

Cultural events and tourist development in Catalonia (Spain)

Francesc González Reverté - fgonzalezre@uoc.edu

Oriol Miralbell Izard - jmiralbell@uoc.edu

Universitat Oberta de Catalunya - New Tourism Lab

1. Introduction

The tangible and intangible elements of cultural heritage have a unique characteristic that gives them a very attractive potential to become tourist resources and to be transformed into products. We are talking about goods that are sensitive to the nature of the territory where they are rooted. The production of cultural goods is idiosyncratic and projects character to those specific places where they belong. Tourism that is tied to territorial cultural references is a key element in facilitating a touristic view that can be replicated almost everywhere and producing very diverse experiences (Urry, 1990). Culture plays nowadays a very important role as a product to be consumed in a framework that some authors have defined as the transition from the industrial production to the cultural production (Rifkin, 2001). This role gets more evident thanks to two characteristic parameters of the present economy. On one side there is the economy of knowledge that gives to leisure a role of discovery and learning, very appreciated when it deals of cultural goods. At the same time it acts as a trigger to constant renovation of events (Valls, 1999). In second place, in the context of global economy, cultural production strengthens the possibilities of local diversification and specificity. Heritage acts also as a base to produce specific products addressed, on the same time, to large and specific markets.

Culture offers then, different assets that can be relevant for economical and social development in the regions and the destinations. First, it is object of directed or induced economical effects; it strengthens the identity of the destinations and projects positive effects on the image. It also is an area of intervention for the authorities that are interested in transforming the regions

with local and regional development policies. Finally, very tied to the previous point, it helps to foster strategies in cultural tourism that can help positioning on the scene cities and territories (Herrero, 2004).

Nevertheless, the capacity of culture to produce positive impacts in local development depends on the way that some essential aspects of the activity and the territorial characteristics get articulated:

1. Density and proximity of the markets. The effects of cultural activities on development increase with urban density, because it implies more services to satisfy the demand.
2. Continuity. Permanent activities offer a higher support to the development than the rest in the sense that they facilitate investments. Ephemeral events can help to improve the image of the destination, but they suppose a challenge to get consolidated once it has passed and to become a starting point for other events.
3. The capacity to generate associative formula contributed to give proximity to different cultural activities and to get non monetary exchanges in form of know-how and knowledge.
4. Through the participation of local agents cultural assets can be transformed into activities to last the year long, covering the needs of local citizen and not seasonally produced to attract tourists.
5. Territorial agglomeration and concentration of cultural goods creates synergies between organizers, and because a visit may generate some more, it helps to extend the average of time of these visits and the overall expense of the visitors.

It is essential to pay attention to special events when trying to understand how touristic dynamics based on culture can penetrate into the territory and facilitate diversification of use and functioning of tangible and intangible heritage by generating, at the same time, effects on local development. These effects can not always be measured easily, because it is often difficult to

distinguish if the assistance to the event is the main reason of the visit or if it is a complementary and occasional activity done during the visit to the destination. There is a tendency of exponential increase of this kind of events since the 1990's of the last century and it has been stimulated by diversification of the existing tourist offer or simply as an imitation of existing models (Crompton & McKay, 2007, Getz, 1997). This fact only would justify the interest to explain the role and the increasing importance that these events are achieving inside the present tourist offer.

The relation that the events have with the potential territorial development has been analyzed from the perspective of the economical and social impacts, and less from the environmental impact perspective (Getz, 2008; Rollins & Delamere, 2007).

The effects that the presence of events and festivals cause on the local communities can be explained in three different levels: as social impulse (benefitting the development of a sense of identity in the community and the proud of its heritage), as generators of economical benefits (long term promotional benefits, induced and directed benefits or increased value of proprieties), and as elements of as basic portfolio of the local touristic product (ready to stimulate the demand in times of low season, to create opportunities to common action and to improve the image of the destination) (Callot, 2002; Chhabra et al. 2003; E.C., 2007). On the contrary, in circumstances may appear some negative socio-economical effects derived from the implementation of touristic events (distortions in the life style of residents and interruption of the normal everyday's rhythm during the celebration of the events, noise and traffic increase, emergence of crime and vandalism, congestion, exodus of residents, excessive use of infrastructures, etc.) (Litvin & Fetter, 2006; Wood, 2005).

This communication is centered in the small touristic events, which have some particularities in respect to the overall group of events. Small events are more common than big ones, even if they have been less studied by researchers.

They offer some advantages and disadvantages that differentiate them from the big events. We are talking of unique experiences that can happen without recurring to natural or physical attractions or resources. Generally the enthusiasm of the local community is a key element to make them possible. They require small budgets with little investment and use existing venues and infrastructure to get remarkable benefits. Often these events have lots of voluntaries coordinated locally (Gursoy et al., 2003; Ryan, 1998). The most frequent problems come from the fact that not all events get the same economic impact (in effect often this is small or absent) and that the success cannot be evaluated only by the number of visitors (it may happen that occasional visitors move normal visitors). Many of such events loose money when calculating of benefits based on a very strength base (, for example, by believing that they can break seasonality of touristic visits without considering that sponsors prefer a granted audience in high season). Also the competence with other events makes difficult to attract visitors from outside the region or that events can be sequentially produced (those that worked well) without reaching minimal conditions of creativity (Prentice & Andersen, 2003) or adapted to local peculiarities (T & TA, 1998).

2. The role of Cultural Tourism Events in Catalonia

Although that in Catalonia coexist different tourism models (Anton) there's a tendency to use the image of Catalonia as a cultural destination and to make of Catalan identity a nexus that ties different tourism products related with cultural heritage (DCCT, 2004). The growth of cultural tourism demand in Catalonia shows the patrimonial dedication of the Catalan cultural tourism offer. Between 1998 and 2001, cultural tourists have increased in a 46% in Catalonia, what means the double of the international tourism growth in Catalonia for the same period (23,9%). It has been a slight increase in the percentage of international tourists doing cultural visits, from 39,3%, in the year 2000) to 48,6% in 2001, with an overall number of tourists of six millions in 2001 and a final growth of 1.5 million of tourists (Font, 2003). This study shows the heterogeneous division of the flows between the city of Barcelona and the rest of the Catalan

region. Barcelona has become an international attraction point for cultural tourism (with 2.8 million of cultural tourists in 2001) that concentrates the 47.1% of cultural tourists in Catalonia. Regarding the cultural tourism events (CTE) organized in Catalonia the picture is very similar. Some authors (Richards, 2007) indicate the difference existing between the CTEs organized in Barcelona, some of them with a high capacity to attract international tourism, and the ones on the rest of the region, where tourist attraction of CTE is more scarce and where the public is mainly made of local people and from the surroundings. This is a phenomenon that happens because of the transformation of Barcelona as an international tourist destination that concentrates the big tourist icons and that, with the Costa Brava, gathers the tourist image that international tourists have from Catalonia. Thus, Catalonia, even if having a very reach popular, associative and celebrating culture (Richards & Crespi, 2007) it is not a cultural tourism related icon in the market that can generate international tourism flows except to some few destinations.

Even that cultural tourism resources are very present in the whole region, Catalonia suffers, from the iconographic point of view, a deficit compared to Barcelona and the few centers specialized in international tourism that are relevant to Tour operators and that have a global tourist image. That's why it is so complicated to position in the market these products that the public doesn't know. This situation means a challenge to CTE planning and management, because even if there exist new models that point on diversification and product singularity and its links to local identity and popular culture as well, tourism dynamics are following a different path with a clear concentration of flows over globalized iconic places. As representative of this situation we have the fact that one of the strategies to shed dynamism to the city of Tarragona as a cultural destination based on its important roman legacy points instead on the advantage of the proximity of sea and sun resorts and the beaches in Salou (Font, 2004).

The rich cultural heritage of the Catalan society and the high rate of social involvement in popular and cultural events has been a mechanism for constant growth of CTEs in Catalonia in the last years. As we have stated it is hard to justify this growth as a response to the growing tourist demand except for the city of Barcelona, but this argument can be used as a resource to be exploited for tourism. Through CTEs destinations have different possibilities to generate economic development. A basic differentiation can be established between mature and emerging destinations:

1. Events that permit to complement and develop the singularity of the existing offer in coastal mature destinations. Destinations can become more singular through giving value to the emerging products. This mean challenges but have also some limits. In the case of CTEs, Anton points on the complementary character of these events rather on its structural one (Anton, 2004). He also states that CTEs do not always imply that these resources will gain value, especially for those that tend to expand, to have a low capacity to break seasonality and those that do no generate new segments of demand.
2. In the destinations in the hinterland CTEs can help to intensify tourism dynamics and to create new product, but it is hard to overcome the obstacles of distribution we've referred to and these events use to play more a socializing role and a celebration event (Richards, s.d.)

3. Goals and state of the art of the research

The main goal of this research is to study the implications of CTEs as a tourism asset that can generate local development all over the region. The main obstacle to understand the role of CTEs as vectors of development in Catalonia is the lack of empirical studies over the characteristics of these events and of their social and economic dimension. We have tried to solve this problem building a database of 263 organizers of CTEs with the cope to define their characteristics. Once we had the big picture we have studied the implications of their management and their impact on tourism. Here we have used different

elements tied to CTEs (type of event, management style, marketing strategy, indicators of economical impact and of attraction of visitors; and finally, the role of local agents and local authorities). The data gathered from the survey may give new insights on the state of CTEs and their potential as an instrument for tourist development in different kind of destinations. It also has been helpful to draw some recommendations on their management from a touristic point of view and for the authorities.

Earlier studies that analyzed the proliferation and touristic benefits of CTEs in Catalonia have given some conclusions on the character, tendency and problematic associated to this phenomenon. It handles of partial studies that can be considered only as a small picture of CTEs based on a small representative sample, though these are the only ones that can offer data of general picture of the development of events in Catalonia (Gonzalez, 2006 and 2007). The main conclusions of those studies give information about the type of events, their territorial distribution, role of organizing agents, and the use of ICT in their marketing strategy. They allow us to establish on which territorial model this development of events is based. But they do not give information of their role as tourism product, and neither on how their marketing works, nor on what relation these events maintain with their tourist destinations.

We can summarize that Catalan CTEs have increased rapidly in the past decades so that they are present all over the region. Though there are some localizing patterns that show a specific concentration in some spots of the territory: Barcelona city, tourist destinations on the coast and the destinations with more lodging capacity. Thus the offer of CTEs reproduces the Catalan tourism map. There's another important localizing factor that derives from the proximity to the metropolitan region of Barcelona; and on a second level, the urban regions of Tarragona – Reus, Lleida and Girona. Many of these events have their reason to exist because of the week-end breaks and on short holidays from the citizens of these urban areas, that are looking for singular leisure attractions. Also the residential organization of the Catalan region,

where second home is more extended would explain the territorial domain of CTEs. The correspondence of the geographical location of these CTEs with the residential structure lets us believe that it handles of an urban phenomenon with a demand of proximity that generates functional areas for leisure purposes.

The majority of the events use culture as an instrument to promote themed environments and leisure experiences, especially in the case of popular culture (festivals and traditions), much more frequent than themes related to the high culture. This pattern can change completely, though, depending on the region and location. E.g.: in big cities, events are more diversified by type, and high culture is more present than in rural areas.

According to the time distribution, even there are events all over the year, CTEs are mainly distributed by season. The major concentration of events happens in high season, during the summer whilst in the low season less events take place. So the effect to break the dependence on seasonal programming is relatively little and it is easy to find that events coexist duplicated at the same time in different destinations or that there is an excess of offer in specific periods of time, when similar events happen when most CTEs are programmed. After the longitudinal analysis of the development of events (taken in consideration according to the number of editions of the same event) we can conclude that the successful initiatives (like, for example, the medieval markets, the music festivals or the shows of local cuisine) have experienced a growing distribution on the territory, but often with a lack of criteria on differentiation of the product and on specialization. Finally, these studies show two characteristics of CTEs. The first one is the important role of local authorities in promoting these events. In two thirds of the events, promotion was done only by the local authorities or by local tourism boards (that mainly are public institutions strongly tied to governments). Thus, we can talk of a profile of event strongly subsidized with public funds. A second characteristic relates to the low use of ITC in marketing these events. The main organizations in charge of these

events in Catalonia don't get advantage of the possibilities for marketing that Internet can offer. In fact, after a survey on e-marketing in CTEs resulted that only a 57% of them had an official web, and among them only the 15% used Internet to promote their CTEs. Also only the 25% of these CTEs used strategies for positioning their web site in the main search engines, when promoting their CTE through the Internet. (Gonzalez & Miralbell, 2007).

4. Methodology and results

The scope of this study is the CTEs (cultural and touristic events) organized in Catalonia in 2007. The sample of 263 randomly chosen cases includes events of different type. The results of the survey have a margin of error of $\pm 3\%$ for all the events and a margin of trust of 95%, supposing the maximum indetermination of ($p=q= 50\%$). The survey was done between December 2007 and January 2008 to the institutions in charge to organize CTEs that fitted to some specific criteria: CTEs with touristic attraction, to be recognized by the official Guide of CTEs of Catalonia published by the Catalan Tourism Board, or those events that have been awarded with the National Interest category. These criteria were defined to delimit more precisely between all the existing cultural events in Catalonia, those that have possibilities to be considered of touristic interest and to be integrated in the touristic offer. Thus, from the study we have excluded all the local festivities. Though it has been maintained a neutral heterogeneity between the type of event selected. Among those there are music events, popular festivals with touristic interest, theater shows and festivals, special cultural markets, artisan and craft fairs and exhibitions, sport events, etc. A final criteria that was applied in the selections was the representation of the events in the territory to balance the excessive concentration in urban areas in confront with the number of events in the coast or rural areas. Thus the sample has been organized according to the urban and non urban areas or Catalonia; and after the four geographic areas, that took in consideration the four provinces and the 41 "comarques" of Catalonia. These four areas are:

1. the city of Barcelona (59 surveys, 22.44% of the total)
2. Metropolitan area of Barcelona (“comarques” of Alt Penedès, Baix Llobregat, Vallès Oriental, Vallès Occidental, Maresme, Garraf and Barcelonès, except the city of Barcelona) (67 surveys, 25.47% of the total)
3. Area of influence of the city of Girona, Tarragona and Lleida (29 surveys, 11.03% of the total)
4. Non urban areas: events in the “comarques” excluded in the three previous areas. (108 surveys, 41.06% of the total).

There have been collected 263 valid responses. Among those, 153 (58.2%) were surveys done in the urban areas and 110 (41.8%) in non urban areas. The profile of the interviewed corresponds to specialists in charge of some aspect of the management of the event or even the manager of the organization. Mainly there have been interviewed technicians of the culture and tourism department in local governments. Even if there's a risk of bias, this level of participation has been very helpful to get a better perception of the organizers about their events affording at the same time fundamental information to better understand their orientation and management style. (Gursoy et al., 2004).

From this survey it has been possible to confront and amplify the understanding of CTEs in Catalonia and it gave enough information to know their orientation and the type of management done in CTEs. It has been also possible to see the potential of CTEs as cultural assets to develop a cultural tourism offer that can be differentiator. In the following part we explain the main results ordered in different topics.

4.1 the diversity of thematic issues/arguments of the Catalan CTEs

It is not easy to classify the CTEs after their thematic typology because there have different formats that don't exclude others and often have many common

items. There are also very heterogeneous events that hardly fit into one class. The huge variety of themes and typologies of the existing CTEs are the result of the combination of two factors. First, the great tradition in Catalonia to celebrate cultural festivals and the recover in the 1980's of earlier prohibited traditions, especially during Franco's dictatorship where Catalan culture and language were oppressed (Crespi & Richards, 2007). In second place several elements that stimulate the creation of CTEs in destinations are conditioning their characteristics. Among these elements we have found two that are especially caused from the new demand: the growing demand of new leisure products tied to short breaks and a more participative and active behavior of the tourist in the production and consumption of tourist services. From the side of the destinations there are other two elements that impact new CTEs: the need to create complementary offer and the new strategy to add value to singular cultural assets to gain differentiation in the market (Gonzalez, 2007). The majority of events points on festivals, traditions and music, though the most recent and innovative CTEs are oriented towards a more selective offer (see table 1).

CTEs can be better classified according to other variables like the duration, the dimension and the continuity. According to those variables CTEs appear as events that have been developed in a small scale, of short duration and usually organized every year since the 1980-1990's, but with a clear tendency to grow during the last decade (see table 2)

Table 1. Main event's distribution by theme, 2007

	%
Concert or music festival	24,83
Theater festival	5,36
Entertainment	13,08
Popular festival	21,14
Market or artisans fair	11,74
Specialized exhibitions	7,04
Gastronomy	12,75
Sport events	4,02
Total	100,00

Source: González & Miralbell, 2008

Table 2. Indicators of the characteristics of CTEs, 2007

Indicator	%
Dimension (> 50.000 visitors)	13.6
Duration < 2 days	67.1
Editions starting after 1997	28.1
Continuous organization (every year)	76.4

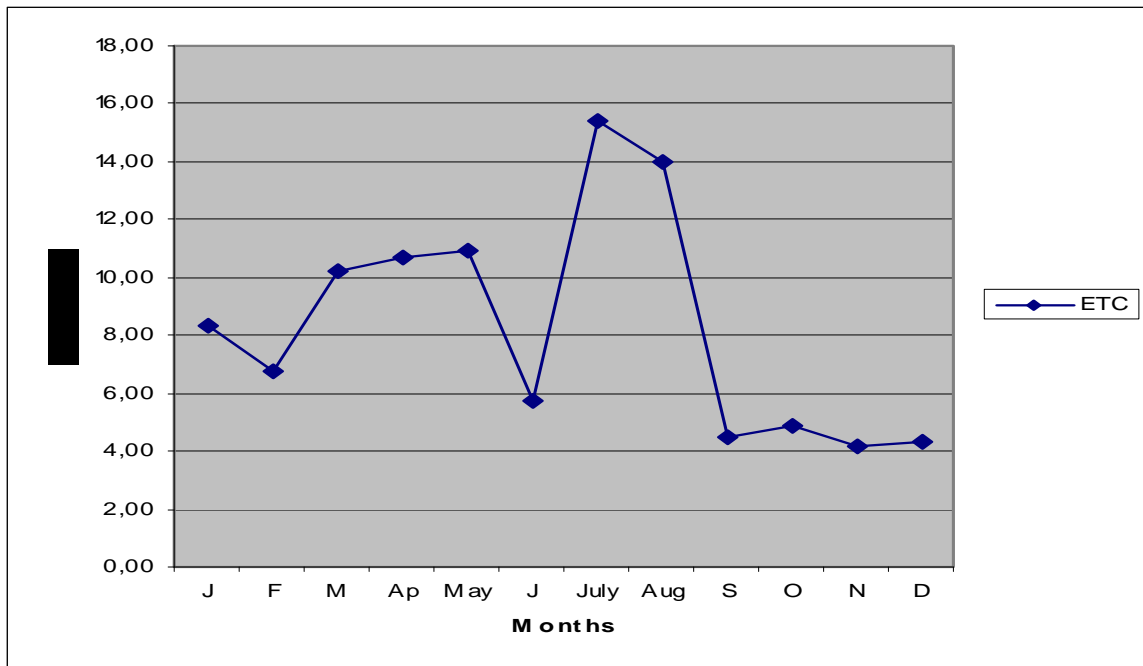
Source: González & Miralbell, 2008

4.2. The seasonal distribution of the offer

The analysis of the season distribution of the CTEs allows a better understanding of the effects that these events have on breaking the seasonal dependence of tourism in Catalonia. The results show clearly that CTEs are not programmed for this purpose, but on the contrary they tend to follow the

patterns of frequency of tourism demand (see figure 1). Though there are events all the year long, these are less frequent out of high season. This proves a potential breaking the seasonal dependency that could be used by organizers when designing an adequate scheduling and planning of these resources.

Figure 1: Monthly distribution of Catalan CTEs in 2007



Source: González & Miralbell, 2008

3. The economical feasibility of CTEs and the capacity to become tourist attractions

Here we analyze the different aspects related to the budgetary feasibility of the events, their management structure, their orientation and goals and the real capacity that these events have to gain economic benefits and attract tourists.

First the results conclude that the budget of CTEs is usually very limited, as it was expected considering the dimension in small scale of the majority of the events (see table 3.). The capacity of CTEs to generate economic activity is important because only considering the budget of the 132 events of which we got this figure reaches € 21.5 M. If we consider that most of these events have

are circumscribed in rural areas and with scarce population, the economic impact derived can be big.

Table 3. Budget dimensions of Catalan CTEs in 2007

	Total budget (in €)	%
very small	<6000	19,70
small	6000-15000	20,45
middel size	15001-50000	20,45
big	50001-100000	14,39
very big	>100000	25,00
	Total	100,00

Source: González & Miralbell, 2008

The budgetary data offers more detailed information regarding the expenses and costs that the organization of these events demand. The generated expenses of CTEs are committed mainly to the preparatory phase of the events and to the period of implementation. The associated cost of human resources (probably because many CTEs use voluntaries and members of the same association) and promotion is very low. The economic impact of CTEs is more related to the implementation rather than with the capacity to generate occupation and temporary or fix jobs.

Table 4. Budgetary indicators of CTEs in catalonia in 2007

Indicator	%
% CTEs dedicating < 25% of budget to promotion	60,14
% CTEs dedicating <25% of budget to functioning	21,38
% CTEs dedicating < 25% of budget to contracts	70,07
% CTEs dedicating < 25% of budget to personnel	87,05
% CTEs dedicating >50% of budget to promotion	8,70
% CTEs dedicating >50% of budget to functioning	60,69
% CTEs dedicating >50% of budget to contracts	15,33
% CTEs dedicating >50% of budget to personnel	2,88

Source: González & Miralbell, 2008

Through some budgetary indicators we can identify more precisely the concepts of the expenses (see table 4). The structure of the expenses explains the high

degree of self financing of the management costs of CETs. On the other side it explains also the low degree of professionalization and the deficient commercial strategies (see table 5). This table shows that the most common characteristic of Catalan CETs is the low degree of professionalization, a strong amateur profile of their organizers and the low capacity to obtain financial benefits.

Table 5. Indicators of the management of Catalan CETs in 2007

Indicador	%
% of CETs externalization of organization	37,64
% of CETs with technical administration resources	80,99
% of CETs that have management forces	75,29
% of CETs that have selling forces	28,14
% of CETs with specialized resources in programming	74,52
% of CETs with support personnel	88,97
% of CETs that contract through intermediaries	38,40
% of CETs with an association promoting the events	47,53
% of CETs that have been awarded	25,48

Source: González & Miralbell, 2008

An issue very important to economical feasibility of the events is their capacity to generate benefits and thus to become more autonomous of subsidization policies. It becomes evident that the majority of CETs have problems in generating benefits (50%) or in generating low level of benefits (36%) (see table 6.) Though it has to be considered that many events are dedicated principally to socialization purposes and do not opt to commercialize or just do it as a collateral strategy but not as the main aim of their strategy (see table 7). In this regard, organizers express that their principal goal is social integration (66%) rather than becoming a tourist attraction (34%).

Table 6. Distribution of CETs according their generation of benefits in 2007

Degree of benefits	Total	%
None	132	50,19
Low	50	19,01
Medium	45	17,11
High	20	7,60
Very high	10	3,80
unknown	6	2,28

Total	263	100,00
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Source: González & Miralbell, 2008

Table 7. Distribution of CTEs after their purpose in 2007

	Celebrate a festivity (a)	Cultural Dinamization (b)	Social purposes (c)	Tourism entertainment (d)	Economic dynamics (e)	Socialization (a+b+c)	Tourism, (d+e)
% Yes	54,37	74,14	41,44	53,23	33,84	66,12	33,88
% No	45,63	25,86	58,56	46,77	66,16	53,52	46,48
Total	100,00	100,00	100,00	100,00	100,00		

Source: González & Miralbell, 2008

CTEs can also be classified according to the degree in which associations get involved. The possibility to organize these events in an associative way and to build links with other similar events can help to create synergies and to foster the emergence of new networks and associations. Collaboration and coordination are important factors not only to increase the attraction capacity of CTEs but also to introduce improvements in programs and to save resources through shared management. All the indicators related to associates management are very low in Catalan CTEs and we can conclude that there is a tendency to work in an independent and isolated way with no coordination with the rest of similar events and with strong and direct competition between them. (se table 8.)

Table 8. Participation and association degree

Indicator	%
% CETs that participate in similar events	30,42
% CETs that use othe events as a model	4,56
% CETs belonging to networks or associations	15,21
% CETs integrated into circuits	13,69

Source: González & Miralbell, 2008

The evaluation of the impacts caused by the Catalan CTEs is indirect and qualitative, but it allows to have a view of their capacity in generating incomes and of their impact in local economies. We have used twofold variables: the

capacity to generate effects on tourist industry (bed occupancy and effects on restoration) and the presence or absence of tourists in the event. In the first case, figures give evidence of the economic multiplication potential of events and allow us to state that even the small events have positive consequences on local tourism industry. The influence of tourism in this impact is though limited because the majority of visitors to these events are local citizens. This does not mean that these CTEs can not become attractive for foreign visitors because the majority of the organizations declare to have a specific amount of tourists among their visitors, but often they are a minority. Among the participating tourists the majority are coming from proximity areas, with a proportional reducing presence depending on the origin of the visitors: Catalan, Spanish or International. (see tables 9, 10 and 11).

Table 10. Type of tourists visiting CTEs in 2007

	Total	%
Events with international tourists	105	25,99
Events with Spanish non Catalan Tourists	131	32,43
Events with Catalan Tourists	168	41,58
Total (multiple answer)	404	100

Source: González & Miralbell, 2008

Table 11. Comparison between visitors to CTEs after their origin in 2007

	Total	%
With more international than Catalan or Spanish tourists	2	0,76
With more Spanish than Catalan and International tourists	6	2,28
With more Catalan than International and Spanish tourists	133	50,57

Source: González & Miralbell, 2008

The capacity of the events to generate benefits and the impact on the local tourism industry are both more linked to the presence of tourists in the destination. For example 9 out of 10 events having international tourists among their public produce high benefits and 7 out of every 10 events generate

remarkable benefits to the lodging industry and the restaurants. Tourism is not the only factor that produces benefits. In fact, those events having professional management style, and a solid promotion are the most efficient in attracting tourists and in producing major impact on the hosting community.

4.4. The marketing patterns of CTEs

To study the marketing of CTEs we have data from their distribution channels and of the promotion they've used. We can consider that organizers are using distribution channels moderately but instead are using the media as direct promotion means with considerable frequency. The own means (ticket reservation and boots) are the most preferred for distribution and externalized channels are less used (electronic ticketing, ticket master or similar) (see tables, 12 and 13). Among the promotion channels, the media are the most preferably used. The figures correspond to local or regional media rather than to national ones. It is remarkable that rarely are used the traditional promotion channels of tourism industry like the travel agents or the specialized press.

Table 12. Distribution channels

	Official distrib. channels (Servicaixa...)	CRS	Travel Agents (packages)
% Yes	33,84	53,99	3,42
% No	63,12	42,97	93,54
% Free entrance	3,04	3,04	3,04
% Total	100,00	100,00	100,00

Source: González & Miralbell, 2008

Table 13. Promotion channels

	TV	Radio	Journals	Specializ ed press	Intern et (web)	mobile	Specializ ed fairs	Specific promotion shows
% yes	79,47	85,93	82,13	38,40	95,82	4,56	15,59	24,71
% no	20,53	14,07	17,87	61,60	4,18	95,44	84,41	75,29
% total	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00

Source: González & Miralbell, 2008

4.5. Agents involved in promoting and financing CTEs

Authorities, especially local authorities, participate directly in organizing CTEs. In contrast, private patrons have a relative relevance and patronage is very rare. (see tables 14, 15 and 16). The involvement of local authorities is decisive for the sustainability and the organization of events, so that without their support the majority of the events would hardly become a reality. The importance of subsidization becomes evident in the fact that up to a 82% of CTEs get subsidized from local authorities.

Table 14. Patronage and sponsoring

Patronage	(%)	Private sponsoring	(%)
Yes	11,41	Yes	55,51
No	88,59	No	42,59
No answer	0,00	No answer	1,90
Total	100,00	Total	100,00

Source: González & Miralbell, 2008

Table 15. CTEs with local participation, 2007

	%
Yes	81,75
No	18,25
Total	100,00

Source: González & Miralbell, 2008

Table 16. Involvement of public administration in financing CTEs in 2007 (global)

	%
Town hall (local)	36,45
Generalitat Catalunya (region)	25,48
Diputacins (province)	17,74
Consells Comarcals (comarca)	2,58
Ministries (National)	3,87
Others	3,55
Private	10,32

Total (multiple choice)	100,00
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Source: González & Miralbell, 2008

4.6. The relation between CTEs and local development

To close the general analysis of the Catalan CTEs and to determine the elements linked to their capacity to generate development in a local scale we have done a multivariate analysis trying to determine what are the factors that help us to characterize the CTEs from this point of view. We have done a factor analysis after the principal components. The adequacy of the data used here has been proofed by the fact that all original variables have a high correlation degree with, at least, an other variable, and also because of the high value of the Barlett's test, which means that the correlation between variables is significatively. The adequacy of the factorial analysis is justified by the high degree of the Kaiser-Meyer-Olkin index and by the small number of cases existing outside the diagonal in the anti-image correlation matrix.

To study the CTEs as triggers of local development we have chosen 9 variables in different fields related according to the theory proposed by the OECD on the effect of culture on local development (density, continuity, association, participation of local agents, territorial concentration). After the data gathered through the survey we have selected different variables with almost all the mentioned theoretical issues:

Table 17. List of variables related to local development used in the factorial analysis

Bloc	Variable 1	Variable 2	Variable 3
Density and proximity to the markets	Presence of International tourists	Presence of more than 20% of tourists	Participation of local residents
Time continuity	Continuous/discontinuous event		
Association capacity	Belonging to a circuit		
Participation of local agents	Participation of local authorities	Organization of planned meetings with the different organizational agents	
Concentration in the territory	Producing benefits	Budget above 50.000€	

The factors are obtained through the study of the orthogonal factorial matrix that has been produced with the Varimax rotation technique. This matrix resumes the 9 characteristics in 3 factors that explain the 56% of the total variance.

Table 18. Orthogonal factorial matrix of the CTE associations for local development

Associations	Factor 1	Factor 2	Factor 3
Participation of local government	0,787		
Organization of planned meetings	0,649		
Participation of residents	0,617		
Presence of international tourists		0,676	
Presence of more than 20% of tourists		0,811	
Belonging to a circuit			0,737
Continuous/discontinuous event			-0,736
Budget above 50.000€	-0,465		
Producing benefits		0,481	0,477
Self value	2,099	1,664	1,279
% Explains variance	23,319	18,492	14,210

In italics the secondary associations of each sector

The resulting associations help us to characterize and interpret the 3 factors as different models of events according to their potential as vectors of local development. The first model, that we call **socialization, participation and local factor**, represents a CTE oriented to the socialization of residents. The second model, that we call **professional touristic factor**, represent a different model of CTE, more oriented to tourism, reaching a professional characteristic with a high capacity to become tourist attraction. The third, called **discontinuous professional factor**, seems less clear than the other two previous. It makes sense because it is a variation of the second model and it is characteristic of commercial events in circuits but of sporadic character like spectacles or art exhibitions. These models confirm the initial belief that CTEs are a powerful instrument for local development through tourism, but that also exist models that cannot be easily assimilated for this goal and have their reason to exist for socialization purposes towards residents. The factors related to the proximity of the markets (or with the capacity to attract these markets) and the concentration of events in the territory seem to be important factors to

generate local development if CTEs integrate the touristic potential. Finally, the participation of public administration is key to obtain positive social impacts at a local scale.

4.7. Differences between territorial areas

Once we've seen the general characteristics of CTEs in Catalonia we will analyze now the differences between the different territorial areas. The detail of the survey allows differentiating between 4 different territorial areas considering if they are more or less urbanized. Catalonia works as a leisure functioning area, where the presence of a big metropolitan region like Barcelona, is conditioning the sense and the characteristics of flows and concentrates in the capital the majority of the offer and of the visitors (Gonzalez, 2008). Nevertheless, the urban dynamics and the urban structure of destinations influences also the existing offer.

As a resume of the different parts that have been analyzed in the survey we have built a matrix where the different parts analysis are shown depending on the tendency they are projecting. After this matrix and depending on the capacity to generate touristic and leisure products we have distinguished 4 territorial models of organization of CTEs in Catalonia.

Table 19. Matrix explaining the territorial models for CTEs organization in Catalonia in 2007

Area	Tourist Goal	Professional Management	Professional Organization	Commercialization	Budget	Public participation	Association	Economic impact
1	- -	+ +	+ +	+ +	+ +	-	-	+ +
2	- -	=	-	+	+	+	-	=
3	-	+	-	+	=	- -	- -	+
4	+	-	=	-	-	+ +	+	+

Area: 1) Barcelona city; 2) Metropolitan Area of Barcelona; 3) urban areas of Tarragona, Girona and Lleida; 4) Non urban municipalities

* The plus symbols in the table indicate that the obtained values for the majority of variables in each component are above the average. The equal symbols (=) mean that they get close to the average whilst the Minus symbols indicate that they are below the average.

The four resulting models of CTEs can be explained:

1. Urban leisure model with professional management and high local economic impact.
2. Urban leisure model with medium professional management and moderate local economic impact.
3. Urban leisure model with medium professional management and high local economic impact
4. Non urban touristic model based on amateur management and moderate local economic impact.

Even if there is a high proportion of correspondence between the four models and events pertaining to each of the territorial areas, it is not automatic and valid for all the cases. It is about a generalization based on tendencies that do not affect necessarily all the events in each area, but the majority of them

5. Discuss and conclusions for future actions

The main contribution of this study is to recover the present existing data that gives the opportunity to open a debate over the convenience to develop touristic events in Catalonia. For that purpose we have considered a twofold dimension: the potential to differentiate the touristic product and the capacity to influence local development in the different areas of Catalonia. From one side it seems out of doubt that CTEs generate positive socioeconomic impacts where they are implemented. Considering only the total amount of the organizational budgets and expenses we can conclude that the multiplication effects can be considerably high, especially in the case of the more professional touristic events that have high impacts on the occupancy of beds and on the restaurants of the destination. On the other hand, the positive social effects and the positive impact on the quality of life that many events have, compensates the lack of economic benefits.

The predictable growth of this kind of events in a short term implies that it is necessary to prepare a touristic strategy in the region if authorities want to avoid the aggravation of some detected negative tendencies (isolation and lack of collaboration, low budgets in relation to the real necessity of commercialization, serial cloning of successful initiatives, etc.). This strategy is also necessary if tourist authorities want to take advantage of this impulse to generate clusters of events that can improve and make destinations, in general, more competitive. The dynamic character of CTEs (relatively easy to run) allow in an easier way than with other products to respond to the changes of trends of the demand and facilitates the changes in orientation and the renovation of the offer in tourist destinations. This point relates perfectly to the emergence of new market segments that are searching for new products in cultural tourism or that are specialized around a common theme. For example, events related to the wine or to a specific format of music interpretation, etc.. Finally it is worth to remark the considerable capacity of CTEs to generate positive impacts, even for economic aspects and social as well; and the capacity to generate tourist attractions of most CTEs.

We have identified also some challenges that have to be solved before fixing tourist policies based in CTEs. In the first place it is not easy to establish a generic strategic approach given the present starting conditions: the atomized disposition of the CTEs' offer and the little contact existing between them and the lack of collaborative organizational capacity. It is important to consider the relevant role of local authorities/government and the heterogeneous structure of private actors; the lack of networking or the diversity of objectives, orientations and interests. Other conditioning factors are the predictable socio-cultural impacts that can create the emergence of tourism; the spatial concentration of the demand, the scarce interest in breaking seasonal peaks with a planned programming of events, the difficulties for an entrepreneurial management, or the lack of creativity and the tendency to a serial reproduction of successful events. The proliferation of events predicted for the coming years

requires a deep debate about different key issues: design and define a touristic policy for events, improve the criteria of a professional management, reflect about the role of public subsidization in economic feasibility of events, rethink how to conserve the equilibrium between identity and socialization and the touristic exploitation, improve commercial practices, rationalize the existing offer, foster the networking and association practices and increase the diffusion of the economic development generated in the territory.

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