

Cultural heritage: profiling visitors of archaeological sites

Abstract

This paper aims at contributing to the investigation of behaviour of tourists with respect to built cultural heritage.

Well-founded upon a research conducted within the ERGA Foundation, a research institute based in Milan, it shows and discusses the findings of a survey conducted in Rome during 2006 among visitors of the most famous archaeological sites of the city.

The need for enhancing quality of services offered within the archaeological areas was at the heart of the research project. This goal has required an in depth screening of visitors for capturing differences in satisfaction drivers, and it has been the opportunity for deepening knowledge about attitudes and behaviour of archaeological sites tourists.