

Satisfaction expectations of visitors to the Museum of the Mummies of Guanajuato**Satisfacción de expectativas de los visitantes al Museo de las Momias de Guanajuato**

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Abstract

When offering a product or a service, the satisfaction of customer expectations is always Sought. For This research, the main objective is to analyze what are the expectations of visitors to the Museum of the Mummies of Guanajuato and know if They are not met or are by it. For This, a quantitative methodology was used, through the application of a survey to the visitors, Having sample as 400 people, Both national and international residents and tourists. The survey Contemplated the satisfaction of expectations Regarding the service and the exhibition itself. Among the main results That was the expectations of the visitors Have Been covered, That the aspect They like MOST is the display of the mummies and what is less liked is the location of the museum.

Museums, Visitors, Satisfaction of expectations, Guanajuato**Resumen**

Al ofrecer un producto o un servicio, siempre se busca la satisfacción de expectativas de los clientes. Para esta investigación, el objetivo principal es analizar cuáles son las expectativas de los visitantes al Museo de las Momias de Guanajuato y conocer si son o no cumplidas por el mismo. Para ello se utilizó una metodología cuantitativa, a través de la aplicación de una encuesta a los visitantes, teniendo como muestra a 400 personas, tanto residentes como turistas nacionales e internacionales. La encuesta contemplaba la satisfacción de expectativas referentes al servicio y a la exhibición en sí. Dentro de los principales resultados se obtuvo que las expectativas de los visitantes han sido cubiertas, que el aspecto que más les gusta es la exhibición de las momias y lo que menos de gusta es la ubicación del museo.

Museos, Visitantes, Satisfacción de expectativas, Guanajuato

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Introduction

It is known that tourism impacts on different aspects such as the economy, social development, in the destinations where the tourism phenomenon takes place in visitors and other elements involved in the activity. Tourism affects different global scales, generates effects in multiple areas, which can be a development opportunity for localities, but can also pose a threat to the wealth of tourist destinations, if not done adequate planning and management. To better understand the concept of tourism is important to know some elements that are part of it, as the following concepts are addressed in this research, and glossaries are taken (DataTur / SECTUR, 2015):

- Tourism: These are the acts that people do to be carried out recreational tourism events.
- Tourist Attraction: A natural, cultural or value that motivates site visitor arrivals to a destination in order to acquire or enjoy this directly.
- Tourist destination: the place visited, the geographical unit used for tourism.
- Trekker: A visitor who spends less than 24 hours a destination. It is also known as a day visitor.
- Tourist: A visitor who stays at a destination less than one year and more than one night. It is important to mention that students are not considered residents tourists as well as the military, diplomats and immigrants.
- Visitor: is a person who travels to a place other than their usual environment, whose purpose is not that of a remunerated activity destination and stay less than one year. Tourists and hikers are considered visitors.

There are countless definitions of tourism, for example those made by McIntosh, Goeldner and Ritchie (2008: 26) describes it as:

1. The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, governments and host communities in the process to attract and accommodate these tourists and other visitors.
2. Tourism is a combination of activities, services and industries that provide a travel experience.

3. Tourism is the worldwide travel industry, hotels, transport and all other components, including the promotion that addresses the needs and desires of travelers.

Background of research

International Importance tourism

In the XXI century, tourism has gained importance in the economy of the countries with tourist destinations. "Tourism continues to position itself as one of the most important activities of the global economy, as a phenomenon of intensive nature ..." (Hiriart, s / f: 16). It is a sector that is growing rapidly and adds up a vast number of tourism businesses in a short time, equaling or even surpassing other major wealth generating sectors such as oil, automobile and food industry (OMT, 2017).

To carry out a phenomenon of multiple aspects such as tourism, it needs the support of various sectors such as the food industry, in construction, housing, telecommunications, transport, agriculture, etc. (OMT, 2017). At the same time, tourism contributes to the development of sectors and promotes increased employment benefiting countries.

"Tourism has become one of the great expressions of globalization" (Ballart, Tresserras, 2003: 161).

It has been observed that international tourism made its way to globalization, which has allowed various factors contribute to the growth and expansion thereof; the rapid spread of information and accessibility to it, opening and marketing new destinations or expanding resorts are few.

Thanks to the globalization of tourism, infrastructure improvement is recognized as the modernization of roads, airports, and tourist facilities, in the same way, marketing and marketing achieve mass dissemination of tourism products that encourage movement people around the world and allows cultural enrichment (Tirado, 2015).

Tourism in Mexico

He has won worldwide recognition for being the Latin American country with more heritages recognized by the Organization of the United Nations Educational, Scientific and Cultural Organization (UNESCO acronym) and ranks sixth worldwide.

In Mexico and in the world cultural heritages are being exploited by governments, thus forming part of the tourist attractions of the destinations. Aceves (2003: 211) believes that "in our country has registered 115,000 historical monuments and more than 200,000 archaeological sites in many different dimensions, diverse importance or cultural significance or diverse antiquity, of which about 2% It has potential as a tourist attraction. "

Which means that the assets that are positioned within tourism, are valuable examples of success in creating a tourism product. From the inclusion of resources in the cultural heritage list, it begins to have an increase in visitor arrivals to sites where the heritage, thus tourism becomes a priority in the cities heritage. Since "heritage goes from being a resource to become a product capable of generating wealth and employment" (Ballart, Tresserras, 2003: 163).

In 2016 Mexico was ranked in eighth place with respect to the arrival of international tourists accounting for 35 million, placing it below Germany, UK, Italy, China, Spain, United States and France, according to the rank of International Tourism published in the barometer of OMT, representing the best place since 2010.

Cultural tourism in Guanajuato

Cultural tourism offers many attractions such as galleries, museums, music and dance, crafts, literature and languages, history and prehistory. With it the conservation of heritage is promoted, traditions and customs are claimed preserving the identity of nations. In addition, cultural tourism can be practiced in any season, breaking the seasonality, bringing tourists to less saturated to meet natural and cultural heritage of a nation areas, enabling break with the previous model of impacts negative generated by tourism destinations of sun and beach.

According to the report of the Commission of the European Communities 1993 (seen in Ballart & Tresserras, 2003) mentioned that for one can speak of cultural tourism must have three conditions:

1. A desire to know and understand the works and objects, including the local population with which it comes into contact.
2. Consumption of a product containing a cultic significance (eg, monuments, works of art, performances and exchange of ideas).
3. The intervention of a mediator, either a person, a written or audiovisual material highlighting the value of cultural product, explain and present.

According to a destination activity you can be created different segments of tourism. In the case of Guanajuato, segments of tourism that are perceived are tourism and leisure entertainment, cultural tourism, shopping tourism, conference tourism, business tourism, gastronomic tourism, sports tourism, student tourism, weddings and romance, medical tourism and religious tourism.

Particularly cultural tourism in the state of Guanajuato is considered the second most important in choosing a destination motivation, therefore, turns out to be 24% between perceived segments. Respectively for this type of tourism you have registered both the arrival of domestic tourists and 24% state, on the other hand, international visitors correspond to 27%.

Guanajuato is also one of the nine US states have cities and / or considered historic centers of exceptional value, which are integrated into the World Heritage List. The heritage cities with the counts are San Miguel de Allende and Guanajuato (DataTur, 2015). It also has the appointment of 5 Magical Towns: Salvatierra, Yuriria, Mineral de Pozos, Jalpa de Canovas and Dolores Hidalgo, which represent alternatives in terms of activities, attractions and tours. Routes and gastronomic tours are another important attraction offered by the state, among the most outstanding can be mentioned Nopal Circuit in Valtierra; Route of the cassette, in Celaya; Circuit Wine in Dolores Hidalgo and San Miguel de Allende; Circuit Tequila Corralejo and Pénjamo; the PICASO route (leather, shoes and hat) in León.

Literature review

Museums

The museum is one of many ways to approach the past and to revalue the assets, you can even say that there is a relationship between the process of museological with social patrimonialization of Cultural Property (Rico, 2008). Likewise, a museum can display the ties between our historic past with our present understanding the processes by which a society remembers and represents its past (Velázquez, 2011), if not, knowledge of the past does not you can improve understanding of our time (Gamboa, 2000).

It has now been seen that museums should not be seen only exhibitions of works of art or science, because they also perform various activities related to the collection, sorting, maintain and restore objects of the exhibits, as well as studies on the collection, hence in some cases museums have research centers, and even stores that offer items that serve as a memento of the visit.

The main product of museums today should be a positive experience, allowing visitors to interact, have fun, learn, reflect, and create their own interpretation of heritage and seeking a balance between the objects of the past and the requirements of this.

Meeting expectations in visiting a museum

The issue of satisfaction of tourists has been treated by many authors and owes its importance to the satisfaction positively influences this, either directly or indirectly, because the visitor contributes to the image and reputation of fate, it is therefore important to ensure that your experience is good.

On the contrary, dissatisfaction has a negative effect on both people who visited the fate causing an unfavorable feeling towards it, and those others interested in visiting because of the bad recommendations that could have an appeal. It shows that customer satisfaction has contextualized environment visitor satisfaction in tourist destinations and in this particular case to museums, relating the experience during the visit.

Therefore, it is consistent with the above and Cánoves by Prat (2017: 376) about satisfaction, noting the following:

"So, if perceived by the tourist value (" perception ") is less than the value expected to receive (" expectations ") then it is dissatisfied with the visit, therefore, the likelihood of repeat and / or promotes tends decrease".

Currently, museums try to understand and meet the audience rather than just collect, preserve and exhibit objects (Cetin et al, 2011). In the field of museums satisfaction has been studied in order to know the perception of visitors and know how satisfied are going after the site visit, that way is to improve technical aspects of the cultural attractions.

It is known that satisfaction not only depends on the experience, but there are several factors that directly influence this. Ferreira (2011, seen in Prat and Cánoves, 2017) considers two main features; sociodemographic and psychological. In the first age, gender, origin, marital status includes, among others related to income and provenance. In the second motivations, personality, past experiences, needs and another related lifestyle they are included.

Likewise match (Bigné et al, 2008, seen from Sevilha et al, 2016) and (Rojas & Camarero, 2008, seen in Brida et al 2013) and claiming that visitor satisfaction not only depends on the technical aspects of the museum, but cognitive and emotional or affective aspects and associated social values. For its part Mey and Mohamed (2010) indicate that satisfaction includes expectations, perceived quality and value.

Constantly visitor satisfaction involves all the above aspects, from arrival at the parking lot to check out the place. And define Bridle et al (2013: 731); "The set of sensations or feelings both cognitive and emotional aspects of goods and services, as well as the cumulative assessment of different components and characteristics".

An example of the analysis of the determinants of satisfaction visitors an attractive, as are the museums, is the study by Bridle et al (2013) at the Museum of Antioquia in Colombia.

Antioquia Museum consists of various collections relating to the history of Colombia also houses pieces of pre-Columbian art along with 23 sculptures from the collection of Fernando Botero are part of the most important tourist circuit of the city, thus making it in a cultural reference in Latin America, which is why its importance to its management and players in the tourism industry.

His study is based on a methodological approach that emerges from the theory of consumption of Lancaster (1996) where economic agents select the best option of all available, thus maximizing their satisfaction, taking into account different elements such as experiences, expectations and perceptions (Brida et al, 2013). The authors mention that particularly in the case of a museum there are many elements that can determine satisfaction, since they influence the personal characteristics, the cost of entry, the duration of the visit and the perception during it.

For this study, 578 questionnaires were carried out, of which 533 were useful, although for a qualitative analysis, 410 surveys were considered due to lack of information in some sections. The surveys were applied to both national and local visitors, which were selected based on age and gender, who turned out to be men and women over 18 years of age.

The results of the ordered logit model showed in their results that, foreigners have a greater preference in returning to the museum, older people value more the visit to the museum, the educational level was not significant for the degree of satisfaction for what it means that the Museum of Antioquia is accessible to any public. They also determined that having paid for the entrance to the museum raised the level of preference of the visitor, the treatment of the staff and the signaling if they affected the satisfaction, for that reason they recommended to improve it.

Finally, they pointed out the importance of communication policies in the museum, because if they fail, the visitors are not able to convey the desired message to the visitors, they also encouraged visitors to express their experience during the visit and thus work on the reinforcement of complaint mechanisms to finally achieve high levels of visitor satisfaction.

In a particular context like the experience in the tourist destinations from which the satisfaction of the tourist derives, understanding the satisfaction as a positive perception of the activities and services, is that it is important to generate the satisfaction of the visitor, because it affects the decision to return or not to the destination.

Brida et al (2012) refer to three indicators that both in the literature of marketing and in tourism prove to be factors of repurchase; satisfaction, perceived value and word of mouth recommendation. By relating them in more detail, it can be determined that, in terms of perceived value, the level of satisfaction will also be created and, therefore, a positive destination recommendation will be generated. And as the visitor leaves satisfied with the experience, he becomes more inclined to return and, in addition, to recommend the services acquired.

In the Museum of Antioquia in Colombia another study was carried out by Brida et al (2012), to analyze the characteristics of visitors to the museum, and as a main contribution to determine the behavior of repeat visitors During the year 2011 the Museum of Antioquia received about 288,490 visitors and year after year it has had variations in the number of visitors, some years have been positive figures and others negative, according to information from the Tourist Indicator System (SIT) of the city.

In the case of the Museum of Antioquia, 50% of the visitors mentioned having planned their visit to the museum before reaching the destination. Prentice (1993, seen in Brida et al, 2012) refers to the fact that a cultural tourist is interested in the cultural range that the destinations offer, and therefore will visit the local museum.

Development of a methodological analysis the authors collected data in the museum through questionnaires applied during June and August 2011. The questionnaire was delivered to visitors at the end of the tour, randomly selecting respondents, conducted 578 questionnaires. Self-administered questionnaires were being delivered to the visitors, who were domestic and foreign as well as local Medellin and its metropolitan area. They made 2 types of questionnaire; one in English and one in Spanish.

Regarding the descriptive analysis of the visitors they were able to identify that 52% were domestic and foreign tourists, while 42% were resident visitors. For 53% of the sample was the first time I visited the museum and duration of the visit was one to two hours. The average age of visitors was 36 years, who mentioned attend accompanied by friends (30%). The school was high and that 66% had university degrees. Among the main reasons for the visit it was for vacation determined that reason (36%). 50% reported having had planned the visit before reaching the destination. 45% had expenses in the city, being hosting the most representative. 75% is highly likely to return to Medellin and 85% recommend.

The results obtained from the Poisson model showed that with respect to the gender variable, women are less likely to visit the museum again in 0.34 times. As well as increasing the age of people are more likely to visit, with a frequency of visit of 1.02, as well as married people who were considered more likely to visit the museum. In relation to the work situation, people with activities different from that of employee showed greater tendency to return to the museum, as well as those who visited him in a group. As the income increases, the probability of revisit increases, as long as it is in the middle ranges, since very low or very high income is negative for this case.

Recommend applying marketing strategies aimed at those segments that are more likely to return because it is loyalty and make attract more people to visit the museum for the first time. Mention that a wide range is a motivating visit the museum again and given good treatment from start to finish.

Propose alliances with other museums to each other and encourage recommended repeat visit. They emphasize joint efforts to continue the development of a tourist destination through the urban and cultural tourism as are the museums. The visitor experience is an important determining factor meet their expectations. The experience depends on several aspects, both tangible and intangible, among these we can mention the quality of services offered by the museum (De Sevilha et al, 2016). And the quality of services is related to the exhibition and its structure, as well as empathy and care staff (Markovic et al, 2013; seen in De Sevilha et al, 2016).

To meet the perceived quality of services with other endogenous aspects such as learning, satisfaction and recommendation of visitors to museums, Sevilha et al (2016) conducted a study in the museum called Knowledge Center UFMG located in the circuit Cultural Freedom of Belo Horizonte, Minas Gerais, Brazil.

The authors conducted a mixed methodology (qualitative and quantitative) because they were interested in knowing the motivations of the visitors and the recommendations they made from museums to other people. For the qualitative analysis they made a focus group with 23 university students who were invited to explain the motivations of their visits to museums and the frequency of them, as well as describe the factors of satisfaction and recommendation towards other people. They recorded the answers and analyzed them following the content technique.

And to develop the quantitative analysis they applied 617 questionnaires and contemplated 590 tools with the following phases: review of the literature, adaptation of the scales, application of the pretest, preparation of the final questionnaire.

The data collection was carried out between April and June 2014, which allowed them to have several profiles, four researchers tabulated the information using Excel and elaborated the evaluation by means of a software based on the technique of structural equations model.

As part of the qualitative results found that most visitors to the museums they did when they were out of town and rarely visited museums in their place of residence. By other mini focus groups, they verified that some visitors did not know certain museums. In another qualitative analysis, they identified different reasons for visitors to explore museums, such as the search for new experiences, interest in learning, the desire to know the local culture, the recommendation of others and the fact that they travel in somewhere new.

Problem

Justification

As already mentioned, the Museum of the Mummies of Guanajuato is unique in its kind and is an icon of Guanajuato, so that visitors to the city are very attracted to meet him and in other cases, the museum is a reason for travel to the destination. It is said that the museum recorded figures totaling just over one and a half million visitors over the past two years (2016 and 2017), which refers to its importance for the state, making it one of the most visited in the country.

In the museum you can find different rooms where the mummies, some of these mummified bodies have fact sheets where a particular description is detailed, as his date of death, date of exhumation, causes of death, among others are exhibited. Inside the museum you can perform some interactive activities, and you can also see an exhibition of photographs dating from the twentieth century in the city of Guanajuato.

It is known for the high season of visits to the museum, being mainly three periods; Easter, summer vacation and winter holidays. For it is mentioned that for 25 days about it is the time receives thousands of visitors daily. Despite having capacity to receive 3,240 people per day, the rest of the year the number of visits is lower and varies, although it is known that from Friday to Sunday the museum serves more visitors.

Goals

The overall objective of this research is to analyze the satisfaction of the expectations of visitors to the Museum of the Mummies of Guanajuato, whether resident or tourist (domestic and foreign).

Particular objectives:

- Determine if there is difference between the level of satisfaction regarding resident visitor tourist.
- Recognize the elements that less pleasing to visitors regarding the services provided by the museum.

Hypothesis

H0 = expectations of most visitors to the museum are satisfied.

H1 = The expectations of domestic and foreign visitors are more satisfied than residents visitors.

H2 = Attention is one of the things they like least visitors.

Methodology

The instrument used for data collection consisted of a survey of visitors to the Museum of the Mummies of Guanajuato. 400 surveys were conducted from February 16 to March 28, mainly in the parking lot of the museum where visitors are addressed and were applied to those just finished the visit, considering they had a perception fresher seen in the museum. Similarly, surveys were conducted in the downtown area, as in the Garden of the Union and the Plaza de la Paz.

Depending on the visitor profile it is not performed or survey, which consisted of two filters: be over 18 and have visited the museum for the last time in less than one year, with the intention that remember most of the details. The instrument he wondered about satisfaction in two parts: satisfaction according to the services offered by the museum and satisfaction according to the characteristics of the display. Where different aspects were rated with one of the following options were: "Excellent" as the best rating, "good," "fair" or "poor" as the worst rating, as perceived obtained from the visit.

Expectations were the last part of the survey, where questions to know whether met or not presented, and why it was felt that way. other elements were also included about what you liked best and least, as well as questions that will determine a possible repeat of the museum and its recommendation. Finally, the last part of recommendations for possible comments, suggestions or any other information provided by the respondent was added.

Analysis of results

There are several reasons so that visitors to the museum decided to attend, among them was mentioned mainly by cultural and reflecting with 30.5%. Who attended to learn about and / or learn something new resulted in 28%. 19.8% mentioned not having much interest in attending, but they did to accompany someone else, even though some indicated that they had visited, but returned with another person. 7.5% of visitors came to the museum on school grounds, mainly teachers and parents accompanying students, it is important to mention that students who were considered for the survey were over 18 years. 7% attended the museum tour group decision making that was the reason to visit the museum. 6.3% was motivated to attend the museum on the recommendation of someone else. For work also, they attended the museum turned out to be only 0.7%.

For the number of visits to the museum three groups were determined, which have visited the museum for the first time was mentioned by 56.3%, it is worth noting that some visitors also mentioned that they had already been to the city in the past and had not assisted the museum until that day. Another group corresponds to those who had already visited the museum two to three times those visitors turned out to be 30.8%. A lesser amount, but still a considerable figure of 13% were those who had visited more than 3 times.

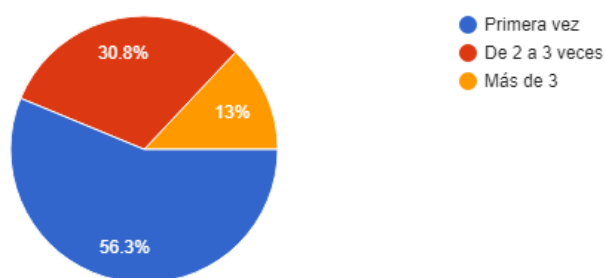


Figure 1 Number of times you have visited the Museum of the Mummies

Source: Prepared based on research results.

Based on the results of the three groups of visitors can be determined that the average rating for the signs is good, because most mentioned having seen and followed to reach the museum, though, they also mentioned they were missing more and strategic points.

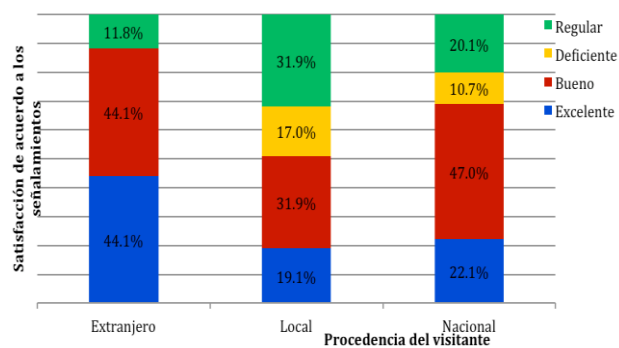


Figure 2 Satisfaction based on the signs to reach the museum, according to the origin of the visitor

Source: Prepared based on research results

The level of visitor satisfaction was determined in terms of the information sheets that are part of the exhibition, thereby found that different age ranges rated as good the content of the chips. 18 to 25 accounted for 14.7%, 26 to 35 years were 12.9%, 36 to 45 were found to be 10.6% and 56 to 65 years 2.5%.

For 5.5% of adults who were between 46 and 55 years considered as excellent chips. In the last age range, it is that of adults over 65 years there were two options equal qualification, because the excellent and good choice gained 0.5%. In relation to what we liked most visitors taking into account gender it was found that both were more satisfied with the display on the other side, because 46.3% of women and 39% of men so mentioned. According to information provided by visitors, it is known that there was more positive feedback for display than for any other element of the museum.

looks less pleased visitors according to their origin was identified, the results indicated that the location was considered the main aspect for most visitors, because it was rated by 32.4% of foreigners, 46.8% of Local and 29.7% of the Nationals.

The second aspect that less pleased local visitors is among the care and museum facilities, were described by 12.8% respectively. The third aspect that was considered as less pleasant for 10.6% of these visitors was security.

National visitors for the second aspect that less liked most was the care which was mentioned by 18% and then the cost of access to the museum for 16.1% of the visitors are.

As Foreign, the second element mentioned for 24.3% and was followed by two more cost elements, and Other Care for 13.5%.

Within other aspects the tour because some people found it very short, lack of signs to get to the museum, and the waiting time to enter the premises mentioned. What for National was 12.3% and 6.4% Local. Moreover, the exhibition was mentioned as the most liked in the previous section, which is why this appears with the lowest percentage in all groups.

Visitors expectations were met mostly indicating that expectations are being offered by visitors, generating a feeling of satisfaction. 88.8% of visitors said that if their expectations were met visiting the museum, and 11.2% said it was not.

Finally, residents visitors showed a lower level of satisfaction compared to that expressed by visiting tourists, specifically national.

Conclusions and recommendations

The museum is a key element in cultural tourism, which is why we must develop the full potential of these institutions that contribute to the intellectual and cultural enrichment of visitors. In addition, the case of the Museum of the Mummies of Guanajuato, is an example of a cultural tourism attraction that also benefits the city economically.

The results of the study are intended to contribute information from a quantitative and qualitative analysis, which will serve as an alternative to meet the different profiles of visitors to the museum, motivations and satisfaction of expectations and the possibility of repeating the visit.

It was found that a lot of visitors came to the museum for the first time despite having been in the city earlier, reflecting a lack of interest or ignorance of the museum. Which it is why we recommend that you create print and distribute in parts of the city, as in agencies, hotels, restaurants and even guides. And make agreements with other museums and promote each other, that way if they visit some also have referred visit the mummies, it would be interesting to create a ticket that includes admission to various allies museums and for a fee can have access to various museums in the alliance network.

We must not forget those who have already visited the museum on more than one occasion, for it suggested creating loyalty in those visitors, In conducting the analysis to know the aspect liked visitors, it was determined that what most was the display. And thanks to the comments made by visitors is known about several aspects that should improve, including lighting, audio and video, as well as the organization of groups. Because of the above is recommended to increase lighting in both rooms and on display, mainly in the images displayed on the walls, improve the content and audio video is essential to clearly convey the message intended, so it is suggested projecting from a cannon that allows be seen by a larger audience, you should be aware that the audio should be presented in both Spanish and English or add subtitles in other languages.

The result of the analysis of the least liked aspect visitors turned out to be the location. It was observed that was greater dissatisfaction with conditions to reach the museum that the location itself, because visitors who attended for the first time the museum and did so independently, are difficult to reach this attractive by lack of signs to guide them to the museum, the distance was also a problem for those who did not have an efficient means of transportation and had to walk to the appeal as well as those who arrived by car they found himself with a full parking lot.

To improve the above suggested investing in more signposting, distributing from the entrances of the city to the center, create maps with different routes leading to the museum from different parts of the city and place them in key places for visitors, as well as in the website and social networks. It is also recommended to make an agreement with public transportation so that more buses arrive at the museum from various parts of the city, setting a time and place of departure, so a greater number of visitors will reach the museum safely and quickly without having to walk to the museum or bring your own car, which also contribute to the decongestion parking.

The average satisfaction of the visitors in relation to the information provided by the museum guides was good, however, there were those who mentioned not having found any guide, so the experience of the tour for those visitors was not the same without an explanation.

Due to this reason there were negative comments about the service provided by the guides, as well as the information and the treatment received. That is why it is suggested that the guides are always present and provide concise information, investing in a constant training in the guides will serve to carry out a higher quality work and group tours are effective, in addition to bilingual guides such as in any other tourist attraction.

The average satisfaction towards the information sheets was good, however, it is important to consider final comments on the need to improve them where mentioned. According to this aspect of the exhibition suggested placing information sheets on all the mummies with specific and relevant data and increase the font size in both languages, since in some cases the letter is small, and which is in the English language.

Regarding the cost was satisfied the majority, however, were comments that thought that was high, because the journey was very short. The recommendation is to publicize the discounts and the museum provides both social networks and website, so the public will have contemplated these discounts and will not hesitate to use them. It is also suggested addressing educational institutions and publicize discounts to groups, which may be an option to attend a higher amount. Moreover, it can be considered that one day a month or important dates such as the anniversary of the museum is to allow access for free.

As final recommendations taking into account comments made by visitors, it is advisable to perform other temporary exhibitions in addition to the exhibition of mummies or resume the night tour through the cemetery to the museum, but rethinking it to make it more attractive, this in order to propose something new. It is also suggested to be cleaning the parking and dumpsters place more and more maintenance to the bathrooms, caution should be used that are clean and available, because by paying the service is expected to be good.

It is important to mention that there was also dissents from the heat felt in the halls, especially when there were large groups inside.

As mentioned above, it is advisable to keep small groups within the halls and distribute them better and invest in an air conditioning system that will help a lot especially in hot weather where the temperature is very high, considering it as a plus for visitors in high season they have to wait in line under the sun.

It is expected that the above recommendations can generate a reflection of the importance of addressing the needs of visitors and contribute to improving the experience of the same, showing that you can find multiple solutions and taking into account that invest in resources to more dynamic experience and meet the educational and cultural aspect can greatly improve the satisfaction of all visitors and position the museum as one of the favorite attractions for cultural tourists.

At present digital technology to share information quickly, what has been shown that the spread of good and bad experiences fail to influence the decision of tourists who choose to visit a particular destination. It is known that when bad reputation appeal requires a joint effort of all stakeholders in generating experience in order to change the negative image of the location.

It has managed to understand throughout this study the importance of knowing the level of satisfaction of a cultural tourism as the museum attractive, so has been stressing the importance of taking into account the factors that contribute to both satisfaction and to the dissatisfaction of visitors, which ultimately are the ones who have the opportunity to share their experience and motivate and recommend others to live.

It is considered very important to continue such research, especially in the attractions that do not have a system analysis of the factors affecting visitor satisfaction. In the case of the Museum of the Mummies of Guanajuato it is suggested to monitor the information provided in this study and make future research needed to continue learning the most important aspects of visitors and their experiences. For future similar studies in the exploratory area, it is considered work more on the approach to the encuetados, and measurement of the various determinants of satisfaction, and raise other variables that can generate an analysis that provides information according to the future needs.

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