

KON-TIKI
Bildungs- u. Erlebnisplanung

The Future of Visitor Studies in the Waddensea area

DR. LARS WOHLERS / 29.08.2019 / WILHELMSHAVEN

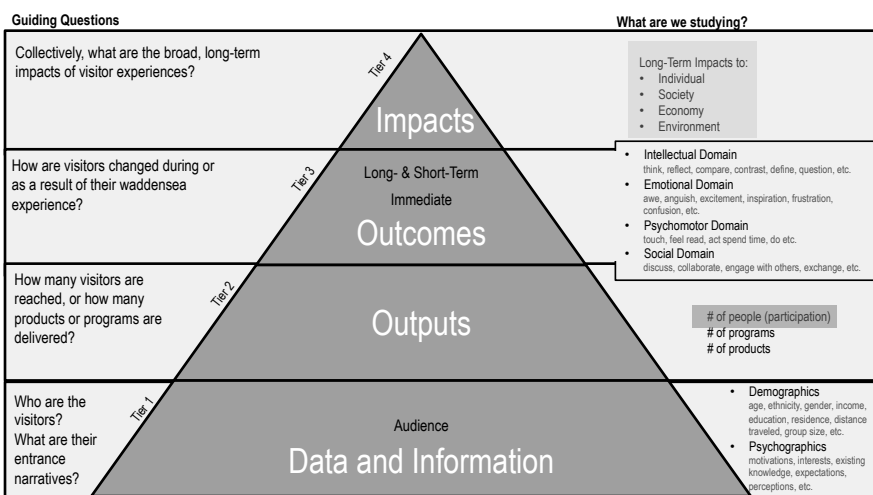
Visitor Studies in the Waddensea need ...

- 1. a broader perspective**
- 2. a deeper approach**
- 3. an integrated digitalization**

1. A broader perspective



A broader Perspective




Source: Wells et al (2013): Interpretive Planning for Museums: Integrating Visitor Perspectives in Decision Making, p 55.




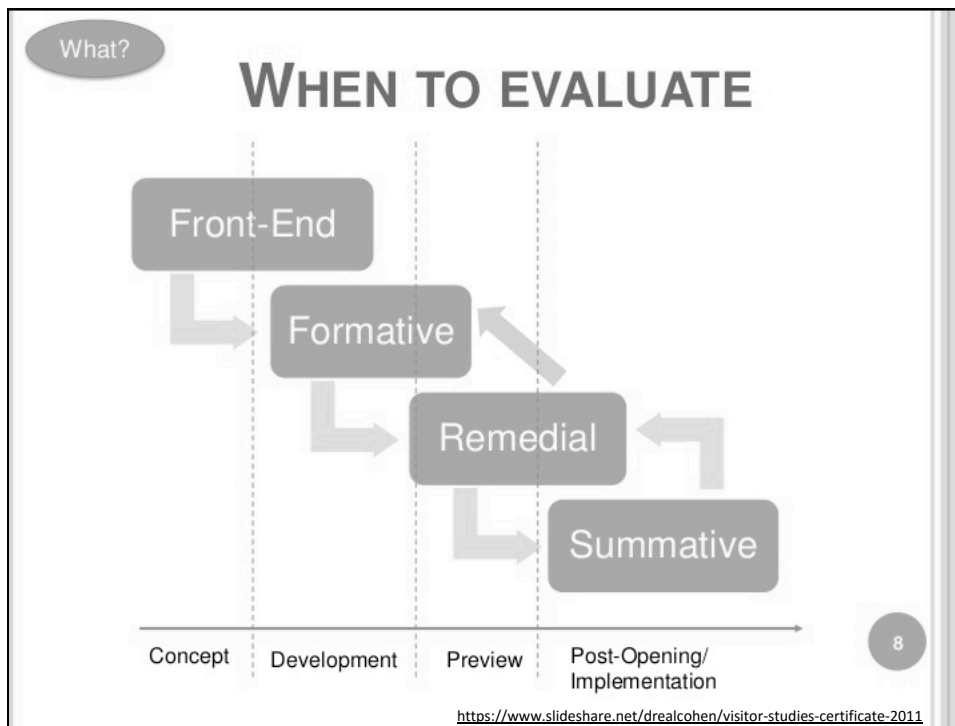
Individual Impact	Societal Impact	Environmental Impact	Economic Impact
<ul style="list-style-type: none"> • Knowledge learning • Changed attitudes • Career directions formed • Personal enjoyment • ... 	<ul style="list-style-type: none"> • Sustainable tourism • Community leisure activities • Community partnerships • Volunteer schemes • Infrastructure • ... 	<ul style="list-style-type: none"> • Contribution to conservation • Impact on all levels of Government • ... 	<ul style="list-style-type: none"> • Income for centre and community • Job creation • ...

EBSITE (pub., 2002): The impact of science centers/museums on their surrounding communities. P. 7. (adapted)



2. A deeper approach





3. An integrated digitalization

Examples for digitalized and thus effective and efficient visitor studies

1. Social listening
2. Logfile Analysis
3. Online questionnaires (mail, touch-screen, live, ...)
4. Track & Time Studies (see example on next chart)



A floor plan diagram of a circular or semi-circular exhibit space. Numerous black dots are scattered throughout the area, representing individual visitor locations. The diagram includes architectural details such as a staircase, a lift labeled "LIFT", and various rooms or display areas.

Track & Time

Outcomes (data & graphs)

- Overall dwell time
- Dwell time for each object
- Visited objects
- Comparison with ideal time
- Behaviour
- Sociodemographics
- Benchmark with other exhibits

Add new visitor

Add visitor

The logo for KON-TIKI, featuring a stylized figure of a person on a boat with a sun in the background, and the text "KON-TIKI" below it.

The Future of Visitor Studies in the Waddensea needs ...

- 1. a broader perspective** to include e. g. more *societal and political effects* of interpretation and education to assess the full range of impacts.
- 2. a deeper approach** to include planning-phases, test phases and finally summative evaluation to develop the best experience possible.
- 3. an integrated digitalization** to *efficiently gather the data* necessary and to *start benchmarking* with colleagues to continually improve services and experiences.



Thank you for your attention!

