

Residents' perception of the benefits of cultural tourism: the case of Guimarães

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In many cities throughout Europe and the rest of the world, cultural tourism plays a major role in local economic development. Tourism also acts to preserve cultural heritage, as it provides a way to acquire the revenue needed to restore and preserve historical buildings and encourages local people to value their traditions and festivals. However, tourism success can be a double-edged sword with tourist flows having a strong impact on the quality of life of residents when certain tourist thresholds are surpassed. This paper aims to address local residents' perception of the benefits of cultural tourism. To capture their perception, a survey was implemented, addressed to both the city centre inhabitants and the non-urban residents of the Guimarães municipality.

Der Kulturtourismus spielt in vielen Städten Europas und der restlichen Welt eine wichtige Rolle für die wirtschaftliche Entwicklung. Der Tourismus kann kulturelles Erbe bewahren, da er das nötige Kapital für die Restauration und den Erhalt historischer Gebäude erwirtschaftet. Zudem kann der Tourismus die einheimische Bevölkerung ermutigen, ihre Traditionen und Festivals zu würdigen. Der Erfolg des Tourismus hängt jedoch auch von der Akzeptanz der Bevölkerung ab (er wirkt also wie ein zweischneidiges Schwert): Wenn bestimmte Grenzwerte überschritten werden, können Touristenströme auch einen negativen Einfluss auf die Lebensqualität der Bevölkerung vor Ort haben. Dieser Beitrag verfolgt das Ziel, die lokale Bevölkerung der Gemeinde Guimarães von den Vorteilen des Kulturtourismus zu überzeugen. Eine empirische Untersuchung (die sich sowohl an die Bewohner des Stadtzentrums als auch an Bewohner von außerhalb richtet) sollte dabei helfen, die Sichtweisen positiv zu beeinflussen.

1 Introduction

In recent decades a new generation of tourists showing a growing preference for diversified tourism and cultural products has emerged. Increasingly, people travel to visit historical and archaeological sites, museums and other tangible goods, to watch traditional dances and ceremonies, to participate in festivals and as well to experience the atmosphere of places (cp. BESCULIDES/LEE/McCORMICK 2002; RIGANTI 2009). Besides experiencing a clearly visible expansion, cultural tourism has also become more complex (cp. HU/HORNG/SU 2009; PULIDO FERNÁNDEZ/SÁNCHEZ RIVERO 2009).

Tourism, cultural tourism included, can have an important multiplier effect on the economy whenever it is properly managed: It can promote the economic growth of sectors like hotels and restaurants, handicraft, leisure and cultural services. Conversely, it can also be disruptive of the economic, social and cultural equilibriums and, in most cases, a danger to the physical environment.

According to KUVAN/AKAN (2005), following FARREL/MACLELLAN (1987), tourism and physical environment have been increasingly regarded as strongly linked, leading to the idea that a sustainable system implies all of the following: a sound ecology, a viable economy, a fair society, appropriate culture and human respect.

The diversity of segments and the complexity of the tourism market requires well conceived and properly implemented promotion and managing strategies, supported by close partnerships with tourism operators and prime community actors (cp. BESCULIDES/LEE/McCORMICK 2002; KUVAN/AKAN 2005; PULIDO FERNÁNDEZ/SÁNCHEZ RIVERO 2009). Coordination and the search for consensus are even more necessary in the case of cultural tourism policies, as the atmosphere of places is an essential attribute of the identity and attractiveness of a territory and goes beyond its mere physical appearance (cp. RIGANTI 2009).

A first step towards implementing a sustainable tourism strategy is to study the economic, environmental and social impacts of tourists' presence (cp. BESCULIDES/LEE/McCORMICK 2002; BRUNT/COURTNEY 1999; KUVAN/AKAN 2005; WILLIAMS/LAWSON 2001). In this way congestion situations and competition for the use of local based resources and services between the local community and tourists can be avoided or minimized. Additionally, given the way in which tourism can be a source of employment creation and of economic growth: "There can

be little doubt that the attitude of host communities should be monitored on a frequent basis and incorporated into tourism policies" (JACKSON 2008, p. 253).

There are many studies dealing with residents' attitudes towards tourism and associated impacts – some of them explore, from different approaches, residents' sociodemographic characteristics and their behaviors regarding the tourism industry (cp. e. g. BESCULIDES/LEE/McCORMICK 2002; BRUNT/COURTNEY 1999; KUVAN/AKAN 2005; LAWSON/WILLIAMS/YOUNG/COSSENS 1998; SHARMA/DYER 2009). Nevertheless, there have been no major studies conducted in Portugal on the reality of cultural tourism and on the residents' perception of its benefits – neither from a macro point of view nor taking into account special cases, like that of cities or places classified by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as world heritage sites.

The empirical literature indicates mixed findings when we consider the relationship between the residents' attitudes towards tourism and their sociodemographic features such as age, gender, education and income (cp. SHARMA/DYER 2009). SHARMA/DYER's statement on this issue is supported by several investigations conducted since the 1980s (cp. e. g. BRUNT/COURTNEY 1999; CHEN 2000; HARALAMBOPOULOS/PIZAM 1996; JONES/JUROWSKI/UYSAL 2000; KUVAN/AKAN 2005; RITCHIE 1988; TEYE/SÖNMEZ/SIRAKAIA 2002).

Besides shedding some light on these phenomena, the authors of this paper aim to help public authorities identify and develop more sustainable cultural tourism strategies. Specifically, this research intends to examine the relationship between residents' perception of the way tourism development is impacting on or curtailing their community life and certain demographic and geographic variables.

2 Cultural preservation and residents' attitudes towards tourism

Culture, as a basic input of the tourism sector, is responsible for a share between 35% and 70% of European tourism (cp. HENRIQUES 2007). In addition, tourism is one of the economic activities to have experienced one of the fastest growing rates and it is featured to stand among the largest key industries of the 21st century (cp. RIGANTI 2006; SHARMA/DYER 2009).

In its turn, cultural tourism is expected to be one of the more dynamic industry segments. Taking into account the economic importance and rapid growth of tourism, impacts need to be anticipated, comprehended, planned and managed to enable timely action and to minimize negative effects (cp. BESCULIDES/LEE/McCORMICK 2002; BRUNT/COURTNEY 1999; KUVAN/AKAN 2005; SHARMA/DYER 2009; WILLIAMS/LAWSON 2001).

Generally speaking, cultural tourism 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, in the cultural curiosity regarding others' behaviors, traditions and cultural identities (cp. BESCULIDES/LEE/McCORMICK 2002; BRUNT/COURTNEY 1999; CUNHA 2008). Concerning this point, PATRICIA RIGANTI (2009, p. 5) speaks of an industry which is based on the wish *"to experience another culture, in various forms"* and HENRIQUES (2007, p. 8) identifies an industry which *"answers to the human need for diversity"* and to the willingness of people *"to have access to new knowledge, experiences and contacts"*. Following PINE II and GILMORE on the issue, HENRIQUES (2007, p. 8–9) adds that *"tourism as a unique cultural experience [...] should constitute an 'authentic' and 'emotional' experience and be 'memorable'"*. A similar position is held by RITCHIE/HUDSON (2009).

Tourists' preferences and behaviors have been changing: *"Today's tourists are ever more sophisticated and demanding"* (cp. PULIDO FERNÁNDEZ/SÁNCHEZ RIVERO 2009, p. 3). The growing valorization of less crowded destinations, of services quality, of active and more personalized holidays, of a closer contact with nature, of the discovery of the unknown and of products differentiation comes from the changes in tourists' motivations ranking. In this context culture, traditions and ways of life constitute tourism attraction factors that assume a growing relevance (cp. BESCULIDES/LEE/McCORMICK 2002; CUNHA 2008; PULIDO FERNÁNDEZ/SÁNCHEZ RIVERO 2009; RIGANTI 2006/2009).

Taking into account the tourist profile, BLOOM and NILSSON (2002) add that the tourist does not always seek attractions as such, but rather the feeling and the identity of the place – that is the total experience that can be attained. Addressing the same problem RIGANTI (2009) uses the term atmosphere of a place to invoke something that is hard to define, but (most certainly) is a major factor in the attractiveness of certain cities or territories.

In social and cultural terms tourism acts as an incentive to restore and preserve the historical patrimony, either material or immaterial, which would otherwise just vanish. If historical heritage becomes a tourist attraction, local people become aware of the need to keep it safe and respect local architecture and traditional

arts whose value is often undervalued by the autochthonous community (cp. BAPTISTA 1990; BESCULIDES/LEE/McCORMICK 2002; BOTE GÓMEZ 2001; BRUNT/COURTNEY 1999; CUNHA 2008; HENRIQUES 2007; RIGANTI 2006/2009).

The truth is that without economic support the material historical heritage can barely be preserved; we must acknowledge the role of consumers (in this case tourists) in helping to provide the required economic support. Once historical patrimony has been restored and certain dynamics have been established or introduced in the supply of cultural industries capable of supporting the tourism strategy to be implemented, wealth can be generated. With these conditions in place, it is easier to attract new activities and residents. Furthermore, tourism activity can act as an important facilitator in the valorization of local practices, handicrafts, community festivals and ceremonies which otherwise would risk being lost; in effect, presenting a cultural tradition for tourists may help to preserve it.

The role of tourism is important in terms of favoring interchange and dialogue between different cultures: the "tourist" culture and the culture of those who welcome the tourists – the "hosts" –, which can be quite different in terms of social and ethical values and life styles (cp. ANDRADE 2008; BESCULIDES/LEE/McCORMICK 2002). Hence, in the case of cultural tourism, PEREIRO PÉREZ (2003) says that while the tourists forget their worries, local residents can establish non-standardized communication bridges with those tourists, who contribute to a non-asymmetric, educational and quite convivial intercultural encounter. Conversely, tourism can be a factor in the local population's marginalization and a cause of social tensions when it is conceived without incorporating local values and when it is not able to generate economic and financial benefits that can be appropriated by the local community (cp. ANDRADE 2008; BRUNT/COURTNEY 1999; CUNHA 1997; JACKSON 2008).

A further danger to long term tourism success can also arise from the adoption of non-authentic forms of cultural traditions in the tourist destination (such as festivals or dances staged entirely for tourists) or the commoditization of local cultural practices (cp. BESCULIDES/LEE/McCORMICK 2002; BRUNT/COURTNEY 1999).

As underlined by JACKSON (2008) and by SHARMA/DYER (2009), research documenting the residents' perception of both the negative and positive impacts of tourism on host communities is abundant. According to KUVAN/AKAN (2005), research in this area dates back to the 1970s and has shown an increase in scope as well as in quantity, incorporating the use of increasingly sophisticated research tools.

Tourism impacts can be economic, sociocultural, physiological or environmental. Empirical research has also found that residents' attitudes and responses to tourism impacts involve several factors including sociodemographics, the proximity of tourism attractions to residential areas, local economic relevance of the tourism industry, the awareness of the local community regarding environment preservation as well as the type, scale and scope of the tourism activity (cp. JACKSON 2008; KUVAN/AKAN 2005; SHARMA/DYER 2009; WILLIAMS/LAWSON 2001).

As expected, residents welcome the benefits derived from tourism activity but are sensitive to the negative impacts of the industry. As was made clear by the empirical studies conducted by KUVAN/AKAN (2005) and JACKSON (2008), namely residents who succeed in benefiting from the activity tend to support its development. Those who derive little or no benefit from tourism tend to oppose it. Consequently, a thorough understanding of the type of tourism that locals are willing to welcome, reduces the levels of potential conflict. This finding is consistent with those of several other researchers. Addressing the issue and invoking several previous studies, WILLIAMS/LAWSON (2001) have underlined the statistical consistency of this result in opposition to the relationship found between sociodemographic variables and residents' attitudes towards tourism.

In their empirical literature review, SHARMA/DYER (2009) looked closely at the identification of residents' attitudes towards tourism development and/or tourists and identified the following facts or circumstances as having a major influence on their behavior: residents' economic dependence on tourism, distance of residents' homes from the main tourism destinations, the type of tourism or tourists, the length of residence in an area and certain demographic and socioeconomic features of the resident population (such as being female, being employed, having a higher income and higher educational level and being urban or rural dwellers). Another explanatory factor of residents' attitudes, as underlined by BESCULIDES/LEE/McCORMICK (2002), can be the individual's attachment to the community: Residents who are more committed to their community may regard tourism impacts with more concern than those who are less attached.

Although some of these circumstances have a strong explanatory value (either positive or negative), it should be noted that in other cases the empirical evidence is less obvious. Regarding the demographic variables, namely following the findings mentioned in the above paragraphs, the assumption of a statistical relationship is not supported by empirical data in the majority of cases (cp. BESCULIDES/LEE/McCORMICK 2002; SHARMA/DYER 2009; WILLIAMS/LAWSON 2001).

Generally speaking, the results invoked and the general empirical evidence available converge on the idea that in order to be sustainable, a tourism strategy should preserve the integrity of the built and immaterial environment, enhance the quality of the tourists' experience, account for residents' quality of life and reinforce local pride in the community. Even if it seems paradoxical, the primary and almost solely injured party when mistakes are made is tourism itself (cp. BOULLON 2000). In fact, what will most suffer from the mistakes committed are the natural and cultural resources, the tourists themselves and service companies as well as tourist destinations and connected tourism itineraries.

This being so, in order to increase benefits and minimize damages associated with tourism development, it is necessary to define alternative approaches or tourism development strategies which imply a responsible use of the territory, harmonizing tourism interests with natural environment preservation and local community interests (cp. BLOOM/NILSSON 2002; BOTE GÓMEZ 2001; BRUNT/COURTNEY 1999; HENRIQUES 2007; KUVAN/AKAN 2005; PERES 2008; RIGANTI 2006; SHARMA/DYER 2009; VERA 1997; WILLIAMS/LAWSON 2001). RIGANTI (2009, p. 5) calls this *"sustainable cultural tourism strategies"*.

In approaching the policy issue, it may be of major practical interest to properly consider the hypothesis of WILLIAMS/LAWSON (2001): Rather than looking at the sociodemographic characteristics of residents, a more fruitful way of dealing with residents' attitudes regarding tourism could prove to be a look at the antecedents for their opinions and to identify their values.

3 Methods

3.1 Main objectives

This paper should be understood as part of a more ambitious research project which will continue in implementation until the year 2012 – the year when Guimarães will act as “European Capital of Culture”. The main objectives of this research project are:

- to identify the Guimarães residents' perception of the benefits of the tourism industry;
- to identify the tourists' preferences and their image of Guimarães as a tourism destination;
- to produce a package of recommendations in terms of local tourism planning as well as tourism promotion and management that will allow the town and its tourism agents to better profit from tourism development and to prevent or minimize the negative impacts of tourism;
- 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 paper is the first effort towards accomplishing these objectives and is focused on the first and third objectives outlined above. Specifically, the purpose of this paper is to analyze residents' perceptions towards tourism and the potential links between these perceptions and the sociodemographic and geographic characteristics of residents as well as the identification of perceived economic, sociocultural and environmental impacts of tourism. From the empirical results we obtained, we will attempt to extract a first set of policy recommendations.

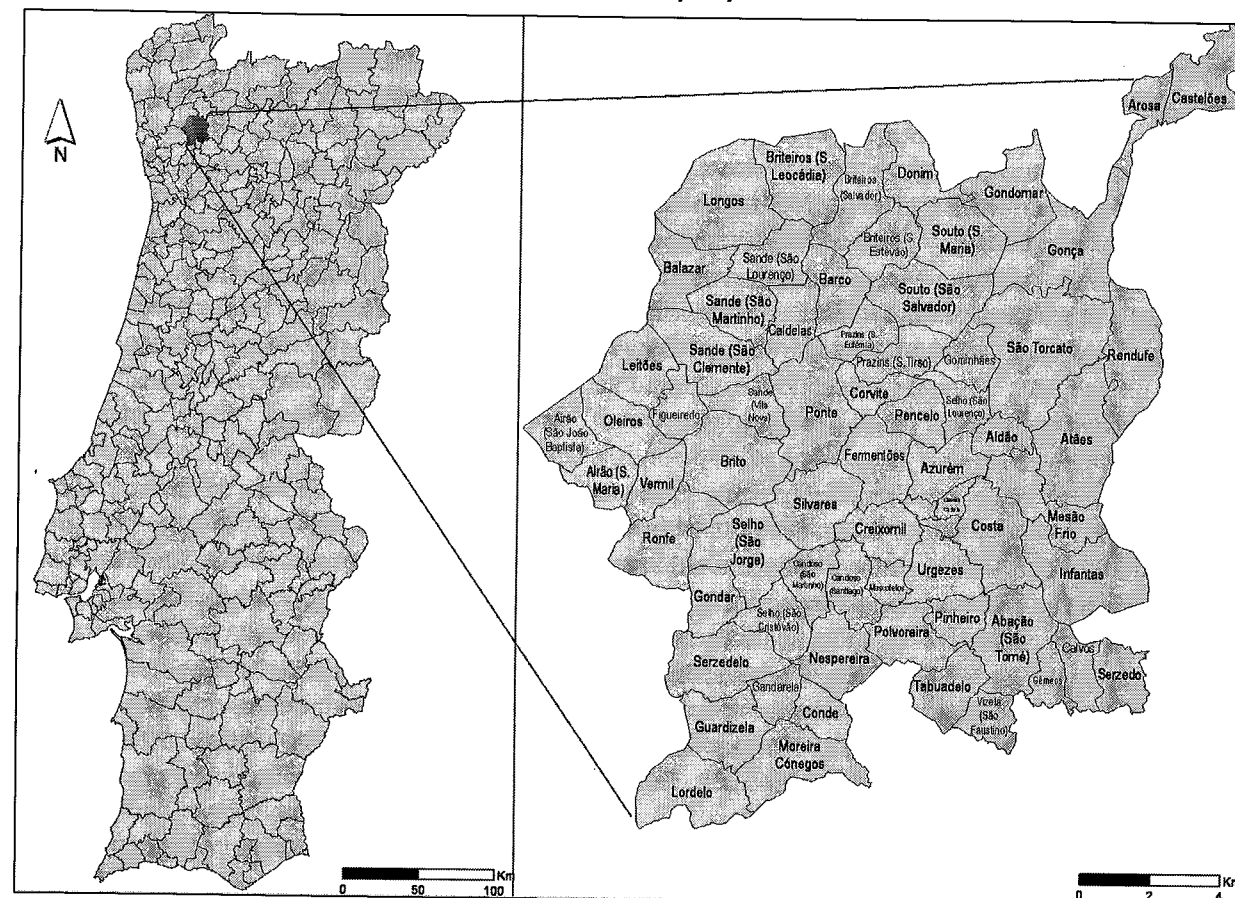
3.2 Study site

The municipality of Guimarães is located in the North of Portugal, in the Ave Valley. It covers an area of 241.3 km², incorporating 69 parishes (cp. Fig. 1).

According to data from the National Institute of Statistics (cp. INE 2008), in the year 2008 Guimarães numbered 162,636 inhabitants and was endowed with a vast number of cultural facilities. The city has four museums, which in 2005 registered 240,369 visitors in total (cp. INE 2005). This number represents 82.2%

of the total number of visitors to the museum facilities in the Ave Valley. Between the years 1940 and 2001, the municipality experienced the duplication of its population. In considering the municipality's economic base, the historical importance of the textile and clothing industries must be underlined. Still today – and even though they are undergoing a period of crisis –, these industries continue to make an important contribution to the national export sector.

Fig. 1: Localization and administrative division of the municipality of Guimarães



Source: *autor's own elaboration*

This tendency described, it was not noticed in the historical centre which is the principal tourist attraction in the municipality. Instead, the area experienced a loss of almost 20% of its population between the years 1940 and 2001. As a result of both the rehabilitation process initiated in the city centre in the year 1985 and of its nomination by the UNESCO as a world heritage site in December 2001, the historical centre has succeeded in attracting increasing numbers of tourists.

There are 1,315 beds available in the municipality with an average stay of 1.7 nights per guest. 60% of the available accommodation is in the category of three or more star hotels. In the year 2008, the municipality registered a total of 148,565 overnight tourists (cp. INE 2008). This number represents an increase of 65.2% since the year 2004. If we consider only the foreign tourists, the average stay is at 1.8 nights (cp. INE 2008).

In recent years, new cultural and sports facilities have been constructed. These new attractions have improved the capacity of the city to receive more cultural and sports events and to attract an increasing number of tourists and consolidate itself as an important events centre in the North of Portugal. The municipality's tourism promotional strategy is based on two elements of singularity:

- Guimarães is called “The cradle of the nation”, as it is place of birth of D. Afonso Henriques, first king of Portugal. This fact gives the area a strong symbolic meaning in terms of origin of the Portuguese identity and nationality.

- The historical center (as mentioned) was classified by the UNESCO as a world heritage site after having undergone a concentrated effort in social and physical rehabilitation.

The city will also host the "European Capital of Culture" in 2012, which is of course an important factor in any consideration of Guimarães' tourism potential and future development.

3.3 Questionnaire design and sample size

Taking into account the objectives underlined, we based the investigation on primary and secondary data. As primary data we conducted a survey with the residents on their perceptions of the impacts of tourism. The questionnaire was applied to a convenience sample of 540 residents from the municipality of Guimarães between January and March 2010.

In order to create the sample, we contacted four local secondary schools and one professional school: Three of the schools are situated nearby the historical centre (Martins Sarmiento High School, Francisco de Holanda High School and the Cisave Professional School), one is located two kilometres from the centre (Santos Simões High School) and another is in Caldas das Taipas (Caldas das Taipas High School), which is the second most important urban centre in the municipality. This allowed us to almost completely cover the 69 parishes which administratively constitute the municipality.

We chose the high schools as a means to, in theory, include three generations of inhabitants in our survey: 15-24 years old, 25-64 years old and 65 or more years old residents. With that aim, we contacted the head of each school and asked for the assistance of teachers who could hand out the questionnaires to their pupils. Secondly, the students who were over 16 years old were asked to include their brothers and sisters, parents and grandparents in the study by asking them to participate in the survey as well. Each teacher gave three questionnaires to each student over 16 and asked them to return them within a two weeks time schedule. As the sample revealed itself to be biased, underrepresenting the 25-64 years old section of Guimarães residents, in a second phase we asked adults that use the services of the municipal council to fill in the same questionnaire. That took place during the month of March 2010. A pretest involving 19 Guimarães residents was conducted between November 30th and December 4th in the year 2009. The time estimated to fill in the questionnaire of almost four pages was ten minutes.

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 (cp. HAIR et al. 1998). After eliminating incomplete responses, 400 questionnaires with complete data were retained for the 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) envisaging the evaluation of residents' perception of the Azores Islands tourism development. The result was a questionnaire with 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 one of the main questions of the questionnaire five tourism impact dimensions were considered. Since Guimarães is a cultural destination, we privileged the sociocultural impacts: six items were used to measure the perceived positive sociocultural impacts and three items the negative sociocultural impacts. Three items were also used to measure economic benefits and one item tried to capture the perceived economic problems and finally, one item addressed the perceived negative environmental impacts.

The first statement on this part of the questionnaire was: "Tourism is good for Guimarães". This statement was not included under any of the dimensions referred to above. Instead, it was asked separately in order to measure the respondent's overall perception towards tourism. Personal benefit from the development of tourism in Guimarães was also measured.

A few geographic variables such as being born in the municipality, the length of time the person had been living in the municipality of Guimarães and the parish where he or she lived were also included. In addition, several questions about the professional occupation of the residents and the impact tourists had in their daily work and life were raised.

In our investigation we also used some secondary data, being mainly statistics from the National Institute of Statistics (INE) and the Census and National Occupation Classification (CNP). This information was used to characterize our survey sample.

3.4 Empirical model

As previously stated, residents' perception towards tourism was investigated in the questions. Explicitly, residents were asked if they agree that tourism is good for Guimarães. Across the whole sample, almost every respondent (98.2%) declared that they considered the city to benefit or be able to benefit from tourism development. The mean score for this question was 4.78.

Interestingly, perceptions that tourism helps individual respondents to improve their economic position were much lower: The percentage of people who disagreed that tourism helped them personally was 54.8% (resulting in a mean score of no more than 3.37 for the question). Therefore, residents perceive the tourism industry as a major opportunity for enhancing Guimarães' general development and they believe that many of its inhabitants will benefit, but they are much less certain that they personally will benefit.

Taking into consideration that Guimarães has only an emergent status as a destination for cultural tourism, this result could be associated with the residents' strong expectations regarding the potential for socio-economic opportunities from tourism development. To some degree, it could also be evidence of a naïve understanding of tourism impacts.

Since 98.2% of the respondents had a positive opinion of tourism (agreeing or completely agreeing with the statement "Tourism is good for Guimarães"), we decided to focus our attention in the empirical approach on residents who have a very positive perception towards tourism impacts.

As the main purpose of this paper was to analyze the residents' overall perception towards tourism, the potential links between this perception and the sociodemographic, geographic characteristics of residents and the perceived economic, sociocultural and environmental impacts, a logit regression model was estimated to test the relationship. Descriptive statistics were also used to treat the survey data. This analytical approach is used quite commonly to deal with individual behaviors (in this case tourists) as it takes its theoretical foundation from the assumption that economic actors are utility or benefit maximizers (cp. LOUREIRO/JERVELL-MOXNES 2004; VALLE/CORREIA/REBELO 2008).

In order to estimate the probability of a resident having a very positive perception towards tourism, the following logistic probability function was considered:

$$(1) \text{Log} (P_i/1-P_i) = X_i' \beta$$

where $\text{Log} (P_i/1-P_i)$ is the logarithm of the odds-ratio of the probability of having a very positive perception towards tourism over the probability of not having a very positive perception. The parameter vector β measures the change in the odds-ratio of a change in a unit of an explanatory variable. In order to estimate the effects on the probabilities directly, the marginal effects must then be estimated (cp. LOUREIRO/JERVELL-MOXNES 2004; WOOLDRIDGE 2006).

The previously presented statistical model is based on a latent and continuous unobservable variable, which corresponds to the utility that each resident maximizes by having or not having a very positive perception towards tourism (identified by the variable v_{popinion_i}). This unobserved variable is a function of observed demographic and geographic characteristics of the residents and the perceived impacts (represented by a vector of variables X_i). Thus, the latent model is:

$$(2) v_{\text{popinion}_i} = X_i' \beta + \epsilon_i$$

Since utility is something that cannot be directly observed, we model the observable variable or decision "to have a very positive perception" (v_{popinion_i}), which depends on whether or not the utility gained is greater or smaller than zero. The decision to have a very positive perception is observed if – and only if – the latent variable is greater than zero. Not having a very positive perception is observed when the latent variable is less than or equal to zero (cp. LOUREIRO/JERVELL-MOXNES 2004). The model to be estimated has the following form:

$$(3) \text{ vpopinion}_i^* = \beta_0 + \beta_1 \text{age} + \beta_2 \text{gender} + \beta_3 \text{education} + \beta_4 \text{nat} + \beta_5 \text{urbparish} + \beta_6 \text{tourparish} + \beta_7 \text{work} + \beta_8 \text{jobs} + \beta_9 \text{prices} + \beta_{10} \text{crime} + \beta_{11} \text{histb} + \beta_{12} \text{difcult} + \beta_{13} \text{noise} + \beta_i$$

By recoding the statement "*Tourism is good for Guimarães*" into a binary variable, in which the code 1 identifies residents that completely agree and the code 0 the remaining residents, we obtain the dependent variable. The explanatory variables used in the model were age, gender, education, place of birth (nat), urban place of residence (urbparish), tourist parish place of residence (tourparish), work, jobs, prices, crime, conservation and restoration of historical buildings (histb), contact with different cultures (difcult) and noise.

In order to include education in the logit model, place of birth, jobs, prices, crime, histb, difcult and noise were transformed into dummy variables: education as 1 means, that residents possess at least 9 years of education and 0 otherwise; the place of residence was disaggregated into two variables – urbparish, equal to 1 if the place of residence is a predominantly urban area and 0 otherwise; tourparish, equal to 1 if the place of residence is a tourist parish and 0 otherwise; job as 1 if the residents agree and completely agree that tourism creates jobs for residents and 0 for the remaining residents; price as 1 if the residents agree and completely agree that tourism increases prices and 0 for the remaining residents; crime equal to 1 if residents agree and completely agree that tourism increases crime and 0 for the remaining residents; histb as 1 if the residents agree and completely agree that tourism aids the conservation and restoration of historic buildings and 0 for the remaining residents; difcult as 1 if the residents agree and completely agree that tourism promotes contact with different cultures and 0 for the remaining residents; and noise equal to 1 if the residents agree and completely agree that tourism generates excessive noise in the historical centre and 0 for the remaining residents.

Gender, work and nat were also taken as dummy variables (gender: 1=female, 0= male; work: 1 if the respondent works or has worked in tourism activities – has or had a link with the sector – and 0 otherwise; nat: 1 if Guimarães was the person's birthplace and 0 otherwise) and age as a quantitative variable.

To estimate the logit model as defined in equations (1), (2) and (3) and to obtain descriptive statistics to profile the respondents, the STATA (Statistics Data Analysis) software, version 10.1, was used.

The analysis of all the results obtained from both (descriptive and analytical) methodological approaches followed will be presented in section 4.

3.5 Sample profile

The proportion of female respondents was 53.2%. This result is close to that of other studies (cp. SHARMA/DYER 2009). The sample was compared with municipality figures to check its representativeness. Regarding the gender characteristics of the municipality of Guimarães, following the 2008 forecasts from the National Institute of Statistics, we found that 50.8% of its residents were females.

The age cohorts used in the questionnaire were 15-24 years, 25-64 years and 65 or more years old. All cohorts were represented in the survey. The largest number of respondents was the one belonging to the cohort aged 25-64 years (53.2%) followed by the 15-24 years old (31.5%) and the 65 or more years old ones (15.2%). Despite the effort made to insure a close representativeness of Guimarães' population, the cohort of the 25-64 years old respondents remained under-represented in the sample. The corresponding municipality proportion is 69.5%.

Level of education has been identified by some empirical investigations as a variable that can partly explain residents' perceptions towards tourists. According to such evidence, we hypothesize that more educated persons would tend to be more receptive to the cultural tourism phenomenon. At the municipality level, we have only got the data from the latest Census (cp. INE 2001) to work with this variable. From this we concluded that there are some noticeable differences between the rate of the respondents' education levels and the corresponding local population data. In the sample, the majority of answers came from individuals with a secondary education (31.7%) while the most represented education level in the municipality in the year 2001 was that of a primary education of six years (55.7%). We can of course admit some change in those figures after the year 2001 but the improvement attained in the level of education rates would not be enough to insure the representativeness of our sample respondents. A similar discrepancy occurs in the rate of respondents having a higher education level (more than 12 years of education). In the sample, the proportion is 18% while the corresponding population universe is only 6.6% of Guimarães' residents. We believe that the increase seen

in the housing offer at lower prices since the year 2001 and the improved potential to attract professors and young people with higher levels of education to the city were contributing factors for the difference that was found. The results we obtained for this variable did not follow those in samples of other international studies. Generally speaking, they have a higher representation of respondents with university level qualifications (cp. e. g. 37.5% in SHARMA/DYER 2009). A situation which corresponds more closely to our own, can be found in the empirical research of KUVAN/AKAN (2009) with 18.6% of their respondents having a university level qualification.

Respondents were also asked to indicate their professional occupation and we categorized them using the National Occupation Classification (CNP) defined by the National Institute of Statistics. The majority of the respondents are "*specialized people performing intellectual and scientific professions*" (11.5%; group 1 according to CNP) but the "*manufacturing and similar workers*" (10%; group 6 according to CNP) also appeared as an important group. As mentioned previously the territory of Guimarães has a strong manufacturing tradition.

We categorized the liquid monthly household income into four groups: up to 500 euros, between 501 and 1,000 euros, between 1,001 and 2,500 euros and more than 2,500 euros. The third group was the most well-represented (between 1,001 and 2,500 euros: 32%) followed closely by the second group (between 501 and 1,000 euros: 29.8%) which indicates a predominance of low and medium social classes. Those with the higher income level (more than 2,500 euros) constituted no more than 8.8% of the respondents – far less than the SHARMA/DYER (2009) sample, but higher than the KUVAN/AKAN (2005) sample.

The majority of respondents (85.2%) had been born and continued to live in the municipality of Guimarães and 79.8% lived in Predominantly Urban Areas (APU).

Finally, the sample results show that 60.5% of respondents lived in a parish with very low or no touristic potential. This is understandable as the majority of the parishes in the municipality are not endowed with any tourism equipment. We classified parishes with tourism potential as those having at least two specific infrastructures of tourism equipment. 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) fall into that category. These infrastructures are mainly located in the historical centre (Oliveira do Castelo, S. Paio, S. Sebastião), very near to the historical centre or near the second most important urban centre in the municipality: Taipas (Caldelas parish).

In accordance with the literature review this division into urban areas and non-urban areas is also assumed as a sociogeographic attribute which was maintained for the purposes of this study in order to analyze the 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 from those who deal with tourists daily.

4 Residents' positive perception towards tourism and their demographic and sociogeographic characteristics

4.1 Descriptive statistical analysis

Before presenting and commenting the results we obtained from the estimation of a logit model, it is relevant to first focus on some of the data obtained with a brief look at the descriptive statistics.

Firstly and taking into account one of the principal questions of the survey ("*Tourism is good for the municipality of Guimarães.*"), using a Likert scale, we could conclude that 80% of the respondents expressed a positive opinion as they completely agreed, that tourism was good for the city's development. If we also consider the respondents who chose to simply agree with this view, we obtain a total of 98.2% who have a positive opinion of tourism. It is relevant to mention that only 0.2% of the respondents expressed a total disagreement with this statement.

The averages shown in Tab. 1 led us to conclude that there are no relevant differences by gender regarding the issue and that the averages show very high scores (almost 5). This result concurs with that obtained in Question 5 ("*In your leisure time, do you usually have contact (of any kind) with tourists?*").

A further result we obtained that can interact with these results (also applying the same Likert scale) came from the following statement: "*Personally, I benefit from the development of tourism in the municipality of*

Guimarães". In this case, we have to conclude that the high positive perception of the tourism industry has little to do with the benefits that respondents expect to directly receive themselves (cp. Tab. 1).

Tab. 1: Perceptions of tourism benefits and contact with tourists in leisure time by gender, age and education cohorts

| | (Five point Likert scale – average scores) | | |
|---|--|---|---|
| | In your leisure time, do you usually have contact (of any kind) with tourists? | Tourism is good for the municipality of Guimarães | Personally, I benefit from the development of tourism |
| Gender | 3.21 | 4.78 | 3.37 |
| male | 3.20 | 4.76 | 3.47 |
| female | 3.23 | 4.79 | 3.28 |
| Age | 3.21 | 4.78 | 3.37 |
| 15-24 | 3.21 | 4.92 | 3.33 |
| 25-64 | 3.28 | 4.77 | 3.52 |
| 65 and more | 2.98 | 4.49 | 2.92 |
| Education | 3.21 | 4.78 | 3.37 |
| at least 6 years | 2.88 | 4.55 | 3.17 |
| 7 th - 9 th grade | 3.17 | 4.85 | 3.24 |
| 10 th - 12 th grade | 3.23 | 4.84 | 3.48 |
| University | 3.69 | 4.90 | 3.57 |

Source: author's own survey data

The younger residents (15-24 age cohort) are the ones that express a higher expectation for themselves, resulting in a statistical score quite close to the maximum (4.92), even if they are not shown to have more frequent contact with tourists. In all probability, these results are related to their expectations in terms of job creation (for their own benefit). Additionally it is expected that the younger generations look more positively upon contact with other cultures – besides being those endowed with more foreign language skills and thus, more able to communicate with tourists.

Even though we obtained a high score in all education levels (more than 4.5), when we are dealing with the evaluation of the statement "*Tourism is good for the municipality of Guimarães*", the highest score occurred in the highest education level group (4.9). This result is consistent with the results concerning the professional occupation of Guimarães' residents: the highest scores (4.89 and 4.84) occur in the higher categories of the National Occupation Classification.

Another result that is interesting to analyze comes from the data obtained on the issue of the perceived impacts of tourism on the city. As shown by the data in Tab. 2, promotion of contact with other cultures is the principal perceived effect (4.37), followed by the encouragement to preserve local culture and handicrafts (4.25).

This result is understandable in light of the generally held view, that the Portuguese are traditionally friendly and helpful to tourists. This result may also be explained by the fact, that most of the tourists coming to Guimarães are from Europe (e. g. Spain, France) and in this case, there are no major cultural differences (like ethical values and life styles).

In this regard, we cannot forget that we are looking at a very traditional territory of Portugal, endowed with a rich cultural heritage. Expressions of that tradition and culture include a variety of handicraft products, such as the "Handkerchief of Guimarães", preserved through programs of further education offered to local young and adult people. This is a certified product and the professional education supplied has helped to keep this art alive and provide an income for some of the residents. The Lovers' Small Ceramic Pot (Cantarinha dos Namorados) is another object, that was a common part of daily life until not long ago and continues to be made as a local handicraft.

Furthermore, as previously mentioned, Guimarães is considered as "The cradle of the nation" for being the place of birth of the first king of Portugal. This gives it a strong symbolic meaning in terms of being the origin of Portuguese identity and nationality. In relation to that fact, the cultural equipment available is relevant: the historical castle, the Duques de Bragança palace and the Alberto Sampaio museum.

These and other tourist attractions are experiencing an increase in tourists and other visitors' numbers. During the year 2007, the Duques de Bragança palace received a total of 46,400 visitors and the Alberto Sampaio museum a total of 237,485.

Tab. 2: 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 supply 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 |
| 10 | Guimarães has control on tourism management and planning | 3.27 | 38.6 |
| 11 | Increases crime rates | 2.60 | 17.0 |
| 12 | Generates excessive noise in the Historical Center (C _A) | 2.46 | 16.0 |
| 13 | Local people change their behavior in an attempt to mimic the behavior of tourists (C _{SC}) | 2.41 | 14.2 |
| 14 | Tourism limits the access of residents to leisure sites and equipment | 2.39 | 15.0 |

Notes: ¹ Effects are ranked by average scores; ² scale ranges from 1 = completely disagree to 5 = completely agree;

³ percentage agreeing are those answering 4, 5 on the 5-point scale

Source: author's own survey data

4.2 Results from the logit model

When analyzing the very positive perception of the residents of Guimarães towards tourism via a logit model (cp. Tab. 3), we find that variables representing the education of residents, the place of residence in urban and tourism areas, the perception that tourism creates jobs, aids the conservation and restoration of historic buildings and promotes contact with different cultures all present a coefficient positive sign. But in fact, only three (the place of residence in tourist areas, the perception that tourism creates jobs and the perception that it promotes contact with different cultures) are statistically significant (p-value < 0.1), which confirms the results discussed in Section 3.

As said before, the level of education is a variable that can help to explain the residents' perceptions towards tourists, as more educated persons tend to be more receptive to contact with persons of different cultures and also tend to be better informed about the phenomenon of cultural tourism. A review of the empirical literature evidences cases, which are consistent with this idea. In the case of our study, however, the variable did not show statistical significance.

Furthermore, the variables representing the age of residents and their links to the tourism sector present negative coefficient signs and are statistically significant (p-value < 0.1). While the result of the first variable was expected, as younger people tend to be more receptive to tourism and to contact with tourists, the result for the "work" variable, which refers to the perception held by those Guimarães residents who have a job directly connected to the tourism industry, was particularly unexpected. To understand this finding, we believe it must be kept in mind, that we are speaking of an emerging tourism destination and that the generalized idea held by local residents is, that tourism can contribute to the city's economic development.

According to Tab. 3 (besides the confirmed tendency of younger residents), mainly those endowed with higher levels of education who have a positive perception towards tourism. The same propensity for a very positive perception is also found among residents, who live in tourist parishes. Additionally, the variables "expectation that tourism creates jobs" and "promotes contact with different cultures" all present the expected

coefficient signs and are statistically significant. It must be underlined that these results are in line with those of previous similar studies (cp. BRUNT/COURTNEY 1999; KUVAN/AKAN 2005; LAWSON ET AL. 1998; SHARMA/DYER 2009).

Tab. 3: Results of the logit regression model

| vpopinion | Coef. | Std. Err. | z | P> z | Marginal Effects | Std. Err. |
|------------|------------|-----------|-------|-------|------------------|-----------|
| gender | -0.0614761 | 0.298962 | -0.21 | 0.837 | -0.0078362 | 0.03804 |
| age | -0.031782 | 0.0083761 | -3.79 | 0.000 | -0.0040567 | 0.00105 |
| edu | 0.2759174 | 0.325544 | 0.85 | 0.397 | 0.0354481 | 0.04211 |
| nat | -0.1436485 | 0.4055418 | -0.35 | 0.723 | -0.0176954 | 0.04826 |
| urbparish | 0.5502226 | 0.3564109 | 1.54 | 0.123 | 0.0786123 | 0.05617 |
| tourparish | 0.5861192 | 0.3400208 | 1.72 | 0.085 | 0.0718953 | 0.03991 |
| work | -0.8886744 | 0.3607372 | -2.46 | 0.014 | -0.1381061 | 0.065 |
| jobs | 0.8536549 | 0.3969682 | 2.15 | 0.032 | 0.1340949 | 0.07394 |
| prices | -0.230186 | 0.2994872 | -0.77 | 0.442 | -0.029408 | 0.03814 |
| crime | -0.4145772 | 0.371279 | -1.12 | 0.264 | -0.0581539 | 0.05693 |
| histb | 0.6119924 | 0.3802912 | 1.61 | 0.108 | 0.0906063 | 0.06446 |
| difcult | 0.7417766 | 0.21946 | 3.38 | 0.001 | 0.0946806 | 0.02803 |
| noise | -0.2481923 | 0.366209 | -0.68 | 0.498 | -0.0335909 | 0.05242 |
| constant | -1.845367 | 1.182242 | -1.56 | 0.119 | | |

Source: author's own survey data

Sociodemographic variables describing gender, birthplace and perceptions that tourism causes negative economic, socialcultural and environmental impacts are negatively related to the dependent variable. This points to the idea that the propensity of the residents to have a very positive perception towards tourism is inferior among female residents, residents that have a stronger link to the city and among those, who have a stronger perception of the possible negative environmental and sociocultural impacts of the industry, but are not statistically significant in any of these cases (p-value > 0.1).

As underlined above, the more surprising result was, that residents with non-tourism related jobs are more supportive of tourism than those with tourism related jobs. This contradicts some empirical studies (cp. e. g. SHARMA/DYER 2009). For an explanation of this result, we can point to several factors, but perhaps the most consistent would be a naive understanding of the tourism industry and tourists.

In short terms, the very good general perception held by local Guimarães residents does not seem to stand up to daily contact with the reality of the tourism industry. The circumstance that the majority of employees in the tourist sector earn low wages is, undoubtedly, an important factor to be taken into consideration. The condition of this fact should not be understood only as locals acquiring a negative opinion about tourism. Rather it should be adjusted to the pragmatic situation – either in terms of jobs and business derived opportunities or the context of dealing with peoples' different behaviors and life concepts. A further contribution towards an explanation for this surprising result might come from the recent world-wide economic crisis and its effects on tourism.

Finally, according to the literature review, we found that the variable which describes the place of residence in urban areas (urbparish) shows a positive relation with the dependent variable. It indicates, that the propensity of the residents to have a very positive opinion of tourism is higher among the residents that live in urban parishes. Unfortunately, this variable also has not shown to be statistically significant.

Bearing in mind the set of variables used and the results obtained, we believe, that in future research the range of variables should be extended in order to obtain more conclusive data from the study of this phenomenon. Further research would, of course, also try to attain a more representative survey sample.

5 Conclusions and policy recommendations

Our investigation, conducted at a world heritage site like Guimarães, is among one of the first in Portugal to be directed at the question of residents' perceptions towards tourism. The very first one was carried out in the Azores by MONJARDINO (2009).

In the last two decades, several studies in Portugal have looked at tourists' opinions of the Portuguese tourism industry, but there is still very little information on the residents' perception of tourism. As a consequence, community opinion on tourism planning and tourism management is still not being incorporated in tourism policies. In accordance with JACKSON (2008), we believe that the attitude of host communities must be monitored on a frequent basis and incorporated into the municipality tourism policy in order to develop a more fruitful and sustainable tourism destination.

In the particular case of Guimarães, it is true that the municipality has expended serious effort to develop the local tourism industry (mainly in the last ten years), but if this sector is supposed to constitute one of the engines of Guimarães economic growth, the perception of the local community must be identified and considered in the strategies to be defined. Despite the fact that there is no tradition in Portugal to involve local people in tourism planning, we believe that Guimarães has strong potential for doing so and that this research project can contribute to such a move forward. Some progress has already been made since the year 2001, when the city was recognized as a world heritage site. Since then, a social network was developed, that has brought together a team of more than 300 institutions that previously used to work alone.

This study has shown, that residents' perception towards tourism in Guimarães is a very positive one. It also identifies significant relations between certain demographic and sociogeographic attributes such as age, the fact of living in a tourism parish or having a tourism related job. These variables have all been shown to have significant influence on residents' evaluation of the tourism phenomenon. The results we obtained regarding job creation expectancy associated with tourism development, the association made by residents between the economic opportunities of tourism and the preservation of historical buildings, traditional events and culture and the receptivity shown for contact with other people and cultures were all enlightening.

Although the results we obtained from the questionnaire expressed a fairly positive opinion of tourism, a small group of Guimarães' inhabitants did express concerns about some issues such as the following:

- 29.5% of those who expressed any kind of concern were afraid of an increase in crime rates;
- 13.4% spoke of a lack of personal security;
- 8.5% from this same group talked about their concerns regarding parking problems;
- 8.5% of residents were worried about the deterioration of the historical city centre.

Taking these residents' concerns about accessibility, road-signs, traffic congestion and traffic regulation together, it seems to us that this general issue deserves careful analysis on the part of the appropriate public authorities. Also, the lack of qualified human resources devoted to the industry and the scarcity of tourism animation events were mentioned as areas requiring the attention of the tourism management authorities.

From the qualitative component of the survey, we obtained recommendations from respondents which addressed the following issues:

- improvements in the quality and availability of the current tourism information and improvement in the promotional strategies (mentioned by 22.5% of the respondents who answered this part of the questionnaire);
- increase in the supply of cultural events (mentioned by 17.7% of respondents replying to this section);
- the rehabilitation of the buildings with tourism value in the historical centre (mentioned by 13.4%);
- improvements in accessibilities, traffic fluidity and car parking availability (mentioned by 8.6%, 5.5% and 4.3% of the residents who presented thier suggestions for improving the city's tourism image and attraction).

From the general results we obtained, namely those that showed statistical significance, it seems clear to us that local tourism authorities and tourism agents need to ensure that the residents have a more realistic perception of the tourism industry's opportunities and costs. If this is properly achieved, the residents will be

better prepared to accept tourists and be less at risk of being disappointed with tourism benefits and tourists. Tourism is, undoubtedly, an opportunity that Guimarães should fully explore, but it is not a panacea to the development of the city and the region as a whole.

In the year 2001, Guimarães was classified by the UNESCO as a world heritage site in recognition of the value of its historical built patrimony. The award was also given in recognition of the preservation work that had been done since the 1980's. But the results attained up until now are far from what was initially expected by some of the city's agents and residents. The effort to establish Guimarães as a cultural tourism destination must go on.

The problem of tourism scale faced by the municipality is a major obstacle, but there are others. Our survey data succeeded in capturing some of the problems, such as the need to implement a more diversified cultural offer, whose sustainability is related to the scale problem mentioned above. The hosting of the "European Capital of Culture" in 2012, the added visibility this will give to the town and the networking it claims must help in the effort to transform Guimarães into a fully consolidated cultural tourism destination.

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