



Visitor Survey Reading list

<http://www.visitors.org.uk/>

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LOOMIS, Ross J. (1987), *Museum Visitor Evaluation: New Tool for Management*, American Association for State and Local History, Nashville.

National Endowment for the Arts (1985), "Surveying your Arts Audience", National Endowment for the Arts, Research Division, Washington, D.C.

PÉREZ SANTOS, Eloísa (2000), *Estudio de visitantes en museos. Metodología y aplicaciones*, Ediciones Trea, Gijón.

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TAYLOR, Samuel (1991), *Try it! Improving Exhibits through Formative Evaluation*, New York Hall of Science, Nova York.