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The function of DMO in terms of the Czech environment: A case study of Prague

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Introduction

With the growing importance of tourism, it is necessary to coordinate activities undertaken by the stakeholders in a tourist destination. The effective cooperation among stakeholders can increase visitor satisfaction and consequent destination competitiveness. Destination management organization (DMO) should play a significant role in coordinating activities, initiating cooperation and enhancing the value creation process. Therefore, it is a mission of DMOs, to promote cooperative behaviour, which would contribute to the creation of a complex tourism product and thus, to higher competitiveness on tourism market (Gajdošík, 2015). It indicates that the cooperation is necessary for offering a comprehensive experience to consumers.

However, the perception of DMO’s position and image in destination may vary according to its authority, professionalism, and political environment. The acceptance of DMO is likewise essential for successful performance. In developed tourist destinations, these organizations were formed spontaneously which could encourage more intensive and effective cooperation (Holešinská, 2013). In comparison to these destinations, where the cooperation was continuously developing and was transformed thanks to the strong consolidation, destination management in the Czech Republic does not have a long tradition. Above that, the establishment of DMOs was not based on the market mechanism as in Alpine regions (Pechlaner & Tschurtschenthaler, 2003). Because of their nature and dependency on subsidies, DMOs cannot reflect the needs of their stakeholders. Therefore, the intensity of cooperation is not at the same level as in developed tourist regions. Consequently, the aim of this paper is to help readers better understand the problems of cooperative destination management under Czech conditions.

Methodology

To provide deeper insight into the current situation, a case study of Prague, the capital of the Czech Republic and one of the most popular tourist destinations, is used. The main objective of this case study is to assess the cooperation between DMO, public sector and entrepreneurs providing tourism services, especially from the quantitative point of view with the help of network analysis. In order to determine the cooperative relations and the role of DMO, structured questionnaires, as well as secondary sources of information (e.g. destination brochures and websites of tourism stakeholders), were employed. The structured questionnaires were sent by e-mail to 194 stakeholders in March 2017. After the response deadline, these stakeholders were also asked to fill in the questionnaire by phone. The final sample size was 34 stakeholders (a 17.5% response rate). Although the findings cannot be generalized, they do present a picture of a current situation in the Czech destination management.

As far as the methodology is concerned, the research applied the knowledge of the network theory (e.g. Beritelli, Bieger, & Laesser, 2007; Beritelli, 2011). This theory deepens the understanding and perception of partnership. The questionnaires focused primarily on the evaluation and initiation of cooperation in general. Secondly, the specific experience of the stakeholders in the field of cooperation, the nature of relationships and the level of mutual
trust were surveyed. The last part of the questionnaires included the identification of the most important partners, the object of their cooperation and benefits arising from it.

Results

In order to assess the level of cooperation, the key stakeholders acting in the historical centre of Prague were identified and characteristics of interactions between stakeholders from the public and private sector were revealed. As expected, the weak degree of cooperation was observed.

A partnership with other stakeholders is established especially in the case of necessity arising from the nature of the provided services. It means that the more frequent cooperation is typical for information centres, travel agencies and tourist guides. More intensive is also cooperation between representatives of the public sector. However, the number of non-cooperative stakeholders is much higher. It is mainly due to the structure of services, where most of them are realized by private entrepreneurs, who act independently and compete with each other.

Prague City Tourism (DMO) which is an allowance organization established and funded by the City of Prague is limited with respect to public financial resources. For this reason, DMO cannot be engaged in activities which are necessary for destination competitiveness and typical for organizations in Alpine regions (e.g. deeper cooperation with the private sector). It cannot thus represent the interest of stakeholders and coordinate some activities properly. DMO’s ability to coordinate these stakeholders is, however, crucial for performing the destination management role (Presenza, Sheehan & Ritchie, 2005).

Many stakeholders in Prague have no idea about activities of Prague City Tourism and do not understand the role of the DMO due to the fact the organization does not provide activities to individual entrepreneurs. In this case, it is more problematic for DMO to build relationships with various stakeholders and build up a good “corporate identity” (see Presenza, Sheehan & Ritchie, 2005). Based on a questionnaire, there was found no partnership between private sector and Prague City Tourism.

To evaluate cooperation and DMO position in the destination in great detail, the network analysis will be further applied. It is an adequate tool for visualization of cooperative behaviour and evaluation of quantitative network characteristics.

Conclusion

The weak degree of cooperation may be caused by lack of confidence and prioritizing own financial gain over the visitors’ experience. Additionally, lack of interest in cooperation with DMO from the private sector perspective may be related to the mismatch between the market needs of private sector and actually implemented DMO activities (Holešínská & Bobková, 2015). To improve this situation, the structural changes are unavoidable. One option is to adapt the organizational structure and support the so-called strategic business areas (Bieger, Beritelli & Laesser, 2011). A new organizational structure in the destination should reflect the principles of cooperation, coordination, and communication and support building strategic networks.
References


Sciabicoti, the community of practice of fishermen in Brindisi meets tourists

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Introduction

Over the last ten years, the Salento area in the south of Italy, has become an appealing destination for both domestic and international tourism. Travellers are fond of its sandy beaches and tasty food. Nevertheless, according to emerging trends, tourists increasingly look for new experiences which may turn their trip into a unique journey. Here visitors enjoy the traditional dance named “Pizzica” in events like “La notte della Taranta” or “La danza delle spade” which characterize the Salento Summer.

The port city of Brindisi is inscribed in this context, but despite its glory in the Roman period, it has not been involved in this increasing flow of tourism. Considering Brindisi is going through an economic and political crisis, the city aspires to pursue the touristic wave as the rest of the Salento area. This attempt may be achieved only by providing a genuine tourist offer based on authentic features, such as the heritage of a resilient community, the Sciabicoti, that has always been living in the port area, where the practice of fishing has been handed on from fathers to sons.

The purpose of this paper is to consider an innovative tourist offer based on the strong cultural identity of an ancient local community of fishermen, which represents the milestone of the city history.

“The community of practices” of Sciabicoti

Sciabicoti, used to live in Le Sciabiche, a Medieval origin neighbourhood located in the heart of the port of Brindisi, wich takes its name from the fishing net (sciabica) used by its inhabitants. During the Fascist period, this entire neighbourhood was considered a shame to the whole city due to its poor hygienic conditions. Furthermore, this area did not comply with the aesthetic vision of the Fascist regime towards its political representation. Therefore, Le Sciabiche have progressively been demolished between the 1930’s and 1950’s to allow the building of a huge Fascist monument along with a housing complex. Subsequently, the Sciabicoti have been relocated to the peripheral side of the port, in a purposely built area named Il Villaggio dei Pescatori.

The first step of this research has been to retrace the historical events that affected the port area from medieval age till the current times. Afterwards, thanks to a two years fieldwork in Il Villaggio dei Pescatori, the history of the Sciabicoti community has been approached from an anthropological perspective. The purpose of this second step was to get acquainted with the fishermen, both oldest and the youngest ones so as to analyze the effects of the delocalization on the Sciabicoti, and how their neighborly relations evolved.

The community of Sciabicoti is identified by features connected to its working and social background, that distinguish the community itself from the rest of Brindisi citizenry. Such a set of factors is an exclusive heritage which derives from having developed a common activity for a long time. This exclusivity of networking correlates the community of Sciabicoti with the concept of “community of practice”.

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Indeed, the relationship among fishermen relies on a shared knowledge, and this represents the core of the interaction among themselves.

This could be easily tracked down with the transmission of the know-how from fathers and mothers to sons, in regard of fishing and mending nets, respectively. Those are just two examples of transmission of practices. The internalization of practices is not limited to job activities, but also involves the relationships among individuals who share a common history and identity. The concept of “practices” should not be considered antithetical to the concept of “theory”, but it is consubstantial, because every practical action is triggered by a theoretical thought, even though it is not evident or expressed.

The community of Sciabicoti of the 1950’s that lived in the Sciabiche neighbourhood, had different traits compared with the community that now lives in the Villaggio dei Pescatori.

Over the years, indeed, the community, has imagined new ways to compensate its imbalance: new modes of worship replaced the loss of the historical rituals connected with St. Andrea; new ways of fishing were borrowed from the cities nearby as consequence of the top-down prohibition to use the Sciabica net. The community itself conceded that the fishing decoupled from the rules that other fishermen are subjected to. This is the case of the third generation (sons and grandchildren) of fishermen who practices fishing, risking huge fines due to the denial of the Autorità Portuale to release them appropriate authorizations. The whole community is well aware of this phenomenon, and allows it, given that it shares the reasons of the youngest fishermen.

As consequence of the depletion of the sea resources, the Autorità Portuale provides economic incentives to let fishermen scrap their boats: the number of fishermen steadily decreases and the community itself struggles to survive.

**A new tourist offer**

This research is meant to propose to the Sciabicoti new targets to pursue in terms of economic conversion, riding the positive tourist trend affecting the Salento area. In this process it is essential that the new activities are planned and organized by the fishermen themselves, following an “emic” approach. The risk, otherwise, would be to drive a change that does not come from the community itself, and as result it would turn out into a failure. In this respect, it must be avoided the “productivist and mercantilist” approach, where communities with strong identity are pushed to sell their authenticity and their memories as tourist products. It would mean the reproduction of past events that have nothing to do with the present reality, as for example some re-enactments of the fishing with the Sciabica net, that transform the community in object of curiosity for the tourists.

It has to be taken into account that we are dealing with Immaterial Heritages, so we do not have any interest to preserve them in a static way, but rather to register their changes and evolutions. It would be appropriate to involve the Sciabicoti in the process of conceiving a tourist offer where they offer fishing tourism activities, like involving visitors in mending nets, and preparing typical fish. Fishermen would not provide a trivial tourist package, but they would liaise with travellers as a community of practices, engaged in a continuous negotiation of meaning. This process, moreover, would be valuable for the Village inhabitants, contributing to strengthen their sense of community, and promoting a mutual cultural exchange by dealing with travellers. It is important that the fishermen themselves are the main actors of this operation, since the main economic impact should relapse on the whole community, and not on external agents. Local communities, often, in the “productivist-mercantilist” approach, are intended as a product, exploited as an attractive factor, without benefiting from eventual incomes.
**Potential tourist target**

Although it is not yet one of the favourite tourist destination, Brindisi is a crucial hub thanks to its international airport and port that in the last three years the port has intercepted the cruise liners. Furthermore, since the route tourism is increasingly gaining ground, as in the rest of Europe, Brindisi may play a key role in this field as it is the last stop of Via Appia, the ancient road that connected Rome to the South of Italy.

Therefore, there emerges two main antithetic forms of tourism: the cruise one, extremely fast and shallow; and the route one, slower and thoughtful. Both of them embody a catchment area for a new tourist proposal.

In the first case, the cruise passengers seeking for unusual experience, would have the opportunity to share moments of the Sciabicoti’s day life: fishing in a traditional way, exploring the port area with its massive castles, and finally eating the fruits of their labour. Despite the fast consumption, it must be stressed that it would not make sense give tourist a folkloristic pantomime reduced to a precise pre-modernity moment, selling the illusion to live a genuine event. In any case the local people should be the main leads of this project, supported or not by the cruise companies.

In the second case, we can imagine a more complex cultural tourist offer: along the Sciabiche side, it can be built an historical path, using new technologies (Qr code and apps), which narrate stories of fishermen neighbourhood of the first half of the XX century. On the Villaggio dei Pescatori side, opposite to the Sciabiche one, the traveller would interact with both the old and new generation of fishermen, experiencing oneself the reality of this community of practices. Hosted in their houses, the outsider would assist to fishing activities, mending nets and sorting the different species of fishes. The tourist would be involved in the core of the neighbourhood life, learning fishermen nicknames, and engaged in the religious events organization.

**Conclusions**

Although its presence in the port dates back to the medieval ages, the local community of Sciabicoti in Brindisi is doomed to disappear, due to the scarcity of fish and the difficulty to obtain new fishing licenses. Tourism could be an opportunity to reconver the economy of this social group so long as the change comes from the community itself following an emic approach.

The whole city is urged to take advantage from the incoming tourist flow of Salento and try to turn itself from transit area into appealing destination. The community should develop an integrate offer based on the ultimate touristic trends that involve three main keywords: culture, tradition and experience. This tourist services should be calibrated and diversified on the incoming visitors that Brindisi may intercept so far (cruise and route tourism). Nevertheless, it is vital to study and foresee new scenarios where emerging in a competitive tourist destination market.
According to Lapa (2002 in Alpoim, 2010), the publication in Portugal of the first diploma that autonomously regulated the exploitation of mineral-medicinal waters dates from 30 September 1892. Since then, only some changes have been made without significant relevance in the Law system. The exploration of mineral waters is considered as the exploitation of a public service where health spa predominates and not playful thermalism, because the law does not yet facilitate the award of concession licenses that encourage tourism or the mere enjoyment of waters.

Health, spa’s, hydrotherapy, tourism, welfare and economic interests become deeply intertwined components. Several situations call for new social restructuring forms and styles of life, but also cover other environments and cultures capable to provide access to more time and leisure, which is reflected by behaviour changes and appellative alternative medicines. It is in these situations that the phenomena of Hydrotherapy/SPA’s and tourism, coming from times of yore, with its entire range of activities, have achieved great strength, also appearing as an answer to these well-being matters (Leandro, E. et al, 2014).

In 2014, almost half of the customers who have chosen to use the, were aged between 36 and 65 years (25,300/p) and 29% between 16 and 35 years (15,200/p).

This type associated with new dilemmas, which affect individuals in nowadays societies, always in search of more welfare, when human aspirations have no boundaries, diseases assume facets that are not always easy to identify (Carvalho, A. et al). This increasing development has a great importance at social level. The Portuguese Spa demand has been growing.

The impact of this kind of development in social culture. This research aims to analyse - How this impact call for new social restructuring forms and styles of life, but also cover other environments and cultures capable to provide access to more time and leisure.

The Thermalism and Welfare way achieved in 2014- 56% representation (13% in 2004). Nevertheless it tends to grow more and more. The welfare is the first reason for the customers loyalty. With 51,900 costumers this segment reported an advance compared to the year 2013, 8.3% (+4.0 thousand). Compared to 2013 with 41,500 customers users (44%) classic Hydrotherapy decreased the recent years.(-10.6% less 4,900 customers). The income from those two segments of hydrotherapy (classic and welfare) reached 11.7 million euros, which resulted in a decrease of 10.6%, equivalent to less 1.4 million euros, in 2013. (Turismo Portugal, 2015).

The Termalistur was created by public deed on January 8, 2004. Considering the increasing diversity in functions in local authorities, the Municipality of S. Pedro do Sul understood that the best option would be the sustained development of the São Pedro do Termas (1,739,043.27 €) is totally owned by the Municipality of S. Pedro do Sul, with an interest in further developing the management of thermal spas and Thermal activity, acquiring more flexible control and management, while at the same time seeking more efficiency. After going through the various stages of its constitution, it began its activity on March 15, 2004, seeking maximum effectiveness and efficiency in the management of Thermal Spas.
Termalistur’s strategy points to three main market segments; Health Tourism consists of carrying out specific treatments for curing the disease, which accounts for about 20% of the total health market; General Welfare seeking balance and mental, emotional, physical and spiritual harmony, which accounts for 60% of the total health and wellness market; Specific Wellness is based on the search for physical and psychological well-being through specific treatments, and represents about 20% in the health and wellness market. The strategic plan for the cultural valuation of the thermal baths, makes a preliminary approach to the characterization of the available supply and its potential as a singular tourist product with international potential capable of designing the operation of thermal spas and units Hotels.

It should be noted that this kind of tourism has been increasing, and also increasing demand, which contributed to improved incoming results for tourism sector. Our proposal was achieved and the data provided were important. Recently acquired by the Municipality, the Spa of Caldas de Aregos reopened to the public from the 1 of June of 2009, offering several treatments. The acquisition of the total capital of the Municipality of Resende, and consequent transformation of the company into a Municipal Company, during the year 2009, more concretely at the end of the 1st quarter, requires that it be accountable, since that date .

Each year, and within the scope of its powers, in accordance with the law and the Bylaws of the Company, the Board of Directors hereby presents the Management Report and Appreciation and approval of the Resende Municipal Council.

The Águas das Caldas de Aregos, EM, SA Company has as its mission the promotion of local and regional development, specifically in the exploration and management of thermal equipment and associated activities.

The research considered the huge literature on thermal springs and existing spas. But none mentions an effective, rapid and effective integration between the administrative project and the operational planning in the management of this equipment. Several visits were made to the two sites and we have found it to be a recurring problem. Thus the method chosen for the research was the case study, being of the descriptive and exploratory type.

Data were obtained inside two SPA’s that belongs to public administration (town hall), as public services (Caldas de Aregos and S. Pedro do Sul) and also from the profound review of literature. It is an important bridge between quantitative and qualitative research methods. We also used an exploratory data analysis. An exploratory analysis is used to find ideas for a theory, but not to test that theory as well.

According to the National Strategic Plan for Tourism, Revision and Objectives 2013-2015 (MEI (2013), in national terms it is in the central region of Portugal that most of the thermal units exist in the country, a region with a high potential for The development of the spa market segment (whether associated to the therapeutic / health component or to the welfare component), depending on the benefits of the climatic and mineral characteristics of the hydrological resources associated with the thermal waters. Of the adopted strategy includes the development of 4 strategic axes:

- EE1 - Sustainable development of the tourist territory,
- EE2 - Differentiation and Innovation of Products and Services,
- EE3 - Dynamization of Agents and Markets,
- EE4 - Streamlining, Rationalization and Financial Empowerment.

In Health Tourism supported by the thermal demand, there is a need to requalify surrounding areas, develop specialized services, create contents for availability in internal and external channels and reposition the thermal product in the market.

- At Wellness level (spa and thalassotherapy), there is a need to develop contents for their availability in specific channels, as well as bet on the diversity of spa and thalassotherapy experiences.
In the field of Medical Tourism, there is a need to make a global diagnosis of the articulation between medical and tourism services, as well as to analyse the national competitive situation and define the business model that best enhances tourism services.

According to Alpoim (2010), in terms of total sustainability, the recent evolution of many spa resorts tends to combine resources with varied and more modern offerings. It should be noted that thermal tourism makes it possible to occupy an important hotel capacity in the interior of the country, but despite some recent recovery works, it is still far from achieving, in general, the quality standards that an increasingly demanding demand expects to find.

This study was based on the management reports of the two thermal equipments - S. Pedro do Sul and Caldas de Aregos, belonging to the local public administration, municipal chambers and operated by municipal companies.

When questioned about whether they visit the region of the Spa of São Pedro do Sul for the first time, or if it is a repeated visit, it was verified that 77.5% of the visitors had already visited or state in the region, and only 21.0% They visited it for the first time. Of the visitors who had been to the Spa of São Pedro do Sul, more than 1/3 visited the territory regularly for more than a decade and more than ¼ of the visitors (26.6%) regularly visit the destination between five and ten years. For 72.5% of the respondents, the main motivation to visit the Spa of São Pedro do Sul is directly associated with the accomplishment of the 'thermal treatments', and 58.4% of the respondents indicated that they visited the region for reasons of 'rest' And 40.1% for health reasons. It should be noted that for those who visited the region for the first time, the main reasons for the visit were related to 'thermal treatments' (56.4% of the respondents), followed by 'wellness' for 38.2% of the The 'health' and 'rest' were reasons indicated by 25.5% of the respondents. As for the visitors for whom this was not the first time they visited the region, the main reasons for visiting were related to 'thermal treatments' (76.8%), 'rest' (58.1%) and 'Health' (43.8%).

This is followed by 'nature' and 'well-being' as the main reasons pointed out by 30.0% and 24.6% of the respondents. The services used by the respondents associated with the dimension of wellness, namely 'massages' and 'aesthetic treatments', corresponded to 26.0% and 7.4%, respectively.

The main reason given by the respondents for choosing the Termas de São Pedro do Sul is the 'quality of the thermal waters' (41.2%), followed by 'referrals from family and friends' (29.8 %) And the 'doctor's suggestion' (28.6%). According to the preferences indicated by the visitors, it results in the recognition of the quality of the thermal waters of the resort of São Pedro do Sul, the scientific recognition through medical prescription and the recognition of family and friends, which also validates that for 27.1 % Of respondents the reason for choosing is derived from loyalty to the destination (I usually come regularly).

There is no specific data about the Caldas de Aregos Thermal Baths. We can only find some references online on pages associated with travel promoters. Most claim that the treatments are excellent, even being a hidden pearl.

We only get data in the management reports, which refer us to accounting and financial information. Based on this report the thermal activity is divided into two segments:
- classic thermalism - thermic activites with therapeutic ocitives, materialized in treatment programs lasting from 7 to 14 days;
- wellness spa - thermal treatments and services provided with an occasional and leisurely perspective.

There was a significant increase in thermalism, Wellness segment of 16% (from 3929 to 4559), with a turnover of € 48,904.02. In classic thermalism, which represents 76% of
turnover, there was a recovery of 11% (from 520 to 577), with a turnover of € 160,329.18. These variations have a consequence in the volume of business, maintaining the ratios of billing per customer. This year 24,758 treatments were registered in both the well-being (3,291) and the classic (21,467) segment. A positive net result for the financial year 2015 was 4,910.74, complying with the requirements set forth in article 62 of Law 50/2012 of August 31, which approved the Legal Framework for Local Business Activity (RJAEEL). The Company entered into a program contract with the Municipality of Resende, and it was assigned a set of responsibilities and competences in the management of equipment and development of tourism activities.

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The development of an oenological route of Malaga from the demand-side

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Introduction

The 1st UNWTO Global Conference on Wine Tourism in Georgia has allowed us to observe the high level of interest in this important sector as it is a fundamental pillar on which the necessary diversification of many tourist destinations can be sustained (OMT, 8/23/2016).

In Europe, wine tourism is favoured by RECEVIN. It is an entity that promotes the European Network of Wine Cities. The accreditation of European wine routes will be carry out through the INTERREG IIIC Vintur project (2004-2006) applying the so-called Vademecum of European Wine Tourism. In Spain, ACEVIN (Spanish Association of Wine-Producing Towns and Cities) is in charge of boosting wine tourism from a regulated way. This project started in 1994 and now has 27 certified wine routes in accordance with the brand Wine Routes of Spain (ACEVIN, 2/3/2017).

Wine routes have become a powerful focus of tourist attraction in Spain in the last decade. They have certain advantages over other typologies because they allow the tourist flow without "seasonal" links associated with quality tourism. These routes place value on cultural traditions and deserve a thorough study both at general level and cases studies.

Malaga must be studied as it enjoys a leadership capacity in the world tourism sector and an oenological tradition of centuries whose territory can and must be revitalized by adapting its development strategies to new forms of tourism. The construction of a new route will extend the sightseeing tours to the different territorial demarcations, because to this day only the one existing in the region of Ronda, is certified.

After a careful review of the literature, we will carry out an analysis of the profile of the oenological tourist in Malaga with the aim of outlining a quality tourism product in line with the existing demand, identifying the potential customers of the future wine route of Malaga. We will use the survey as a way of gathering information and from this point; a bivariate study will be applied to find possible relations that identify other aspects of interest.

Conceptualisation of oenotourism and wine routes

The European Paper on Wine Tourism defines oenotourism as all tourist and "spare time" activities, dedicated to the discovery and to the cultural and wine knowledge pleasure of the vine, the wine and its soil (Recevin, 2005). The same document systematizes the basic principles of oenotourism.

The tourism of the wine is a concept that can be analyzed from different perspectives, from the marketing or attending to the motivation of the traveler, from the offer or from the demand-side. Our profile is closer to a concept that was already defined by Hall (1996); Getz, (2000) and Hall et al. (2000), related to the behavior of tourists in the wineries.

The definition that sets wine and activities linked to wine as the main reason for visiting a producing region is closer to the concept of wine tourism and also to the definition that is carried out in a regulated and organized way on wine routes. Gatti & Incerti, (1997) place emphasis on the centers of production. Its definition would be extended with the work of
Frochot (2000), in terms of itineraries designed in a wine region, signposted and marketed with the intention of attracting visitors through visits to vineyards, wineries and monuments and historical landmarks of the place. Bruwer (2003), Charters and Ali-knight (2002) and Van Westering also emphasize in other aspects and highlight the experiential nature of the routes visited with the wine and the wineries in its central axis.

**Academic literature review**

The fields of study of oenological routes from oenotourism or wine tourism are linked to many lines of research, as can be seen in Graphic 1.

The wine routes are related to other tourism, such as cultural, gastronomic, oenological, patrimonial, health-beauty and rural among others. Likewise, it is related to marketing, since the marks from its broad perspective summarized in the appellations, are essential in its constitution and at the level of individual brands they are positioned within the route in relation to the territory or the city. All these issues originate lines of research of interest for the link to the oenological routes. The specific case of appellations has been addressed by Ruiz Romero de la Cruz, Cruz Ruiz & Zamarreño Aramendia (2017b).

**GRAPHIC 1: MAIN LINES OF RESEARCH OF WINE ROUTES**

In relation to the analysis of specific wine touristic routes from the perspective of the demand side, we can highlight the works Dobb and Bigotte (1997); Ali-Knight & Chartes (2001) or Forbes, et al., (2009) and Rochi & Stefani (2006).

Specifically, the experience offered by the oenotourist is addressed by Hall, Shaw & Doole (1997); Brown & Getz (2005); Bruwer (2003); Mitchell & Hall (2001a, 2001b, 2004); Marzo & Pedraja, (2009, 2010 and 2012); Cruz del Río, et al., (2014), among others.
The appellations of origin play a fundamental role in the diffusion of these routes (Trasserras, et al., 2007). We can say that the mark of the appellation of origin influences over the brand of the oenoturistic destination (Mar Gómez, 2011). The factors for rural development are accredited in numerous works (Lopez-Guzman & Cañizares, 2008; Millan Vazquez de la Torre, 2012; Scherrer, et al., 2009). Economic and socio-cultural factors and their revaluation proceed, if we know how to manage these routes, alliances between public and private institutions, intervening in the routes (Telfer, 2001; Tomiljenovic & Getz, 2009).

In Spain the importance of wine tourism was becoming perceptible in academic literature from the end of the twentieth century, when many regions progress through the strengthening of gastronomic tourism, and especially in the rise of wine tourism, as a complementary source of income to wine production (Elias Pastor, 2006). In the Spanish case we will observe numerous works referring to the most significant routes already certified by ACEVIN and in general to highlight Miranda Escolar & Fernandez Morueco (2011) and Lopez-Guzman & Sanchez Cañizares (2008), López-Guzmán, Rodríguez García & Vieira Rodríguez (2013).

We quote the ones related to wine tourism from the demand side and specifically those Spanish wines which are near to our study, Alvear González, et al. (2007); Vargas Sánchez, et al. (2008); Matellanes lazo (2010); Nieto González, (2010) and Gómez Rico (2011).

The new lines of research must be advanced not only in the case studies, but also in those studies in relation with the increase in sales through the enhancement of certified routes and the measurement of routes as factors of tourism motivation.

**The wine route of Malaga: A project under construction**

The recognition of Malaga wines is not new; they are considered one of the oldest in Spain. In historical texts can be quoted the testimonies collected in García de la Leña, 1789; Martín Roa, 1622 and Galín and Delgado, 1887. In contemporary research we recognize for its academic value the studies of Malaga wine in some of its facets, among others (Lacomba Avellan, 1972; Ruiz Romero de la Cruz, 1994; Martínez Molina, 1998, Valencia Díaz, 1990, Vasserot Fuentes, 1978, Garijo Ruiz, 1985).

The tourism and the synergies generated by its link with the wine tradition are an aspiration of the future Malaga wine route (Ruiz Romero, Cruz Ruiz and Zamarreno 2017a). The potential of wine tourism in tourist destinations is an expanding reality Malaga aspires to position itself in this new market niche.

**Demand Analysis: Profile of the oenotourist in Malaga**

The demand characteristics and needs have been analysed with a survey of both tourists who are visiting Malaga and oenotourists.1

A brief summary of the results shows us the following radiograph of the oenotourists: The distribution by sex is almost similar, while the average age is over 50 years (51%). Both groups sum 64% of the visitors. Their level of studies is university and their culture about the wine is middle - high. (71%), spend more than three nights in Malaga (64%) and international tourists (66%). The data is collected by the network (41%), by word of mouth (15%) while 14% go to tourist offices for information.

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1 The authors would like to express their gratitude for the support and the data granted by the Regulating Counsel Denomination Origin “Málaga” “Sierras de Málaga” “Pasas de Málaga”. 

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CHART 2: SURVEY DATE SHEET

<table>
<thead>
<tr>
<th>DATE SHEET</th>
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<tbody>
<tr>
<td><strong>Total Survey</strong></td>
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<tr>
<td><strong>Survey Methodology</strong></td>
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<tr>
<td><strong>Collection Method</strong></td>
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<tr>
<td><strong>Survey Sample</strong></td>
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<td><strong>Confidence Level</strong></td>
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<td><strong>Date of Collection</strong></td>
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</table>

Source: Authors

According to the data obtained through the interviews, the oenotourists are older than other tourists (35% corresponded to the 35-50 age group and 35% to the 50-65 age group). With a high level of studies or secondary education (38% and 31% respectively) with very low or without wine culture. The 55% spends more than three nights, while 41% comes from abroad and 25% from outside Andalusia.

In the case of tourists, the information channels used are tourist offices (46%) and internet (35%). The 74% had never visited an oenotourism establishment while 89% would be willing to visit it. Asked about the interest of an oenotouristic route in Malaga, 94% of tourists were in favor of it.

Conclusions

It is proposed, based on the study, the creation of a Malaga wine route that covers all the territorial demarcations and not only the area of the Serranía de Ronda, which is currently the only route that operates in a regulated manner. The certification of a global wine route will revitalize cultural traditions and will have a very positive impact on the development of the rural territory, diversifying its tourism offer, making the tourism a richer, more diverse and environmentally friendly activity.

The data show meaningful values in numerous elements related to the tourist profile. We should note that 23% of wine tourists and tourists value culture as one of the main motivations of the trip. Nevertheless, we notice clear differences between the profiles of both types of tourist. As an example, 72% of wine tourists have a level of education which corresponds to completed university studies in comparison with the 38% of general tourist. The results of this research can help us define a more successful profile of the oenotourist. Along with these data, a more detailed study will be carried out in order to define the strategies in the creation and the promotion of wine routes.
Basic bibliography


Place branding and heritage-making: Suggestions for a performative approach

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The aim of this paper is to provide a fluid understanding of the relationship between place branding and heritage-making, in the context of tourism as an ordinary form of cultural consumption. The relationship between place branding and heritage-making may result in a mutually constitutive process mediated by material culture, discourses, and embodied performances. Herein, it is proposed that a performative approach will provide a sound understanding of how some narratives, objects, images, and rituals are stabilised as cultural heritage. While the intrinsic performativity of place branding is in fact a powerful tool in producing, reproducing, and stabilising cultural heritage in connection with specific geographical locations, the recent shift in the meaning of cultural heritage towards a subjective and intangible acceptance posits an extended set of elements and performances as suitable for branding place.

Tourism performances constantly make and remake tourist places. Tourism acts as a dynamic force creating space via a process entailing conflict, exploitation, and resistance (Crang, 2014). This makes tourism an active agent in forging those place-making elements that are central to a place’s brand (Kavaratzis & Kalandides, 2015). The performative approach in the social sciences and humanities is influenced by a range of seminal, albeit very different, works; ranging from the sociological and anthropological accounts of Erving Goffman (1959, 1967), to the philosophical and feminist contributions of Judith Butler (1990), to Nigel Thrift’s Non Representational Theory (2008), which arose from within geographical discourse. A performative approach was extended into the interdisciplinary field of tourism studies in the 1990s (Edensor, 1998; Coleman & Crang, 2002; Bærenholdt et al., 2003). This approach, in its current form, suggests reviewing tourism through bodily doings and enactments, as well as representations and meanings (Haldrup & Larsen, 2010). It has helped emphasise the dialectic between production and consumption; both by recognising that tourism is a mutually negotiated relationship between consumers and producers (Bærenholdt et al., 2003), and by challenging ocular centric understandings of tourist experiences. Indeed, consuming tourist places means engaging in a dynamic, multisensory and embodied experience (Rakic & Chambers, 2012).

A performative approach is useful to provide a sounder interpretation of the constellation of ‘co-hyphenated’ terms that have recently been used either to pinpoint the merging of previously separated spheres, such as for instance retail branding and place branding (which is general referred as ‘co-branding’), or to involve the audience at large in forging the tourist or cultural experience. Limited to the field of tourism studies, key terms range from ‘co-production’ to ‘co-consumption’ to ‘co-performance’ and ‘co-creation’. While the meaning of each one of these co-hyphenated terms implies a different nuance and often relates to a different epistemological reference point, they are all becoming increasingly used in policy discourse, as well as in academic debates, to frame renewed triangulation among tourism, cultural heritage, and place branding. They all pinpoint less patronising, albeit not less problematic, forms of tourism, heritage-making and place branding than that which is currently instituted. With this in mind, this paper asks: Can a performative approach provide a viable framework to facilitate the process generally pinpointed by co-hyphenated terms? To answer this question, I will refer to two different case studies that I have developed over the course of my research in recent years.
Within the stream of creative tourism and collaborative consumption, new initiatives have recently afforded the possibility of interaction between residents and tourists, sometimes summed up under the label ‘participatory tourism’ (see Revue Espaces Tourisme Loisirs 2008 and 2014 for a review). The common denominator of many participatory tourism experiences involves the valorisation of social interaction between a set of inhabitants and visitors. Within participatory tourism initiatives, urban walking tours guided by residents, are gaining success as alternatives to more traditional guided tours. This is the case for instance with MygranTour and Piacere, Milano; two small projects that draw from tourism to promote cultural dialogue and social cohesion (Rabbiosi, 2016a). MygranTour is a walking tour guided by an inhabitant of Milan of migrant origin. Piacere, Milano includes both a walking tour with a resident or a home dinner. In both cases these initiatives support an embodied performance of place through walks with residents. In so doing, the subjectivity of the resident is performed by tour guides that have to act out two (or more) roles. This is also expressed through narratives enacted in motion during the tour, and which are open to discussions with the visitors. Residents emerge as authenticators of the tourist/cultural experience, putting aside the role of experts/professionals (such as guide books, tourist guides, wayfinding systems) ensuring the city is experienced by tourists through embodiments, sensorially and in story form. By co-performing with residents, tourists co-produce the walking tour.

Participatory tourism initiatives not only contribute to shifting authenticating bias from eminently visual and representational conceptions of tourism to performative ones; or from expertise to local knowledge. They also contribute to heritage-making from the bottom up. Participatory tourism enacts a performance of place that focuses on specific selections of cultural heritage that might be termed the ‘urban banal’, i.e. mundane habits and sites often considered common features in the cities in which they appear. As is well known, in the last thirty years the meaning of cultural heritage has moved from an apparently objective definition to a more nuanced, subjective and often intangible one (Vecco, 2010). If cultural heritage is something from the past that is given value in the present, it is therefore always selective. While this selection was previously under the exclusive charge of experts, now it is acknowledged that it may emerge through the joint practice of larger audiences; i.e. cultural heritage is ‘co-created’ in a wide arena. Tourism stakeholders and tourists are also included in this arena. For instance, local food has been experiencing incredible success in tourism. In the heritage-making of local food, local retailers play a major role. Selling local food at tourist sites often entails both embodied, narratives and material performances that bring together place and products (Rabbiosi, 2016b). Retailers adjust embodied performances with storytelling in order to emphasise the connection between a certain food and a certain local community, and its traditions in terms of production and consumption. Shops are set as stages introducing in their interior former agricultural tools, pictures of the place in the past, and other elements that serve to enact a material performance of cultural heritage and place. As tourists enter the scene they contribute to heritage-making by relating key elements through visual, narrative, and embodied performances, which might otherwise confirm or erode the selection of a certain cultural heritage.

What happens in local food shops, as well as what happens in participatory tourism, not only contributes to heritage-making, but also to a selective thematisation of multiple identities as a function of place branding (Sandercock, 2003). Place branding is a technique intended to promote one (or more) images of a certain place. These should be coherent and reflect certain global successful trends. Thus far, such branding has mainly be understood as a symbolic urban development strategy (Vanolo, 2017) consisting of a progressive accumulation of repetitions of the same message, wherein only some stories, individuals, elements, sites and activities find a place. A place brand is generally considered to be paid for by stakeholders and created by marketing and management professionals, who select ideas that are then translated into graphic icons, policy documents, internet portals, and tourists’ and locals’ opinions. In contrast, a performative approach allows for a more fluid understanding based on material, narrative and embodied enactments brought about by a variety of actors. This is the case for instance with local food shops’ retailers, as well as in
the context of urban walks within a framework of participatory tourism. In the first case, retailers' performances somehow reinforce and enhance the official place brand, while in the second, participatory tourism performances might produce counter-narratives about certain cities or neighbourhoods, making them appear to be more welcoming and cosmopolitan cities.

By offering transversal reading of two different cases, I have stressed how the shift in tourism towards more symbolic albeit diverse interpretive acts is assembled with the entanglement of heritage-making and place branding. Both cultural heritage and place branding increasingly requires authentication through a series of hybrid performances. Place branding is a strategy used not only to attract tourists, but also to increase the sense of place identity among residents. This increased sense of belonging to a place is also at the core of the selective re-evaluation of objects and traditions from the past. Heritage-making is enacted through a variety of performances: embodied, narrative, visual, digital, material jointly bringing to life both a place brand and cultural heritage. Tourists are not exempt from this merging process, since they are co-performers. Meanwhile, in rediscovering their local cultural heritage, residents may actually play the role of tourist, mingling with them.

Understanding the triangulation between tourism, cultural heritage, and place branding in a performative approach reveals how much importance is currently given to so called local communities to authenticate tourist/cultural experiences. However, several problematic issues remain: While a performative approach stresses the multifaceted character of new forms of tourism/cultural heritage/place branding, on the other side, it is also helpful in grasping the reification of the local community itself, which is often reduced to a less well-identified resident or local (deprived of social positioning) being the main activator of authentication processes. If in part the process of heritage-making and place branding is now less patronising then in the past, by allowing a greater role to a larger arena, it does open up new forms of supremacy to a certain group of actors; i.e. those that gain the status of representatives of the local community, reproducing, in reverse, the same problem as before.

Acknowledging the performative approach affords a clear understanding of the current changes in the relationship between place and tourism as mediated by cultural heritage and place branding. Indeed, performativity itself seems to be key to new ways of co-producing/consuming/creating tourism and heritage. The theoretical framework proposed enables a more open-ended, creative, complex and inclusive consideration of the co-hyphenated terms merging tourism. However, the processes pinpointed by these terms can also be confined to just a few commodified elements of a place’s multiple identity, as they are not exempt of ideological restrictions. Thus, a performative approach should also help to address this issue.

References


On-line touristic representations of Douro (Northern Portugal): The case of the municipalities websites

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Introduction

The declaration of a small area of Douro vineyards landscape as a World Heritage Site by UNESCO in 2001 has given rise to new opportunities, but also increased responsibilities for tourism development in the Douro sub-region (Mendonça, 2003). However, despite of the expectations generated around the tourism activity with the inclusion of this area in the UNESCO list, it seems that tourism in the Douro sub-region is not well-established yet. (Fernandes de Sousa, 2013). Douro sub-region is a Northern Portugal rural depopulated area, and holds, in addition to the aforementioned UNESCO classification, two other distinctions granted by this entity: the archaeological park of “Foz-Côa” and the pottery of “Barro Preto de Bisalhães”.

In a competitive and global context as today, it is essential for destinations to have an adequate online presence capable of reaching a wider audience (Míguez, 2011). On the other hand, the mere existence of a webpage is not a guarantee of success (Wang, 2008). Accordingly, the quality of the webpages and an adequate positioning of the destinations in them constitute the critical factors of analysis of the destination promotion webpages.

There are a lot of studies that have already reflected on the importance of webpage analysis as “creators” of tourism destinations, according to Li and Wang (2011). Most of the research on the destination image projected by the official tourist websites is made from the on-line perspectives of the Destination Marketing Organizations. Although, it should be noted that the analysis of the official image projected by the municipalities websites of the Douro region is inexistent.

It is in the local scenario that the construction of the destination image by the municipal agents assume a predominant role given their proximity to the promoted territory and to the local population, where the stakeholders, the agents that will have enormous importance in the creation of the destination image, are located (Gómez et al., 2013).

Given the importance of the destination image in the final election of the tourist, as well as the scarcity of research related to the municipalities as official promoters, it is considered necessary to carry out an in-depth analysis of the image projected by the official websites of the 19 Douro sub-region municipalities (NUT III).

Theoretical Framework

Tourism is based on “imaginaries” and narratives about places (Pereiro, 2009; Salazar, 2011). It is mainly through these representations that the potential tourist establishes the first contact with the destination, being these images crucial in the destination choice (Echtner and Ritchie, 1993; Baloglu and McCleary, 1999).

Díaz et al. (2010) affirm that the two components that conform the destination image, cognitive and affective, will be directly influenced by the profile projected by the agents involved in the tourism activity in the destination. These agents, identified as external sources of information, contribute to the formation of the destination image, as concluded in the studies of Baloglu and McCleary (1999) and Beerli and Martín (2004), among others.
Nevertheless, the literature on destination image rests essentially on the perspective of visitor-perceived image, the analysis from the perspective of the image projected by tourism intermediaries is still rare (Gomes, 2014, Gabriel, 2015).

It should be noted that the Internet plays a fundamental role in the promotion and positioning of destinations by the "creation" of the destination image through textual and visual contents (Choi et al., 2007).

Nowadays, tourists are looking for unique products and experiences at destinations (Pulido-Fernández and Navarro, 2014). Thus, the destination managers should focus on promoting the place singularities, with the aim of differentiating it from the competitors and, consequently, "selling experiences" as pointed out by Pine and Gilmore (1999). In an ideal situation, a large part of the self-image must have correspondence with the image constructed for sale and finally with the sold image, but this rarely happens (Santana, 2009).

So, we must consider that the search of a supposed authenticity plays a fundamental role in the construction of the destination image (Pereiro, 2009), as well as in the brand identity of tourist destinations (Cai, 2002). Ribeiro da Costa (2013) points out that globalization itself has made necessary the differentiation of the places, relying on their unique and inimitable realities.

The effectiveness of the promotional discourse relies on the narrative models of tourism marketing and on the creation of a place brand (Gold and Ward, 1994; Dann 1996, Kotler et al., 2014). This destination marketing strategy based on the promotion of its identity values with the aim of establishing an almost emotional relationship between the place and the way it is experienced by its consumers is called: place branding (Martínez, 2013).

Hence, a territorial brand must support an idea based on emotional attributes, endowed with visual and verbal content. Echtner and Ritchie (1993) indicate that the destination attributes, functional or tangible and psychological or intangible, contribute to the creation of the destination image. Motivation is one of the variables that participates to image formation, on the other hand, in the destination choice, the factors of attraction (pull factors) will have a capital role in the creation of the territorial brand and the destination promotion.

**Methodology**

This article is a result of a methodological and theoretical approach that combines qualitative and quantitative analysis techniques and also marketing, anthropology and geography theoretical perspectives, and is structured in three phases.

In the first phase, there were analyzed functional items such as accessibility, responsiveness, type and quality of information or interactivity, based on the studies of Park and Gretzel (2007), Díaz et al. (2010), Míguez (2011) and Wang (2008).

In the second phase, and following the analysis model of Choi et al. (2007), an analysis of textual and visual content was made. Four great categories: historical-monumental resources, ethnological resources, attractions and natural resources were established by adapting the attributes of the destination that influence the destination image according to the studies of Beerli and Martin (2004), to the main predominant resources of the region, obtained from the work of Ribeiro da Costa (2013), as well as a preliminary analysis of the websites. Secondly, with the results obtained, a positioning map was constructed using the simple correspondence analysis technique, using statistical software SPSS version 22.

The third phase is based on a critical discourse approach of tourism promotion carried out by municipalities. Tourism discourse relies on the reconstruction of identity that is built through the creation and manipulation of texts and images (Kaplan-Weinger and Hallett, 2010), which requires an analysis of these discursive forms using various methodologies and theoretical
perspectives: critical discourse analysis (Wodak, 2003), and a multimodal discourse analysis (Kress and Van Leeuwen, 2001). This analytical dimension of discourse is often neglected by academic production (Morgan, 2004), and is necessary to better understand how local power uses, more or less effectively, promotional strategies that contribute to the formation of a destination image. Salazar (2013) argues that the critical analysis of these imaginaries offers a powerful tool of deconstruction of the cliches and ideological, sociocultural and political stereotypes explicit and implicit in these discourses. The websites are exemplary vehicles in the way they "materialize" and make these imaginaries visible through the dissemination of images and texts being a privileged empirical source for the researcher.

Discussion

Regarding the analysis of the quality of the websites, the items related to accessibility, ease of use of websites, type and quality of information, appearance, reliability and interactivity were evaluated.

Firstly, with regard to accessibility, the degree of adaptation is still low. As for the number of languages, it is noteworthy that none of the websites offers a personalized translation of the content, and in some cases offers a link to an automatic translation app of google. The degree of adaptation of the websites to different devices (smartphones, tablets) is still very low. Regarding the ease of use of the websites, there are notorious difficulties related to navigability. With respect to the type and quality of the information presented, it should be noted that although all websites offer the contacts of local companies (tour operators, hotels, restaurants and in some cases local artisans), not all of them offer contact information regarding the municipal tourism department. Regarding the graphic materials available online, more than half of the websites offer tourist maps, brochures or promotional videos, with the possibility of download. Regarding to the appearance of the websites, a certain negligence in structural and formal aesthetic terms is noted, and in most cases the information is not disposed in an attractive form. In relation to reliability, we analyzed variables such as: programming errors and content updating, empty subpages. Finally, concerning to interactivity, we emphasize that almost all municipalities have a public profile and updated social media.

As for the content analysis with respect to the destination positioning, there is a misunderstanding between the identification and description of the existing natural and cultural resources and their availability as products and experiences accessible to the visitor. From the categories settled for the analysis, the resources that had the greatest weight in them were historical-monumental and ethnological, with 32% and 29%, respectively. While those with less presence were related to attractions, with 25%, and natural resources, with 14%. In summary, correspondence map shows differences in the tourist positioning of municipalities to the nature and frequency of appearance of tourism resources presented by the municipalities in their websites. Therefore, the region offers a heterogeneous tourist image for potential visitors.

With reference to the discourse analysis, the language used for the touristic promotion is not strategically marketing oriented, and moreover the relation between text and image communicate contradictory messages. It was also observed an excessive use of technical-scientific discourse, in the promotion of architectural and archaeological resources, with a historicist language of academic descent in debt of a proto-anthropological erudition that is not in tune with a logic of attraction to the potential diversity and heterogeneity of the public that may visit these resources.

Conclusion

A clear dissonance has been detected between the "ideology of tourism" (Ribeiro, 2004:54) as a local development strategy and its application in the technical, aesthetic and narrative contents of on-line touristic promotion. The results show that the municipalities have a lack of
awareness regarding the importance that an on-line presence can have in the projection of a holistic image of their territories. Albeit the municipalities of the Douro are investing heavily in on-line tourism promotion—a large part of the municipalities have well structured websites with acceptable technical quality—, their promotional strategies present serious gaps that need to be addressed. These weaknesses affect the discursive contents of the websites, whether in texts or in images.

On the other hand, regarding the implications for the sector, it is considered that it may be opportune for the stakeholders to establish a strategy for positioning the Douro sub-region based on a series of identity and differentiator products of the region.

In addition, a review of website content will be required, setting priorities as to the type and amount of content in the websites, in order to prevent information overload that could be confusing among potential visitors.

It is also worth mentioning that obtaining an emic knowledge of the on-line promotional strategy of each municipality requires the use of an off-line research, using interview and other ethnographic methodologies. In any case, given the importance of social media in the construction of a destination image, it is mandatory to analyze in depth the user-generated content in these 4.0 digital platforms.

References:


Touring slum in Rio de Janeiro favelas: Challenges and controversies

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Introduction

Slums are defined as informal settlements, generally located in urban areas (Chege and Mwisukha 2013). These neighbourhoods are associated with low income housing, precarious health conditions, overpopulation, lack of basic services and security of tenure (UN-HABITAT 2003). They are also considered as insecure, dirty and unpredictable places (Koster and Nuijten 2016). However, in the past few decades, an interest to visit these informal settlements for tourism purposes has arised, giving this phenomena the name of slum tourism (Frenzel and Blakeman 2015).

Damiannah Kieti and Kennedy Magio (2013) define slum tourism as a tour consisting on the visit to underdeveloped destinations, where tourists can see how other people live under poverty conditions. At a glimpse, it might seem slum tourism is a recent tendency, nonetheless its origin dates back to the 1800s, when London and New York social elites visited low income neighborhoods to observe and understand how the other half lived, as well as for philanthropic purposes (Steinbrink 2012). Visits to these peculiar neighborhoods continued throughout the following decades, but it is not until the 90’s, when the South African townships of the Apartheid attracted a large number of visitors, that slum tourism fully emerged as a trend in the tourism industry (OBrien 2011). Since then, this model has expanded and been adapted to several destinations worldwide.

Methodology

Due to the complexity of its nature, slum tourism has attracted the attention of several researchers, from different academic backgrounds. The field was first opened up to debate during the Destination Slum Conference in 2010 and since then a considerable amount of investigation and groundwork focusing in cases all over the world has come forth, highlighting the work from authors such as Fabian Frenzel, Ko Koens, Malte Steinbrink and Bianca Freire-Medeiros. This research is based on an extensive bibliographic study, analysis and compilation of information obtained from primary sources.

Three main questions are meant to be answered through this paper’s findings: Who are the beneficiaries of the exploitation of poverty as a tourist attraction?, Besides their social and economic conditions, what can favelas offer to the tourism industry? and how is the interaction between stakeholders?. In order to answer these questions, this research focuses on tourism in Brazil’s slums, also known as favelas, specifically in the cases of two informal settlements in Rio de Janeiro with tourism background: Rocinha, Babilônia and Chapeau Mangueira.

Favela Tourism

Favela tourism accidentally emerged in 1992, during the Earth Summit in Rio de Janeiro. The assistants were touring the city as part of their complementary conference activities, when they suddenly expressed their interest to visit these particular neighborhoods (Freire-Medeiros 2006). According to the latest census of the competent brazilian institution, IBGE,
there are over 6 thousand favelas in Brazil, often located in the biggest cities on the southeast region like Rio de Janeiro and Sao Paulo. 762 favelas were registered in Rio de Janeiro (IBGE 2010).

However, only a few favelas have potential to become a tourist attraction. The main reasons identified on this research that contribute to the commodification of informal settlements are foremost, the creation of a romanticized and “cool” image surrounding poverty and violence, in which the media plays a crucial role; also state’s policies aimed at improving safety and accessibility as well as promotion strategies to boost favela tourism; and at last, it is evidenced the influence of international events that took place in Brazil which have led to the development of new tourist niches to satisfy an increasing demand of exciting and original experiences (Fiori 2014).

Brazil is a culturally diverse country and among its traditions the contribution of favelas is evident. In fact, the favelas are the places where the country’s most iconic cultural expressions, such as samba, capoeira, funk dances, among others, were born, reaching levels of attention that has trespassed the nation’s borders (Frisch 2012). This was somehow conflictive with brazilian authorities and society elites, given the fact that, for many years, they fought to hide the favelas and their residents from the rest of the world. In some level, tourism has contributed to change that negative perspective, and nowadays favelas are considered as “exotic” and “authentic” places (Freire-Medeiros 2007; Frisch 2012).

Rocinha, with more than 70 thousand residents is the largest slum in Rio and also the first one to open up to the tourism business (Freire-Medeiros 2006). Since 1993 it is officially considered a district and in 2005 was recognized by the city’s Mayor as a tourist attraction under the label of “Open Air Museum” for its versability and unique personality. On the other hand is Babilônia hill, which contains two smaller favelas: Babilônia and Chapeau Mangueira, these two were one of the first in the city to be “pacified” and joined the tourism industry under a community based business model. This hill has a protected area that was reforested by initiative of the residents and is now its the main attraction.

Both favelas count with natural and cultural resources to keep a growing number of visitors interested. After investigating the tourist offer, five tour operators were identified in each community, and only one of them is runned by locals. This tours are often presented as educational and as an opportunity to see and experience the daily life of favelas. They are usually walking tours, but they can also be done on a van or a jeep. They offer a walk around narrow alleys, visiting viewpoints, social projects, samba schools and in the case of Babilônia the hike through the Natural Park is a must. The prices go from €10 to €47, they can be done in small groups and last from 2 to 5 hours. There is also a growing accommodation and restoration business, some of them are run by expats living in the community and not always count with the participation of locals.

Motivations

Slum tourism falls into the wide category of alternative tourism, although it can also be related to what Bianca Freire-Medeiros (2009) describes as social tours or dark tours, depending on the approach of the itinerary. Knowing the motives that drive tourists to visit slums is crucial to understand this phenomena (Frenzel and Blakeman 2015). Current research shows that visitors are drawn to this neighborhoods because they feel curious to observe the lifestyle of people in poverty conditions (Rolfes, Steinbrink and Uhl 2009). Slum tourism, as well as other tourism typologies, seems to have an authentic and more realistic component, which is attractive for tourists nowadays (MacCannell 1976).

Likewise, these informal settlements are seen under what John Urry (2002) describes as a romantic gaze regarding the idealized images of crime and misery mixed with strong feeling of community and sense of belonging, carefully created by the media. Other motives identified by Deepak Chhabra and Akshat Chowdhury (2012), are: novelty, the necessity of
contrasting rich and poor neighborhoods, making contributions to the poor, having new stories to share after their journey, bringing into reality what they have seen or read in movies and books, the desire of an exciting and fun experience and the perception of touring an authentic place.

**Controversies**

Two points of views can be extracted from the controversy regarding slum tourism. To start, the activity has been categorized as having a philanthropic and educational component, helping to overcome misconceptions and judgements related to a slum’s performance, dynamizing local economy and improving residents lifestyles.

On the contrasting side, slum tourism has been considered to be inhuman and invasive, to show a staged authenticity of the local lifestyle, of retaining the majority of benefits in the private sector and not having them being equally shared with the local community and also of using poverty relief as a political speech only.

**Conclusion**

After undertaking this research, this paper concludes that tourism has the potential to enhance resident's lives as long as the local community is involved in the whole process-making of tours, that is, starting from the design, organization, management and guidance of the tours. Also, the necessity of public policies that affect current and future opening business in the favelas and a touristic planning of favela tourism is evidenced, in order to take a more responsible advantage of resources and assure a sustainable development. Finally, recommendations for future research lines are: investigations from the residents' perspective side, the contrast between prior tour expectations and the real favela tourism experience, and the relationship between favela tourism, gentrification and social segregation.

**List of references**


Peace and Touristic development in Natural Protected Areas: The case of Caño Cristales, Colombia

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The world tourist map has been significantly altered in recent years due to events of organized violence in various and recognized tourist scenarios, whether due to the actions of international terrorist groups, guerrillas groups or local social movements.

Among the most important events that have contributed to create the tourist map of the last decade, the terrorist attack happened on September 11, 2001 can be considered as one of the events that initiated this change. This is because the destruction of the twin towers by the terrorist group Al Qaeda put transnational terrorism as a priority issue in the International Political Agenda.

In doing so, the modus operandi of these subversive groups was given the importance they sought, influence in the international political spectrum. Therefore, unfortunately, this practice has become habitual in the development of the international politics since that time.

Following this line, other transnational terrorist events that have affected the course of international tourism at different times have been, among others: the bombing of March 11, 2004, by means of explosions in various trains of the rail network of Madrid, Spain, occurred in the vicinity of the Atocha Station. Also the underground the terrorist attack in the capital of the United Kingdom the 7 of July of the 2005. Likewise, the more recent terrorist events on the 13th of November, 2015 in the city of Paris and on the 22nd of March, 2016 in the city of Brussels.

Not only the violent actions of international groups have affected the flow of tourism towards certain destinations; but also the actions of internal terrorist groups or guerrillas, where most of the terrorist attacks took place within the borders of the country of origin, such as ETA in the Basque Country, IRA in Northern Ireland or Dáesh in Iraq, with the difference that the latter quickly expanded to border countries like Syria.

The social protest movements that have led to episodes of great violence have also impacted the development of tourism in different territories, such as North Africa and the Middle East with the Arab Spring, mass demonstrations that took place between the years 2010 and 2013. These protests sought the establishment of democratic freedoms and values and the defense of social rights in various Arab regimes, facing violent reprisals by the governments on office. Other event that stands out in this order is the attempted coup in Turkey on 15 July 2016 in the cities of Ankara and Istanbul.

The events of violence upmentioned have a common denominator, the generation of a direct effect in the tourist flow, with an almost immediate decline of tourists towards these diverse territories. The above affects the speed of recovery, which is directly related to the maturity level of the tourist destination (Pizam and Smith, 2000).

"Tourism is a highly volatile industry in relations to the level of insecurity and violence that a tourist destination faces. As insecurity increases, the flow of tourists that a country, city or town receives will decrease" (Pizam & Smith, 2000); However, tourism is also a key industry for peace, as seen in opinions of the Secretary General of the World Tourism Organization, Mr. Taleb Rifai "The fundamental experience of tourism, visiting new places, getting to know
its people and culture, is a transformative aspect that defines the role of Tourism as an agent of Peace "(UNWTO, 2014).

Tourism and Peace are intrinsically linked "In fact, Peace is the cornerstone of travel and tourism and is essential for Social Growth and Development" (UNWTO, 2014). For this reason the study of tourism or peace, requires a joint vision of the two realities.

Now a days the tourist map of Latin America is experiencing a key moment, which can generate a positive change in the tourist flow of the region, the signing of the "General Agreement for the Ending of Conflict and the Building of a Stable and Durable Peace" by the delegates of the Government of the Republic of Colombia (National Government) and the Revolutionary Armed Forces of Colombia- People's Army, (FARC-EP). This peace treaty would mean a cease-fire and an end to armed clashes, which would probably favor an increase in tourism to this part of the american continent.

According to the president of ProColombia, the country's tourism promotion agency, Felipe Jaramillo in an interview for the Colombian daily “El Espectador” in September 2016, "The government and the FARC guerrillas signed the final agreement and they finished opening the door to a country in peace. But they opened it not only for the Colombians, but for the whole world, which now has access to territories that remained hidden for sixty years."

As we see in the statements of the president of ProColombia, the events that took place in the Colombian nation will generate a major change in the development of tourism in this Republic, giving room and visibility to places before "hidden" to the tourist.

Although tourism has not been alien to the economic and cultural development of Colombia, it is now a priority. "Even in the middle of the war, the tourism industry became the second generator of foreign exchange, surpassing traditional products such as coffee and flowers. That is why this occasion is an opportunity for tourism to consolidate itself as one of the main development engines of the country, generating jobs and wellbeing in areas that we could not reach before and that have a differentiating potential," says Felipe Jaramillo, president of ProColombia (El Espectador, 2016).

Likewise, the peace process could facilitate the arrival of tourists to places belonging to previously considered highly dangerous areas such as the Serranía de la Macarena National Natural Park, in the Department of Meta, where the Caño Cristales river is located, a Protected Natural Area of great beauty and ecotourism potential.

This area has attracted the interest of governmental entities as a place of great touristic potential, as reflected by its inclusion as the of the pilot zones of the "Peace, Tourism and Coexistence" plan, promoted by the Ministry of Trade, Industry and Tourism. "The tourism sector, in line with the country’s view, has proven to be an important development factor that generates territories of peace" (Ministry of Commerce, Industry and Tourism, 2014: 6)

"In order to develop tourist destinations in the national territory affected by the conflict, guaranteeing its sustainability, the Ministry of Commerce, Industry and Tourism has worked on the construction of the "Tourism, Peace and Coexistence" strategy. Its centered in four pilot territories: Ciudad Perdida (Magdalena), Sierra de la Macarena (Meta), Golfo Urabá - Darién (Chocó, Antioquia) and Valle de Sibundoy and Mocoa (Putumayo)" Tourism, Peace and Coexistence’s baseline document (Ministry of Commerce Industry and Tourism MINCIT). The theoretical framework used in this paper corresponds to Evolutionary Economic Geography (EEG), which emerges in the last decade. This theory seeks to examine the evolution of a particular region to be able to explain the economic moment in which it is found through the analysis of the facts that have influenced its development. For this reason, the development of the region towards the years since the creation of the Serranía de la Macarena Natural National Park in 1948 to date will be studied in order to be able to outline its evolution over the years.
The approaches of Economic Evolutionary Geography have been less applied to the tourist sector. However, several theorists have highlighted the potential of the use of this theory in the area of tourism research. The synergies between Economic Evolutionary Geography (EEG) and tourism studies are worth being addressed from a scientific perspective (Brouder et al. 2013) For this reason, they invite tourism scholars interested in new regional development perspectives to use the EEG theory.

This is confirmed by Brouder(2013) when he mentions the following: “tourism academics using EEG will discover fertile ground for research by studying the roles of business, networks and the state to change regional evolution.”

Taking into account the current context and the lack of academic information related to the analysis of this phenomenon, the present research aims to deepen and investigate the relationship between social, economic, political and environmental factors and their influence on tourism development in Colombia, in the framework of a peace process. Therefore, elaborating this investigation in order to contribute to the conceptual, theoretical and practical discussion as a point of reference for future research on this subject.
Mobilising memoryscapes: Tourist practices at Catalan Civil War landmarks.

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This paper discusses the features and functionality of two landscapes of the Spanish Civil war in Catalonia as visitor attractions. Though focusing on – and critically questioning - their current situation and interpretative strategies, thus addressing a scientific objective of characterising the models of social production of historical memory in the ‘age of mobilities’, the paper also seeks to unearth their potential for enticing visitor experiences. In this way it thus addresses two policy concerns: the development of sustainable and responsible tourism in a region characterised by mass tourism, and the development of shared narratives of peace to overcome existing divides on the legacy of the Civil War, and, more in general, engaging a wider public of European citizens.

The project this paper draws from interrogates the issue of historical memory as socially constructed through discourse and narrative, both in formal ways by institutions and management organisations, and through the practices of remembering and celebrating the past of communities of interest. It then deals with tourism at these sites, departing from Minca and Oakes’ (2011) insight of tourism as ‘analytics’ for contemporary societal models of organization. Focusing on the practices of visitors, as ‘temporary dwellers’ that have no fixed relation with space, we can understand more of the social construction of place identities; and focusing on the tourism industry (and related enabling institutions, as for instance tourism marketing boards) as ‘agencies of mobility’ we can unveil the power forces that frame the development of places as they are.

The relevance of the Spanish Civil War is due to the contested role it still plays in the construction of the national identity of Spain, and by reflection, of Catalonia.

Historiography has treated this subject starting from the need to justify the dictatorship, bending documents and facts that made it a sort of “historiography of the crusade” (Lo Cascio: 15) and influencing the following times through such legitimation. To have an academic and scientific point of view of the conflict, we have to wait till recent times, when especially English historians managed to detach the interpretation of what happened in Spain between 1936 and 1939 from the manipulation that has been practised all along the period of the Franco regime. So, the margin of re-construction of history, that we should consider in every case, presents itself here as even more evident and complex.

This chaotic situation of historiography has found a fertile ground in the current situation in Catalonia. *Los Països Catalans* have built their identity in opposition to the Spanish one; as a part of this discourse, the equivalence of the central state as it was the heir of the regime stands along the line pulled between the Republican State and Catalonia. The translation of the Spanish Civil War to the present has produced a context in which memory became a political dispositive, fine-tuned through formal sources and finally smothering any attempt to co-construct the past ‘from below’. The memory of non-institutional subjects is extremely important precisely because of the need of the discourse of history to be revisited.

We have found in the spatialization of memory a possible answer to this need. Interventions on places reveal the lack of in-depth analysis and serve the aim to reproduce this tendency. In particular, the effort to give voice to stories that have been silenced during the dictatorship in the first place and, later, by the urgency to forgive and forget in the attempt to reinstall democracy, has led to a sort of ‘musealization of memory’, an institutionalised historical
Locals show a clear will to speak out of their mind about this chapter of history; nevertheless, they have barely taken part in the construction and the staging of this legacy. Working on the gap between the reconstruction of the past and the history that could be told would be a first step to reintroduce this history in those places. In fact, the same places that have been served as a basis of the musealization of memory have stored an alternative, a different potential reading that can reveal the complexity and richness of history and to make it more resonant to a wider audience.

From the tourists' point of view, this means that their experience is limited to an exposure to an uncritical, falsely pacified narrative. The attempt to enhance this situation finds in the tourists themselves a solution: analysing their practices we can discover the way in which they relate to those places, and so the universe of meaning stored in memoryscapes for visitors, who do not carry the same heavy baggage that locals have; moreover this research will unveil how the dispositive (Foucault, 1975) frames the organization of places to make them appear as they are.

To understand how is it possible to invert this tendency through the participation of tourism, we need to get closer to the field. The reality we have been analysing during six months (October 2016 – March 2017) considers two specific places. The two locations have been chosen as particularly significant in their contexts, that can be compared as related to the same issue but representing two diametrically opposed situations.

The first one, Corbera d'Ebre, boasts a whole village, called Poble Vell, that was destroyed in a bombing in close proximity of the main Ebro battle lines. The 'ghost' village has been left as it was after the war, a vivid memory of the havoc brought by bombs over a civilian population, unlike many other villages in this region that have been rebuilt (in the case of Corbera, a 'new town' has sprung up to the side of the Old Town). The importance of the location and the relevance of the heritage itself, must deal with the problems related to the management of the historical memory in a remote place: set in the middle of the Terra Alta (a rural area), it's far away from urban centres and has a scarce public transport connection.

This heritage site, including the Poble Vell and the surrounding area, is taken care of by various organizations. The main one, supported by the political structure, is the COMEBE (Consorci Memorial dels Espais de la Batalla de l'Ebre); their interpretation centres are spread all over the territory, and try to show the memory that has been denied until recent times. Their main goal is to support those who have had relatives that suffered the Spanish Civil War in finding a way to find out what happened to them and finally be recognized as victims of the Spanish Civil War. That is, they do not necessarily include tourists in the planning of their activities. Other organizations are working with the historical memory, but their activities are not always on the same line. This jumbled coexistence between organizations that work on them same theme becomes a serious problem when we consider that tourism in Corbera d'Ebre is quite scarce; the lack of a common strategy worsen the capacity to attract tourists and the ability to sketch a narrative and an 'area brand' that could be comprehensible also for them. Ultimately, the location has a strong historical identity, but that it is evident only for the people who live there or have familiar and personal ties with that region and its historical events; thus it is difficult to approach for people who have not a relationship with what happened there during the Spanish Civil War.

On the other hand, the second location we have chosen is Plaza San Felip Neri, in the Barri Gòtic, the most popular heritage cluster in Barcelona. The Gòtic stands as what Edensor calls a “mediatized place” (2001: 68); it appears in a lot of contexts that use its image to reproduce a meaning that do not share with the place itself the historical importance. The identity of Barcelona is built upon its aesthetic resources, pointing out its Modernist points of interest to the detriment of the historical legacy.
In both fields, this potential historical richness could emerge starting from the inclusion of a sustainable and responsible tourism.

In the first field, the tourist agency Terra Enllà is making a first attempt to join history to local peculiarities, looking forward to present history in a diachronic way that could reveal the importance of memory. The interesting aspects of the countryside, as landscape and wine, are stressed in connection to the historical heritage as both strong linked to the local identity and peculiarities.

In Barcelona, instead, the evident sign of the Spanish Civil War in Plaza San Felip Neri is set in the typical mass tourism itinerary. Some guided tours stresses its presence, but the great majority of tourists do not get anything more from the main inputs that the Barri Gòtic's rhetoric shows at the first sight, losing the chance to get to know the origin of the marks they are looking at.

In this complex situation, the gaze of the tourist has the power to reveal the internal logic of what constructs the historical memory, to expose the glitch in its operation and to prompt a range of solutions to make the memory easier to understand both for those who do not have any relationship with the Spanish Civil War, and for those who need to clear up the landscape of a controversial heritage.

References


Analysis of the Cultural Tourist Profile in a Local Museum

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Introduction

We can see the emergence and development of Cultural Tourism that is generally defined as «[t]he movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs» (Richards, 1996 [2005: 24]), in so far as [c]ulture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. (…). Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest in (OECD, 2009: 17),

At the same time, within the tourism sector and by reference to the integration of ICT (Information and Communications Technology) in this one, virtual interactivity - that is to say, «[n]o domínio da sociedade da informação, [regarding] a uma característica de algo que é feito ou simulado através de meios eletrónicos» (APDSI, 2017: s.p.) has been giving priority to interactivity in a virtual reality regime and in a second moment and in a phase of increasing development, to interactivity in an augmented reality regime. However, despite the fact that the use of ICT is implanted in fixed devices in the field of Tourism in general and Cultural Tourism in particular, mobile applications especially those related to museum products still need to be the object of design processes, like production and marketing, because of the use of mobile devices and applications is an extensive and intensive development phenomenon, as the concept of Mobile is still embryonic.

In view of the above, and in order to ensure the adoption of a sustained strategic perspective of the study, we define the following structural research questions:

- Are Cultural Tourism relevant and feasible resource for a museological context?
- Can Cultural Marketing contribute to mobile *virtuereality* interactivity as timely, relevant and feasible resource for Cultural Tourism in a museological context?

The general aim is to contribute to the definition of the tourist profile of the use of mobile applications in traditional museums allowing them to become interactive museums. In this sense, in response to the study of the tourist profile we propose a mobile application for a museum, with historical and patrimonial characteristics, so that ICT becomes a value during the visit in complementarity to the existing traditional visit.

Methodology

In this research we used a mixed methodology, quantitative and qualitative, in a cyclical triptych approach: observation, concetualization-theorization and intervention.

With the observation, the research process allowed to gather information resulting from the essentially descriptive survey of tourism approaches in the cultural field in order to recognize and determine the predominant configuration of the ICT approach in the cultural development of tourism, as well as the inclusion in the conceptual context of the Museological Culture, as observer-visitor and researcher-observer.
Concerning the conceptualisation-theorization phase, the research process was developed based on the characterization from an inductive perspective, of the museological practices to approach the conceptual and institutional framework of this research, with a view to defining this approach and propose the design and construction of an interactive intervention project as well as marketing strategies.

In the intervention stage, the investigative process presents the execution of the mobile and *virtureal* interactive intervention project in order to verify to what extent the process and the product of this intervention project can contribute to a more extensive and intensive study of Cultural Tourism and Museological Culture, always by the reference points of the conceptual frameworks of Tourism, Culture, Museology and ICT.

In the course of this investigation, the quantitative dimension was more approached through surveys. However, this research is based on the principle of an *action-research* (Figure 1), in the field of research that will be of implementation, development and application.

![Figure 1. Methodological scheme of an action-research.](image)

Source: Adapted from Coutinho, 2011: 316.

In this sense, the qualitative dimension was obtained from the direct observation, *in situ*, of the visitor-tourist behavior, which allowed to obtain information in the natural environment, and thus allows the research to contribute to the qualitative in a methodological continuum.

**Findings**

The present work has as a case study the *Biscainhos Museum*, located in Braga, the capital of the region of *Minho* (Figure 2) and is surrounded by mountains, valleys, plains and green landscapes. Nowadays, Braga is substantially urban, mainly around its historical center, the rural areas are located in the limits of the County.
Biscainhos Palace (Figures 3, 4 and 5) is inserted in a context with a significant historical-artistic and cultural character, with historical markings of festivities and scenarios conducive to the style of the Baroque period, of glamor and elegance.

Figure 3. External facade (left) and internal facade(right) of the Biscainhos Museum.

Source: Own.

Figure 4. Atrium and Staircase, Biscainhos Museum.

Source: http://culturanorte.pt/fotos/galerias/04_mb-trio_209695584954d6881e30d2b.jpg
The significant historical-artistic and cultural character of the **Biscaínhos Museum** reflects the importance of the current museological programmatic component. Interactive tourism management is allied to ICT, in the sense that the Internet works «enquanto canal de distribuição e de comunicação, [e] surge como um início de mudança, não só ao nível dos padrões de consumo estabelecidos, mas também em todo o processo comunicacional entre empresas, pessoas e organizações» (Varela & Silva, 2010: 32).

It should be noted that «[t]ravellers and tourists, of all ages, increasingly use digital technologies to research, explore, interact, plan, book and ultimately share their travel experiences» (Oliveira & Panyik, 2015: 54). Cultural tourism in the museological panorama has been growing rapidly. While the tourism of *Beach and Sun* was the origin of the creation of mass tourism in the 60s and 70s of the 20th century, «[n]orth of Portugal has always presented limited figures in terms of tourism development. This is in great part due to Portugal, as a tourist market, having been highly associated as a ‘sun and beach’ tourism destination» (Cardoso, 2007: 24).

In this sense, we present the national panorama referring to the number of museums (Graphic 1), from the years 2013 to 2015, at the level of museums of history, art and specialized, in order to identify the type of Museum according to the this case of study.

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**Figure 5. Gardens and Fountains, Biscaínhos Museum.**

Source: Own.

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**Graphic 1. Number of museums in Portugal, from 2013 to 2015.**

Source: Adapted from INE, 2016.
We verified that there was an exponential growth in the number of visitors, between 2013 and 2015, in the museums in Braga (Graphic 2), with an increase of 286.6%.

**Graphic 2. Number of visitors (nationals, foreigners and educational service) of Museums in Braga.**

Now, we present a comparative table (Table 1) of the main characteristics of consumers-visitors-tourists of the *Biscainhos Museum*, in the two moments (March and April 2016; July and August 2016) and the growth relations between the two.
Table 1. Direct comparison of the characteristics of the tourists who visited the Biscainhos Museum.

<table>
<thead>
<tr>
<th>Questions</th>
<th>March and April 2016 (1st moment)</th>
<th>July and August 2016 (2nd moment)</th>
<th>Growth relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comes as…</td>
<td>With family</td>
<td>32,9%</td>
<td>37,3%</td>
</tr>
<tr>
<td>Visitor type</td>
<td>Tourist</td>
<td>54,3%</td>
<td>79,1%</td>
</tr>
<tr>
<td>Accomodations</td>
<td>Hotel</td>
<td>27,1%</td>
<td>64,2%</td>
</tr>
<tr>
<td>Stay</td>
<td>Braga</td>
<td>35,7%</td>
<td>62,7%</td>
</tr>
<tr>
<td>Frequency of visits to Museums</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Visit to the Biscainhos Museum</td>
<td>+ 5 times</td>
<td>45,7%</td>
<td>46,3%</td>
</tr>
<tr>
<td>Duration of the visit Biscainhos Museum</td>
<td>20 a 40 minutes</td>
<td>32,9%</td>
<td>31,3%</td>
</tr>
<tr>
<td>Mobility</td>
<td>By foot</td>
<td>57,1%</td>
<td>58,2%</td>
</tr>
<tr>
<td>Information sources</td>
<td>Internet</td>
<td>38,6%</td>
<td>76,1%</td>
</tr>
<tr>
<td>Reason for visit Biscainhos Museum</td>
<td>Satisfying curiosities</td>
<td>58,6%</td>
<td>68,7%</td>
</tr>
<tr>
<td>Main reason for travel</td>
<td>Vacation</td>
<td>67,1%</td>
<td>82,1%</td>
</tr>
<tr>
<td>I rate holidays as…</td>
<td>Cultural Holidays</td>
<td>61,4%</td>
<td>74,6%</td>
</tr>
<tr>
<td>Visiting Biscainhos Museum</td>
<td>Foreign</td>
<td>58,6%</td>
<td>65,7%</td>
</tr>
<tr>
<td>Sex</td>
<td>Male</td>
<td>38,6%</td>
<td>47,8%</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>55,7%</td>
<td>32,8%</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>32,9%</td>
<td>49,3%</td>
</tr>
<tr>
<td>Age group</td>
<td>19 a 29 years old</td>
<td>32,9%</td>
<td>13,4%</td>
</tr>
<tr>
<td></td>
<td>30 a 40 years old</td>
<td>22,9%</td>
<td>35,8%</td>
</tr>
<tr>
<td>Educational qualifications</td>
<td>University</td>
<td>80,0%</td>
<td>91,1%</td>
</tr>
<tr>
<td>Monthly net income</td>
<td>1001 a 2500€</td>
<td>37,1%</td>
<td>22,4%</td>
</tr>
<tr>
<td></td>
<td>2501 a 4000€</td>
<td>17,1%</td>
<td>47,8%</td>
</tr>
</tbody>
</table>

Source: Own.

Regarding the opinion about the existence of an interactive mobile application (Graphic 3) in the Museum in general they agree with the proposed parameters. The interest in the culture of the places to visit is well known in both surveys go around 60% of the 136 respondents.
During the month of vacation there is more knowledge about the applications of the genre (Graphic 4) by visitors to the *Biscainhos Museum*, 30% of the 67 respondents answered affirmatively.

**Graphic 4. Opinion on the existence of an interactive mobile application in the Biscainhos Museum: July and August of 2016.**

*Source: Own.*

The socio-demographic profile of the visitors of the *Biscainhos Museum* is:
- Mostly foreigners with incidence between 19 and 40 years;
- Most of them have university education;
- Traveling with the family, usually with a child/teenager under the age of 18;
- They assume that when they are on vacation, they choose for cultural holidays and urban tourism;
- The main source of information for accessing the tourist sites is the Internet.

In this sense, we present the prototype of the interactive mobile application proposed for this case study, according to the consumer-visitor-tourist profile analyzed and according to what they are looking for.

We created a logo (Figure 6) with an element identifying the baroque period, the car, debugging by designer Sylvie Castro.
The studies of color and background images, as well as the existing text in each layout (Figure 7 and 8) were already tested in digital format, through the program Photoshop.

Figure 7. Digital Drafts: Studies of the main layouts in Photoshop.

Figure 8. Main interface layout.
There is a blog (Figure 9) associated with the App created in Wordpress, where we present some characteristics of the Biscainhos Museum, as well as cultural events to happen soon, with the address: https://biscainhos.wordpress.com/.

Figure 9. Presentation of the Biscainhos Blog opening template.

The illustrations (Figure 10) of the Baroque period, made by Illustrator Ângela Vieira, are presented in overlapping current images, so that the user is able to experience the time of the festivals of Braga in the 18th century.

Figure 10. Presentation of the illustrations (representations of century XVIII).
We propose actions across platforms with the aim that digital dissemination be present in all channels of communication and especially in social networks, in a format free of charge for the publicity of the cultural space and the activities inherent to it. In addition to communicating via Facebook, profiles can be created on Instagram, Twitter and even blogs in the thematic area that allows the dissemination of the cultural and tourist offer of the Museum.

In this sense, we must look for strategic marketing planning at the level of an operational network, where all local museums work in a continuous way so that the offer is more homogeneous.

**Conclusion**

The management of monuments and museum spaces is often complex; However, today there is a novelty: private parties with the rental of patrimonial spaces as a way to raise funds that allow the maintenance. Without this it is necessary to resort to Community funds and, in this sense, at government level will bet on Portugal 25 and is expected next year a significant increase, as it will be the European Year of Heritage, according to the authors Isabel Leiria e Joana Pereira Bastos in the magazine journal Revista do Expresso.

Culture is increasingly widespread across internationally spread communities, even at national, regional and local levels; The supply is much more varied than a few years ago, which allows access for all to be made available equitably. Proof of this is the transformation of consumer behavior, more demanding and more knowledgeable with the information made available before and after the trip always using social networks, where it seeks to share with the networks of friends the experiences lived and translated into photographs and comments. We can assume that the best publicity is transmitted from word of mouth, the networks resemble much to this same comparison, in which case, we can say is performed from "finger to finger."

The use of mobile applications are increasingly used in the reality of cultural tourism, as it allows the public to experience and revisit what the space once was or what may be in the near future. The realities, augmented and virtual, allow the component of historical recreation, at the digital level, taking into account some parameters: a date, a place, a name for the project, activities or elements to show, main and secondary characters, be characterized By the differentiation of materiality and immateriality. It becomes a new tourist product, with advantages for the local community, it is a vehicle of support to the cultural exchanges; Enables economic development and community cohesion; Residents pride themselves on cultural identity.

Since the tourist has become a collector of experiences and his anxiety is directly proportional to the amount of objects and situations that has and wants to experience, that is, to consume; makes his own life a good to be consumed.

**References**


Tourism and sport. Experiences and use in a small inland destination

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Introduction

Among the reasons for the growth of sport tourism is the proliferation of sport events in which attendees participate as spectators or as active participants, the development of sports businesses and the greater attention and interest in personal health that turned into a recovery of spa facilities and fitness centres (Gibson, 1998).

In this work, we present a brief description of sport tourism, with special attention to sport event tourism, how to assess its impact and also we present two experiences in the province of Ourense, which can illustrate the relationship between tourism and sport within an inland destination.

Literature background

Hall (1992) distinguishes between participants in the activity, visitors participating in the sport event, and players, who participate in the event for competitive reasons. These categories represent different market segments, not the only ones, since we also should add viewers and volunteers as distinctive segments. Event tourism, understood as a category of sports tourism, is the most important field in terms of tourism mobility and economic impact (Getz, 2003; Weed, 2009b) and attracts all kinds of people of different age and gender (Gibson, Attle and Yiannakis, 1998).

We can point out three current aspects of interest in the evaluation of sport event tourism: (1) Analysis of events: continuity, identification and segmentation, (2) Small-scale sport events (local-regional event), (3) Impact assessment on a triple-bottom-line approach. First, it is necessary to identify the segments with the highest participation as a result of the event and the effects of advertising in the different participation modalities (active participant, player, spectator or volunteer). These data provide us with the necessary information to develop marketing campaigns in a differentiated way (Getz and Page, 2016). Second, in the field of sport tourism events can be established a hierarchical classification of different events according to their size and category. Thus we would have the mega events at the top of the pyramid, at the lower step the hallmark events, and at the base the regional and local events. Finally, future research associated with economic effects should be geared towards a holistic impact assessment (Weed, 2009a) using the triple bottom-line approach. For each of the dimensions of the triple balance; economic, sociocultural and environmental approach, we require specific policies and objectives and different outcome measures, for this reason the comparability between dimensions is a problem to solve (Getz and Page, 2016).

Methodology

Case study: two experiences of sport tourism within inland destination (Ourense)

Ourense is the Spanish province with the oldest population, the average age reaches 50 years and the population growth rate is -0.9%. The sport tourism products offered in the province of Ourense are, in general, small-scale tourist events, except the cycling tour to Spain, called “La Vuelta”. Next, two of them are studied in the typologies of product-facility and of event-professional competition.
The Rowing Training Centre (CERLAC) is created in 2014 in the region of O Ribeiro (Ourense), it is a high performance centre of rowing and canoeing training. The CERLAC is a product that is the result of the union of sports training, rest and physical recovery. As far as sports training is concerned, two ways are combined: the natural resources and the facilities and infrastructures of Laias and Arnoia health resorts.

In 2015, CERLAC receives the firsts national team of rowing, with an average stay of 35 days, much higher than usual in the province (2 days according to the Federation of Hospitality) and in the resorts of Laias and Arnoia (little more than 3 days). The full board stays of the national teams of Netherlands, Belarus and Australia and the William Borlaes College of the United Kingdom were 5,250 nights (INORDE, 2015).

It is also in 2015 when CERLAC carries out its first major promotional activity; to be present at the World Rowing Championship held in Northwest France in August. The aim of this participation is to make itself known among its target audience, namely professional rowers. The event was attended by about 1,300 rowers from 77 countries, who competed for 129 places for the 2016 Rio de Janeiro Olympics. The number of spectators who travelled to see the sport event reached 32,000 people (INORDE, 2015). CERLAC works on its communication and commercial strategy by establishing agreements with Universities like Oxford, Cambridge and Dublin, and national teams such as Belarus, France and Austria, and also negotiates agreements with countries like Canada, Mexico or the Czech Republic (INORDE, 2015).

La Vuelta is, alongside the Giro of Italy and the Tour de France, one of the Grand Tours, i.e. a three weeks duration bicycle stage race on route. La Vuelta is organized and marketed by Unipublic, a company specializing in elite sport events. Although it does not have the relevance of the French Grande Boucle, the entry of Amaury Sports Organization (ASO) in the organization and management of the race has led to a change in the communicative strategy that have contributed to make La Vuelta a mega global event (López and Kettner-Høeberg, 2017).

In the 71st annual racing, held between August 20 and September 11, 2016, the first 7 stages of La Vuelta were played in Galician territory, 4 of them partially or completely in the province of Ourense. The tour group of La Vuelta 2016 included staff and media (around 1,400 journalists, according to La Región, 2016) and the participating teams, not only the racing cyclists, but also members of the technical staff. Each of the 22 teams, from 6 different countries, had 9 cyclists, so that the number of athletes including in the tour group was 198 (in La Vuelta 2016 book of route), to these must be added more than 500 sport-support people (Deputation Ourense, 2016). In total more than 2,500 people (La Región, 2016) who were traveling and accommodating during the days of the racing.

A cycling race like La Vuelta has some distinctive characteristics that largely determines the way in which it generates impacts on the local communities:

- It takes place outdoor, outside specific venues or facilities, taking advantage of the road infrastructures of the territory ("non-stadium sport", according to Rodríguez-Gutiérrez and Fernández-Blanco, 2016).
- Public attendance is free, with the largest crowds taking place at the time of arrival and departure (with the exception of the relevant mountain passes).
- Local communities that host the departure and arrival of the racing, in these populations the tour group settle a few hours and overnight, interacting with the local population.
• The live broadcast is usually limited to the last 50 kilometres of the stage (the last hour and a half, approximately) except in very important stages, usually high mountains.

**Use and practical implications**

Notes on the impact of the Vuelta in the province of Ourense:

• The beginning of La Vuelta in the province of Ourense, which also included the official presentation of the race, meant that the tour group lodged in hotels of the capital and surrounding villages from Monday 15 to Sunday 21, the day of departure of the second stage of the race from Ourense. The same happened on Thursday 25, with the end of the 6th stage in Luintra and the beginning of the 7th, the next day in Maceda.

• One of the main objectives of the Deputation of Ourense’s investment in this event, estimated at 200,000 euros (La Región, 2016), was to strengthen the tourist image of Ourense and the positioning of the province, primarily as a healthy spa destination. In the press releases of this provincial body we can read statements related to the racing as “special emphasis on the thermal promotion of the province” (Deputación Ourense, 2016).

Finally, we must also consider certain long-term impacts, such as those of a social nature, for example the possibility that the event stimulates the practice of sports, especially among children.

**Conclusion**

Sport tourism is a booming modality that combines two of the activities that currently occupy a greater part of the leisure time of the inhabitants in developed countries: trips and sport practice. It is therefore important to assess their impact on the territories, particularly in the case of events. Such an assessment may focus on the short-term effects on the economy and local image, but it is also advisable to take into account other long-term impacts such as socio-cultural and environmental. An inland destination, in this case the province of Ourense, can take advantage of the tourist opportunities that generate the management of sport and leisure infrastructure or hosting a big event.

In this case study it is has been shown how two different sports experiences are used to link them to one of the main resources susceptible to tourism exploitation of the territory, as are the mineral springs. In one case directly incorporating the resource to the product (CERLAC) and in the other carrying out an intense promotional campaign (La Vuelta).

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Flood risk in coastal tourism regions: a method to assess beach vulnerability

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Introduction

Coastal and marine environments attract hundreds of millions of tourists every year, and in many regions, tourism is the mainstay of the economy (Hall 2001). External and tourism-related pressures on coastal zones include land conversion and industrial developments, water pollution, loss of mangroves, overuse of fresh water resources, as well as overfishing of marine species used as seafood and souvenirs (Gössling et al. 2003). Climate change exacerbates existing problems in coastal zones, as it affects resources of central value to tourism (Scott et al. 2012). Climate change can nevertheless be expected to become a growing threat to the management of coastal tourism in many parts of the world. Many settlements and critical infrastructure are increasingly vulnerable to erosion, storms and tidal surges, and saline intrusion (Nunn 2013). Evidence suggests changes in the frequency, intensity and timing of rainfall in many destinations in the world, with significant consequences for tourism.

Scientific background

The frequency of coastal flooding is expected to double in lower latitudes within decades due to sea-level rise (Vitousek et al. 2017). River floods, as a specific threat arising out of changing rainfall patterns with greater intensity or over prolonged periods, as well as storm surges linked to wave patterns, tides and coastal features (IPCC 2014) are an aspect that has so far received limited attention in the context of tourism. In situations where storm surges and river floods coincide, this can have concomitant detrimental repercussions for beaches and recreational areas, in particular those located in estuaries and river mouths (Monbaliu et al. 2014).

Floods are the most prevalent and economically significant natural disaster in Europe (EEA 2004). Floods kill an average of 20 people per year and lead to economic losses in the order of €800 million (MAPAMA 2016). Climate change is anticipated to increase the frequency of extreme precipitation events that will cause more intense and frequent river flooding (Feyen et al. 2012). Against this background, the work develops a method for the assessment of the vulnerability of coastal tourism to flooding, based on a case study of Galicia, Spain. The region has been chosen because floods have been identified as a specific threat for the region.

Methodology

The vulnerability of a system is a function of exposure and susceptibility to hazardous situations (Balica et al. 2012). To assess beach flood vulnerability at the local scale, relevant variables are included in a theoretical framework covering exposure, susceptibility and resilience (Kaly et al. 1999) with regard to hydro-geomorphological, socio-economic & administrative, and institutional subsystems (Balica et al. 2012). Appropriate indicators also need to be identified for each subsystem (Peduzzi et al. 2001).

The hydro-geomorphological subsystem is defined by exposure indicators that represent coast or catchment basin characteristics, including storm surges, frequency of storms/rainfall events, sea level rise, river discharge, soil subsidence and elevation above sea (table 1).
Table 1: Exposure indicators of the hydro-geomorphological subsystem

<table>
<thead>
<tr>
<th>Factor</th>
<th>Indicator</th>
<th>Unit</th>
<th>Impact on vulnerability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluvial/costal characteristics</td>
<td>Beach coastline</td>
<td>km</td>
<td>Higher beach coastline (+)</td>
</tr>
<tr>
<td></td>
<td>Hydrographical characteristics</td>
<td>km</td>
<td>Higher river network (+)</td>
</tr>
<tr>
<td>Elevation above sea level</td>
<td>Low elevation coastal zones</td>
<td>km² (%)</td>
<td>Higher LECZ (+)</td>
</tr>
<tr>
<td></td>
<td>Soil subsidence</td>
<td>m²</td>
<td>Higher area (+)</td>
</tr>
<tr>
<td>Frequency of storm/rainfall events</td>
<td>Rainfall intensity</td>
<td>mm or l/m²</td>
<td>Higher intensity/ frequency (+)</td>
</tr>
<tr>
<td></td>
<td>Rainfall seasonality</td>
<td>mm or l/m²</td>
<td>Impact of rainfall on high season (+)</td>
</tr>
<tr>
<td></td>
<td>Frequency of storms</td>
<td>#</td>
<td>Higher frequency of storms (+)</td>
</tr>
<tr>
<td>Sea-level rise</td>
<td>Sea-level rise</td>
<td>mm/yr</td>
<td>Higher SLR (+)</td>
</tr>
<tr>
<td>Waves</td>
<td>Wave regime</td>
<td>cm/yr, W/m²/yr</td>
<td>Higher wave intensity (+)</td>
</tr>
</tbody>
</table>

The socio-economic subsystem considers elements that damage beaches or increase adverse impacts of flooding. Analysis of legal and regulatory context and governance policies is thus an essential part of the flood risk assessment process (Penning-Rowsell et al. 2014), including administrative organization, legal frameworks, and protected areas (Nicholls et al. 2015). The political-administrative subsystem takes into account the legal and regulatory context, preparedness, coping and recovering strategies, as well as contingency plans and nourishment actions.

Other physical indicators, such as beach structure, are considered in terms of their contribution to resilience. Previous exposure to flooding provides an opportunity for learning and obtaining feedback to cope with future threats, and levels of resilience decrease among low-income households (Gotangco et al. 2016).

Practical implications. Case study

Tourism is a sector of central economic importance in Spain, a country that is ranking third in the world in international tourist arrivals (65 million) and second in tourism revenues ($65.2 billion) (UNWTO, 2015). In Galicia, the sector contributes 11.1% to GDP and employs 12.0% of the workforce (Exceltur 2014). Beach tourism is of considerable economic significance for Galicia, which has 724 beaches (Galicia Tourism 2016). In total, 436 marine beaches and 68 river beaches are surveyed regarding water clarity, jellyfish, tar, floating materials, organic waste and other waste. The region is prone to flooding for interrelated hydrographical and meteorological reasons.

The average annual rainfall in Galicia is 1281 mm/yr. Over the last 10 years rainfall has fluctuated between 880-1800 mm on the north coast, and between 700-2050 mm in the South. The distribution of precipitation during the year shows a strong seasonality, the most intense rain season is October-February and the dry season is June-August in both areas. Differences between the two seasons are more pronounced in the South.

The spring tidal range in Galicia varies between 0.2 m to more than 4.5 m (MeteoGalicia 2017). Flood risks analysis of flooding for a return period of 10, 100 and 500 years identifies 210 Areas with Potential Significant Flood Risk [APSFR], including 42 coastal areas (Aguas de Galicia 2016). Problems of coastal erosion and the risks associated with flooding have led to the implementation of contingency plans and beach nourishment actions. The width of the beach is also an element of resilience given its capacity to protect against storms and its greater recreational and tourist value (Pompe and Rinehart 1995). In general, the beaches of Galicia present a good degree of conservation with important cyclical exchange of sediments and recovery of the beach profile throughout the year (Costas et al. 2005).

In the three provinces the municipalities of the coast have a wide history of flood events aggravated by the action of the tides and the swell. In coastal municipalities located in areas
at risk have been recorded up to 2011: 45 in A Coruña, 39 in Pontevedra and 34 in Lugo (Aguas de Galicia 2016).

Indicative findings

Of the 724 beaches registered in Galicia, 77 beaches are identified as being located in areas at risk of flooding. Beaches are differentiated according to the origin of the flood; a total of 50 beaches are in areas at risk of flooding by seawater, 33 in areas at risk of fluvial flooding, and 6 beaches share both risks. 19 at-risk beaches have Blue Flag certification. Among the beaches at risk of flooding some (27) contain protected habitats and are located in areas with some form of environmental protection, such as areas belonging to the Natura 2000 network. According to the anthropogenic scale of Williams (2011): 38.5% of the beaches at risk are “remote” or “rural”, i.e. located in areas with low population density; 47% are in the “village” category; and 14.4% are “urban” beaches.

Conclusions

The development of beach vulnerability assessments that identify the most at-risk locations can enable evidence-based decision-making in the development of short and long-term adaptive strategies to reducing flood risk as well as the better allocation of economic resources in response to risk, increasing coastal destination resilience (Adger et al. 2005).

Such information is valuable for a number of different stakeholders, including government, in determining resource allocation and priorities; insurance companies in their assessment of liabilities; businesses in relation to their own planning, adaptation and risk assessments; as well as those living in coastal areas (risks, property values).

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Residents and visitors perceptions of an event-experience: An on-site event-experience analysis of Lazarim Carnival (Portugal)

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Introduction

In a society based on experiences, cultural events (festivals, carnivals, parades, celebrations, religious events) play an important role in strengthening the image of a destination, boosting the tourism activity and the regional economy. In this sense, the events represent a tourist attraction that has the possibility to gather people and keep their money in the region where they live (Getz, 2008).

Experiences, which are the prime manifestations of the experience economy, are becoming increasingly important in cultural events (De Geus et al., 2015). Despite the high relevance of cultural events, very few studies have been conducted to analyse the experience of temporary attractions, such as the carnival.

Carnival is recognized by several authors as one of the most complex and rich cultural festivities. This event is not celebrated in the same way in all the different destinations where it occurs. In Portugal, for example, the carnival tends to be related to religious events and is seen as a form of social-political criticism. Furthermore, it represents the values of a community, since it is habitually organized by them, involving the residents in the process.

Many tourism institutions have made the organization of festivals and special cultural events, such as Carnival, part of their strategies on the development of experiences with destinations, since positive impacts in the localities where they occur are perceptible. However, to plan and provide a good experience, it is essential to take into account who constitutes the demand.

The aim of this study is to examine participants’ perceptions of the experience of the Lazarim Carnival (Portugal) in order to establish the overall value of the event. Specifically, we intend to analyse the motivations, profiles and social practices associated with the participation in the event (for example, motivations for participation, sources of information used, general and specific evaluation of the event-experience, intention to return and to recommend the visit, among other factors). The study aims to answer two fundamental questions: What are the residents and visitors’ perceptions about this event-experience? Are there differences in the perceptions between residents and visitors?

We assess the participants’ onsite experience during the event, which took place in Lazarim village, from 25th to 28th February 2017. The Lazarim village is a Portuguese parish located in the municipality of Lamego, with 16.54 km² of area and 521 inhabitants (INE, 2011).

The Lazarim Carnival is an annual event celebrated in the Lazarim village and its origin is ancestral. This tradition was interrupted during the dictatorship period in Portugal, being reactivated in 1975, after the revolution. This carnival is one of the most traditional and
genuine carnivals in Portugal, keeping well alive ancestral traditions that have lasted through the ages.

The Lazarim Carnival is one of the biggest cultural events in the region, due the number of visitors it attracts and the originality and commitment involved in the preparation of the event. It is organized by the Lazarim parish council with the collaboration of the local community and is held over a four-day period. Lazarim Carnival is characterized by the “Caretos” (Figure 1), an ethnographic parade and satirical testimonials. The “caretos” are characters of the Carnival of Trás-os-Montes and Alto Douro, who wear wooden masks sculpted by artisans of the village, with zoomorphic physiognomies.

Figure 1: The “Caretos”

**Design/Methodology/Approach**

**Research method and sample**

In view of the proposed research objectives, we have chosen a quantitative research methodology of a descriptive nature, based on the collection of information obtained by a survey design method. Regarding the application method used for this survey, we chose to conduct a face to face interview survey with the support of a structured questionnaire. The application of the questionnaire was realized by a team of eight people (graduate students, investigators and research assistants), who were trained to fulfil the objectives and procedures of the investigation. The participants (residents and visitors) of the four-day Lazarim Carnival event were the target population of the study. The face to face interviews with participants were conducted on the village streets and on the Interpretive Centre of the Iberian Mask.

The collection of primary data was held on February 26th, 27th and 28th, 2017 and 120 questionnaires were applied to participants based on a non-probabilistic sample procedure. From the total amount, 100 questionnaires were validated. The size of the sample and the sampling method selected were due the time and budget constraints for this study.
Research instrument

The survey was designed to focus on respondents' experiences and their motivation to attend the Lazarim Carnival. The questionnaire was operationalized through dichotomous and multiple choice questions. In terms of the construction of the scales, 7-point Likert scales were used.

The structure of the questionnaire was divided into two sets of questions:

- The first group included questions regarding the reasons for participation in the event, the involvement in similar events in other locations, the evaluation of the event experience, the frequency of participation in events alike, the average expenditure per person at the event, among others.

One of the main issues of the questionnaire concerns the evaluation of the event experience. The scale proposed by De Geus et al. (2015) was used, with adaptations to the context under analysis. The Event Experience Scale has been subject of several applications in international studies in the context of the “ATLAS Event Experience Research Project”. This scale comprises four dimensions and 18 items. De Geus et al. (2015) considers event experiences as a process that has cognitive, conative and affective components. The four proposed dimensions are: affective engagement (what one gets from an event; excitement, emotional energy, intimacy, adventure, values and recollection), cognitive engagement (interpretation, cognition/learning, intellect, learning, knowledge acquisition, reflexivity), physical engagement (behaviour, (active) participation, creativity, and multisensory (elements)), and experiencing novelty (distinctiveness of event, unfamiliarity, and uniqueness).

- The second group included questions specifically addressed to visitors, namely the number of days of visit, the type of accommodation, the means used to arrive at the destination, the sources of information that influenced the choice of the event, the general evaluation of the experience in the event, the intention to return and to recommend the visit.

Key background information of the respondents, such as age, gender, education level, household income and place of residence, was also included in the survey.

Data analysis method

For the analysis of the collected data, we used the statistical program SPSS (Statistical Package for Social Sciences) version 22. The data was treated through the use of simple and univariate statistical procedures, such as the frequency distribution tables (absolute and relative) and the calculation of means and standard deviations. In order to verify the existence of dependency relations, bivariate analysis was used. Cross-tables were used as tests, combined with the chi-square test for nominal variables. For the identification of the segments, an exploratory technique of multivariate analysis was used - the two-step cluster analysis.

Results

Demographic profile of respondents

The sample was composed by more male (52%) than female participants. The age of the respondents ranged from 18 to 80 years with an average age of 46.74. In terms of the level of education of the respondents, the findings showed that 36% concluded secondary school, 28% hold a higher education degree and 19% finished a postgraduate degree (master, PhD). The remaining possess technical education (6%), concluded primary school (9%) and 2% never attended school. The income distribution shows that 36% of the respondents indicated earnings between 501 and 1000 euros, while 23% have specified earnings between 1501
and 2000 euros. The boundary categories (less than 500 euros and more than 2000 euros) covered 15% and 8% of the responses, respectively. Most of the respondents (87%) reside in Portugal. The 13% of international respondents are mainly from Spain, Brazil and France. For 91 responses, the average expenditure per person varied between 0 and 2000 euros, with an average value of 122.31 euros.

Residents and visitors perceptions of the Lazarim Carnival event-experience

The participants of this event could either be residents or visitors. Thus, the first question of the questionnaire clarified this situation. In the sample, 81% of participants (n = 100) were visitors.

An important factor in the analysis of the event’s experience concerns the reasons that led the participants to attend the Lazarim Carnival. Eleven reasons for participation were considered. Therefore, "spend time with family/friends", "entertainment" and "taste for the atmosphere of Carnival" were the main reasons chosen by the respondents. "Programming" and "feeling part of a community" were the least significant reasons.

We also tried to understand in which other locations the participants had already celebrated the carnival and for how many days. The answers showed a greater number of other Portuguese Carnival events (Ovar, Podence and Constantim). As for the number of days celebrating carnival, the most part answered one day.

In attempt to determine the perceptions about the event, a range of statements related to the event experience of the Lazarim Carnival was provided, and the respondents were asked to rate their level of agreement. Answers could range from 1 (totally disagree) to 7 (totally agree). The scale used was an adaptation of the one created by De Geus et al. (2015), which in this study included only 10 items. The scale comprised four dimensions: affective engagement (what one gets from an event; excitement, adventure, values and recollection), cognitive engagement (cognition/learning, intellect, learning, knowledge acquisition, reflexivity), physical engagement (behaviour) and experiencing novelty (uniqueness). Overall, the scale average was 6.78, which shows that, considering the dimensions analysed, the overall experience of the event was positive. The results point to higher averages in the items "I was excited" (7.36), "I learned something" (7.33), "I was active" (7.31) and "I thought this event was unique" (7.11), which are included in the 4 abovementioned dimensions: affective engagement, cognitive engagement, physical engagement and experiencing novelty, respectively. Respondents tended to show lower levels of agreement in two cognitive aspects: "I was thinking" (5.58) and "I used my intellect" (5.93).

For each item of the scale a bivariate analysis was performed with the respondent's situation (resident vs. visitor). It was concluded that there were no significant differences between both groups in the responses given, with the exception of the item 5 ("I used my intellect"), where a higher discordance value was shown on the residents’ answers when compared to the visitors’ answers.

There were statistically significant differences between the item "I was aware of my values" and gender, with male respondents disagreeing more than female respondents. The same happened with the item 7 ("I acquired new knowledge"), where men were the group who most disagree with this statement.

In attempt to understand how the participants face the event, a question about their own rituals and if they consider the event as a symbolic moment was provided. For the first indicator, 50% agreed, 42% disagreed and 6% expressed a neutral opinion. Regarding the second indicator, 73% agree, 18% disagree, and 7% say they do not disagree or agree. In both questions, two respondents did not know how to respond.
Respondents were also asked how often they had celebrated carnival throughout their lives. A total of 38% of the answers fall within the category "always, as long as I remember", 21% reported having celebrated Carnival between one and three times and 17% between 6 and 10 times. More than 11 times was indicated by 16% of the respondents and between 4 and 5 times by 8% of the respondents.

It was questioned how many of these times the participants celebrated the carnival in Lazarim. Between the minimum limit of 1 time and the maximum limit of 21 times, the average number of times was 4.16.

In order to perceive the potential uniqueness of the event, a question about the importance of this event in the participants’ decision to visit the destination/participate in the event was provided (if this event was the main reason, whether it was a motive among several others or if it was not a reason). Thus, we found out that for 62.6% of the respondents this event was the only reason for visiting this destination/participate in the event, while for 37.4% of respondents it was one of several reasons for visiting/participation.

**Additional questions for Lazarim Carnival visitors**

This set of questions was only provided for the visitors of the Carnival (n = 81), whereas residents who answered the questionnaire (n = 19) did not answer it. The majority of the respondents reached the destination by private vehicles (62%), followed by tourist buses (19%). The number of days spent in the visit varied from 0 to 7, with an average value of 1.44 days.

The respondents were asked to indicate the sources of information that made them aware of the Lazarim Carnival. The findings show that “Recommendation from friends/family” was the main source of information (50.6%) followed by “internet” (25.9%), “Radio, TV and press” (23.5%), “previous visit” (14.8%) and the “tourism office” (9.9%).

Regarding the overall evaluation of the experience of the event, only one person considered the experience bad. For 13.6% it was considered regular and for 40.7% good, while 33.3% reported that the experience was very good and only 7.4% considered it excellent.

Regarding the intention to return, the respondents’ opinions were as following: 33.3% have this intention, 25.9% do not have it and 33.3% will maybe participate again in the future. A total of 3.7% did not respond to this question.

Finally, it was asked if the visitors would recommend the Lazarim Carnival. Two respondents did not know, but the vast majority (84%) said yes, while 9.9% of respondents would not make such recommendation.

To identify the segments of participants in the Lazarim Carnival, multivariate data analysis was used, more specifically the two-step clusters analysis. The variables used to define the segments were: type of participation (resident; visitor); the importance of the event in the decision to participate (the only reason for visiting/participating; one of the several motives for visiting/participating) and the average expenditure per person during the whole event.

With regards to the variables used, it was possible to identify three groups (Table 1), with different dimensions:

1) Segment 1 (Excursionists) - 47.8% (43);  
2) Segment 2 (Tourists) - 34.4% (31);  
3) Segment 3 (Residents) - 17.8% (16).

After the cluster analysis, we performed an evaluation regarding the variables that were important for the classification of each group, in order to verify whether or not there are
statistically significant differences between the three segments identified. The characteristics of each group can be seen on Table 1.

Table 1: Constitution and characterization of segments

<table>
<thead>
<tr>
<th></th>
<th>Group 1 (43; 47,8%):</th>
<th>Group 2 (31; 34,4%):</th>
<th>Group 3 (16 elementos; 17,8%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Type of participation: Visitors (100%); - Importance of the event: only reason for the visit (100%); - Average expenditure per person (36,99 euros)</td>
<td>- Type of participation: Visitors (100%); - Importance of the event: one reason among several (100%); - Average expenditure per person (299.69 euros)</td>
<td>- Type of participation: Residents (100%); - Importance of the event: only reason for participation (75%); - Average expenditure per person (14.94 euros)</td>
</tr>
<tr>
<td>How many days are you staying?</td>
<td>1.22 (average value)</td>
<td>1.77 (average value)</td>
<td>-</td>
</tr>
<tr>
<td>Gender and age</td>
<td>51.2% are men; Average age-46.56</td>
<td>64.5% are women; Average age- 44.81</td>
<td>87.5% are men; Average age- 51.88</td>
</tr>
<tr>
<td>Level of educational qualification</td>
<td>44.2% Primary school</td>
<td>41.9% Secondary School</td>
<td>37.5% Primary school</td>
</tr>
<tr>
<td>Monthly household gross income</td>
<td>44.2% receive up to 1000 euros</td>
<td>48.4% receive more than 1501 euros</td>
<td>93.8% receive up to 1000 euros</td>
</tr>
<tr>
<td>I felt a sense of adventure</td>
<td>51.2% agree</td>
<td>51.6% agree</td>
<td>37.5% disagree</td>
</tr>
<tr>
<td>I was aware of my own values</td>
<td>58.1% agree</td>
<td>80.6% agree</td>
<td>43.8% disagree</td>
</tr>
<tr>
<td>I was thinking</td>
<td>46.5% disagree</td>
<td>41.9% agree</td>
<td>62.5% disagree</td>
</tr>
<tr>
<td>I used my intellect</td>
<td>51.2% disagree</td>
<td>67.7% agree</td>
<td>68.8% disagree</td>
</tr>
<tr>
<td>I thought this event was unique</td>
<td>76.7% agree</td>
<td>58.1% agree</td>
<td>87.5% agree</td>
</tr>
<tr>
<td>How many times have you celebrated Carnival in your life?</td>
<td>32.6% between 6 and 10 times</td>
<td>35.5% always, since I remember</td>
<td>75% between 6 and 10 times</td>
</tr>
</tbody>
</table>

Conclusions

This research analysed the profile of participants and their own perception about their experience in the Lazarim Carnival 2017. Besides the investigation of the participants' actual experience, some determinants of this participation were also explored, such as motivations, previous knowledge about the event and the sociodemographic profile, as well as some consequences, such as global satisfaction and intention to return and to recommend.

In general, the perceptions of residents and visitors about the lived experience were very positive. Three large groups of participants, each with its own particularities, were determined, and should be taken into account in the strategic planning of future events.

This study aimed to contribute and improve the knowledge about this market, and sought to broaden the current data about the typology of participants that, generally, can be found in this sort of cultural events. It is through the analysis of participants’ experiences that event organisers and other stakeholders, linked directly or indirectly with the tourism industry, can identify how to improve event experience’s.
Additionally, understanding the overall perception of such experience can help to enhance the quality of this experience for both residents and visitors, mutually in the context of the event itself as well as the destination in general.

The fact that this study addresses only the participants of one event and use a non-probabilistic convenience sample is shown as a limitation. Furthermore, the sample cannot be representative of the whole event. Thus, future studies should increase the study sample, to reach a greater representativeness of the population that participated in Lazarim Carnival.

References


The evolution in senior travellers’ experience — With a specific focus on ICT usage

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Introduction

This study aims to provide an analytical interpretation of development of senior travel in relation to the usage of information communication technology (ICT). To achieve the aim, the article firstly review the literature that examine senior travel around the world. Then, the study critically evaluates literature regarding senior tourists’ ICT usage. Finally, after analysing the implications and limitations of the existing literature, the study suggests relevant expectations for future research that will inform key gaps in knowledge.

Literature review of senior tourist studies around the world

Research studies regarding senior travellers initiated in the developed countries of the West. As age was found to be an effective variable for segmentation (Anderson and Langmeyer, 1982), tourists who have reached a later phase in their life cycle were oftentimes considered to have different travel behaviours or preferences than other market segments (e.g. Anderson and Langmeyer, 1982). According to Shoemaker (1989), the market segment of senior tourists were variously described as the “mature market” (Lazer, 1985, as cited in Shoemaker, 1989), the “older market” (Allan, 1981, as cited in Shoemaker, 1989), and the “muppie market” (Seelig, 1986, as cited in Shoemaker, 1989). However, the “senior market” was a more favourable term for the individuals who form the segment (Shoemaker, 1989).

Definition of senior tourists

Tourism researchers adopted various criteria to define senior tourists. According to Nielsen (2014), the chronological age is the most common measure for defining senior tourists. Definitions varied from 55 years of age (e.g. Hsu et al, 2007; Sangpikul, 2008; Shoemaker, 1989; 2000) to 65 years of age (e.g. Kim and Woo, 2014; Huber et al, 2017). Although the inconsistency in definition could lead to inconvenience in the comparison of findings, if we consider the differences in legal retirement age of various nations, it is actually acceptable for researchers to use different age criterion for their own studies.

Research themes

Analysing previous studies, Nielsen (2014) pointed out that the research interests on senior tourists could be categorised into four major approaches: comparison analysis, heterogeneity analysis, travel constraints analysis, and temporal analysis. The approach of comparison analysis focused on the behavioural differences between the market of senior tourists and that of younger tourists. Heterogeneity analysis confirmed that the senior tourist market is not homogeneous by comparing senior tourists’ travel motivations and other factors (e.g. demographic factors) that influenced their decision-making process. The analysis of travel constraint investigated the barriers that prevent senior tourists from taking vacations, while temporal analysis, through collecting longitudinal data, studied the behavioural changes of senior tourists over time.

Compared with Western literature, the Chinese literature shared very similar research themes, such as market segmentation, travel constraints, and travel decision-making. However, a slight difference exists as Chinese researchers paid more attention to the supply
side of the senior tourism industry. Based on case study approaches, several Chinese researchers (e.g. Guan, 2009; Xu, 2013; Zhang, 2015) focused on topics such as destination development models and real estate development.

Implications and limitations of senior tourists studies

In reviewing the Western and Chinese literature, three noticeable gaps emerged. First, most of the research studies focused on the decision-making aspects of senior tourists’ travel experience, while only a few studies (e.g. Mitas et al, 2012) explore the overall travel experience of senior tourists (i.e. actual travel actions). Second, despite a large number of market segmentation studies conducted around the world, there is a lack of articles focusing on cross-cultural comparisons that could reveal the reasons behind different research findings. Third, the newly emerged ICT deserves more investigations in regard with its influence over senior tourists.

Seniors’ usage of ICT for tourism purposes

Background of the study

In the tourism industry, the emergence of ICT greatly changed the ways in which people search for travel information and share their travel experience. With the aids of the internet, potential tourists could directly communicate with tour operators through social media such as Facebook and Twitter. In addition, the internet also provide a convenient channel for tourists to book their itinerary online. Offering great convenience for customers, the usage of information technology for tourism purposes has become increasingly popular. According to Okazaki and Hirose (2009), in 2005, internet was the 4th most popular information sources for travelling in Japan, surpassed only by word-of-mouth (WOM), tourism guidebooks, and brochures. To make the increasing trend of IT usage more significant, a combination of internet and word-of-mouth has created an emerging phenomenon of e-WOM (Okazaki and Hirose, 2009), which further expands the impact of internet in travel information search.

Considered as an “out of fashion” group, senior tourists, in the past, did not receive much research attention on their IT usage (Wang et al, 2017). However, this situation is gradually changing as the new generation of senior citizens distinguished themselves from the previous generations in several ways. For example, Chen and Shoemaker (2014) suggested the new generation of senior citizens had a relatively young cognitive age, and were less interested in products tailored for senior tourists. Additionally, the new generation of senior citizens tend to be more tech-savvy and mainstream. According to Kim and Preis (2015), the proportion of senior mobile phone owners in South Korea rose from 7.1% in 2011 to 46.8% in 2012.

Major approaches of investigation

Interested by the influence brought by the ICT, a few researchers already initiated investigations regarding senior tourists’ online behaviour. In general, these researchers focused on senior tourists aged between 50 and 75. This is because senior citizens in this phase of life generally remain in good health condition, and are more likely to adopt and use new technology.

One of the major approaches of investigation is the typology of senior ICT users. Based majorly on qualitative methods, researchers (e.g. Fabricius and Eriksson, 2017; Pesonen et al, 2015a) analysed the heterogeneity in senior tourists’ usage of information technology. The categorisation criterion is usually the degree of participation in using the ICT. For example, Fabricius and Eriksson (2017) divided senior tourists into three categories, namely disinclined users, opportunistic users and 2.0 users. Disinclined seniors are the ones who do not seek advice from unknown internet users, nor do they share any information regarding their own travel experience (Fabricius and Eriksson, 2017). Opportunistic users are the ones
who take other online users’ advice for their own travel, but do not actively provide their own travel experience to others (Fabricius and Eriksson, 2017). 2.0 users both take advice from online peers and share their own travel experience (Fabricius and Eriksson, 2017).

Another approach of investigation focused on the overall experience that senior tourists have with respect to ICT usage. For example, Pesonen et al (2015b) explored how online tourism service correspond to senior tourists’ travel needs, and discovered that senior tourists have various levels of knowledge in using online travel service. In addition, unlike previous opinions that senior tourists are users of traditional information channels, such as travel agents and mass media, the findings of this research revealed that experienced senior tourists actually prefer the usage of information technology for tourism purposes.

Despite the studies on typology and overall experience, researchers are also interested in seniors’ intention to use ICT for tourism purposes, and how ICT influences seniors’ intentions to take vacations. Employing social capital theory, attachment theory, and altruism theory, Kim et al (2016a) investigated the mechanism behind seniors’ usage of social networking sites (SNS) for tourism purposes. This research verified that seniors’ online social capital and altruistic attitude have significant influence on their attachment to particular SNS, which in turn, influences seniors’ intention to revisit those sites to seek or share travel information. In another study, Kim et al (2016b) compared the behavioural intention to use ICT between seniors who have high level of knowledge and those who have low level of knowledge. Confirming the heterogeneity in seniors’ online behaviour, this research also discovered that level of knowledge could have significant moderating effects on the determinants of ICT usage intention (i.e. usefulness, ease of use, enjoyment). Wang et al (2017), on the other hand, investigated the influence of IT usage on senior citizens’ intention to take vacations. This research discovered that IT usage could influence senior tourists’ travel intention through the mediation of travel motivations.

**Implications and limitations of studies regarding the online behaviour of senior tourists**

The existing literature regarding senior tourists’ online behaviour provided an insightful image of ICT usage under the research context of senior tourism market. Senior ICT users is a heterogeneous group with various degrees of ICT usage and online knowledge. In contrast to previous opinions, senior tourists, especially the ones in the younger generations, actually prefer the use of ICT for tourism activities. In addition, researchers also discovered that seniors’ online social capital, altruistic attitude, perceived usefulness of ICT, perceived ease of use of ICT, enjoyment, and attachment have influence on seniors’ intention to use ICT for tourism purposes. Finally, ICT usage could also affect seniors’ intention to take vacations.

However, limitations still exist. As an important channel for tourism information search, information technology indeed plays a significant role in assisting senior tourists’ decision-making. Due to the lack of research in this field, the existing literature are mostly exploratory ones, therefore, there were certain limitations with some of the research studies. For example, Wang et al (2017) confirmed that ICT usage contributed to senior travellers’ outbound travel intention through the mediation of travel motivations. However, they merely utilised daily online time, type of online devices, and IT equipment brought and used on vacation to measure the construct of IT usage in their research. A problem with this measurement is that people could actually use their online time for a lot of activities, such as reading news and chatting with friends, and these activities might have nothing to do with tourism activities or motivations to travel. In other words, the measurement fails to make the construct a direct causal antecedent of travel motivations. Therefore, to investigate how ICT influences seniors’ intentions to take vacations, researchers should design their research in a more careful manner. Additionally, there is a lack of studies focusing on the role that information technology plays in negotiating travel constraints. As a tool that facilitates travel information search, ICT should be capable of assisting senior tourists to make informed decisions, and to improve their self-confidence and actual control on taking a vacation.
Discussion and expectation of future research

In conclusion, studies regarding senior tourists’ ICT usage improve our understanding toward the influence of this newly emerged phenomenon. However, through a review of both English and Chinese literature regarding senior tourists, there is still a paucity of research with respect to senior tourists’ experience in relation to ICT usage. Studies regarding senior tourists’ experience with ICT usage could be roughly categorised into four major research themes, namely the typology of senior ICT users, the overall experience of ICT usage, the intention to use ICT, and the travel decision-making process assisted by ICT. While a few limitations exist, the author suggested the following aspects for future research.

First, as an important channel for travel information search, it is vital to investigate how ICT usage influence senior tourists’ travel experience. One of the major focuses in the existing literature is the investigation of decision-making process. While this focus is enlightening, researchers could further deepen our understanding by investigating ICT’s capability in negotiating the travel constraints of senior tourists.

Second, researchers should be careful in operationalising the constructs in relation to tourists’ usage of ICT. That is, to avoid using the easily-confused measurements such as the amount of time spent online and type of IT devices, and to adopt more travel-related measurements. One of the solutions is to develop a detailed list of ICT usage items that are easy to measure and in relation to travel purposes, such as visitation to online tourism services and travel experience sharing in social media.

References


Looking for unique event venues: An opportunity for industrial heritage tourism.

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Abstract
Cities hold yearly thousands of special events. We consider as such “a unique moment in time celebrated with ceremony and ritual to satisfy specific needs” (Goldblatt, 2002 p.6)

Special events are a high percentage of the incomes a destination receives from tourism. Events have become so popular that most companies organize meetings, conferences or exhibitions as part of their marketing strategies; and this sums up with all type of cultural and sport events planned throughout the year in most tourist destinations (Mathews, 2016). Nowadays, one of the biggest demands this industry has, is to look for venues that are unique, special and authentic (Torrents, 2005). Even though theatres, exhibition centres, hotels or universities are still the sites that most organizers use to allocate their events (Eventoplus, 2016), we must consider that there is a high demand for new and unusual locations, capable of hosting efficiently a special event.

This is where our study on Industrial Heritage Tourism has focused its attention. Most of the cities in European countries count with industrial buildings that have been abandoned, and are awaiting for initiatives that allow them to be rehabilitated and reused with a new purpose (Pardo, 2008). Our research shows that, in most cases, as part of processes of urban regeneration, these buildings are being reconverted into multifunctional cultural spaces, that can be used with different purposes. When so, one of these purposes is to be venue for special events.

This paper summarizes the results of the research that we are still developing, based in the analysis of the new uses of industrial heritage sites in Western and Northern European countries and its impacts according to the 3-bottom line in the destinations and its inhabitants.

Event industry’s demand for new locations
Event venues are locations where events take place. Some are more common than others; but in the last decades, events have become the center of experiential marketing strategies (Ferdinand & Kitchin, 2016), making us consider the need to look for new non-traditional sites (Mathews, 2016).

As Shone & Parry state, “the key element of all special events is their uniqueness” (Shone & Parry, 2004 p.17). When organizing an event, there are many decisions to be taken. However, choosing the venue is probably the one decision with the biggest impact on the event itself (Getz, 2005), as it may be an issue that affects others, such as the date and time, number of attendees or the atmosphere created.

Depending on the desired outcome of the special event being designed, we must consider a list of basic requirements for the venue. Shone & Parry (2004) state that the ease of access and the existence of the necessary equipment and resources for the development of the event are fundamental. They also explain the importance of safety, nearby leisure activities and the infrastructure and suprastructure of the destination.
But our research focus its attention only in the physical requirements a venue must comply in order to be consider a good candidate for hosting events. In this matter, taking as a starting point Monroe´s requirements checklist (2006), we can say that a venue must take into account:

- Access, especially in public transport
- Size and architectural characteristics that allow hosting events, with special attention to floor plans
- Services available: water, electrical power, lighting, catering, audiovisual facilities, technological facilities such as internet
- Security
- Accessibility

**Industrial heritage tourism: an opportunity as unique event venues**

We have already determined the basic needs organizers look for when searching for new venues for their events. At this point, we want to determine how industrial heritage buildings can be perfect for this purpose.

We consider industrial heritage sites those buildings and areas related to the industrial past of a city or region (Rodríguez-Zulaica, 2017). These buildings, mostly abandoned after the different industrial crisis that happened in Europe in the last centuries, confront an uncertain future. If public administrations do not protect them, generally they are being demolished. And with such action, part of our history and culture is beginning to disappear (Pardo, 2008).

Event tourism can “breathe new life into heritage sites and create more economic and leisure options for locals” (Ferdinand & Williams, in Ferdinand & Kitchin 2016 p.12). Recent studies highlight how events can help the urban development strategies of cities (Richards, 2014).

Going back to the results of our research, we have analyzed what new uses these industrial sites are having. Up to the moment, we can state that, in Western and Northern European countries, industrial heritage buildings once protected are being reconverted into museums, hotels, or multifunctional cultural spaces.

All these sites, in their effort of being open spaces capable of covering different uses, become interesting venues for special events. They meet the basic requirements we mentioned before in this paper and, especially, represent a unique location for any event being organized.

**References**


Introduction

This project aims to analyze the value chain (VC) of the Festival Internacional Cervantino (VC-FIC), a cultural event that has been realized in the capital of the state of Guanajuato in Mexico for 44 years. It represents an influx of almost three hundred thousand visitors who experience more than 3000 cultural activities, and spend almost 400 million pesos each year. Due to these indicators, it is considered the most important festival in Latin America combining fine arts with folklore (FIC, 2015).

The project seeks to answer questions such as: Which is the value chain of the Festival as a cultural and tourist industry? Which are the links of this chain? and Which are the governance and key factors?

1.2 Literature review

Tourism Value Chain

In studies regarding tourism global value chain, it has been examined following factors: transportation, distribution, lodging and excursions (Christian, Fernández-Stark, Ahmed & Gerrefi, 2011). Tourism Value Chain has been investigated using different methodologies as benchmarking in Cuba’s food sector (Silveira Pérez & Cabeza Pullés, 2015); amount and intensity of creativity and innovation in Romanian balneotherapy (Teodorescu, Stăncioiu, Răvar, & Botoș, 2015); as well as innovation lodging and transportation in site (Răvar & Iorgulescu, 2013).

Further, aiming to understand the evolution of tourism VC it’s been important to take a business ecology perspective considering intermediaries, partners, and stakeholders. Also, it has been approached with a teamwork and network emphasis in what is called business ecosystems (Tham, Ogulin, Selen, & Sharma, 2015) or identifying differences between national and international tourists as it was done in Cuba (Silveira Pérez & Cabeza Pullés, 2015).

There are some specific empirical works on the Kenyan tourism value chain, where some parties, for instance, tour operators and accommodation, workers, were found important, as well as relationships with elements such as public governance, collective power, and social factors. Four main findings emerged: (1) governance relationships between tour operator and accommodation firms directly impacted social upgrading outcomes for hotel workers and indirectly for excursion workers; (2) excursion workers and community members had precarious connections to tourism GPNs; (3) public governance and collective power were key components to social upgrading while supporting its unevenness; and (4) societal embeddedness constructions around gender and regional space influenced worker and community social upgrading potential. Social upgrading is shaped by a confluence of firm, institution, geography, and labor (Christian, 2016).

In Andalusian tourism, it was analyzed how the elements of the local value chain were involved with different types of industries (tourism global value chain) generating diverse kind of governances as a strategy of risk diversification (Tejada, Santos, & Guzmán, 2011).
Moreover, small and medium-sized enterprises from the tourist sector have to struggle strongly in the globalization process, and to adapt to the value chain needs (Tejada & Liñán, 2009).

**Cultural Value Chain**

There is few information of the cultural value chain, more attention has been payed to the creative industries’ trajectories and policies. These elements have been identified as part of the content sector: creative workforce, public arts, media and heritage institutions, public administration, funding, cultural education, training, informal arts activities, support, service, applied arts, culture and media industries, related media, crafts industries, free arts and crafts. Therefore, a CVC constitutes a complex economy sector due to its several dimensions (Abadie, Friedewald, & Weber, 2010). Also, regarding culture and creative industries it must be point out that they are complex in their meaning. Besides, they have moved from traditional value chain to value creating ecology, a term that refers to key elements of value creation in a more dynamic and involving relation between the parts (Hearn, Roodhouse, & Blakey, 2007).

However, there are few developed creative or cultural value chains. In Brazil a CVC for the apparel industry has been established, combining both cultural and creative industry, that are very complex as well (Barbosa Pinto & de Souza, 2013). In general, value chains have moved to Corporate Social Responsibility and within them there have been identified three types of governance private, social and public, specially, in clusters (Gereffi & Lee, 2016).

**Method**

The objective of the research was to contrive the value chain of the FIC (VC-FIC) as a cultural and tourist industry, and to identify the key links of the chain. The value chain regards the business activities that generate wealth and offer services to customers. This qualitative case study focuses on formal and informal documents regarding FIC, and extends a previous work that determined that the FIC tourist and cultural industries are disarticulated. Therefore, it emerged the need to identify the value chain components and to analyze the services offered to visitors to the Festival. Due to the amount of informal businesses involved, this appears to be a complex task, in which this kind of information should be included.

**Data analysis**

Data was obtained from official documents of the General Administration of the Festival Internacional Cervantino such as the Final Report (FIC 2016), General Numeralia (FIC 2016a) and the FIC Profile Study from the Government of the City of Guanajuato (SDT 2016). First, it was developed a model of study and then it was identified each of the components of the value chain.

**Results**

Analysis allowed to identify the links existing between formal and informal instances regarding social and economic aspects, as well as its processes, and unofficial activities. Documental analysis permitted to identify the value chain of the FIC as shown in figure 1. There should be a bind between tourist and cultural industries of Guanajuato city. On one side, the festival offers and contains the cultural elements of the chain such as the cultural market, government and services, preproduction, production and events. On the other hand, the tourist sector and the city of Guanajuato provides patrimony, lodging, food and souvenirs.
Figure 1: Model of the Value Chain of the Festival Internacional Cervantino

Following there is a summary describing these elements as part of the value chain.

**Cultural market**

1. Place
   Cities of Guanajuato (Cultural Heritage of Humanity) and León, Gto.
2. Product
   International cultural festival
3. Promotion
   It is carried out mainly through the following broadcast channels, television media, radio, government institutions, civil society organizations, leaflets, brochures, posters, newspapers, magazines.
4. Price
   It is determined according to the event, and some of them are free.

**Government and support services**

1. Secretary of Culture, State Government of Guanajuato, City of Guanajuato and University of Guanajuato.
2. Financial resources
3. Public security
4. Cleaning services
5. Medical services
6. Coordination of the festival
7. Artistic creation
   - Selection of works
   - Selection of national and international authors
   - Copyright

**Preproduction**

1. Planning the festival
2. Program of the events
   Elaboration of the Cervantino Program
3. Selection of the enclosures
   a) Temples, theatres and auditoriums
   b) Places and public spaces
      Kiosk, Explanada de la Alhondiga, Los Pastitos, Plaza San Fernando, Plaza San Roque, Plaza de la Paz, Former Railway Station, Cultural and Sports Center of ISSSTE.
   c) Museums and Galeries
d) University of Guanajuato
General Auditorium of the University, Mesón de San Antonio, Principal Theather.
e) Enclosures located in León, Gto.
Maria Grever Theater, Bicentennial Theater, Causeway of Arts and Mateo Herrera Auditorium.

**Lodging, transportation and operation**

1. Local, national and international transportation
2. Luxury, large and small hosting establishments in Guanajuato and Leon
3. Travel agencies
4. Excursion operators
5. Local guides
6. Convention centers, enclosures, lounges and showrooms

**Production**

1. Assembly of works
2. Logistics of events
3. Execution of events

**Events**

Cultural offer national and contemporary
1. Theater
2. Music
   - Philharmonic Orchestras, orchestras, ensembles, chamber music, soloists, opera and vocal music, old world music, traditional, contemporary, electronic, boleros, rock, pop, rock pop, instrumental rock, jazz, reggae, etc.
3. Dance
   - Classic and contemporary
4. Visual arts
   - Sculpture, painting, dioramas, documentaries, photography, performance
5. Cinema
6. Urban culture program
7. Reading
8. Talks and conferences
9. Workshops
10. Events for children
11. Handicap FIC (handicapped people)

**Food, services and souvenirs**

1. Tourist Help and Information services
2. Food and Beverage
3. Retail
4. Souvenirs

**Conclusion**

Derived from documental analysis related to the proposed model (Figure 1), and incorporating the identified social and economic processes and activities of the FIC, it can be affirmed as a conclusion that the value chain core of the festival is located within the Patrimony node. This intersection connects cultural and touristic fields, including both tangible and intangible elements. The FIC-VC is formed by links that unite both industries and include the following elements: Cultural Market, Government and Services, Pre-production, Lodging, Production, Events, Food and Souvenirs.
As a first approach the model allows to understand the FIC-VC; however, it would be necessary to include a detailed and functional description of the detected links and branches.

References


