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Tourist Motivation and Information Search Behaviour Case: Museum of Contemporary Art Kiasma

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Tourist Motivation and Information Search Behaviour
Case: Museum of Contemporary Art Kiasma

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This bachelor's thesis focuses on researching tourist motivation and the information search behaviour among foreign visitors at Museum of Contemporary Art Kiasma. The aims of the thesis are to uncover the motivational factors that govern tourists' decision-making, and to probe into the information sources that they use. The sufficiency of the information supply offered on Museum of Contemporary Art Kiasma is also delved into.

The theoretical framework consists of a review of the works of several prominent researchers in the field of tourism. Tourist behaviour typologies are introduced as they are used to categorize tourists into segments, which can be utilized in targeting marketing efforts. Tourist motivation theories bring forth the underlying wants and needs that direct human behaviour. The tourism industry can benefit from discovering those needs in order to better design and market products and services to satisfy them. Knowledge of where and how tourists search for information can aid organizations in providing relevant information through the right channels, thus potentially influencing the tourists' decisions.

A quantitative research method was adopted for the thesis. Following a literature review on the topics in question, the author constructed a self-administered questionnaire, which was based on the work of such researchers as Dann (1977) and Crompton (1979). The questionnaire was distributed at Museum of Contemporary Art Kiasma during a six-day period in August 2012. The research data was analysed with the help of IBM SPSS Statistics software.

The results indicate that learning is the most influential motivational factor for foreign visitors at Museum of Contemporary Art Kiasma. They wish to learn and experience new things about art and culture within the museum environment. Relaxation and slowing down were also found to be prominent motives. According to the data, the importance of social interaction varied according to the composition of the travel group. For instance, a group of friends may hold it in higher regard than an individual traveller. Prestige factors are found not to be significant stimuli for museum visitation.

Although the sample size of the thesis was limited, the research offers guidelines applicable to the subject area. The knowledge gained from the research can be utilized in order to develop the museum's services and marketing efforts to meet the needs of consumers. Therefore, the attributes that have been found to encourage visitation ought to be emphasized with the help of appropriate information distribution channels.

Keywords: tourist motivation, information search, cultural tourism, art museum

Eero Nurmi

Matkailumotivaatio ja tiedonhakupäättyminen
Case: Nykytaiteen museo Kiasma

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Tämä opinnäytetyö keskittyy ulkomaalaisten kävijöiden matkailumotivaatioon ja tiedonhakupäättymiseen nykytaiteen museo Kiasmassa. Tutkimuksen tavoitteena on valottaa matkailijoiden päätöksentekoon vaikuttavia motivaatiotekijöitä ja selvittää mitä tietolähteitä ulkomaiset kävijät käyttävät. Opinnäytetyö sivuaa myös museota koskevan tiedon saatavuuden riittävyyttä.

Opinnäytetyön teoreettinen osio pitää sisällään katsauksen useiden matkailualan ilmiöiden tutkijoiden teorioista. Työ esittelee teorioita matkailijoiden luokittelusta eri kategorioihin käyttäytymisen perusteella, sillä luokittelua voidaan hyödyntää markkinoinnin kohdistamisessa. Matkailumotivaatioteoriat tuovat julki erilaisia käsityksiä ihmisen käyttäytymistä ohjaavista tarpeista, joiden tiedostaminen voi olla hyödyllistä matkailualan toimijoille. Palveluntarjoajien pyrkimyksenä on tarjota tuotteita ja palveluita, jotka tyydyttävät kuluttajien tarpeet. Käsitys matkailijoiden tiedonhakupäättymisestä voi ohjata toimijoita tarjoamaan oleellista tietoa asianmukaisten tietokanavien kautta.

Opinnäytetyön tutkimusosio perustui määrälliseen tutkimusmenetelmään. Kyselylomake pohjautui useiden tutkijoiden teorioihin, joihin lukeutuvat muun muassa Dann (1977) ja Crompton (1979). Sitä jaettiin nykytaiteen museo Kiasmassa kuuden päivän ajan elokuussa 2012, jolloin käyttökelpoisia vastauksia kertyi 65 kappaletta. Tutkimusaineisto analysoitiin IBM SPSS Statistics -ohjelman avulla.

Opinnäytetyön tulokset osoittavat oppimismahdollisuuksien olevan merkittävien motivaatiotekijä ulkomaalaisten museokävijöiden keskuudessa. Kävijät haluavat oppia ja kokea uutta taiteesta ja kulttuurista museoympäristössä. Rentoutumisen ja tahdin hidastamisen todettiin myös olevan huomattavia tekijöitä museokävijöiden motivoinnin suhteen. Tutkimusaineiston perusteella sosiaalisen kanssakäymisen tärkeys vaihteli matkustuskumppaneiden mukaan. Esimerkiksi yksin tulevat kävijät eivät välttämättä aseta vuorovaikutukselle yhtä suurta painoarvoa. Toisten arvostuksen ei todettu olevan merkittävä osatekijä kävijöiden motivoinnissa.

Opinnäytetyön otanta on laajuudeltaan suppea, mutta se tarjoaa suuntaviivoja aihealueeseen liittyen. Sen tarjoamia tietoja voidaan käyttää hyödyksi museon palveluiden ja markkinoinnin kehittämisessä, jotta ne vastaisivat entistä paremmin käyttäjien tarpeisiin. Näin ollen museon on suositeltavaa korostaa tutkimuksessa esille nousseita motivoivia tekijöitä hyödyntäen asianmukaisia tietokanavia.

Asiasanat: matkailumotivaatio, tiedonhakupäättyminen, kulttuurimatkailu, taidemuseo

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1 Introduction

This thesis focuses on the foreign visitors at Museum of Contemporary Art Kiasma. The areas of interest include motivational factors that influence decision-making and information sources utilized by the visitors.

Kiasma is a museum of contemporary art and one of the units operated by the Finnish National Gallery. The Finnish National Gallery is “the largest art museum organisation in Finland and a national cultural institution” (Finnish National Gallery 2012). The primary role of Kiasma is “to educate the public on contemporary art and to strengthen the status of art in Finland in general” (Kiasma 2012). Kiasma organises changing exhibitions and augments its collection, which is focused primarily on Finnish contemporary art. According to the museum’s web site, it is located at the heart of Helsinki. The American architect Stephen Holl won the design competition for the museum building with his work, titled “Chiasma”, and his designs were implemented. Kiasma was inaugurated in May 1998. The exhibitions on display during the field research of the study in August 2012 include *Eyeballing!*, which concentrates on contemporary Finnish comics, and *Camouflage*, which addresses the dialogue between contemporary art and design. The latter is a part of the World Design Capital Helsinki 2012 events. (Kiasma 2012.)

This thesis focuses on two distinct research areas: 1) the motives that govern foreign visitors’ decisions to visit Kiasma, and 2) the sources of information used by foreign visitors. The adequacy of the currently supplied information on the museum and its services is also researched through the use of a survey questionnaire. The study also examines preferred formats of additional information. The research topic was formulated according to the author’s personal interests towards cultural tourism and art museums, in combination with the interests of the communications and marketing and the education personnel at Museum of Contemporary Art Kiasma. The research was implemented in the hopes that the results would prove beneficial for the development of the museum and its services.

The motives influencing the decision-making behaviour are delved into to make sense of the reasons behind visitation. At the same time, the information search behaviour is examined to uncover the preferred information sources utilised by foreign visitors. The thesis addresses the following research questions:

- 1) What motivates foreign visitors to choose to visit Museum of Contemporary Art Kiasma?
- 2) How do foreign visitors search for information on Museum of Contemporary Art Kiasma?

3) Do they regard the information supply as sufficient?

The research topic is found to be relevant, as motivational factors among foreign visitors at Museum of Contemporary Art Kiasma have not previously been studied in such detail. Kiasma conducts annual visitor surveys, which include all of the museum visitors, regardless of their nationality. This study focuses on foreign visitors in order to gain more in-depth insight into their needs and wants, as well as their preferred tourism-related information sources. The thesis will bring light to motivational factors that influence the visitors' decision-making behaviour. It is useful to know what motivates tourists to choose to visit a particular attraction in their destination area - especially since they spend a limited amount of time visiting Helsinki by average: the Helsinki City Tourist & Convention Bureau reported that the average foreign tourist stayed in Helsinki for 1,91 days in 2012 (Visit Helsinki 2012).

Crompton (1979) points out that understanding tourists' motives provides "cues and insights around which destinations can develop and promote their product to target segments". Thus, the usefulness of this study is largely based on its applicability in identifying types of tourists based on the factors that motivate them. Fodness (1994) claims that tourism marketers could benefit from understanding tourist motivation "for the purposes of product development, service quality evaluation, image development, and promotional activities, such as positioning" (556). For instance, Kiasma could consider positioning itself as a strongly educational setting, if visitors are found to be motivated by the learning opportunities offered by the museum.

According to Goossens (2000, 306), "information is often described as relevant data about choice alternatives". Tourists make their decisions between alternatives sought through information search. Goossens (2000) argues that "marketers must understand the factors that lead to decisions and consumption behaviour" in order "to market tourism services and destinations well" (316). Therefore, knowledge of the information search processes of foreign visitors will assist the marketing personnel at Museum of Contemporary Art Kiasma to effectively target marketing activities and assess whether the current information supply is sufficient.

2 Tourist behaviour typologies

The current chapter will introduce several tourist behaviour typologies that are cited in a range of tourism industry related research literature. The benefit of segmenting the market "lies in a tourist destination being able to specialize on the needs of a particular group and become the best in catering for this group" (Dolnicar in Woodside & Martin 2008, 129). Thus, an understanding of the main theories on tourist typologies is crucial in order to match the demands of specific groups.

Silberberg (1995) defines cultural tourism as “visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or life-style/heritage offerings of a community, region or institution” (361). According to Stylianou-Lambert (2011), cultural attractions may include “museums, galleries, festivals, architecture, heritage sites, artistic performances, as well as attractions related to food, dress, language, and religion” (405).

A cultural tourist is defined by Stylianou-Lambert (2011) as “any individual who visits cultural institutions or places such as museums, archeological and heritage sites, operas, theatres, festivals or architecture while away from home” (404). She focuses specifically on cultural tourism in art museums as “tourists that visit art museums differ from tourists who visit other cultural activities and other kinds of museums” (418). Stylianou-Lambert identified eight different ways in which art museums are perceived. These are named museum perceptual filters (MPFs) that include: professional, art-loving, self-exploration, cultural tourism, social visitation, romantic, rejection, and indifference. According to Stylianou-Lambert (2011, 405), “Cultural tourist typologies often depend on classifying factors such as motivations, interests, experiences sought, or activities the cultural tourist engages with.”

Pearce (2005, 9) differentiates between tourist behaviour and consumer behaviour, drawing upon the work of Clawson and Knetsch (1966) and their distinction of five extended phases surrounding tourist activities. The phases include “(1) an anticipation or pre-purchase, (2) a travel to the site segment, (3) an on-site experience, (4) a return travel component, and (5) an extended recall and recollection stage” (Pearce 2005, 9). Consumer behaviour focuses on “the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon 2004, 7).

The phases involved in tourist activities introduced by Clawson and Knetsch (1966) differ from standard consumer behaviour characteristics. In the anticipation phase, many tourists plan their travel for months or even years ahead. Similar processes may be evoked by luxury products, such as motor vehicles, but are unlikely to occur in the case of convenience products, such as groceries. The travel to and from the destination is a distinctive and important characteristic of tourist behaviour, as it accounts for a significant proportion of the travellers’ expenditure. The on-site experience is typically an intangible experience that involves multi-sensory perception of the site in question. Finally, the reflection phase involved in tourist activities may last indefinitely. Travellers may reflect on their travel experiences years after their consumption. Other kinds of products often wear out in the minds of consumers and their contribution is of limited extent. (Pearce 2005, 9-10.) The unique characteristics of

tourist behaviour may influence the nature of the information search that is required to make a destination choice decision. Travel decisions may be “made quickly and with little apparent effort” (Fodness & Murray 1999, 222) in the case of routine problem solving. On the other hand, extensive problem solving may take up “considerable time and effort devoted to information search” (Fodness & Murray 1999, 222).

Cohen (1972) categorized tourists into four types. The organized mass tourist chooses a package holiday and seldom strays from the predetermined itinerary. The individual mass tourist prefers a less restrictive package and is more likely to venture into new experiences. The explorer arranges the travel independently and consciously avoids contact with other tourists. The drifter has no planned itinerary and avoids all contact with mass tourism. Drifters attempt to settle into the local community. The latter two variants are said to be pioneers who explore new destinations and make them more familiar, enabling the mass tourists to follow. (Swarbrooke & Horner 2007, 84-85; Hudson in Pizam & Mansfield 1999, 11.)

Plog (1974) developed the allocentrism/psychocentrism model based on research conducted within the airline industry. Sixteen travel-industry sponsors commissioned the study to uncover “who does not fly, why they don’t fly, and what could be done to get them to fly” (Plog 2001, 14). The research resulted in a continuum ranging from psychocentrics to allocentrics. Psychocentric tourists are described as “self-inhibited, nervous and non-adventuresome people” (Holden 2005, 73), whereas allocentrics are seen as “variety seeking, adventurous and confident people” (Holden 2005, 73-74). According to Swarbrooke and Horner (2007, 85), psychocentrics prefer more familiar and popular destinations, while allocentrics seek more exotic destinations and individual travel. A range of intermediate categories can be found on the continuum between these two extremes. These include near-psychocentrics, mod-centrics and near-allocentrics (Swarbrooke & Horner 2007, 85). Plog (2001, 15-16) refined the model in 2001 by changing terms and developing more detailed personality profiles. Psychocentrics were labelled as dependables, who were found to be “somewhat intellectually restricted”, “cautious and conservative in their daily lives”, and “restrictive in spending discretionary income” (Plog 2001, 15). Allocentrics were reintroduced as venturers, who “prefer a day filled with varying activities and challenges”, “spend discretionary income more readily”, and “like to choose new products shortly after introduction to the marketplace” (Plog 2001, 16-17).

3 Tourist motivation theories

Motivation refers to “a dynamic process of internal psychological factors (needs, wants, and goals) that generate an uncomfortable level of tension within individuals’ minds and bodies” (Fodness 1994, 2). Accordingly, individuals seek to release this tension and fulfil these needs.

Crompton (1979) suggests that a disturbance of an inner balance, termed equilibrium, “drives the organism to elicit a course of action which is expected to satisfy the need and to restore equilibrium”. Application of motivation theory to the marketing activities within a tourism industry context involves the design and marketing of products as solutions to the needs of consumers. The literature included in this thesis dates back as far as the 1970’s. The theories introduced by researchers such as Crompton (1979), Dann (1981), Iso-Ahola (1982) and Fodness (1994) are constantly referred to by a multitude of more recent research writings. Thus, they are considered applicable as many researchers consider them as fundamental work.

3.1 Dann’s (1977) anomie and ego-enhancement

Dann’s (1977) study on tourist motivation is based on the data gained from a survey concerning visitors’ attitudes towards Barbados. Two basic motivations were identified: anomie and ego-enhancement. Dann (1977) described both of these as push factors, which predispose the individual to travel. Anomie refers to “the desire to transcend the feeling of isolation inherent in everyday life”, while ego-enhancement concerns “the need for recognition, which is obtained through the status conferred by travel” (Fodness 1994, 556-557). Anomic tourists were characterised as “typically young, married, male, above-average socio-economic status, from small towns and rural areas, and repeat visitors” (Woodside & Martin 2008, 19). Contrastively, ego-enhancement tourists are “more likely female, first-time visitors, from lower socio-economic strata and older than anomic tourists” (Woodside & Martin 2008, 19).

3.2 Crompton’s (1979) socio-psychological and cultural motives

Crompton’s (1979) qualitative study on motivations for pleasure vacations sought “to identify states of tension or causes of disequilibrium which provoked respondents’ decisions to select particular vacation destinations”. The research data consisted of 39 unstructured interviews. The study made use of a convenience sample that “resided either in College Station, Texas or in the Greater Boston area of Massachusetts”, in the United States. The data suggested that the destination itself was relatively unimportant for some respondents, which is contradictory to the assumption that tourists are drawn to a destination primarily based on its specific attributes or cultural opportunities. Crompton (1979) explains,

Respondents did not go to particular locations to seek cultural insights or artifacts; rather they went for socio-psychological reasons unrelated to any specific destination. The destination served merely as a medium through which these motives could be satisfied.

The benefits of surveying motives for pleasure vacation are evident, as uncovering underlying motives helps to understand what is involved in the destination selection decision process. Crompton (1979) elaborates on the matter, “All else equal, preference is likely to be given to a destination which is perceived as most likely to serve the dominant motive.”

Crompton (1979) identified nine motives for pleasure vacations. Seven socio-psychological motives include escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. (Fodness 1994, 557.) The socio-psychological motives are considered push factors for a vacation. A push factor “pushes a tourist away (from home), it attempts to model the general desire to go and be somewhere else, without specifying where that may be” (Bansal & Eiselt 2004, 388). The remaining two cultural motives include novelty and education, which are pull factors. These factors are “motives aroused by the destination rather than emerging exclusively from within the traveller himself” (Crompton 1979). The following paragraphs will introduce Crompton’s nine motives for pleasure vacations in more detail.

3.2.1 Socio-psychological motives

Socio-psychological motives were found to be difficult for respondents to articulate. While the destination was chosen primarily according to its attributes, the value of the vacation was largely derived from “social or psychological factors unique to the particular individual or group involved” (Crompton, 1979). Thus, the socio-psychological motives represented a hidden agenda.

3.2.1.1 Escape from a perceived mundane environment

Crompton (1979) found that there was no optimum type of environment that facilitated escape for the respondents: “The critical ingredient was only that the pleasure vacation context should be physically and socially different from the environment in which one normally lives.” He found that for some respondents, the escape maintained through pleasure vacation lasted longer than the actual trip. As discussed in the previous section, the anticipation phase introduced by Clawson and Knetsch (1966) may commence long before the actual fulfilment of the trip.

3.2.1.2 Exploration and evaluation of self

The research data obtained by Crompton (1979) suggested that a pleasure vacation might be viewed by tourists as “an opportunity for re-evaluating and discovering more about themselves or for acting out self-images and in so doing refining or modifying them”. The new physical and social context at the destination enabled the tourists to discover new things

about themselves. These experiences of self-discovery could not be achieved in the home environment. The new surroundings also “caused a revision of existing perceptions of self-status and enhanced feelings of self-worth” (Crompton 1979). For instance, residing in a low-income milieu on vacation may serve to alter a tourist’s perception of his or her own social or economic standing.

3.2.1.3 Relaxation

The use of the term relaxation by respondents was often ambivalent in Crompton’s (1979) study. It was found to primarily refer to “a mental state rather than a physical relaxation” (Crompton 1979). Thus, activities evoking physical exhaustion may be experienced as relaxing by individuals. Respondents related relaxation to pursuing activities of interest, which was enabled by the increased free time at the vacation destination.

3.2.1.4 Prestige

Only few of the respondents in the study admitted to being motivated by a prestige factor in their pleasure vacation decisions. Crompton (1979) points out that travel may be perceived as less prestigious as it has become more frequent and available to a wider audience. It may no longer be seen as a symbol of a higher life style.

3.2.1.5 Regression

According to some of the respondents, “a pleasure vacation provided an opportunity to do things which were inconceivable within the context of their usual life styles” (Crompton 1979). The things cited by respondents were often irrational and similar to child-like behaviour rather than mature adult behaviour. Withdrawal from usual role obligations facilitated the opportunity to engage in this behaviour. In addition to child-like ambitions, another form of regressive behaviour identified by some respondents was “the search for the life style of a previous era”, also referred to as the “nostalgia factor”. This refers to the desire “to regress to a less complex, less changeable, less technologically advanced environment” (Crompton 1979).

3.2.1.6 Enhancement of kinship relationships

Respondents viewed the pleasure vacation as an opportunity to enhance or enrich family relationships. Family members are often forced to interact with each other during lengthy periods of traveling to and from the destination. According to Crompton (1979), “It is inevitable that a much greater exchange and understanding of each other is likely to occur than in the normal routine situation in which family members go in different directions interacting only spasmodically.”

3.2.1.7 Facilitation of social interaction

Some of the respondents in Crompton's (1979) sample of 442 interviewees stated that meeting new people in different locations was an important motive for embarking on a pleasure vacation. Such trips placed an emphasis on people rather than place, which respondents commonly became aware of only after the completion of the trip. Some respondents merely wished to exchange views with others from outside familiar reference groups, while others sought to form more permanent relationships in order to extend their range of social contacts. Many of the respondents expressed a desire to interact with local people at the destination area, but this was often viewed as difficult to achieve. Interaction concentrated on socializing between tourists. Some of the respondents perceived traveling with a group of others as an inhibiting factor for interacting with local people at the destination.

3.2.2 Cultural motives

Cultural motives "were concerned with the destination rather than with the social and psychological status of the individual" (Crompton, 1979). These motives served as reasons for going on a pleasure vacation for most respondents. Novelty and education may be related, as encountering new experiences is presumably educational. Nonetheless, they are discussed separately, since respondents "did not always perceive this relationship" (Crompton, 1979).

3.2.2.1 Novelty

Respondents perceived novelty in a variety of ways. Synonyms featured included curiosity, adventure, new and different. Novel referred to a new experience, but not necessarily to new knowledge. Crompton (1979) explains, "The novelty resulted from actually seeing something rather than simply knowing of it vicariously." Respondents largely preferred previously unvisited destinations in their decision processes. They felt that re-experiencing known cultural stimuli would not contribute as much as experiencing new stimuli. At the same time, some respondents prefer to return to a previously visited destination, which eliminates "the risk that an unfamiliar alternative may not be as satisfying as those previously experienced (Crompton, 1979).

3.2.2.2 Education

Most respondents placed emphasis on the positive impact of pleasure vacations on children's education. Crompton (1979) elaborates, "Education was perceived as a means of developing a rounded individual." Respondents felt almost morally obliged to visit a distinctive phenomenon at the destination, especially if it was perceived as a once in a lifetime opportunity to

see particular cultural phenomena. The educational benefits would be lost, if the opportunity were not grasped.

3.3 Iso-Ahola (1982), Mannell and Iso-Ahola (1987): approach and avoidance

Iso-Ahola (1982) commented and elaborated on Dann's (1981) review on tourist motivation. He asserted that Dann's (1981) definition of tourist motivation was partly correct. He agreed to Dann's (1981) definition that tourist motivation is "a meaningful state of mind which adequately disposes an actor or group of actors to travel", but asserted that the latter part of the definition "has nothing to do with the process of motivation and is therefore ignored" (Iso-Ahola 1982, 257). The latter part of the definition states, "a meaningful state of mind is subsequently interpretable by others as a valid explanation for such a decision". Iso-Ahola (1982) proposed that a more accurate definition should involve physiological and psychological processes and critiqued Dann's (1981) focus on motivation as a sociological concept. He stated, "motivation is purely a psychological concept" (Iso-Ahola 1982, 257).

According to Iso-Ahola's (1982) findings, motives are aroused when individuals contemplate on future activities that potentially produce satisfaction. Two motivational forces are involved with the satisfaction that individuals seek from leisure activities: approach (seeking) and avoidance (escape). In other words, the forces are "the desire to leave the everyday environment behind oneself" and "the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment" (Iso-Ahola 1982, 259). The motivational forces are further subdivided into personal and interpersonal categories. The escape may involve the personal world and/or the interpersonal world. Iso-Ahola (1982) defines leisure motivation, which tourist motivation is a part of, as a dynamic concept, meaning that the needs or perceived reasons for involvement in leisure activities may vary significantly.

Later on, Mannell and Iso-Ahola (1987) presented a two-dimensional tourist motivation model. According to their findings, "people are motivated to seek leisure or tourist activities in order to both leave behind the personal and/or interpersonal problems of everyday life and obtain personal and/or interpersonal rewards" (Hsu & Huang in Woodside & Martin 2008, 21). Personal rewards include self-determination, a sense of competence or mastery, challenge, learning, exploration and relaxation. Interpersonal rewards arise from social interaction.

3.4 Beard and Ragheb (1983): Leisure Motivation Scale

Beard and Ragheb (1983) introduced the Leisure Motivation Scale that is based on Maslow's (1954) motivation theory. The Leisure Motivation Scale is said to be of use for "leisure researchers or practitioners who may require measures of the major dimensions of leisure moti-

vation” (Beard & Ragheb 1983, 227). Initially, more than 150 items were derived from the existing literature on leisure motives. The items were critically analysed by the researchers and their students, along with faculty associates. Following multiple changes and deletions, the instrument was scaled down to “the best 48 items” (Beard & Ragheb 1983, 222), with the resulting four subscales each consisting of twelve items.

The four subscales within the instrument were termed intellectual, social, competence-mastery, and stimulus-avoidance. The intellectual component deals with “mental activities such as learning, exploring, discovering, creating, or imagining”. It includes such leisure motivation items as “to explore new ideas”, “to satisfy my curiosity” and “to learn about myself” (Beard & Ragheb 1983, 224).

The social component is concerned with participating in leisure activities for social reasons, and is divided into the need for friendship and interpersonal relationships, and the need for the esteem of others. It includes such leisure motivation items as “to interact with others”, “to meet new and different people” and “to gain other’s respect” (Beard & Ragheb 1983, 224).

The competence-mastery component involves the need to “achieve, master, challenge, and compete”. It relates to such leisure motivation items as “to get a feeling of achievement”, “to compete against others” and “because I enjoy mastering things” (Beard & Ragheb 1983, 224).

The stimulus-avoidance component assesses the need for some to “avoid social contacts, to seek solitude and calm conditions”, while for others it means to “seek rest and to unwind themselves” (Beard & Ragheb 1983, 225). It includes such leisure motivation items as “to slow down”, “to avoid the hustle and bustle of daily activities” and “to relieve stress and tension” (Beard & Ragheb 1983, 224-225).

3.5 Fodness’ (1994) self-report scale

Fodness (1994) developed a self-report scale in order to measure leisure travel motivation. He argues, “effective tourism marketing is impossible without an understanding of consumers’ motivations” (Fodness 1994, 555). He justifies the study of tourist motivation by pointing out its usefulness in market segmentation, product development, service quality evaluation, image development and promotional activities. The scale is based on a functional approach to the study of tourist motivation, and relates to the functional models of Katz (1960) and Smith, Bruner and White (1956). The functional approach asserts, “inner needs and the re-

sulting tension precipitate attitudes and, ultimately, actions based on those attitudes designed to release tension, thereby satisfying the [psychological] needs” (Fodness 1994, 558).

Three studies were conducted to develop and evaluate the scale. The research focused on the Florida tourism market. Sixteen focus group interviews with a total of 128 participants were held to extract 65 vacation themes from the respondents. Independent judges sorted the vacation themes into groups based on similarity in order to be used in the scale. Five functions emerged through the studies: the knowledge function, the utilitarian functions punishment minimization and reward maximization, and the value-expressive functions self-esteem and ego-enhancement. (Fodness 1994, 559-560.)

The knowledge function is associated with the “search for knowledge, organization, and consistency in the world” (Fodness 1994, 562). It includes vacation themes such as “Travel gives you a better understanding of current events” and “On vacation I attend cultural events that I don’t have access to at home.” (Fodness 1994, 563.)

Punishment minimization originates in a drive to escape from a painful or uncomfortable environment. It encompasses vacation themes such as “Now and then, I need to just get away from pressure and stress” and “The main thing for me on vacation is just to slow down.” (Fodness 1994, 563.)

Reward maximization implies an escape to recreational or fun activities, such as entertainment or romance. It includes vacation themes such as “Having fun, being entertained, that’s what a vacation is all about” and “For our family, a vacation is always a new adventure. We never go to the same place twice.” (Fodness 1994, 564.)

Self-esteem “relates to an expression of personal standards for fashionable luxurious vacation surroundings” (Fodness 1994, 567). Ego-enhancement concerns the individuals’ desire to talk about the vacation upon returning. These functions include vacation themes such as “When I get home from my vacation, I tell everyone about it” and “It’s important to show the people at work that you can afford a vacation.” (Fodness 1994, 564.)

4 Tourist information search

According to Gursoy (2001), it is crucial for destination marketing managers to understand the information search behaviour of travellers, in order to design “effective marketing communicative campaigns because information search represents the primary stage at which marketing can provide information and influence travelers’ vacation decisions” (1).

Fodness and Murray (1997) conceptualize information search as “the result of a dynamic process wherein individuals use various amounts and types of information sources in response to internal and external contingencies to facilitate travel planning” (506). Internal information search refers to the acquisition of relevant information from long-term memory to determine satisfactory alternatives to fulfil a need or solve a problem. In the case that the internal search does not yield enough data to determine a purchase decision, external information search comes into the picture. This simply means acquiring information from external sources. (Crotts in Pizam & Mansfeld 1999, 152.) Fodness and Murray (1999) elaborate on the matter in a later article: “Previsit (prepurchase) information search probably is unnecessary if past experiences provide an adequate basis for decision making.” (222)

Snepenger et al. (1990) identified four categories of variables that affect information search: traveling party composition, the presence of friends or relatives at the destination, past experience, and the degree of novelty associated with the destination. (Fodness & Murray 1997, 505.)

According to Goossens (2000, 317), “a combination of push and pull information and hedonic responses will motivate tourists to plan a trip”. Within this framework, assessing how the experience will feel is an important part in deciding between various leisure services. This may involve daydreams, imagining and emotions. Goossens (2000, 307) elaborates,

Through the exercise of forethought, people motivate themselves and guide their actions anticipatorily. Images of desirable future events tend to foster the behavior most likely to bring about their realization. By representing foreseeable outcomes symbolically, people can convert future consequences into current motivators and regulators of foresightful behavior.

Motivation interacts with imagery and emotions. Consumption visions enable consumers to visualize the consumption attributes prior to purchase. Individuals are able to evaluate different product alternatives in order to choose the option that generates the most pleasure and satisfaction through consumption. (Goossens, 2000.)

Gursoy and McCleary (2004) investigated the influence of prior knowledge on travelers’ information search behavior. They found that travelers’ prior product knowledge consists of two components: familiarity and expertise. At early stages of learning (low familiarity), travelers are likely to rely on external information sources to decide on their vacations. But as the prior product knowledge (familiarity) increases, travelers tend to make their vacation

decisions based on what is stored in their memory. Thus, reliance on external information sources decreases. Gursoy and McCleary (2004, 89) continue,

However, as they learn more (become experts), they realize that they need more detailed information to make their vacation decision. As a result, they start searching for additional external information to make their vacation decisions.

Grønflaten (2009, 231) introduces several personal characteristics “that have been found to influence the choice of search strategy”, including age, gender, socio-economic status, education, nationality, and personal values. However, the influence of these characteristics has been found to produce contradictory results, as researchers have not settled upon similar findings. The research makes a clear distinction between information sources and information channels. Information sources refer to providers of information, namely “the choice between travel agents and primary service providers” (Grønflaten 2009, 230). Information channels refer to the communication methods, or more specifically “the choice between face-to-face communication and the Internet“ (Grønflaten 2009, 230).

5 Research plan and methods

The study made use of a quantitative research method, as it was conducted through a self-administered survey questionnaire (see Appendix 1). According to Greetham (2009, 180), “the aim of quantitative research is to be as objective as possible by basing conclusions on statistical findings and other measurable empirical data”. Thus, the research subject must be measurable and expressed by numbers in an order of magnitude. This mathematical data can be analysed using percentages and averages or through more advanced methods, such as statistical tests or mathematical models. Quantitative research is particularly applicable in population statistics, crime figures, economic and business data, and scientific findings. The research method can also be widely applied to the study of peoples’ opinions or beliefs. (Greetham 2009, 180.) Therefore, it is applicable to the thesis at hand.

Quantitative methods are of particular importance to tourism industry executives through forecasting activities. The industry relies heavily on the tourism-demand forecasting, as it is critical, “in terms of capital budgeting and taking proactive steps to curve out the fluctuations of market demands and not to miss opportunities to maximize their profit margins when appropriate” (Hara 2008, 33).

5.1 Sampling

According to Finn et al. (2000), sampling is “a process of selecting participants for a piece of research” (108). Sampling results in a particular sample, which is a portion of the survey population. The sample is smaller than the population from which it is extracted, as it is neither feasible nor effective to include every person in a research study.

Reliability should be considered when sampling, as the sample must be representative and free from bias. If this were the case, then “the results obtained would be not dissimilar to other potential data sets obtained from the simultaneous sampling of the same population” (Finn et al. 2000, 108-109). Thus, the results should be repeatable and therefore reliable.

Samples are essentially selected from a sampling frame, which is “a listing of all known cases in a population” (Finn et al. 2000, 109). For instance, a sample of magazine readers may consist of a listing of magazine subscribers. Sampling frames become available only with a finite population, in other words in the case of an easily definable population. Such sources may include venues such as visitor attractions, museums and events.

Sampling is divided into two generic types: probability sampling and non-probability sampling. A probability sample indicates, “every item in the sampling frame has an equal chance of being included in the sample” (Finn et al. 2000, 112). This technique ensures a random sample, which is likely to be free of bias. Non-probability sampling insinuates that not all items in the sampling frame have an equal chance of being selected. These samples are not random. Sampling at source is generally associated with non-probability sampling and thus, it relates to the author’s thesis work, which involved approaching museum visitors at random.

5.2 Piloting and implementation

Testing, also referred to as piloting, the questionnaire can be divided into three areas: reliability, validity and error testing. Testing for reliability involves “asking whether respondents understand the questions and can answer them meaningfully” (Brace 2008, 175). Testing for validity involves asking, “whether the questions posed adequately address the objectives of the study” (Brace 2008, 175). Questionnaires also need to be tested to make sure that no errors exist in them.

The education personnel at Museum of Contemporary Art Kiasma reviewed the survey questionnaire prior to the implementation of the field research. Once the layout and content were approved of, the form was informally piloted on fellow tourism students to ensure clarity and

intelligibility. Finally, the author handed out the self-administered questionnaire forms at the museum during the time period of six days, from August 21st to August 26th, 2012.

The museum conducted its own visitor research simultaneously, which influenced the data acquisition for the thesis. The museum personnel requested that both questionnaires would not be handed out simultaneously, as two questionnaires might have seemed too obtrusive for museum visitors. Therefore, it was agreed that the thesis research would be conducted only during time periods when the museum's questionnaires were not handed out. This limited the amount of time that could be spent on acquiring responses from museum visitors. The timing of the research was solely dictated by the author's work schedule, as the above-mentioned time period was the only vacant option for the author.

The tourist motivation theories presented in the third chapter were used as a basis for the survey questionnaire. The survey questionnaire items presented in the literature could not be used as they were, because they had been modeled to suit particular destinations or specific samples. Thus, the final survey questionnaire items were created through a process of adapting the motive items introduced by the research literature. The form mostly utilized 5-point Likert scales, ranging from strongly disagree to strongly agree. However, some of the statements concerning information sources made use of polar questions. Respondents were also able to specify their responses or elaborate on the matter in their own words in some of the sections.

The survey questionnaire was divided into three parts. A short preface explaining the main points of the research leads into the first part of the form, which is concerned with the respondents' motives behind visitation. The second part involves the information sources utilized by the respondents. The third and final part consists of demographic information.

A total of 73 responses were obtained through the survey questionnaire. Following closer inspection, eight responses were omitted from the research analysis. Three forms had been only partially completed, as they did not contain any responses on the second page of the form. Five forms were disregarded due to the fact that the respondents had stated their nationality as Finnish. As the research only involved foreign visitors at the museum, the five responses were left out. Thus, 65 responses were included in the final analysis of the research process.

The research data was analyzed with the help of IBM SPSS Statistics, which is a software package created for statistical analysis. Figures and tables are frequently used to visually illustrate the results of the research.

5.3 Reliability and validity

Veal (2006, 117) defines reliability as “the extent to which research findings would be the same if the research were to be repeated at a later date, or with a different sample of subjects”. Finn et al. (2000, 28) describe reliability as “consistency of the results obtained from a measuring instrument in a piece of research”. Brace (2008, 174) states on the reliability of questionnaires that reliability is attained if the questionnaire provides a consistent distribution of responses from the same survey universe.

Veal (2006, 117) defines validity as “the extent to which the data collected truly reflect the phenomenon being studied”. Finn et al. (2000, 28) describe validity as “whether a measuring instrument measures what it is supposed to measure”. Validity can be categorised into internal validity and external validity. Internal validity is based on “whether the hypothesised cause produces the given effect in the piece of research” (Finn et al. 2000, 28). External validity relates to “the extent to which the results of the research can be generalised” (Finn et al. 2000, 28). External validity consists of two aspects: population validity and ecological validity. Population validity concerns the generalisation of the research to other groups of people outside the sample researched, in other words, to a larger number of people. Ecological validity concerns generalisation to other settings.

6 Results

The empirical research involved in the thesis process sought out to identify the motivational factors that govern the decision-making behaviour of museum visitors. The respondents were also asked to state the sources where they had searched for information on Museum of Contemporary Art Kiasma. In addition, they were queried on the sufficiency of the information supplied regarding the museum. Demographic factors were enquired for in order to compare the opinions of different age groups and between genders. The timing of the field research was found to be successful, as a total of 23 nationalities were represented in the survey.

6.1 Demographic information

The section enquiring the respondent’s demographic information was located at the end of the survey questionnaire. 32 of the respondents stated their gender as male, which accounts for 49.2% of the sample. A total of 30 (46.2%) respondents identified themselves as female. Three respondents (4.6%) marked both male and female as their gender, which may be the result of a joint response by individuals visiting together. In one of the cases, the group composition was specified as “couple”, which further substantiates the assumption. The gender

has been omitted from the analysis of these three cases in order to avoid falsifying results. Such an incidence leads to the assumption that it had not been made clear enough to the respondents that the survey questionnaire should be completed individually.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 15	1	1.5	1.6	1.6
	15-24	29	44.6	45.3	46.9
	25-34	15	23.1	23.4	70.3
	35-44	9	13.8	14.1	84.4
	45-54	5	7.7	7.8	92.2
	55-64	5	7.7	7.8	100.0
	Total	64	98.5	100.0	
Missing		1	1.5		
Total		65	100.0		

Table 1

As Table 1 suggests, the age of the respondents is quite varied, as it ranges from under 15 years old to 55-64 years old. However, the majority of respondents fit between the age category 15-24 years old, adding up to 44.6% of the individuals. The second largest age group was 25-34 year-olds, summing up to 23.1% of the sample. One respondent's age is missing, as he or she had marked two distinct age categories. The same respondent had also marked gender as both male and female, which leads to assume that the survey questionnaire was possibly completed as a joint venture by a couple.

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Canada	1	1.5	1.5	1.5
	China	3	4.6	4.6	6.2
	Czech Republic	2	3.1	3.1	9.2
	Denmark	1	1.5	1.5	10.8
	Estonia	2	3.1	3.1	13.8
	France	8	12.3	12.3	26.2
	Germany	9	13.8	13.8	40.0
	India	1	1.5	1.5	41.5
	Iran	1	1.5	1.5	43.1
	Ireland	1	1.5	1.5	44.6

Italy	3	4.6	4.6	49.2
Japan	8	12.3	12.3	61.5
Lithuania	1	1.5	1.5	63.1
Mexico	3	4.6	4.6	67.7
Norway	1	1.5	1.5	69.2
Portugal	6	9.2	9.2	78.5
Russia	4	6.2	6.2	84.6
Slovakia	1	1.5	1.5	86.2
Spain	3	4.6	4.6	90.8
Switzerland	1	1.5	1.5	92.3
Turkey	1	1.5	1.5	93.8
UK	3	4.6	4.6	98.5
USA	1	1.5	1.5	100.0
Total	65	100.0	100.0	

Table 2

Table 2 represents the wide range of nationalities of the respondents. The highest amounts of participants were from Germany (13.8%), France (12.3%) and Japan (12.3%). A total of 23 nationalities were represented in this survey.

Group composition

	Frequency	Percent	Valid Percent	Cumulative Percent
Individual visitor	12	18.5	20.3	20.3
With family	23	35.4	39.0	59.3
With friend(s)	17	26.2	28.8	88.1
Organised tour	1	1.5	1.7	89.8
Other	6	9.2	10.2	100.0
Total	59	90.8	100.0	
Missing 99	6	9.2		
Total	65	100.0		

Table 3

Almost all (90.8%) of the respondents stated the composition of their travel group, as can be seen in Table 3. Over a third (39.0%) of those that had responded to the item stated that they were visiting with their family. The second largest portion consisted of respondents visiting with friends, totalling up to 28.8%. A fifth of the respondents (20.3%) were individual visitors and one visitor (1.7%) stated that he or she was taking part in an organized tour. 9.2% of the

respondents stated their group composition as “other”, including such responses as: “boy-friend”, “couple”, “Erasmus”, “girlfriend”, “youth exchange group”, and “youth group (international)”.

		Group size			
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	13	20.0	21.3	21.3
	2	29	44.6	47.5	68.9
	3	13	20.0	21.3	90.2
	4	2	3.1	3.3	93.4
Valid	5	1	1.5	1.6	95.1
	19	1	1.5	1.6	96.7
	30	1	1.5	1.6	98.4
	35	1	1.5	1.6	100.0
	Total	61	93.8	100.0	
Missing	99	4	6.2		
Total		65	100.0		

Table 4

As Table 4 shows, a total of 93.8% of the respondents stated the size of their travel group. Almost half (47.5%) of those that responded to the item stated that they were visiting as a group of two. Roughly a fifth (21.3%) of the respondents were visiting in a group of three and the same amount was visiting alone.

6.2 Motivations for visiting

In the first section of the survey questionnaire, respondents were prompted to reflect upon the underlying motives for visiting Museum of Contemporary Art Kiasma. The phrase “I came to Kiasma...” was followed by a set of 18 motivational items, which the respondents were asked to rank on a 5-point Likert scale. The section also included the option to articulate the respondent’s personal motives in his or her own words, if the options were felt not to cover the appropriate motives.

The tourist motivation theories introduced in the third chapter were refined to four major categories in order to assist in the analysis and derive useful conclusions. The survey questionnaire items were grouped under these categories in order to extract meaningful results. The four categories include social interaction, escape and relaxation, learning, and prestige and self-esteem.

6.2.1 Social interaction

The social interaction category includes elements of Dann's (1977) anomie, Crompton's (1979) enhancement of kinship relations and facilitation of social interaction, Iso-Ahola's (1982) avoidance, Beard and Ragheb's (1983) social subscale, and Fodness' (1994) reward maximization function. The category takes into account the following survey items:

[I came to Kiasma...]

- to spend time with family
- to meet new people
- to spend time with friends
- to interact with others

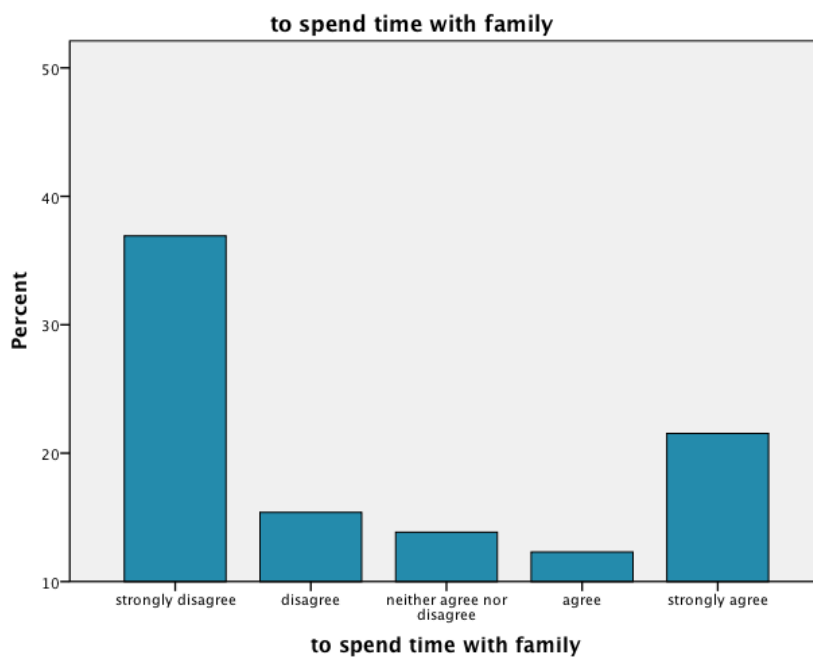


Figure 1

39.0% of the respondents that had stated their group composition reported that they were visiting the museum with their families. Not surprisingly, most of the participants visiting with their families agreed with the statement "to spend time with family", as 65.2% either agreed or strongly agreed. At the same time, individual visitors and those visiting with their friends were not as prone to agree with the statement. For instance, 58,3% of individual visitors and 52.9% of those visiting with friends strongly disagreed with the item. Over a third (36.9%) of all respondents strongly agreed with the item (see Figure 1).

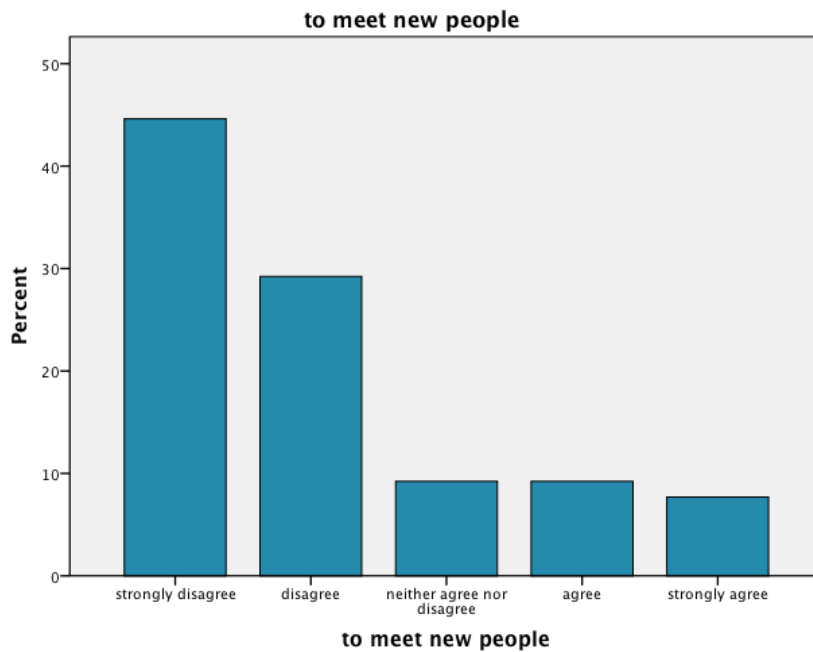


Figure 2

The data suggests that the majority of respondents were not motivated to visit Museum of Contemporary Art Kiasma in order to meet new people. As can be seen in Figure 2, 44.6% of the sample strongly disagreed and a further 29.2% disagreed with the statement, "to meet new people". Participants visiting the museum with family members or friends were notably demotivated by the aspect of meeting new people, as the majority of both groups strongly disagreed with the statement. Contrastively, individual visitors were more motivated by meeting new people.

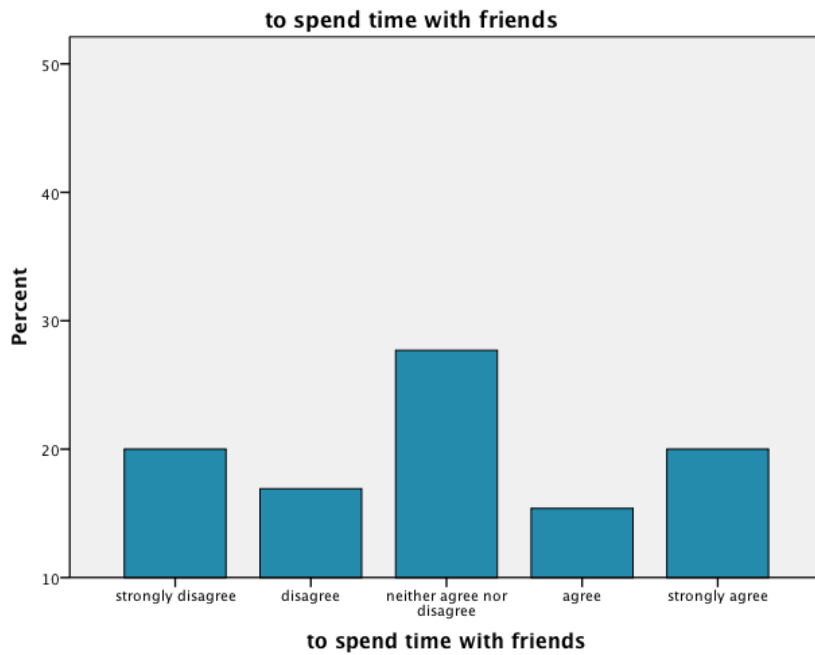


Figure 3

As can be expected, spending time with friends motivated particularly those who reported that they were visiting the museum with friends: 41.2% of them strongly agreed and a further 23.5% agreed with the statement. 33.3% of individual visitors and 20.4% of those visiting with family strongly disagreed with the motivational force of spending time with friends. Overall, the item mostly garnered neutral responses, as 27.7% of all respondents neither agreed nor disagreed. (Figure 3.)

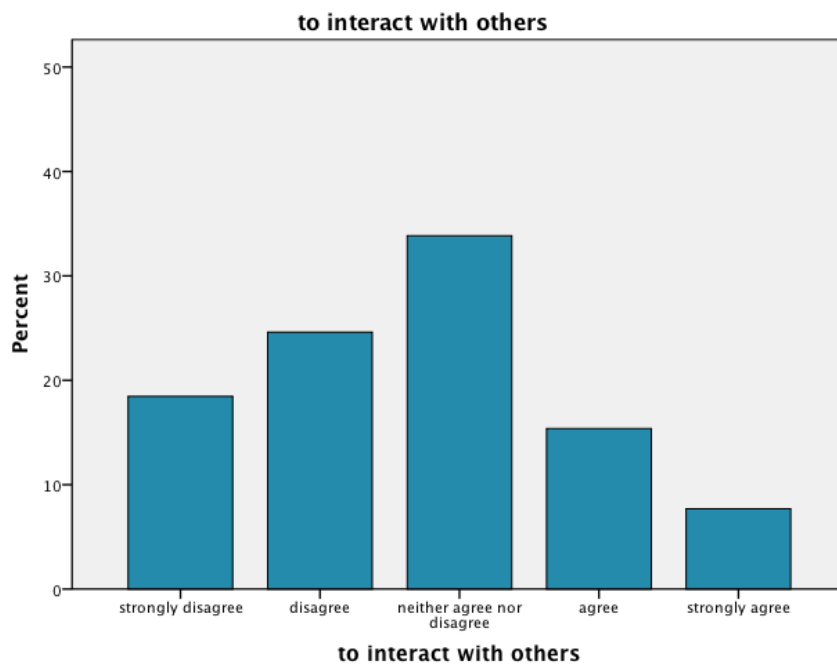


Figure 4

Respondents were somewhat indifferent on the matter of interaction with other individuals, as 33.8% of the respondents remained neutral on the matter (see Figure 4). Overall, unspecified social interaction scored high on the negative side of the spectrum, since 24.6% disagreed and 18.5% strongly disagreed with the statement.

6.2.2 Escape and relaxation

The escape and relaxation category includes elements of Crompton's (1979) escape from a perceived mundane environment and relaxation motives, Iso-Ahola's (1982) approach, Beard and Ragheb's (1983) stimulus-avoidance subscale, and Fodness' (1994) punishment minimization function. The category includes the following survey items:

[I came to Kiasma...]

- to get away from everyday activities/routines
- to rest and relax
- to escape usual responsibilities
- to spend time alone
- to slow down

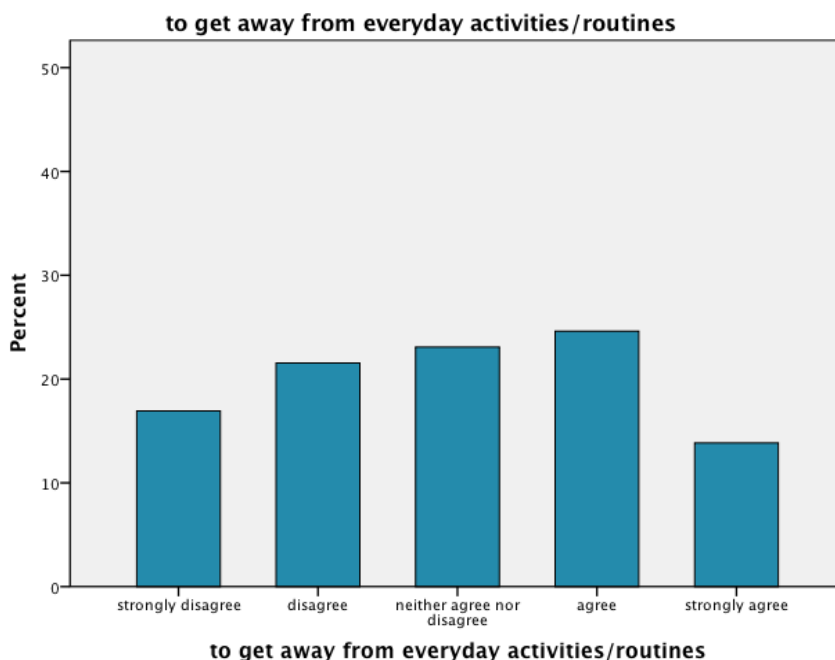


Figure 5

The responses varied notably with the statement "to get away from everyday activities/routines". Nevertheless, a gender divide was detected: female participants were more

motivated by the aspect of getting away from everyday activities and routines, as can be seen in Figure 5 above. 16.7% of female respondents strongly agreed and 36.7% agreed with the statement. Contrastively, 28.1% of male respondents strongly disagreed and the same percentage disagreed with the statement.

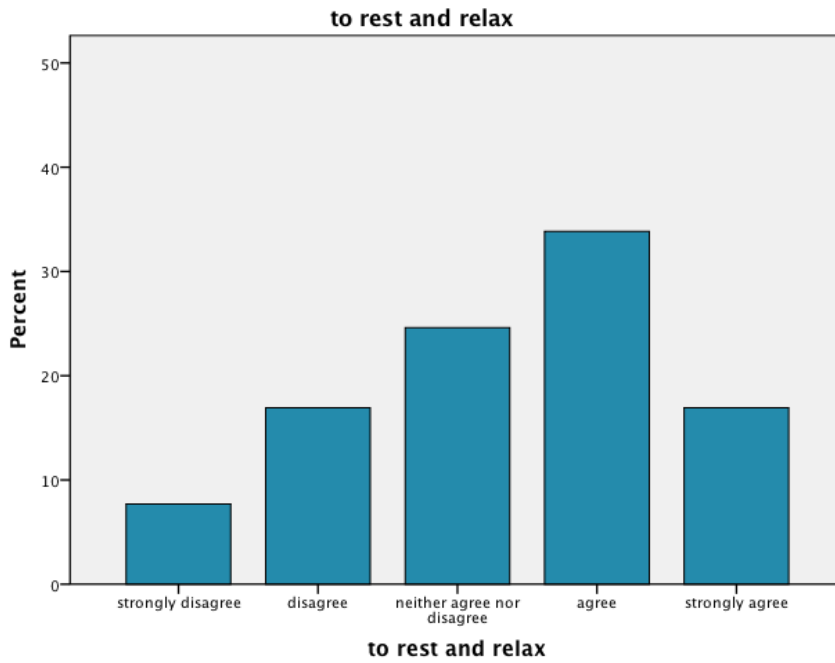


Figure 6

Rest and relaxation were prominent motives for visiting Museum of Contemporary Art Kiasma, as roughly half of the respondents (50.7%) either strongly agreed or agreed to the statement (see Figure 6). However, the item did not specify whether it concerned mental or physical relaxation. Therefore, different respondents may have perceived the item in various ways.

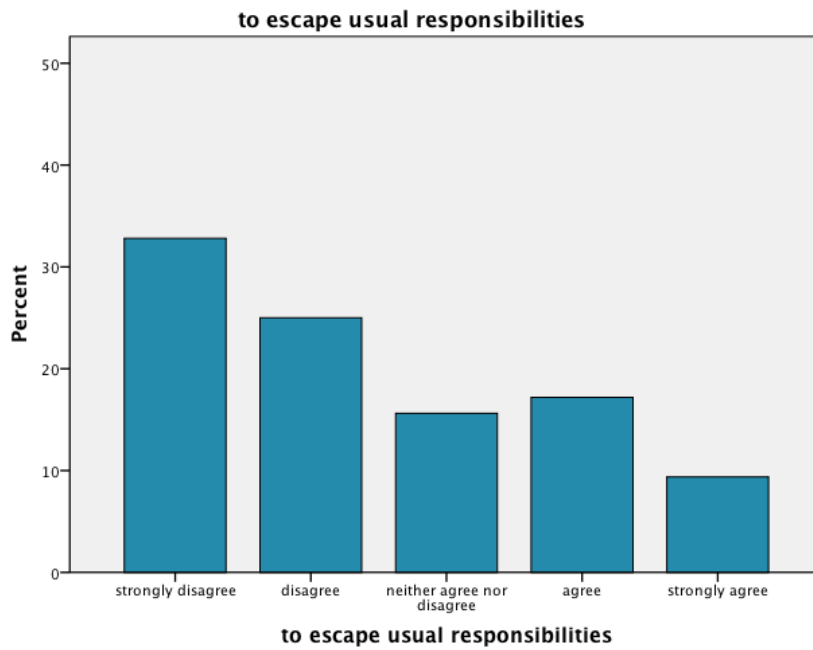


Figure 7

Escaping usual responsibilities did not prove to be a major motivational factor for respondents, as 32.3% of the respondents that replied to the item strongly disagreed and a further 24.6% disagreed with the statement, “to escape usual responsibilities”. (Figure 7.)

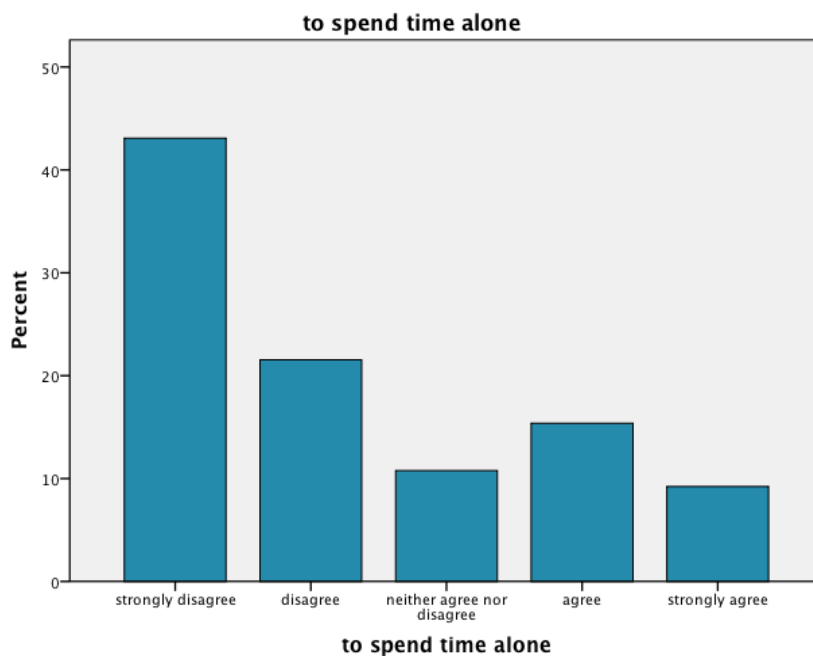


Figure 8

According to the results, most of the respondents did not come to spend time alone at Museum of Contemporary Art Kiasma, as nearly half (43.1%) strongly disagreed and a further 21.5%

disagreed with the statement (see Figure 8). Not surprisingly, spending time alone proved to be a motivational factor for individual visitors, as 25.0% of them strongly agreed and a further 16.7% agreed with the statement. For those visiting with friends or family, spending time alone was not a prominent motive: 60.9% of those with family and 52.9% of those with friends strongly disagreed.

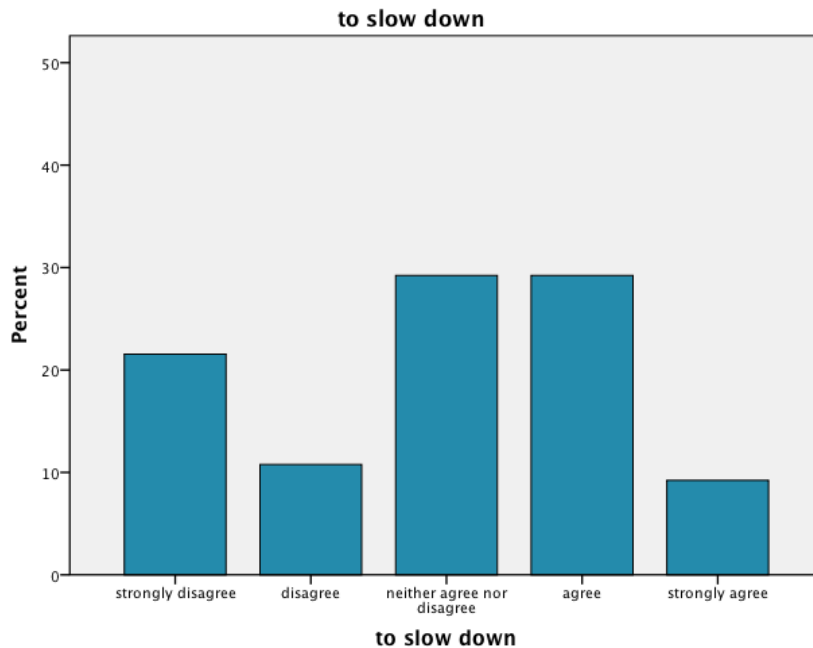


Figure 9

Visiting the museum “to slow down” received varied support from respondents. On one hand, 29.2% agreed with the statement, but on the other, 21.5% strongly disagreed with it (see Figure 9). A cross tabulation involving gender revealed that women were more eager to visit in order to slow their pace: 16.7% strongly agreed and a further 40.0% agreed. Male respondents did not feel as strongly about the motive, as only 3.1% strongly agreed and 21.9% agreed.

6.2.3 Learning

The learning category includes elements of Crompton’s (1979) exploration and evaluation of self, novelty and education; Iso-Ahola’s (1982) avoidance; Beard and Ragheb’s (1983) intellectual subscale; and Fodness’ (1994) knowledge function. The category consists of the following survey items:

[I came to Kiasma...]

- to discover something new about myself
- to pursue activities of interest
- to experience new and different things

- to learn about art/culture
- to satisfy my curiosity

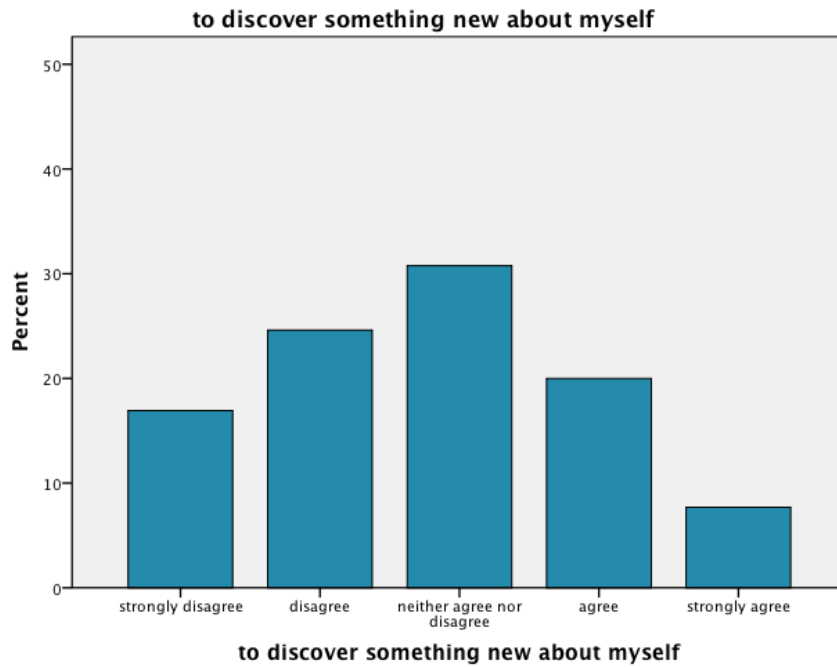


Figure 10

According to the data represented in Figure 10, self-discovery was not on the agenda for the majority of museum visitors. The responses varied considerably and there were no clear distinctions between different genders, age groups or group types. Most of the respondents remained neutral, as 30.8% neither agreed nor disagreed with the item. However, the stance toward self-discovery garnered more disagreement: 41.5% of the respondents either disagreed or strongly disagreed, whereas only 27.7% either agreed or strongly agreed.

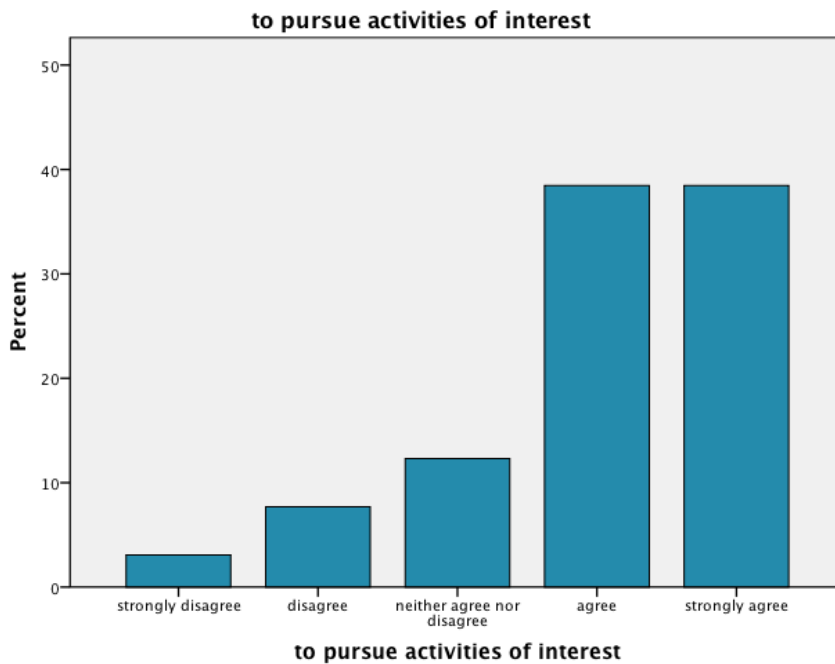


Figure 11

Pursuing activities of interest scored notably high on the positive end of the Likert scale, as Figure 11 demonstrates. 38.5% of respondents stated that they strongly agreed and the same amount stated that they agreed to the survey questionnaire item, “to pursue activities of interest”.

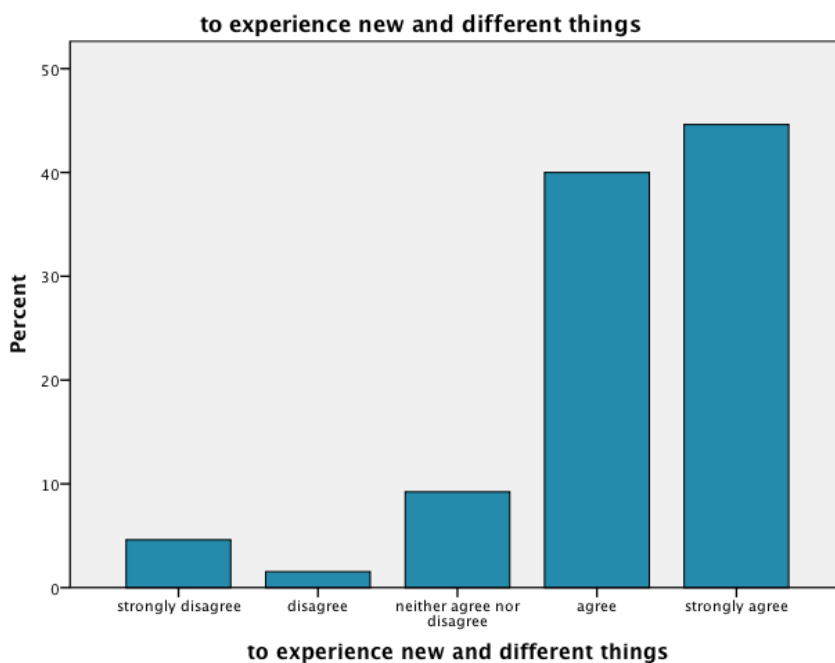


Figure 12

Experiencing new and different things scored high out of the survey questionnaire items, as the vast majority of respondents stated that they came to Kiasma to experience new and different things: 44.6% strongly agreed and a further 40.0% agreed with the statement, as can be

seen in Figure 12.

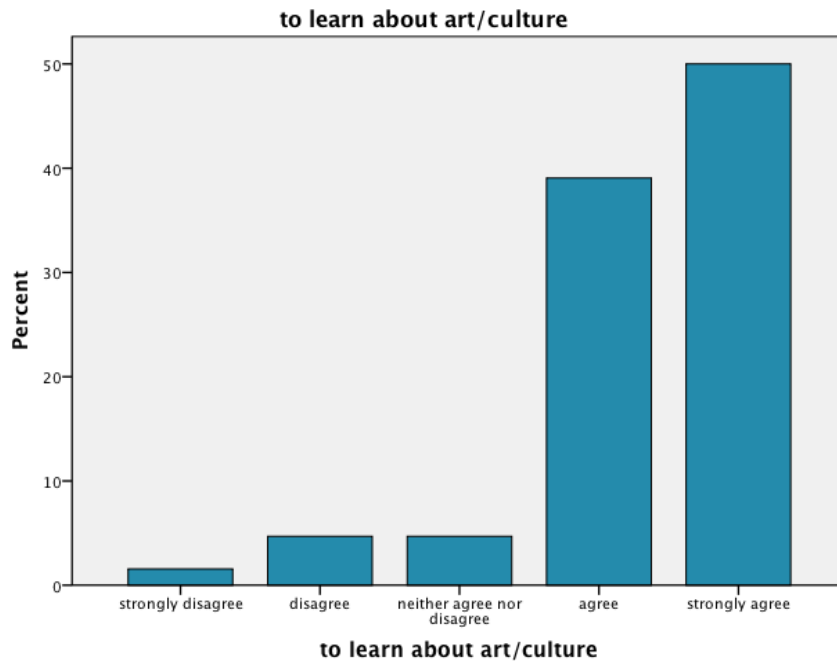


Figure 13

The learning potential of the museum visit was highly revered by survey participants. Almost half (49.2%) of the respondents strongly agreed that learning about art and culture was one of their motivators to visit Kiasma (see Figure 13). A further 38.5% agreed with the statement. One individual did not reply to the item.

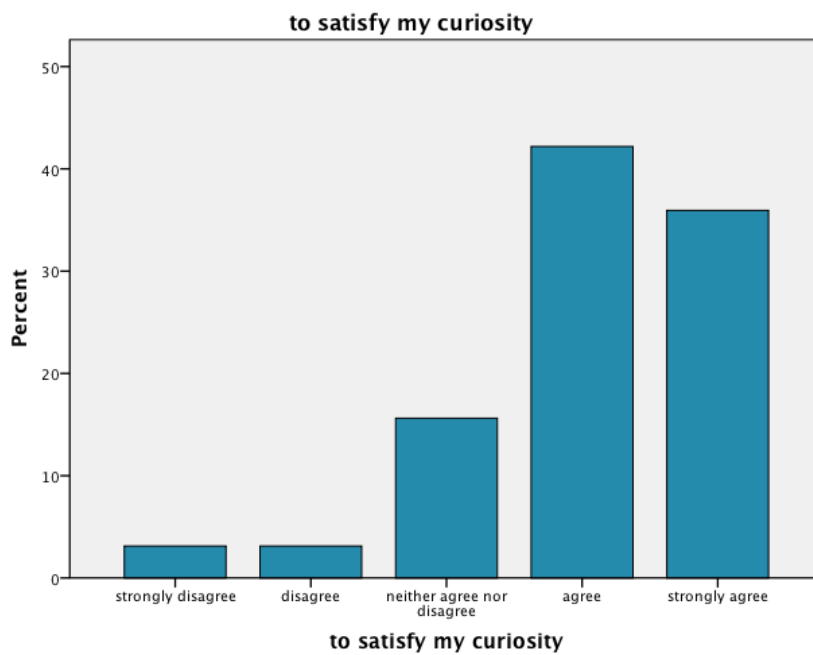


Figure 14

Satisfying one's curiosity presented itself as an attractive feature included in the museum visit, as can be seen in Figure 14. Roughly three quarters (76.9%) of the participants strongly agreed or agreed to the statement. One individual chose not to reply to the item.

6.2.4 Prestige and self-esteem

The prestige and self-esteem category includes elements of Dann's (1977) ego-enhancement, Crompton's (1979) prestige, Iso-Ahola's (1982) avoidance, Beard and Ragheb's (1983) competence-mastery, and Fodness' (1994) self-esteem and ego-enhancement functions. The category takes into account the following survey items:

[I came to Kiasma...]

- to tell others about the experience afterwards
- to visit a place that my friends have not visited
- to gain others' respect
- to improve my skills and abilities

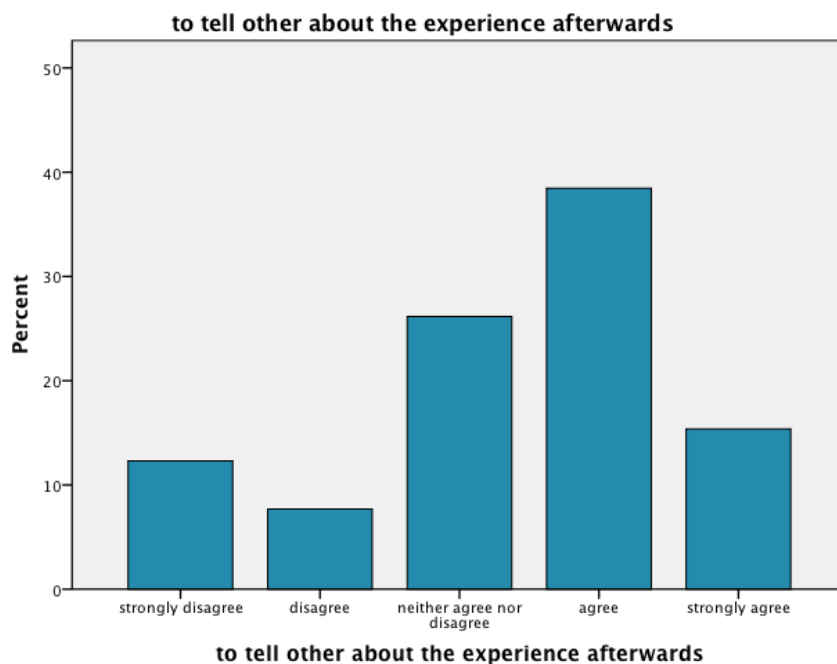


Figure 15

Sharing the museum experience with others afterwards proved to be a popular reason for visiting Kiasma (see Figure 15). A large portion (38.5%) of the respondents agreed and a further 15.4% strongly agreed to the item that concerned reporting on the experience to others afterwards. Nonetheless, approximately one out of four respondents (26.2%) were undecided on the matter.

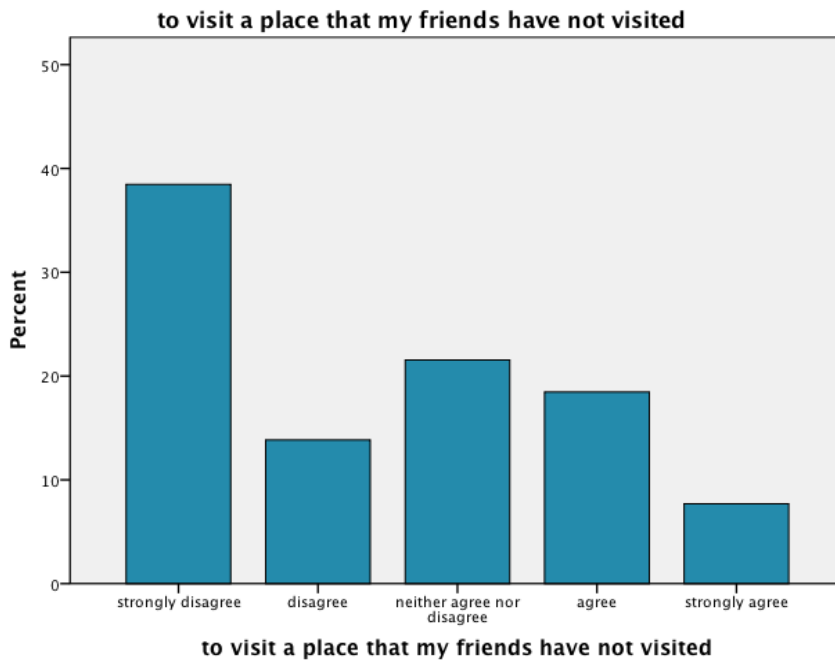


Figure 16

The data reveals that most respondents were quite clearly not motivated by a desire to visit a place that their friends had not previously visited, as can be seen in Figure 16. 38.5% of the respondents strongly disagreed and a further 13.8% disagreed with the statement.

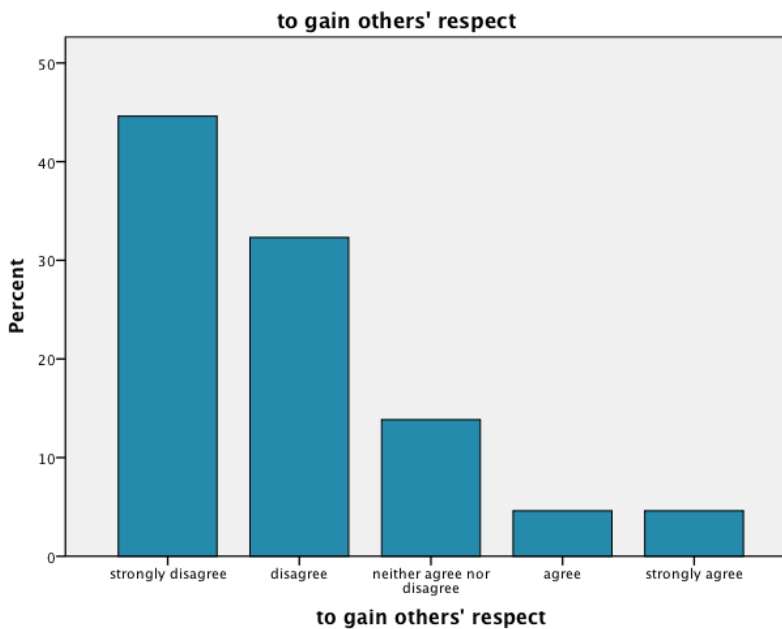


Figure 17

As can be seen in Figure 17, respondents did quite clearly not visit Museum of Contemporary Art Kiasma in order to gain others' respect, as 44.6% strongly disagreed and a further 32.3% disagreed with the statement, "to gain others' respect".



Figure 18

Improving one's skills and abilities gathered mixed reviews in the questionnaire. While 38.5% either strongly agreed or agreed with the statement, the same amount of respondents either strongly disagreed or disagreed (see Figure 18). The data revealed that female respondents were more drawn by the prospect of improving their skills and abilities, as 40.0% either strongly agreed or agreed with the statement.

6.2.5 Other reasons

The questionnaire gave the respondents a choice of expressing their motives in their own words. The replies are listed below.

- "Because I like modern art"
- "Cultural interest"
- "Just to know"
- "My parents are visiting Finland. Kiasma was part of my plan to introduce them Finland."
- "To see new works of art"
- "To show exhibition to young people"
- "We came here with a youth group - part of the program"
- "We need save the earth"
- "Work"

6.3 Information sources

The second section of the survey questionnaire enquired on the use of information sources and prompted the respondent to choose all of the applicable alternatives. 38.5% of respondents reported that they had searched for information on Museum of Contemporary Art Kiasma prior to their visit. Thus, a large portion, over half (61.5%) of the respondents, did not acquire information beforehand. A travel guide or brochure was the most popular source of information, which was listed by 21.5% of the respondents. 13.8% of respondents reported friends or relatives, in other words word of mouth, as an information source, which ranked as the second-most popular source. The Kiasma website was the third-most popular source with 12.3% of respondents.

Wide use of the Internet as a source of information is to be expected, as according to Grønflaten (2009), the Internet “now dominates most of the development in the area of tourism marketing communication” (232). Slightly over a third (34.1%) of respondents that had searched for information on the museum stated that they had used an Internet-based source. On the other hand, “the Internet is not likely ever to become the sole channel for distributing tourism products and information” (Grønflaten 2009, 232). This can be seen in the extensive use of travel guides or brochures (21.5%) as a source of information.

The respondents were given a choice to express their information sources in their own words. Other websites that were used included responses such as: “stevenhall.com” and “I can’t remember”. Other sources in general included two responses: “school trip was obligatory” and “tripadvisor.com”.

6.3.1 Need for additional information

Respondents were prompted to express whether they wanted additional information regarding the museum and in which format. This section allowed respondents to select more than one alternative. The most popular format was more printed material, which was selected by 36.9% of the sample population. 30.8% listed an audio guide as a desirable source of additional information. 27.7% of respondents stated that they do not require more information. The respondents also took use of a text slot that allowed them to enter their own suggestions for a source of additional information. Responses included the following: “English version”, “in the form of picture+text at the museum site (outside and in the entrance)”, “plan”, “translation (comics) -> French”, and “wifi -> information for mobile phone”. The comics mentioned above were understood as referring to the exhibition titled *Eyeballing!* which surrounded Finnish comics. The plan, which was mentioned twice, was perceived to concern a floor plan.

6.3.2 Decision-making and general opinions

Only 16.9% of the respondents had previously visited Museum of Contemporary Art Kiasma. Most of them had visited the museum only once before, but two respondents stated that they had visited as many as ten times. The amount is rather significant, considering that the respondents are from foreign countries.

Almost all of the respondents (89.2%) would recommend Kiasma to others, which leads to assume that the museum experience was perceived as satisfactory. Only 7.7% of respondents would not recommend it, and 3.1% of respondents did not reply to the section.

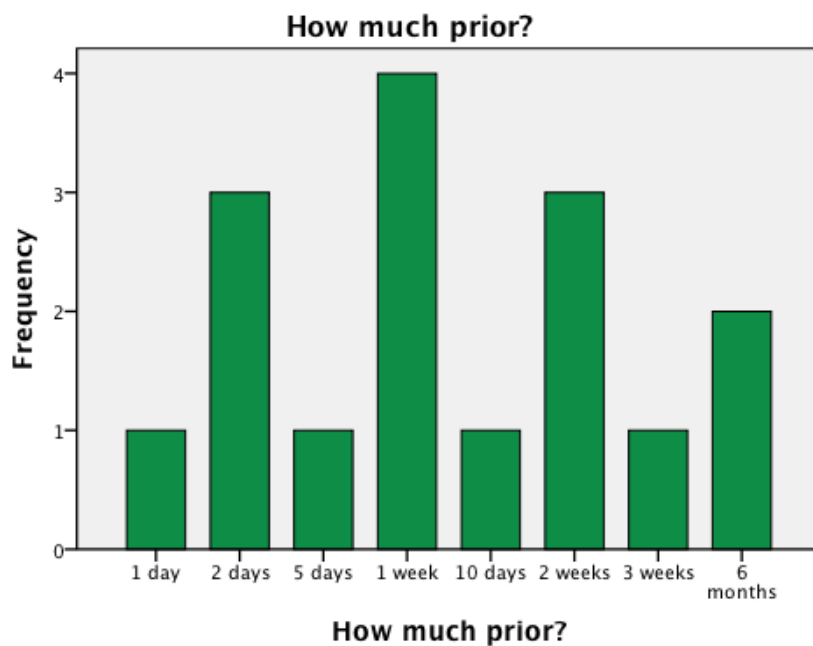


Figure 19

The majority of respondents (70.8%) decided to visit Kiasma during their visit to Helsinki. Respondents, who had decided on their museum visit prior to the visit to Helsinki, reported that the time period between the decision and the actual visit ranged from one day to six months (see Figure 19 above). The most common time period was one week prior to the visit, which was selected by 25.0% of respondents that had premeditated the museum visit.

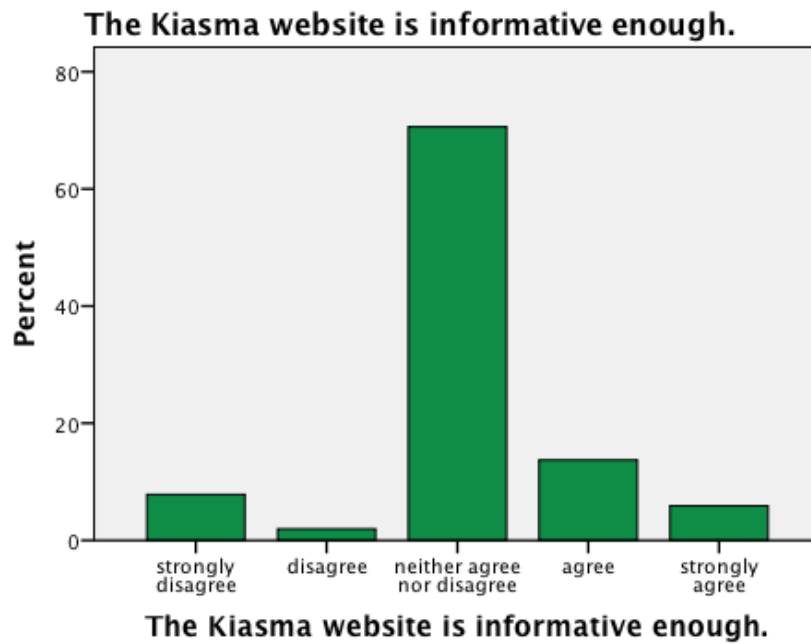


Figure 20

The item referring to the informativeness of the Kiasma website garnered mixed opinions (see Figure 20). Over half (55.4%) of the respondents appeared neutral as they expressed that they neither agreed nor disagreed with the statement, “The Kiasma website is informative enough”. A further 21.5% had not replied to the item at all. A previously discussed survey item revealed that 12.3% of the respondents that had searched for information on Kiasma before visiting had made use of the Kiasma website. Supposedly, many of the respondents had not accessed the website at all and thus, they were not in a position to express their opinion on the matter.

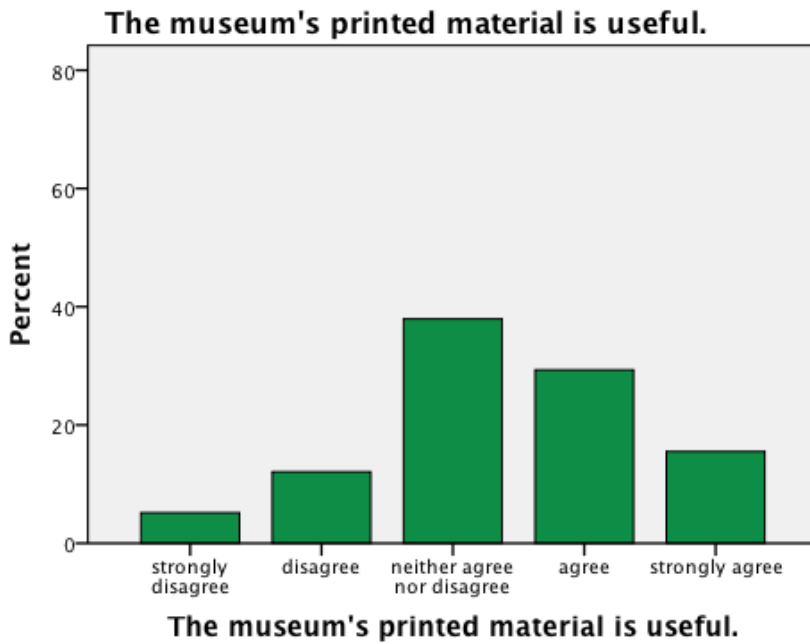


Figure 21

Opinions on the usefulness of the museum’s printed material veered more towards the positive end of the spectrum (see Figure 21). 40.0% of the respondents agreed or strongly agreed to the item, “The museum’s printed material is useful”. All the same, roughly a third (33.8%) remained neutral. 10.8% of the respondents did not reply to the statement.

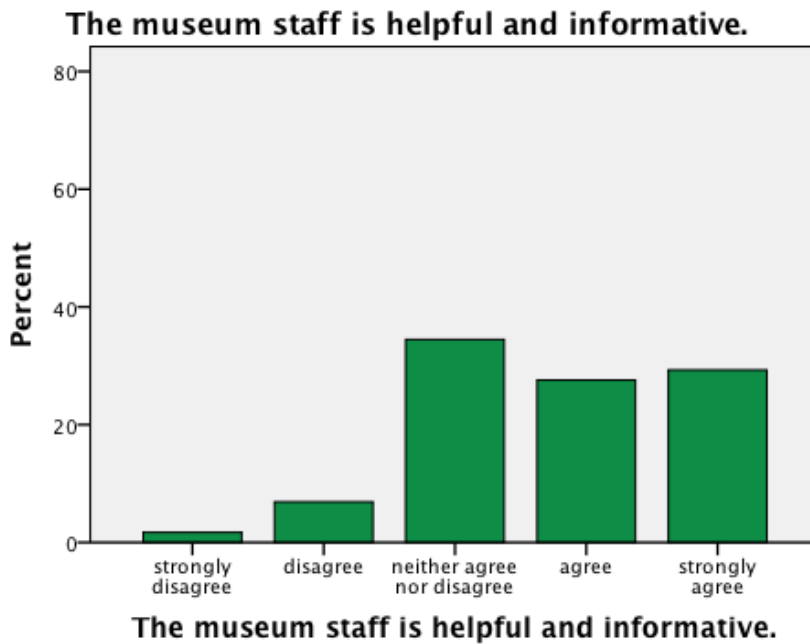


Figure 22

The museum staff mainly received favorable reviews (see Figure 22), as 26.2% strongly agreed and a further 24.6% agreed to the item, “The museum staff is helpful and informative”. Almost a third (30.8%) stated that they were neutral on the matter. 10.8% of the respondents chose not to reply to the particular questionnaire item.

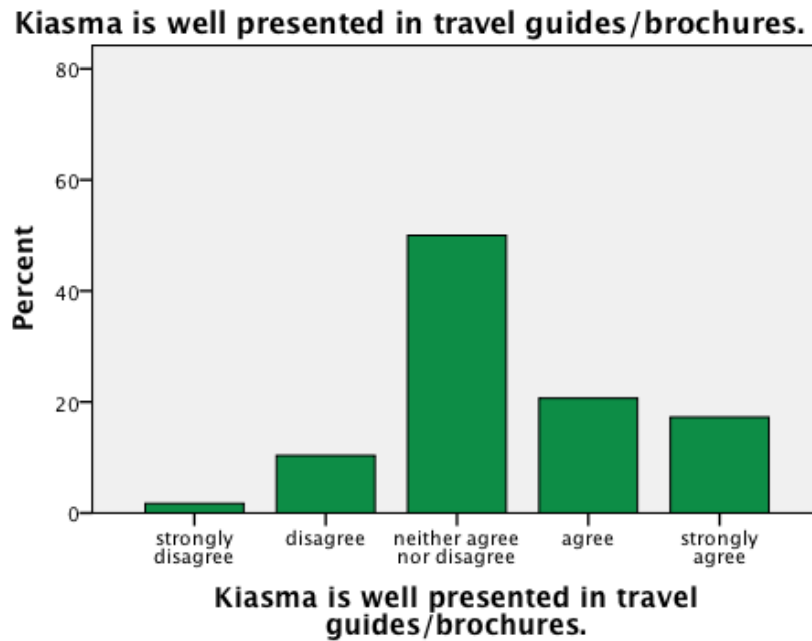


Figure 23

Almost half (44.6%) of the respondents were neutral to the item, “Kiasma is well presented in travel guides/brochures” (see Figure 23). This was to be expected, as over half (61.5%) did not search for information on the museum prior to their visit. Nevertheless, perception on the matter gravitated towards a more positive stance, as roughly a third (33.9%) either agreed or strongly agreed to the statement. Once more, 10.8% of the respondents did not reply to the item.

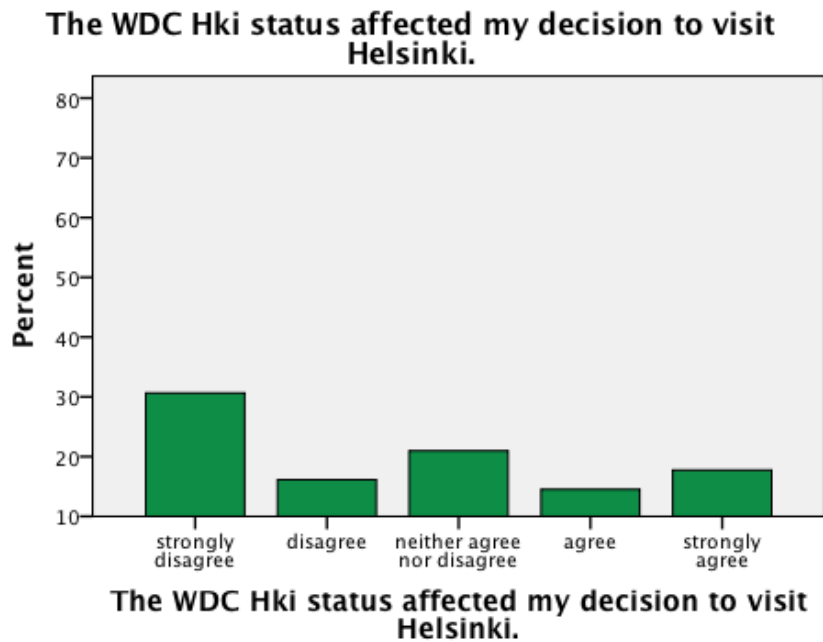


Figure 24

The influence of Helsinki's World Design Capital status on choosing to visit the city gathered mixed views (see Figure 24). Strong disagreement reached the strongest backing with 29.2% of the respondents. 20.0% of the respondents were neutral on the matter and 4.6% failed to reply to the item. The statement was included as it proved to be an intriguing topic for the author, even though it was not directly related to museum visitation. It appears that either the title of World Design Capital did not have an impact on the tourists' decision-making or alternatively, they were reluctant to identify it as a motivational factor.

7 Conclusions and further research topics

The research focused on the museum visitors' motivational factors, as they guide the decision-making process of both individuals and groups. The motivational factors were grouped into four categories, which included social interaction, escape and relaxation, learning, and prestige and self-esteem, in order to extract meaningful conclusions. The most highly rated attribute of the museum visit was found to be the learning potential that it may offer, as the learning category received the most backing from the respondents. According to the data, respondents chose to visit Museum of Contemporary Art Kiasma especially in order to pursue activities of interest, experience new and different things, learn about art and culture, and satisfy their curiosity.

The opportunity to engage in social interaction within the museum setting also played a part in the respondents' motivation, but it did not receive such high scores as learning. Respond-

ents were far more eager to spend time with familiar people, such as friends or family, than to meet new people within the museum environment. The participants did not wish to spend time alone while visiting the museum, as nearly half (43.1%) strongly disagreed with the particular item. The travel group composition of the participants was found to have an impact on how important social interaction was perceived to be. For instance, respondents visiting with friends were drawn to the museum visit by the aspect of spending time with their friends. The same pattern applied to respondents visiting with family members. Individual visitors were not as strongly motivated by social interaction as those travelling within a group.

Factors related to prestige and self-esteem were not perceived to be as influential as other reasons for visiting. Participants wished to tell others about the museum experience afterwards, but they strongly felt that they did not come to Kiasma to gain others' respect. These findings are parallel to Crompton's (1979) results, which indicate that people may acknowledge prestige as "a primary motivating factor in other people's trips", but few accept that prestige has an impact on their own decision-making. However, the author speculates that reporting the experience to others may not directly refer to seeking for admiration, as humans as social creatures tend to share their experiences in any case.

All in all, there were no major differences between age groups, but gender differences were found to exist in some of the cases. For instance, female respondents found slowing down to be a more prevalent motive for visiting the museum than their male counterparts. Nonetheless, opinions did not vary significantly depending on the gender of the respondent in the majority of the cases.

The data reveals that the museum visit had mostly not been planned for an extended period of time, as the majority of respondents (70.8%) reportedly decided to visit Kiasma during their visit to Helsinki. This leads to assume that museum visitation is mostly an impromptu decision for foreign visitors. This assumption is further substantiated, as the results revealed that over half (61.5%) of the respondents had not searched for information on Kiasma. The museum is perceived positively as the majority of the respondents (89.2%) were inclined to recommend the museum to others. The museum staff also proved to be a praiseworthy attribute of the museum visit, as slightly more than half (50.8%) of the respondents either agreed or strongly agreed to the helpfulness and informativeness of the museum staff.

Museum visitors may benefit from more extensive printed material distributed at the museum on its services. An audio guide was also seen as a valuable source of information by a multitude of respondents. The museum already offers a variety of printed materials on its exhibitions along with guided tours in several languages, but additional materials could be considered for future use. It must be noted that the introduction of an audio guide would require

further investments in equipment and labour. A floor plan of the museum premises was also requested by some of the respondents. As travel guides and brochures were found to be the primary source of information for many respondents, the museum may benefit from paying further attention to its presence in the materials that foreign visitors utilize.

The sample size of the thesis was relatively small and therefore, the results are directional and cannot be generalized. Nonetheless, the author suggests that the museum places emphasis on its status as a cultural institution that offers a range of learning opportunities. As people are drawn to self-development and education, positioning itself as a highly educational setting may enhance the attractiveness of the museum. Furthermore, the social nature of the museum visit could be highlighted in the museum's future marketing activities. As museum visits are an auspicious environment for igniting discussions and strengthening relationships, emphasis on the interactive properties of the museum visit may draw in potential visitors. Additionally, nearly half of the respondents (44.6%) were visiting in a group of two, and thus offers such as a discount for two visitors could be provided as an option.

In addition, a strong focus ought to be placed on further enhancing the attractiveness of the museum to the youth market, seeing as almost half (44.6%) of the survey respondents were 15-24 year olds. According to Richards (2007, 15), "the youth market is important for cultural tourism not only because people visit cultural attractions when they are young [...] but also because the cultural experiences they have in their youth may influence their future tourism behaviour as well". Thus, actions taken at present may prove beneficial in the future.

The research shed light on the museum visitors' motives for visiting and their patterns of searching for information on the specific cultural attraction. Further research could prove beneficial in establishing divergences between Kiasma and other art museums or similar cultural attractions. This would result in an understanding of whether the results are applicable to other cultural institutions. Another direction for further research could be the impact of the group and its composition on tourists' decision-making. Discovering which individuals make the decisions in families, groups of friends or other clusters of people would help in targeting the right kind of marketing efforts to the right people. Valuable research could also be conducted on the way the museum is represented in foreign travel guides and other tourism-related information sources.

8 Self-assessment

The thesis process already began in February 2012 with the study units From Theme to Thesis and Research Methods. The research data was extracted in August 2012 with the use of a self-administered questionnaire at Museum of Contemporary Art Kiasma. The data was not analyzed until the following spring, ranging from March to May 2013. The original schedule of the thesis process did not come true, as the data analysis was postponed by the author's studies at another educational institution. Therefore, the advantages of the thesis were somewhat diminished, as the museum did not gain use of the results until the following year. Nonetheless, the author wishes that the research might prove to be relevant for the development of the museum.

The research may have suffered from the sampling method used. The author approached visitors that spoke a foreign language or appeared to be of foreign descent. Thus, potential respondents could have been overlooked if their character or manner of speaking did not appear sufficiently foreign. The use of a reward for completing the questionnaire may have resulted in a larger number of willing respondents. Some of the respondents did not realize to fill out both sides of the questionnaire, which leads to believe that the form could have been honed further, in order to ensure user-friendliness and receive the highest possible number of applicable completions.

Despite minor setbacks, the research progressed in a manner that ensured relatively high validity and reliability. The study resolved the research questions and addressed the intended issues. The questionnaire, which was developed, measured what it was supposed to measure. Therefore, the author is content with the results achieved from the research process.

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Appendix 1 52

Appendix 1: Questionnaire

Tourist motivation and information search behaviour
Case: Museum of Contemporary Art Kiasma

This questionnaire is part of the bachelor's thesis work for Laurea University of Applied Sciences. The goal of the thesis is to explore motives behind museum visits, as well as information sources used. The research is aimed at developing the museum's functions.

All responses will be kept anonymous and used solely by the author for the thesis. The questionnaire will take approx. 5-10 minutes to complete. Thank you for taking part!

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Part 1: Motives behind visitation

Choose the most suitable alternative regarding each statement.
(1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

<i>I came to Kiasma...</i>	1	2	3	4	5
to get away from everyday activities/routines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to discover something new about myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to rest and relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to pursue activities of interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to tell others about the experience afterwards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to visit a place that my friends have not visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to escape usual responsibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to spend time with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to meet new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to experience new and different things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to learn about art/culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to satisfy my curiosity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to spend time with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to interact with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to gain others' respect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to improve my skills and abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to spend time alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to slow down	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

for other reasons, please specify: _____

Part 2: Information sources

Did you search for information on Kiasma before your visit?

Yes * No

* If yes, where did you search for information? (Choose all appropriate alternatives)

- Tourist agency
- Tourist information office
- Travel guide/brochure
- TV/radio programme
- Internet (Choose all appropriate alternatives)
 - Kiasma website (kiasma.fi)
 - Social media (Facebook, Twitter, blogs, etc.)
 - Travel website (TripAdvisor, etc.)
 - National tourism portal (VisitFinland.com)
 - Helsinki tourism portal (VisitHelsinki.fi)
 - Other website, please specify: _____
- Friends/relatives (word of mouth)
- Newspaper/magazine article
- Newspaper/magazine advertisement
- Other source, please specify: _____

I would like more information on the museum/its content in the form of

- an audio guide more printed material
- QR codes other format, please specify: _____
- I do not require more information

Have you previously visited Kiasma?

Yes, _____ times No

When did you decide to visit Kiasma?

During the visit to Helsinki Prior to the visit (How much prior? _____)

Would you recommend Kiasma to others?

Yes No

Choose the most suitable alternative regarding each statement.

(1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

	1	2	3	4	5
The Kiasma website is informative enough.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The museum's printed materials are useful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The museum staff is helpful and informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kiasma is well presented in travel guides/brochures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The World Design Capital Helsinki status affected my decision to visit Helsinki.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 3: Demographic information

Age: under 15 15-24 25-34 35-44 45-54
 55-64 over 64

Gender: male female

Nationality: _____

Group size: _____ person(s)

Group composition: Individual visitor With family With friend(s)
 Organised tour Other, please specify: _____