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## Visitors' emotions, touristic or spiritual experiences in historic churches: The development of Church Experience Scale (CES)

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### Abstract

In this paper we describe the development of the Church Experience Scale (CES) that allows us to measure visitor experience in historic churches, both with and without multimedia guides and other technologies. This study was carried out with 272 respondents at three historic churches in York, UK. Respondents for this study were visitors to these churches who were asked to complete a questionnaire immediately after their visit. A full psychometric scale development procedure was used which resulted in the Church Experience Scale (CES) which has five components: Enjoyment, Intellectual Stimulation and Curiosity; Emotional and Spiritual Experience; Immersion; Information Overload; and Knowledge and Learning. The usefulness of the scale in investigating visitors' experiences in historic churches is explored. An initial comparison between inactive and an active historic church were compared using CES.

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### 1. Introduction

The recent enormous development of digital technologies, particularly mobile technologies, has had a tremendous impact on our daily activities. Such technologies have shaped our ways of managing our daily routines, our communication, or our ways of socializing with other people. This interaction and communication between people and technology, or between groups of people with technology, are not limited to workplaces or the home but also includes 'cultural spaces'. The term cultural spaces refer to public spaces of cultural and historic interest such as museums, historic churches, art galleries, historic houses and archaeological sites. Mobile technology is being used more and more frequently in museums and other cultural spaces. For example, the use of technologies in museums [1] or the use of mobile guides for navigating and experiencing a museum [2], the use of ICT for older adults, mainly the over 60s [3] and many more.

To understand the impact of technologies on the visitor experience of cultural spaces, we need not only evaluate the user experience with the technology, but also to understand the effect of the technology on the visitor experience of the cultural space. To assist in this enterprise, we have developed a Multimedia Guide Scale (MMGS) to provide a simple measure of the usability of audio and multimedia guides in cultural spaces [4, 5] and a Museum Experience

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