to the visitors than the collections in the museum for the average visitors. The experiencing of museum in its totality is more important than the individual collections or the theme of the museum to the mainstream visitor. This work has made a contribution to understanding visitor motivations, which are multi-facetted, complex and not necessarily fully understood by the visitors themselves.		
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(separated by '-')	Motivations		



Motivations and Experiences of Museum Visitors: The Case of the Imperial War Museum, United Kingdom

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Abstract This study explores motivations of visitors to the Imperial War Museum 5 (North and South), United Kingdom, with a view to understanding why people visit 6 museums associated with conflicts. Though museums are part of the education and 7 leisure industry, the distinction between education and leisure is often blurred. 8 There are a number of reasons why people visit museums. Motives of museum 9 visitors can be grouped into intrinsic and extrinsic factors. This study analysed the 10 extent to which museum visitors are motivated by extrinsic and intrinsic factors. 11 Semi-structured interviews with visitors were conducted w at the Imperial Museum 12 of War (North and South), United Kingdom. The findings do establish that extrinsic 13 motivations are more dominant than the intrinsic ones for visiting the Imperial War 14 Museum. The importance of extrinsic factors in motivating museum visitors would 15 suggest that providing an opportunity for a good day out has more appeal to the 16 visitors than the collections in the museum for the average visitors. The experiencing of museum in its totality is more important than the individual collections or the 18 theme of the museum to the mainstream visitor. This work has made a contribution 19 to understanding visitor motivations, which are multi-facetted, complex and not 20 necessarily fully understood by the visitors themselves. 21

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Keywords Museum • Motivations • Imperial War Museum • Intrinsic and 22 Extrinsic Motivations

1 Introduction 24

The purpose of this study is to investigate motivations of visitors to the Imperial 25 War Museum (North and South), United Kingdom, with a view to understanding 26 why people visit museums associated with conflicts. Museums are part of the 27 education and leisure industry, and at times the distinction between education and 28 leisure can seem somewhat blurred when considering the motivations of those who 29

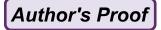
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visit. Often visitors to heritage sites (and by extension museums) are not always clear as to their exact motivations themselves (Davies & Prentice, 1995). The distinction between leisure and education may be so fine as to merit no distinction at all. That is to say, museums are so configured to deliver education and leisure at the same time that the distinction becomes meaningless when considering the function of a museum. What is noticeable about educational leisure settings is that most, if not all, have some key features in common:

- The setting provides real and direct experience of objects, places and people (Falk, Dierking, & Holland, 1995; Hooper-Greenhill, 1995);
- Learning is voluntary, but information should be easily accessible (Falk et al.,
 1995);
- The visitor is the arbiter of what is learnt, and that is stimulated by the individual needs and interest of the learner/visitor (Hooper-Greenhill, 1995);
- Learning is often a social occurrence (Falk et al., 1995);
- Visitors appear in diverse ways: alone; in mixed groups; with a range of expertise and prior knowledge and experiences (Anderson, 1995).

Museums therefore need to meet the needs and expectations of a very wide ranging potential client group, although it should be remembered that different museums cater for different interests. The Imperial War Museum is no different in this regard, and it offers a unique collection which serves to draw visitors into the contemplation of how war impacts on lives (IWM website). This is a deliberate attempt to provide a broad appeal to the broadest possible audience whilst also acting as guardian, curator and preserver of an important national archive of war and conflict related artefacts which might otherwise be neglected or overlooked. If not for museums where would such artefacts be stored?

There have been a number of studies conducted which seek to explore how tourists, in particular, spend their leisure time (Cameron & Gatewood, 2003; Davies, 2005; Hayes & Slater, 2002; Orr, 2004; Slater, 2007). Learning, in some shape or form, was deemed to be the most significant motivator in encouraging visitors to museums in the majority of visitor surveys (Black, 2005). Garrod and Fyall (2000) recommend that if any heritage attraction is to be successful it must be visitor friendly and intellectually accessible, as well as managing the difficult balance between the needs of the visitor and the conservation imperative.

Understanding quite what those needs may be, and also understanding the motivations of visitors to heritage sites and museums is as a major theme in heritage research. This means that motivations are being explored, rather than just being assumed, and this also recognises that the audience for cultural consumption is larger than was once presumed (Richards, 2007). Museums and other heritage sites are visited by a wide range of people for a wide range of reasons (Prentice et al., 1998; Timothy & Boyd, 2003). For example, Shackley (1999) argues that sacred spaces such as churches and cathedrals are visited because, as well as their sacred function, they also have aesthetic and architectural merit, but importantly also provide a great day out. The same site, therefore, can mean different things to different people, and therefore the motivation to visit must rest with the individual.

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Motivations and Experiences of Museum Visitors: The Case of the Imperial War...

The attraction can provide certain stimuli, but whatever they offered would not 74 necessarily appeal to everyone. This is, in essence, identifying a target market, a 75 familiar enough context in the commercial world, but one which presents a range of 76 challenges beyond the purely commercial when your reason for being is so inti- 77 mately tied-up with wider societal concerns and issues of social exclusion. The 78 collection itself may provide a motivation for visitors to attend, and a key motiva-79 tion often reported in the literature is that of education in one form or another 80 (Moussouri, 2002; Slater, 2006; Thyne, 2001).

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The motivation to visit a museum can be considered as being intrinsic or 82 extrinsic. Those visitors primarily motivated by intrinsic factors are focussed on 83 the perceived usefulness of the visit and the context of the visit linked to largely personal factors such as personal meaning and interpretation, timeliness, opportu- 85 nities for interaction and the degree of intellectual challenge (Screven, 1976; as 86 cited in Goulding, 2000). These motivations are internal and individual, and it is 87 likely that whilst there may be a high correlation in certain visitor segments, they are largely individual motivations and thus different people will seek different 89 environments and, in the case of museums, different collections to view.

Extrinsic motivations on the other hand are external to the visitor and include 91 such factors as feedback or rewards such as visible achievement, perhaps through 92 rewards or tokens, and a sense of achievement (Goulding, 2000). Common extrinsic motivations are escapism, social interaction with family and friends, learning in one form or another and seeking some relaxation in a perceived worthwhile educational environment (Prentice, Davies, & Beeho, 1997; Slater, 2007). This suggests that 96 visitor motivations have to be interpreted carefully with due regard to the subtlety 97 of such broad phrases as "escapism" and "learning" (Slater, 2007). Enjoyment also 98 plays its part as a good day out and quality time being spent well in a worthy 99 environment. Altruism also features in that a visit to museum could part of a 100 conscious effort to support museums, which were deemed to have worth and 101 were a desirable feature in towns (Goulding, 2000). 102

Imperial War Museum (IWM) is one of the leading repositories of conflict- 103 related artefacts, which seek to provide for the study and understanding of the 104 history of modern war and 'wartime experiences'. With a collection of five 105 museums-IWM London; IWM North in Trafford, Greater Manchester; IWM 106 Duxford near Cambridge; the Churchill War Rooms in Whitehall, London; and 107 the historic ship HMS Belfast, moored on the River Thames—IWM is a community of museums that serve the public by providing opportunities to contemplate the 109 impacts of conflicts on individual, communities and the nation itself in a range of 110 locations and settings. The IWM facilities offers permanent displays, the archives, special exhibitions, f events, education programmes, corporate hospitality and 112 souvenirs shops.



114 2 Research Methods

- The purpose of this study is to investigate motivations of visitors to the Imperial War Museum (North and South), United Kingdom. To this end, a case study research, which is appropriate for exploring a phenomenon that requires context and an overall view of the relationships, was carried out (Yin, 2009). The research was undertaken in four main phases as follows:
- 120 1. An extensive literature review was carried out on visitor motivations in museums
- 122 2. Semi-structured interviews with visitors were conducted w at the Imperial
 123 Museum of War (North and South).
- 124 3. The data generated were analysed using qualitative techniques of data reduction, 125 data organisation and interpretation (Sarantakos, 2002). The results of data 126 analysis are embedded in the sections that follow below.
- A convenience sample of 42 museum visitors were interviewed, of which 20 were conducted at the IWM (North) and 22 at the IWM (South). The semi-structured interviews were used as they allow for questioning which follows the flow of the conversation and offers the researcher the opportunity to probe responses in a way that can clarify meaning and establish significance to the data obtained (Denscombe, 2007).

133 **Findings**

A number of reasons were given by the interviewees for visiting the Imperial War Museum, ranging from 'just passing' to 'interest in military history'. Table 1 provides a numerical representation of the reasons for visiting as stated by the interviewees. The total percentage calculated exceeds 100 % because interviewee's 137 gave multiple reasons for visiting the museum. Almost all the respondents (33 out 138 of 42) gave four or more reasons for visiting the museum with nine respondents giving two reasons. This reiterates the fact that museum visitors are attracted by a 140 combination of motivations, which is well-borne out by a number of studies (e.g., Bowdin, Allen, O'Toole, Harris, & McDonell, 2006; Falk & Dierking, 1992; Moussouri, 2002; Prentice et al., 1997; Ryan, 1997; Slater, 2007; Thyne, 2001). 143 Analysis of the findings indicates motivations to visit the museum are indeed 144 145 multi-faceted and represent a broad diversity of motivations. Motivations, as has been previously mentioned, can be intrinsic or extrinsic, and museum visitors tend to be driven by both intrinsic and extrinsic motivations (Goulding, 2000; Slater, 2007). The responses from the interviewees about the reasons for visiting the Imperial War Museum were grouped into extrinsic and intrinsic categories (Please see Table 2). Authors acknowledge the subjective judgements inherent in making such classifications. The distinction between intrinsic and extrinsic values are not

Motivations and Experiences of Museum Visitors: The Case of the Imperial War...

Table 1 Reasons for visiting

Reasons given for visiting	Number	Percentage
Drawn by a particular exhibition	11	26
Visited before	6	14
Family history	9	21
Interest in military history	23	55
Education/learning	9	21
Social reasons	9	21
Just passing	1	2
Recommended by friends/family/other	7	17
Free admission	5	12
Interest in history	15	36
Day out/something to do	16	38
I like museums	6	14
Quality of exhibits	3	7
Interactivity	4	9
Curiosity	3	7
Visiting the shop	2	5
Atmosphere/see it for myself	4	9
Convenience/location/ease of access	14	33
Nostalgia	2	5
Commemoration	3	7
Sightseeing	3	7

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Table 2 Categories showing sub-division of intrinsic/extrinsic motivations

Extrinsic motivations	Responses	Intrinsic motivations	Responses
Drawn by a particular exhibition	11	Family history	9
Visited before	6	Curiosity	3
Social reasons	9	Education/learning	9
Just passing	1	Interest in history	15
Recommended by friends/family/ other	7	I like museums	6
Free admission	5	Atmosphere/see it for myself	4
Day out/something to do	16	Nostalgia	2
Quality of exhibits	3	Commemoration	3
Interactivity	4	Interest in military history	23
Visiting the shop	2		
Convenience/location/ease of access	14	_	
Sightseeing	3	1	
Total	81	Total	74



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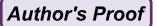
always clear-cut (Harold, 2005), extrinsic reward may well play a major part in intrinsic motivation (Reiss, 2005). Therefore it is necessary for the researchers to make a subjective judgement on the nature of motivations as stated by the respondents, for example, whether an interest in military history or the desire to relate to family history is an intrinsic or extrinsic motivator. Therefore it is appropriate to consider what intrinsic and extrinsic motivations for visiting the Imperial War Museum.

The authors considered intrinsic motivations to be those which had their origins within the respondent. That is to say that such motivations as they reported may be considered as being generated by internal desires such as the need for self-fulfilment or learning for example. Extrinsic desires are those factors which are external to the respondent and can be delivered through such things as a comfortable environment and pleasant surroundings. These are just examples; the full ranges of desires are numerous and often personal, which makes understanding how they influence museum visitors something of a challenge.

McIntyre (2009) relates that visitors to museums and galleries were seeking internalised self-learning, which were themselves dependent on time and space considerations such as the layout and accessibility of the gallery space. A suitable balance of different types was considered to be an essential part of meeting the needs of visitors; space to interact with the exhibits and space to relax and reflect on the experience were an integral part of meeting visitors' needs. This serves to demonstrate the interrelationship of intrinsic and extrinsic motivations: one cannot be met without the consideration of the other.

An interest in history was identified as being a prime motivation for respondents 175 in this study, but it is necessary to consider how that general "interest" can be 176 considered enough of a motivation to generate an actual visit. Habermas notes that 177 "the only knowledge that can truly orient action is knowledge that frees itself from 178 mere human interests and is based on Ideas—in other words knowledge that has taken a theoretical attitude" (Habbermas, 2005; in Gutting, 2005, p 310). Informa-180 tion seeking itself, therefore, needs to act in conjunction with other factors in order for it to be considered a *motivation* which will act upon an interested and potential 182 visitor to a museum to turn them into an actual visitor. Of direct relevance to the 183 184 way in which museums make their artefacts accessible to such visitors is Habermas's further observation that interest is not value free, and carries with it 185 an ontological view of the world which is not neutral. This would explain why an interest in history was often seen as being different to an interest in military history 187 in this study. Visitors to any museum need to have their interest met with accessible 188 189 artefacts and interpretation in comfortable and well laid out galleries (McIntyre, 2009). These latter points can be viewed as being extrinsic factors which enable the 190 intrinsic interest in history to be acted upon, thus combining to form a motivation to visit the museum. 192

It is a combination of intrinsic and extrinsic factors which must combine in order to meet the needs and desires of visitors and potential visitors, and as we have seen, museums are moving towards a much more visitor focussed experience when presenting their collections, away from what many have seen as their traditional



Motivations and Experiences of Museum Visitors: The Case of the Imperial War...

custodial and preservation role and into a broad based, visitor led era which seeks to put the visitor at the heart of the museum experience. In other words, "customers" put the visitor at the heart of the museum experience. In other words, "customers" put the visitor at the heart of the museum experience. In other words, "customers" put the visitor are a principal factor in the success of any museum (Harrison & Shaw, 2004; 199 McLean, 1994). In particular, museum design is being carefully considered to 200 maximise the extrinsic factors which are an essential part of the mix designed to 201 attract visitors (McIntyre, 2009). This is especially true of the Imperial War 202 Museum (North) with its purpose-built, thoughtful and challenging design by the 203 architect Daniel Libeskind which is a key part of the regeneration of Salford's 204 docks as well as being an important museum in its own right (Blundell Jones, 2003).

"Motives are reasons people hold for initiating and performing voluntary behav- 206 iour. They indicate the meaning of human behaviour, and they may reveal a 207 person's values" (Reiss, 2004, p 179). Thus it is that motives and motivations are 208 two subtly different things. For the purposes of this study it is a useful shot-cut to 209 consider motives as being a reason for doing something, but it should be remem- 210 bered that it is entirely possible to behave in a particular way, visiting a museum for 211 example, and not necessarily be aware of precisely what that reason or motive is 212 (Reiss, 2004). The authors are aware that reported "motives" for visiting the 213 Imperial War Museum cannot be taken as absolute truth. It is necessary to see the 214 patterns which emerge from the collected data in order to make a reasonable and 215 informed assessment as to its meaning. The actual number of potential motivations 216 is unlimited in any practical sense. It is only the individual involved who is able to 217 decide what they consider to be a motive to visit. Therefore these categories depend 218 on the careful interpretation of reported motives and imaginative analysis of the 219 words of respondents in order to categorise and code them. The authors are aware of 220 the subjective nature of this process. There is a complex interweaving of motiva- 221 tions, and it is rare for there to be only one of significance playing a part in the 222 decision to visit: rather, it is the combination of motivations which translate into an 223 actual visit.

Table 2 shows that respondents reported more individual extrinsic motivations to 225 visit the museum than intrinsic ones, although in terms of the number of times each 226 type of motivation was cited it is still reasonably close. This may be as a result of 227 the relatively small data set. Nevertheless, it can be seen that visitors have more 228 extrinsic motivations as regards reasons to visit, but that intrinsic motivations tend 229 to have a slightly bigger pull factor when considered individually. That is to say 230 there are more extrinsic factors such as the desire for a day out, the quality of the 231 exhibits or social reasons which are likely to have a major influence in motivating a 232 visit to the museum, but the intrinsic motivations such as a liking of history, and 233 more specifically military history, are strong motivators also. The implication being 234 that for some people the collection is of less importance than going out for the day. 235

4 Discussion 236

Following themes emerge from the analysis of the findings:



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- Motivations are divided between intrinsic and extrinsic factors. Extrinsic factors are more numerous, but intrinsic factors exert a bigger motivation.
- Exhibitions were reported as being a significant motivating factor.
- Taken together, social reasons (meeting friends, day out) proved to be significant motivators. It seems likely that respondents who reported social factors *and* strong intrinsic factors would be the most likely to visit the museum.
- Interactivity was recorded as a motivator. This suggests that visitors are keen to do more than simply view artefacts. The opportunity to engage with the collection was a key factor, and one which is in line with the modern view of a museum (Black, 2005; Merriman, 1991).
- Education and learning, whilst being cited as a key motivator in a minority of cases, did not feature prominently in the body of reported motivations. Nevertheless, it did feature as a significant motivator in a large minority of respondents, but never as a feature on its own. However, an interest in history was a significant factor in a number of responses, and this could be broadly interpreted as having an educational or learning component inherent in it.
- The location of the museums is an important factor in motivating visits. Convenience and ease of access featured a number of times.
- The collection itself was of interest to visitors, but this was not the *prime* motivator for a significant number of respondents. This is in line with the idea that socialisation plays a significant part in choosing to visit a museum, so it is not always necessary for every member of the party to have a specific interest in the collection.

In general the data supports the idea that motivation is general, multi-facetted and relatively few and interrelated (Ryan, 1997). This study identified a number of motivations, but none of them stand out as being of particular significance when taken singly. It is necessary to understand the inter-relationship of a number of complimentary factors in order to fully understand how they combine in order to generate a visit. For example, it is likely that someone with a keen interest in military history will still consider other factors such as convenience and the desire for a day out when considering their visit.

Data collected indicates that an interest in history in general and military history 269 in particular is a key motivating factor for visitors to the Imperial war Museum. 270 Taken together these two categories were indicated as being important in generat-271 ing visits in very nearly a quarter of all reported motivations. Quite what "interest" 272 means is worthy of further study, but this is in line with findings reported elsewhere. Increasing numbers of people are visiting historical sites and museums, but the 274 reasons for this are not well understood (Cameron & Gatewood, 2003). The 275 phenomena of "numen seeking", which is the idea that tourists are motivated by more than information or pleasure seeking when visiting historical sites is reported 277 by Cameron and Gatewood (2003). They indicate that visitors to such sites are often in search of a deeper experience or a personal connection, and this is reflected in this study through the reported desire for interactivity and being able to get close to the artefacts. The Imperial War Museum is well aware of the personal connection

Motivations and Experiences of Museum Visitors: The Case of the Imperial War...

expressed by visitors as a reason to visit, and successfully positions itself as a 282 museum which seeks to relate the history of conflict in a way which shows how 283 "war shapes lives" (IWM website). Family history was identified as a key motivator 284 by a small number of respondents. Often visitors to heritage sites are influenced by 285 aspects of their own culture or collected history, which also has an impact on their 286 behaviour at such sites (Poria, Reichel, & Biran, 2005). It is to be expected, 287 therefore, that those with cultural and family links to the themes of the museum 288 are likely to be more motivated to visit the museum in the first place.

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Historical sites and museums are increasingly popular choices, related to numen 290 seeking (Cameron & Gatewood, 2003) but literature indicates that visitors are often 291 poorly educated about historical sites, and frequently have little historical knowledge (Alderson & Low, 1996; Jakle, 1985). Whilst a desire for education is often 293 reported as being a prime motivator for museum visits (Falk & Dierking, 1992; 294 Hood, 1983; Jansen-Verbeke & Van Redom, 1996; Moussouri, 2002; Prentice 295 et al., 1997; Thyne, 2001) such motivation is poorly understood by museum pro- 296 fessionals, and often based on subjective judgements (Cameron & Gatewood, 297 2003). This study would concur that whilst the desire for education and information 298 is one of the reported motivations its capacity to generate actual visits to museums appears to be overstated, and learning is a broadly defined concept which means that often visitors and museum professionals have difficulty in fully understanding its draw. There is the underlying assumption that a visit to a museum is worthwhile in itself (Black, 2005; Hooper-Greenhill, 1994a, 1994b; Merriman, 1991) although 303 the authors did not find any data which supported that assertion. However, it is reasonable to assume from the literature that a visit to a museum still carries some idea of cultural worth. A very small number of respondents in this study did identify that part of their reasons for visiting was that it was "important to do something" with their time. Nostalgia was also reported as being a factor in two cases.

The growing attraction of "dark tourism" (Lennon & Foley, 2006) is one area the 309 authors expected to be more represented in reported motivations, although on 310 reflection it is likely that respondents would be unwilling to ascribe such motivations to themselves, or possibly they may be unaware of them as motivators 312 (Lennon & Foley, 2006). A number of respondents indicated that a key motivation 313 for them was the draw of specific exhibitions, which in IWM (South) included a 314 major exhibition on the Holocaust. However, the only mention of this particular 315 exhibition was by one respondent who indicated that, in fact, they had specifically 316 avoided it. Such exhibitions nevertheless play a key role in the museum's aim of 317 providing education and information. Special exhibitions per se were reported as 318 being a key motivator by many respondents in this study. However, an understanding of motivations related to the more horrific aspects of war and conflict related 320 materials remain stubbornly unilluminated by this research.

It could be argued that attendees at festivals, galleries and exhibitions would 322 have motivations similar to museum visitors when considering which factors 323 actually generate a visit. This estimation is borne out by Uysal, Gahan, and Martin 324 (1993), Mohr, Backman, Gahan, and Backman (1993), and Slater (2007) who 325 stressed the importance of socialization and family togetherness, escape from 326

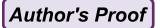


routine and the experience of new things as being key motivators for going to festivals, galleries and exhibitions, all of which can be applied to museum visits. This study identified the importance of family time in a number of cases, and social reasons were often reported as being a key motivator, when taken together with the desire for a day out. Therefore the authors would agree that socialization (social reasons/ day out/ something to do), understood in broad terms, does provide significant motivation when considering museum visitors.

Falk and Dierking (1992) and Moussouri (2002) also identify socialization and educational reasons as being important motivators, along with the desire to be entertained. There was also a reverential aspect to museum visiting which other studies have not explicitly identified. This was reflected in this work when "commemoration" was able to be categorized as a reported motivation. The idea of socialization being a key motivator was reinforced, and this work would once again concur with their findings. Moussouri (2002) also included a number of extrinsic factors such as life-cycle and place to explain motivations. This work clearly identified the issue of practical issues as being a significant motivator, with a number of reported motivations reflecting the convenience of the location or the galleries themselves as being important in their decision to visit. These ideas also support the authors' observations on the importance of intrinsic and extrinsic factors when considering motivations.

Prentice et al. (1997) identified, in particular, the importance of a day out and, again, socialization, as being especially significant in providing motivation to visit a museum. Interestingly "curiosity" is also mentioned in this context, and this was one of the key words identified by the researcher in this study. The authors would agree with their findings and considers this work to be in line with their findings, although the detail provided in their study was not the intention of this work.

When considering cultural tourists Richards (2007) recognises that one of the motives for visiting museums is that people who visit always visit museums. That is to say that there is a particular type of cultural tourist who is likely to visit museums, seemingly with little regard to any other factors. This is in line with the findings of the MLA (2005) which identified a core group of museum advocates who, it seems likely, make up the majority of visits (but not necessarily visitors). "Been before" was reported as a motivation in this work, and no further elucidation was considered necessary by the respondents, adding weight to the assumption that having been before provides sufficient motivation for those respondents to visit again. Richards (2007) also points out that not all visitors to a museum are necessarily there because they are interested in the collection, or even like museums, but because they are accompanying someone who did have other motivations to visit. The influence of friends is also a factor in generating a visit. Several respondents identified that recommendations from friends and family provided motivation to visit. The authors recognise that museum visitors and cultural tourists are not necessarily mutually inclusive groups, but the findings indicate there is a likely overlap between the two as regards their motivations to visit cultural attractions, and would agree that the data is supportive of Richards's observations.



Motivations and Experiences of Museum Visitors: The Case of the Imperial War...

5 Conclusion 371

"The problem for the museum profession is not so much how to enhance the 372 experience of the public, but how to ascertain what that experience is" (McLean, 373 1993 p18). This work has sought to find out the motivation of visitors to the 374 Imperial War Museum. The preliminary assumption guiding this study was that 375 people visit museums for a variety of different reasons, which is confirmed by the 376 findings of this study. Significantly it turned out that there was not one single, overriding motivation which could explain why people visit museums. Visitors are 378 motivated to visit by a combination of factors, which vary from person-to-person, 379 time-to-time and most probably place-to-place. Some of those factors are intrinsic, 380 and some are extrinsic. They combine in a multitude of ways and provide sufficient 381 motivation to generate a visit in those who are receptive to the idea of visiting a museum, which not everyone is, although the sample selected for this particular 383 research were all, of course, museum visitors.

This study analysed the extent to which museum visitors are motivated by 385 extrinsic and intrinsic factors. The findings do establish that extrinsic motivations 386 are more dominant than the intrinsic ones for visiting the Imperial War Museum. The importance of extrinsic factors in motivating museum visitors would suggest 388 that providing an opportunity for a good day out has more appeal to the visitors than 389 the collections in the museum for the average visitors. The experiencing of museum in its totality is more important than the individual collections or the theme of the 391 museum to the mainstream visitor.

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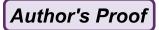
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Museums, in turn, are examining their role and function and are moving towards 393 a much more visitor centred approach. One of the things which make that particular task difficult is the fact, as pointed out by McLean (1993) above, the museum profession is not entirely clear as to what the museum experience is, nor fully 396 conversant with why people visit in the first place.

This work has made a contribution to understanding something about visitor 398 motivations: they are multi-facetted, complex and not necessarily fully understood by the visitors themselves. A number of studies which investigated visitor motivations in a variety of contexts were compared to the data collected and showed that 401 the data was consistent with previous studies in a number of areas. What this study 402 showed in particular is that motivation depends on that balance between intrinsic 403 and extrinsic factors.

If a museum is able to deliver a well organised, interactive and well interpreted 405 exhibition it will appeal strongly to potential visitors who are likely to be in social 406 classes ABC1 in the main (MORI, 2004), and will have an interest in history and the 407 desire for a good day out. Audience development is likely to be a key area for 408 museums in the future as they find their audience is increasingly likely to be seeking 409 entertainment (a good day out) and be drawn from a wider social spectrum as the 410 benefits of inclusion policies and the change of emphasis in museums has effect.



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