



III Encontro Internacional de Língua Portuguesa e Relações Lusófonas

L U S O C O N F
2021

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Instituto Politécnico de Bragança
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Programa Geral do LUSOCONF2021

14 de outubro de 2021 (quinta-feira)

- 8:30 **Abertura do secretariado**
- 9:00 **Momento musical**
- 9:10 **Sessão de abertura**
Isabel Guterres, Embaixadora da República Democrática de Timor-Leste em Lisboa
Orlando Rodrigues, Presidente do Instituto Politécnico de Bragança
Hernâni Dias, Presidente da Câmara Municipal de Bragança
Carlos Teixeira, Diretor da Escola Superior de Educação do IPB
- 10:00 **Conferência plenária - Será que deixámos de comer vogais em Portugal?**
João Veloso (U. Porto)
Moderadora: Carla Araújo (IPB)
- 11:00 **Intervalo**
- 11:30 **Sessões paralelas** (Sessões presenciais e online)
- 11:30 **Sessão de posters** (Sessões presenciais e online)
- 13:00 **Almoço (livre)**
- 14:30 **Conferência plenária - Opinião pública portuguesa sobre a China: questões comerciais e geopolíticas (Videoconferência Auditório)**
José Pedro Teixeira Fernandes (ISCET; IPRI-NOVAU)
Moderadora: Alcina Maria Nunes (IPB)
- 15:30 **Conferência plenária - Música (ainda) uma Arma do Futuro? O poder da palavra na Música**
Selma Uamusse (Cantora)
Moderadora: Helena Genésio (IPB)
- 16:30 **Intervalo**
- 17:00 **Sessões paralelas** (Sessões presenciais e online)
- 18:30 **Encerramento dos trabalhos (1.º dia)**
- 20:00 **Jantar do Encontro**

15 de outubro de 2021 (sexta-feira)

- 9:00 **Abertura do secretariado**
- 9:30 **Mesa Redonda: Saúde, alimentação e desenvolvimento no mundo lusófono**
Fátima Pinto Correia, Administradora das Termas de Chaves, Chaves
José M. Calheiros, I3ID – Instituto de Investigação, Inovação e Desenvolvimento & Universidade Fernando Pessoa, Porto
Augusto Manuel Correia, Instituto Superior de Agronomia, Universidade de Lisboa
Carlos Aguiar, Instituto Politécnico de Bragança
Moderadora: Augusta Mata (IPB)
- 11:00 **Intervalo**
- 11:30 **Sessões paralelas** (Sessões presenciais e online)
- 13:00 **Almoço (Cantina do IPB: “Ementa da Lusofonia”)**
- 15:00 **Conferência plenária - As origens históricas do racismo estrutural na sociedade portuguesa**
Fernando Rosas (Universidade Nova de Lisboa)
Moderador: Pedro Couceiro (IPB)
- 16:30 **Conferência plenária - Apneia**
Valter Hugo Mãe (Escritor)
Moderadora: Carla Guerreiro (IPB)

17:15 Encerramento do LUSOCONF

Carlos Teixeira, Diretor da ESE & Chair do LUSOCONF

Fernanda Silva, Vereadora do Município de Bragança

Orlando Rodrigues, Presidente do Instituto Politécnico de Bragança

17:30 Intervalo

18:00 Cerimónia de entrega do "Prémio Literário da Lusofonia Professor Doutor Adriano Moreira"

(As atividades desta tarde terão lugar no Teatro Municipal de Bragança)

21:00 Poetas de Trás-os-Montes: Com Ana Deus e Alexandre Soares

(Local: Auditório Paulo Quintela)

16 de outubro de 2021 (sábado)

21:00 Desumanização a partir de Valter Hugo Mãe, pelo Teatro ART'IMAGEM

(Local: Auditório do Teatro Municipal)

Organizadores:



Patrocinadores:





Colaboradores:



Experiências turísticas memoráveis da cidade do Porto

Memorable tourist experiences in the city of Porto

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Resumo. Os visitantes procuram experiências únicas e memoráveis que comprometem as suas intenções comportamentais de visitar o destino e de partilhar com terceiros, as experiências vividas. Nesse sentido, o presente trabalho tem como objetivo identificar as dimensões das experiências turísticas memoráveis dos estudantes internacionais do Instituto Politécnico de Bragança (IPB), que visitaram a cidade do Porto. A metodologia adotada foi uma abordagem quantitativa, com aplicação de um inquérito por questionário *online*, enviado, via email, para a base de dados dos estudantes internacionais do IPB, matriculados no ano letivo 2018/2019, em duas línguas - português e inglês, e aplicado nos meses de dezembro de 2020 e janeiro de 2021. Identificaram-se sete dimensões na revisão de literatura (hedonismo; renovação; novidade; interação social; conhecimento; significado; envolvimento) que foram avaliadas numa escala de concordância de tipo *Likert* de sete pontos. Da análise das dimensões, verificou-se que as dimensões que mais contribuem para a criação das experiências turísticas memoráveis são o hedonismo, a renovação, a novidade, e o envolvimento. São exemplo destas dimensões a imagem da cidade, os atrativos que a cidade possui, a população local, o facto de se sentirem bem durante a viagem e de não esquecerem a experiência que tiveram. Conclui-se que os jovens têm mais tendência para memorizar experiências que lhe proporcionem prazer, diversão e entretenimento, seja a nível de culturas, idioma ou outro, e gostam de se envolver nas atividades que realizam. A originalidade do estudo é identificar as dimensões, que influenciam um público jovem, a criar experiências turísticas memoráveis.

Palavras-Chave: Experiência turística memorável, Dimensões, Estudantes internacionais do IPB, Porto.

Abstract. Visitors seek unique and memorable experiences that compromise their behavioral intentions to revisit the destination and share their experiences with others. In this sense, the present work has as its main objective to identify the dimensions of memorable tourist experiences of international students of the Polytechnic Institute of Bragança (IPB), who visited the city of Porto. The methodology adopted was a quantitative approach, with the application of an online questionnaire survey, sent, via email, to the IPB international students' database, enrolled in the 2018/2019 academic year, in two languages - Portuguese and English, and applied in the months of December 2020 and January 2021. Seven dimensions were identified in the literature review (hedonism; renewal; novelty; social interaction; knowledge; meaning; engagement) that were assessed on a seven-point Likert-type agreement scale. From the analysis of the dimensions, it was found that the dimensions that contribute most to the creation of memorable tourist experiences are hedonism, renewal, novelty, and engagement. Examples of these dimensions are the image of the city, the attractions the city has, the local people, the fact that they feel good during their trip, or the fact that they won't forget their experience. It is concluded that young people are more likely to memorize experiences that provide them with pleasure, fun and entertainment, whether in culture, language, or other, and they like to be involved in the

activities they do. The originality of the study is to identify the various dimensions, which influence a young people, to create memorable tourist experiences.

Keywords: Memorable tourist experience, Dimensions, IPB International students, Porto.

1 Introduction

Tourism continues to be a growing sector and is increasingly seen as a way to create experiences for those who practice it (Coelho, Gosling & Almeida, 2018). Nowadays, when a tourist travels, he is no longer confined to being an observer and passive, and explores the places he visits, looking for experiences and living new things that allow him to create memories that he can take back and share with others. With regard to experience, it can be characterized as a constant flow of thoughts and feelings that occur during moments of awareness in relation to the elements of experience (Walls, 2011). Visitors want a total and unique experience, that is, they are co-creators of their experiences, becoming increasingly involved in the search for a memorable tourist experience (Zhang, Wu & Buhalis, 2018). Thus, researchers increasingly give importance to the study of memorable tourist experiences as a way to improve the visit to the destination, to increase the intention to revisit the destination and to recommend it.

The city of Porto was considered the European Capital of Culture in 2001, in 2012 elected as the Best European Destination and in 2020 the Best City Break Destination in Europe. Memorable tourist experiences should be analyzed by Porto destination managers in order to be able to understand which are the most significant experiences, in order to bet on these dimensions and improve the visit to the destination.

In the context of the present work, we intend to identify the dimensions of memorable tourist experiences of international students at the Instituto Politécnico de Bragança (IPB).

The article is structured in four parts: i) it begins with a brief theoretical framework on experience, tourist experience and memorable tourist experience; ii) a second part describing the research methodology adopted; iii) a third part with the presentation of the results; iv) concludes with final considerations and research contributions.

2 Theoretical framework

An experience can be characterized as a constant flow of thoughts and feelings that occur during moments of awareness in relation to the elements of the experience (Walls, 2011). Experience can also be defined by two dimensions - Experience as knowledge and Experience as a process of experiencing a different situation, creating uncomfortable or pleasurable emotions (Hennes, 2002; Schmitt, 2000). The first dimension relates to normal life experiences and is relatively unconscious because it is a habitual process, flowing continuously from one moment to the next in an uninterrupted flow (Schmitt, 2000). The second dimension arises when the normal flow is interrupted by something that draws attention (Hennes, 2002).

According to Coelho, Gosling and Almeida (2018), the term tourism experience has been discussed over the years, starting in the 1960s and becoming more popular in the 70s. From the perspective of the same authors, in the 1990s the main objective of the experience was to understand the thoughts and feelings of tourists, and Pine and Gilmore (1999) reinforced that the experience must be well managed in order to improve tourism. The tourist experience can be defined as “an individual's subjective assessment (affective, cognitive and behavioral) and the experience of events related to their tourist activities before (planning and preparation), during (at the destination) and after the trip (memories) (Tung & Ritchie, 2011, p.1369). The tourist experience moved from rationality and the tangible elements that reinforce it (eg aesthetics) to the subjective perception and emotional involvement of travelers (Uriely, 2005; Ritchie & Hudson, 2009). According to Page and Connell (2009), the tourist experience can be affected by a wide variety of factors, in addition to the destination visited, such as the climate and the visitor's personal conditions. In this sense, the tourist experience remains in memory, preceded by motivations and expectations and results in satisfaction or dissatisfaction (Quinlan-Cutler & Carmichael, 2010).

Memorability in the context of the experience is very important, because at an economic level, consumers are increasingly immune to the messages that are sent to them, and only a memorable experience can earn a place in their minds and hearts. Consumers are willing to pay to experience sensations and not just to consume products or services, and companies and/or destinations create a competitive advantage by providing them with a memorable experience (Williams, 2006). Ritchie and Crouch (2003) argue that the competitiveness of the destination derives from the offer of memorable experiences. In the tourist literature, Tung and Ritchie (2011) were one of the pioneers in the investigation of memorable tourist experiences and proposed four dimensions: affection, expectations, consequences and remembrance. Kim (2014) demonstrated in her study the relationship between the characteristics of a tourist destination and memorable tourist experiences (ETM). The author emphasizes that infrastructure, accessibility, culture and local history, geography, activities and events, destination management, quality of service and hospitality are dimensions of the destination that contribute to ETMs. The concept of memorable tourist experiences refers to travelers remembering their feelings and emotions during a specific activity (Lee, 2015). Ritchie and Crouch (2003) argue that the competitiveness of the destination is derived from the delivery of memorable experiences. Thus, the successful identification of the dimensions that are part of the creation of ETMs is essential to assist destination managers in their efforts to increase the likelihood that their visitors will perceive an ETM while traveling within a destination.

3 Research methodology

The main objective of the present work is to identify the dimensions of memorable tourist experiences of international students from the Instituto Politécnico de Bragança (IPB), who visited the city of Porto. In order to respond to the objective, four specific objectives were outlined, namely: i) identify the dimensions of memorable tourist experiences; ii) analyze the profile of international students at the IPB; iii) evaluate and identify the dimensions of memorable tourist experiences of international students at the IPB; iv) analyze the behavioral intention of IPB international students.

In a first phase of the work, a literature review was carried out to respond to the first specific objective of the investigation. The seven dimensions considered are summarized in Table 1.

Table 1: Dimensions *versus* Authors.

Dimensions	Authors
Hedonism	
Renovation	
Novelty	
Social interaction	Aroeira, Dantas e Gosling (2016); Kim (2010); Kim e Ritchie (2014); Kim, Ritchie e McCormick (2012); Lee (2015); Tsai (2016)
Knowledge	
Meaning	
Involvement	

Source: Own elaboration.

To determine the dimensions that are verified in the international students of the IPB, the following general hypothesis was formulated:

H1: Theoretical dimensions are equally important for the creation of memorable tourist experiences in the case of IPB international students visiting Porto.

Thus, based on the dimensions described in Table 1, the following operational hypotheses were formulated:

H1.1: The Hedonism dimension is important for the creation of memorable tourist experiences for IPB international students, that is, the Hedonism dimension has a score higher than 5.

H1.2: The Renovation dimension is important for creating memorable tourist experiences for international students at the IPB, that is, the Renovation dimension has a score higher than 5.

H1.3: The Novelty dimension is important for the creation of memorable tourist experiences for IPB international students, that is, the Novelty dimension has a score higher than 5.

H1.4: The Social Interaction dimension is important for the creation of memorable tourist experiences for international students at the IPB, that is, the Social Interaction dimension has a score higher than 5.

H1.5: The Knowledge dimension is important for the creation of memorable tourist experiences for IPB international students, that is, the Knowledge dimension has a score higher than 5.

H1.6: The Meaning dimension is important for the creation of memorable tourist experiences for IPB international students, that is, the Meaning dimension has a score higher than 5.

H1.7: The Involvement dimension is important for creating memorable tourist experiences for international students at the IPB, that is, the Involvement dimension has a score higher than 5.

In a second phase, considering the quantitative approach adopted in the present work, the data collection instrument was structured, a questionnaire survey, in Portuguese and English, to respond to the specific objectives (ii, iii and iv) of the investigation. The target audience of the study were international students from the Instituto Politécnico de Bragança. For this purpose, a database was made available with the contacts (email) of all Erasmus students for the 2018/2019 academic year. The questionnaire was sent to the contacts in the database, for online completion, during December 2020 and January 2021. In total, 2241 questionnaires were sent and 77 valid responses were obtained for the study.

For data processing, statistical software, IBM SPSS Statistics, was used and a descriptive analysis of the variables considered was carried out. The research hypotheses were tested using non-parametric tests.

4 Presentation and discussion of results

In this section we intend to present and discuss the results obtained in fulfillment of the main objective of the study - to identify the dimensions of memorable tourist experiences of international students from the Instituto Politécnico de Bragança (IPB), who visited the city of Porto. Of the total of 77 respondents, 66 questionnaire responses were obtained in Portuguese and 11 responses in English. With regard to the profile of the respondents, it appears that 67.5% (n=52) are female and 31.2% (n=24) are male. As for age, 58 of the respondents are between 17 and 25 years old and 19 are between 26 and 35 years old, the latter being the maximum age of the respondents. They are mostly single (n=66) and travel with friends (n=29), alone (n=18), with their boyfriend (n=17) and family (n=13). Regarding the question that determined the visit to the city in a period equal to or greater than six months, a condition for the study of memorable tourist experiences, only 61 of the respondents continued to answer the questionnaire.

In the second part of the questionnaire, statements were placed associated with each of the seven dimensions to be studied (hedonism, Renovation, novelty, social interaction, knowledge, meaning, involvement) and to be answered on a 7-point Likert-type agreement scale (from 1 – completely disagree to 7 – completely agree).

4.1 Descriptive analysis of dimensions

In the “Hedonism” dimension, visitors essentially seek “pleasure” while consuming tourist products, that is, in this case, while “consuming” the experiences. It appears that the most important are the activities in which the visitors participated (n=57, corresponding to 93.4%) and the attractions they visited are unforgettable (n=51; 83.6%).

The “Renovation” dimension refers to the fact that visitors seek to relax, get out of their daily lives and not have worries while enjoying the experience. It is concluded that the fact that visitors feel revitalized (n=46; 75.4%) and well during the trip (n=57; 93.4%) contributes to the creation of memorable tourist experiences.

In the “Novelty” dimension, visitors share their experience outside the usual environment, in terms of culture, lifestyle, language, among others. It was found that experiencing the local culture up close is important for 86.9% (n=53) and is retained in the visitor's memory.

The “Social Interaction” dimension tried to determine whether visitors interacted with the local population, as this is how they get a true perception of what the local lifestyle is like and thus make the

trip memorable. Of the total number of respondents, 83.6% (n=51) highlighted the friendliness of the local population as the most relevant aspect of this dimension.

In the “Knowledge” dimension, the objective was to determine whether visitors acquired new knowledge with the trip. It was found that 67.2% (n=41) of the respondents agreed with acquiring new knowledge provided by the visit.

The “Meaning” dimension analyzed whether visitors felt fulfilled, on a physical, emotional or spiritual level, that is, if they were able to achieve personal growth during their trip. It was found that 82% (n=50) of the respondents considered their experience to be unique.

In the “Involvement” dimension, it was intended to analyze the visitor's involvement in the activities/experiences in which he participated. This point is important because visitors only tend to remember activities that are related to their interests and only when this happens are they stored. Of the total number of respondents, 49.2% (n=30) totally agreed and experienced the local culture quite closely.

4.2 Affective associations

The study participants were approached, in an open question, to identify three general positive aspects and three general negative aspects about the city of Porto. Figure 1 illustrates the results obtained regarding positive associations.

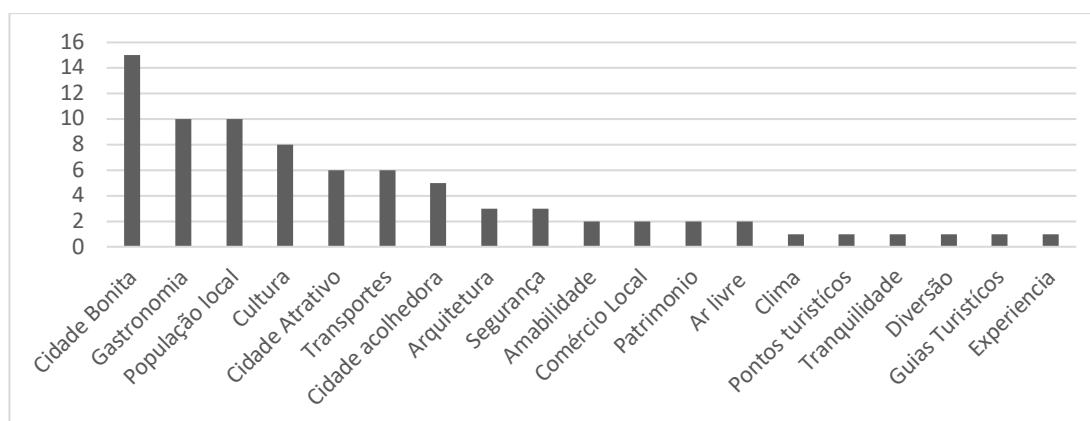


Figure 1: Positive affective associations.
Source: Own elaboration.

By analyzing the figure, the beauty of the city of Porto is highlighted by 15 people (24.6%), followed by gastronomy and the local population, with 10 references each. This is followed by culture (n=8), attractiveness of the city and transport with six references each, and welcoming city (n=5). The remaining indicators obtained less representative results. With regard to negative affective associations, Figure 2 represents the results obtained.

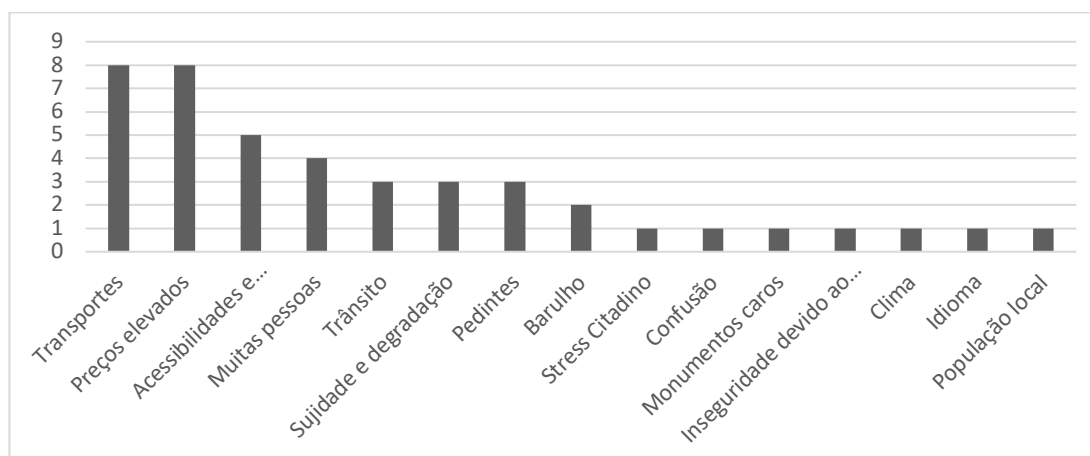


Figure 2: Negative affective associations.
Source: Own elaboration.

It appears that transport and high prices are the most mentioned negative aspects (n=8, 13% each), followed by accessibility and parking, and the fact that there are many people on the street. Other negative aspects pointed out were the traffic, the dirt and the abandonment of some places and buildings, and the existence of many people begging on the streets.

4.3 Behavioral intention

IPB international students who participated in the study were asked about their intention to return and to recommend the city to others. When asked if they intend to return to the city of Porto, the vast majority of respondents answered yes (n=57; 93.4%). When asked if they would recommend the city of Porto to other people, 95% (n=58) answered yes. The results show the degree of satisfaction with the visit to the city of Porto, which is reflected in their behavioral intention to return and recommend it.

4.4 Analysis of the hypotheses

To assess the importance of the different dimensions in the creation of memorable tourist experiences, it was considered that only the dimensions that showed a strong agreement on the part of the respondents would be relevant, that is, with a score on the Likert-type scale greater than “5”. After testing the normality of the distribution of variables, it was found that none follows a normal distribution. Thus, as the median is the central measure for all observations and as it is not influenced by observations with very low or very high values, it was considered more appropriate to analyze the median.

In the Hedonism dimension (see Table 2), it can be seen that the medians of the four variables representing the dimension present significant differences ($p < .001$). However, the intention of this analysis is to determine whether the dimension, evaluated through its items, is or is not relevant to the creation of ETMs and not to analyze each of the items individually.

Table 2: Hedonism Dimension.

	x1	x2	x3	x4
N	61	61	61	61
Average	6,33	5,79	4,51	5,72
Median	7,00	6,00	4,00	6,00
Standard error	0,926	1,018	1,689	1,171

Source: Own elaboration.

According to Curado, Teles and Marôco (2014), in cases where the items of the scales have an ordinal measure, it is possible to analyze the measure of attitude or behavior through the result of the sum of the scores of the considered items. Thus, to test the operational hypothesis, regarding the Hedonism dimension, it was decided to create a new variable that is the sum of the scores obtained in the four statements, designated as SumHedonism.

The hypothesis was tested considering the totality of the scores of the four statements, with the median of the SumHedonism variable above 20, considering that a minimum score of 5 is expected for each statement. The test performed is represented by:

H_0 = the median of SumHedonism is equal to 20 ($\mu = 20$)

H_1 = SumHedonism median is greater than 20 ($\mu > 20$)

The decision regarding the hypothesis test is made by comparing the proof value (p) with the test significance ($\alpha = 0.05$). If $p \leq .05$, H_0 is rejected. As it is intended to test the median value with a theoretical value, in this case 20, the unilateral Sign test was performed for a sample. It appears that the null hypothesis is rejected, which means that the Hedonism dimension is relevant for the creation of memorable experiences with a median greater than 20 ($p < .001$).

The following operational hypotheses were analyzed based on the same considerations as this initial hypothesis and were tested using the same test as the Unilateral Sign. Table 3 systematically presents the validation of each of the dimensions of the study.

Table 3: Results of Operational Hypotheses.

Operational Hypotheses	Validation
H1.1: hedonism dimension	The Hedonism dimension is relevant
H1.2: renovation dimension	The Renovation dimension is relevant
H1.3: dimension novelty	The Novelty dimension is relevant
H1.4: social Interaction dimension	The Social Interaction dimension is not relevant
H1.5: knowledge dimension	The Knowledge dimension is not relevant
H1.6: meaning dimension	The Meaning dimension is not relevant
H1.7: involvement dimension	The Involvement Engagement dimension is relevant

Source: Own elaboration.

It appears that the Hedonism, Renewal, Novelty and Involvement dimensions are the most relevant for the creation of memorable tourist experiences, considering the assumption that only a strong agreement would convey this relevance. However, the analysis of the three least considered dimensions allows us to verify that, despite not being the most relevant in this study, given the assumption used, they may also contribute to the creation of memorable tourist experiences.

5 Conclusions

The main purpose of this investigation was to identify and analyze the dimensions that most influence the memorable tourist experiences of international students at the IPB. Based on the results obtained, it is verified that there are certain aspects that impact the visitors more, such as the image of the city, the attractions that the city has, the local population, the fact that they feel good during the trip or do not forget to experience they had. These variables fit into four dimensions: i) hedonism; ii) renewal; iii) novelty; iv) involvement. It appears that young people are more likely to memorize experiences that provide them with pleasure, fun and entertainment, whether in terms of cultures, language or other, and they like to get involved in the activities they carry out. They also consider it important and memorable to be able to relax and get out of their daily lives. As for the affective associations, they consider the beauty of the city, the gastronomy and the local population as positive aspects. The negative aspects highlight transport and high prices. International students at IPB are receptive to returning to the city of Porto and recommending it.

The results presented in this study provide a greater understanding of ETM's for Porto destination managers to realize the growing importance of a destination providing one or more ETM's to its visitors. Thus, up-to-date information on visitor trends guarantees tourist destinations their competitiveness in the tourist industry, creating products and services that fit the dimensions of memorable tourist experiences intended.

The main limitation of the study is the sample size and the specificity of its profile. For future studies on this topic, it would be interesting to have different samples of visitors to the city of Porto, to verify if the trend of the dimensions follows the same line as the present study.

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