

Perspective of visitors to the museum of mums. From social networks

Perspectiva de los visitantes del museo de las momias. De las redes sociales

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Abstract

En tiempos actuales, en la era digital donde las redes sociales toman un papel relevante la percepción de un usuario siempre es un elemento importante para gestión de la industria o empresa que se trate. Los museos son considerados como empresas culturales, que aun cuando la mayoría no son consideradas con fines de lucro, se forma, se constituyen y comportan como organizaciones. El museo debe de considerar como vital importancia para su permanencia el reconocimiento y analisis de las percepciones de sus visitantes. El presente trabajo tiene como finalidad mostrar las valoraciones que el visitante realiza desde las redes sociales. El caso de estudio para el presente es el Museo de las Momias en Guanajuato.

Museo, visitante, percepción, redes sociales

Resumen

In current times, in the digital era Where social networks take on a Relevant role, the perception of a user is always an element Important for the management of the company or industry concerned. Museums are culturally Considered as enterprises, even though most of it That are not Considered them for profit, FORMED They are, as organized and behave Organizations. The museum must Consider vital Importance as ITS Permanence for the recognition and analysis of the perceptions of Its visitors. The present work has as purpose to show the Valuations That the visitor realizes from the social networks. The case study for the present is the Museum of the Mummies in Guanajuato.

Museum, visitor, perception, social networks

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Introduction

Social networks today represent a valuable tool for organizations that provide services or any kind of product, because through these the aculates visitors often communicate foreknow service and product, but equally express their views on the service received.

This work, poster mode, aims to present an analysis of the perceptions expressed by visitors to this cultural precinct in social networks.

Theoretical, conceptual

What is a mummy?

Desiccated bodies over time by chemical treatments or naturally, not falling into a state of putrefaction. In Guanajuato the process of mummification of bodies is natural.

Causes

Some attribute the conservation of water bodies and minerals in the region.

Other soil composition.

(2001) Science analyzed bodies 18

(2007) returned to the city of Guanajuato to analyze other 21 bodies

Mummification because of specific conditions of the crypts + time of year when the person was buried + clothes he was buried.

The reality is that not many people know this fact and are outside the main causes of the phenomenon of mummification in the city.

Background

The first mummy was found in 1870, this body was the French physician Remigio Leroy.

It was first exhibited in the chapel of Santa Paula Pantheon (Salinas, 17 / July / 11)

Mummies previously could only be seen in a clandestine manner until a montage called "Museum of the Mummies" was implemented in 1970. And in 2007 he was invested to achieve museográficos conditioning.

Tourism

The funeral cultural heritage is also heritage of humanity and a useful resource "that can contribute to the development for the benefit of users who enjoy" (Hiriart Pardo, 2009).

The city of Guanajuato can identify thanks to the mummies. They carry displays of mummies to different parts of the country and the world. However, rather than foster an experience of fear and terror of the unknown must remember that these bodies are part of a heritage that we must preserve

(Mansilla, Josefina. 2013) Beyond the attraction and its display as an object that satisfies curiosity or morbid curiosity, the mummified corpses should be treated as cultural artifacts, as a source of information on past determinants society, customs funerary and ritual, so that your display must include a scientific or educational purpose, in addition to the strict respect for human dignity.

Mummies as tradition, culture and commerce:

The visit for the museum of mummies is a very important part for tourists. Hence the experience of telling what they experienced on the trip and carry a live memory. With the motivation to continue to keep remembering the experience of place.

Charamusca mummies are the best selling item in the heritage city.

Results

FACEBOOK: Museum of the Mummies of Guanajuato official.

Average rating: 4.2 stars (Figure 1).

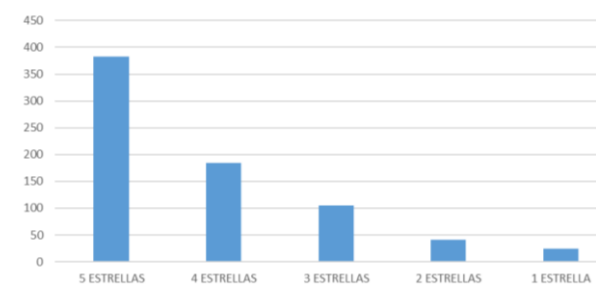


Figure 1 Qualification of visitors to the museum of mummies on Facebook. Source: Elaboration from Facebook

Observations of the page:

No recently updated page

Bridan the necessary information

Within comments, managers do not comment on complaints from the public

Contestan in chat group public doubts

Official page:

momasdeguanajuato.gob.mx

Observations of the page:

Good introduction to the museum of mummies

Page very simple

Space to make complaints, suggestions and comments

All data are specific

Instagram: [museomomiasgto](https://www.instagram.com/museomomiasgto)

Followers: 237 people / Publications: 28

Last Post: 27-Dec-17

Observations of the page:

Few publications

Few followers

Photos good, but they do not draw attention

No update page

Twitter

Followers: 383 / I love: 319

Last Post: 19-Nov-17

Observations of the page:

Lack of maintenance on page

Lack of publications

Lack broadcasting this social network

References

www.momasdeguanajuato.gob.mx

www.facebook.com

www.twitter.com

www.instagram.com

www.instagram.com