

## Faro National Capital of Culture (FCNC 2005) and Tourism – reflections on the profile of tourists who attended the events

Ana Maria Ferreira  
Ana Isabel Martins  
Alexandra Rodrigues Gonçalves  
Filipa Perdigão  
Kate Torkington  
Luís Pereira  
Paula Martins

This paper presents and reflects on some of the results obtained from a study conducted over a 6-month period. The study focused on the tourists who visited the Faro National Capital of Culture attractions. Between March and December 2005, a total of 154 events and attractions (with a total of 2513 sessions) including art exhibitions, theatre, concerts, dance and cinema, took place in Faro and other towns throughout the Algarve region. Although FCNC 2005 was not specifically projected as a tourism-related event, the fact that the Algarve is the most important tourist region of Portugal, together with the concentration of most of the sessions over the summer months which constitute the tourism high season, meant that many of the events were well attended by tourists.

### Conceptual framework

- We explored the concept of the “new middle class” that has been studied since the mid XX century, and the origin of their high degree of cultural capital (Parkin, 1968, Bell, 1973/1976; Bourdieu, 1979/1992; Ley, 1996, Florida 2002);
- We analysed the relationship between the concepts of the “new middle class”, the “new Tourist” (Curvillier 1994, Poon, 1993, OMT, 2000) and “cultural Tourism” (Richards 1996, 2001; Silberg, 1995);
- We reviewed surveys carried out at international (Richards 1996, 2001), regional and local levels (Henriques, 1996; Ferreira, 2003; Fortuna, 1999; Martins, 2002);
- We paid particular attention to cultural events (Dobson e Sinnamon, 2001; Getz, 1997, Hall, 1992; Light 1996, Raj, 2003 Westerbeek et al. 2002) including the evaluation of the event European Capitals of Culture commissioned by the European Commission (Palmer and Era, 2004) and the research carried out in Oporto and Rotterdam in 2002 (Richards, Hitters e Fernandes, 2002).

### Research process

#### *Main aim of this survey*

To explore the profile of tourists who attended Faro National Capital of Culture 2005, taking into account their motivations, both for travelling to the Algarve and for being in the town where the event was taking place, their impressions of the town and the event, and their behaviour as tourists.

**Method**  
We used quantitative and qualitative methods (statistical analysis and content analysis of the questionnaires).

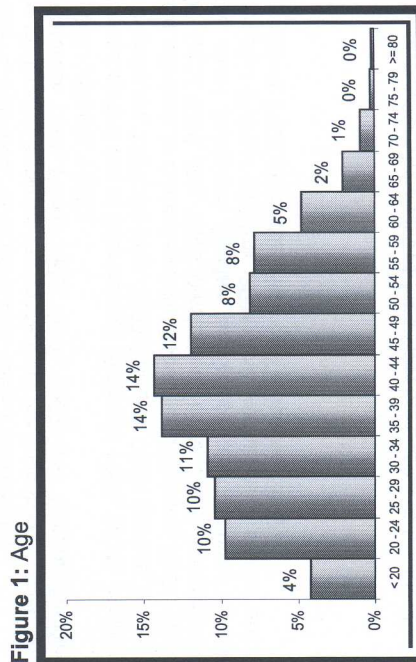
**Questionnaire design**  
The questionnaire was adapted from the ATLAS questionnaire used in the European Capitals of Culture 2001 (Rotterdam, Porto and Salamanca) and was made available to the informants in five different languages.

**Survey plan**  
In the survey plan, we included all tourists who attended cultural events offered by FCNC 2005. Residents in the Algarve were not included in the sample.

**Sampling**  
Sample selection included:  
Stratification of the population according to the nature of the event  
Selection of a site sample that included towns and events.

**Data collection**  
Data was collected from 667 tourists, both national and international, at 140 events in seven different towns throughout the Algarve. Algarvian towns selected: Lagos, Portimão, Lagoa, Silves, Albufeira, Faro, and Tavira.

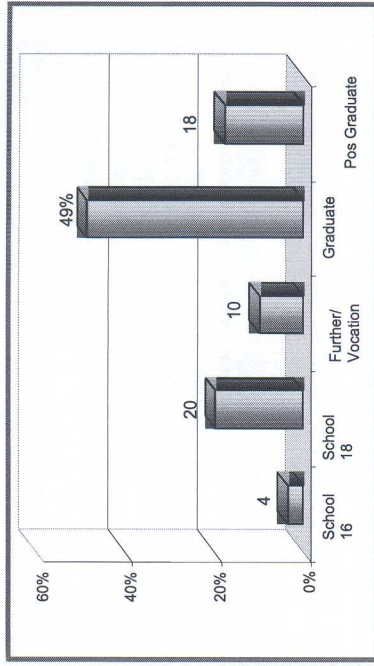
**Summary of the results**  
As previous research, mentioned above, has shown, cultural tourists, who participated in the events organized by Faro National Capital of Culture, were relatively young.



**Figure 1: Age**

As previous studies have suggested, they have a high level cultural capital. The majority of them had completed a first degree (49%) and 18% had obtained a post graduate degree.

**Figure 2: Highest level of educational qualification**



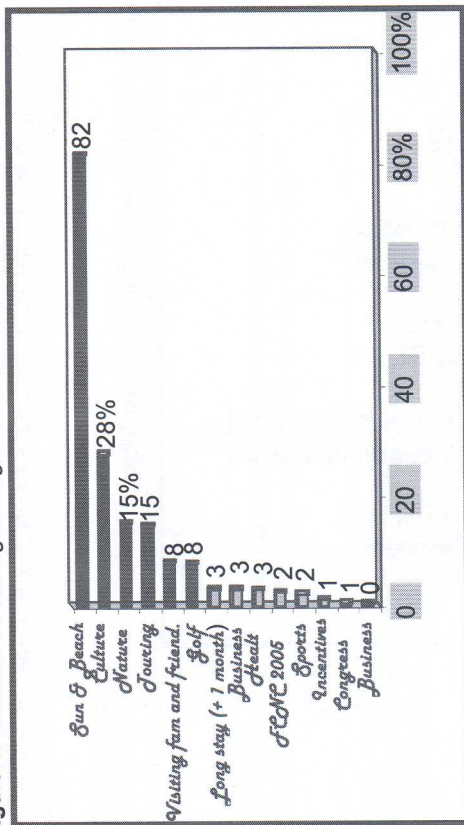
When questioned about their normal type of holidays, the majority mentioned sun and beach (68.5%) and 32.8% mentioned cultural tourism.

**Figure 3: Description of 'normal type' of holidays**

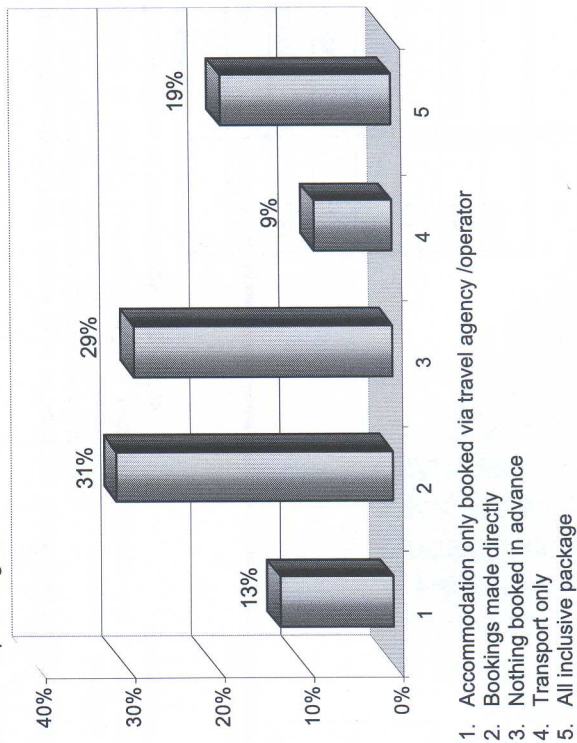
Type of Holiday	Percentage
Sun & Beach	68.5%
Cultural Tourism	32.8%
Touring holiday	13.7%
Countryside	11.5%
City break	5.7%
Health/sport-oriented	4.9%
Mountains	5.4%

When we repeated the question in relation to the Algarve, the number of tourists choosing the sun and beach option increased dramatically (82%). The Algarve region is Portugal's main tourist destination and has been well-known as a sun and beach destination since the mid 20<sup>th</sup> century.

**Figure 4:** Reasons for visiting the Algarve



**Figure 5:** Trip arrangements



Although they are sun and beach tourists they do not correspond to the profile of the traditional package tour consumer - the 'normal' visitor to the region until the end of the last century.

The majority of them either booked directly or did not make trip arrangements at all. Nineteen per cent were travelling on an all-inclusive package. These numbers could, however, be misleading unless we compare data results (between national and foreign markets).

### Comparative analyses

#### Domestic tourists versus international tourists

When we looked separately at domestic and international tourists, the number of the latter group travelling on a package tour was considerably higher, although not as high as in the past (around 90% of those spending holidays in the region). The main reasons for the change are related not only with the profile of the "new tourist" (more educated, more experienced, able to create his or her own tourist experience) but also with the new means of tourism production and commercialization, (i.e. the fragmentation of the traditional package originated by new forms of ICT and the low-cost companies) and the increasing tourist loyalty.

We then wanted to verify if the educational qualifications of those who mentioned culture as their prime motive for travelling was similar to those who mentioned any other type of reason. This led us to compare data.

**Figure 6**

Travel arrangements	Domestic Tourists	International Tourists
Accommodation only booked via travel agency /operator	12,3%	3,5%
Bookings made directly	33,1%	30,9%
Nothing booked in advance	46,5%	12,5%
Transport only	4,2%	10,8%
All inclusive package	3,8%	32,2%

#### Cultural tourists versus other tourists

For the purpose of this study we considered cultural tourists to be all those who mentioned culture as their main motivation for their holidays. We included in the category "Others" tourists travelling for any type of motivational other than culture. The comparison in relation to the highest level of educational qualifications revealed that there are more cultural tourists with a first degree (59,3%) than the "other" tourists (42,8%), although the difference is not overwhelming. The number of tourists with a post graduate qualification in both categories is similar.

The question that remained unanswered was if those tourists visiting the Algarve during the high season and whose main motivation was sun and beach were willing to take part in cultural activities. Using various results from our study we tried to answer this question in relation to our sample.

**Figure 7**

Highest level of Educational qualification	Cultural Tourists	Other Tourists
School up to 16 yrs	3,0%	4,0%
Further/Vocational training	7,0%	11,2%
School up to 18 yrs	12,1%	24,1%
University/Polytechnic	59,3%	42,8%
Post Graduate	18,6%	17,9%

Comparison of results from various sources

**Figure 8: Results by type of event**

	Theatre	Music	Dance and New Circus	Gallery/Exhibition	Cinema
Age (Average)	40,9	37,5	43,2	39,1	42,0
Graduation or Post graduation	70,3%	53,0%	76,4%	63,3%	94,7%
Residence	Portuguese (63,6%) Foreigners (36,4%)	Uniform	61,5% Foreigners	Uniform	Uniform
Type of holidays normally taken	86,2% (SB) 31,0% (CT) 23,6% (Touring)	69,8% (SB) 28,3% (CT)	65,5% (SB) 16,4% (CT) 14,5% (Countryside)	68,0% (SB) 40,4% (CT) 14,2% (Touring)	81,0% (SB) 52,4% (CT) 28,6% (Health/Sport)

Tourists who took part in the event FCNC 2005 by category of event (Theatre, Music, Dance and New Circus, Gallery/Exhibition and Cinema) show no differences in relation to age, education (although those participating in cinema sessions were the most educated). Neither was there any difference between national and international

tourists (even though the Portuguese residents attended more theatre sessions and foreign residents in dance and new circus events). The most important finding is that the large majority of those engaged in cultural activities considered themselves sun and beach tourists.

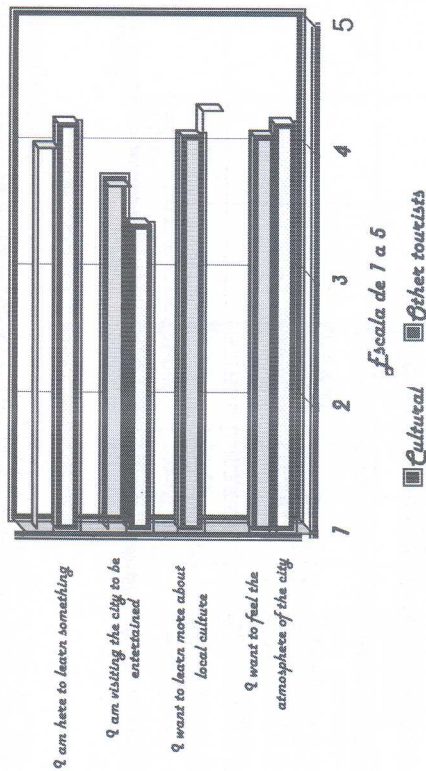
**Figure 9**

City	Origin		Education	Age	Type of holidays	Attractions visited in the town
	Portuguese	Foreigners				
Albufeira	13,3%	86,7%	77,5% University educated	39,4	71,9% SP 15,6% FC	Monuments Shops Churches and chapels Rest. and cafés Museums
Faro	34,6%	65,4%	68,1% University educated	38,7	71,9% SP 31,8% TC	Monuments Churches and Chapels Shops Rest. and cafés
Lagos	75,0%	25,0%	72,4% University educated	44,3	68,8% SP 28,6% TC	All
Portimão	75,0%	25,0%	40,3% University educated	39,4	78,1% SP 28,5% TC	Res and cafes Shops galleries
Silves	30,5%	69,5%	74,2% University educated	38,9	55,9% SP 44,1% TC	Monuments Chapels Museums
Tavira	55,8%	44,2%	72,8% University educated	41,3	72,0% SP 47,3% TC	Rest. and cafes Churches and Chapels Monuments

These sun and beach tourists not only attended the thematic sessions of the event but also visited the towns where they took place. Museums, monuments, churches and chapels, art galleries, shops, restaurants and cafes were included in the visit. Their stay was quite important for the development of those towns.

Last but not least, none of them considered their experience a leisure activity.

Figure 10



### Conclusions and recommendations

- The profile of the tourists who participated in the events was similar to the "cultural tourist" in relation to age, education, cultural interests, and independence of trip organisation;
- Once in the town, the tourist who attended the events also visited other cultural attractions;
- The majority of them considered their experience a cultural activity;
- And yet they mentioned sun and sea as the type of holidays normally taken, this being the reason for visiting the Algarve;
- Cultural events are important to develop residents' quality of life, to improve tourism flows and increase cultural production and, consequentially, to contribute to the improvement of the economy of culture;
- In the Algarve, whose main tourist product is sun and sea, cultural consumption plays an important role as support of cultural production;
- The contribution of regional and local cultural producers should increase in relation to national and international ones;
- Regional and local producers' success is crucial to ensure both the sustainability of culture and of tourism;
- In future events of this nature a better articulation between cultural and tourist related events should be ensured. For instance, the planning of cultural events should start earlier than it did in this case study for its national and international promotion to be effective.

### References

- BELL, D., 1973. *The Coming of Postindustrial Society: A Venture in Social Forecasting*. New York: Basic Books.
- BOURDIEU P., 1984. *Distinction, A Social Critique of the Judgement of Taste*. Cambridge MA: Harvard University Press.
- BOURDIEU, P., 1990. Artistic Taste and Cultural Capital. In: J. ALEXANDER AND S. SEIDMAN, eds. *Culture and Society: Contemporary Debates*. Cambridge MIT Press, 205-215.
- CURADO, H., 1996. Cultural Tourism in Portugal. In: G. RICHARDS, ed. *Cultural Tourism in Europe*. Wallingford: Cab International, 249-265.
- CUVELIER, P., 2000. La Fin du Tourisme Fordiste. *Espaces*, 177, 32-37.
- CUVELIER, P. et al., 1994. *Patrimoine, modèles de tourisme et développement local*. Paris: L'Harmattan.
- FAYOS-SOLÁ, E., 1996. La Nueva Política Turística. In: R. BARBA, AND R. PIÉ, eds. *Arquitectura y Turismo: Planes y Proyectos*. Centro de Recerca I Projectos de Paisatge, 59-70.
- FERREIRA, A.M., 2003. *O Turismo como propiciador da regeneração dos centros históricos. O caso de Faro*. Thesis (Doutoramento em Turismo). Aveiro.
- FORTUNA, C., 1995. Turismo, Autenticidade e Cultura Urbana: Percorso teórico com parágrafos breves em Évora e Coimbra. *Revista Crítica de Ciências Sociais*, 43, 10-45.
- FILORIDA, R., 2002. *The Rise of the Creative Class* New York: Basic Books.
- FORTUNA, C., 1997. Cultural Tourism in Portugal. *Annals of Tourism Research*, 24 (2), 455-457.
- GETZ, D., 1991. *Festivals, Special Events & Tourism*. New York: Van Nostrand Reinhold.
- GETZ, D., 1997. *Event Management & Event Tourism*. New York: Cognizant Communication Corporation.
- HALL, C., 1992. *Hallmark Tourist Events. Impacts, Management & Planning*. London: Belhaven Press.
- HENRIQUES, E., 1996. *Lisboa Turística, Entre o Imaginário e a Cidade, a Construção de um Lugar Turístico Urbano*. Lisboa: Edições Colibri.
- LEY, D., 1996. *The Middle Class and the remarking of the Central City*. Oxford: Oxford University Press.
- LIGHT, D., 1996. Characteristics of the audience for events' at a heritage site. *Tourism Management*, 183-190.
- MARTINS, P., 2002. *O Património enquanto Recurso Turístico - o caso de Tavira*. Thesis (MA) Universidade do Algarve e Universidade Paris 8.

PALMER/RAE ASSOCIATES INTERNATIONAL CULTURAL ADVISORS, 2004. *Study on Cities and Capitals of Culture*, Study prepared for the European Commission, part I, Brussels: Palmer and Rea Associates.

PARKIN, F., 1968. *Middle Class Radicalism*. Manchester: Manchester University Press.

POON, A., 1993. *Tourism, Technology and Competitive Strategies*. Wallingford, UK: CAB International.

RAJ, R., 2003. The Impact of Festivals on Cultural Tourism. *Developing Cultural Tourism* Nottingham.

RICHARDS, G., ed. 1996. *Cultural Tourism in Europe*. Wallingford: Cab International.

RICHARDS, G., ed. 2001. *Cultural Attractions and European Tourism*. Wallingford: Cab International.

RICHARDS, G., HITTERS, E., AND FERNANDES, C., 2002. *Rotterdam and Porto Cultural Capitals 2001: Visitor Research*, Tilburg, Netherlands: ATLAS, Association for Tourism and Leisure Education.

SILBERBERG, T., 1995. Cultural Tourism and Business Opportunities for Museums and Heritage Sites. *Tourism Management*, 16 (5), 361-365.

WESTERBEEK, H., TURNER, P. AND INGERSON, L., 2002. Key success factors in bidding for hallmark sporting events. *International Marketing Review*, 19 (3), 303-322.

## City marketing in the The cases of Amster

Angelique Lombarts

**Keywords:** City-marketing,  
Word count: 4991

### Abstract

It's impossible to imagine... seems to be *the* solution in... choice of residents, orga... extremely complex phenon... interests and needs and... involves. This article delve... they structure their collab... collaboration, with regard... detail.

### Introduction

The emergence of new de... stimulates European cities... compete effectively. Cities... buildings and outstanding... compete with other cities... more and more often with... other has changed. This i... and partly because of the... to say, every city wants... holidays, conferences, fes... recently,

*'in today's globalise... other place for its... investment, capital,*

The answer to the com... increasingly appoint a city... to market the city by makin... city marketing is a very... conflicting interests coinci... too many stakeholders a... identities and are not perc...

Although the above aspec... the complexity of city mark... question arises as to whet... lack of organisational stru...