LEISURE TIME AND MUSEUMS — MOTIVES OF VISITS

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Abstract: Leisure time, as the time used to engage in a variety of activities, should provide a sense of satisfaction and relaxation. In order to satisfy the needs of the visitors and their desire to experience something new and authentic in tourist destination, it is very important to know what their choices are with regard to leisure activities. The aim of this paper is to determine how museum public usually spends its leisure time, which factors influence the motivation to visit museums, and to try to find a correlation between the two. The paper is based on the results of the study conducted between the end of May and the end of August, 2014 in the museums in Vojvodina Province (northern part of the Republic of Serbia). The main findings of this paper indicate that spending leisure time is primarily related to socialization and education, and that museums are visited mostly due to their educational role. The findings also indicate that there are differences between the choice of leisure activity and motivation for visiting museums and socio-demographic characteristics of the respondents. Significant correlation has been found between the choice of leisure activity and motivation for visiting museums.

Introduction

Leisure time emerged as a phenomenon during the development of industrial society and division of time to working hours and non-working hours, during which a person can engage in activities through which they can work on their personal development. What drives human activity is the topic of interest for many authors. Motivation can be defined as the "process of initiating, focusing and controlling human behavior towards a specific goal" (Maslow, 1982, p. 14). Leisure motivation can be defined as the need, reason, or satisfaction that stimulates a person to spend their leisure time in a certain way, by participating in a specific activity (Crandall, 1980).

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People can specify many reasons for visiting or not visiting museums, but those reasons can often be related to their choice of leisure activity. When local residents are concerned, a visit to a museum is an activity that is carried out during leisure time, and as such competes with other activities, like socializing with one's family/friends, going to an event, recreation, outing, etc. For tourists, this activity competes with visits to other important tourist attractions, indulging in gastronomy, going to an event, exploring the local community, etc. The question is why people choose to spend their leisure time visiting museums.

The first museum in Vojvodina was established in the nineteenth century. Today all major cities in Vojvodina have museums. In the past 20 years of political instability in the country, very little has been invested in culture and cultural institutions, which is why museums were often left with no opportunity to improve their offer and keep up with current trends of presenting museum exhibits. These circumstances resulted in less than satisfactory museum attendance, therefore, considerable effort must be invested in making museums more interesting and more appealing to visitors. The aim of this paper is to determine how museum visitors usually spend their leisure time and which factors have the greatest impact on museum visits, and to try to find a correlation between the choice of leisure activity and motivational factors for visiting museums.

Literature overview

Leisure activities can be defined as the activities people engage in during leisure time because they are good for them, or they are fun and entertaining, or they serve as a means of achieving personal goals but without pecuniary compensation (Argyle, 1996). Definitions of leisure time incorporate time, activities (Parker, 1976), and intrinsic characteristic of freedom (Kelly, 1983), whereas Adams (1979) indicates four dimensions closely related to leisure time: freedom of choice, internal motivation, enjoyment, and relaxation.

Cultural tourism is becoming an important leisure activity because it provides a laboratory in which to study key aspects of leisure consumption and production (Richards, 2013). Along with art galleries and monuments, museums are the most popular cultural attractions (McKercher, 2004), and they are gradually changing their role by adapting to modern trends. The focus of museum activities was transferred from traditional jobs to those which are the consequences of communication, such as presentation and interpretation (Šola, 2002). Recent studies have shown that the museums today are also important places for social interactions (Crooke, 2006; Silverman, 2002; 2010). Today's

society, driven by leisure time, is forcing museums not only to provide education for visitors, but also fun, in order to effectively compete with increasingly diverse entertainment (van Aalst & Boogaarts, 2002).

Professional curators in museums are increasingly made to accept the concepts and functions of management that consider visitors as a market opportunity and a key resource for further development (Foley & McPherson, 2000). Visitor survey is a practice that allows museums to gain data on visitors and non-visitors. Museums can use this type of study to organize more effective exhibitions and programs, but also develop as institutions (Kelly, 2004).

Many authors had engaged in developing scales that would present leisure motivational factors (London, Crandall & Seals, 1977; Tinsley & Kass, 1979; Iso-Ahola & Allen, 1982). Based on 103 motivators, Beard & Ragheb (1983) established four categories of leisure motivation factors. The *intellectual* factor, which pertains to intellectual stimulation. The *social* factor pertains to one's accomplishment through friendship or need for the praise of others. The *competence mastery* factor pertains to accomplishment through the need to be involved in certain activities in order to develop skills and overcome challenges. The *stimulus-avoidance* factor is defined as the desire to escape everyday life. According to Dann (1977), there are *push* and *pull* motivational factors that influence tourist behavior. Push factors are explained as inner factors that satisfy psychological needs. Pull factors are external factors, and as such are caused by advantages or specifics of a destination, for example special events, exhibits, natural beauties, etc.

In regard to motivation for visiting museums, Iso-Ahola (1989) studied that exact influence. According to his research, if a person is not motivated to visit a museum, he is unlikely to do so. In other words, motivation is an inherent part of the decision how someone will spend his leisure and what activities they will engage in. Thus far it has been shown that along with learning, an important role in motivation lies with social factors like entertainment, socializing with other visitors, and social recognition (Thyne, 2001; Paswan & Troy, 2004; van Aalst & Boogaarts, 2002). Furthermore, physical layout of an exhibit (Jeong & Lee, 2006), various special events (Plaza, 2008) and factors of the surroundings (Bonn, Joseph-Mathews, Dai, Hayes, & Cave, 2008) also greatly influence the visitors.

On the territory of the Republic of Serbia, several studies have dealt with the topic of the cultural needs of local residents during leisure time. The studies included high school pupils (Mrdja, 2011a), students (Mrdja, 2011b), and elderly

people (Milankov & Opačić, 2012). A study into who visits museums in Serbia was also conducted (Martinović, 2010), but there have been no studies that focused on the motivation for visiting museums. In this paper we will attempt to define the basic motives that influence the choice to visit museums

Methodology

This study has two key issues of interest: choice of leisure activity and motivation for visiting museums. The study in form of a questionnaire was conducted on the territory of Vojvodina in the period May-August, 2014. Surveyed museums are: Museum of Vojvodina, City Museum of Novi Sad, City Museum of Sombor, City Museum of Subotica, City Museum of Vršac, Pančevo National Museum, Zrenjanin National Museum, Kikinda National Museum, Museum of Srem, and Heritage Museum Ruma. The final number of respondents was 223. The questionnaire comprised of three parts. The first part pertained to socio-demographic questions; the second to questions on what activities the respondents engage in during leisure time; while the third part pertained to the motivation for visiting museums on the territory of Vojvodina. The prerequisite for completing the questionnaire was that the respondent visited any museum in Vojvodina. The questionnaire consisted of 66 close-ended items. The five-level Likert scale was used to obtain answers. The research results were obtained using descriptive statistics, T-test, ANOVA, factor analysis and correlation (SPSS 17).

Table 1. Sample profile (N=223)

Variables	Frequency	Percentage (%)	Variables	Frequency	Percentage (%)
Sex			**Employment status**		
Male	78	35.0	student	21	9.4
Female	145	65.0	employed	159	71.3
			unemployed	28	12.6
Age			pensioner	15	6.7
Up to 25	21	9.4			
26-35	99	44.4	**Relationship (marital status)**		
36-45	51	22.9	not in a relationship (single, divorced, widowed)	86	38.6
46-55	21	9.4	in a relationship (married/common-law marriage)	137	61.4
56-65	31	13.9			
			Children		
Education			Yes	108	48.4
High school	32	14.3	No	115	51.6
Higher education	21	9.4			
University	101	45.3	**How many children do you have? (N=103)**		
MSc	56	25.1	One child	48	46.6
PhD	13	5.8	Two children	50	48.5
			Three children or more	5	4.9
Income					
No income	32	14.3	**How old are the children? (N=102)**		
<150€	13	5.8	Children up to 3 years of age	20	19.6
151-300€	36	16.1	3-7 years of age	26	25.5
301-450€	63	28.3	7-14 years of age	16	15.7
451-600€	44	19.7	14-19 years of age	6	5.9
601-860€	16	7.2	over 19 years of age	34	33.3
over 861€	19	8.5			

The Table 1 shows that the structure of the respondents includes more women, then persons between 26 and 35 years of age, in a relationship. Together with these, most of them are with a university degree, employed and with average income between 301€ and 450€ per month.

Results and discussion

The questions pertaining to the choice on how to spend leisure time covered various activities, and the respondents gave answers to each stated activity on a scale from like the least to like the most. Items were partly derived from previous studies (Smithsonian Institution, 2007).

The structure of the responses in the Table 2 indicates that the respondents' most frequent choice on how to spend leisure time was going out with family/friends, followed by outing, socializing with family/friends at home, going to an event, reading books, learning something new, surfing the internet, practicing a hobby, engaging in sports, sleeping/resting, watching television, listening to radio, and playing games. This indicates that the socialization factor during leisure time is very important to the respondents. The four most frequent answers included an activity that is carried out through interaction with other people. The factors that influence intellectual and creative development in which the respondents actively participate, such as reading, learning something new, surfing the internet, and practicing a hobby, are in second place. Playing video and board games is in the last place, which can be explained by the structure of the sample; with younger population this item would probably have greater significance.

Table 2. Choice of leisure activity — Mean and Standard Deviation

Leisure activities	Mean	SD
going out with family/friends	4.18	1.060
socializing with family/friends at home	4.17	1.033
outing	4.17	1.002
going to an event (museum, theatre, cinema, concert, etc.)	4.14	0.979
reading books	3.82	1.134
learning something new (at home or at a course)	3.70	1.105
surfing the internet	3.59	1.111
practicing a hobby	3.39	1.310
engaging in sports	3.26	1.376
sleeping/resting	2.97	1.230
watching television	2.70	1.222
listening to radio	2.66	1.233
playing video and board games	1.83	1.269

Further research has shown that men more often choose to watch television, surf the internet, engage in sports, play games, or practice a hobby; while women more often choose to go out and socialize with family/friends, read books, learn something new, go to an event, or go on an outing.

T-test results show that with regard to the choice of leisure activities there is a statistically significant difference between men and women: going out with family/friends: $t=-2.320$, $p<0.05$; socializing with family/friends at home: $t=-2.046$, $p<0.05$; reading books: $t=-4.472$, $p<0.05$; learning something new: $t=-2.783$, $p<0.05$; practicing a hobby: $t=2.557$, $p=<0.05$ (Table 3).

Table 3. T-test results

Leisure activities	Male (Mean)	Female (Mean)	t	p
going out with family/friends	3.96	4.30	−2.320	0.021
socializing with family/friends at home	3.97	4.27	−2.046	0.042
watching television	2.81	2.63	1.010	0.314
listening to radio	2.62	2.69	−0.428	0.669
reading books	3.37	4.06	−4.472	0.000
learning something new (at home or at a course)	3.42	3.85	−2.783	0.006
surfing the internet	3.72	3.52	1.244	0.215
going to an event (museum, theatre, cinema, concert, etc.)	3.99	4.22	−1.706	0.089
outing	4.04	4.23	−1.396	0.164
engaging in sports	3.40	3.18	1.129	0.260
playing video or board games	2.04	1.72	1.711	0.089
practicing a hobby	3.69	3.23	2.557	0.011
sleeping/resting	2.94	2.99	−0.331	0.741

Further research showed weak negative correlation between age and the activity of going out with family: Rho= −0.212, p<0.01; surfing the internet: Rho=-0.219, p<0.01; and going to an event: Rho= −0.137, p<0.05. Moderate negative correlation was calculated between age and sporting activities: Rho= −0.316, p<0.01. Weak negative correlation was calculated between the degree of education and watching television: Rho=−0.173, p<0.01; sleeping/resting: Rho=−0.138, p<0.05. Weak negative correlation was also calculated between the income and game playing Rho=−0.192, p<0.01 (Table 4). The older the respondents, the less likely they are to go out and socialize, surf the internet, or engage in sports. Also, the more educated the respondents, the less likely they are to watch television, sleep or rest during their leisure time.

Table 4. Correlation matrix between leisure activities, age, education and income (N=223)

Activities	Age	Education	Income
going out with family/friends	−0.212[**]	0.041	0.013
socializing with family/friends at home	−0.124	0.085	−0.040
watching television	0.043	−0.173[**]	0.074
listening to radio	0.058	0.009	0.071
reading books	−0.006	0.043	−0.083
learning something new (at home or at a course)	−0.128	0.131	−0.082
surfing the internet	−0.219[**]	0.016	−0.007
going to an event (museum, theatre, cinema, concert, etc.)	−0.137[*]	0.017	−0.100
outing	0.005	0.002	−0.024
engaging in sports	−0.316[**]	0.129	−0.044
playing video or board games	−0.071	−0.068	−0.192[**]
practicing a hobby	−0.055	−0.030	−0.066
sleeping/resting	−0.039	−0.138[*]	−0.028

** $p < 0,01$; *$p < 0.05$

One-factor analysis of variance explored the influence that employment status has on leisure activities. The results showed statistically significant difference between the pensioners and other groups from the employment status category (students, employed persons and unemployed persons) with regard to learning something new during leisure time: $F_{(3.219)} = 5.763$, $p = 0.001 < 0.01$; surfing the internet $F_{(3.219)} = 6.076$, $p = 0.001 < 0.01$; going to an event $F_{(3.219)} = 7.369$, $p = 0.000 < 0.01$; engaging in sports $F_{(3.219)} = 6.000$, $p = 0.001 < 0.01$. Pensioners have the lowest values, which indicate that they are less inclined than other groups to choose the aforementioned activities.

Seven additional questions were presented in order to get a clearer picture what cultural activities museum visitors choose. The questions pertained to visits to cultural institutions or events (Table 5). We can observe that the majority of respondents like going to the theatre, a concert or event, visiting a cultural monument, or going to the cinema.

Table 5. Respondents' choice of cultural activity to engage in during leisure time — Mean and Standard Deviation

Activities	Mean	SD
going to the theatre	4.11	1.135
going to a concert	4.03	1.113
going to an event (film, literary, dance, music)	3.80	1.139
visiting cultural monuments	3.77	1.126
going to the cinema	3.76	1.278
museum visit	3.41	1.166
gallery visit	3.19	1.219

The Table 5 shows that museum and gallery visits are least favorite choices of the respondents. In order to elaborate this, the respondents were offered 12 questions on what would make them visit Vojvodina museums more often. The questions were partially derived from previous research (National Statistics Publication for Scotland, 2009) and included diversity of offers and services, and technical characteristics of the museum offer.

Table 6. Motivational factors that influence more frequent museum visits − Mean and Standard Deviation

Items	Mean	SD
exhibit that interests me	4.57	0.686
more information about events in museums/galleries	4.05	0.941
special events, workshops, dialogues	3.65	1.238
larger number of museums and galleries	3.47	1.301
more leisure time	3.24	1.357
longer opening hours	3.00	1.346
more child-oriented activities	2.85	1.501
better services (coffee shops, toilets, parking lots)	2.82	1.350
easier access to the building (access ramps)	2.53	1.321
cheaper tickets	2.42	1.309
better transport connections	2.36	1.240
to have someone to go with	2.22	1.369

The Table 6 shows that the majority of respondents would visit museums more often if the offer was more diverse (exhibits they are interested in, special events, larger number of museums) and if they had more information about current museum events. These are followed by how well the museums are equipped and how good the quality of service is. The results confirm that there is interest in visiting museums, but neither program nor marketing are adjusted to the needs of the visitors.

T-test results showed statistically significant difference between men and women only with regard to certain special events and workshops t=−2.180; p<0.05. As regards other items, men would be more inclined to visit a museum if they had more leisure time, if museums had more diverse additional services, and if access to the building was easier; whereas women would be more inclined to visit a museum if there were more special events, workshops, exhibits that interest them, more child-oriented activities, and if tickets were cheaper (Table 7).

Table 7. T-test results

Factors that influence more frequent museum visits	Male (Mean)	Female (Mean)	t	p
more leisure time	3.31	3.21	0.528	0.598
exhibit that interest me	4.47	4.63	−1.596	0.112
more information on events in museums/galleries	3.91	4.12	−1.625	0.106
more child-oriented activities	2.65	2.96	−1.450	0.149
better transport connections	2.31	2.39	−0.490	0.625
cheaper tickets	2.33	2.47	−0.737	0.462
special events, workshops, dialogues	3.41	3.79	−2.180	0.030
longer opening hours	2.99	3.01	−0.104	0.917
better services (coffee shops, toilets, parking lots)	2.85	2.81	0.207	0.837
easier access to the building (access ramps)	2.69	2.44	1.355	0.177
larger number of museums and galleries	3.45	3.48	−0.186	0.853
to have someone to go with	2.19	2.23	−0.219	0.827

The correlation between the motivation for more frequent museum visits and respondents' age and degree of education was studied using the Spearman's correlation coefficient. Weak negative correlation was calculated between the age of respondents and exhibits that interest them: Rho=−0.163, $p<0.05$; and between the age of respondents and more child-oriented activities: Rho=−0.132, $p<0.05$. Weak negative correlation was also calculated between the degree of education and ticket price: Rho=−0.209, $p<0.01$; and monthly income and ticket price: Rho=−0.216, $p<0.01$ (Table 8).

Table 8. Correlation matrix between the factors that influence more frequent museum visits and age, education, and income (N=223)

Factors that influence more frequent museum visits	Age	Education	Income
more leisure time	-0.113	0.048	0.102
exhibit that interest me	-0.163[*]	0.067	0.069
more information on events in museums/galleries	-0.016	0.053	0.013
more child-oriented activities	0.132[*]	-0.086	0.079
better transport connections	-0.008	-0.022	-0.073
cheaper tickets	0.056	-0.209[**]	-0.216[**]
special events, workshops, dialogues	0.000	0.062	-0.072
longer opening hours	0.055	0.071	0.077
better services (coffee shops, toilets, parking lots)	0.034	0.089	0.104
easier access to the building (access ramps)	0.112	0.002	0.018
larger number of museums and galleries	-0.104	0.066	-0.066
to have someone to go with	-0.083	-0.055	-0.185[**]

** $p<0,01$; * $p<0.05$

Statistically significant difference was found between pensioners, students, and employed persons and the item that they would be more inclined to visit a museum if they had more leisure time: $F_{(3.219)}=3.308$, $p=0.021<0.05$; pensioners recorded the lowest values, i.e. leisure time was not a significant

factor to them, which is not the case with students and employed persons. Furthermore, a difference was observed between pensioners and students with regard to the existence of a larger number of museums and galleries: $F(3.219)=3.527$, $p=0.016<0.05$, i.e. this is more important to students than to pensioners.

A 14-item scale was used to study motivational factors for visiting museums (Cronbach's $\alpha=0.874$). This scale was derived from the original scale used in previous studies (Manfredo, Driver, & Tarrant, 1996; England, 2003). The value of Kaiser-Meyer-Olkin (KMO) indicator was 0.878, which exceeds the recommended value of 0.6 (Kaiser, 1970; 1974), whereas Bartlett's test of sphericity (Bartlett, 1954) reached statistical significance, which indicates the factorability of the correlation matrix.

Factor analysis showed that there are 3 domains: Factor 1 ⸺ desire to discover new things, experience something extraordinary, learn and self-improve; Factor 2 ⸺ desire to relax, pass the time, escape the daily routine, etc.; Factor 3 ⸺ desire to spend more time with friends and family, and build closer ties with others. As proposed in previous research (England, 2003) domains are named: Explore & Education (Factor 1), Rest & Relaxation (Factor 2) and Friends & Family (Factor 3)(Table 9).

Table 9. Factor analysis of the motivational factors for visiting museums ⸺ results

Motivational factors for visiting museums	Factor		
	1	2	3
to spend quality time with my family			0.935
to spend quality time with my friends			0.663
to get closer to my family			0.635
to experience and see new and different things	0.545		
to explore	0.554		
to better understand and appreciate the history of the region	0.559		
to improve my knowledge	0.881		
to learn something new	0.892		
to educate myself	0.785		
to do something good for my own intellectual development	0.730		
to relax		0.496	
to reduce the feeling of having too much work		0.614	
to pass the time		0.802	
to escape everyday routine		0.748	
Eigenevalue	4.779	1.950	1.358
Cronbach α	0.832	0.883	0.800
Percentage of variance explained	34.132	13.930	9.699
Cumulative variance explained	34.132	48.062	57.761

The Table 10 indicates that visitors are inclined to visit museums primarily to improve their knowledge and discover or experience something new (M=4.2793), or spend time with family and friends (M=2.7758). The fact that Rest & Relaxation factor has the lowest mean (M=2.6872) indicates that visitors do not regard museums as places for relaxation, but primarily as places with educational and research purposes. This result can also be explained by the traditional image that the museums in Serbia have due to their sole focus on the educational aspect.

Table 10. Motivational factors for visiting museums (N=223)

Factors	Mean	Std. Deviation
Friends & Family	2.7758	1.12864
Education & Exploration	4.2793	0.69415
Rest & Relaxation	2.6872	1.01840

Pearson's correlation was used to present the correlation between the choice of leisure activity and the motivation to visit museums. Table 11 shows a statistically significant correlation between Friends & Family factor and the decision to spend leisure time with family (at home or elsewhere), or learn something new, listen to the radio, go to an event or an outing, engage in sports or a hobby. These activities are mostly social activities, and the correlation is logical. On the other hand, activities such as watching television, reading books, surfing the internet, playing games, and sleeping/resting do not show statistically significant correlation, which is also logical, since these activities do not necessarily require the presence of other people.

Table 11. Correlation matrix between leisure activities and motivational factors for visiting museums

Variables	Friends & Family	Exploration & Education	Rest & Relaxation
going out with family	0.343**	0.253**	0.101
staying at home with family	0.279**	0.258**	0.118
watching television	0.082	0.090	0.163*
listening to radio	0.270**	0.221**	0.203**
reading books	0.078	0.232**	−0.004
learning something new	0.271**	0.379**	0.138*
surfing the internet	-0.001	0.256**	0.073
going to an event	0.330**	0.517**	0.089
outing	0.245**	0.266**	0.190**
engaging in sports	0.216**	0.283**	0.048
playing games	0.096	0.209**	0.123
taking up a hobby	0.272**	0.294**	0.184**
sleeping/resting	0.021	0.083	0.217**

** p<0,01; *p<0,05

A significant correlation between the choice of leisure activity and the motivation to visit museums was found with regard to Explore & Education factor. The correlation was found for each leisure activity except watching television and sleeping/resting. This result can be explained by the fact that this factor is defined not only by the desire to learn something new and improve knowledge (which includes activities such as reading books, learning something new, surfing the internet), but also by the experience of something interesting and extraordinary (which includes activities such as socializing with friends, engaging in sports or a hobby, etc.)

There is a significant correlation between the Rest & Relaxation factor and watching television and learning something new, as well as listening to radio, outing, taking up a hobby, and sleeping/resting. The Rest & Relaxation factor is described as a desire to rest, relax, pass the time, and escape the everyday routine, all of which applies to the aforementioned activities.

Conclusion

The results of this paper have shown that visitors of Vojvodina museums gladly engage in activities that have a strong social component, but are also interested in self-improvement by learning something new. With regard to cultural activities, other activities take precedence over museum or gallery visits. The sample from this study included citizens of Serbia, who are either local residents visiting museums in their hometowns, or domestic tourists who visit museums. The results of the previous studies of museum visits in Serbia show the same trend, meaning that museum visits are rare and take a back seat to other activities (Mrdja, 2011b). This situation can be attributed to the current state of museum offer in this region. Vojvodina museums have a rich cultural heritage, but it is presented in a traditional way and without any means of audio-visual presentation. Permanent exhibits rarely change and promotion is poor. This goes to explain why even those who visit museums rarely visit them, and often opt for a more dynamic experience, such as theatre, concert or some other event. The fact that the respondents would visit museums more often if the offer was more diverse (exhibits that interest them, special events, larger number of museums) and if they had more information about museum events may indicate directions for improving museum offer.

The paper has shown that when choosing leisure activity socialization is the most important factor, closely followed by education. The order is reverse for the motivation to visit museums. This goes to prove that Vojvodina museums

could improve their offer and attract visitors if they added activities that would include interaction between the visitors.

The respondents would be more inclined to visit museums if there were more exhibits that interest them, more information about museum events, larger number of special events, workshops, and if they had more leisure time. There is a slight difference between sexes in relation to how we spend leisure time and what our motivations are for visiting museums. It has been shown that men more often choose to engage in a hobby, while women more often choose activities such as going out and socializing with friends/family, reading books, and learning something new. Women would be more inclined to visit museums if there were more specialized events and workshops, which confirms the fact that such events influence the visitors (Plaza, 2008). With regard to the age of respondents, the older the respondents, the less likely they are to choose an event or socialize with family outside their home, surf the internet, or engage in sports. Furthermore, leisure time is not a factor for pensioners but is for students and employed persons. Also, diverse offer in terms of larger number of galleries and museums is more important to students.

The results of this paper indicate significant correlation between the motivation to visit museums and the chosen leisure activity – the respondents for whom socialization is an important factor for leisure activities regarded the Friends & Family factor as important for visiting museums. The same applies to other two factors. This indicates that museum visits are part of respondents' leisure time, and that the decision to visit a museum will depend on a person's decision how to use their leisure time, and what needs they intend to fulfill. If museum offer satisfies those needs, museums will become an integral part of leisure time. Accordingly, leisure time should be a vitally important segment of any study conducting while planning museum offer.

In addition, comprehensive studies into the habits and inclinations of museum visitors in Vojvodina are the key segment for further development of museum offer. Respondents' attitude on everyday life and preferences can be used to draw conclusions of significance for creating more effective exhibits and programs, attracting visitors, and improving museums as institutions.

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