The Future of Visitor Studies in the Waddensea area

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Visitor Studies in the Waddensea need ...

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

Guiding Questions

- Collectively, what are the broad, long-term impacts of visitor experiences?
- How are visitors changed during or as a result of their waddensea experience?
- How many visitors are reached, or how many products or programs are delivered?

What are we studying?

Long-Term Impacts to:
- Individual
- Society
- Economy
- Environment

Immediate Outcomes

- Intellectual Domain
  - think, reflect, compare, contrast, define, question, etc.
- Emotional Domain
  - awe, anguish, excitement, inspiration, frustration, confusion, etc.
- Psychomotor Domain
  - touch, feel, read, act, spend time, do, etc.
- Social Domain
  - discuss, collaborate, engage with others, exchange, etc.

Long-Term Impacts to:
- Individual
- Society
- Economy
- Environment

Data and Information

- Demographics
  - age, ethnicity, gender, income, education, residence, distance traveled, group size, etc.
- Psychographics
  - motivations, interests, existing knowledge, expectations, perceptions, etc.

<table>
<thead>
<tr>
<th>Individual Impact</th>
<th>Societal Impact</th>
<th>Environmental Impact</th>
<th>Economic Impact</th>
</tr>
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<tbody>
<tr>
<td>• Knowledge learning</td>
<td>• Sustainable tourism</td>
<td>• Contribution to conservation</td>
<td>• Income for centre and community</td>
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<td>• Changed attitudes</td>
<td>• Community leisure activities</td>
<td>• Impact on all levels of Government</td>
<td>• Job creation</td>
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<tr>
<td>• Career directions formed</td>
<td>• Community partnerships</td>
<td>• ...</td>
<td>• ...</td>
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<tr>
<td>• Personal enjoyment</td>
<td>• Volunteer schemes</td>
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<tr>
<td>• ...</td>
<td>• Infrastructure</td>
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</tbody>
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Ecsite (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)

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
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!