

ENTREPRENEURSHIP EDUCATION FOR CULTURAL TOURISM

STRATEGIC PARTNERSHIP IN THE FIELD OF YOUTH



MODULE 3: Cultural Tourism Products and Motivation	
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MODULE 3: Cultural Tourism Products and Motivation

Course Description

Nowadays, the “culture” element, which is inherent or representative of tourism destinations, plays a crucial role in attracting tourist or enhancing the value of heritage constructions. The market value of cultural tourism can be realized by cultural tourism products, and the element and the characteristics of the culture tourism products have always been a topic of interest. As a major driver of tourism, culture and in particular, new cultural tourism initiatives serve to attract the modern traveller looking for experiential tourism opportunities and interactive experiences. The creation of new cultural and tourist products in all over the world directly contribute to the area’s economic development and provide sustainable benefits for the future, promoting and preserving cultural and natural heritage.

This course refers to understand the importance and nature of the tourism product, in particular cultural tourism product, its characteristics and elements. In the end of the module you will know more about the meaning of the word “motivation” and you will be able to recognize the difference between tourism motivation and cultural tourism motivation. We will also explain to you the value of the cultural heritage, identifying some of its definitions.

Learning Objectives: As a result of engaging with the material in this module, youth workers are intended to achieve the following learning outcomes:

Knowledge: Identify and examine the nature of the tourist product, identify and reflect on the factors that motivate tourist travel and aid their selection of a travel destination; develop an understanding of the concept of cultural heritage;

Skills: independence and creativity; the ability to work and learn independently, evaluate opinions, generate new ideas, self-assessment;

Competences: cultural heritage competences, cultural awareness and understanding, ability to engage effectively; describe and understand tourism motivation theories;

Structure:

The module is divided into three main topics:

- CULTURAL HERITAGE
- CULTURAL TOURISM PRODUCTS
- CULTURAL TOURISM MOTIVATION

Learning content

Cultural tourism is motivated by tourists' interest in historical, artistic, scientific or heritage offering by a community, region, group or institution. Tourists have needs and wants to learn other culture, getting a unique tourism experience from cultural tourism and those products can be shaped to satisfy the needs and wants of consumer. In this module we will understand the nature of the tourism product, in particular cultural tourism product, its characteristics and elements and also we will discuss "What makes people travel?", and "Why they do it?".

In the previous two modules sometimes we mentioned the term "heritage" but actually we didn't explain to you what does it mean and why we always repeat it when we talk about "cultural tourism". Before start talking about cultural tourism products and motivations, let's take a look at the definitions of "heritage" and "cultural heritage".

I. CULTURAL HERITAGE

Nowadays, with the enormous growth of knowledge, increasing mobility and the increased accessibility of travel there is widespread curiosity about other places and a huge demand to visit and personally experience other societies. A crucial role in the tourism industry plays people's inherent desire to see and learn about the cultural identity of different parts of the world. In international tourism, cultural heritage stimulates a respect and understanding of other cultures and, as a consequence, promotes peace and understanding.

DEFINITIONS OF HERITAGE

Before start talking about the definitions of heritage, let's make it clear. The term is also very complex and will be difficult to be fully defined. Heritage may refer to:¹

- History, "heritage" refers to events or processes that have a special meaning in group memory
- National heritage site, a site having a value that has been registered by a governmental agency as being of national importance to the history of that nation
- Historic site an official location where pieces of political, military, cultural, or social history have been preserved due to their historical importance
- Cultural heritage, the legacy of physical artefacts and intangible attributes of a group or society: man-made heritage
- World Heritage Site, as a certified by UNESCO
- Food heritage
- Heritage language
- Industrial heritage, monuments from industrial culture
- Natural heritage, an inheritance of fauna and flora, geology, landscape and landforms, and other natural resources in a specific geographical area
- Virtual Heritage, an ICT work dealing with cultural heritage
- Inheritance of physical goods after the death of an individual; of the physical or non-physical things inherited
- Heredity, biological inheritance of physical characteristics

¹ <https://en.wikipedia.org/wiki/Heritage>

- Heritage science, cross-disciplinary scientific research of cultural heritage
- Heritage studies, interdisciplinary field paying particular attention to tangible heritage of societies.
- Heritage vehicles, collective for vehicles defined by eras: veteran, vintage, classic and modern classic.

If you start looking for other definitions, there is no doubt that you can find a double list ☺ Together in the next pages we will focused on *Cultural Heritage definition*, but don't think that will be so easy to define it.

➡ DEFINITION OF CULTURAL HERITAGE

What is meant by the term “cultural heritage”?

According UNESCO, the term cultural heritage encompasses several main categories of heritage.

- Tangible cultural heritage:
 - a. movable cultural heritage (paintings, sculptures, coins, manuscripts)
 - b. immovable cultural heritage (monuments, archaeological sites, and so on)
 - c. underwater cultural heritage (shipwrecks, underwater ruins and cities)

Tangible cultural heritage includes buildings and historic places, monuments, artefacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.²

- Intangible cultural heritage: oral traditions, performing arts, rituals

Intangible cultural heritage includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. Intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.³

- Heritage in the event of armed conflict
- Natural heritage: natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations

² <http://www.unesco.org/new/en/cairo/culture/tangible-cultural-heritage/>

³ <https://ich.unesco.org/en/what-is-intangible-heritage-00003>

I hope you remember that describing the term “heritage” above, we mentioned that it may refer also to Natural heritage, which form part of the “cultural heritage”, and we also listed the following one - **World Heritage Site**, certified by UNESCO.



A World Heritage Site is a landmark or area which has been officially recognized by the United Nations, specifically by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Sites are selected on the basis of having cultural, historical, scientific or some other form of significance, and they are legally protected by international treaties. UNESCO regards these sites as being important to the collective interests of humanity.⁴ To be inscribed on the World Heritage List, a site must have values such as superlative natural phenomena; represent major states of earth’s history, demonstrate significant ecological and biological processes and contain important natural habitats. The World Heritage Convention has provided international recognition to well over 10 per cent of the total area of protected areas in the world, providing crucial protection to our planet’s most important natural resources.⁵

➡ HERITAGE AND CULTURAL TOURISM

We already discussed in the previous module that culture and heritage have long been recognized as crucial components of tourism. Moreover, the term “heritage and cultural tourism” refers to that segment of the tourism industry that places special emphasis on heritage and cultural attractions. You already learned what heritage means but what about “cultural attractions”.

Cultural attractions allow travellers to experience mankind's physical and intellectual creations. The UNESCO World Heritage List contains some of these sites, together with natural attractions. Cultural Tourism market in Europe is becoming increasingly competitive and the number of cultural attractions is growing rapidly. Traditional cultural attractions such as museums and galleries are having to reassess their role as the pressure to generate visitor income intensifies, and the need to compete with a new generation of commercial tourist attractions grows. For National surveys of domestics or international tourists, the information

⁴ https://en.wikipedia.org/wiki/World_Heritage_Site

⁵ <http://en.unesco.org/themes/natural-heritage>

about how is the situation with respect to cultural tourism, usually is explore and measure by the question “how many tourists visit cultural attractions”.



Coming back to the term “heritage and cultural tourism” there is no single agreed definition of it. In 1996, Masberg and Silverman expressed the problem in the following terms: “despite the growing interest in heritage tourism, there is a surprising lack of understanding of how visitors define a heritage site and what the activity of visiting a heritage site means to them”. As the term implies, “heritage and cultural tourism” or “cultural heritage tourism” involves visiting places that are significant to the past or present cultural identity of a particular group of people. Cultural heritage tourism provides an opportunity for people to experience their culture in depth, whether by visiting attractions, historical or culturally relevant places, or by taking part in cultural activities. Tourists who are interested in cultural heritage generally want to learn something about the beliefs and practices—and the struggles and successes—that shaped the shared identity of a people. Some of these tourists may share a degree of ancestry with the people whose history they are interested in.

II. CULTURAL TOURISM PRODUCTS

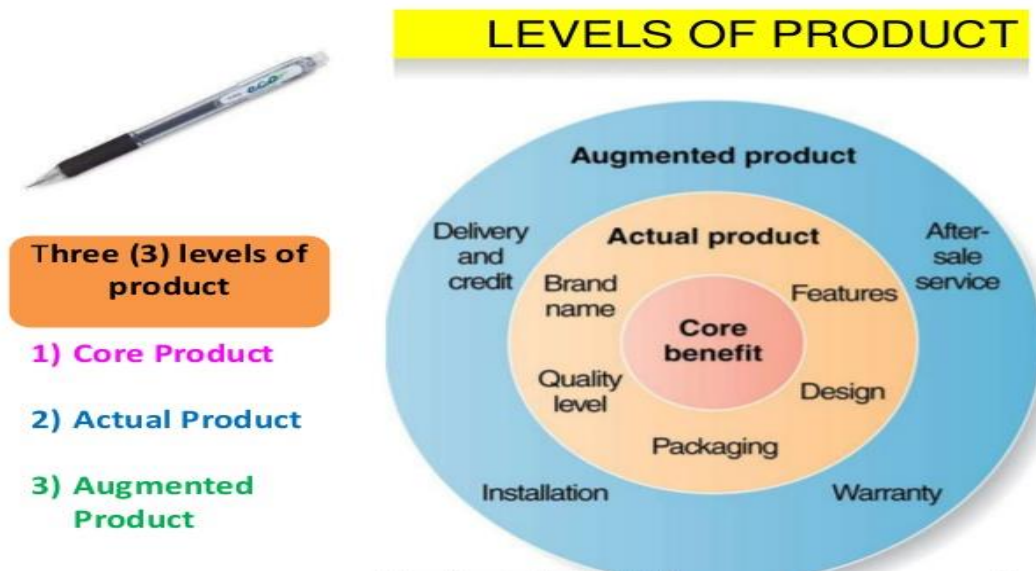
In the next pages, we will explore new ways to develop the cultural tourism industry and increase its market value by using the tourism resources fully, and try to understand the complexity of the cultural tourism product as a service and as the main facilitator of tourist experiences. Is very important to understand the necessity for the commodification of cultural and heritage resources.

However, before see what cultural tourism product means, let’s take a look at the definition of “product” and also “tourism product”.

DEFINITION OF PRODUCT

According to the marketing theory, in 1989 Kotler and Turner defined the term “product” as “anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want”. This definition puts emphasis on the new sense – “Satisfying Customer Needs”. How you know, all the wants are derived from the human needs,

which are affected by cultural and individual. According to the market hypothesis, all people's needs could be satisfied by marketing offerings such as products, services and experiences. According to Mckercher & Cros, products can be described simply as solution providers for real or latent problems; these solutions are packaged into something tangible that the person consumes. For them every product exists at three levels (core, tangible or actual and augmented).



- Core product - The CORE product is not the tangible physical product. You can't touch it. That's because the core product is the benefit of the product that makes it valuable to you.
- Actual Product - The ACTUAL product is the tangible, physical product. You can get some use out of it and you can also touch it. The actual product is what the average person would think of under the generic banner of product.
- Augmented Product - The AUGMENTED product is the non-physical part of the product. It usually consists of lots of added value, for which you may or may not pay a premium. The augmented product is an important way to tailor the core or actual product to the needs of an individual customer. The features of augmented products can be converted into benefits for individuals.⁶

Like other industries, tourism industry also sells its product to the potential tourist but there is a very big difference between tourism product and other products. By now, you should have understood what a product means, so now let us look at the term "tourism product".

➡ DEFINITION OF TOURISM PRODUCT

According to Leonard Lickorish and Carson Jenkins, tourism product is composed by two elements:

- The **Destination** – as a resort

⁶ <http://www.marketingteacher.com/three-levels-of-a-product/>

- and the **Satisfaction provided** at the chosen destination, such as relaxation on a beach, health facilities at a spa, educational and cultural experiences at a concert or theatre.

A tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.⁷



The nature of the tourism product is such that it falls under the category of service, involving the provision and consumption of various services. In general, the characteristics of service product can be summed up as services, which are purchased through an exchange transaction – trade; purchase does not entail ownership of the product (cars, furniture and food – only access to and use of specific services is permitted); consumption take place as a pre-determined time (You buy your flight

tickets to Miami for the end of June, but we are still in the middle of January. However, the consumption of the product, is in pre-determined time”).

According to various author as Middleton, Cooper, Morrison, the complex characteristics of a tourism service product can be identified as derived from the general characteristics of the service product:

- **Intangibility** of the tourism product whereby it cannot be seen, touched or tested. In this case, before purchase the product cannot be sampled and its benefits cannot be demonstrated. In order to make the tourism product more tangible, marketing specialist create destination brochures, videos and other promotional materials.
- **Perishability** of the tourism product means that it cannot be stored for future use. As a simple example, just think about the losses suffered by the hotels, airplane companies, etc. during seasons of low demand and in the same time the demand during peak periods reaches saturation point when maximum capacity is reached.
- **Inseparability** of production and consumption means that the tourism product is produced and consumed simultaneously, further implying that consumer is part of the production system.
- **Heterogeneity** – the tourism cannot be packed by guaranteed service delivery standards as many factors influence the quality of the services rendered.

In conclusion, we can end up with the definition of Jefferson and Lickorish that the product of tourism is “a satisfying experience at a desired destination”.

⁷ <http://recreation-tourism.blogspot.com.es/2011/08/tourism-product.html>

[illegible]

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- The **additional product**, being the general tourism product elements and the related tourist services (general tourist facilities and services and transportation infrastructure).

Cultural tourism product is developed as tourism demand generators and in order to attract more tourist, cultural tourism providers always position their products uniquely by focusing on their core cultural element. The attractive elements include cultural tourism destination, cultural environment or cultural events which involve the special cultural themes and unique characteristics.



Another important thing related to the cultural tourism product that we should mention are its **elements and characteristics**.

For the characteristics of the tourism product we can say that this product can be describe as “space and place” where “experiences” are created and consumed by tourist. About the cultural tourism product, the conclusion will be that we can identified it as cultural “space and place” which “satisfies tourists ‘cultural needs and desires through learning and facilitating of novel experiences. In case of cultural tourism, this is achieved by visiting various cultural attractions and sites and also we can say that usually people are attract to visit a particular destination because of the free resources. However, you already know but is important to say again that the tourism industry, not the attraction, is the main beneficiary from tourist visiting a particular attraction. If tomorrow you decide to visit with your friends some cultural attraction – monument, museum or go to some festival, you will be on your cultural travel, but the attraction which you go to see it isn’t automatically called tourism products. To become a tourism product, the attraction has to be embedded in a whole array of services and facilities varying from accommodation and catering to information and transportation.

Now, let’s take a look at the category of cultural tourism product:

- Historic cultural tourism product - cultural heritage and relics
- Artistic cultural tourism product - folk art, folk music, performance art and architecture art

- Regional cultural tourism product - local traditional culture, local cuisine culture, local festival and ancient architecture
- Religious cultural tourism product - religious sites and events
- Recreational cultural tourism product - amusement park, theme park, botanic garden and zoo
- Scientific cultural tourism product - museum, industrial tourism, agricultural tourism, military tourism, adventure tourism and scientific expedition

In conclusion to this paragraph just try to remember that:

The cultural tourism products provide the good quality by combining the beauty of tourism with the spirit of culture; otherwise, they will only stay on the material level.

III. CULTURAL TOURISM MOTIVATION

In the beginning of this module, we said that the cultural tourism motivation is one of the driving forces that make people start their cultural journey. Cultural tourism is motivated by tourist's interest in historical, artistic or lifestyle offerings of a community, region, group or some institutions. You may know what does motivation mean but before start speaking about cultural tourism motivation let's focused first on the world "motivation".



➡ WHAT DO YOU MEAN BY MOTIVATION?

There are a lot of theories about motivation. In general, motivation is the reason for people's actions, desires, and needs. Motivation is also one's direction to behaviour, or what causes a person to want to repeat a behaviour. A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behaviour.¹⁰

Motivation is also described as a general desire, or want that generates the energy required for someone to behave in a particular way. This means that there's actually a motive behind the action, which is really an impulse that will trigger the motivational cognitive process which will lead an individual, or an animal for that matter, to act on that impulse.

¹⁰ <https://en.wikipedia.org/wiki/Motivation>

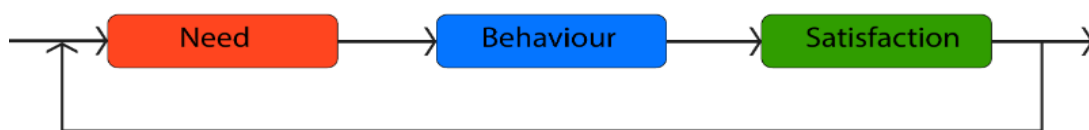
Motivation is the initiator of the decision process in individuals. According to Middleton (1994) it is “the internal, psychological influences affecting individuals’ choices”. In 1981, Dann, described motivation as “composed of psychological/biological needs and wants that arouse, direct, and integrate a person’s behaviour and activity”. That’s why “knowing the motivation of visitors allows tourism agents to intercede more successfully at various points in the visitors’ decision-making process, resulting in the attraction of more visitors, getting them to stay longer, increasing their enjoyment, changing anti-social behaviour, and much more” – Dewar, Mayer and Li, 2001.

Motivation theories can be classified on some bases as:

- Natural vs. Rational: based on whether the underlying theory of human cognition is based on natural forces (drives, needs, desires) or some kind of rationality (instrumentality, meaningfulness, self-identity).
- Content vs. Process: based on whether the focus is on the content (“what”) motivates vs process (“how”) motivation takes place.

We will not describe them now, but if you want to learn more about the theories of motivation please following the [link](#). You can find there a lot of useful and interesting information.

A Simple model of Human Motivation



➡ TOURISM MOTIVATION

In the tourism industry, there are three well-known tourism motivation theories that can explain tourists’ behaviour.

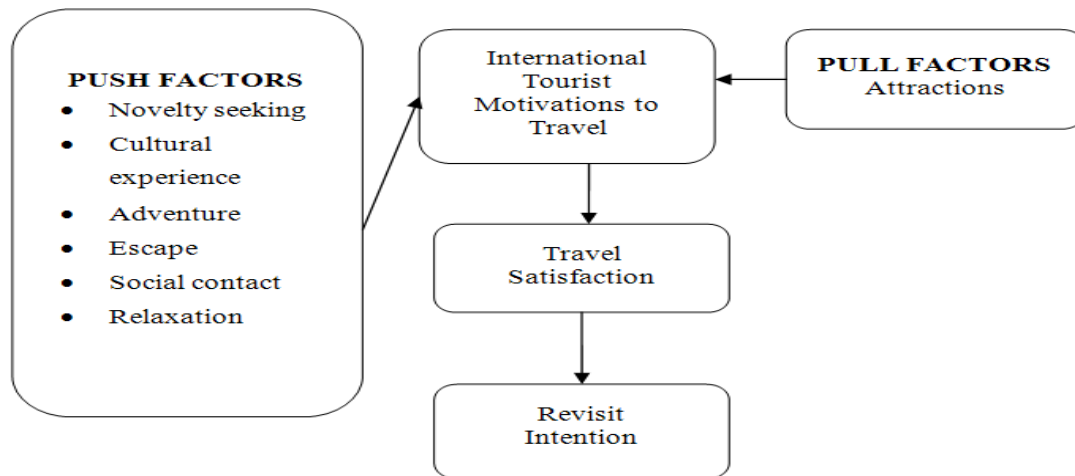


The first one is the theory of Maslow (1954);

According to Maslow, human needs are arranged in a hierarchy, from the most important to the least pressing. Maslow’s hierarchy of needs in order of importance is physiological needs (food, water), safety needs (freedom from war/violence), love and belonging (family, friends), esteem needs (approval of family, friends, community), and self - actualization needs (education, religion, hobbies, personal growth). The theory implies

that when a need is satisfied, it will not be a motivator any longer, and the person will then try to satisfy the next most important need.

The second one is the theory of Dann (1981) and Crompton (1979) – pull and push factors;



They explain tourism behaviour with pull-and-push factors. Pull factors are external factors that are aroused by the product or destination and induce people to visit a destination, stay in a hotel, or attend an event. On the other hands push factors are internal forces that are psychological in nature and create the desire to travel. Pull factors are connected to external, situational, or cognitive aspects of motivation (Yoon and Uysal, 2005) and stimulate push factors. In 1979, Crompton identifies seven socio-psychological motives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction; and two cultural motives: novelty and education.¹¹

In addition, in his study “What makes Tourist Travel” (1977) Dann was able to conclude that the answer lied within the socio-psychological concepts of “anomie”- “the need that man has for love and affection and the desire to communicate with his fellow man”(Dann, 1997) and “ego-enhancement”. Dann (1977) also suggested that by going away on vacation an individual is able to escape the suppressing feeling of isolation in everyday life and obtain social interaction by getting away from the norms of everyday living.¹²

The third popular theory is proposed by IsoAhola (1982);

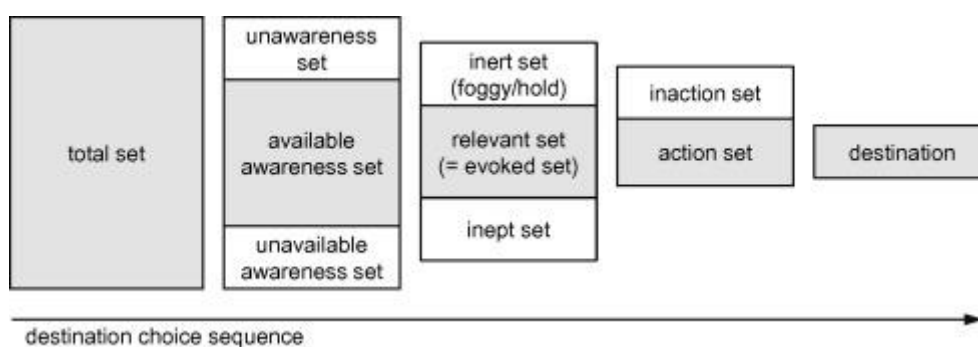
Iso-Ahola’s theory asserts that personal escape, personal seeking, interpersonal escape, and interpersonal seeking motivate tourism and recreation. IsoAhola (1982) model proposes that the two major motivation forces that influence behaviour are escapism (from the daily routine) and seeking (desire to obtain psychological rewards via experiencing new things, places, tastes, etc).

Of course, the theories about the tourism motivation are much more than three. Another popular theory is **The Tourist Career Ladder** identified by Pearce in 1988. In his study, he explained that the more experience a tourists gained their motives were more likely to change as compared to a tourist with little experience. However, the theory was largely criticized as it was not evident that tourists indeed climbed a ladder. Later, Pearce and Lee (2005) developed

¹¹ <http://steconomiceuoradea.ro/anale/volume/2012/n1/077.pdf>

¹² <http://tourismdomain.weebly.com/tourist-motivations.html>

a pattern rather than a ladder in which identified the core tourist motivations.¹³ Another popular theory related to the decision making process is identified by Woodside and Sherrell (1997). They offered a conceptualization of how potential tourists narrow down the number of destinations considered and reach a final decision. The process explains how the decision is simplified so a potential tourist is required to process only a fraction of the destination-related information to which he or she could be exposed. The approach assumes that individuals seek information and evaluate the destination alternatives that are available to them. The framework which Woodside and Sherrell outlined consists of the following 6 steps: total set, awareness set, available set, possible choices, evoked set: positive, insert set: neutral and inept set: negative. The last step is where the decision is taken.



➡ CULTURAL TOURISM MOTIVATION

Cultural tourism has traditionally been approached from the perspective of scientific literature in terms of its appeal to visitors wishing to get involved in places or to extend their education, or simply to enjoy historical buildings and heritage managed for tourism. The decision to visit a particular tourist destination is determined by cultural tourism itself, so the cultural tourism market may consider the two dimensions of focussing travel intentions and the tourist's actual experience.

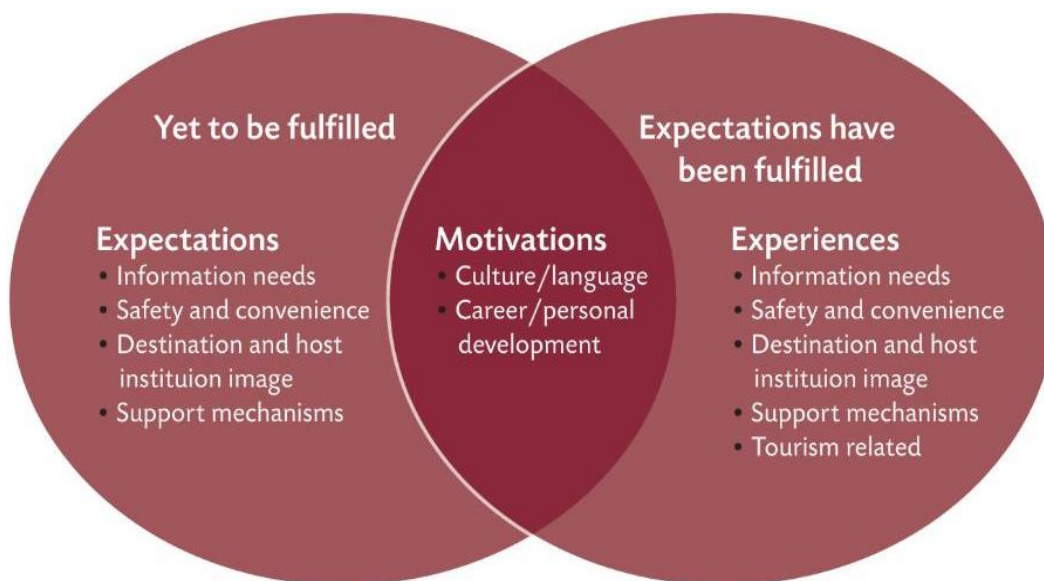
We can distinguish some models, where tourist motivations are influenced by cultural and leisure factors and tourist mobility factors, which are in turn conditioned by the value for money that tourists perceive in their destination.

- Value for money has a position influence on the key factors in tourist motivations
 - Value for money on tourist mobility factors
 - Value for money on tourist leisure factors
 - Value for money on tourist cultural factors
- The tourist mobility factor has a direct influence on the other vital factors in destination choice
 - Mobility factor on cultural factors
 - Mobility factor on leisure factors
- The cultural factor has a position influence on tourism motivations

¹³ <http://tourismdomain.weebly.com/tourist-motivations.html>

- The leisure factor has a position influence on tourism motivations

Cultural tourism may take many forms, according to the motivation behind tourists' impetus to travel to a certain destination. Cultural heritage and historical sites, dance, music and theatre performances, art galleries, museums and exhibitions, religious and ethnic traditions are the main attractions for tourists motivated by knowledge seeking, self-development and the desire to experience other cultures. Although cultural motivations play an important role in the generation of tourist flows towards cultural tourism destinations, a tourism experience is rarely generated as a result of a single motivation. The act of choosing a specific destination and tourism product is influenced by multiple motivations, not only cultural but also connected to relaxation or family.



However, tourism products are rarely homogeneous. For example, a single holiday may include experiences with cultural content as well as leisure time, sports, adventure or entertainment. Thus, culture is not always the main motivation behind cultural tourism and may in fact be less central to the decision to travel than other factors. This is particularly true in the case of destinations which dispose of various cultural assets, but whose natural tourist resources – such as landscape, climate, access to the sea – also makes them attractive for other types of tourism.

Unlike any other consumption of tourism products, the consumption of a cultural tourism product is not always motivation-driven. It is a fact that any cultural product can be consumed without involvement of the “cultural tourist” or without culturally motivated tourism travel.

For a better understanding of what we just said, we will give you a simple example.

Yesterday morning you booked a leisure holiday at the Spanish seaside resort Marbella. Your motivation wasn't provoked by the desire of visiting some cultural attractions and your motivation of travel is not derived from any motivational category related to cultural travel. In this case, you cannot be considered to be a “cultural tourist”. But imagine that during your stay at the resort, undoubtedly you will consume various element of the local culture, in many cases similar to those consumed by the cultural tourist. You will visit some local markets, sample local



cuisine, buy souvenirs as usual or maybe you will visit some local museums. Although your motivation for travel is not culture, you will eventually consume some “cultural products”.

Because of this, even destinations not considered as a “cultural” should bear in mind that culture will be consumed anyway.