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## **INTRODUCTION**

Demand for travel and tourism has gone through several changes, not only because of the changing at a worldwide level that has changed people ways of living, but also because of the physical and psychological needs that those changes created in everyone. All of us feel the need to change, being that a temporary or definite change. The only way in which people can be free from everyday life is to run away from it (Andrade, 1999). Tourism is the only industry that allows this activity of change. In the final eighties, some changes have occurred in what concern the demand for touristic destinations, with some destinations less crowded and with more quality of service being preferred to those destinations with overcrowded resorts and beaches. This represents a sea change in the nature of tourism demand and means that people needs have changed and it is on this basis that tourism must focus, trying to analyse new trends in demand.

In this study we try to understand people motivations when they visit interior rural areas, with low people density with several natural and cultural resources. Particularly we focus on cultural motivations and since the region of the present study is a border one we try to assess how this border proximity can influence cultural tourism.

## **THEORETICAL BACKGROUND**

When we try to understand tourism demand we must identify what leads people to action. Boniface & Cooper (1994) refer to a range of key influences that can be identified directly related with the growth of the new tourist: trip frequency has increased; new destinations are within the reach of mass market; the media and pressure groups has taken interest in the responsible consumption and development of tourism, raising the profile of sustainable tourism; deregulation in the tourism sector has allowed the individual consumer access to efficient direct reservation systems; concentration in the industry has meant that one group of companies can offer a complete range of travel options; emergence of the knowledge-based society creates a demand for authentic and well-interpreted experiences; changing demographics in many key tourist generating regions with ageing populations, smaller

household sizes and higher discretionary incomes all combine to change lifestyles and the nature of tourism needs.

Motivations play a major role in decision taking process. Everyday life creates a need to escape, to change. That need reflects on the physic and psycho of each person. People need to leave behind everyday places and persons and search for new environments, to build, integrate and discover new values, capable of sustain aspirations (Andrade, 1999) Personal motivations have an effect on travel and are relevant to understand patterns of demand for tourism and travel. Middleton (1994) groups motivational factors in professional, physical and psychological, cultural, social, ethnic and interpersonal, entertainment, leisure and religious motivations. McIntosh et al. (1995) also identify motivations for travel and tourism demand using a pyramid of needs similar to Maslow's Hierarchy of Needs. Those motivations are triggered by physiological (biological), safety, social / status (esteem) and actualization needs. Andrade (1999) in turn chooses another classification: desire/need to escape, sense of adventure, status acquisition, need of calm, cultural motivation and commercial motivation. Although from different authors groupings of motivations are different they present similarities in what concerns its nature. *Physical* motivations are identified by biological needs. *Cultural* motivations appear as an educational value through participation in festivals, theatre, music, museums, etc., or through visiting destinations rich in history, costumes, uses and traditions. *Social/interpersonal* motivations are triggered for the desire to meet new people, establish friendship relations, visiting friends and relatives, visiting birthplace, etc. *Status* motivations concern needs related to ego and personal enrichment (Moniz, 1993). In certain less developed countries human resources are promoted only because they have travelled to more developed countries associated with a "higher" cultural level (Andrade, 1999). Hereby it is the desire of recognition, attention, esteem, and good reputation that the tourist wishes for. *Professional* motivations, either public or private, have a professional reason (business travel, educational travel, conferences, research, etc.). *Entertainment/recreational and leisure* motivations are related to the sense of adventure inherited in each person, since "adventure" in what tourism is concerned refers to an individual psychological state rather than events themselves. Visiting theme parks, participation in sport events, etc., are among others, some of the activities intimately related to those motivations. Finally *religious* motivations, in turn are related with the desire to attend religious events (pilgrimages, festivities), visit sanctuaries, churches, chapels, monasteries, etc..

At the start of the twenty-first century the pace of change is accelerating around the world as the globalizations of economies forces businesses to respond. Demand for tourism and travel has also change and motivations vary according to each market segment. There is a trend to first choose the activities people want to engage in according to the main motivation to travel. The second step is to choose the destination. However the decision making process is highly complex, varying according to needs, motivations and possibilities of each tourist consumer.

Nowadays tourists have changed their values particularly in what concerns the environment and different cultures. The *old mass tourism* has given place to a new tourism where changing values are generating demand for a more environmentally conscious and nature-oriented holidays. Sun and beach resorts which have for long been one of the main attractions for tourists start to be replaced for other destinations such as rural areas where natural environment is still intact. Also the new tourist wishes to run away from everyday life and look for new cultural environments, in order to explore new values, and new ways of living. Cultural motivations turn into enrichment in what education is concerned through the participation in cultural events, such as festivals, theatre, music, museums, etc. or through visiting destinations rich in history, costumes and traditions which, in fact, attract the cultural tourist.

The present study focus on cultural tourism, cultural motivations and also on how cultural tourism can be promoted. Before dealing with cultural motivations we must define cultural tourism. According to Richards (1996) the Cultural Tourism Research Project of the European Association for Tourism and Leisure Education (ATLAS) defined cultural tourism in a conceptual and in a technical way. The conceptual definition refers to cultural tourism as "the

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". The technical definition refers to cultural tourism as "all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama, outside their normal place of residence.

As we have already discussed the rapid pace of cultural and social change is making the application of such definitions increasingly difficult. It is necessary to explore the changing nature of cultural tourism and try to understand how cultural tourists can be classified. McKercher (2002) proposed a model that allowed to identify five discrete cultural tourism market segments. The model segments the cultural tourism market according to two dimensions: first, the importance of cultural motives in the decision to visit a destination and the second the depth of experience. The author argues that using the operational definition of cultural tourist as "someone who visits, or intends to visit a cultural tourism attraction, art gallery, museum or historic site, attend a performance or festival, or participate in a wide range of other activities at any time during their trip, regardless of their main reason for travelling" (op. Cit., 2002:30) will not provide the right means of understanding the cultural tourism market. Using the model McKercher was able to identify five types of cultural tourist ranging from the purposeful cultural tourist who is highly motivated to travel for cultural reasons and who seeks a deep experience, to the incidental cultural tourist who visits cultural or heritage attractions, but who is not motivated to travel for this reason and who as a shallow experience.

Although very interesting it is not the purpose of this study to test the model but only to assess the dimension of cultural tourist among all tourists that came to the frontier region of the Bragança District. We also intend to study how the proximity of the border influences cultural tourism so we established two hypotheses that we intend to test:

Hypothesis 1 – Cultural motivations are the main reasons to visit the border region of the Bragança District;

Hypothesis 2 – The proximity of the border influences cultural tourism.

## **METODOLOGY**

The aim of this study is the analysis of the demand for travel and tourism in the district of Bragança, concretely in the bordering municipalities of the district. We define the border region because we also intend to assess how the proximity of border influences demand for cultural tourism. The universe of analysis are all the visitants to this area.

The Bragança district is located on the Northern Portugal bordering with Spain in several municipalities that will be object of our study: Bragança, Miranda do Douro, Vimioso, Vinhais, Mogadouro and Freixo de Espada à Cinta. The region does not reveal such a strong development in the tourism sector as other regions in the country do. In fact the northern region faces some threats that come mainly from the lack of entrepreneurial conscience and even civic one, for the opportunities in tourism, which, in turns, can only result in a reactive attitude in what concerns taking advantage of that market opportunities. The region has, nevertheless, considerable opportunities in what concerns the numerous tourist resources, essentially based on the Douro river and the magnificent landscapes, but also in the scope of the new tourist thematic with great developing potential, as it is the case of nature tourism, gastronomy and all opportunities related to new products development associated with the territory.

The questionnaire was choose as a technique to obtain data and was distributed for all the hotel units, museums and "culture houses" of the municipalities above referred. The questionnaires were delivered personally in the second week of July and 120 questionnaire were collected in the second week of August. The questionnaire which allowed us to obtain data, was built based in a model questionnaire from a previous major study about tourism supply and demand in the Bragança district (Esteves, 2002). After some adjustments it was the basis for the questionnaire of the present survey. The questionnaire was structured in several sections that yield information on four major topics: the respondent main personal characteristics, motivations to

visit the region, motivations in the case of a second visit and the importance of some demand related factors in choosing the destination. Data was analysed with the assistance of the Statistical Program for Social Sciences (SPSS). A frequency analysis was performed to identify the sample's descriptive statistics and the Chi-Square Test, the Spearman Test and the Pearson's R Coefficient of Correlation were used to test the second hypothesis.

## DATA ANALYSIS AND RESULTS DISCUSSION

The results show that 53% of the respondents are male, 36% single against 53% married, 32% ageing between 20 and 30 years, 24% between 30 and 40, 21% between 40 and 50 and 22% above 50. In what concerns jobs 23% are specialists of the intellectual and scientific jobs, 15% are administrative personal and similar and 11% are vendors or persons working in the service sector. Also 26% chose "Other" as an answer and was referred by students, housewives and retired persons. The educational qualifications are mainly higher education (51%) or secondary school (31%). Respondents came mainly from Portugal (58%) and Spain (23%) and are mainly passing through (43%) or staying some days (39%). In what concerns accommodation respondents stay mainly in travel inns/hotels (59%) or in family/friends houses (15%). Respondents referred travelling with girlfriend /boyfriend (50%), in family (30%) or alone (16%). Concerning the main reason for the visit respondents referred *Curiosity in knowing new places/ people* (37%), *Visiting monumental and historical patrimony* (36%) and *Leisure/ entertainment /Diversion* (35%) (see Table 1). Concerning recurrent tourists *Visiting friends and relatives* is the motivation more often referred (39%) along with *Environment and natural landscape* (32%) (see Table 2). Respondents were finally asked to classify the importance given to several factors when choosing the holiday destination. *Hospitality /people are friendly* (92%), *Historical and cultural patrimony* (91%) and *Nature/ countryside* (90%) were the most important factors referred by respondents (see Table 3).

Since one of the main goals of the present study is to assess how travel motivations are related to cultural tourism we will now focus on the cultural tourist. In order to identify and characterise the cultural tourist we assume that the cultural tourist is the one who referred as a travel motivation one of the following motives: local pilgrimages/ religious events/ cultural events in general; curiosity in knowing new places/ people; visiting monumental and historical patrimony; getting to know other ways of living /costumes and traditions of the region (the "non-cultural tourist" is the one who does not refer any of these motives). Having this defined the results show that 58% of the respondents are cultural tourists. In what concern the characterisation of these cultural tourists, 57% are female, 30% single against 61% married and 58% ageing between 20 and 40 years. Concerning jobs 45% are specialists of the intellectual and scientific jobs or administrative personal and similar. The educational qualifications are mainly higher education (60%) or secondary school (25%). Cultural tourists came mainly from Portugal (52%) and Spain (22%) and are mainly passing through (46%) or staying some days (36%). Only 17% referred staying for weeks. In what accommodation is concerned the cultural tourist stays mainly in travel inns/hotels (53%) or in family/friends house (15%). Finally cultural tourists travel mainly in family (41%) or with girlfriend /boyfriend (52%). Table 1 compares the main reasons referred by cultural tourists and by all respondents to visit the region.

The results expressed in Table 1 show that cultural motivations are the main reasons to visit the destination along with the motivation *Leisure/ entertainment /diversion*. This results also allow us to confirm Hypothesis 1 – Cultural motivations are the main reasons to visit the border region of the Bragança District. As it will be expected cultural motivations are more often referred by cultural tourists.

Concerning the first visit to the region only 21% of the cultural tourists referred visiting the region for the second time or more (against 52% referred by all respondents). This indicates that cultural tourist is not so often recurrent than other types of tourists and that probably patrimony and cultural features of the region are not attractive enough to promote another visit. For those

who were visiting the region for the second time or more the motivations to return to the region are expressed in Table 2.

As the results on Table 2 show a cultural motivation (*Monumental and historical patrimony*) is still one of the more often referred by the cultural tourists as a motivation to return. They also often return because of the *environmental and natural landscape*, the *gastronomy* and because of *Leisure/ Entertainment /Diversion*. Once again cultural motivations don't seem to be so predominant in recurrent cultural tourists. Nevertheless cultural tourists, compared to all respondents, register higher percentages in what concerns the cultural motivations (*Local pilgrimages/religious events/ cultural events in general; Monumental and historical patrimony*)

Trying to assess how the proximity of the border influences cultural tourism the respondents were asked to say if the proximity of the border influenced in any way the decision to visit the region. In what the cultural tourists are concerned 49% answered "Yes" (against 48% if we consider all respondents and 40% if we consider the non-cultural tourists). In order to test the statistical relation between the two variables (*cultural tourist* and the *proximity of border influences the decision to visit the region*) we used the Chi-Square Test. The Chi-Square Test allow to test if there is a relation between two nominal variables establishing the null hypothesis ( $H_0$  - variables x and y are independents) and the alternative hypothesis ( $H_1$  - There is a relation between the variables x and y) where a significance level less than 0,05 allow to reject the null hypothesis and conclude that there is a relation between the two variables (Pestana and Gageiro, 2000). The significance level of the Chi-Square Test in this case (0,856) does not allow us to reject the null hypothesis and say that there is a relation between the cultural tourist and the fact of the proximity of border influence the decision to visit the region.

Furthermore if we cross the respondents who referred visiting the region because it is a frontier region with those who referred a cultural motive to visit the region we can see that 42% referred *visiting monumental and historical patrimony* (against 36% from all respondents), 24% referred *getting to know other ways of living/costumes and traditions of the region* (against 22% from all respondents), 31% referred *curiosity in knowing new places/people* (against 37% from all respondents) and 4% referred *local pilgrimages/ Religious events/cultural events in general* (against 9% from all respondents). Results are not significantly different from all respondents which indicates that persons who visit the region because it is a frontier region do not base the visit mainly in a cultural motive. We also applied the Chi-Square Test test to assess if the respondents that referred *visiting the region because it is a frontier region* with those who visit the region to *visit monumental an historical patrimony*. Establishing the null hypothesis ( $H_0$  - variables x and y are independent) and the alternative hypothesis ( $H_1$  - There is a relation between the variables x and y) again a significance level in the Chi-Square Test of 0,348 does not allow us to reject the null hypothesis and conclude that there is a relation between the two variables.

Still in what concerns the characterisation of the cultural tourist Table 3 shows what are the most important factors when they choose a holiday destination (results from those who expressed opinion). We can conclude that there are no significant differences among answers between the two type of respondent although *cultural factors* have more importance to cultural tourists. Proximity of the border is the factor who registers more difference in answers with the cultural tourist giving it more importance. In order to test the statistical relation between the two variables (*Historical and cultural patrimony as an important feature of the destination* and the *proximity of border as an important feature of the destination*) we used the Spearman Test. Using the order values of the observations instead of the observed values the Spearman Correlation Coefficient measures the intensity of relation established between the two variables. The association is stronger as it diverges from zero, being in maximum one (Pestana and Gageiro, 2000). In this case the Spearman Correlation Coefficient is 0,284 and shows that there is a weak positive association between the two variables statistically significant because the level of significance of the test over the correlation (0,0) is less than 0,05. We will now use the Pearson's R Coefficient of Correlation which is a measure of association based in the Chi-Square that allows to assess the association between two variables, being that association

negative when the variation between variables goes in opposite ways and positive when goes in the same way and it can assume values between  $-1$  and  $1$ . Besides by convention it is suggested that Person's R less than  $0,2$  reveals a very low association; between  $0,2$  and  $0,3$  low; between  $0,4$  and  $0,69$  moderate; between  $0,7$  and  $0,8$  high and finally between  $0,9$  and  $1$  a very high association (Pestana and Gageiro, 2000:146). Pearson's R value is of  $0,347$  which represents a low positive association between the two variables statistically significant at a significant level of  $0,003$  (less than  $0,05$ ).

In the attempt to assess how the proximity of the border influences cultural tourism we can discuss, in another perspective, how the *Neighbour* (person who lives near the border) relates to cultural tourism. The results show that  $17,8\%$  of the respondents live in a city near the frontier with Portugal. From those only  $38\%$  are cultural tourists (against  $58\%$  if we consider all respondents). Table 4 shows how each cultural motivation relates to *Neighbours* and the level of importance given to cultural factors in the choice of a holiday destination.

Table 4 shows that *Neighbours* don't have cultural motivations when they travel to this region. In what concerns the importance of the different factors of destination, those which are related to cultural tourism are referred to have strong or very strong importance by a large number of neighbours but the results are not significantly different from the results of all respondents.

From the analysis of these last results and according to the statistical tests applied we can reject the second hypothesis that the proximity of the border influences cultural tourism.

## CONCLUSION

The main conclusions from this study show that tourists of the border region of the Bragança District come mainly for cultural purposes. Recurrent tourists came mainly to visit friends and relatives and because of the environment and natural landscape. The most important features of the destination in what concerns its choice are people hospitality, historical and cultural patrimony and nature and countryside.

Recurrent cultural tourists coming to the region are not so often recurrent than other types of tourists what could indicate that patrimony and cultural features of the region are not attractive enough to promote another visit. This is probably an issue that recalls attention from all the municipalities involved and from all entities with responsibilities in promoting tourism in the region. In what concerns the influence of the border proximity in cultural tourism the results show that there is not a relation between the cultural tourist and the fact that the proximity of border influence the decision to visit the region. In fact persons who visit the region because it is a frontier region do not base the visit mainly in a cultural motive. The results also show that respondents who consider the proximity of the border important are not particularly related to those who consider the cultural aspects of the destination important. Furthermore cultural tourists do not visit the region because it is a border region more the other types of tourists do. Another perspective to analyse the importance of the border in visiting the region is to assess how *Neighbours* behave. The results show that they don't have cultural motivations when they travel to the region. Concluding the results show that the proximity of the border do not have influence in cultural tourism.

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**Table 1 – Motivations referred by cultural tourists and by all respondents to visit the region (the question allowed more that one answer)**

Motivations	CT	AR
Escape from the big urban centres	20	15
Leisure/ entertainment /Diversion	41	35
Searching for environment quality	23	18
Visit relatives/friends	12	24
Business	0	8
Local pilgrimages/religious events/ cultural events in general	16	9
<b>Curiosity in knowing knew places/ people</b>	<b>64</b>	<b>37</b>
Gastronomy	30	18
<b>Visiting monumental and historical patrimony</b>	<b>62</b>	<b>36</b>
Getting to know other ways of living / costumes and traditions of the region	38	22
Other	2	4

CT – Cultural Tourist; AR – All Respondents

**Table 2 – Motivations of cultural tourist that visit the region for the second time or more (the question allowed more that one answer)**

Motivations	CT (%)	AR (%)
Leisure/ Entertainment /Diversion	36	26
Environment and natural landscape	48	32
Visiting friends and relatives	24	39
Business	0	12
<b>Local pilgrimages/religious events/ cultural events in general</b>	<b>16</b>	<b>6</b>
People hospitality	20	11
Gastronomy	40	18
<b>Monumental and historical patrimony</b>	<b>48</b>	<b>18</b>
Quality of products / services	12	6
Other	8	6

CT – Cultural Tourist; AR – All Respondents

**Table 3 – Importance given to the different factors of destination**

Factors of the destination	Limited/ Moderate		Strong/Very Strong	
	Importance (%)		Importance (%)	
	CT	AR	CT	AR
Accommodation capacity	17	17	83	83
Food quality and diversity	27	21	73	79
Hospitality /people are friendly	10	8	90	92
Diversions/ entertainment	36	32	64	68
<b>Handicraft/ Arts and traditions</b>	<b>12</b>	<b>21</b>	<b>88</b>	<b>79</b>
<b>Local cultural features</b>	<b>18</b>	<b>22</b>	<b>82</b>	<b>78</b>
<b>Historical and cultural patrimony</b>	<b>6</b>	<b>9</b>	<b>94</b>	<b>91</b>
Nature/ countryside	8	10	92	90
Guest houses accommodation	33	37	67	63
<b>Proximity of the border</b>	<b>35</b>	<b>44</b>	<b>65</b>	<b>56</b>

CT – Cultural Tourist; AR – All respondents

Table 4 – Cultural motivations and level of importance given to cultural factors by all respondents and by *Neighbours* (those who referred living in a city near the frontier)

Motivations	Yes		No	
	N (%)	A (%)	N (%)	A (%)
Local pilgrimages/religious events/ cultural events in general	0	9	100	91
Curiosity in knowing new places/ people	19	37	81	63
Visiting monumental and historical patrimony	24	36	76	64
Getting to know other ways of living / costumes and traditions of the region	5	22	95	78
<b>Factors of the destination</b>				
	Limited/ Moderate		Strong/Very Strong	
	Importance (%)		Importance (%)	
	N	A	N	A
Handicraft/ Arts and traditions	15	20	85	80
Local cultural features	16	30	84	70
Historical and cultural patrimony	5	16	95	84

N – *Neighbour*; A – All Respondents