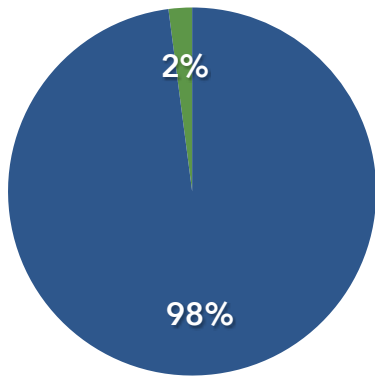


How important it was to have a guide during your visit to sites and museums?



- very important
- important
- indifferent
- it was not very important
- it was not important at all

Result of the monitoring questionnaire of the AAA Naples project. AAA is a project aimed at creating awareness on the cultural heritage in some strategic professional categories such as local policemen, taxi drivers.

**Mario, taxi driver:** "visiting a museum with a guide was a completely new experience. The guides allowed really entering the history of the objects and understand what we were visiting"



### WHO EXPLAINS MUSEUMS TO THEIR VISITORS?

In Italy the situation of the guided tours inside museums and archaeological sites is extremely various from site to site and the requirements for becoming a tour guide change constantly, often not even a degree is necessary, whereas, very often in public museums rely on external organizations for their guides. Shall we put some order for such a strategic professional role for the communication of cultural heritage?



Clifford Geertz: Culture is something we tell ourselves about ourselves. Culture is "an historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by means of which men communicate, perpetuate, and develop their knowledge about and their attitudes toward life" (Geertz, 1973). **Who is telling the story to the visitors?**