

## **“Museums and Heritage Sites as Cultural Resources for Tourism”**

### **Summary:**

In recent years museums have changed from being predominantly custodial institutions to becoming increasingly focussed on audience attraction. Nowadays the emphasis is placed on museum-audience interactions in a more complex context. This change in the purpose and priorities of museums has made an impact upon the nature of heritage sites and on museum management. The recognition of new roles for museums and the need to appeal to differentiated audiences has created new challenges. This paper presents a study of several factors that influence the satisfaction of visitors to museums and heritage sites. We considered 14 sites of the most representative of the island of Lanzarote, where the main economic activity is tourism, which has developed a major supply of cultural resources and services for visitors.

In general, we see that little interest has been raised regarding communicative and learning aspects in the planning and management of these sites, we believe that the attention has been more focused on the offer than in the analysis of demand and the complexity of the visitor's experience. The results show that the communicative and learning factors are among the worst rated by visitors. The study suggests lines of work to develop in future research to enhance the natural and cultural resources, museums and heritage sites.

### **Keywords:**

**Visitor Studies, Communication, learning, Museums, Heritage sites, tourism.**