Capítulo 10

Cultural tourism in Northwest Portugal –

the case of the world heritage site of Guimarães

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Resumo

A cidade de Guimarães, no noroeste português, é um espaço imbuído de um forte significado simbólico e cultural. A acreditação pela U.N.E.S.C.O. do seu centro histórico como Património Cultural da Humanidade, em Dezembro de 2001, contribuiu significativamente para aumentar o seu potencial em termos turísticos. Na realidade, desde aquela data, tem-se assistido a um aumento sustentado do número de visitantes.

O presente capítulo debruça-se sobre a análise de alguns resultados de um inquérito por questionário aplicado aos residentes do município de Guimarães com o objetivo de avaliar a sua perceção dos benefícios que a atividade turística pode trazer. O inquérito foi implementado entre Janeiro e Março de 2010. Os resultados mostram que aqueles revelam uma perceção favorável dos impactos do turismo e que esta perceção está correlacionada com a idade e o nível de instrução dos inquiridos.

Palavras-chave: Património da Humanidade; turismo cultural; noroeste de Portugal; perceções dos residentes; desenvolvimento turístico.

Abstract

The city of Guimarães, in the northwest of Portugal, is a place of strong symbolic and cultural significance. The nomination by U.N.E.S.C.O. in December 2001of its historical centre as a world heritage site greatly enlarged its tourism potential. Since that date, the city, as an emergent tourism destination, has been attracting an increasing amount of visitors.

This chapter aims to present a selection of the results of a survey that envisaged capturing the Guimarães residents' perceptions of tourism benefits. The survey was implemented between January and March 2010. The results attained show that the residents of the Guimarães municipality hold a very positive perception of the impacts of tourism. The generally favourable perception of tourism impacts shown by the survey respondents are strongly correlated with certain demographic features, such as age and level of education.

Keywords: world heritage site; cultural tourism; northwest of Portugal; residents' perceptions; tourism development.

Introduction

As an economic activity, tourism not only entails the involvement of several stakeholders, but can also mobilize a territory as a whole. Furthermore, by its contribution to employment and wealth creation, it may also make an important contribution to sustainable economic development. In order to achieve this, besides the commitment of local authorities and local agents to an adequate tourism development strategy, it is necessary to take into account the local inhabitants' perceptions of tourism impacts, since residents are necessarily a basic tourism resource. This is especially true in the case of cultural tourism.

Guimarães, in the northwest of Portugal, is an emergent tourism destination and since the year 2000 has shown a sustained increase in the number of its visitors. This is a result of both the nomination of its historical centre by U.N.E.S.C.O. as a world heritage site and the efforts of local authorities in terms of tourism promotion, not just inside the country but also in other European markets. As a result, Guimarães is succeeding in becoming an increasingly important urban and cultural tourism destination, mainly for the Portuguese and Spanish.

Many international studies focusing on residents' attitudes towards tourism and its associated impacts have been produced, in particular since the 1990s (*e.g.,* Lawson *et al.*, 1998; Brunt and Courtney, 1999; Besculides, Lee and McCormick, 2002; Kuvan and Akan, 2005; Sharma and Dyer, 2009). Some of these studies focus primarily on the relationship between residents' socio-demographic characteristics and their behaviour regarding the tourism industry. However, for the specific case of Portugal, there have not, until now, been any major studies in this area, either from a macro point of view or dealing with particular cases, such as those of cities or places classified by U.N.E.S.C.O. as world heritage sites.

Guimarães is endowed with two elements of singularity: first, it is popularly seen as the cradle of the nation, for being the birth place of D. Afonso Henriques, the first king of Portugal; second, as previously stated, after a concerted social and physical rehabilitation effort, its historical centre was classified by U.N.E.S.C.O. as a world heritage site. For these two reasons the city has a strong symbolic meaning in terms of origin of the Portuguese identity and nationality and possesses very valuable material patrimony to show to its visitors. Additionally, Guimarães' cultural and tourism image has been reinforced recently by its nomination to welcome the 2012 European Capital of Culture.

Despite being only an emergent tourism destination, Guimarães was considered in a recent tourism study (Fundação de Serralves, 2008) as having the strong potential to become a creative territory, mainly because of its endowment of cultural tourism infrastructures such as museums, theatres, universities and libraries.

In the next section of this paper, we present a brief review of the literature on cultural tourism and residents' perceptions of tourism impacts. The methodology, making use of primary and secondary data, is explained in Section 3. In Section 4, a short presentation of the municipality of Guimarães is given, underlining its main socio-economic and tourism features. Finally, in Section 5 we discuss some results of the questionnaire given to the residents of the municipality of Guimarães. The socio-demographic characteristics of the respondents, such as gender, age, education,

income, birthplace and place of residence, are among the independent variables taken into account.

1 - Cultural tourism and recent research on residents' perceptions of tourism impacts

Cultural tourism can be defined as any movement of people attempting to satisfy the human need for diversity, having in mind to increase the cultural level of individuals and allowing people to have access to new knowledge, experiences and contacts (Henriques, 2007). It has its origins in the demand for knowledge about "the other", in the willingness to establish contact with other people, other societal environments and other sites (Brunt and Courtney, 1999; Besculides, Lee and McCormick, 2002; Cunha, 2008).

Following a trend that has developed since the last quarter of the 20th century, culture has recently become responsible for 35% to 70% of all tourism in Europe (Henriques, 2007), and continues to be one of the economic industries experiencing accelerating growth (Riganti, 2006; Sharma and Dyer, 2009). Inside the tourism industry, cultural tourism is expected to be one of the more dynamic segments throughout the first decades of the 21st century.

In recent years cultural tourism has become more complex (Hu, Horng and Sun, 2009; Pulido Fernández and Sánchez Rivero, 2009). This complexity is closely aligned to evolving tourism demands, whereby a new generation of tourists has emerged who are showing a growing preference for diversified tourism and cultural products. In fact, an increasing number of people seem willing to travel to visit historic and archaeological sites, museums and other tangible patrimony as well as to experience the *atmosphere of places* (Besculides, Lee and McCormick, 2002; Riganti, 2009).

In the area of cultural tourism, there are many factors that interact in the activity. Following a simplified approach, in Figure 1 we present those that can be considered the main dimensions to be taken into account when analysing a cultural tourism destination. The first dimension to be considered is that of the resources, and the touristic products that can be derived from them. Natural resources, built and

immaterial patrimony, and the associated tourism products and services are *sine qua non* conditions for identifying the tourism potential of any territory. In addition to these resources and basic qualifications we need to add the infrastructures and equipment that can make the development of the tourism industry viable.

Tourism activity should be developed based on the available resources and existing capacities acting as its basic support. It is from here that a tourism strategy can acquire its singularity and authenticity; qualities that also provide the foundation for the comparative advantages a certain territory can assert against its competitors. When this is successfully achieved, employment and wealth can be created and, thus, the depopulation trend faced by some regions can be properly fought.

Figure 1-Dimentions and factors that can make a cultural tourism destination viable
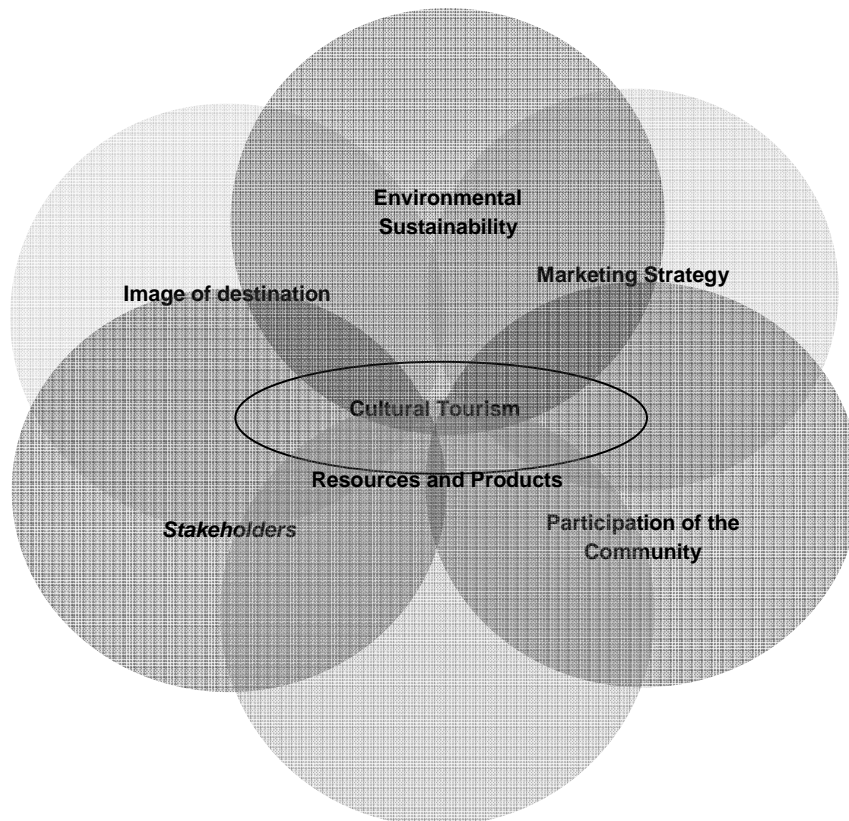
Source: authors' own elaboration.

Tourism can help in the preservation of built and immaterial patrimony, contributing to the certification of several local products (*e.g.,* handkerchiefs, monastery sweets). However, it can also raise the risk of diminishing the authenticity of the available products if the prevailing desire is to make quick profits.

Generally speaking, in the design of tourism policies in Portugal, it has not been common to incorporate the concerns of the stakeholders with those of the local communities, even if there can be little doubt that the attitude of host communities should be monitored on a frequent basis and incorporated into those policies (Jackson, 2008). In regard to residents' perceptions, there is a clear lack of research done in this area. The studies that do deal with this issue include only Monjardino (2009) about the Azores Islands, and Souza (2009) about the *Serra da Estrela* mountain range (central Portugal).

Conversely, at the international level, several studies on residents' perceptions of tourism impacts have been produced. The relationship between socio-demographic characteristics and population behaviour is commonly tested (*e.g.*, Lawson *et al.*, 1998; Brunt and Courtney, 1999; Besculides, Lee and McCormick, 2002; Kuvan and Akan, 2005; Sharma and Dyer, 2009). From these, mixed results were found, specifically when socio-demographic features such as age, gender, education and income are considered (Sharma and Dyer, 2009).

The above mentioned conclusion on this issue extracted from Sharma and Dyer (2009) is supported by several previous investigations carried out since the 1980s, namely those of Ritchie (1988), Haralambopoulos and Pizam (1996), Brunt and Courtney (1999), Chen (2000), Jones, Jurowski, and Uysal (2000), Teye, Sönmez and Sirakaia (2002), and Kuvan and Akan (2005).

As Guimarães is an emergent tourism destination and will soon be the European Cultural Capital (by the year 2012), we decided to implement a research project to be conducted up until 2012 that incorporates several features of the planning and management of the city's tourism. The main objectives of this research project are: i) firstly, to identify the Guimarães residents' perceptions of the benefits of the tourism industry; ii) to identify tourists' preferences and their image of Guimarães as a tourism

destination; iii) to produce a package of recommendations for local tourism planning and tourism promotion and management that would allow the town and its tourism agents to better profit from tourism development and prevent or minimize the negative impacts of tourism; and iv) to induce the Guimarães authorities and local tourism agents to develop a greater level of partnership with neighbouring municipalities in terms of cultural programming and external tourism promotion. This chapter is centred upon the first and third objectives given above.

In particular, the main focus of the present chapter is residents' perceptions toward tourism impacts and the potential links between these perceptions and the socio-demographic and geographic characteristics of the residents. Perceived impacts are thought to be economic, socio-cultural or environmental. From the empirical results we attained, we will try to extract a first set of policy recommendations.

2 - Methodology

Considering the defined aims of this study, namely the analysis of residents' perceptions toward tourism and the identification of perceived economic, socio-cultural and environmental impacts, the research team chose Guimarães as a case study.

As a tool for collecting data, a survey was applied between January and March 2010, to a convenience sample of 540 inhabitants of the municipality of Guimarães.

A pre-test involving 19 of the mentioned municipality residents was conducted between 30th November and 4th December 2009. The time estimated to fill in the questionnaire, of almost four pages, was 10 minutes.

Continuing with the survey process, we chose four local secondary schools and one professional school with the aim of completely covering the 69 parishes that, administratively, constitute the municipality. It was a further aim of this paper to include three generations of inhabitants in the survey: the 15-24 year olds, the 25-64 year olds and 65+ year old residents. To this aim, we contacted the Head of each school and asked for the assistance of teachers who could hand out the questionnaires

to their pupils. Afterwards, those students aged over 16 years old were asked to include their brothers/sisters, parents and grandparents in the study by asking them to also answer the survey. For this task, a two week time schedule was granted.

As the sample revealed itself to be biased, under-representing the 25-64 year olds section of Guimarães residents, in a second phase we asked adults that were using the services of the municipal council to fill in the same questionnaire. This took place during the month of March.

A total of 540 usable surveys were returned, which constituted a response rate of 67.1% of the questionnaires handed out.

Examination of missing data indicated that this occurred completely at random. The simplest and most direct approach for dealing with missing data is the complete case approach, considering only those questionnaires with complete data (Hair *et al.,* 1998). After eliminating incomplete responses in close questions, 400 surveys with complete data were kept for analysis.

The design of the questionnaire was based on a list of issues compiled from the literature on residents' perceptions of tourism impacts. Additionally, we followed and adapted a questionnaire applied by Monjardino (2009), with the aim of evaluating residents' perceptions of the Azores Islands tourism development. The result was a questionnaire containing 25 questions, mostly categorized, and structured according to a five point agree-disagree Likert scale, going from the "completely disagree" option to the "completely agree" option.

In our investigation we also made use of secondary data, mainly statistics from the National Institute of Statistics (I.N.E.), namely the Census and National Occupation Classification (C.N.P.). This information was used to characterize our survey sample.

The sample collected followed the municipality of Guimarães' population characteristics, although we did not succeed in completely solving the under-representation of the 25-64 year old population cohort (53.2% versus 69.5% of the universe). The proportion of female respondents was 53.2%, which is a result close to the reality found in the municipality.

In terms of education levels, the majority of answers came from individuals who have attained a secondary education (31.7%), while the most represented education level in the municipality in 2001 was of individuals who had reached 6 years of primary education (55.7%). Of course, we can admit that some evolution in those figures took place after 2001, but the improvement attained should not be enough to provide the representativeness of our sample respondents.

Table 1 – Some respondents' characteristics

	N	%		N	%
Gender			*Birthplace*		
Male	187	46.8	Guimarães	341	85.2
Female	213	53.2	Other	59	14.8
Age			*Place of residence*		
15-24	126	31.5	Tourist parish	158	39.5
25-64	213	53.2	Non-tourist parish	242	60.5
65 +	61	15.2			
Education			*Income per month*		
at least 6 years	102	25.5	Up to 500€	49	12.2
7th - 9th grade	86	21.5	501-1000€	119	29.8
10th - 12th grade	140	35.0	1001-2500€	128	32.0
University	72	18.0	More than 2501€	35	8.8

Source: authors' own survey data.

Concerning income, the third group identified was the most represented (benefiting from a monthly income of between 1000 Euros and 2500 Euros, representing 32%), closely followed by the second group (with a monthly income of between 500 Euros and 999 Euros, representing 29.8%), which indicates the predominance of low and medium social classes.

The majority of respondents (85.2%) had been born and continued to live in the municipality of Guimarães.

Finally, the sample results show that 60.5% of respondents lived in a parish with very low or no tourism potential. This is understandable, as the majority of the parishes in the municipality are not endowed with any tourism equipment. We previously classified parishes according to their tourism potential. Those parishes classified as having some tourism interest were those endowed with, at least, two specific tourism attractions or infrastructures. According to this, only *Oliveira do Castelo* (5 infrastructures), *S. Paio* (5), *Costa* (3), *Urgeses* (3), *S. Salvador de Briteiros* (3), *Caldelas* (3), *S. Sebastião* (2), *Creixomil* (2) and *Ponte* (2) fell into that category.

These parishes are mainly located in the historical centre (Oliveira do Castelo, S. Paio, S. Sebastião), very close to the historical centre or near the second most important urban centre of the municipality, namely Taipas (Caldelas parish).

In accordance with the literature review, this division into tourist areas and non-tourist areas is also assumed as a socio-geographic attribute. It was used for the purposes of this study to analyse residents' perceptions of the tourism phenomenon and its impacts. We can hypothesize that an individual who does not have daily contact with tourism might have a different perception of its impacts than those who deal with tourists daily.

3 - Brief presentation of Guimarães and its main tourism features

Guimarães is one of the most important towns in Northwest Portugal, after Oporto and Braga. The National Statistics Institute forecasted that the municipality should have reached a total of 162 636 inhabitants by the year 2008 (I.N.E., 2009).

The municipality of Guimarães covers an area of 241.3 km^2, distributed over 69 parishes. It is located 50 km from the OPorto International Airport and just 160 km from the Vigo- Peinador Airport (in Galicia). It is also directly connected by motorways (A3, A7, A11) to the main neighbouring towns.

In considering the first goal envisaged by our research project, namely to identify the local residents' perceptions of the benefits of the tourism industry, we must consider that Guimarães now boasts the title as the European Capital of Culture in 2012. In this respect, there are a few facilitating and inhibiting factors in the development of the city's tourism industry and the role it plays in the cultural supply available to the whole northwest territory of Portugal that we must take into account. Some of these factors have been instrumental in the trend the Guimarães tourism industry has followed since 2000.

It is worth mentioning that, in the year 2000, Guimarães city's two tourism offices confirmed the presence of only 19 048 visitors, a figure quite different to the 70 074 visitors registered in 2009 (Zona de Turismo de Guimarães, 2000; Zona de Turismo de Guimarães, 2009).

At the same time, the economic base of the municipality continues to be the textile and clothing industries, and even if these industries have been experiencing a period of crisis in recent years, they continue to make an important contribution to the national exporting sector.

Among the facilitating factors to have in mind are the ways in which Guimarães' accessibilities and economic dynamism have developed over the last decades, which has surely contributed to the important increase in the number of its inhabitants. The duplication of the municipality population between 1940 and 2001 (data from last available census– I.N.E., 2002) reinforced the importance of the municipality in the regional context, turning it into one of the most dynamic municipalities (in demographic and economic terms) of the whole northern part of the country.

Additionally, the city council has succeeded in establishing a close partnership with the local tourism agents, which has promoted a tourism development strategy with successful results, mainly, in terms of the hotel supply. Besides a few hotels, the city's hosting capacity also benefits from the existence of two manor houses (Pousadas) of high architectural value, several rural tourism units, a camping park, and a youth hostel (Cadima and Remoaldo, 2010).

However, the certification of its historical centre (121 hectares large, which represents just 5.3% of the total area of the town) as a world heritage site, in December 2001, was surely one of the most important factors behind the recent development of the tourism in the municipality.

The important rehabilitation process implemented in 1985 covered 331 buildings of the historical centre (225 of them in the inner hall zone, which is 46% of the existing buildings). The existing built patrimony predominately dates from the 17th century and the typically medieval shape of the city centre is formed by the sinuosity of its narrow streets and allotments (Domingues, 2006; Remoaldo, 2006).

There are also some local features that facilitate the tourist's appreciation of the city on foot. The main city museums are all situated in close proximity to each other (*e.g.,* Alberto Sampaio Museum, Arte Primitiva Moderna Museum, Duques de Bragança Palace, Martins Sarmento Archaeological Museum). Likewise, the range of cultural services supplied during the summer season is mainly located around the Senhora da Oliveira Square. This includes the city's more popular festivities, such as the ancient Gualterianas Festivities, which have a strong regional impact.

Finally, not to be forgotten as important contributions to the city's tourism attractions are the efforts that have been made to preserve the monastery sweets, the lovers' handkerchiefs and the regional gastronomy. A further relevant addition to the city's attractiveness as a tourism destination is the investment that has been made in the information technologies (*e.g.,* audio-guide system "Take the patrimony in your pocket") and the use of electronic support in the city's promotional campaigns (*e.g.,* the site http://www.guimaraesturismo.com). All this has contributed to the national recognition of Guimarães' commitment to the tourism industry, with the city receiving the National Tourism Prize for the year 2008 as a clear indication of this recognition (Cadima and Remoaldo, 2011).

The main factors inhibiting tourism development in Guimarães are the climate (due to cold and rainy winters) and the fact that the city is only a secondary tourism destination in the overall aim of the national tourism strategy.

Perhaps related to the above-mentioned circumstances, the average stay of tourists in the city did not improve from 2005 to 2008, with the figure settling at 1.6 days, after having reached 1.7 days in 1999. This corresponds to an occupation rate of 34.4% of the rooms available in the city's hotels in 2008 (I.N.E., 2002 to 2008).

Further factors holding back the reinforcement of the city as a relevant cultural tourism destination to date include the non-existence of a periodical cultural event capable of attracting the attention of international visitors and tour operators and the ongoing deficits in terms of the cultural programme and its promotion. (Cadima and Remoaldo, 2011).

4 - Residents' perceptions of tourism impacts

4.1 - Is tourism good for Guimarães?

Given that this paper's aim is to analyse the economic, socio-cultural and environmental tourism impacts perceived by the local residents, we will now address some of the empirical results attained by focusing on some specific questions raised in the survey. Firstly, we will analyse responses to Question 11, and specifically to the statement - *Tourism is good for Guimarães* -, this being one of the issues where the respondents were required to use a Likert scale. The result attained was surprisingly positive, with 98.2% of respondents saying that they completely agreed (80%) or somewhat agreed with the statement, corresponding to an average score of 4.78 on a 5 points Likert scale. It is relevant to mention that only 0.2% of respondents expressed total disagreement with this statement.

The additional related results shown in Table 2 led us to conclude that there were no relevant differences on the issue according to gender, age, education, birthplace, place of residence, and level of income.

Table 2 - Perceptions of tourism benefits by gender, age, education, birthplace, place of residence, and income cohorts

	(Five point Likert scale – average scores)				
	Tourism is good for the municipality of Guimarães	Personally, I benefit from the development of tourism		Tourism is good for the municipality of Guimarães	Personally, I benefit from the development of tourism
Gender	*4.78*	*3.37*	*Birthplace*	*4.78*	*3.37*
Male	4.76	3.47	Guimarães	4.77	3.39
Female	4.79	3.28	Other	4.80	3.24
Age	*4.78*	*3.37*	*Place of residence*	*4.78*	*3.37*
15-24	4.92	3.33	Tourist parish	4.84	3.39
25-64	4.77	3.52	Non-tourist parish	4.74	3.35
65+	4.49	2.92			
Education	*4.78*	*3.37*	*Income per month*	*4.76*	*3.35*
At least 6 years	4.55	3.17	Up to 500€	4.67	2.96
7th - 9th grade	4.85	3.24	501-1000€	4.70	3.34
10th - 12th grade	4.84	3.48	1001-2500€	4.80	3.42
University	4.90	3.57	More than 2500€	4.97	3.69

Source: authors' own survey data.

When questioned if, *personally*, respondents *benefited from the development of tourism in the municipality of Guimarães*, the percentage was revealed to be low, inferring that the high positive perception of the tourism industry had little to do with

the benefits that respondents expect to directly receive themselves. In fact, 54.8% of respondents did not agree that tourism was/would bring benefits to them as individuals. Therefore, residents perceived the tourism industry as a major opportunity for enhancing Guimarães' general development and believed that many of its inhabitants would benefit, but were much more sceptical regarding the idea of receiving direct advantages from it personally.

As mentioned previously, this result should be read considering residents' strong expectations regarding the potential of the tourism industry to be an important source of local socio-economic development. A possible interpretation of those results is that Guimarães' residents have a fairly naïve understanding of tourism impacts. One should not forget that Guimarães is still an emergent tourism destination.

When we consider the variable age of residents, the younger group (15-24 age cohort) express a higher expectation about the benefits of the industry to the municipality, resulting in a statistical score quite close to the maximum (4.92). These results are most probably related to their expectations in regards to job creation (for their own profit). Additionally, it is generally expected that younger generations have a more positive view of contact with other cultures, as well as being the age group with more foreign language skills.

If we consider the level of education variable, which is identified by some empirical investigations as a variable that can partly explain residents' perceptions towards tourists, and engaging the hypothesis that more educated persons would tend to be more receptive to the cultural tourism phenomenon, then we can find an explanation for the results obtained. Furthermore, Table 2 shows that when we are dealing with the evaluation of the statement *Tourism is good for the municipality of Guimarães* (Q11), the highest score occurred in the highest education level group (4.90). This result is consistent with that concerning income of Guimarães residents, as the highest score (4.97) occurs in the higher income category.

Finally, taking into account this same question, and consistent with what was mainly identified by the empirical literature, respondents living in a tourist parish were

shown as having a more positive opinion towards tourism (4.84) than residents living in a non-tourist parish (4.74).

4.2 - Residents' opinions about tourism and expectations regarding its development

Our survey contained further questions that should help us draw a better picture of residents' views on tourism activity and their expectations for future local tourism development.

Concerning Question 12 (Table 3, Q12 – *In your opinion the actual number of visitors is: …*), 33 (8.3%) of the respondents declared that they did not have any opinion about the number of visitors to the city. This kind of answer was considered as a separate category. The other defined categories were: "Very low", "Low", "Fair", "High" and "Very high".

We did the same with Question 15 (Table 3, Q15 – *In the future, would you like Guimarães to have more or less tourism?*), which led us to exclude 19 of the answers that stated that the respondents did not have any opinion about it.

The first conclusion to extract is that we did not have a high average score for Question 12, since we did not reach the average of 4 (High) in any of the cases. As was verified in the other questions raised, we did not find major differences for this question by gender. Only for the variables "age" and "education" did we identify a tendency for a different rating according to ages and levels of education. As forecasted, the younger cohort (15-24 years) rated better than the others (3.56). In regard to education levels, the highest rating was given by the 7th to 9th grade graduates (3.47), followed by the 10th to 12th grade graduates (3.41).

Concerning Question 15, in all variables used, the average attained was more than 4 and less than 4.6 on a 5 points scale. This corresponds to a desire to have more tourists in Guimarães in the future.

Another interesting result that surfaced is the issue of perceived impacts of tourism on the city. As shown in the data in Table 4, promotion of contact with other cultures (4.37) and the encouragement to preserve local culture and handicrafts (4.25) were the two most strongly perceived effects (percentages of agreement rating over 90%).

Table 3 – Residents' opinions about existing and future number of visitors by gender, age, education birthplace, place of residence and income cohorts

	(Five point Likert scale – average scores)				
	Number of visitors			Number of visitors	
	Actual [1] (Q12)	In future [2] (Q15)		Actual [1] (Q12)	In future [2] (Q15)
Gender	*3.38*	*4.39*	*Birthplace*	*3.38*	*4.39*
Male	3.32	4.48	Guimarães	3.39	4.40
Female	3.44	4.32	Other	3.33	4.38
Age	*3.38*	*4.39*	*Place of residence*	*3.38*	*4.39*
15-24	3.56	4.38	Tourist parish	3.46	4.46
25-64	3.26	4.45	Non-tourist parish	3.33	4.35
65+	3.43	4.25			
Education	*3.38*	*4.39*	*Income per month*		
At least 6 years	3.36	4.30	Up to 500€	3.5	4.44
7th - 9th grade	3.47	4.35	501-1000€	3.38	4.36
10th - 12th grade	3.41	4.49	1001-2500€	3.31	4.45
University	3.25	4.38	More than 2500€	3.24	4.47

[1] scale ranges from 1= very low to 5= very high;

2 scale ranges from 1= much less to 5= much more;

Source: authors' own survey data.

Table 4 - The perceived impacts of tourism in Guimarães

Rank[1]	Effects of Tourism in Guimarães:	Average scores[2]	Percentage agree[3]
1	Promotes contact with different cultures	4.37	93.4
2	Encourages local culture and handicrafts	4.25	90.4
3	Aids the conservation and restoration of historic buildings	4.19	85.7
4	Creates jobs for residents	4.13	86.7
5	Helps in supplying new services for residents	3.90	75.7
6	The quality of services (e.g., restaurants, cafes, bars, shops) in Guimarães is now better due to tourism	3.70	66.0
7	Residents have easy access to services used by tourists	3.58	61.3
8	Money spent by tourists is kept by municipality agents and residents	3.51	53.0
9	Increases prices	3.44	49.8

Notes: [1] Effects are ranked by average scores; [2] scale ranges from 1 = completely disagree to 5 = completely agree; [3] percentage of those giving an answer ranking 4 or 5, on a 5-point scale.

Source: authors' own survey data.

From the research team's perspective, these results are consistent with the traditionally recognised friendly and helpful attitude of the Portuguese people regarding tourists. They may also be explained by the fact that most of the tourists coming to Guimarães are from Europe (*e.g.,* Spain, France), and so the cultural differences (ethical values and lifestyles) that the residents are confronted with are not major.

As can also be seen in Table 4, perceptions that the development of the activity allows the *conservation and restoration of historic buildings*, *creates jobs* and *helps in supplying new services for residents*, rank 3rd, 4th and 5th, respectively.

In terms of negative impacts, the main concern was ranked 9th in reverse order of importance, and concerned the perception that tourism *Increases prices* i.e., can contribute to a rise in prices of goods and services. This interpretation stems from the

view that an influx of tourists will bring with it an increase in the market demand for several kinds of goods and services.

Other concerns that emerged, although given only a minority expression, for now, were as follows: *Increases crime rates* (placed in 11th position, in order of importance given by residents); *Generates excessive noise in the Historical Centre* (12th position); *Local people change their behaviour in an attempt to mimic the behaviour of tourists* (13th position), and *Tourism limits the access of residents to leisure sites and equipment* (14th position).

4.3 - Issues of concern for residents of Guimarães

Besides the concerns listed in the last paragraphs of the previous section of this paper, we will finally comment here on the results obtained from the two partially open questions, Q17 and Q18, included in the questionnaire.

The first question (Q17) was: *In regard to tourism in Guimarães, is there any particular aspect that worries you?* (Table 5). Of the 400 residents who answered the survey in its entirety, 48.9% declared that nothing was worrying them. Additionally, 30.1% of the respondents did not fill in any of the choices available to answer this question. Of course, if we consider the group of respondents who stated that nothing was worrying them in order to avoid having to write something about the issue, then we have a percentage of 79.0% of respondents that chose not to add anything about their concerns. That is, we cannot make any conclusions with certainty, since the result we have is ambiguous in its interpretation. The results presented in the previous section, therefore, are those that best clarify the concerns of the Guimarães residents.

However, it should also be noted that women tended to identify fewer problems than men (61% of women who answered this question declared that nothing worried them, versus 39% of men).

Table 5 - Issues of concern for residents of Guimarães

Rank	Issues of concern for residents:	N	Percentage
1	Other aspects	28	7.0
2	Lack of security and comfort to citizens	19	4.8
3	Degradation of patrimony and of environment	12	3.0
4	Lack of offer of cultural activities	10	2.5
5	Congestion of public infrastructures and equipment	8	2.0
6	Rise in prices and constraints to some services	4	1.0
7	Cultural differences and sociability	2	0.5

Source: authors' own survey data.

When we consider only those respondents who declared that something did worry them, 51.1% gave an answer that fell into the category "Other aspects". This residual category included many responses that, at a certain level, are related to what was asked in Question 18 (*In your opinion, what can be done to improve tourism in Guimarães?).* In fact, respondents tended to speak more about the improvements that could be made than to express their views about any existing dimension of the tourism planning and management of the city.

There were also many issues raised by only one respondent. Among the concerns cited by this respondent were "competition with Braga" (the most important neighbouring city), "the presence of many visitors from Asia" (as people coming from China, recently, have tended to become important business operators in the country), "the excess amount spent on tourism promotion", "lack of coordination with neighbouring territories", "population excess", "insufficient accommodation" and "the authorities are taking tourists wishes into account more than those of the residents".

The claimed "excess amount spent on tourism promotion" can, perhaps, be associated with the widespread use of large outdoor advertising hoardings in the city centre, usually promoting the weekly cultural activities and the European Capital of

Culture event to be held in 2012. Such displays can of course be evaluated as being too much information for too much cost.

Finally, we encountered answers of a composite nature, that is, that fit in more than one of the established categories (*e.g.*, "Crime, tourism signalling and car parking").

Lagging far behind was the category identified as "Other aspects", the second most important issue of concern was shown to be "Lack of security and comfort to citizens", which constituted 4.8% of the answers for Question 17.

5-Conclusions

In the literature on tourism published in recent decades, patrimony and culture are always included among the main reasons for participating in tourism (Cadima and Remoaldo, 2010). Unquestionably, intellectual stimulation and the desire for new and diversified experiences have become increasingly important motivations for travel all over the world.

The empirical results we attained tell us, beyond a doubt, that the residents of the municipality of Guimarães hold a very positive perception of tourism. At the same time, those perceptions have always been disregarded by the tourism and local council authorities and, thus, have never been incorporated into local tourism planning and management strategies.

Although we found no major differences in residents' perceptions based on gender, age and education, we did find a more positive perception among the younger age cohorts and that of respondents with a higher level of education.

Despite the initial perception that the city residents do not have any major complaints about the way tourism is developing in their city, the truth is that, when they express their worries about tourism impacts, there are several issues of concern that surface. Among these are fears about an eventual rise in prices due to increased market demand, an increase in crime rates, the generation of excessive noise, and the risk of locals changing their behaviour due to contact with foreigners. This

interpretation of the quantitative survey data is consistent with the information we attained when analysing the responses to Question 17. Taking those responses, it is noticeable that 21% of the respondents state that they do not have any kind of worries regarding what is going on with local tourism.

There are several facilitating factors that can explain the dynamics of Guimarães' tourism strategy, despite the city being only an emergent tourism destination. Among the more relevant factors is the certification of the city's historical centre as a world heritage site. Naturally, this gives notoriety to the place but also implies a continuing effort of preservation with undeniable cost. Part of the resources for this project could come from tourism and, thus, investing in tourism is both a viable and necessary development strategy.

For the success of the city as a cultural tourism destination, continuing to establish a close partnership between public and private tourism agents is a good approach to follow, however it is not entirely sufficient. As the residents are themselves part of the tourism ambience, their attitude towards tourism must also be considered in the planning and management of the industry. The survey results we attained in our study seem to us to be a good indicator of the virtues of such a strategy.

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