

Cultural events as tourism supply in coastal Catalan resorts

Francesc González-Reverté and Oriol Miralbell-Izard

Department of Economics and Business, Open University of Catalonia, Barcelona,
Spain

Abstract: During the last three decades, the number of tourism events has been growing in Catalan coastal resorts because of the recover of Catalan cultural traditions, festivals and folklore, and also because of tourism growth. Catalan tourism resorts use events as catalysers for new supply and as a mean to differentiate and singularize themselves from their competitors. The tourism potential of cultural events is undeniable but there are some problems that prevent a more effective impact as economic and regional development agents. This paper reflects some discussions and conclusions obtained from the analysis of 263 valid responses of a survey made to different Catalan event organizers in 2008 and 2009. We describe and characterize cultural event supply in coastal resorts in order to study the event's tourism importance, their capacity to generate and spread economic development, and their managerial model. The analysis is made in a geographical basis, comparing the results of the territorial organization of events of the city of Barcelona, coastal and inland municipalities. Finally some considerations about event regional tourism policy and tourism development are discussed.

Keywords: events, festivals, coastal tourism, local development, tourism product

1. Events, tourism products and local development

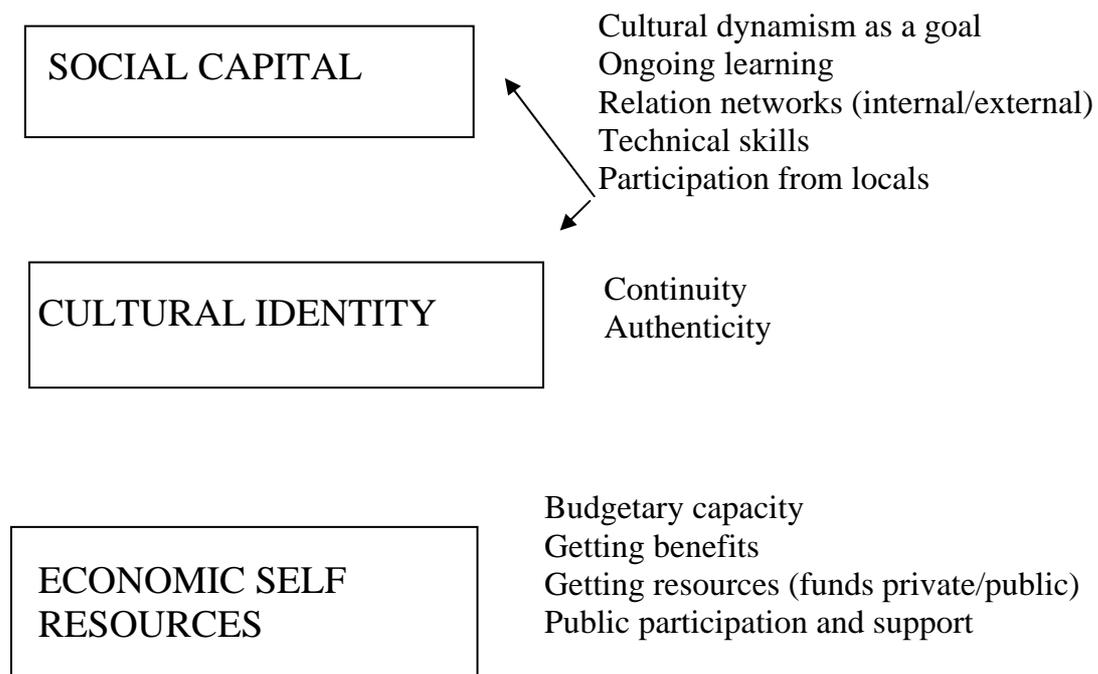
Many academic studies about events demonstrate their tourist potential use and their ability to generate impacts at different scales because of the uniqueness. Events can be defined as experiences that are unique, as they have the ability to create time and space to convey specific objectives for a specific audience (Gonzalez & Morales, 2009). Regardless of the ability that developers and organizers have to build experiences, interesting strategies can be developed to generate events as a tourism products (to achieve lower seasonality, for instance). Apart from this, there are other components that may provide arguments for the celebration of tourist events: singularity and uniqueness, authenticity and local participation, symbolic effect on the image, theme events, etc. Events can, certainly, stimulate tourism competitiveness because they fit very well in any territory, regardless of the attraction and tourist resources they have. For this reason, it is easy for promoters to use events to select different strategies in creating new tourism products based on the destination's strengths. However, the use of events as a local and regional development strategy requires an efficient management, the support of a proper tourism policy, and to be sure that positive impacts will specially benefit the local community.

Events can boost tourism development at any territorial scale, give reputation to a destination and increase its attractiveness. However three conditions must previously occur: economic success of the event's portfolio; continuity of event celebration and to carry out all the objectives fixed by organizers (Getz, 2002, Ritchie & Crout, 2005). There are many factors that can contribute to make events competitive as a tourist attraction. The most important are to plan a multiplicity of goals, sufficient to interest

different markets; to set up a festive spirit or an atmosphere to encourage joyfulness, freedom from routine constraints and inversion of normal roles and functions; to satisfy human basic needs; to generate uniqueness and authenticity; to provide high quality cultural, educational and leisure experiences; to become a tradition or to be rooted in the community; to be flexible and be developed with minimal infrastructure, can be moved in space and time and can be adapted to changing markets and organization needs; to be hospitable; to be tangible and themed to maximize festive spirit, tradition or authenticity; or to become symbolic. (Getz, 1997). Some theoretical approaches to local development and events state that one basic step is to create territorial synergies in terms of proximity to markets, density of supply, urban agglomeration, social participation, continuity, and interweaving with social networks (OECD, 2005). A second approach explores the concept of social capital as a driving force for collective learning, community identity and social cohesion (Moscardo, 2007).

The combination of both perspectives results in a model of event contribution to local development that incorporates three fundamental dimensions: social capital, cultural identity and economic success (Gonzalez & Morales 2009) (figure 1).

Figure 1. Ten conditions to successfully generate local development through events

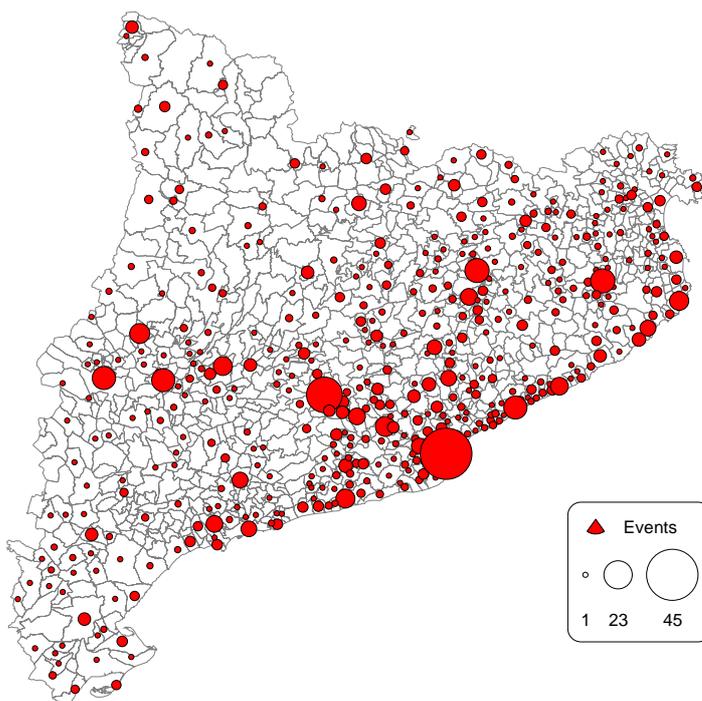


In this paper we use data derivated from a survey to analyze different issues illustrate the relationship between the celebration of events and local development. Apart from an overall analysis for the whole of Catalonia we also distinguish three geographical subareas (coastal municipalities, inland municipalities and Barcelona city).

2. The events of tourist interest in Catalonia

The first part of this work is organized around the collection of a sample of 1453 events with tourism potential in Catalonia. All the included events, regardless of the interest and goals of each event, are considered to have tourism potential. The selection criteria in linking events to tourism considers one or more of the following characteristics: 1) have a program with leisure and entertainment goals; 2) the organizer's interest in obtaining visibility and promotion of the event through tourist sites and distribution channels, and 3) participation of local or regional tourism administration. To fill in the database an event search was carried out in different tourist and cultural sites (www.festacatalunya.cat; www.firesifestes.com; Agenda Turística de Catalunya, from the Catalan Tourism Agency: <http://www10.gencat.net/pls/turistex/p03.recurs?dm=02&rcrs=AGC&tpsBarra=RD>; and The Agenda Cultural, from the Department of Culture of the Catalan Government [http://cultura.gencat.net / calendar /](http://cultura.gencat.net/calendar/)). Basic data information includes the following issues for 1.453 Catalan events: event name, city and county where it is celebrated, theme and date of celebration. With this information we could make a first approach to the event's geographic location, temporal distribution, topics and motivations. Then, we selected a subsample of 800 events according to their tourist importance and geographical location (rural, urban and coastal). We made a telephone survey addressed to the organizers, managers and/or promoters of the events with the purpose to know the role that events were playing as tourism supply. The field work provided us 263 valid responses (32.8% of total events). The resulting study provides a good picture of the events celebrated in Catalonia for three reasons: 1) it allows to make a fairly complete X-ray of tourist events, 2) the resulting data can be applied for future tourism events planning and policy making in this region, and 3) a comprehensive questionnaire (85 questions asked) permits to deepen in the formal characteristics of events, the economic outputs, budget structure, promotion and marketing issues, management structure, and impact of tourism.

Map 1. Geographical distribution of events in Catalonia, 2009



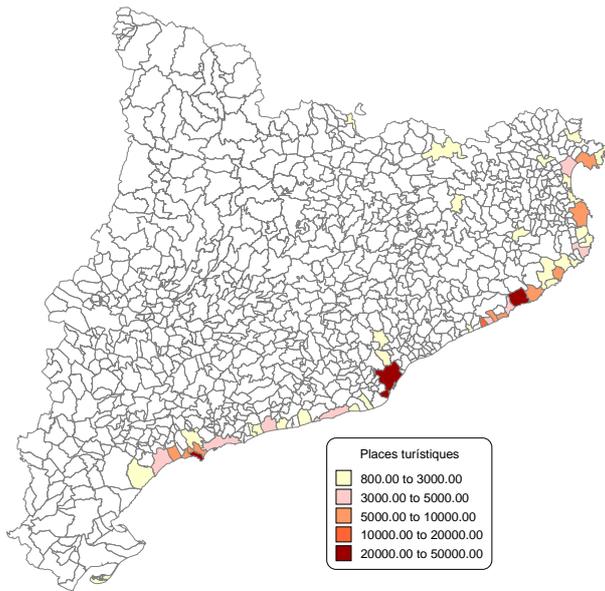
In first place a general map of events in Catalonia was drawn. This graphic reveals the presence of events throughout the territory, regardless of the type of municipality or its size (map 1). In fact up to 439 municipalities (46% of all municipalities in Catalonia) have at least one event. We can state therefore that a phenomenon of “festivalization” occurs in Catalonia. On the one hand this is the result of the existence of a broad Catalan traditions and heritage. On the other hand there is also an interest to link cultural events to tourism and it also explains how easy events can be created and disappear due to the lack of entry (and exit) barriers associated with this type of products. However, if we observe in detail the map of the spatial distribution of events in Catalonia we find that, although the big spread, they are not equally distributed across the territory. Four location patterns can be synthesized: 1) there is a concentration of events in Barcelona and its metropolitan area, 2) two secondary axes appear from the denser central area: the Anoia-Segrià axis along the A-2 road and the Barcelona-Vic axis; 3) coastal towns have many of the events Catalans, especially in the north coast along the Costa Brava area, with a dense concentration of events that outreach to the region inland, and the southern coast, more confined to the coastline municipalities and less dense from the Tarragona-Salou-Cambrils conurbation; 4) in the less populated and less dynamic areas of Catalonia (the western, inland and Ebre regions) there are lower densities of events and empty spaces.

The map can be interpreted bearing in mind the current functional organization of the Catalan territory. Geographical distribution of events corresponds to the the distribution of regional leisure demand and for this reason the metropolitan region and their area of influence have the higher density levels and contiguity of events. Many events are organized primarily to cover the needs of the resident population (it's the case of the events with important cultural and popular meaning, as popular festivals and feasts) but many of them hope for a strengthening of visitors (day tourists or second home owners) that can improve outcomes and give greater visibility to the destination. In short, the observed location pattern of events confirms the regional urban process tendency and generates an overlapped net to the urban leisure and population mobility networks. Combined with this argument, other factors contribute to explain the distribution patterns of events: the recovery of cultural and local traditions; the growing leisure time spent by population; and the willingness of local government to support or directly create events.

However, the link between the supply of events and tourist accommodation is not so clear. Map 2 shows that there is not a clear correspondence between the location of tourist supply and the distribution of events. It is worth mentioning that although tourism is a coastal phenomenon in Catalonia (the first 50 municipalities concentrate 38.33% of the total tourism supply) it is not the case of events (the first 50 municipalities represent only 19% of total events). Therefore, not only tourist towns have events, but these are scattered over the territory and they are not concentrated on the coast. Regional tourism policy in Catalonia should therefore consider current location patterns of events to readjust future tourism supply.

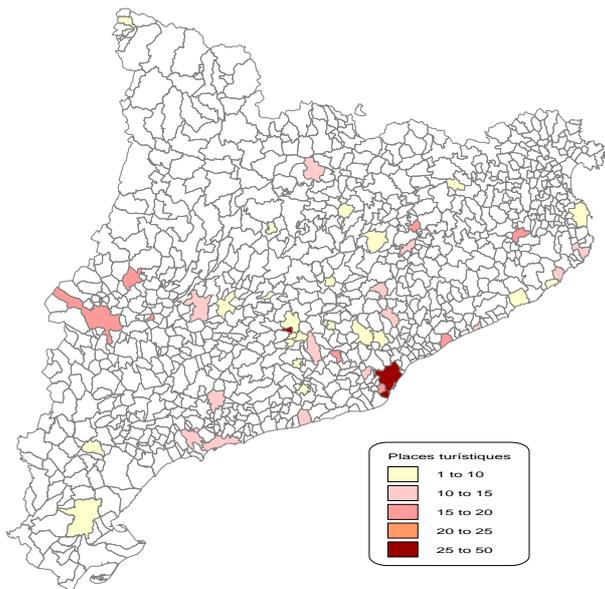
Map 2. Comparison between the distribution of the 50 municipalities with more tourist beds and the 50 municipalities with larger number of events in Catalonia, 2009

a) * Tourist accommodation beds



* 2007 data

b) Events by town



Data gathered also allows us to make a general analysis of the types of events celebrated in Catalonia. Events are classified in four main groups representing the most common profiles:

1. Popular celebrations and calendar festivals (46.7%)
2. Trade fairs (39.5%)
3. Cultural festivals (7.7%)
4. Theme markets (6%)

Cultural topics, as traditional and local festivals, are the most frequent among the four types of events. This makes sense given the importance of folklore and traditional

festivals in Catalonia, and is linked to the fact that events are present across the whole Catalan territory. The big amount of trade fairs can be mainly explained by the presence of market towns that act as urban commercial agglutinations for the surrounding territory. Note that some tourist towns also play the same role because of its outstanding number of visitors. Cultural festivals (shows, exhibitions, etc.) and theme markets (medieval markets and similar) represent a small portion of all the events, but usually they have a programming structure offering great opportunities to project a tourism orientation.

Two other considerations arise from the predominance of popular and traditional type of events. On one hand, when organizers want a tourism driven event they have to know that many of them may have a special sensitivity and fragility to be used for tourism. On the other hand the fact that many events have a rigidity in their calendar (traditional acts and rituals are usually held at fixed date) may difficult to match the event schedule with tourist frequentation. In contrast we must also take into account that events celebrated in lower season can become arguments to improve tourism seasonality.

Twenty different event's subjects have been distinguished. At this level of detail there is a clear dominance of traditional and cultural issues, along with the professional type. Finally events can be subdivided into 250 sub-themes that constitute a particular aspect or motivation for the event celebration. This is very interesting because it allows to distinguish and identify the event with a specific subject and, therefore, with an argument to identify marketing strategies and product differentiation. In the case on Catalonia the heterogeneity of existing motifs can be considered as an effect of cultural dynamism and it makes possible to enjoy singular or outrageous events (for instance those markets based on cherries, antiques or beer). However in some cases (as music festivals, medieval markets, fairs and conferences, gastronomy, etc.) it also can indicate that supply becomes repetitive and probably excessive. It is here where event organizers should put more emphasis on partnership and coordination to joint efforts.

3. The tourism interest by events in Catalonia

The second part of the paper is intended to differentiate the event structure of three distinct territorial areas: the city of Barcelona the main leisure, recreational and cultural hub of Catalonia; the coastal municipalities, with a tourist orientation and competitiveness problems that requires new tourism products; and the inland municipalities, which tend to organize events as a sign of social and cultural identity.

We launched four research questions to understand the relationship between tourism and events in Catalonia:

1. To what extent the creation of new events responds to tourism interests?
2. These events can be exploited by tourism?
3. What is the real tourism impact of events?
4. Beyond the ability to generate economic impact, events can be efficient tools for creating local development?

3.1 Do organizers generate new offer of tourist events?

We reach the first research question with an analysis of the edition of events, measuring the volume and rate of occurrence of new events. In the last decade creation of events has been more dynamic than any other. 44.1 per cent of events have less than ten editions and the rate goes up to 50% on the coast. Almost one out of two events, therefore, was created during the last decade. In addition, 25.5% of events have less than 5 edits (26.7% on the coast) and 9% have their first edition in 2008 or 2009 (but only 3.5% on the coast). Barcelona City is the area with the most recent events, which fits with the dynamic character of the main tourist and cultural city of Catalonia. (table 1). The creation of new events responds to the need of expanding the supply of leisure, and to the redesign of tourism strategies, especially in the coastal municipalities, but the growth of the offer raises questions about its continuity in a context of scarce resources and growing competition.

Table 1. Classification of Catalan events by year of edition, 2009

Edition	Catalonia	%	Inland	%	Coast	%	Barcelona	%
1	17	9.04	3	3.23	2	3.57	12	30.77
2 to 5	31	16.49	9	9.68	13	23.21	9	23.08
6 to 10	35	18.62	17	18.28	13	23.21	5	12.82
11 to 25	54	28.72	40	43.01	9	16.07	5	12.82
26 to 50	35	18.62	16	17.20	12	21.43	7	17.95
over 50	16	8.51	8	8.60	7	12.50	1	2.56
Total responses	188	100.00	93	100.00	56	100.00	39	100.00

3.2 Can the events be transformed into tourist attractions?

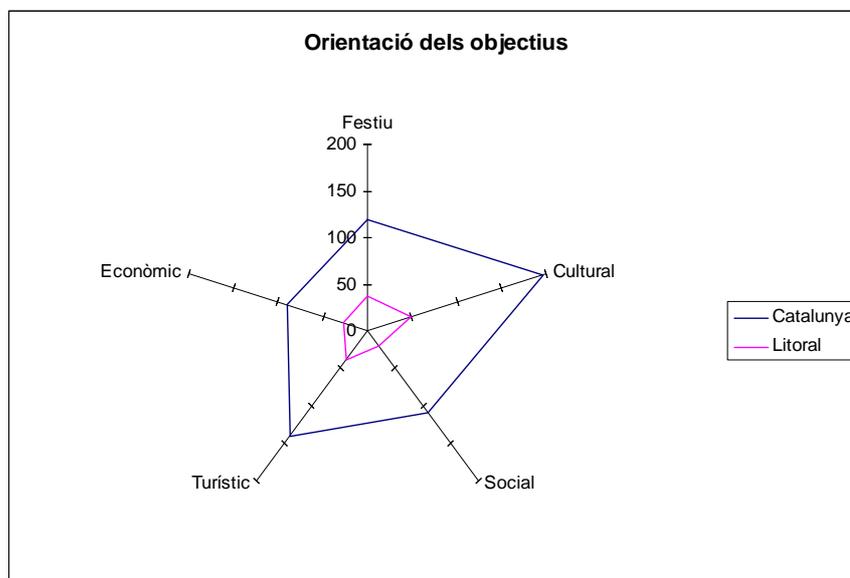
The second question involves knowing the objectives that event organizers want to cover. We asked to the organizers to choose which of these five goals (festive, economic, cultural, social or tourist) fitted better into their event. The responses indicate that the priority goals were cultural (29.8%) and tourism (21.4%) (figure 2 and table 2). This is a trend shared by all the territorial areas, and it also remains whether the objectives are grouped according to a dimension of development (economic and tourism objectives) or socializing (festive, cultural and social), although coastal municipalities have slightly more pronounced the first than the second dimension. Another difference is that the coastal municipalities also give more importance to the tourism and festive goals (35%). In fact, coastal towns, the most specialized tourism areas in Catalonia, are programming and types of events that best match with their need to provide additional entertainment and leisure to tourists and visitors.

Table 2. Managerial goals of Catalan events, 2009 (Multiple choice)

Goal	Catalonia	%	Coastal	%	Inland	%	Barcelona	%
Festive	120	18.38	37	21.51	77	19.74	6	6.74
Cultural	195	29.86	49	28.49	101	25.90	44	49.44
Social	109	16.69	20	11.63	73	18.72	15	16.85
Tourism	140	21.44	39	22.67	85	21.79	16	17.98
Economic	89	13.63	27	15.70	54	13.85	8	8.99

Total responses	653	100.00	172	100.00	390	100.00	89	
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Figure 2. Targeting goals of the organizers of events in Catalonia



3.3 What's the real impact of tourism events?

The third question is the result of measuring the attendance of tourists to events and the organizer's perceptions about the impact on local accommodation and catering during the celebration of the event. Tourist assistance to the events can be considered moderate-low, although with territorial differences (which is lower in inland municipalities and higher in the coast and, specially, in Barcelona) (table 3). Most events (72%) have some tourist assistance, but this is low compared with total attendees, and mainly consisting in local tourism (Catalan). Local participation becomes, therefore, the basis of the attendance to Catalan events (in 74% of events more than 50% of attendees are local residents). In contrast there are hardly events that can be considered at risk of suffering overtouristification (only in 6% of the events the visitors represent 75% and more of attendees). Regarding the assessment of the perceived impact of events on the tourism sector this can be considered as high or very high in most cases, especially in Barcelona city and the coast (table 4).

Table 3. Indicators of the assistance to Catalan events, 2009

	Coastal	%	Inland	%	Barcelona	%
> 50% local assistance	38	69.09	93	71.54	32	65.31
> 20% foreign tourist assistance	8	19.51	8	8.25	11	61.11
> 30% Spanish tourist assistance	4	10.00	10	9.90	4	23.53
> 40% Catalan tourist assistance	40	86.96	88	83.81	12	66.67

Table 4. Organizer's perception of the impact of events on the tourism sector, 2009

	Catalonia	%	Coastal	%	Inside	%	Ny	%
High impact on hotel accommodation	180	68.44	44	68.75	77.00	55.00	58	100
High impact on restoration	206	78.33	51	79.69	96.00	68.57	58	100
Total answers	263	100	64	100	140	100	58	100

The attendance of tourists to events is consistent with the goals expressed by the organizers and the typology of events. International tourists are concentrated in Barcelona city and the coast, but much lesser in inland municipalities. However the presence of Catalan tourists can be seen all over the territory, and therefore represents the key market segment. The Spanish tourist segment, however, is currently very small and therefore it does require promotional efforts to capture or to consolidate it.

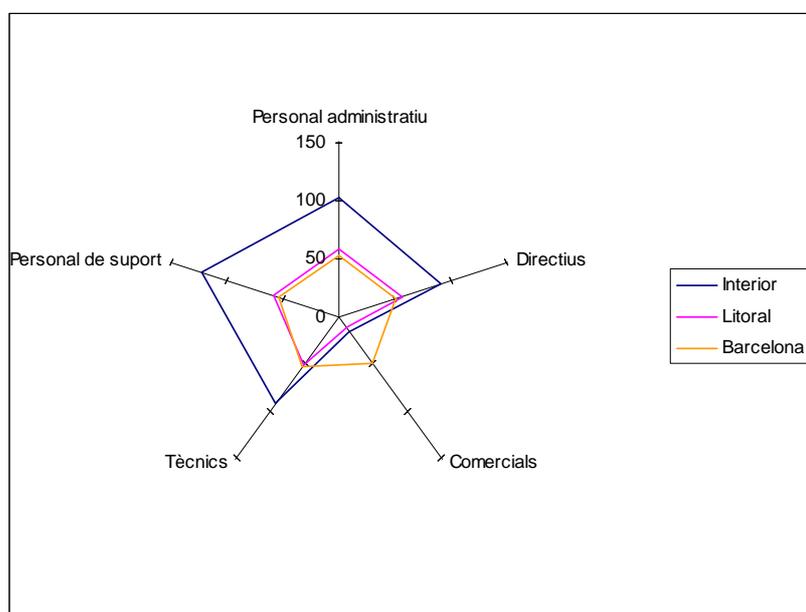
3.4 Have events the ability to generate endogenous development?

The fourth research question requires the understanding of the mechanisms that provide opportunities for regional and local development through the celebration of events. We analyze, therefore, the success of events based on proper management, optimization use of resources, and developing social capital in destinations, especially taking into account the effects of socialization and identity generated in the groups involved.

As a socialization means it seems obvious that cohesion is an important asset in social capital, though the study has detected a lack of external links in the networks of events, that could attract more visitors and foster innovation.

It is especially in the aspect of identity generation that we will focus the analysis. We understand social capital as a multiple dimension that encompasses issues of leadership, collective learning, social cohesion, technical training, networking and internal and external relationships. Therefore the role of events in building social capital within the host municipalities is analyzed taking into account the level of partnership and relationship with similar events, the involvement of local government and residents in the organization and management of the event, and the staff structure. The survey results indicate that the professionalism of event staff organizers is scarce, as is expected in a structure based on small events with an amateur management (figure 3). However, this does not mean, by itself, that management should be bad. In fact, some events may have little professionalization but hold high benefits and important levels of attendance and tourists. Moreover, considered as a whole, the personnel structure of events have in common the predominance of a basic structure (executive, administrative, technical and support staff) and the lack of commercials (but note that many events are offered free of charge).

Figure 3. Distribution of event's personnel according to their professional profile, 2009



Not oblivious to this fact is the important presence of volunteers and non for profit local partners, or the fact that many small-scale events are organized by a scarce number of people. So the theoretical lack of technical capacity would be compensated in reality with the effects of social capital generated by the strengthening of social cohesion (through voluntary participation). Moving the analysis towards territorial areas it shows a strong contrast between the structure of inland municipalities (mostly amateur) and the city of Barcelona, much more professionalised. Instead, coastal municipalities' structure is a mix of professionalism and amateurism.

Table 5. Partnership and participation indicator's of Catalan events, 2009

Building Association	Catalonia	%	Inland	%	Coastal	%	Barcelona	%
Yes	123	47.13	81	58.27	29	45.31	13	22.81
Total responses	261	100	139	100	64	100	57	100
Belonging to a network	Catalonia	%	Inland	%	Coastal	%	Barcelona	%
Yes	40	15.27	26	18.71	6	9.38	8	13.79
Total responses	262	100	139	100	64	100	58	100
Belonging to a circuit	Catalonia	%	Inland	%	Coastal	%	Barcelona	%
Yes	36	13.69	13	9.29	5	7.81	18	31.03
Total responses	263	100	140	100	64	100	58	100

The level of event's association is scarce in general and, although it exists a number of promotion associations (47%), that can be considered a weakness because only 15% of events belong to a network and 13% to a circuit. Territorial area values for association are not much different with respect the average, but in coastal municipalities there are lower and in inland municipalities are higher (table 5). In contrast, levels of

participation of local people are very high everywhere (71.8%), particularly in Barcelona (82%). This can be interpreted as an indicator of social and community cohesion.

Cultural identity

Cultural identity is concerned with citizen and government participation, and also with assistance and celebration's continuity of events. There is a link between the creation of events and the interest shown by the residents to maintain them over time and to participate in them. That is, there is a positive feedback between the collective will of community reaffirmation and the support given to organize and hold events that strengthen this aspect. For example, we have corroborated, in another study, the existence of a strong positive correlation between the continuity of events and the participation of local government and, especially, residents in the organization of events (Gonzalez & Miralbell, in press).

Table 6. Indicators of local participation and continuity of events in Catalonia, 2009

	Catalonia	%	Inside	%	Coastal	%	Barcelona	%
Local residents participation								
High	189	71.86	96	68.57	46	71.88	46	82.14
Total responses	263	100	140	100	64	100	56	100
Continuity	Catalonia	%	Inside	%	Coastal	%	Barcelona	%
Continuous	201	76.43	114	81.43	61	95.31	26	44.83
Total responses	263	100	140	100	64	100	58	100

As we mentioned above, local participation is a decisive factor in the organization of an event. Results show that this issue is important in all three geographical areas analyzed, but most strikingly in Barcelona city (82%) and coastal (71%) than in inland municipalities (68%). Data about participation suggest a significant presence of local residents in events. In 74% of Catalan events over 50% of attendees are residents (71% in inland communities, 69% in coastal communities and 65% in the city of Barcelona) (table 6). So, the high level of local support to events can be interpreted too as an indicator of social cohesion.

The more events are rooted in local tradition and have continuity in time, the more they support local identity. Success it is not always related to profit or income generation, because the main goal for organizers could be to strength traditions, beliefs, social cohesion or, simply, to keep event celebration over time. Further more, a continuous event can increase its visibility and general external knowledge about it, and that may end up in generating more tourist attraction. Continuity in Catalan events is very high, except for Barcelona (44%) where there are many discontinuous events due to the strong presence of specific performances, exhibitions, opera, seasonal theatre and shows programming, etc.). The maintenance of economies of scale in the organization also helps to explain the continuity in time of an event. Later editions allow a faster amortizing of the effort spent on initial contacts, suppliers, and functional mechanisms, and so on. Although it is also true that the second and subsequent editions often bring greater economic costs compared to the first edition.

Economic Self-Sufficiency

The likelihood of events to become poles of growth and local economic development is related to the organizer's ability to make an appropriate economic management. The first step achieving local and regional impact to events must be economic and financially reliable managed and they have to be able to obtain enough resources to survive over time. To assess the level of economic self-sufficiency of events we have analyzed the following data: budgetary capacity; sponsorship, patronage, public participation in financing and level of benefits obtained in the last edition.

Table 7. Indicators of economic self-sufficiency of events in Catalonia, 2009

Benefits	Catalonia	%	Inland	%	Coastal	%	Barcelona	%
Yes	30	11.67	13	9.29	4	6.35	13	24.53
Total responses	257	100	140	100	63	100	53	100
Budgetary capacity	Catalonia	%	Inland	%	Coastal	%	Barcelona	%
<€6000	31	24.22	23	29.49	8	19.05	0	0.00
In 24,000 €6001	29	22.66	18	23.08	10	23.81	1	12.50
24,001 to 50,000 €	19	14.84	15	19.23	3	7.14	1	12.50
€50,001 to 100000	19	14.84	10	12.82	8	19.05	1	12.50
100,001 to €500,000	23	17.97	9	11.54	12	28.57	2	25.00
> €500,000	7	5.47	3	3.85	1	2.38	3	37.50
Overall	128	100	78	100	42	100	8	100

In Catalonia 46% of total events have small (between €6,001 and €24,000) or very small (less than 6,000 €) budgets (table 7). These results coincide with the festive, popular character and free or semi-free entrance in most of the events, as well with the fact that most of them are not targeted for profit. In general budget volume is correlated to the population size of municipalities where the event is organized (Barcelona has 62% events with high budgets, -more than 100,000 €), while the inland municipalities only have 14%). It is also significant the high positive correlation between benefit level and the budget amount of events. However, we don't agree with the idea that organizing high quality events requires big budgets. More important than the total budget assigned to the event is the ability to seek and obtain appropriate financing, according to real needs, or to weight up your budget just to meet the goals pursued. The continuity of an event should be achieved through accurate funding and obtaining resources. In many cases for local community this is something that may be more important than to make benefits. Regarding to this issue it should be said that sponsorship is relatively small in Catalan events, which is reproduced similarly in all three territorial areas, while patronage is very low, except in Barcelona (where 32% of events have one or more patrons). Funding based on profit obtained from the event is low or moderately low to (only 11% of events have declared to obtain benefits, although in Barcelona, the percentage increases to 24%).

Given the relative lack of ability to obtain resources from private or public funds, or through sponsorship and patronizing, it seems that public participation is fundamental to the provision of resources and to support and ensure the creation and continuity of events. In fact, 81% of Catalan events have some kind of public intervention, with

considerable differences between areas (95% in the case of coastal municipalities, 81% in inland municipalities, and 67% in Barcelona). The tendency of local government to be present in most of the events could partly be explained by the conviction that government play an equal territorial role (the redistribution of resources is based on territorial representation) and in part as a means to obtain more visibility and participation in events through funding. For local and regional governments it is easier to obtain institutional visibility and to become a significant contributor in the case of the events with smaller than with higher budgets. So the role of government in funding big events could be diluted among other public or private contributors, social and economic agents.

4. Events as a tourism development option

The last part of the paper is assigned to deepen in the tourist characterization of Catalan events. Our goal is to identify common features which distinguish different groups of events from each other and to identify models of event that can be found according to their ability to generate local development through tourism. To do so we have used a multivariate analysis methodology. Collected data was analyzed with the SPSS software for PC. To identify the size of events linked to the tourism component a factor analysis with varimax rotation has been conducted from the selection of different event's issues related with social capital (goals, resident's participation, integration in a circuit, association and involvement with similar entities); and fundraising (tourist assistance, government participation, benefits, use of travel agency as a distribution channel, patronage, sponsorship, impact on the restoration, impact on accommodation, satisfaction tracking, budget). The factors extracted by this method are uncorrelated and arranged in order of decreasing variance. Bartlett's test of sphericity and the calculation of Kaiser-Meyer-Olkin statistics of data seem suitable to identify orthogonal factor dimensions. The calculation of Bartlett's test is 1000.343 and the calculation of the KMO statistic is 0.69, which indicates that the data are suitable for factor analysis. Most of the factors loadings were greater than 0.50, indicating a good correlation between the items and the factor they belong to. Variables with loadings equal to 0.35 or higher were included in a given factor to decrease the probability of misclassification. Eighteen items loaded on any of the three factors that emerged with eigenvalues greater than one, and explained 40% of the total variance in the data. The following table describes the factorial matrix with the 18 items correlated and grouped by factor.

Table 8. Factorial orthogonal matrix of Catalan tourists events

Associations	Factor 1	Factor 2	Factor 3
It is integrated in a circuit of events	.487		
Festive goal	-. 611		
Cultural goal	.353		
Associated with other similar entities	.428		
Patronage	.710		
Budget of more than €50,000	.550		
The attendance of visitors is higher than the local residents	.476		

Local government participation		.521	
High impact on tourist accommodation		.744	
High impact on restoration		.813	
Local residents participation		.545	
Benefits			.589
Economic dynamics goal			.576
Travel agents distribution			.387
Monitoring demand satisfaction			.449
Sponsorship			.637
Tourism goal			.526
International tourism presence			.523
% Explained variance			

The emerging three factors, described below, suggest the existence of three event models, each with different possibilities for tourist use.

Factor 1: Cultural professional events. This profile involves events with a cultural orientation, high budgets and sponsorship, event partnership and tourist attendance. In this profile we find such events like cultural festivals (especially music festivals) with regional or international scope (such as Sonar) or well known local festivities (for example, the procession of Verges with the Dance of Death, in Girona province); different sort of prestigious cultural events and fairs of different nature, but which are a reference, or creative and pioneer events (such as the witches' sabbath of Cervera or The International film festival of Catalonia, for example)

Factor 2: Events with local economic significance. Events included in this profile are very heterogeneous events but all of them can be characterized by residents' and local government participation in their celebration and organization, and also setting local government's funding, and generating a high relative impact on the local tourism sector (accommodation and restaurants). Events survive because of the grants received from the local government having difficulty to generate incomes by themselves. Although there are a variety of events within this group the majority of them are popular festivals that can drag local or regional visitors (such as the human castles Day of Tarragona or the Festival of habaneras on the beach in Torroella de Montgrí, in Girona province) and they have quite different issues and motivations, from a popular hike to a classical music festival. These events, without ruling out the attraction of visitors (as would be the case of the rally cars Sitges-Barcelona or Passion Esparreguera), are essentially organized to satisfy local population and proximity visitors, very often based in local issues (Birthday of Angel Guimerà in El Vendrell or the gastronomic day of juice omelette in Ulldemolins, both in Tarragona province, the fia-faia feasts in Bagá, in Barcelona province, the county wine fair from Terra Alta, -Tarragona- or the 30 nights festival in Sabadell).

Factor 3. Events targeted to obtain economic benefits and with great capacity to attract tourists. It is also a very heterogeneous group, with a mix of cultural, popular and gastronomic issues, but where the economic dynamics and profit are the main goal, therefore marketing techniques such as monitoring the satisfaction of participants

(participant is understood here as a customer) is usual. These are also events that usually generate incomes and get private sponsorship. Events belonging to that profile have the capacity to attract visitors and often have significant presence of international tourists (this is the case, for example, of the FC Barcelona football matches, or the International Jazz Festival of Barcelona), although it is also the case of some popular events and festivities (like the gastronomic Calçotada feast in Valls, in Tarragona province, the Feria de abril in Barcelona, or the Local festival of Gràcia, a neighborhood of Barcelona city) and other small local events (such as the fireworks competition of Tarragona, the gastronomic “Calderada” of Sant Antoni in la seu d’Urgell, in Lleida province, or Els Pastorets (the Shepherds) of Calaf, in Barcelona province).

5. Ten conclusions about the distinctive role of coastal municipalities displaying event tourism

The radiography of the Catalan events suggests some reflexions at two levels. On the first level, there is a clear need to establish the basis of a tourism policy that takes events as part of growing and established tourism supply and to establish incentives and strategies for its future development in Catalonia. The rapid growth in the number of events, their territorial dispersion and their acceptance as a tourist attraction (albeit with low or moderate intensity levels of assistance in many cases) does recommend undertaking these actions. However, it shouldn’t be an easy task for at least two interrelated reasons. On the second level, it exist a great variety of profiles and patterns of events that makes difficult to organize an tourism event’s policy. We can find an array of examples from professional, tourist oriented, self economic and profit seeking events to small ones managed by two or three people, with high dependency on public funding, social goals, but at the same time with significant impacts (at least in relative terms) on the local tourism industry. In addition Catalan events suffer from fragmentation and lack of cooperation and partnership, which may reduce their efficiency in obtaining resources and can increase overall costs, and despite many municipalities hold events, it is very rare that the distribution of the event portfolio covers all the months of the year. So, our first recommendations is to undertake a coordination strategy between public local administrations and tourism authorities in order to cooperate and to provide a cluster of tourism products based on events. But this goal is very difficult to achieve without the support of a previous regional tourism policy.

In a second level of analysis it is possible to discuss about the differences between the three territorial areas considered (municipality, county and region) and especially to see the distinctive role that coastal municipalities play in generating tourism-based events supply. Once analyzed the different issues from the questionnaire ten findings are highlighted:

1. Tourist events are not equally distributed over Catalan regions. There are both voids and dense event areas. Location depends on the combination of local social inertia (the desire to express local identity linked to a clear public support) with the functional urban organization of leisure and recreation. In this context, coastal municipalities have a dual role as recreational centres for tourists and metropolitan visitors, and as centres of a market area. So, coastal municipalities have a mix of urban and tourism condition.

2. The presence of tourism is not a determining factor (though it is influential) for triggering events. In contrast, in coastal municipalities, where the most important goal for celebrating the event is to foster leisure, tourism is a much more important factor to develop events.
3. Motivations and issues of events coincide in giving prominence to the popular traditions and festivals and cultural themes. The fact that heritage and festivals become major thematic argument implies that, spontaneously, events ease seasonally adjustment (many of them are celebrated on fixed dates on the calendar); there are also a great variety of motifs and themes to organize events and the value of authenticity and local identity of events is high. At the same time, the cultural dimension of events implies an additional difficulty in order to touristify events, in the sense that there is a high risk of cultural impact (festivalitization).
4. Tourism coastal municipalities need strategies to renew their tourism product, and this makes them to create tourism events and cultural based events. This suggests a positive synergy between culture and tourism in coastal towns.
5. In the coastal areas events have a more pronounced tourism orientation compared to the rest (the tourist goal is the most common in coastal municipalities (22% for 18% in Catalonia as a whole)
6. Some events celebrated on coastal areas attract international tourists (but less than in Barcelona city), especially captive tourists. Coastal events generate a high impact over the tourism local sector too (but less than Barcelona city), but this is the area that presents greater risk of tourist pressure (11% of events have more than 75% attendees that are tourists). Anyway this risk can usually be minimized given the circumstance that precisely coastal destinations' goal is tourism attraction.
7. The relation between success and social capital generated by events can be twofold interpreted in coastal communities: firstly they present the lowest indicators of partnership and participation in networks, but otherwise they have a relatively professional management.
8. The self-sufficiency and ability to capture financial resources is considerable in coastal communities' events. They have total budgets above the average, a strong sponsorship (57%) and very high government participation (95%). But they rarely are able to generate profits (6%).
9. Local and community identity is intrinsic to coastal events evidenced by high participation of local people in the staging of events and the continuity of events in time. It seems that tourism event strengthens social cohesion and despite having tourism goals they are oriented mainly to residents, while tourists are rather invited to participate.
10. Catalan events can be grouped into three factors or event profiles: The first profile uses culture to improve and project the municipalities and involves a performance; a second profile of event implies the efforts and participation of

public administration (essentially local) and can generate significant impacts and local development at a petite scale; the third profile of events have fundamentally an economic and profit goal and are based on the capacity to attract tourism and that enables higher levels of economic self-sufficiency regardless of their ability to generate local development.

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