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Postgraduate studies**

**Master in Business Systems  
In Tourism & Hospitality**

**The Usage of the Internet in tourism industry; Case study: Cultural  
tourism in Spain**

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## Introduction

According to Basic Glossary of World Tourism Organization (WTO): “Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business purposes, including activities those people do, some of which imply tourism expenditure”.<sup>1</sup> Tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves.

As such described, tourism surely plays an important role in every aspect of country's development, especially on the economy. According to United Nations World Tourism Organization (UNWTO) latest publication released in 2015 as part of their World Tourism Barometer,<sup>2</sup> “Spain has been ranked as third country with most international arrivals in the 2014 with 65.0 million of international tourists, and on the second place, right after France regarding the arrivals in Europa.” Also, Spain was positioned on the second place right after the US, out of top ten tourism earners for the year 2012. Considering that statistic, there is no doubt that tourism industry is well managed and plays very important role in county of Spain.<sup>3</sup>

Spain has been a leading destination and each year it attracts a lot of people. For years it has been often associated with “sun and beach” tourism, which is still the most popular, however, with the beginning of 21<sup>st</sup> century and radical changes of people's everyday lifestyle and their needs, other kinds of tourism are becoming more and more popular.

By these changes it is important to mention the technological progress and especially the usage of the Internet. We can agree that the Internet, as we know it today, really changed every aspect of our lives. Firstly, it changed the way people communicate, are able to get reliable information. This implies that now people are more demanding and they are used to have more possibilities. Secondly people are now more educated, informed, live “faster”. Consequences of new way of lifestyle are visible in tourism sector as well. Even though, there is increasing number of incoming tourists each year, consumers' needs and expectations are also rising. That is why, in tourism industry, that is ought to be very changeable, it is always important to follow the trends on international market and to offer different products and activities to consumers, who will be able to choose according to their interests and that will also satisfy their needs. We can conclude that with the change of lifestyle, customers' needs and increasing number of tourists, the demand for new tourist products and activities are also rising. Considering this fact, it is extremely important for one destination to have good marketing strategy in order to keep its position on international tourist market. Nowadays, the most frequently and successfully used

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<sup>1</sup> UNWTO, Understanding Tourism, <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>, retrieved 23 October 2014

<sup>2</sup> UNWTO, 2015 Edition, Tourism Highlights, , Spain, PDF available at: <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899> retrieved 25 September 2015

<sup>3</sup> Ibidem.

media for marketing promotion is the Internet. The importance of the Internet in tourism sector is undeniable and it will be discussed further in this paper. In addition, the Internet has both educative and promotion role in tourism sector.

It has become impossible to think about the promotion and distribution of tourism products without considering the new information distribution technologies, particularly the Internet.<sup>4</sup>

Tourism sector is one of the first services sectors to adapt and use information and communication technology (ICT) for promoting its services.<sup>5</sup> The importance of the Internet for the travel and tourism industry has increased rapidly over the last few years.

It is important to understand travelers' behavior when considering growth of the Internet usage in tourism. There are several factors that should be taken into consideration when discussing Internet influence in tourism such as ICT penetration level in the regions and the demographic characteristics of the population and type or characteristic of tourism<sup>6</sup>.

Quoting O'Connor in the paper named "Forecasting the Growth of e-Tourism Sector", Mavri and Angelis said that the Internet had become a major tool and one that was widely used by the tourism sector. ICT enable travelers to access reliable and accurate information as well as to make reservations in a fraction of the time, cost and inconvenience required by conventional methods.<sup>7</sup> The advances in connectivity and processing power that have been made in ICT in recent years are undeniable. Use of the internet in tourism is increasingly raising and it contributes to democratization and to widening the horizons of citizen participation by making any data and information more accessible. The "smart world" in which we live, offers an immense space to increase travel, since many barriers which used to prevent or slow global travel are gradually falling.

Today, tourism activity is increasingly being shaped by price comparison and combination technology; new applications for mobiles that offer a wide range of opportunities are being developed; social networks are consolidating themselves within a more transparent

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<sup>4</sup> WTO (1999) Marketing, Marketing Tourism Destinations Online, available at: <http://www.wtoelibrary.org/content/j41p11/?p=5ae1677e7fda4c29869c72ee18085be8&pi=4>, retrieved 10 June 2014

<sup>5</sup> Mavri M. and Angelis V.(2009) *Forecasting the Growth of e-Tourism Sector: The Case Study of Mediterranean Countries*, University of the Aegean, University of the Aegean, available at: [http://mpira.unimuenchen.de/25439/1/MPRA\\_paper\\_25439.pdf](http://mpira.unimuenchen.de/25439/1/MPRA_paper_25439.pdf), retrieved 10 September 2014

<sup>6</sup> Muñoz T. G, *Internet Usage for Travel and Tourism. The Case of Spain, I Madrid Spain*, Universidad Nacional de Educación a Distancia (UNED), p 2.-18, available at [http://www.ucm.es/data/cont/docs/518-2013-11-05-42\\_garin-munoz.pdf](http://www.ucm.es/data/cont/docs/518-2013-11-05-42_garin-munoz.pdf), retrieved 20 December 2013

<sup>7</sup> Mavri M. op. cit., pp. 113-115

market in which consumers are able to provide services together; changes in the concept of the value chain are producing new business models.<sup>8</sup>

### **Subject of research**

The aim of this paper is to present the importance of the Internet in tourism sector, as one of the most accurate, fastest and most efficient way of promoting the tourist product and destination itself. Consumer' behavior and needs are always changing and the new fast-growing technologies and especially the Internet have a huge role in tourism sector considering the fact that the Internet, an unlimited storage of information, is accessible and suitable to everyone. This paper will particularly discuss the usage of the Internet in cultural tourism that is becoming more and more popular. Consumers do not only use the Internet to search for the tourist product, make a reservation or payment. Nowadays, they want to know more about the country they are visiting, its population, and their traditions. Also, because of the shorter holiday leaves they want to plan their entire trip ahead and get informed about the places to visit, activities do to and "must see places" that the destination has to offer, before they start their trip. Easily all the information needed can be found on the Internet. The reference country of this paper is Spain, as the cultural tourism in Spain is becoming more and more popular. The paper will give general information about the country and its high position on international tourist market. In addition it will discuss the Internet usage in tourism purposes in Spain, and explain the increasing number of participants in cultural tourism.

### **Goals of the research**

The scientific goal of the research is to define Spain as the second rated destination in Europe with the number of incoming tourists, according to WTO report for the 2015. It will define tourism supply in Spain, with emphasis of cultural tourism. On the other hand it will discuss the Internet as the most important tool in tourism sector. Firstly, with the brief description of technological progress and implementation of the Internet in tourism purposes, this paper will show growing-rate for the Internet consumers in tourism sector throughout the years. Secondly, it will connect the increasing rate of consumers involved in cultural tourism and analyze this as a contribution of the more and more widely spread and accessible Internet technology. In addition, it will give examples of how the Internet is used in cultural tourism.

The social goal of the research is to discover main reasons for using the Internet when planning the trip. Particularly, what type of information consumers are searching for and hoping to find on the Internet.

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<sup>8</sup>World Tourism Organization (UNWTO) Affiliate Members AM-reports – Technology in Tourism (Vol. 1, 2011); Blanco J *Understanding and managing innovation and technological change: a major opportunity for tourism organizations*, p. 6, available at: [http://dtx tq4w60xqp w.cloudfront.net/sites/all/files/pdf/unwtodigitalresources\\_volume1\\_tech tourism\\_eng\\_0.pdf](http://dtx tq4w60xqp w.cloudfront.net/sites/all/files/pdf/unwtodigitalresources_volume1_tech tourism_eng_0.pdf), retrieved 10 June 2014

The subject of the research will be cultural tourism in Spain, which has an increasing rate of attendance in previous years and the tendency to become the main aspect of tourism in Spain that has been famous and recognizable as the country of “Sun and Beach” tourism. In addition, it offers a base research about usage of the Internet for tourism purposes by young people between 18 and 40, as well as a personal opinion of the image of Spain as a tourist destination. Research also gives the main type of the information that was searched for when it comes to planning the trip to Spain. Also it will show which tourist product is recognizable for which region and what is the most visited or popular city in Spain.

### **Benefits of the research**

Considering the fact that the tourism is a constantly changing industry where needs of the consumers can vary, it is important for the destination to provide different tourist offers and realize what is the best way to promote the product. Because of that variety among the consumers, the relevant state departments should make plans for future and propose different tourist product in regards of specific target markets by analyzing consumers’ profiles. When it comes to a certain destination, it is important to understand and follow the current trends in tourism sector, to achieve expectations of consumers and to develop a successful marketing plan which will include new technologies as the most adequate source of information nowadays.

### **Hypothesis of the research**

#### **- General hypothesis**

The Internet is the most important medium used in cultural tourism in Spain.

#### **- Specific hypotheses**

1. Nowadays, the Internet is used both for the promotion of tourist product and for providing consumers with a general information about the destination itself.
2. When visiting Spain, most of the people are involved in cultural activity.
3. The growth of participants in cultural tourism will exceed the standard “Sun and Beach” tourism in Spain in the future time.
4. Catalonia is the region with the highest number of participants in cultural tourism.

### **Structure**

This paper is divided into five chapters.

Firstly, the paper started with brief introduction followed by explanation of the subject of the research as well as main goals, benefits of the paper. Secondly, general and specific hypothesis were stated.

The first chapter will give general information about Spain as one of the most desirable destinations on international tourist market. It will discuss main resources of Spain, its geographical position, climate, cultural and historical heritage, type of accommodation that can be found, interesting event, attractions that gather people. On the other hand, it will statistically show Spain's position in the world, regarding the number of international arrivals. In addition, it will analyze structure of tourists who visited Spain, their characteristics, motives and expectations. There will be review of promotion of Spain as a destination, its branding, which is very important as far as any product which we want to sell is concerned.

The second chapter of paper deals with the technological progress and importance of the Internet. It will show a brief history of the Internet, as well as an increasing rate of the Internet users throughout the years. In addition, it will describe the Internet as a main method of the marketing promotion in the tourism industry. It will review the situation in Spain, regarding this subject, as that is the country of reference of this paper.

The third chapter will discuss the cultural tourism in general. Definition and different forms of cultural tourism will be mentioned, as well as the future of cultural tourism, its concept and development. Particularly, this paper will refer to the situation in Spain and describe the proportional growth of the Internet users and participants in cultural tourism. It will show the diversity of tourist products and present the concept of cities as a center of cultural activity.

The fourth chapter will of this paper is dedicated to the empirical research. The research was conducted on both my friends and acquaintances and on the randomly selected people. It includes both residents of Serbia and foreign residents. The questionnaire was done either in person, in a written way, or online. Online survey was shared through social network and email. In addition, there was a website page available for this survey and by using following link participants were able to attend it at: [spaintripplanner.speedsurvey.com](http://spaintripplanner.speedsurvey.com). The collected data from the written survey questionnaire was analyzed and the results were presented at the end. The above mentioned hypotheses were in accordance with the concluded results.

In the last chapter conclusions about the topic were given. Conclusions were conducted on personal opinion that was obtained by reading and analyzing the literature that was written about this topic by other authors and by collecting, counting and analyzing the results from the personal survey. The results of the survey in the fourth chapter were presented and explained both graphically and in written way.

The paper ends with conclusions and bibliography list.

## 1. Characteristics of tourism development of Spain

Spain is a country which is known to have a model of traditional tourism also known as “sun and beach” which has an influence on the self-image of the nation state, but besides that, Spain with its rich cultural background, interesting historical heritage, suitable climate and vivid nightlife has much more to offer. Exactly this variety of supply is the reason for its popularity as tourist destination.

### 1.1 Geographical position of Spain

Spain is located in the southwest Europe and its main part is the Iberian Peninsula – around 85%. There are several parts of Spain which are part of its territory: *Llivia* (an exclave in France), the Canary Islands (in the Atlantic Ocean) and the Balearic Islands (in the Mediterranean). Moreover, parts of Spain’s territory are on and off the African coast: *Ceuta*, *Mehilla*, *Islas Chafarinas*, *Penon de Alhucemas* and *Penon de Valez de la Gomera*. Counting all of this, it covers a territory of 507,000 square kilometres, and it is a second largest country of the Western Europe.<sup>9</sup>

Spain is mostly surrounded by the Mediterranean Sea which is its biggest border, south of it is Gibraltar – a land border and the north borders include France, Andorra and the Biscay Bay. Atlantic Ocean and Portugal are Spain’s west borders. The heart of Spain is occupied by the Meseta Central which covers 210,000 square km or 45% of the country. The Meseta is a huge flat land mass that is also very high above sea level even up to 800 meters in some places.<sup>10</sup>

Spain has a mountain terrain and besides the Pyrenees the most important mountains are *Cordillera Cantabrica*, *Sistema Iberico*, *Sistema Central*, *Montes de Toledo*, *Sierra Morena* and the *Sistema Penibetico*. Mulhacen is the highest mountain of the Iberian Peninsula with 3478 m of height and it is part of Sierra Nevada range. The highest mountain in the Iberian Peninsula is Mulhacén, 3,478 m high and it is a part of Sierra Nevada range. The highest point in Spain is the Teide, a 3,718-metre active volcano in the Canary Islands. There are several important rivers in Spain; among them are the *Ebro*, the *Guadiana*, the *Duero* and the *Guadalaquivir*. We can divide lowland of Spain into three main regions. In the southwest is the Andalusian Plain which consists of a wide river *Rio Guadalquivir* which flows through the valley. Narrow strips between the coastal mountains and the seas are the Coastal Plain regions which are broadest where the coastal plain meets the Andalusian Plain. The broadest regions are along the *Golfo de Cadiz* and the narrowest plains are along the Bay of Biscay. It is where the *Cordillera Cantabrica* ends.

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<sup>9</sup>Geography of Spain, [http://en.wikipedia.org/wiki/Geography\\_of\\_Spain](http://en.wikipedia.org/wiki/Geography_of_Spain), retrieved January 2013

<sup>10</sup> Spain Is Different: The Geography and Peoples of Spain, <http://instruct.uwo.ca/mod-lang/sp218f-g/lectures/lecture1/english-text.pdf>, January 2013

Other regions include the Balearic Islands, as well as Canary Islands which are located in the Mediterranean Sea (the former) and the Atlantic (the latter).<sup>11</sup>

Figure 1: Spain's location and boundaries

Source: [geography.about.com](http://geography.about.com)

Figure 2: Spain's possession in North Africa



Source: Wikipedia

The country is divided into 17 regions: *Valencia, Murcia, Galicia, Asturias, Castilla y León, Extremadura, Cantabria, País Vasco or Euscadi, Navarra, Aragón, Cataluña, Comunidad de Madrid, Islas Baleares, Islas Canarias, La Rioja, Castilla la Mancha, Andalucía*, and two African cities, *Ceuta* and *Melilla*. Every different province has its own authority which has been directly elected. Not every part of Spain has the same level of autonomy where for example Catalonia and Galicia have its own languages and different rights.<sup>12</sup>

The following Figure 3 is showing the regions of Spain above mentioned. Regions of Spain are divided into different provinces. There are 50 provinces in Spain plus two cities *Ceuta* and *Melilla*.

<sup>11</sup>Geography of Spain, Op. cit.

<sup>12</sup>Spain country profile - Overview, Edited 26 May 2015, <http://www.bbc.co.uk/news/world-europe-17941641>, 23 June 2015

Figure 3: Autonomous communities in Spain



Source: Wikipedia

## 1.2 Natural Resources

The climate varies tremendously in Spain because of its rugged topography but generally the interior part tends to be hot in the summer while the coastline is more moderate and cloudy. Winters, however, are cool and partly cloudy along the coast and cold in the interior. The whole country can be divided into three distinct climatic zones.<sup>13</sup>

The Mediterranean climate is warm to hot and has dry summers and mild, cool to wet winters. This type of climate is dominant in the Iberian Peninsula and has two varieties:

The coastal Mediterranean regions have typical Mediterranean climate which depend much on easterly winds. A cool wind that blows from the east and has the most influence on the climate is the *Levante* which blows between the *Sistema Penibetico* and the Atlas Mountains of North Africa. The wind is humid and mild in temperature.

Continental climate is present in the inland areas of the Iberian Peninsula (Central Plateau) and it is characterized by hot summers which usually exceed 35 degrees Celsius and cold winters on the other hand which result in heavy snowfall. The climate is mostly dry during summer, whereas it is very rainy in spring and autumn. There has been an exceeding rainfall annually (500 mm).

<sup>13</sup>Topgrandcayman-Travel agency, [http://rssgct.com/destination/spain/spain\\_climate.html](http://rssgct.com/destination/spain/spain_climate.html), retrieved February 2013

Mild winters and warm summers are characteristic of the oceanic climate which is located in the north part of the country, especially in regions of Basque Country, Cantabria, Asturias and partly Galicia. The landscape and the climate are determined by the wind from the Atlantic Ocean, as their moisture gets trapped by mountains which encircle the Spanish Atlantic coast. Unlike the Mediterranean climate, the oceanic climate is influenced by the ocean; both winter and summer are under the influence. The rainfall exceeds 1000 mm and it is spread evenly during the year with the driest month being above 30 mm. The oceanic climate is very different from the rest of Spain.

The climate which can be found in southeastern Spain, also known as the semiarid climate, which covers parts of Alicante, Murcia, Almeria province and the Ebro Valley to a certain extent, is very hot during summer time whereas the dry season lasts beyond summer. The temperatures can exceed 40 degrees Celsius.

In addition, there are two other climate types, besides the three major ones.

Firstly, the mountainous climate which covers the following areas: *Picos de Europa*, *Sistema Central*, *Sistema Iberico*, *Sierra Nevada* and the *Pyrenees*. This climate is also known as Alpine climate. There is also subtropical climate in Canary Islands with mild and stable temperature, about 18 °C to 24 °C throughout the year<sup>14</sup>.

Because of the different type of climate conditions all over the country, there is a variety of vegetation as well.

There are numerous endemic species in Spain and there is a large number of monotypic genera in the Peninsula, more than in all European countries combined. They are most numerous in mountains, especially in *Sierra Nevada* and the *Pyrenees*.<sup>15</sup>

The Iberian Peninsula has four types of regions in terms of flora: Mediterranean, Euro-Siberian, *Boreo-alpine* and the Canary Islands. Around 8000 species have been cataloged in Spain. Vegetation in Spain is, however, very sparse. Deciduous trees (oak, elm, beech, poplar and chestnut) and the varieties of pine are located in the northern, humid areas. Juniper, pine and other evergreens, the ilex and cork oaks as well as the drought-resistant shrubs are mostly found in the drier, southern region. *Meseta* and *Andalucia* have mostly steppe vegetation.

The Canaries support both Mediterranean and African flora. The vegetation is very influenced by the dry tropical climate and the influence of the winds that blow from North-east to Southwest. Canary” was a given name to a small yellow-tinged finch on the islands. It is a variety of songbirds which are mostly bred as pets. There are only few wild species remaining in

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<sup>14</sup> Climate of Spain, [http://en.wikipedia.org/wiki/Climate\\_of\\_Spain](http://en.wikipedia.org/wiki/Climate_of_Spain), retrieved February 2013

<sup>15</sup> SPAIN - GEOGRAPHY AND STATISTICS, <http://www.1902encyclopedia.com/S/SPA/spain-05.html>, retrieved February 2013

Spain due to population pressure. As of 2002, there were at least 82 species of mammals, 281 species of birds, and over 5,000 species of plants throughout the country<sup>16</sup>

### 1.3 Cultural-Historical Background

Spain is European country well-known because of its vivid history and interesting and diverse culture. Historical and archeological data show us that Spain has been populated for thousands of years. There was a discovery in 1981; where a shrine near Santander is believed to be 14000 years old. The recorded history of Spain is noted from 1000 BC where there was an invasion of Celtic tribes. This transformed the Iberian culture as the tribes came from the north with additional Greek and Phoenician colonists. Carthage controlled the Iberian Peninsula up to the Ebro River from 6<sup>th</sup> to 2<sup>nd</sup> century BC. Rome held Hispania from 133 BC to the barbarian invasion of the 5<sup>th</sup> century AD. The name Spain was derived from Hispania. During the Roman rule, Latin (from which the Spanish language is derived) and Christianity were introduced and roads and cities were built. The Visigoths settled in Spain in the 5<sup>th</sup> century, dominating the country until 711. It is then the invading Moors defeated King Roderick and Al-Andalus with its center Cordoba was created. From 300 to 800 years, most of Spain knew Muslim rule under which a rich civilization arose and it was characterized by industries, prosperous cities, agriculture, writers, philosophers, physicians, including Muslims as well as Jews.<sup>17</sup> This diversity of nations and their customs had given a large contribution to Spain's rich cultural background. The year 1492 is extremely important for Spain. Led by Ferdinand and Isabella, The Catholic Monarchs (*Reyes Católicos*), 1492 the final Moorish stronghold Granada fell, the county was unified and famous Spanish inquisition begun. By Alhambra Decree, Moors and Jews were expelled from Spain. They could either leave the county or to accept Catholic religion. Those who choose to convert themselves (called *converses* or *moriscos*) were often accused of secretly practicing their original religion and were put under arrest, tortured, and in many cases burned to death. In the same year *Antonio de Nebrija* published first work which had been devoted to the study of the Spanish language and its rules, *Gramática de la lengua castellana*. Also in 1492 one of the world's great discoveries was relieved. Under the Fernando and Isabella's authorization Christopher Columbus begun his expedition and America was discovered. In the later decades his colonies and conquests in Americas (today known as Latin America), brought influx of wealth into new, unified state of Spain, which become leading and powerful European country until the mid-seventeenth century<sup>18</sup>

Having in mind all these historical facts, it is easy to understand why Spain has such an abounding culture. Mixture of civilizations that lived on Iberian peninsula and overlapping three

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<sup>16</sup>Spain, <http://www.encyclopedia.com/topic/Spain.aspx>, retrieved February 2013

<sup>17</sup>Ibidem

<sup>18</sup>Terrero, Reglá, (2004), *Historia de España de la prehistoria a la actualidad*, Editorial optima, Barcelona. Pp. 115-155

completely different religions, with their own customs and traditions, styles in architecture, painting and literature contributed in creating so many interesting places in Spain, that are full of historical and cultural stories that people desire to see. Spain is a country with rich cultural legacy. It is the second country on the UNESCO World Heritage Sites list with a total of 44 sites: 39 are cultural sites, 3 are natural and 2 are mixed (encompassing both cultural and natural criteria).<sup>19</sup>.

## 1.4 Infrastructure

Because of its good geographical position Spain is well linked with the rest of the world. To the north it is connected with France and Andorra, by Atlantic Ocean and Portugal with the New World, by Mediterranean Sea and Gibraltar to the North Africa and Italy. Transportation in Spain is efficient and well organized, so it is easy for tourists to discover other parts of the city they're staying in. Spain is easily accessible by either train or a bus with efficient and cheap services. For any longer distance travel there are several domestic air services.<sup>20</sup>

Taking the Global Competitiveness Report 2013/2014 and efficient and extensive infrastructure is the key for a functional and effective economy. If the regions are well connected by the infrastructure, the national market is integrated and allows connections between the national and the low cost market as well as connections with other regions and countries. The quality of infrastructure furthermore influences the economic growth and reduces the inequalities in income and poverty in several different ways. According to The Global Competitiveness Report 2013–2014 Spain has been ranked in 6<sup>th</sup> place out of 148 regarding the quality of infrastructure.<sup>21</sup>

The main airports are *Alicante, El Prat, Gran Canaria, Lanzarote, Ibiza, Barajas, Menorca, Malaga, Son San Juan and Valencia*. Iberia Airlines, which is the state owned airline company, connects Spain with 50 countries and 89 cities in Europe, as well as Africa, Asia and the Western Hemisphere. There are other Spanish airlines such as: *Air Europa, Aviaco, Binter Canarians, Viva Air*, etc. Data from 2003 suggest that 42,507 million passenger travelled on domestic and international flights. Spain has 260 ports and 26 are of commercial significance. The largest ones are Barcelona, Cartagena and Tarragona (Mediterranean), Algeciras (Strait of Gibraltar), La Coruna (Atlantic), Las Palmas and Santa Cruz de Tenerife (Canaries). Bilbao (the

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<sup>19</sup> World heritage list, <http://whc.unesco.org/en/list/>, retrieved February 2013

<sup>20</sup> Local transport, <http://www.lonelyplanet.com/spain/transport/getting-around>, retrieved February 2013

<sup>21</sup> The Global Competitiveness Report 2013–2014, (2014), Professor Klaus Schwab, World Economic Forum pp.22-45, p.365 available at: [http://www3.weforum.org/docs/WEF\\_GlobalCompetitivenessReport\\_2013-14.pdf](http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2013-14.pdf), retrieved March 2013

Bay of Biscay) accommodates tankers which weigh even 500,000 tons. In addition, there are ferry services which connect Spain and North Africa.<sup>22</sup>

Spain is the leading country in Europe in terms of high-speed lines in operation, and second in the world, after China. There are more than 4,500 km of high-speed lines which are under construction and the most prominent one is the Madrid-Galicia line which will be completed in 2018. Spain is connected to world's main cities by extensive air transport link with around 250 airlines operating. Spain is very important in connecting Europe to the Americas and Africa. The most important investments are thus in the two major airports, Madrid and Barcelona. After the completion of the Terminal 4 at the Madrid airport in 2006, there was a rise of its capacity to 70 million passengers per year, and the airport itself was established as the 12<sup>th</sup> largest airport in the world in 2010 by the Airport Council International. The airport in Barcelona is also being invested in and it is estimated that it will increase its capacity by 70 million passengers per year.<sup>23</sup>

Given all the data above, it is very clear how important Spain is on the global map of connecting regions and cities, not only in Europe but worldwide. A plan entitled Infrastructure, Transport and Housing which is based on analysis of the current situation and accurate assessment of the Spanish demands should be approved and established to set priorities and an action plan up to the year of 2024.<sup>24</sup>

## 1.5 Tourist supply

Tourism supply, according to authors of *Tourism components and supply*<sup>25</sup>, is classified into four components:

1. Natural resources and environment: air and climate, terrain, flora and fauna, beaches, natural beauty and water supply
2. The built environment: water supply systems, roads, communication networks which are considered as basic infrastructure as well as airports, parks, hotels, motels and marinas which were made specifically for tourism.
3. Transportation: airplanes, buses, taxis, ships, etc.

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<sup>22</sup> Spain, Op. cit.

<sup>23</sup> Guide to business in Spain, Spain: an attractive profile, Invest in Spain PDF, Pp.11-12, available at: [http://www.investinspain.org/guidetobusiness/en/1/CAP\\_1\\_2014.pdf](http://www.investinspain.org/guidetobusiness/en/1/CAP_1_2014.pdf), March 2013

<sup>24</sup> Ibidem.

<sup>25</sup> Goeldner, C. R. J. R. B. Ritchie and R. W. McIntosh.(2000), *Tourism Components and Supply*. In *Tourism: Principles, Practices, Philosophies*. New York, John Wiley and Sons pp. 362-393, available at: <http://urpl.wisc.edu/people/marcouiller/projects/clearinghouse/Introduction%20Supply.htm>

4. Cultural resources and Hospitality: nature of the people and the area itself which make tourism successful. That includes history, literature, courtesy, openness and welcoming spirit.<sup>26</sup>

Having in mind that the previous part of this paper was dealing with the tourism supply and its status, the following text will discuss the supply of build environment, especially the accommodation facilities and hospitality and cultural resources.

Regarding built environment supply, according to *Unković* and *Zečević* and their book: *Economics of Tourism*, all accommodation facilities in Spain could be classified into two categories: basic accommodation facilities which include hotels, motels and hostels, and complementary facilities which are apartments, camps, rented rooms, houses and others. Total basic accommodation expressed through number of beds, show positive dynamic of development.<sup>27</sup>

According to the European Commission research regarding European Union countries (total of 28 countries (total of 28 countries published in December 2013), there were 1041 million holiday trips in 2012 made by EU Residents. The age group was 15 years and older. In 2012, it is estimated that around 545,000 tourist accommodation establishments were active in the mentioned EU countries. The accommodation provided 13.1 million beds in over 200.000 hotels and similar accommodations where more than half were in the EU Member States. Italy (2.3 million bed places), Spain (1,9 million bed places), Germany (1,8 million places) and the UK (1.6 million bed places) are the leading ones. In the EU, Spain is the number one destination for non-residents, where 243.4 million nights were spent at tourist accommodations (21.6 percent of the EU-28 countries total).<sup>28</sup>

Besides standard hotel accommodation which is still the most popular type of accommodation in Spain, according to the latest report of *Encuesta de Ocupación Turística* (OCUPATUR) regarding 2012<sup>29</sup>, we should also mention traditional accommodation facilities organized by competent public authority called *albergos* and *paradores* that are becoming more

<sup>26</sup> Goeldner, C. R. J. R. B. Ritchie and R. W. McIntosh.(2000), *Tourism Components and Supply*, Opt.cit. pp. 362-393

<sup>27</sup> Unković, Slobodan, Zečević Bojan,( 2005), *Economics of Tourism*, Faculty of Economy, Belgrade, pp.275-292

<sup>28</sup> Report on Tourism trends (2013), European Commission Eurostat, available at: [http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/Tourism\\_trends](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_trends), retrieved: February 2014

<sup>29</sup><http://www.iet.tourspain.es/es-es/estadisticas/otrasestadisticas/ocupatur/paginas/default.aspx>, Retrieved June 2013

and more popular. As the demand for specific types of tourism are rising as the consequence of changing behavior of the consumers, the demand this type of accommodation can be expected to increase. Particularly this type of accommodation can be related for those visitors who want to discover Spanish everyday lifestyle and to assimilate with the native population.

Discussing tourism accommodation supply, Spain has wide range of accommodation to offer. From cheap hostels or rooms for renting to most luxurious five star famous hotel chains. “The Castle hotel” (or Parador in Spanish) is one of the most luxurious types of accommodation provided in Spain. It serves also as a guardian of history and it is usually situated in a historic building like a castle or a monastery. In addition, it also serves to promote the tourism in Spain. Being one of the most luxurious hotels, *Parador de Santiago de Compostela* is also one of the oldest hotels in the world. There is also *Parador de Granada*, which is located in Granada, where tourists often go to visit one of the most famous cultural places, *Alhambra*.<sup>30</sup>

These hotels are a way of attracting many tourists and keeping the Spanish tradition and novelty. History and culture is encompassed in these places which boosts the tourism industry itself.

Figure 4: Parador de Granada



Source: [www.parador.es](http://www.parador.es)

Having in mind that nowadays the traveler’s opinion and reviews are very important as their words are easily accessible on the Internet, in the next paragraph, the information about luxurious accommodation in Spain, collected from one of the most popular website *Tripadvisor*<sup>31</sup> will be given. As the most luxurious accommodation available in Cordoba, out of 32 hotels and with 493 reviews, ranked at first place is *Parador de Cordoba*. With its excellent location at the entrance of the historic Bay of Cadiz, contemporary architecture, wonderful balconies that are overlooking the Bay of Cadiz on the one side and old city of Cadiz on the other side, excellent service, extra facilities it seems like this *Parador* has everything to offer. However, as the main

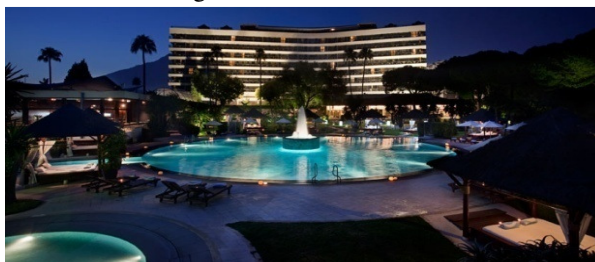
<sup>30</sup>The 5 most luxurious castle hotels (Paradores) in Spain, <http://www.aluxurytravelblog.com/2012/11/22/the-5-most-luxurious-castle-hotels-paradores-in-spain/>, retrieved May 2015

<sup>31</sup> Tripadvisor is the website where travellers can give their opinion about the experiences they had, suggest places and destinations to visit, activities available and rank the accommodation facilities, quality of service, destination itself.

concept of these types of accommodation is to preserve the historical spirit of Spain, there were travelers who thought that “heavy-glass modern construction” is not adequate for this type of accommodation and it is ruining its beautiful natural locality.<sup>32</sup>

Spanish hotels and resorts have a very important role in the global tourism. For example, a hotel named *Sol Meliá* is the 17<sup>th</sup> biggest leisure chain in the world and it is a domestic and international leader in urban and resort hotels as it has 120 resorts and 180 hotels in 27 different countries.<sup>33</sup>

Figure 5: Hotel Meliá in Marbella



Source: [es.melia.com](http://es.melia.com)

Figure 6: Hotel Meliá Gran Canaria



Source: [es.melia.com](http://es.melia.com)

Development of accommodation capacity in Spain over the years can be considered as a very dynamic process and it had a significant impact in the development of tourism in Spain.

As for the hospitality and cultural tourist supply in Spain is considered, the following paragraph will discuss the popular festivals and traditional celebrations in Spain.

All natural resources, positive geographical position, appealing costs, rivers, mountain chains and comfortable climate is surely one of the reasons why tourists decide to visit Spain. On the other hand, the country that has such an interesting traditions, rich culture and history definitely brings up curiosity of people, who come to Spain to learn about it and have unforgettable experience. While they are on their vacations, many tourists are trying to have a relaxed and positive lifestyle like natives, by eating traditional cuisine and visiting specific events. Spaniards are very proud of their culture, but also highly aware of the importance of tourism and revenues of foreign tourists. In order to have something interesting for every type of person, they invested a lot in tourism by creating different tourist products, various attractions and amusing tourist facilities. So when you are in Spain, you can visit from brilliant museums and nationally protected parks to famous football stadiums and open market places, where you can try traditional food. Not only cultural but also religious events attract many people to visit Spain and experience something incredible. The most important religious event is Holy Week (*Semana Santa*) whose celebration, style and the starting event is different in various cities but the concept is the same. There are a number of processions where men dressed as *costaleros*

<sup>32</sup>Trip advisory, [http://www.tripadvisor.ie/Hotel\\_Review-g187432-d232424-Reviews-Parador\\_de\\_Cadiz-Cadiz\\_Costa\\_de\\_la\\_Luz\\_Andalucia.htm](http://www.tripadvisor.ie/Hotel_Review-g187432-d232424-Reviews-Parador_de_Cadiz-Cadiz_Costa_de_la_Luz_Andalucia.htm) retrieved October 2014, retrieved June 2013

<sup>33</sup>Meliá Hotels International, [http://en.wikipedia.org/wiki/Meli%C3%A1\\_Hotels\\_International](http://en.wikipedia.org/wiki/Meli%C3%A1_Hotels_International), retrieved December 2012

parade in the city from their church to a cathedral and back. On the floats there are statues of Christ and Virgin Mary. The most famous Easter celebrations are held in various towns in *Andalucía, Valladolid, Toledo, Segovia, Burgos, Zamora* and *Cuenca*. The celebration is the most lavish in Andalusia (Seville) and *Malaga*. The hotels for these celebrations are pre booked for months and sometimes even years as this is a very popular attraction among tourists.<sup>34</sup> This is a tradition that reflects the spirit of the people in Andalusia.<sup>35</sup>

According to the report published by *Instituto de Estudios Turísticos*, named: *Encuesta puntual de Ocupaciones Turísticas Datos relativos de la Semana Santa de 2013*, regarding accommodation occupied during the Holy week 2013, “Granada, Malaga and Seville were respectively the most visited cities in Spain of incoming tourists with highest percentage of hotel occupation”.<sup>36</sup>

Figure 7: Semana Santa in Sevilla

Source: [www.visitasevilla.es](http://www.visitasevilla.es)

Figure 8: Street processions in Sevilla

Source: [www.visitasevilla.es](http://www.visitasevilla.es)

According to survey data on border tourism flows (FRONTUR) of IET, Spain started the 2015 year with 3.2 million of international tourists in January<sup>37</sup>. According to the latest report of FRONTUR, in September 2015 there were 7.2 million international tourists which is 2.2 percent more than in August 2014. Incoming foreign tourists were mainly from United Kingdom (with 82 000 tourists), France (50 000 tourists), The Netherlands (37 000 tourists) and The United States (36 000 tourists). Furthermore, following the data of the report the most visited regions by international tourists were Andalusia and Catalonia. Between January and September 2015 Spain received 54.4 million international tourists, which was 3.8% more than in the same

<sup>34</sup> Semana Santa in Spain, [http://gospain.about.com/od/semanasantaeaster/a/semana\\_santa.htm](http://gospain.about.com/od/semanasantaeaster/a/semana_santa.htm), retrieved March 2013

<sup>35</sup> Easter - Ascetic and Passionate, <http://www.andalusia.com/magazine/english/ed2/semana-santa.htm>, retrieved March 2013

<sup>36</sup> Instituto de Estudios Turísticos, (2013), *Encuesta puntual de Ocupaciones Turísticas Datos relativos de la Semana Santa de 2013*, available at: [http://www.iet.tourspain.es/es-ES/estadisticas/otrasestadisticas/ocupatur/No\\_periodicos/Semana%20Santa%20de%202013.pdf](http://www.iet.tourspain.es/es-ES/estadisticas/otrasestadisticas/ocupatur/No_periodicos/Semana%20Santa%20de%202013.pdf), retrieved October 2014

<sup>37</sup> <http://www.iet.tourspain.es/es-ES/estadisticas/frontur/mensuales/Nota%20de%20 coyuntura%20de%20Frontur.%20Enero%202015.pdf> retrieved October 2015

period of 2014. In addition, all autonomous communities showed increase of tourist flows compared to previous year, and the highest increase (+ 10.8%) was in Community of Madrid.<sup>38</sup>

Even though tourists go to Spain mostly for its breathtaking beaches, it is important to know that Spain has a great number of heritage tourist attractions, spread throughout the country. The most visited tourist cities in Spain are: *Barcelona*, *Madrid*, *Toledo* and *Granada*. *Mérida* and *Segovia* represent two cities in which you can find the most important vestiges of Roman Empire in Spain. Granada and its most visited heritage attraction Alhambra is very interesting for tourists that want to see the Moorish presence in Spain. Cordoba is also interesting for tourists seeking to see great museums and art galleries. The most famous is *Museo de Prado*, Spain's national museum, located in Madrid, which is considered to be one of the best in Europe. Heritage and cultural attractions are also present in various cities in the country and they tell a story of conflicts between Christians and Muslims in terms of castles and fortresses. Many of them are among the most impressive in Europe, such as *Alcazar* in historical city of *Segovia*.<sup>39</sup> There is also a great number of historical gardens and places listed as UNESCO World Heritage and one of them is world famous *Giüll Park* in *Barcelona* which is considered to be one of the most important Modernist works in the world.<sup>40</sup>

Figure 9: La Pedrera, Barcelona



Source: [www.architecture.about](http://www.architecture.about)

Figure 10: Flamenco dance



Source: [www.blautravel.com](http://www.blautravel.com)

<sup>38</sup> <http://www.iet.tourspain.es/es-ES/estadisticas/frontur/mensuales/Nota%20de%20 coyuntura%20de%20Frontur.%20Septiembre%202015.pdf> retrieved October 2015

<sup>39</sup> <http://about-spain.net/tourism/tourist-attractions.htm>, retrieved April 2013

<sup>40</sup> [http://www.spain.info/en/conoce/jardines-historicos/barcelona/parque\\_guell.html](http://www.spain.info/en/conoce/jardines-historicos/barcelona/parque_guell.html), retrieved April 2013

Figure 11. Alhambra, Granada

Source: [www.trekexchange.com](http://www.trekexchange.com)

Figure 12. Museo de Prado, Madrid

Source: [www.wikipedia.org](http://www.wikipedia.org)Figure 13: *La Sagrada Familia*Source: [www.wikipedia.org](http://www.wikipedia.org)Figure 14: Celebration of *San Fermín* in PamplonaSource: [www.oregonlive.com](http://www.oregonlive.com)

These pictures above show some of the most famous attractions in Spain. In the Figure 9 and Figure 13 we can see masterpieces of *Antonio Gaudí*, both situated in Barcelona and declared a World Heritage site by UNESCO. The pictures above show notable and unique contribution to Spain's architecture and technology in the last two centuries.<sup>41</sup> The Figure 11 shows Alhambra, which is a palace and fortress complex located in Granada. It was originally constructed as a fortress and later converted into a royal palace for Moorish *Nasrid* dynasty that ruled of the Moorish Emirate of Granada.<sup>42</sup> As we already concluded, Spain is a country with rich cultural heritage and many of the world- famous artists left their mark in Spain. There are many museums all over the country and Figure 12 represents one of the most visited one, *Museo da Prado* in Madrid. Among these must see places, another thing that attracts people to visit Spain are certainly some typical events. When we talk about Spain, bullfighting or *corrida* is one of the things that come across our mind. Also tourists are interested in visiting events and celebrations

<sup>41</sup><http://whc.unesco.org/en/list/320>, retrieved March 2013

<sup>42</sup><http://en.wikipedia.org/wiki/Alhambra>, retrieved March 2013

that can only be found in Spain, one of them is in the Figure 14, celebration of *San Fermín* in Pamplona. Also in Figure 10 there is very popular attraction to all tourists, Flamenco dance that cherishes tradition of Spain.

## 1.6 Tourist flows

It is no wonder that the tourism sector has a great influence and that it reflects on economy of Spain. This is exactly the reason why it is one of the most important sectors in this country. In the recent period, positive trend in the field of economy can be explained, and are related to the development of tourism sector, which has become the leading productive sector of the Spanish economy.<sup>43</sup>

According to the WTO statistics, regarding the number of international tourists, Spain is second ranked European country with 65 million international arrivals and 7% growth compared to the previous year.<sup>44</sup>

In the beginning of the 20<sup>th</sup> century, known as a period of modern tourism, when the main participants were people from working class, and especially after the Second World War, tourism became fast-growing, mass industry. Tour operators and full package arrangements had the most important role in development of mass tourism. In the recent period, with a development of technology, especially the Internet, and different, more modern, lifestyle of people led to the appearance of new types of tourists, who are more educated, more demanding, more environmentally conscious, and are looking for different tourist products.

The majority of international tourists who arrived in Spain choose less organized forms of travel. This fact is intimately related to changing patterns of consumer behavior, when it comes to travel, increased access to new information technologies, seeking greater flexibility and higher levels of demand.

According to the latest IET report, total spending by foreign tourists who visited Spain in August 2015 was 9,462 million euros, which was an increase of 4.1% over the same month last year. The average spending per person also grew by 2.4%, which stood at 1,026 euros. Furthermore, average daily spending grew 4.6%, which is 107 EUR and all major markets except Germany, recorded an increase in total spending as well. The average stay fell slightly to the 9.6 nights. Between January and August 2015 the total expenditure incurred by then non-residents amounted to 46,590 million euros, up 7% more than in the same period of 2014. In absolute terms, contribution of spending is led by the UK and the Asian countries.

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<sup>43</sup> <http://biblioteca.ucm.es/cee/doc/04-016/04016.pdf>, retrieved April 2013

<sup>44</sup> UNWTO, Tourism Highlights, 2015 Edition, pp.7-8, available at: <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899> , retrieved October 2015

Total spending on Balearic rose for 1.2%, as a result of slight growth in arrivals and average spending per person who came supported by the good performance of mainly British and Italian markets. Catalonia generated 23.7% of total expenditure, mostly by the Asian and American markets. Andalusia generated 14.9% of total expenditures, increasing 8.7% as a result of increased arrivals tourists (+ 5.1%) and the average expenditure per trip. Asians, the Netherlands and the UK were the most they contributed to this increase. Canary Islands, with an increase of 9.6% showed remarkable growth, and the UK was the main market. With an increase of 1.2%, the Valencia concentrated 9.2% of total expenditure. UK was responsible for this result as well. In the end, arrivals in Community of Madrid showed positive results. There was an increase of 16.9% of total expenditure and average spending per person increased for 1.5%. It is important to mention that people who visited Spain for leisure reasons increased by 4% compared to August 2014.<sup>45</sup>

## 1.7 Structure of incoming tourists

Surely we can agree that Spain is one of the most desirable destinations, not only because of its natural beauty, but also due to enormous government investment in tourism sector. They are aware of Spain's potential, and know how to use it by investing in all tourism sectors, creating different tourist products and suitable prices according to service and quality. All in all, Spain is definitely the country that gathers tourists all over the world. However, three European countries count more than half of all foreign tourists who decided to visit Spain and they come from United Kingdom, Germany and France. This paper will show the data that was collected and refers to the structure of incoming international tourists in Spain, published in the report of IET collaboration with Frontour in 2013.

According to data 2012 published by Spanish Ministry of Industry, Energy and Tourism (*Ministerio de Industria, Energía y Turismo Español*), United Kingdom was the largest market source of participants regarding the 2011, with 24.0% of arrivals and 13.6 million tourists. This result was higher by 9.4% than in previous year. This means that there were 1.2 million British tourists visited Spain more than in 2010. In terms of total expenditure there was an increase for 2.1%, but the average expenditure per person fell by 6.6% which gave amount of 763 EUR. On the other hand, German tourists were the second largest tourism source, with the total of 9.0 million tourists, which was 15.9% out of total arrivals. This was for 2.5% higher than in 2010. Total expenditure was increased by 2.1%, and the average expenditure per person fell by 0.3% (it fell to 960 EUR). French tourists occupied third place when it comes to international arrivals in Spain, with 8.5 million tourists, which made 15.0% out of the total international arrivals. The number of tourists from this country grew by 4.6% in 2011. In addition, there were increases in both of total expenditure and in the average expenditure per person (10.1% and 4.9%). Also, there were 3.8 million tourists from Italy or statistically they represented 6.6% of total. The

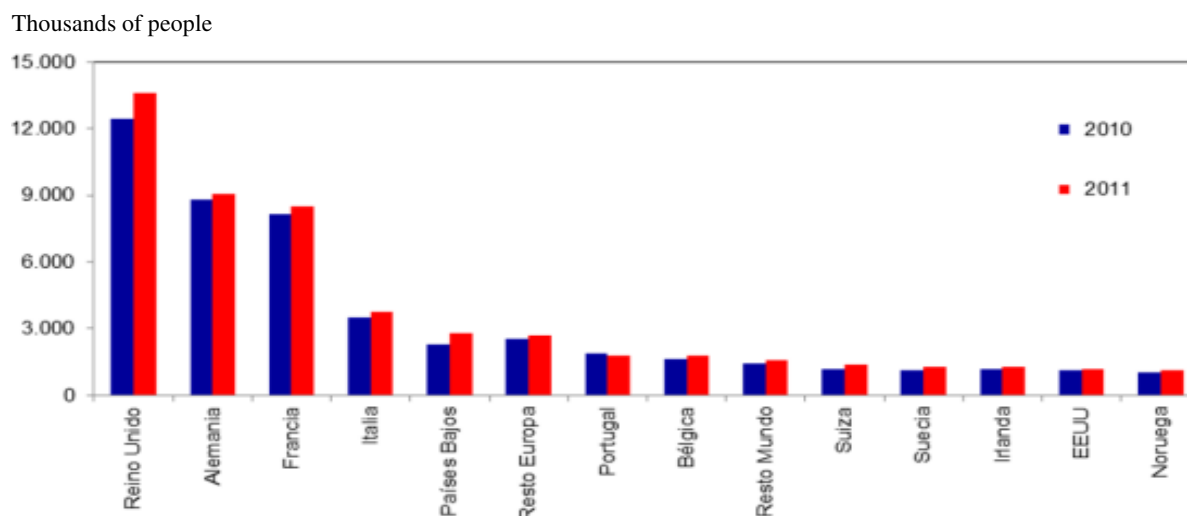
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<sup>45</sup>IET Egatur report August 2015 available at: <http://www.iet.tourspain.es/es-ES/estadisticas/egatur/Mensuales/Nota%20de%20 coyuntura%20de%20Egatur.%20Agosto%202015.pdf> , retrieved October 2015

number of Italian tourists increased by 7.9% compared to year 2010. Total expenditure increased by 2.4%, while the average expenditure per person fell by 5.1%. Finally, The Netherlands had shown a remarkable growth of 21.9%, with 2.8 million tourists who occupied 4.9% of total international arrivals. Total spending of these tourists increased by 17.7%, while average spending per person fell by 3.4%.<sup>46</sup>

Figure 16 shows the incoming international tourists in Spain categorized by the country they come from. The charts numerically show the thousands of people that have visited Spain. The source was taken from IET and the data reflects the statistic regarding years 2010, marked in blue color and 2011, which is marked with red color. Having in mind that the source was taken from official IET report written in Spanish, in the footnote you can find name of the countries translated into English<sup>47</sup>.

Figure 15: Structure of incoming tourists by the country of residence, Spain, year 2010/2011



Source: Institute of Tourism Studies (*Instituto de Estudios Turísticos, IET*)

## 1.8 Promotion of Spain on International Tourist Market

The same as the any other product that we are trying to sell, promotion and marketing are the important tools which we use in order to gain the attention of potential consumers. Marketing is a process that analyses the market, demand and needs of the consumers in order to satisfy them

<http://www.minetur.gob.es/esES/servicios/Documentacion/DocumInteres/InforAnual2011SGEstudios.pdf>, retrieved March 2013

<sup>47</sup>\*Reino Unido – United Kingdom

\* Alemania- Germany

\* Francia – France

\*Italia- Italy

\* Países Bajos- The Netherlands

\* Resto Europa- Rest of Europe

\* Portugal- Portugal

\* Bélgica- Belgium

\* Resto Mundo- Rest of the World

\* Suiza- Switzerland

\* Suecia- Sweden

\* Irlanda- Ireland

\* EEUU- USA

\* Noruega- Norway

at reasonable price. Strategy and long term planning are important marketing requirements especially when it comes to promotion of destination. In order to have successful destination marketing, it is important to fulfill three phases. The first one would be to identify potential tourists. After that, it is important to understand their needs. Furthermore, we would have to communicate and analyze their motivation for travelling, desires and expectations. The last phase refers to an action, and that is to create tourist product that will optimally satisfy the majority by fulfilling the most of the objectives.<sup>48</sup>

The fact is that it is not easy to market tourist destination, having in mind the “huge number of numbers of stakeholders and a brand image”.<sup>49</sup>

One of the most influential ways to promote the destination is by creating a clear image of the destination and a brand. According to definition accepted by WTO, quoted in Popesku and Jovanov<sup>50</sup>, destination image refers to “both impressions and ideas that people have of destination, as well as the perceptions of its individual characteristics (such as air, accommodations, hospitality of the population) and holistic impressions such as imagination.” It is very important for every destination to establish a recognizable image and “personality”, according to its character and to make identity that will be memorable and unique for the consumers, in the huge international tourist marketplace. In order to establish efficient destination image, it is of high importance that it is trustworthy, appealing, reasonable and different.

Destination brand has a huge influence in self-image of destination. It is of high importance for a destination to have recognizable brand in order to identify and specify characteristics of a destination and to outcompete with other destination. In order to be recognizable to potential tourist demand has to be related to some positive experience and thoughts of the destination and also to be unique. Brand of the destination can be the logo, name, or some other graphic that identifies and differentiates the destination. We can say that surly the brand can give to potential consumers the virtual insight of what to expect of the destination.<sup>51</sup>

Spanish recognizable logo truly represents the image of Spain for most of the consumers, having in mind that it represents sun in the colors of Spanish flag. At first thought, this clearly gives us the image of warm climate, leisure and relaxing time, beautiful beaches and “sun and

<sup>48</sup> *Promotion and marketing in Tourism (2012)*, The International Labour Office, pp. 5-8, available at: [http://www.ilo.org/wcmsp5/groups/public/---ed\\_dialogue/---sector/documents/instructionalmaterial/wcms\\_218329.pdf](http://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf), Retrieved September 2014

<sup>49</sup> Opt. cit. p.8

<sup>50</sup> Popesku, Jovanov, (2010), *ROLE OF MARKETING MIX ELEMENTS IN TOURISM DESTINATION POSITIONING*, Univerzitet Singidunum, Beograd, available at: <file:///E:/Downloads/SR%20-%20Uloga%20instrumenata%20marketing%20miksa%20u%20pozicioniranju%20turisti%C4%8Dke%20destinacije.pdf>, retrieved October 2015,

<sup>51</sup> Ibidem

beach” tourism. On the other hand, it represents Spanish rich culture, as the logo of red sun was one of the Juan Miro<sup>52</sup>’s famous works and repetitive motive in his pictures.

Figure 16: Spanish logo



Source: [www.botiquehotelspain.co.uk](http://www.botiquehotelspain.co.uk)

As for the online promotion of Spain, Turespaña is responsible for creating online communication plan. Their online campaign called, “I need Spain” is carried out on various online media. If we search the Internet as the mostly used medium today, we would be able to find campaigns that are promoting Spain as tourist destination on social media, You Tube channel and mobile applications. The importance of the Internet in promotion of tourist destination and products will be discussed in the upcoming text.

Spain is maintaining on the high place in the world when it comes to its tourism brand. According to the annual tourism edition of the Country Brand Ranking report, Spain was ranked on the second place, behind the United States, for its tourism brand in 2012.<sup>53</sup>

As it is obvious to understand, every step and new plan in tourism industry of Spain is being consciously and carefully planned. It is not only that Spain has rich natural resources but also the government puts a lot of effort in this industry. And by highly investing and planning into new tourist products and creating appropriate marketing promotion of destinations, it is no wonder that Spain occupies such high position in tourism market.

According to the National Statistical Plan (*Plan Estadístico Nacional*), the Spanish Tourism Institute (*Instituto de Turismo de España*), through the *Instituto de Estudios Turísticos* or IET, are in charge of analyzing and conducting surveys in order to meet the needs of potential resident and non-resident tourists and keep Spain on high position on the market. This organization is divided into several different departments, each of them are in charge of following statistics. FAMILITUR or in Spanish *Movimientos Turísticos de los Españoles*:

<sup>52</sup>Joan Miró i Ferrà (April 20, 1893 – December 25, 1983) was a Spanish surrealist painter, sculptor, and ceramicist, born in Barcelona.

<sup>53</sup> Spain Brand second in the world in ranking, available at: <https://news.kyero.com/>, retrieved July 2013

analyzes Spanish domestic and outbound tourism. FRONTTUR, *Movimientos Turísticos en Fronteras* is the second department which keeps record of inbound tourism by international tourists. This report is very useful as it analyzes annual and monthly statistics of inbound tourism of Spain, as well as the tourist behavior. The department which estimated tourism expenditure of international tourists that come to Spain is called *Encuesta de Gasto Turístico*: EGATUR.<sup>54</sup>

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<sup>54</sup> Statistical information, <http://www.tourspain.es/en-us/inteligenciamercados/infoestadistica/Paginas/default.aspx>, retrieved July 2013

## 2. The Internet

In the search of most accurate definition of the Internet we came across various documents that have quoted Young's definition, which states that: "the Internet is a global "network of networks" of interlinked computers operating on a standard protocol which allows data to be transferred between them"<sup>55</sup>. One of the most important characteristic of the internet is capability to allow everyone access to network.<sup>56</sup>

There is no doubt that the Internet, what we consider it today, is the most important and fast-growing medium of communication. Invention of the Internet can be considered a milestone in the word-wide human society.

### 2.1 History of the Internet

It all began in 1960's in the US. In 1969 Ministry of Defense of the US (Pentagon) made non-centralizes network called ARPANET (Advanced Research Projects Agency Network) in order to create secure and survivable communication network. After that, in 1977 they created new program called Internet Protocol (IP) which allowed messages to be packed, addressed and sent over the network. This was a prototype of the first phase of the Internet that we know it today.

During the mid-1980's the Internet entered the commercial phase. In that period similar network was made (NSF Net), which was created by National Security Foundation in order to handling a larger traffic flow. Most of the technology was taken from ARPANET. .

In the early 1990's the internet breaks an expansion, and it has been estimated that every year the number of new users was doubled.<sup>57</sup>

In 1994 Sir Tim Berners-Lee created World Wide Web, revolutionary program at that time. It allowed users to read newsgroups or use an email. Through the Web browser users could explore the Internet like never before, for both leisure and commercial purposes. The Internet slowly entered into everyday life of the people.<sup>58</sup>

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<sup>55</sup> Liu Z.(2000), Fourth International Conference "Tourism in Southeast Asia & Indo-China: Development, Marketing and Sustainability": Internet Tourism Marketing:Potential and Constraints, University of Strathclyde, UK, available at: <http://www.hotel-online.com/Trends/ChiangMaiJun00/InternetConstraints.html> , retrieved 08 August 2014

<sup>56</sup> Ibid.

<sup>57</sup> [http://ocw.metu.edu.tr/pluginfile.php/348/mod\\_resource/content/0/Lecture\\_1.pdf](http://ocw.metu.edu.tr/pluginfile.php/348/mod_resource/content/0/Lecture_1.pdf) pp. 1-2

<sup>58</sup> Trengove Jones A., Malczyk A. and Beneke J., *Internet Marketing*, Published by Get Smarter under the Creative Commons BY-NC 3.0, pp. 3-6, available at <https://vula.uct.ac.za/access/content/group/95dfae58-9991-4317-8a1d-e2d58f80b3a3/Published%20OER%20UCT%20Resources/Internet%20Marketing%20textbook.pdf> , retrieved 05 August 2014

The concept of “Web 2.0”, which stands for an interactive, cooperative, user-oriented and commercial web impacted on a huge change of the Internet in 2004. The main components of the concept were social network raising, simplifications of personal pages with new tools and the urge to make advertising and its products more accessible and usable for online markets. Strategies used in commerce become more frequent and original.<sup>59</sup>

Each year and each day the Internet continues to grow. It is estimated by The National Science Foundation that by 2020 the Internet will have 5 billion users.<sup>60</sup>

## 2.2 Introducing the Internet in Tourism sector

Tourism is defined as certain services which enable people to travel and stay outside their everyday environment in a period which is less than a consecutive year for reasons of business or leisure.<sup>61</sup>

In the terms of its usage the Internet is irreplaceable medium for both the consumers and tourism organizations and agencies, which aim is to promote and sell their products. Nowadays, by using the Internet you can find all the information needed in order to plan your trip, including accommodation, transportation, entertainment, cultural events and any other sector that involves tourism. Having in mind that the Internet is widely used among the consumers in order to express their opinion on some topic, or share their experience, word-of-mouth (WOM) is considered to be of the highest importance when it comes to consumers' purchase decision.<sup>62</sup>

Teresa Garín Muñoz noted that services and products which have a low cost (and tend to have a hypothetical value proposition) and/or relatively high differentiation are more susceptible to be bought on the Internet. Unlike consumer goods, travel products are less palpable and more comprehensive to be purchased given that they are considered as high differentiated products and thus making them more suitable to be sold through the Internet.<sup>63</sup>

The usage of the Internet highly influenced in changing behavior of the consumers. It turned out that it is very effective way for advertising travel destinations and has a strong impact

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<sup>59</sup> Trengove, J A et al., op, cit p.5

<sup>60</sup> <http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013-e.pdf>, retrieved 15 June 2014

<sup>61</sup> Litvin S. W., Goldsmithb R.E. and Pana B. (2008) *Electronic word-of-mouth in hospitality and turism management* (Volume 29, Issue 3), pp. 1-3, available at <http://www.sciencedirect.com/science/article/pii/S0261517707001343>, retrieved 15 June 2014

<sup>62</sup> Ibidem.

<sup>63</sup> Muñoz T. G, (2005), *Internet Usage for Travel and Tourism. The Case of Spain*, Universidad Nacional de Educación a Distancia (UNED), Madrid, Spain

when it comes to consumers' decision to make a purchase.<sup>64</sup> Consumers on the one hand see the Internet as a tool to communicate with each other, get information, plan and book their trip through websites and application. On the other hand tourism providers are able to promote, distribute and make efficient communication with the potential customers in less time consuming way.<sup>65</sup>

## 2.3 E-Tourism trends in the social media era

The following paragraphs will discuss scientific opinions regarding tourism trends and challenges in the new era, as well as the importance of social media in the tourism industry and development of e-Tourism trends and its advantages. This was the topic of UNWTO conference held in San Jose in May 2013.<sup>66</sup> Having in mind that this paper tries to explain the importance of the internet usage for tourism purposes some of the data and topics from the conference will be taken over to confirm the hypothesis of the paper.

E-tourism described as Information Communication Technologies has a huge influence on tourism in global, especially as it has completely changed the way of how tourism organizations manage their strategies. Huge corporations like airline companies and companies providing accommodation are able to get attention of foreigner clients by only click of a button. Apart from that, smaller companies can also develop their business to international market. The advantages of the Internet usage have destinations as well, as they are able to get global attention and build their reputation. With assurance of the Web 2.0 online communication and collaboration in between users became much convenient and efficient. Furthermore, the social networking websites and blogs enabled faster communication and information sharing among the users. Nowadays, people are able to interact with each other and can be connected despite of their physical location and actual time. That is why "Social media are becoming particular tourism organization destination marketing tools as they influence major markets."<sup>67</sup> Tourist organizations are on the other side able to build their image and reputation by posting photos of interesting sites, videos and consumers reviews on the products they are offering. More importantly people can share their experience and stories, which is considered to have huge influence on decision making process of the consumer.<sup>68</sup>

It is clear that ICT's revolution has improved the way business is running in tourism industry.

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<sup>64</sup> Bonn M.A., Furr H. L. and Susskind A. M., *Using the Internet as a Pleasure Travel Planning Tool: an Examination of the Sociodemographic and Behavioral Characteristics Among Internet Users and Nonusers*, available at <http://jht.sagepub.com/content/22/3/303.short>, retrieved 9 September 2014

<sup>65</sup> Muñoz T. G, et al., op. cit

<sup>66</sup> UNWTO, *Turismo y nuevas tecnologías – Seminario técnico*, San José (Costa Rica), 2013, p.17-128,

<sup>67</sup> UNWTO, *Turismo y nuevas tecnologías – Seminario técnico*, San José (Costa Rica), 2013, p.17-128,

<sup>68</sup> Ibidem.

With the appearance of Web 2.0 and the social media content, travelers are sharing their experiences and interacting with one another thus enabling tourist companies to influence the travelers, their needs and requirements. Travel 2.0 is the new concept which extends the tourism sector in facilitating social collaboration between travelers. This platform has a strong credibility among tourists and gives them advice on travelling. The way something is said on this platform is more influential than the content itself and it is a part of an effective marketing communication. The main idea is to make target campaigns to promote certain products to different types of tourists. This can be done by developing smart phone and android platforms where visitors can use the application to plan their future travels. This is an important tool for tourism development as it approaches not only tourists but locals alike.<sup>69</sup>

Let us discuss the most familiar example Trip Advisor portal where both satisfied and dissatisfied customers can leave their comments and ratings. In addition through social media, Facebook and Tweeter tourist organizations can promote their offers, share videos and photos that will be presented to large number of potential consumers. And last but not a least, to provide Local Based Services by incorporating data, content and multimedia information on Google Maps and Google Earth.<sup>70</sup>

Smartphones are also changing the way people interact with information. Proliferation of iPhones, Android based mobiles and Blackberry enable users to access on the internet and also offer a range of applications to maximize their utility before, during and after the trip experience. Before the trip people can discover, plan and book their trip over the internet using the web or smartphones and tablets. At the airport they can check in online using Wi-Fi. On board they use their phones or tablets and Wi-Fi connectivity on the plane in order to entertain, plan and explore destination. At the destination on the road they use smartphones and tablets to explore, connect and share information. After the trip they use home Wi FI connection to share feedback, leave comments and recommendations, ext. As it was concluded at the UNWTO conference we can clearly see the immense usage and importance of the Internet for entire travel experience.

As we all know new, modern society and our era cannot be imagined without Social media. We as well might say that we live in social media era. Social media will be playing an increasingly high role as information source for travelers as they increasingly appear in search engine results in the context of travel related searches. Therefore, traditional providers of travel related information will have to ensure that they include social media in their online marketing. Looking forward, tourism organizations will rapidly identify consumer needs and to interact with prospective clients by using comprehensive, personalized and up-to-date communication media for the design of products that satisfy tourism demand. Social media will be increasingly influencing several components of consumers' behavior such as awareness, information

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<sup>69</sup> Živković R., Brdar I. and Gajić J.(2014) *The impact of social media on tourism*, SINTEZA 2014, Međunarodna naučna konferencija Univerziteta Singidunum, E-Business in tourism and hospitality industry, Belgrade,p. 758-759

<sup>70</sup> UNWTO, *Turismo y nuevas tecnologías* – Seminario técnico, Op.cit

acquisition, opinion, attitudes, but also purchase behavior and post-purchase communication and evaluation. Travelers will more rely on other travelers' advice instead of guidebooks and standard print advertisements.<sup>71</sup>

Undoubtedly the tourism industry has dramatically changed with the development of new technologies and adoption of the internet and mobile devices. One of the spokesman at the conference of UNWTO was Sam Thompson, commercial director for Trip Advisor for the Americas, presented the five important travel trends of today. He mentioned that overall reputation management has always driven revenue and profits and will continue do to do so in the new digital era. On the other hand he presented the importance of the online reviews. According to his presentation 93% of travelers said that online reviews affect their hotel booking decision. 96% of hotels say that their online reputation affects bookings. Further, 98% of travelers find Trip Advisor reviews to be accurate of their hotel stay. The second thing that he discussed was reviews that are shared on social media. 92% of people trust recommendations from people they know and Facebook gives people access to their friends regardless of location, time of day or last contact. Furthermore, 35% of reviews posted on Trip Advisor come from Facebook-connected users. In addition, he also mentioned the importance of mobile devices as they are versatile, inexpensive and powerful devices that completely integrated in tourism industry. He stated that 72% of travelers around the world find making travel plans through their mobile devices useful. The last thing he mentioned was importance of offering good deals. On this growing and competitive market people are looking for good deals. He explained that the first step to design good deal is to know what would suit your clients and then to develop a plan that would keep your guests coming back.

The importance of the Internet and marketing on Social Networks is undeniable and increasingly growing each year as the necessity of the people living in the modern age and our modern lifestyle. In this paper we mentioned Facebook, Tweeter as the most popular but tourism organizations and destinations can be also successfully promoted on You Tube, various mobile applications such as Trip Planner and Souvenir that enables tourist to share in the moment their experience and make other tourists consider the possibility to travel to the same destination.<sup>72</sup>

## **2.4 Usage of Internet for tourism purposes in Spain. Overview from 2007-2012 period**

According to data from EUROSTAT in 2007 mentioned in Teresa Garín-Muñoz and Teodosio Pérez-Amaral's paper published in 2010, The Internet has not influenced the tourism industry in Spain as it has in other European countries. E-commerce in Spain is not as strong as it is in other European cities and that is a possible reason why E- tourism has not developed that

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<sup>71</sup>UNWTO, Turismo y nuevas tecnologías – Seminario técnico, San José (Costa Rica), 2013, p.17-128,

<sup>72</sup> Ibidem.

much. It is below the average because the usage of computers, the Internet availability and its usage is below the average of the EU countries.

However, the size of the online travel market in Spain was increased from previous years. In annual report 2012 published by ITE, the percentage of trips that were made with the usage of the Internet was 22.3%, which was almost five percentages higher than the previous year. Out of these, 94.5% used the Internet to search for information, 71.4% used it to make a reservation and 36.3%, to make a payment on accommodation, transport and activities. All groups, except the first, have increased their presence in the previous year. If we analyze specific destinations, the results show that the archipelagos were those that showed the highest percentage of trips for which the Internet was used, with more than 40%.<sup>73</sup>

The 65% of international tourists declared having used the Internet for travel planning, which was 8% higher than what has been achieved in 2011. The requested services that the consumers used were: consultation, booking and payment. It is interesting that the each service individually increased from previous year.<sup>74</sup>

The picture shows the Internet usage by tourist who visited Spain. The source is from the EGATUR (*Encuesta de gasto turístico*) representing percentages of people who visited Spain, by planning each category: consultation, booking and payment and subcategory: transportation, accommodation and activities of services requested by consumers. The picture shows that regarding transport, 60% of people consulted, and 56% made a reservation and 55% paid over the Internet. Out of 64% of people who use the Internet for consultation, 48% consulted regarding accommodation and 27% about the activities. As for making the reservation over the Internet, 43% reserved the accommodation and 11% reserved activities. Finally, as expected, the lowest percentage of people (56%) used the Internet to make a payment. According to the source, 34% paid their accommodation and 10% paid the activities over the Internet.<sup>75</sup>

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<sup>73</sup> Instituto de Turismo de España, *Informe anual 2012 (2013)*, op. cit.

<sup>74</sup> Ibidem.

<sup>75</sup> Ibidem.

Figure 18: Usage of the Internet for tourism purposes

|                        | Porcentaje de Turistas | Tasa de Variación (%) |
|------------------------|------------------------|-----------------------|
| <b>Total</b>           | <b>100%</b>            | <b>8%</b>             |
| <b>No usa Internet</b> | <b>35%</b>             | <b>-6%</b>            |
| <b>Usa Internet</b>    | <b>65%</b>             | <b>8%</b>             |
| Consulta               | 64%                    | 9%                    |
| Transporte             | 60%                    | 8%                    |
| Alojamiento            | 48%                    | 14%                   |
| Actividades            | 27%                    | 11%                   |
| Reserva                | 59%                    | 12%                   |
| Transporte             | 56%                    | 11%                   |
| Alojamiento            | 43%                    | 19%                   |
| Actividades            | 11%                    | 25%                   |
| Pago                   | 56%                    | 13%                   |
| Transporte             | 55%                    | 12%                   |
| Alojamiento            | 34%                    | 20%                   |
| Actividades            | 10%                    | 31%                   |

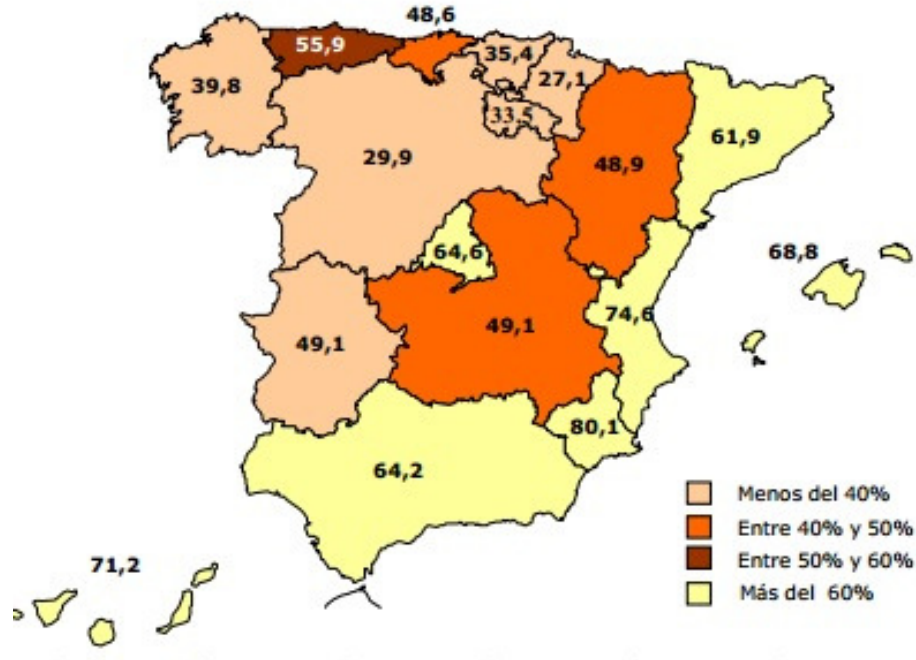
Source: Egatur (Encuesta de gasto turístico), ITE (Instituto de Turismo de España) Annual report 2012.

Regarding the regions of Spain, Valencia was the one that showed the highest percentage of Internet use, which was about 75%. Canary and Balearic showed the results of almost 70%. On the other hand, region of Catalonia showed Internet utilization rate to 60%.

The following picture shows the percentage of the Internet usage by the tourist who visited Spain. This was shown in percentages divided by autonomous region of main destination. The reference period is 2012. The regions colored in light pink are the regions with the lowest percentage of Internet usage by the tourists with less than 40%. Between 40% and 50% are the orange regions. A bit higher, marked with red color are regions that had from 50% to 60% of Internet usage. Finally, the regions colored in yellow are the regions with the highest percentage with more than 60%. Those are: Andalusia (64.2%), Murcia (80.1%), region of Madrid (64.6%), Valencia 74.6%), Cataluña (61.9%) and Balearic (68.8%) and Canary Islands (71.2%).<sup>76</sup>

<sup>76</sup> Instituto de Turismo de España, *Informe anual 2012 (2013)*, op. cit

Figure 19: Percentage of the Internet usage by regions;



Source: Egatour (Encuesta de gasto turístico), ITE (Instituto de Turismo de España) Annual report 2012

We can certainly expect increase of Internet usage for travel purposes in Spain in future years. In addition, the development of mobile internet technologies is also expected to boost usage of the Internet in the travel industry.

## 2.6 Internet as important tool for tourism marketing purposes

Tourist companies use Internet as a tool for marketing and sales of their products and services. This has to be done in a trustworthy way for the E-commerce to be implemented successfully. Factors that influence progress in e-commerce are trust, satisfaction, and loyalty. New organization and marketing approach must be created to satisfied new customers' needs.

Nowadays, by visiting official websites and blogs which are written by tourists, who have shared their experience about certain destination, you can get deeper insight into destination itself, accommodation available, places to visit and activities. This paper will study cultural activities in the region of Spain and its representation on the Internet. In addition, there is a strong connection between the cultural tourism rate and the usage of modern technology in Spain which needs to be presented.

The following text refers to the facts and dates found in the annual report of international tourism in Spain regarding 2012 year, published by ITE in a collaboration of Encuesta de Movimientos Turísticos en Fronteras (FRONTUR) and Encuesta de Gasto Turístico (EGATUR).

Their results show that more than a half of the international tourists that visited Spain were involved in cultural activities, which is a 5% increase than in 2011. That means that 48% of the tourists who visited Spain in 2012 performed cultural activities. On the other hand, leisure-purposed and sport activities were both in decline compared to previous year, with respectively, 20% and 13%.

It is right to assume that with growth of technology and free information available on the Internet, the purpose of people traveling is changing. Tourists are now searching for more than just the “sun and beach” model when visiting one destination, and they are eager to embrace culture and traditions of the country they are visiting. No doubt that Spain, with its rich cultural heritage, is a great destination to visit. This can be confirmed by *Encuesta de movimientos turísticos en fronteras* (FRONTUR) annual report from 2012 which states that 26% of the tourists claimed that there was no realization of any activity during their stay, which is a fall, compared to 2011.<sup>77</sup>

Each year number of tourists that had no activity during their stay in Spain is decreasing. This is no surprise if we consider the fact that nowadays the life without consulting the Internet is unimaginable. If we want to get deeper insight into some topic of our interest or we need some general information, we are most likely first to “Google it”, search it on the Internet. If you enter the word Spain in search engine (Google, Ask) one of the 10 suggested topics that will come up are attractions, things to see while in Spain, food and culture, general county information.

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<sup>77</sup> Ibidem

### 3. Cultural Tourism

#### 3.1 The raise of a “new tourism”

In order to explain the concept of “new tourism”, firstly, we need to start from the beginning, which would be the notion of mass tourism. It was the most common form of tourism at the beginning. Climate and seasonal period were the most influential factors when it comes to popularity of mass tourism. Having in mind the previous statement, we can easily understand why the most popular form of the mass tourism was “sea-sun-sand” tourism. According to Christou<sup>78</sup>, mass tourism is “based on large tourist groups, fixed programs or predetermined packages, directed by tour operators and travel agencies”. With these words we can definitely describe the image of tourism in Spain, considering the fact that its costs and beaches have highly influenced the motivation and reason why it has always been a desirable, leading destination for international tourists.

Even though, the most of the people would still describe Spain as a sun-sea-sand destination, this paper has an aim to acknowledge the other forms of tourism that might become predominate in the future. Mass tourism had a great positive effect on the economy of destinations, however, after some time, negative effects that it had on destination, its culture and society became important issue and reason why new forms of tourism had to be developed. By this new form of tourism we are referring to alternative tourism that had to be more self-aware, environmentally sustainable. Characteristics of alternative tourism are in fact completely opposite of mass tourism and are trying to avoid or reduce all the negative effects that are caused by mass tourism. Furthermore, alternative tourism is based on small tourist groups or single tourists, who can take tourism activities at any season, during the entire year whereas mass tourism is related to large groups and fixed non-spontaneous program.”<sup>79</sup>

In this paper not all types of alternative tourism will be discussed. However, the focus will be on cultural tourism, which we can say falls into this category.

Similar to this, quoting Kronenberg, *Javier Esteban Cruel*<sup>80</sup>, divides tourism into: “old tourism” referring to the mass tourism, and “new” as alternative, which he considers is the tourism of the future, due to the fact that the consumers and the environment are on the first

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<sup>78</sup> Christou, *Is it possible to combine mass tourism with alternative forms of tourism: the case of Spain, Greece, Slovenia and Croatia*, (2012), College of Tourism and Hotel Management Nicosia, Cyprus, pdf available at: [http://www.ahtmm.com/proceedings/2012/2ndahtmmc\\_submission\\_4.pdf](http://www.ahtmm.com/proceedings/2012/2ndahtmmc_submission_4.pdf)

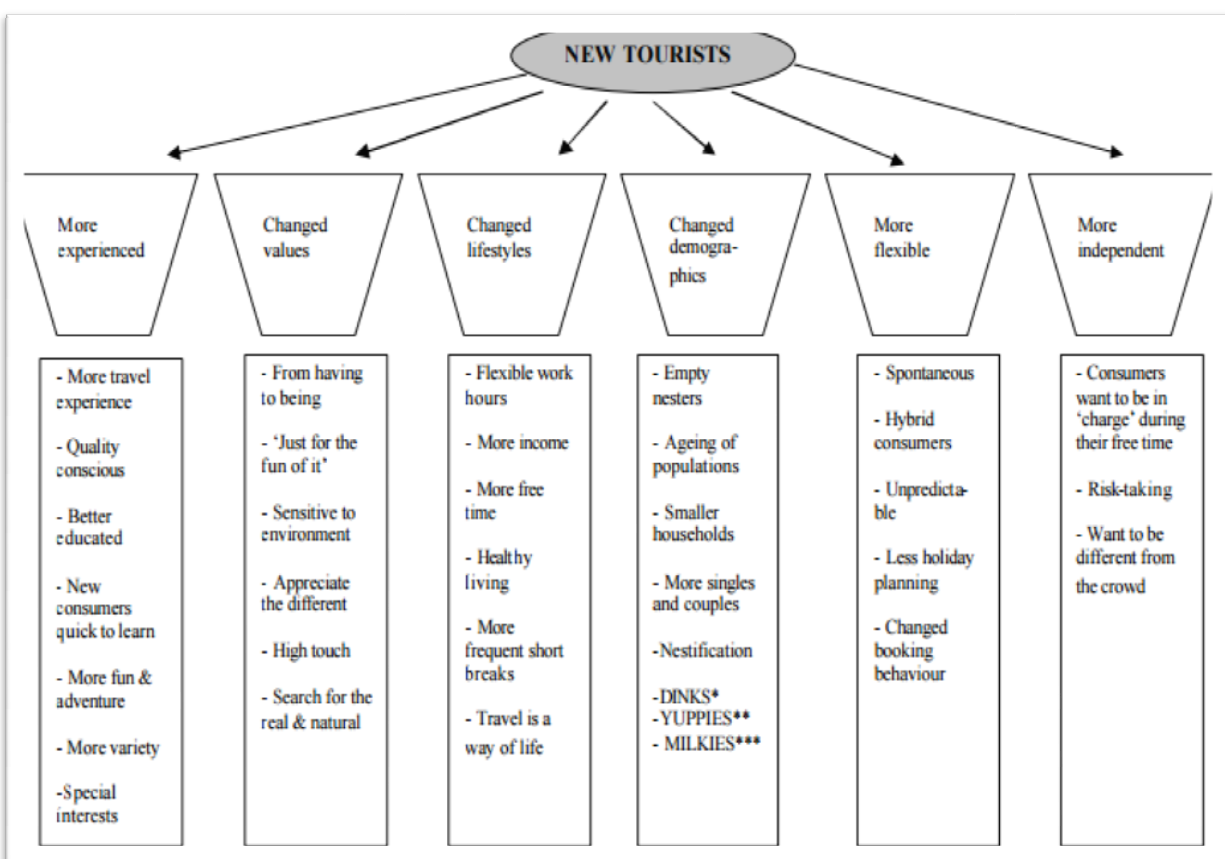
<sup>79</sup> Ibidem pp. 1-3

<sup>80</sup> Curiel Javier de Esteban, (2005). *Cultural Tourism in Spain: Understanding the demand from a post-modern perspective. A case study of Madrid*, Bournemouth University, Bournemouth, Pp. 1-15

place. Characteristic of alternative tourism is, in fact, that on the one hand it is all about the spontaneous behavior of demanding, directed tourists, and on the other hand, the importance of the sustainability, eco-conscious behavior that will preserve natural resources and protect cultural heritage and local community of the destination. Therefore, with the development of society, changes in people's everyday lifestyle by having more free time and the fact of increasing number of educated people leads to shifting of tourist needs towards new and better tourists products. The new tourists are more educated, curious and conscious nature wise and they are looking for more than just appealing beaches and relaxation time. This all leads to creating new products and activities.

“Many researches have been done in order to establish the connection between phenomenon of new, more educated, flexible, and independent tourists and predictions for further development of tourism.”<sup>81</sup> Figure 20 represents table that summarizes important characteristics of new tourism behavior.

Figure 20: New tourism behavior



Source: Curiel Jaiver de Esteban, *Cultural Tourism in Spain: Understanding the demand from a post-modern perspective. A case study of Madrid*, (2005), p. 12

<sup>81</sup> Smeral Egon, (2008), *Future Development Trends in International tourism and structural changes*, PDF available at: <https://books.google.rs/books?id=tVsCxQLjr1UC&printsec=frontcover#v=onepage&q&f=false> pp.47-50, retrieved March 2013.

As it has been pointed out, alternative tourism represents complete opposite of mass tourism. The negative effect that mass tourism had on the host tourist destinations caused the raise and popularity of alternative tourism in recent years. The idea of alternative tourism is to minimize the negative effects that tourist can have on local communities, preserve cultural heritage of destination and protect assets of the natural environment.<sup>82</sup>

In the table below, different fundamental characteristics between mass and alternative tourism have been shown.

Figure 21: Mass VS. Alternative tourism

| Characteristics        | Mass tourism                                    | Alternative tourism                                      |
|------------------------|-------------------------------------------------|----------------------------------------------------------|
| <b>Markets</b>         |                                                 |                                                          |
| Segment                | Psychocentric-midcentric                        | Allocentric-midcentric                                   |
| Volume and mode        | High; package tours                             | Low; individual arrangements                             |
| Seasonality            | Distinct high and low seasons                   | No distinct seasonality                                  |
| Origins                | A few dominant markets                          | No dominant markets                                      |
| <b>Attractions</b>     |                                                 |                                                          |
| Emphasis               | Highly commercialised                           | Moderately commercialised                                |
| Character              | Generic, 'contrived'                            | Area specific, 'authentic'                               |
| Orientation            | Tourists only or mainly                         | Tourists and locals                                      |
| <b>Accommodation</b>   |                                                 |                                                          |
| Size                   | Large-scale                                     | Small-scale                                              |
| Spatial pattern        | Concentrate in 'tourist areas'                  | Dispersed throughout area                                |
| Density                | High density                                    | Low density                                              |
| Architecture           | 'International' style; obtrusive, non-sympathic | Vernacular style, unobtrusive, complementary             |
| Ownership              | Non-local, large co-operations                  | Local, small businesses                                  |
| <b>Economic status</b> |                                                 |                                                          |
| Role of tourism        | Dominates local economy                         | Complements existing activity                            |
| Linkages               | Mainly external                                 | Mainly internal                                          |
| Leakages               | Extensive                                       | Minimal                                                  |
| Multiplier effect      | Low                                             | High                                                     |
| <b>Regulation</b>      |                                                 |                                                          |
| Control                | Non-locals private sector                       | Local 'community'                                        |
| Amount                 | Minimal; to facilitate private sector           | Extensive, to minimise local negative impacts            |
| Ideology               | Free market forces                              | Public intervention                                      |
| Emphasis               | Economic growth, profits; sector specific       | Community stability and well being; integrated, holistic |
| Time-frame             | Short term                                      | Long term                                                |

Source: Curiel Javier de Esteban, (2005), p. 13

<sup>82</sup> Curiel Javier de Esteban, Op. cit. pp. 1-15

According to Ministry of Industry, Tourism and Commerce quoted in Milovanoic<sup>83</sup> and her paper, alternative tourism include: rural, ecotourism, adventure (biking, ski-mountaineering, rafting, diving tourism) and thematic tourism which can be divided according to into following categories:

- Holydays and leisure
- City break and Cultural Tourism
- Business or MICE Tourism
- Sport Tourism
- Rural and Ecotourism
- Health and Wellness Tourism
- Other (nautical tourism, wine tours, religious tours, etc.)<sup>84</sup>:

Main kind of tourism in Spain is related to spending holiday and leisure time. Although, cultural and city break tourism is becoming more and more popular. However, still the majority of people want to spend their holiday in Spain because of its warm and pleasant climate conditions and many beautiful beaches along the coasts. Spain with its favorable geographical position has access to the Atlantic Ocean on the north, and on the south the coasts of Spain dives into the Mediterranean Sea. Spain has about 4000 kilometers long costline. Enchanting coast of Spain is divided into ten sections. Those are: *Costa Brava*, *Costa del Sol*, *Costa Blanca*, *Costa de la Luz*, *Costa Tropical*, *Costa Calida*, *Costa de Almeria*, *Costa Valencia*, *Costa Dorada* and *Costa del Azahar*.<sup>85</sup>

Figure 22: Costas of Spain



Source: vibles.blogspot.com

<sup>83</sup> Milovanovic M. (2010), *Tematski vidovi turizma Spanije*, Singidunum Univerzitet, Beograd, p. 49

<sup>84</sup> Milovanovic, Op. cit., pp.49

<sup>85</sup> <http://www.spainted.com/spanish-costas/>, retrieved January 2013

Main motive for visiting Spain are leisure and relaxation reasons. According to research done by IET, it is not hard to believe that the most numerous tourists are those who came for no particular reason besides enjoying beautiful costs of Spain. After them, there is certainly progressing number of those tourists who came because of cultural interests.

Cultural tourism is related to learning and getting ideas about the host community. Participants are involved in any kind of cultural activity. It can be visiting museums, galleries, cultural performances, or any other cultural manifestation or just being a part of community and enjoying local cuisine.<sup>86</sup>

### 3.2 Cultural Tourism: definition and subcategories

It is not easy to define cultural tourism. We can agree that it is rather complex concept, as this phrase consists of two words that are difficult to be defined by themselves, mostly because the meaning of each word is constantly changing.

Many authors have suggested that cultural tourism is postmodern phenomenon and that is linked with Poon's definition of new tourism, as that "there has been growing incorporation of culture into tourism as a basic commodity for tourist consumption"<sup>87</sup>.

On the other hand culture as a concept itself has existed since the first population on Earth, so it cannot be connected with something that is new or recent. Having this in mind, we can explain cultural tourism as postmodern concept by saying that what actually has changed is the different forms of the culture that are being consumed by the tourists and the extent of cultural tourism consumption. Furthermore, what was considered to be cultural tourism before does not include all the aspects of cultural tourism today. Hence, we have to distinguish the concept of "high" and "popular" culture. Nowadays, variety of things is considered to be a part of the culture and, therefore, the concept of cultural tourism is now more flexible and expanded. It now includes things that might not be considered to be a part of this sphere before such as modern design, photography, events, and popular music. Furthermore, concept of cultural tourism also changed. It does no longer necessarily include museum and gallery visits only. New consumers are rather interested in getting a true experience and long-lived memory. Therefore, they are trying to experience life of the locals and simply "soak up the atmosphere of a destination"<sup>88</sup>. In this sense, cultural tourism has expanded its boundaries, and under its

<sup>86</sup> [http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Tourism\\_English\\_19\\_June.pdf](http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Tourism_English_19_June.pdf) , retrieved June 2013

<sup>87</sup> Richards Greg, (1996) Cultural Tourism in Europe, CABl, Wallingford, p.25, pdf, available at; [https://books.google.rs/books?id=mO3StAWK5hMC&pg=PA26&lpg=PA26&dq=there+has+been+growing+incorporation+of+culture+and+tourism+as+a+basic+commodity+for+tourist+consumption.&source=bl&ots=HPTPPWHkgw&sig=vY8DCDBg\\_Pa\\_wFjGbhWbHrD9szUo&hl=en&sa=X&ved=0CBsQ6AEwAGoVChMI9L369pvmYAIv4ssCh33FQol#v=onepage&q=there%20has%20been%20growing%20of%20culture%20and%20tourism%20as%20a%20basic%20commodity%20for%20tourist%20consumption.&f=false](https://books.google.rs/books?id=mO3StAWK5hMC&pg=PA26&lpg=PA26&dq=there+has+been+growing+incorporation+of+culture+and+tourism+as+a+basic+commodity+for+tourist+consumption.&source=bl&ots=HPTPPWHkgw&sig=vY8DCDBg_Pa_wFjGbhWbHrD9szUo&hl=en&sa=X&ved=0CBsQ6AEwAGoVChMI9L369pvmYAIv4ssCh33FQol#v=onepage&q=there%20has%20been%20growing%20of%20culture%20and%20tourism%20as%20a%20basic%20commodity%20for%20tourist%20consumption.&f=false) , retrieved September 2015

<sup>88</sup> Richards Greg, (2007), Tourism, *Creativity and Development*, by Routledge, London New York, p. 1-18

definition, we can say that the both high cultural activities, such as museum visits, and popular cultural activities, as entertainment are included.<sup>89</sup>

On the other hand, the definition of cultural tourism can vary depending on which point of view we are taking to define it. According to tourism studies aspect cultural tourism is movement of tourists motivated by cultural reasons.

In her book, Professor Dojcinovic<sup>90</sup> publishes that: “The cultural tourism is touristic movement, motivated with tourist need to visit places that have active cultural and artistic contents in order to meet, learn, understand and respect different local and regional cultures”.

Spain has always been associated with ‘sun and beach’ tourism, however, cultural tourism is becoming serious competitor on its tourism scene. Cultural tourism offers wide range of different and developed products that can attract tourist over the entire year. Therefore, it could become the most important source of revenues. With already mentioned positive natural and cultural resources, Spain can offer well-defined cultural products. These include: “celebrations and cultural events (famous *Feiras*), historical sites, enogastronomy (culinary or food and beverage tourism), rural tourism, spiritual tourism and language learning tourism (*turismo idiomático*)”.<sup>91</sup>

According to the FRONTUR report<sup>92</sup> published in 2013, by the county of residence, cultural activities in Spain were most prevalent among Italian tourists, even 69% of them made such activity. By contrast, the British and the Nordic tourists made cultural activities below the average.

Considering its geographical proximity to Spain, French and Italian visitors were those that mostly visited Spain because of friends and family related reasons and culinary activities. Fun activities were performed by 30% of Italians and 25% of British, compared to the average of 20%, which was an average. Finally, sporting activities were performed more consistently by German and Nordic tourists, with 24% and 18%, respectively.

Regarding the regions, cultural activities are concentrated in Madrid and Catalonia, with over 43% of tourists visiting at least one of them.

Visits to family or friends were mostly shown in Valencia, with a percentage nearly 8 points higher than average. The gastronomic activities reached their peak in Andalusia with 25%

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<sup>89</sup>Richards G, Wilson J, 2007, *Tourism, Creativity and Development*, by Routledge, London New York, 1-18 p.

<sup>90</sup>Djukic Dojcinovic V, 2005, *Kulturni turizam, menadzment I razvojne strategije*, Clio, Beograd p.1-24

<sup>91</sup> European Commission, Tourism industry, sub-sectors, Country report, Spain, available at: [http://ec.europa.eu/growth/tools-databases/tourism-business-portal/documents/business/internationalisation/spain\\_country\\_report.pdf](http://ec.europa.eu/growth/tools-databases/tourism-business-portal/documents/business/internationalisation/spain_country_report.pdf), retrieved June 2013

<sup>92</sup> Movimientos Turísticos en Fronteras (FRONTUR) (2013), Informe annual 2012, pdf, available at:

[http://www.iet.tourspain.es/es-](http://www.iet.tourspain.es/es-ES/estadisticas/egatur/Anuales/Movimientos%20Tur%C3%ADsticos%20en%20Fronteras%20(Frontur)%20y%20Encuesta%20de%20Gasto%20Tur%C3%ADstico%20(Egatur)%202012.pdf)

[ES/estadisticas/egatur/Anuales/Movimientos%20Tur%C3%ADsticos%20en%20Fronteras%20\(Frontur\)%20y%20Encuesta%20de%20Gasto%20Tur%C3%ADstico%20\(Egatur\)%202012.pdf](http://www.iet.tourspain.es/es-ES/estadisticas/egatur/Anuales/Movimientos%20Tur%C3%ADsticos%20en%20Fronteras%20(Frontur)%20y%20Encuesta%20de%20Gasto%20Tur%C3%ADstico%20(Egatur)%202012.pdf), retrieved August 2014

and also in the Community of Madrid in 20% out of total, while the Canary Islands excelled in visits of sport activities.<sup>93</sup>

### 3.3 Cultural development; Culture VS Creativity

In the following paragraphs the increasing rate of cultural tourism on the international tourist market will be discussed. As we said before, in last few decades cultural tourism products have been increasingly developing on the global market and have surely become the important sphere of the tourism industry that will keep growing in the future. Globally, cultural tourism strategy has been a successful solution for many destinations as the concept of culture started to expand its boundaries. Many destinations saw the success in cultural tourism, so they started to compete with each other in order to attract as many cultural consumers as possible. We might say that this can cause an issue in the future, as the stimulation of artificial and similar products, in order to create more interesting and appealing choice for potential cultural consumers, will lead into “serial reproduction of culture“, where cultural assets will no longer represent the main characteristic and recognizable image of the destination. Therefore, the concept of culture in tourism, which main aim was to distinguish one destination from another had to be strengthened with another concept. This is where the concept of creativity takes its part in tourism industry.<sup>94</sup>

Creative development strategies along with the culture would help destinations to develop their own unique product that will differentiate them on the global market. Many destinations accepted this strategy as they realized that today it “no longer enough to have culture, but it is important for a destination to have a cultural brand in order to compete on tourist market.”<sup>95</sup>

The problem with similarity of cultural product started when destinations adopted or copied the strategies and ideas from each other, in order to establish successful culture product. Therefore, destinations started to adopt the creativity in their strategy. In addition, the creative concept found acceptance from consumers’ point of view. New cultural consumers are more demanding, savvy, and they are looking for cultural- related unique experience. Creativity in cultural tourism can offer consumers active participation and memorable experience. After all, “experience can touch people better then products and services”.<sup>96</sup>

The positive side of creativity in cultural tourism was recognized both from the destinations that already had solid cultural strategy as they were able to redesign and upgrade their products by adding a concept of creativity, which improved their position on the global market. On the other

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<sup>93</sup> Frontur annual report, Op. cit., pp. 27-31

<sup>94</sup> Richards G, Wilson J, Op. cit., pp.126-288

<sup>95</sup> Ibidem

<sup>96</sup> Richards G, Wilson J, Op. cit., p.124

hand, it was helpful for destinations that were missing cultural resources, as they were able to modify the concept of cultural with creativity.<sup>97</sup>

### 3.4 Responsible Tourism: cultural and natural heritage

This topic has for its aim to discuss the importance of natural and cultural heritage that represent an irreplaceable and unique hallmark of one country or destination. It is important for every destination to be aware of her heritage, her nature or places that are making it special and distinguish them from other destinations. A globally well-known organization, that is in charge of heritage related queries, The United Nations Educational, Scientific and Cultural Organization or UNESCO, gives support to destinations to recognize, preserve and protect their heritage. According to UNESCO, “heritage is legacy from the past that we have to preserve in order to maintain it and pass it to the future generations as it considered to be of outstanding value to humanity”.<sup>98</sup>

Therefore, heritage sites have become the main characteristic of one cultural destination and important cultural product on tourism market. On the other hand, excessive promotion and popularization of these sites could have negative impact on them. That is the reason why the government and other global organizations such as UNESCO have to plan accurately the number of tourist that are allowed to visit the sites in order to preserve the save heritage sites from negative impact of tourism. In order to protect the sites there were two important things to be considered. The first one was focusing on the preservation of cultural sites, and the other dealing with the conservation of nature. Furthermore, it was of high importance that the tourism sector establishes the balance between creating popular tourist site or destination, which will be visited by enormous number of people and on the other hand to preserve localities and minimize the negative socio-cultural impacts from tourism. In addition, creation of a popular site would bring a considerable number of tourists, which means it would become wealthy source of revenue for a destination or host county. On the other hand there is a negative aspect as well. Excessive tourist flow can change the host community traditions, in order to please the tourists and their expectations. This notion is called “reconstructed ethnicity”.<sup>99</sup>

Variety of tourist products and destinations on the global tourism market are undeniable, however, the popularity of cultural tourism and visiting heritage sites in recent period can be explained by the fact that they offer historical facts, legends and stories to tourists. Nowadays, this is exactly what drags consumers to visit these places, as they want to feel as they are the part

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<sup>97</sup> Richards G, Wilson J , Op. cit., p.260

<sup>98</sup> <http://whc.unesco.org/en/about/>

<sup>99</sup> United Nations Environment Programme, *Negative Socio-Cultural Impacts From Tourism Change or loss of indigenous identity and values*, available at: <http://www.unep.org/resourceefficiency/Business/SectoralActivities/Tourism/FactsandFiguresaboutTourism/ImpactsofTourism/Socio-CulturalImpacts/NegativeSocio-CulturalImpactsFromTourism/tabid/78781/Default.aspx> , retrieved 06 June 2014

of the host community. Furthermore, they are interested to get memorable experience and knowledge about host community, their history and traditions. Cultural tourism offers wide range of products including historical sites, museum visits, gastronomy, national dance and design and clothes.<sup>100</sup>

Objectives of cultural tourism are the on the first place “conservation of natural and cultural resources, accurate interpretation of resources, then, providing authentic experience for visitors, and the stimulation of the earned revenues of cultural resources “.<sup>101</sup>

Being the country of rich history and mixed nations, cultural assets of Spain are desirable and incredible. The mixture of the nations that lived in Iberian Peninsula left a huge artistic, historical and archaeological heritage. The preservation of this legacy is run by the government of Spain in collaboration with autonomous communities.<sup>102</sup>

UNESCO organization recognized heritage of Spain and put under its protection 44 sites, among which some of them are natural, some are considered as cultural and there are two of them that are labeled as mixed ones. According to their statistic Spain is one of the countries with the largest numbers of sites that were inscribed on World Heritage List. Below are the sites that are on the list as well as the year when they were announced and accepted in UNESCO family.

Cultural properties are:

- Alhambra, Generalife and Albayzín, Granada (1984)
- Aranjuez Cultural Landscape (2001)
- Archaeological Ensemble of Mérida (1993)
- Archaeological Ensemble of Tàrraco (2000)
- Archaeological Site of Atapuerca (2000)
- Burgos Cathedral (1984)
- Catalan Romanesque Churches of the Vall de Boí (2000)
- Cathedral, Alcázar and Archivo de Indias in Seville (1987)
- Cave of Altamira and Paleolithic Cave Art of Northern Spain (1985)
- Cultural Landscape of the Serra de Tramuntana (2011)
- Heritage of Mercury. Almadén and Idrija (2012)
- Historic Centre of Cordoba (1984)
- Historic City of Toledo (1986)
- Historic Walled Town of Cuenca (1996)
- La Lonja de la Seda de Valencia (1996)
- Las Médulas (1997)

<sup>100</sup> Tourism industry sub-sectors et al op .cit. p. 42

<sup>101</sup> Heritage tourism available at [http://en.wikipedia.org/wiki/Heritage\\_tourism](http://en.wikipedia.org/wiki/Heritage_tourism), retrieved 22 June 2014

<sup>102</sup> Properties inscribed on the World Heritage List, <http://whc.unesco.org/en/statesparties/es>, retrieved 26 July 2014

- Monastery and Site of the Escorial, Madrid (1984)
- Monuments of Oviedo and the Kingdom of the Asturias (1985)
- Mudéjar Architecture of Aragon (1986)
- Old City of Salamanca (1988)
- Old Town of Ávila with its Extra-Muros Churches (1985)
- Old Town of Cáceres (1986)
- Old Town of Segovia and its Aqueduct (1985)
- Palau de la Música Catalana and Hospital de Sant Pau, Barcelona (1997)
- Palmeral of Elche (2000)
- Poblet Monastery (1991)
- Prehistoric Rock Art Sites in the Côa Valley and Siega Verde (1998)
- Renaissance Monumental Ensembles of Úbeda and Baeza (2003)
- Rock Art of the Mediterranean Basin on the Iberian Peninsula (1998)
- Roman Walls of Lugo (2000)
- Route of Santiago de Compostela (1993)
- Royal Monastery of Santa María de Guadalupe (1993)
- San Cristóbal de La Laguna (1999)
- San Millán Yuso and Suso Monasteries (1997)
- Santiago de Compostela (Old Town) (1985)
- Tower of Hercules (2009)
- University and Historic Precinct of Alcalá de Henares (1998)
- Vizcaya Bridge (2006)
- Works of Antoni Gaudí (1984)

#### Natural

- Doñana National Park (1994)
- Garajonay National Park (1986)
- Teide National Park (2007)

#### Mixed

- Ibiza, Biodiversity and Culture (1999)
- Pyrénées - Mont Perdu (1997)<sup>103</sup>

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<sup>103</sup> UNESCO, World Heritage List , available at: <http://whc.unesco.org/en/statesparties/es>, retrieved 26 July 2014

Figure 23: Properties inscribed on the World Heritage List

Source: <http://whc.unesco.org/en/list/>

Figure 24: Alhambra, Granada, Spain



Source: Google images

### 3.5 Diversity of cultural tourist products in Spain on Spain's official tourism portal and their promotion

As mentioned in previous chapters, the promotion of Spain on international tourist market as a leading tourist destination lies in responsibility of the National Tourism Agency (*Turespaña*) in collaboration with the regional authorities. They are in charge of creating plans and prospects of further development and tourism strategies of Spain. The attention is on creating innovative products that would meet sustainability and quality standards and that will also continue to bring high revenues, including modernization and new technologies applied in tourism sector and continue to have efficient management process.<sup>104</sup>

In the following segment the current tourist products offered on the official tourism portal of Spain will be listed and described in order to get a deeper insight into current marketing promotion and tourist products that are available online. Please note that data was analyzed in 2014.

Firstly, the website is well designed and it is user friendly. As you browse through the website you can find useful information preparing for your trip to Spain, from the documentation that you might need, safety and healthcare tips, what clothes to pack, the usual timetables in Spain, currency, advantage of having tourist cards and where can they be bought, public holidays, to state of the roads and fuel tips.

<sup>104</sup> <http://www.tourspain.es/es-es/Paginas/index.aspx>, retrieved July 2014

The focus of this paragraph will be on cultural tourism related destinations that are proposed on this website as the direct promotion of the cultural tourism over the Internet.

If you click on the catchy headline that says “Ten monuments to photograph” on the very top of the page, you will find out what are the most visited architectural monuments in Spain. Starting with Alhambra, maybe the most famous palace form Arab artistic period in 14<sup>th</sup> century situated in Granada. The next one presented is Basilica of *La Sagrada Familia*, masterpiece of *Antonio Gaudí*, who agreed to take on this project, succeeding Francisco de Paula in 1883. It is situated in Barcelona and the construction to complete this great basilica still continues today. Then there is the Great Mosque of Cordoba, cathedral, which stands for the most beautiful examples of Muslim art in Spain. Also, Romanesque Cathedral of *Santiago de Compostela* in *La Coruña* (Galicia) is mentioned. After that the Gothic Cathedral in Burgos in Castilla *La Mancha* is described. “This cathedral is outstanding for the elegance and harmony of its architecture, and it has received the UNESCO World Heritage designation”<sup>105</sup>. In Autonomous region of Castile- Leon, in Segovia there is *Alcázar* fortress, standing between the confluence of the *Eresma* and *Clamores* rivers. The next one proposed is gothic cathedral in region of Balearic Islands that was built over the city walls of Palma de Mallorca's old town. The following monument brings us to Aragon, Zaragoza, where there is a beautiful baroque church of the *Virgin del Pilar* built between the 17th and 18th centuries. Then, the Classical-Roman theatre that brings a lot of attention was also on the list and it is located in the city of Merida, in Extremadura. The last one presented was the old minaret of the Arab mosque, bell tower, named *Giralda* situated in Seville, Andalusia. By clicking on the each of these monuments, you may view a brief history about their origin, particular artistic period and place they are situated in as well as their significance. In addition below the brief history, under each monument, *Turespaña* proposes 3 more activities to do or places to see in accordance with the particular region where the monument you selected is located. For example if and you have chosen to visit *La Sagrada Familia* and your destination is Barcelona, besides the useful information of its history you will also get a suggestion to visit *Park Güell*, main street *La Rambla* and other buildings of Gaudi situated in *Passeig de Gràcia* in Barcelona. The advantage of the website is that you can constantly get more suggestions in accordance to your steps chosen. In that way, someone who opted to see the Spain through its monuments can easily get more information about other cultural and art related activities that are available as a suggested page. By clicking on each suggested page on the bottom, there will be another suggested activity or site proposed. So, if you click to see more information about the *Park Güell*, which is considered to be one of the most important Modernist works in the world, it will be assumed that you are interested in other Gaudi's works as well or other similar sites and activities will “pop up”. Besides practical information, such as ticket fee and working hours on the left side of the page you can find a calendar with important events in that city. For example in Barcelona future and ongoing events were listed: Champions League: FC Barcelona – Ajax (21 October

<sup>105</sup> [http://www.spain.info/en/que-quieres/arte/monumentos/burgos/catedral\\_de\\_burgos.html](http://www.spain.info/en/que-quieres/arte/monumentos/burgos/catedral_de_burgos.html), retrieved August 2014

2014) or Exhibition called From *Miró* to Barcelona which was available from 09 May 2014 to 02 Nov 2014.<sup>106</sup>

For the reference, the information above presented was collected and analyzed during the months of September and October 2014 on official website of Tourist Agency of Spain, which link can be found in footnote number 97. It is important to mention that this was one of the various offers that were found on the website, and it was chosen due to the fact that it offers cultural related tourism products and according to personal choice.

Figure 25: Cathedral of Santiago de Compostela



Source: <http://www.spain.info/>

Figure 26: Basilica Nuestra Senora del Pilar Zaragoza;



Source: <http://www.spain.info/>

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<sup>106</sup><http://www.spain.info/en/top-10/10-monumentos-que-no-te-puedes-perder-en-espana.html>, retrieved August 2014

## 4. Empirical research

The aim of this paper is to give deeper insight into importance of the Internet in tourism sector. The importance of the Internet was both presented through new business model in the field of marketing promotion and as a tool that can help consumers to understand better the destination they are visiting. New consumers are more curious, have limited holiday leaves, and they are getting more comfortable to plan their entire trip by themselves over the Internet. Specifically, this paper relies on cultural tourism in Spain. The reason why the cultural tourism was chosen as the subject will be explained in following paragraph.

Because of its suitable climate, geographical position and natural surroundings, Spain has been famous for years as the main destination for “Sun and beach” tourism. In personal opinion, even though the beauty of the Spanish costs is undeniable, Spain has much more to offer to its visitors. The rich cultural heritage, the mixture of the various nations and their artistic styles, fascinating history, special customs and amusing traditional celebrations is what made me fell in love with in this county.

Rate of cultural tourism in Spain is increasing each year. This can be explained by the fact that there was a change in consumers’ behavior, and also the fact that Spain recognized its potential and opened the door for new consumers’ needs by offering new unconventional tourism products. The Internet has the great importance in promoting the tourism offers in Spain. The Tourism sector is consciously and carefully planning and investing in every new step and further development of the tourism in Spain. Turespana’s online communication plan stresses the brilliant campaigns “I need Spain” that with the famous logo of the sun focused on Sun and beach tourism, whereas other one: “Spain has what you want. Spain has what you need”, gives comprehensive list of possibilities and wide specter of different tourist products.

In addition, regarding the fact that nowadays we are living in a “smart world” where we can get insight into almost any information, this paper will talk about the fact that young, educated people are using the Internet to plan their trip or organize they stay in foreign county. In this paper I wanted to analyze the assumption that people will more independently organize their trip and will not rely on organized tours and tourist agencies because they will be able to customize their tip according to their personal preferences, by booking over the internet air-tickets, accommodation, museum tickets. Also majority will discover the destination before they even arrive, by searching for the main attractions, museums available according to their personal interests, entertainment places, local restaurants and bars. With this assumption it is important for every destination to build its own brand and to be promoted on the Internet on the friendly users websites, social networks, blogs, You Tube, in the way that it is available and reachable to everyone. In my humble opinion beautify beaches and nice weather may be the main reason to visit Spain, however, I believe that the great way to bring back people to visit destination, in this case, to Spain is to provide them with the unforgettable experience and something they can relate

to, according to their preferences. Having this in mind, cultural related products have biggest influence on consumer decision whether they want to return to Spain and maybe the next time explore something different. Also, this paper gives assumption that when young people plan their trip to Spain, the majority of them use the Internet to explore cultural activities and most of them would confirm that their first choice would be larger city that is already famous for its rich cultural attraction. Various aspect and tourist products can be considered to be a part of cultural tourism in Spain. Those are mainly: visiting historical sites and museums, visiting traditional celebrations and cultural events, religious and spiritual tourism, food and wine tourism (*enogastromony*), rural tourism, eco-tourism, language learning tourism.

## 4.1 Research Methodology

The increasing number of the international arrivals each year in Spain, show us that the Spain is the destination that has to offer a great variety of different tourist products and the fact that it stays on the top of the list of the most visited countries in the world can only tell us about the great marketing strategy in this field. According to the online newspaper article, quoting the tourism ministry, Spain reported record number of tourists in first half of 2014.<sup>107</sup> The number of foreign visitors was up 7.3 percent over the figure for the same time in 2013, and according to the latest data, until October 2014, Spain was visited by 12964932.00 international tourists.<sup>108</sup>

In this paper my intention was to discover the reason why have people always been so fascinated by Spain and does the answer for its success in tourism industry lays in marketing strategy and especially in usage of the Internet. Having finished the Spanish language, literature I have always been drowned to Spanish culture. In addition, by listening to my friends' stories and experiences they had when they visited Spain, as well as my own experiences, I started to think more about the concept and importance of cultural tourism. I realized that cultural tourism can become the main tourist product that Spain can sell and that in the future time it may exceed the standard sun and Beach tourism.

In order to determinate if my assumptions were correct, a questionnaire was used for data gathering. The survey was conducted from July until October 2014. The survey focused on young people, as the hypothesis was related to specific profile of tourists. Those tourists are educated, independent, young people who are part of new generation that relies on Internet technologies and often travels abroad. At first the questionnaire was conducted in person during the Exit Festival, in Novi Sad. Specifically this event was chosen as it attracts specific target groups of people that I wanted to include in the survey. That profile describes foreign and domestic young people that involved themselves in cultural activity by visiting the Exit festival. On the other hand survey was shared through emails and social networks to my friends and

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<sup>107</sup><http://www.gmanetwork.com/news/story/371469/lifestyle/travel/spain-reports-record-number-of-tourists-in-first-half-of-2014>, retrieved 02 October 2014

<sup>108</sup><http://www.tradingeconomics.com/spain/tourist-arrivals> retrieved 02 October 2014

acquaintances both Serbs and non-Serbia residents. In addition, in order to share and collect data faster, there was also an online survey available that people could fill in by visiting the following link: <https://spaintripplanner.speedsurvey.com>

The other phase of collecting data was done by strolling down the *Skadarlija* Street<sup>109</sup> and by visiting hostels and bars famous for foreign tourists' attendance in center of Belgrade. Approximately the same number of domestic and foreign visitors was interviewed. There were in total 111 participants, of which 60 were domestic and 51 were foreign participants. Questionnaire was answered by the both interviewees who did or did not visit Spain, because the collected data should show general opinion of Spain's image as a tourist destination and usage of the Internet for tourism purposes among young people between 18 and 40 years old.

The questionnaire can be seen in Appendix I and the results of the research will be discussed and analyzed in the next chapter. In order to get more clear and visual conclusions, results from each question will be graphically presented and explained.

## 4.2 Research Results

The research started with 5 background questions about the respondents in order to make respondents' profile such as: their gender, nationality, age, level of education and whether they have ever travelled abroad. There were 111 participants in total, 60 from Serbia, which makes 54% out of total, and 51 foreign participants, which make 46%. Out of total participants there were 48% male and 52% female participants. Considering all 53 male respondents 20 of them was domestic and 33 were foreign, which makes 36% and 62% respectively. As for the female respondents, there were 58 in totals, 40 were from Serbia, and 18 were foreign. This makes the statistic of 69% domestic female and 31% foreign female participants.

Figure 27 and Figure 28 below will graphically represent the ration of male and female participants of the research.

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<sup>109</sup> *Skadarija* is one of the most famous streets in Belgrade (Serbia). The cobble-stoned street was a home of many Serbian poets, writers, artists and actors. Today it is a host to some of the best [restaurants in Belgrade](#), all of which strive to preserve bohemian traditions from the early 19th century.

Figure 27: Percentage of male and female participants

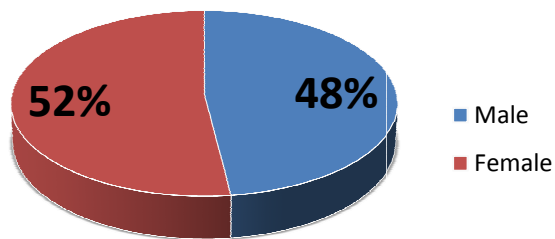
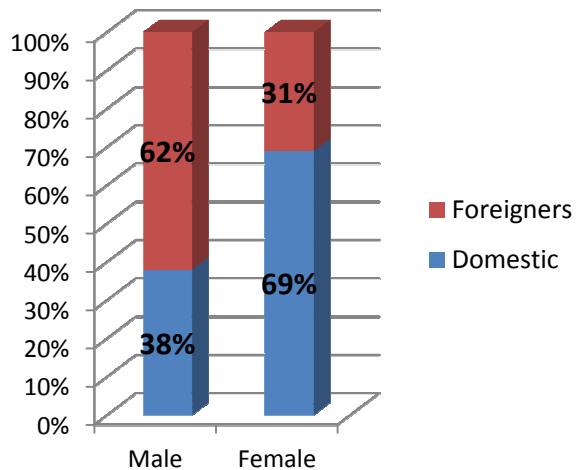


Figure 28: Percentage of gender under domestic and foreign category



They were asked to specify their country even though there were no generalizations and conclusions drawn according to the country the participants are from. Spanish residents were excluded intentionally from the results as the paper was addressed to international arrival and the Spain was the country of reference. The 51 foreign participants who made 46% out of total were from different counties mostly from the UK, Italy and France. In the questionnaire there was an option to circle the answer “other”, if the county of residence was not listed, and to add it manually. In total there were 19 other responses and below you can see the other counties that participated. In addition 54% out of all participants were from Serbia.

Figure 29: Country of residence

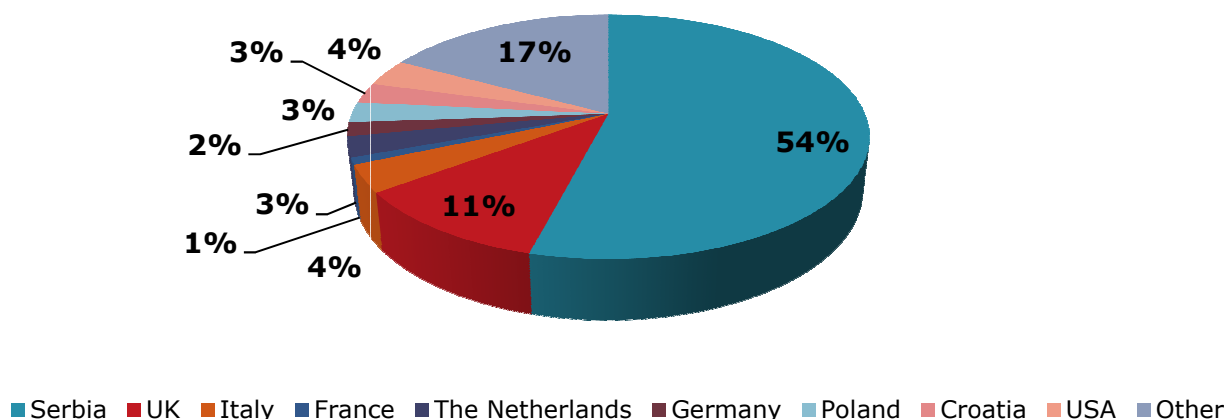
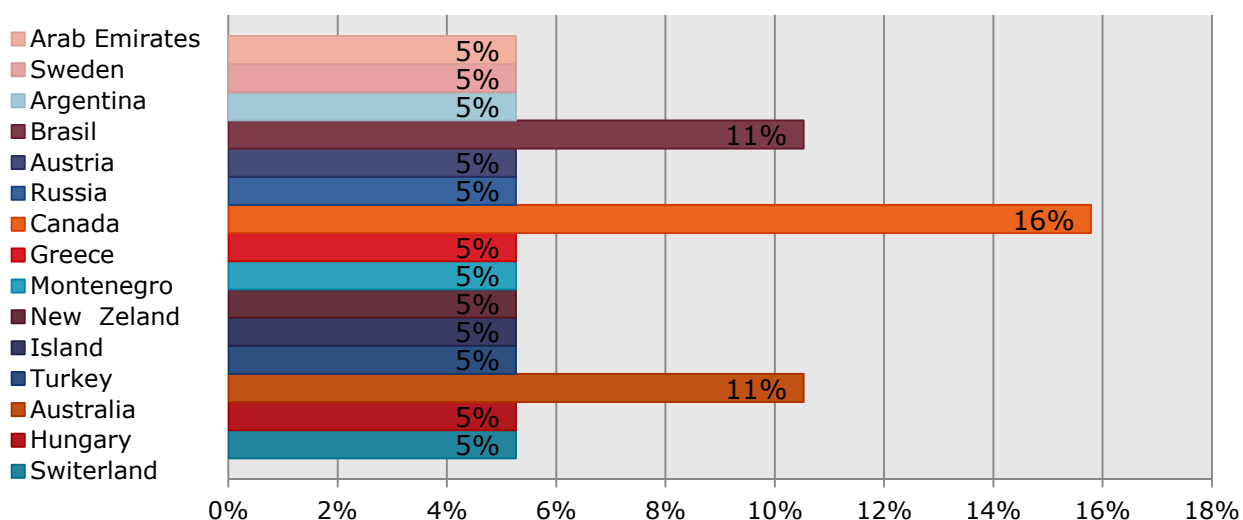


Figure 30: Other foreign countries



The following charts are showing the age group and education level. For the lower age limit of respondents we took the age group from 18 to 22 years. Having in mind that the survey wanted to examine mostly opinion of the young and educated people, there is no upper age limit; however, the last age group is over 37 years. In the charts below we can see that the majority of the respondents were aged between 23-27 years, 60 of them, which make 54% of all participants. That group is followed by the age group from 28-32 years. There were 27 in this group which makes 24 % of the respondents. In addition, 16 of the participants or 14% were aged from 18 to 22 years, and there were 3 of them or 3% in the group aged 33 – 37. And in the last group there was 5 participants or 5% out of total in the over 37 years old group.

Figure 31: Percentage of the group age

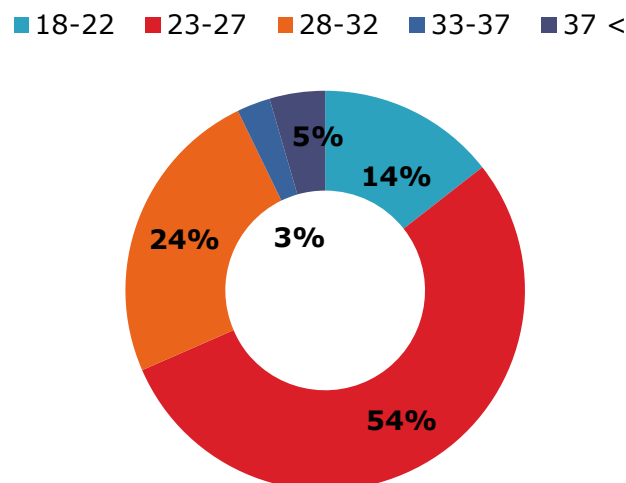
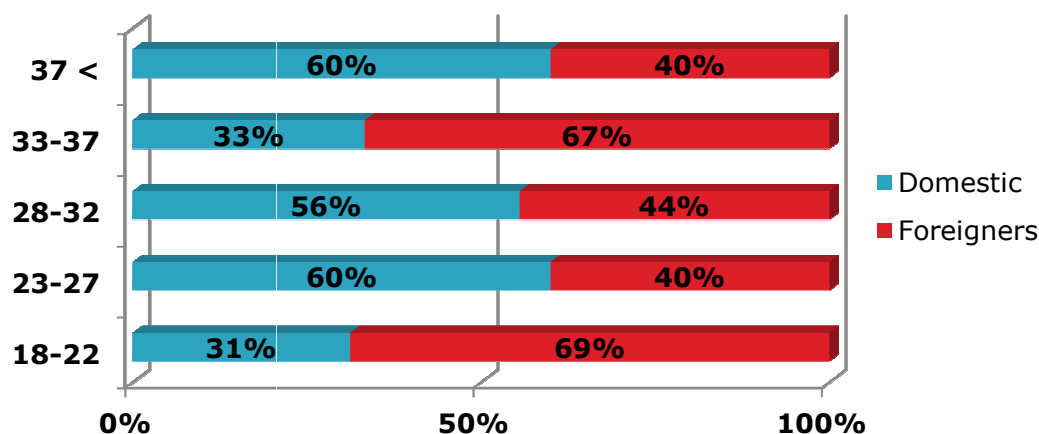


Figure 32: Percentage of age group divided into domestic and foreign participants' category



The Figure 32 is showing the ratio of domestic and foreign participants by analyzing the each age group separately. For the first age group from 18-22 years there were 16 participants, 5 domestic and 11 foreign which makes the ratio of 31%: 69%. The next age group had 36 domestic, which makes 60% and 24 foreigners which was 40%. In the following group the relationship between domestic and foreign visitors was 56%: 44% with 15 domestic and 12 foreign participants. The age group from 33-37 years had only 3 respondents, 1 domestic and 2 foreign, which gave the relationship of 33%: 67%. Finally age group 37 and more had 5 participants, 3 from Serbia which gave 60% and 3 foreigners, which was 40%.

Out of all 111 participants, regarding the education level, the majority of the participants, 67 had university degree which was 60%. Master degree had 31 participants, which was 28%

and only 13 participants marked high school as their education level, which was 12%. There were no answers that the education level is neither primary school nor PhD. In addition, the relationship among the domestic and foreign participants regarding education level is shown in Figure 8. There were 9 domestic and 4 foreign participants whose education level was high school. That gave the percentage of 69% and 31%. University degree had 32 domestic, which was 48% and 35 foreign, which was 52% participants. The Master degree had 19 domestic and 12 foreign participants. That gave the ratio of 61%: 39%.

Figure 33: Education level of the participants

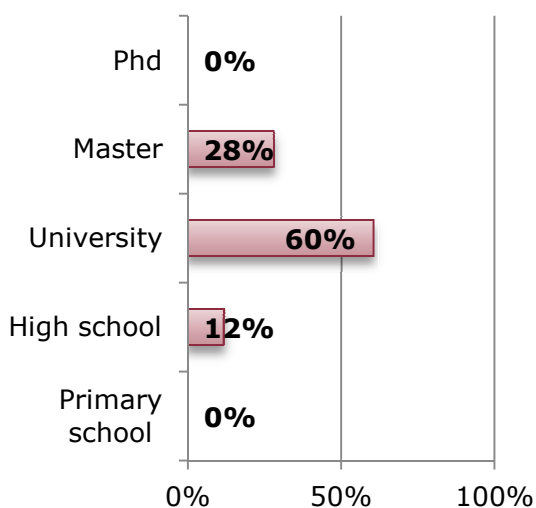
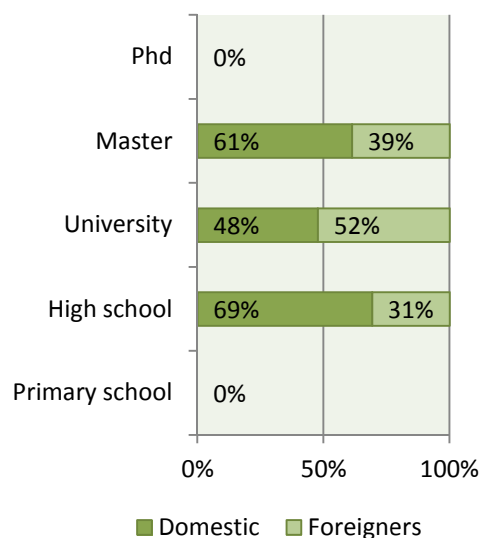


Figure 34: Education level per domestic and foreign participants



The next two questions were related to previous experiences in tourism activities. The first one wanted to see how many participants stayed in non-residence country for at least 24 hours and used any kind of accommodation. After that the same question was asked, but just regarding one specific non-residence county-Spain. The results show that 105 participants travelled abroad and 6 have never travelled abroad before. Out of those who did, 78 have visited Spain, and 33 travelled before, but they have never visited Spain. Only 10 foreign and 23 domestic answered that they have never been to Spain, which was expected, considering the fact that Spain is still considered to be expensive market for us.

Figure 36: Travel history per domestic and foreign participants

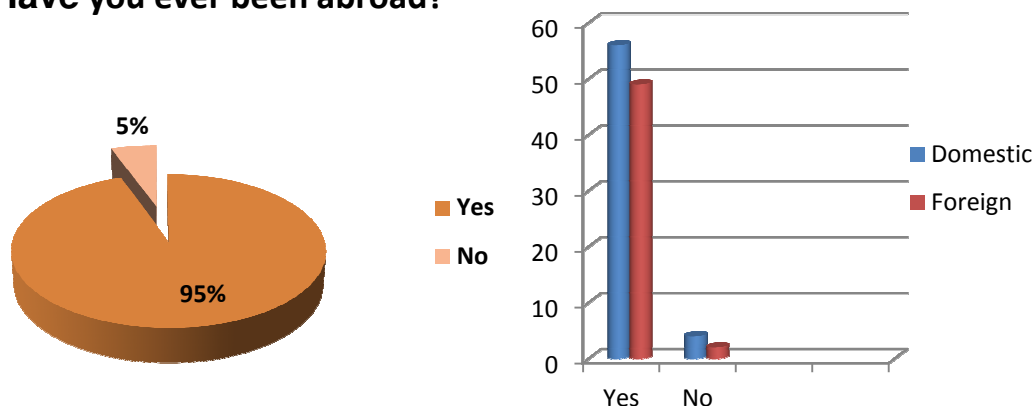
**Have you ever been abroad?**

Figure 35: Percentage of the travel history

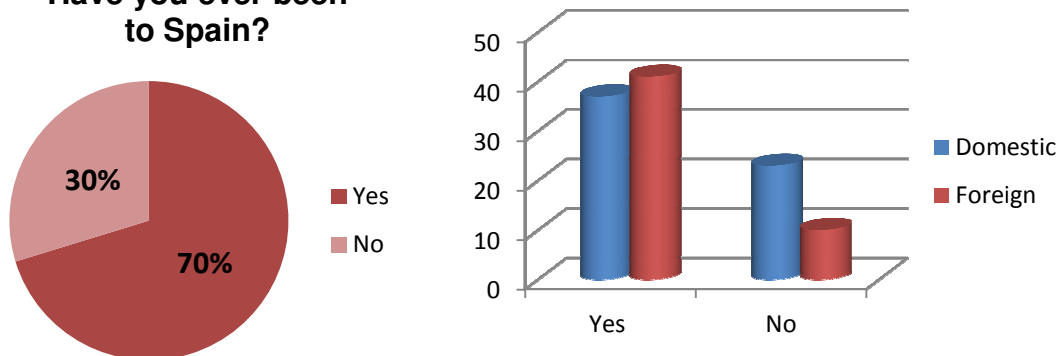
**Have you ever been to Spain?**

Figure 37 and Figure 38: Percentage of the participants who have been to Spain; Overall percentage/ Percentage of domestic and foreign participants

As previously said the questionnaire could have been answered by both participants who visited Spain and gave their opinion and answered the questions according to their experiences, or by the participant who never been to Spain, but expressed their opinion about the Spain as a potential destination and stated personal interests that would persuade them to choose Spain as

their next trip. In addition, after creating profile yes/no questions for the participants, the following questions allowed multiple choices.

In the next question they had to choose or write a reason for visiting Spain, or reason which they would consider in order to visit Spain. Even though, there is a slight difference, the majority of the participants said that it was simply for leisure, sun and beach tourism. Out of all, 59 or 33% participants marked this answer, but on the other hand with a slight lower percentage of 31%, in total of 55 participants, said that they would visit large cities in Spain in order to see historical sites and museums. Also, it is interesting to report that education, study and summer school was the answer that was ranked on the third place, marked by 26 participants and taking 14% out of total results. Right after that, going to concerts and festivals came with 11 answers. After that, interest of going to themed organized tour such as Vine Tourism had 7 participants which were 4%. Equal percentage and number of participants marked that they have of would have visited Spain because of the sports activities or business related reasons. At the end, only 5 participants marked that they would visit Spain for religious reasons or specifically to go to Camino de Santiago which was 3%. Other written answers took only 2% out of total, and they were related to visiting friends, family or partners.

Figure 39: Reasons for visiting Spain in percentages

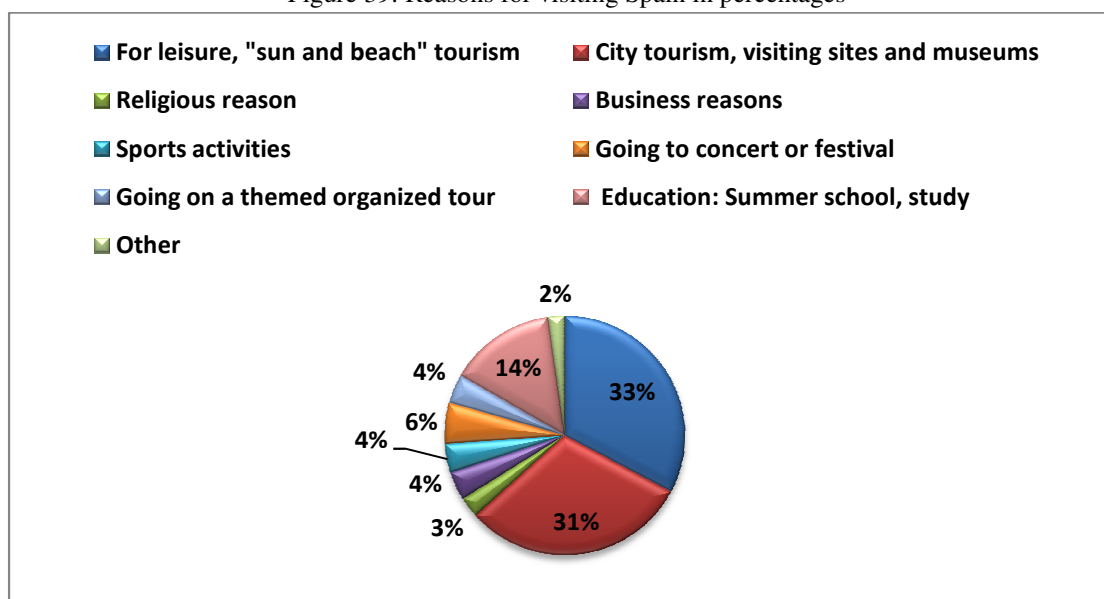
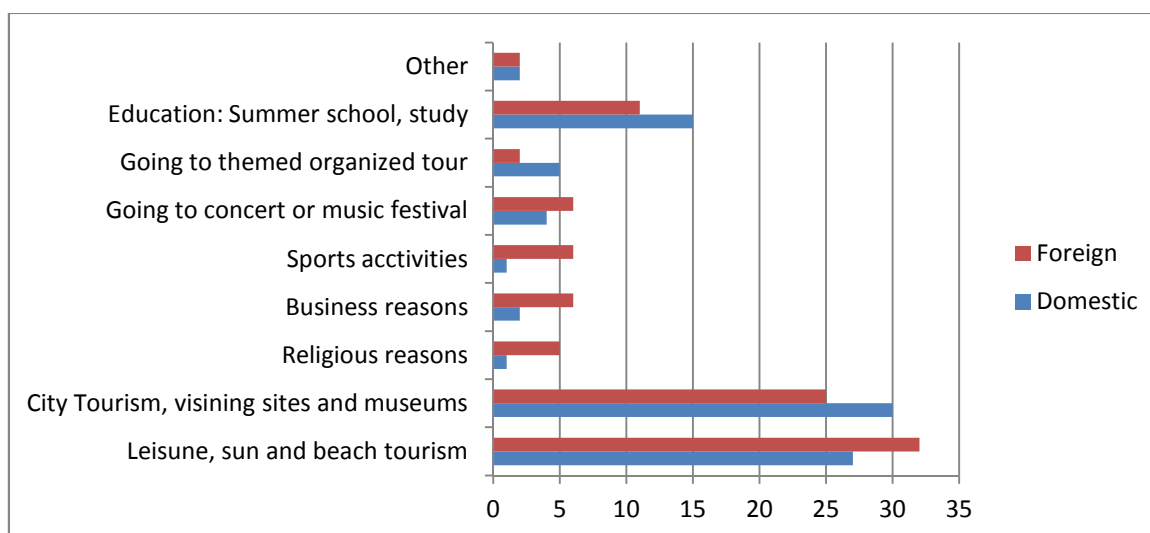


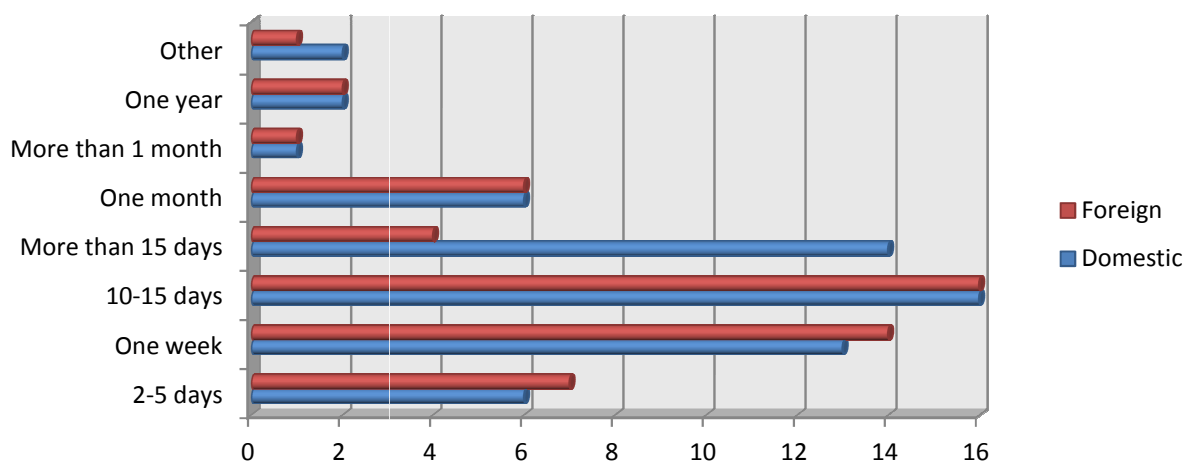
Figure 40: Reasons for visiting Spain per domestic and foreign participants numerically shown



It is right to conclude that the reason of stay is related with duration of stay, as the leisure tourism is related to a bit longer stay of 10-15 days, whereas cultural and tourism is related to one week stay or the city break tourism from 2 to 5 days, as well as business tourism. On the other hand, summer school courses and studies usually oblige the duration of 1-3 months or 1-2 years. We can see in the next charts that related to the previous question, the highest percentage of 29% and 32 participants in total choose a stay from 10-15 days. After that with 24% and 27 participants said they stayed one week. Out of the total, 18 stayed more than 15 days but less than 1 month, which made 16%. In addition, 13 participants stayed 2-5 days which made 12%. A bit lower percentage of 11%, or 12 participants, answered that they have stayed one month, 4 of them stayed more than 1 month but less than 1 year in percentage of 2%. Other 4 respondents stated they are currently in process of finishing their Masters which involves a stay for 2 years, which gave the percentage of 3%.

The chart below is showing the total number of answers that divided onto foreign and domestic participants.

Figure 41: Duration of the stay per domestic and foreign participants



The following set of questions is related to the usage of the Internet when planning the trip. We wanted to analyze what type of information participants are usually searching for.

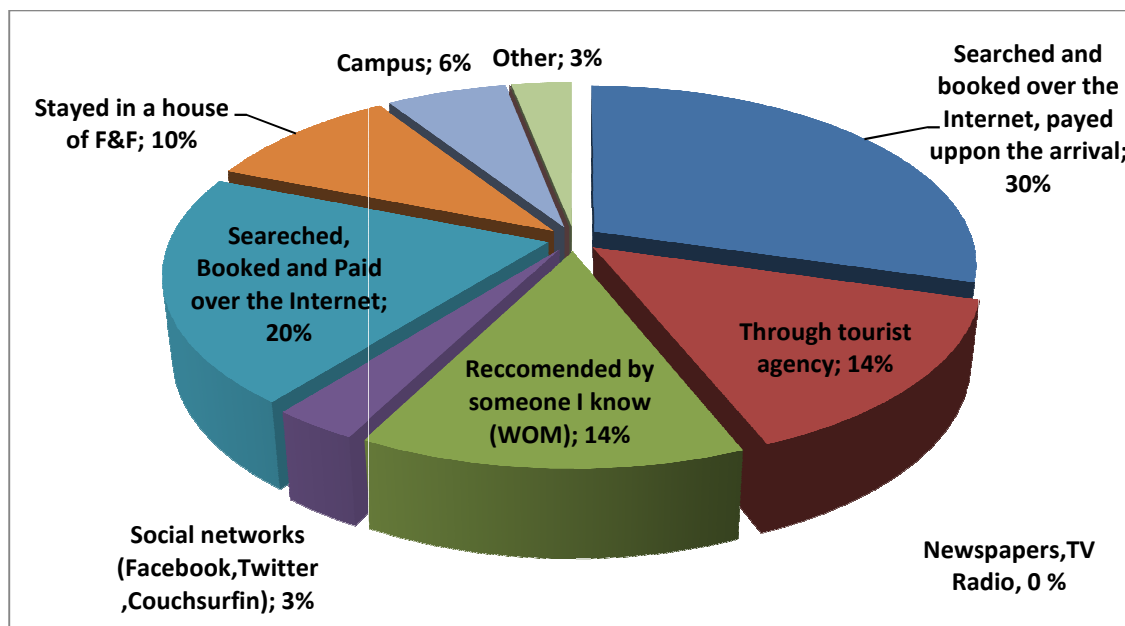
The next question was regarding the participants' way of finding the accommodation they used during their visit to Spain. The formulation of this question had an alternative for those who have never been to Spain, and those participants were asked to imagine and describe how they would plan their trip to Spain, what will they do there according to interests and previous experiences. This method was also applied to other following questions, as we were looking to find the results that would show us the general opinion about the Spain, its attractions and what is the first thing that comes to your mind when you think about Spain.

Their results show that more than a half of participants used the Internet in some way to find and pay for their accommodation.

The results show that highest percentage of the participants, 30%, found accommodation by searching on the Internet, on different websites, where they booked the accommodation and then they paid upon the arrival. A bit low percentage of 20% was those who used the Internet to search, book and pay for their accommodation. The equal percentage (14%) had those who found accommodation through tourist agency and those to whom accommodation was recommended by friend, family or other person they know in person, who have already been there (Word of mouth). Participants who did not search for the accommodation adds up to 10% and 6% were those who stayed in Campus or Students residence. The lowest percentage of 3% was those who found their accommodation through online add on Social networks or by *Couchsurfing*

networking<sup>110</sup>. The 3% resulted also the participants who choose the answer “Other”. 4 of those participants suggested they do not remember how they found the accommodation or they simply arrived to Spain and then they were looking around the city to find the accommodation.

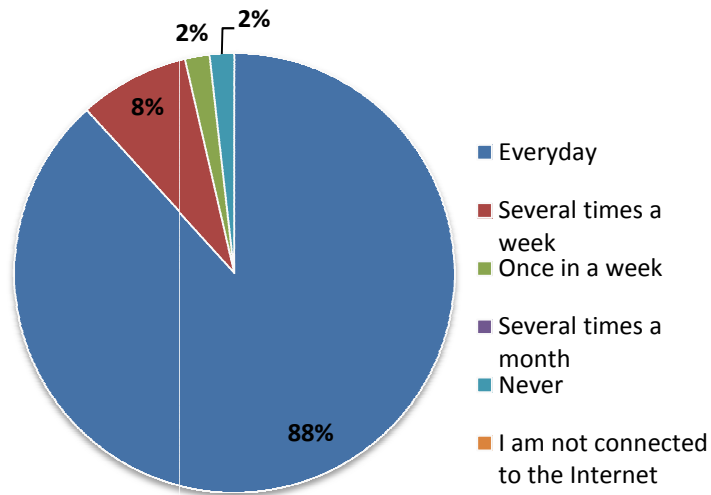
Figure 42: How did the participants find the accommodation in Spain



The next question was related to frequency of the Internet usage. As suspected, the highest percentage by far (88%) and 98 participants stated they use the Interned every day. Nine respondents (8%) said they use the Internet several times a week. The equal number of 2 participants and share of (2%) said that they either used the Internet once in a week or have never used the Internet.

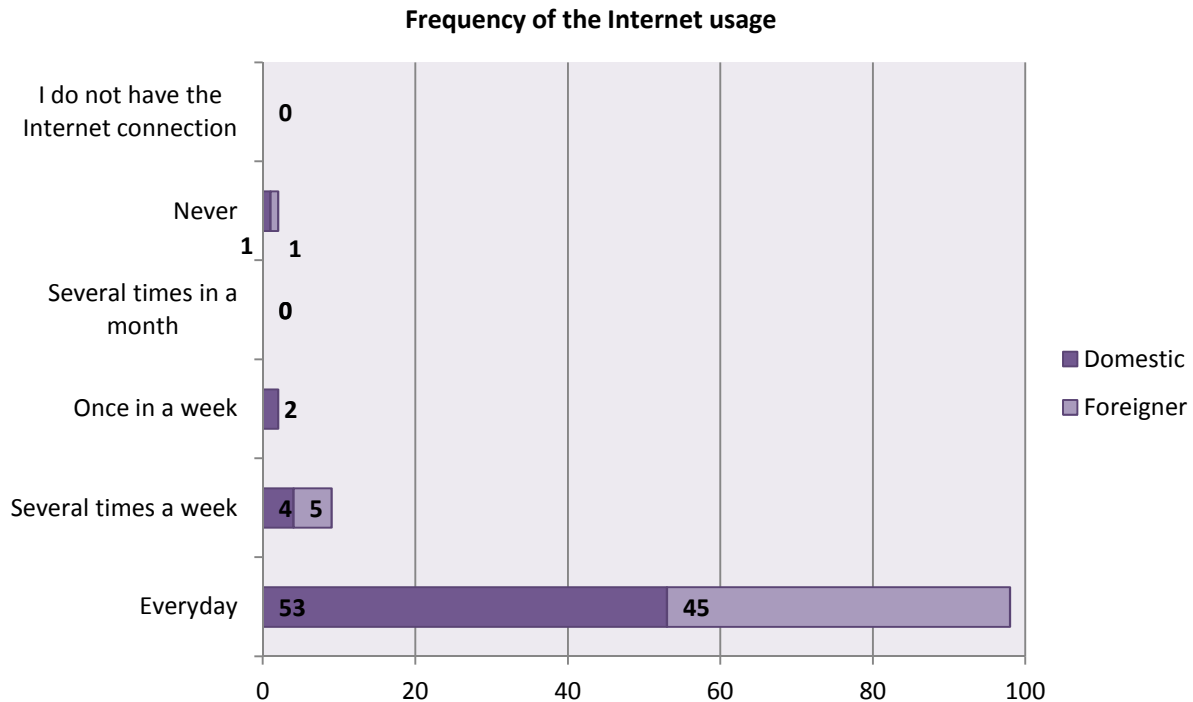
<sup>110</sup> By online ads on social networks mentioned above manly it is considered the paid pop-up adds on Facebook and Twitter. As for the Couchsurfing, it is an online service that connects members to a global community of travelers. Through Couchsurfing people offer to share their home and hometown with travelers.

Figure 43: Frequency of the Internet usage. Overall results in percentages



Below is the chart that shows responses of the participants divided onto domestic and foreign category for each offered answer. The following chart will be shown numerically.

Figure 44: Frequency of the Internet usage per domestic and foreign participants



In order to understand what kind of tourism participants prefer and what image of Spain they have, they were asked to name a preferred region of Spain. Later, they were asked if they had participated in any cultural activity and to name it. In addition, some of the following questions were related to opinion about the quality of the Internet connection in Spain, as well as simplicity of finding appropriate information on the Internet about the cultural related activities in Spain.

The next 2 charts show the preferred region of Spain. The question allowed multiple answers, so the total number of answers was 211. The first chart will show the percentages and the second will numerically show the results separating domestic and foreign responses.

Figure 45: Preferred region of Spain

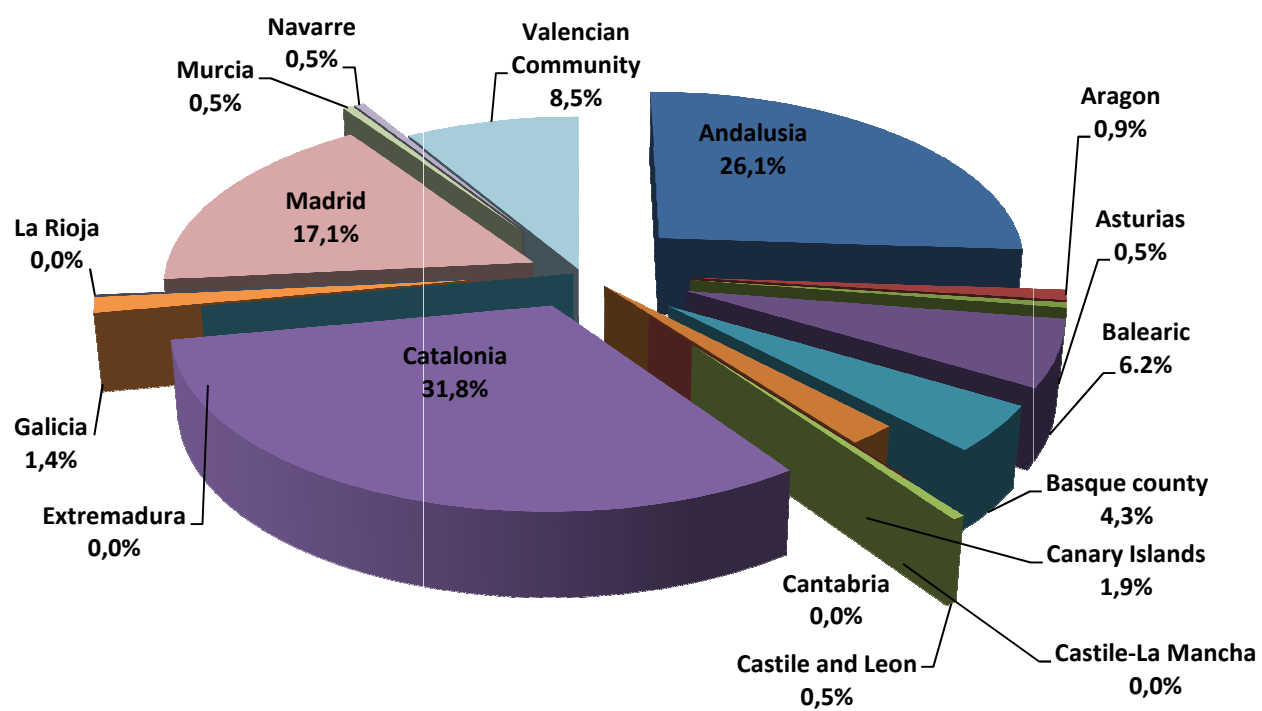
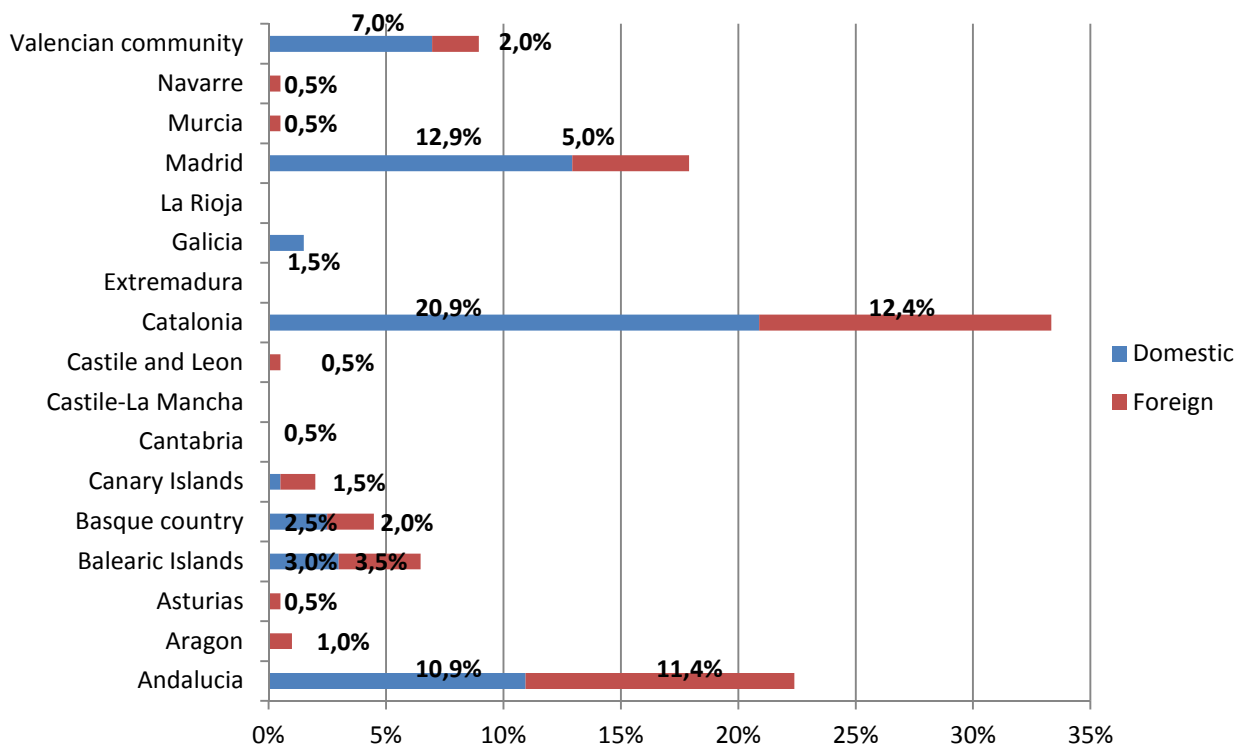


Figure 46: Preferred region of Spain divided into domestic and foreign participants



The Figures 47 and 48 correspond to the 12<sup>th</sup> question of the survey. Participants were asked if they used the Internet prior to their trip in order to explore the destination they are visiting. This behavior can be related to the new type of consumers who are more curious and who like to feel like locals and be the part of the community of the country they are visiting. They are always looking for an extra experience and opportunity to learn something new. With technological progress and new communication technologies that we have today all the information has become more accessible. In accordance with my hypothesis result show that 96% and the number of 107 participants use the Internet prior to their trip to get some kind of information related to the destination or the county they are visiting. Only 4% which corresponds to 4 participants marked the answer “No”. Out of which, 3 were foreign and 1 was domestic respondent. The following charts below correspond to the question: “Have you used the Internet prior to your trip to Spain to explore the destination?”

Figure 47: Usage of the Internet; Overall results

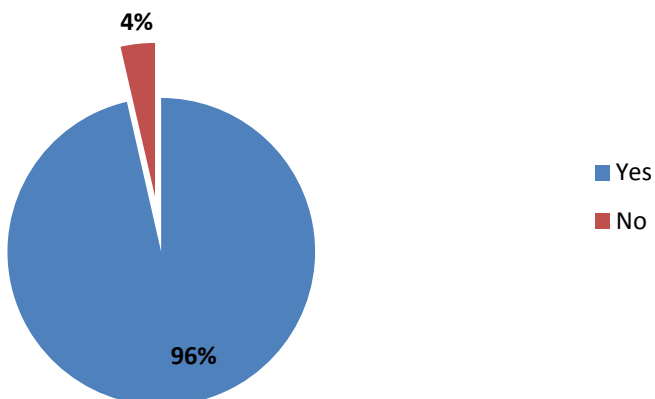
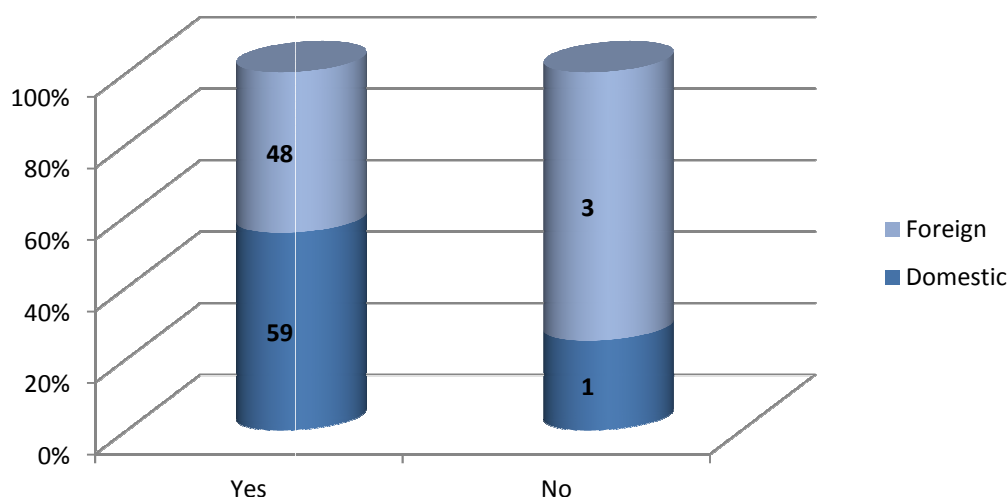


Figure 48: Usage of the Internet prior to the tripper domestic and foreign participants



The purpose of the next questions was to determine the type of information participants were searching for before they arrived to Spain. Participants were allowed to mark more than one answer, so the total data collected was 224. The main sites, historical monuments, museums, art galleries and buildings of architecture importance and other cultural attractions was the highest-ranked choice marked by the total of 53 participants which made 24%. A slight lower percentage (23%) and 51 participants said they would search for places for entertainment and places to go out to like bars, restaurants and clubs. The equal number of participants of 33, (15%) said they would search for historical facts and geographical information such as climate and position of the country they are visiting. Information about the customs, traditional celebrations and sociocultural structure of the citizens was placed on fourth place with 11% and 25 participants. In the infrastructure and destinations surroundings and connection to other cities

were interested 21 participants, which gave the percentage of 9%. The last 4% and 6 participants marked the answer “other” and expressed that they would search for the conditions and ruts of the roads as they would travel independently by car or motor. The second chart for this question shows the ratio between domestic and foreign results.

Figure 49: Type of the information participant were looking, overall results

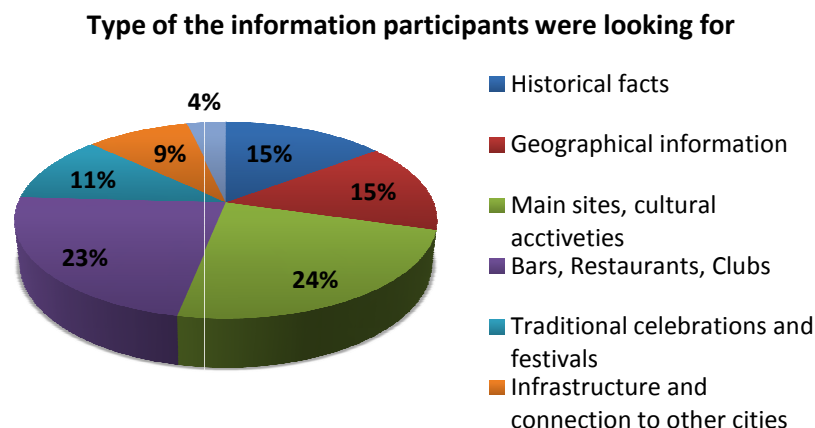
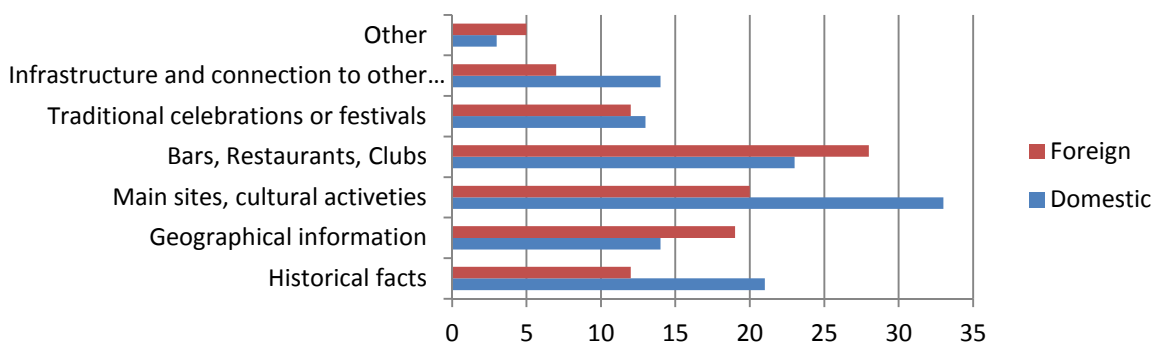


Figure 50: Type of the information participants were looking for per domestic and foreign participants



Then participants were asked to evaluate the Internet connectivity and Wi-Fi access in Spain. As results show in the Figure 60 and 61, the total of 46% and 53 out of 111 participants described it as satisfactory, however, they agreed that not all the places have it. With a total of 12 participants which was 30% said the Internet connection is excellent and widespread. 7% and 8 respondents stated that they had very bad and slow connection, and 5 people or 6% claimed they did not use the Internet during their stay in Spain. As previously stated in the 6<sup>th</sup> question there was also the 11% of participants who have never been to Spain. Regarding the fact that this question only could have been answered by the people who have visited the Spain, in the Figure 25 we have shown the statistic that excluded the 33 participants who never been to Spain to get more accurate statistic.

Figure 51: Visitors' experience with the Internet in Spain; Overall results

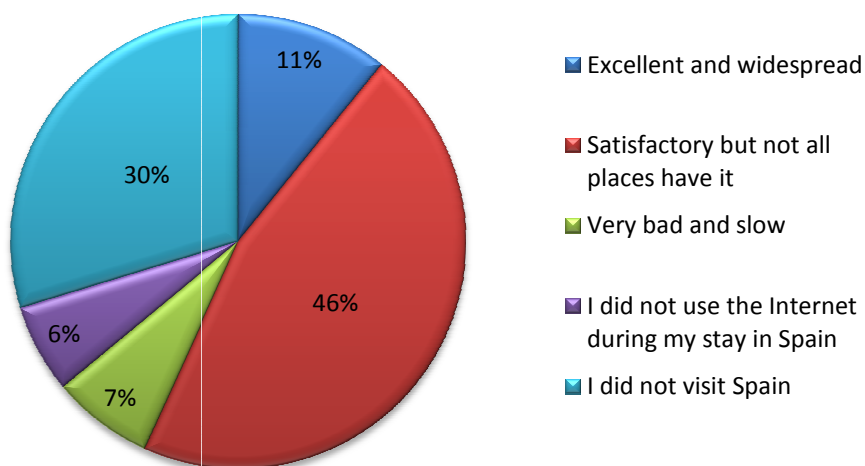


Figure 52: Visitors' experience with the Internet in Spain; Results of domestic and foreign participants

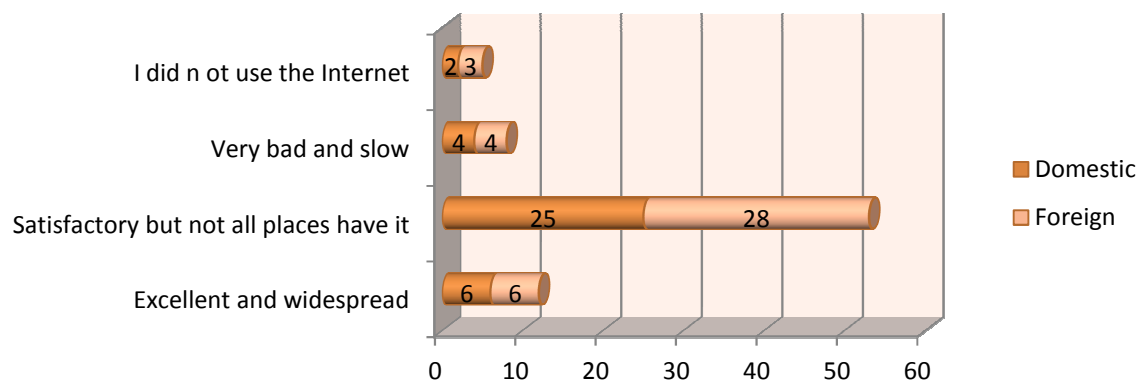
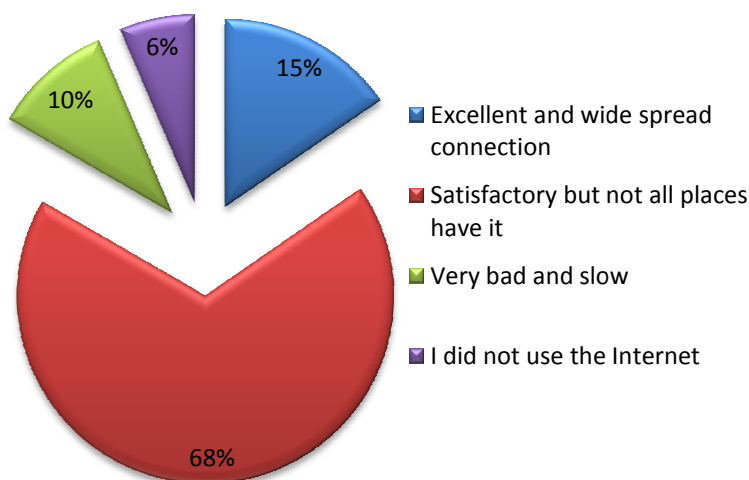


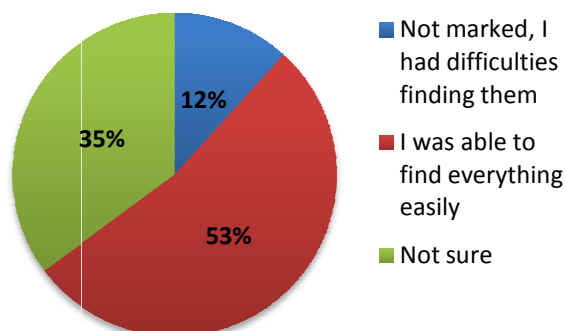
Figure 53: Visitors' experience with the Internet in Spain; Results excluding those who have never been to Spain



The next question was general opinion about the representation of the Spanish cultural sites and attractions on the Internet. Participants had to answer whether they agree that all the important tourist information such as: museums, parks, bars, tourist info offices, recommended beaches, and exchange offices are well marked on the Internet and especially could be found easily on Google maps. As suspected the more than a half of the participants, actually 59 of them, (53%) confirmed they had no difficulties finding peace of information they needed, and agreed that all the important places can be found on Google maps. Statement “Not sure” resulted in high number of 39 participants (35%), which was expected as 33 participants have never been to Spain and there were a few of those who stated that have not used the Internet on their trip. Only 12% or 13 participants claimed they had troubles finding the information that they needed.

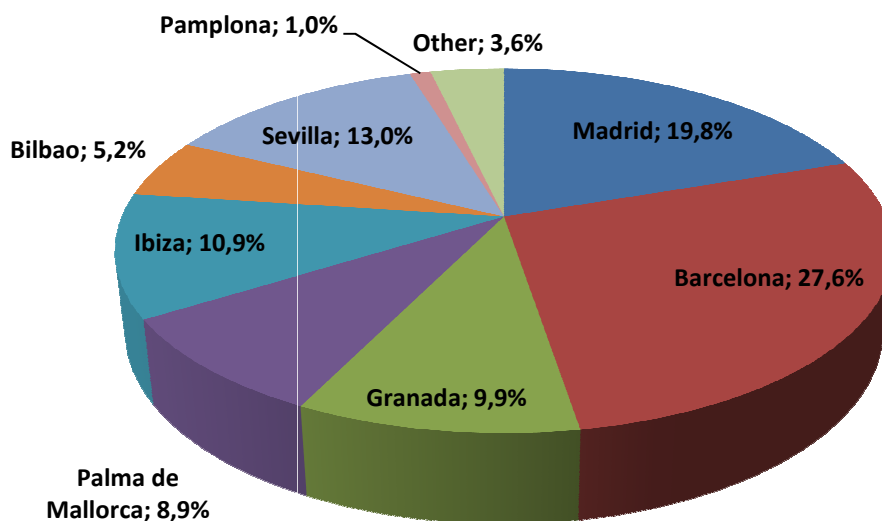
Figure 54: Accessibility of the cultural related places info via Internet

**Searching for a cultural related places  
in Spain on the Internet**



The next question had 8 suggested answers and gave the option for adding a more suitable answer. This question required participants to name a preferred city of Spain and activity or reason why they chosen that city. In this way by choosing the city, participants will gave their opinion about specific destination and choose a tourist product according to their interests. In case they were not satisfied and in accordance with already given answers, they had the 9<sup>th</sup> option, to write a preferred city and give the explanation for choosing particular city. Participants were allowed to select several answers, and because of that there were 192 answers to this question. With a highest number of 53 answers, stands out second suggested option, which were Barcelona and its unique architecture, museums and art galleries with 27.6%. After Barcelona comes Madrid with 38 participants (19.8%) and the reason why participants have chosen Madrid is because it is a capital, and capital cities always offer a great number of possibilities and attractions. The next one was Seville which involved traditional celebrations, *Ferias*<sup>111</sup>, and flamenco shows. Seville had a percentage of 13.0% and 25 participants. The night life and parties of Ibiza followed with 21 participants and 10.9%. Granada and UNESCO World Heritage site Alhambra had 19 votes, which was 9.9%. Beaches of Tenerife and Palma de Mallorca had a bit lower percentage of 8.9% and 17 participants. Bilbao and its special culture and unique language had 5.2% and 10 participants. Pamplona and famous festival celebration of *San Fermín*<sup>112</sup> came to the last place with the lowest number of participants, only 2 of them opted for this answer, which gave 1.0%. It is interesting to mention that under “other” category of answers the following cities were mentioned repeatedly: San Sebastian (because of the culture), Marbella (because of the beaches), and Valencia (because of architecture and history).

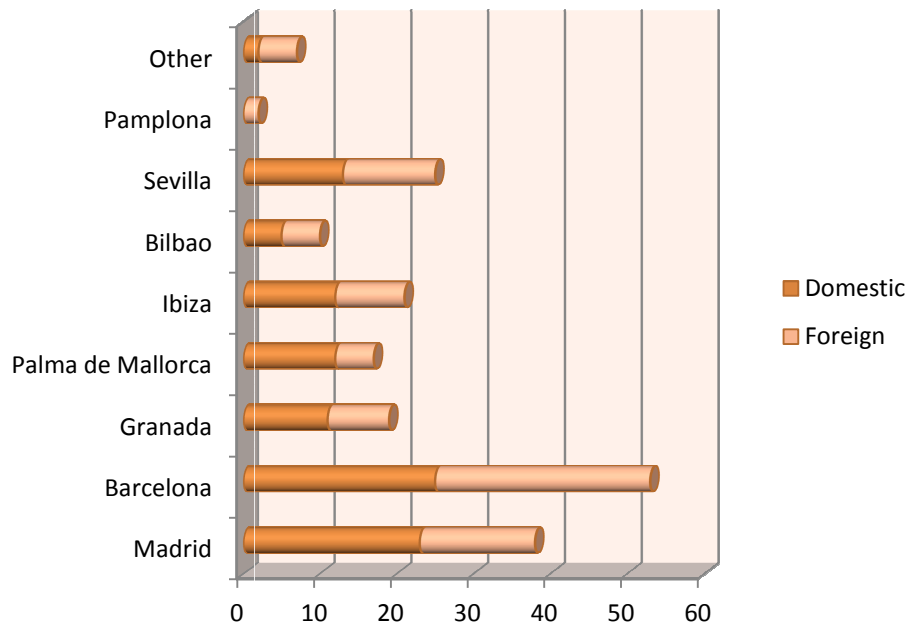
Figure 55: Preferred city of Spain and why



<sup>111</sup>The Seville Fair ( or in Spanish: Feria de abril de Sevilla) is fair that runs for 6 days, 2 weeks after Easter

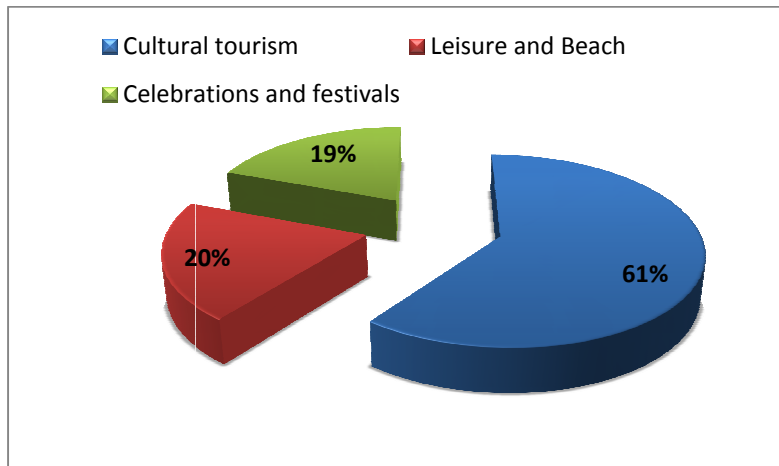
<sup>112</sup>San Fermín is nine-day festival in Pamplona (Navarre) that includes various traditional and [folkloric](#) events. The most famous is running of the bulls

Figure 56: Preferred city of Spain per domestic and foreign participants



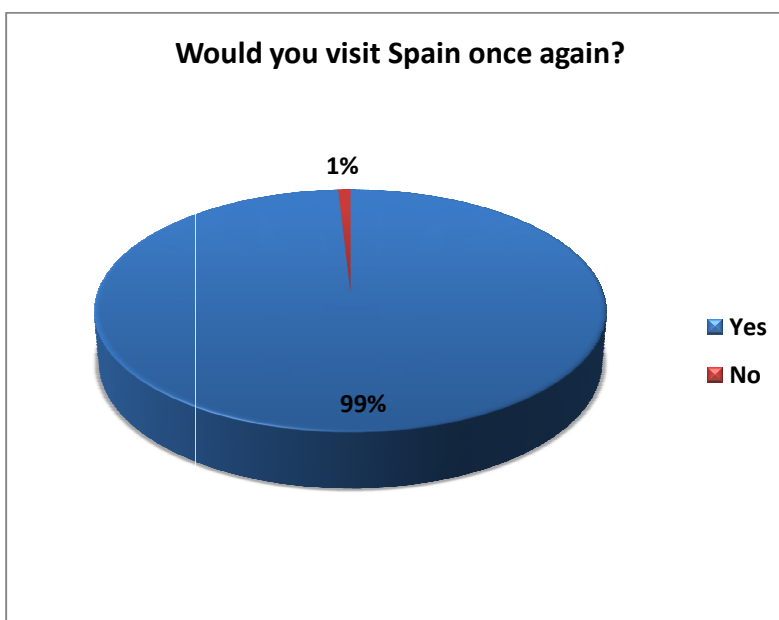
If we thoroughly analyze all the answers that were offered and the results, we can see that the first 3 answers: Madrid, Barcelona and Granada were connected with cultural tourism, the next two Mallorca, Tenerife and Ibiza with leisure and beach tourism, Bilbao, Seville and Pamplona with customs, traditional festivals and celebrations. If we analyze results under those 3 categories we can conclude that the highest percentage have the cities where there was an indication closely related to visiting cultural sites and take a part in cultural activities. The forth group that has to be analyzed separately was the answer “Other”. In that field participants could name a city that was not on the list and briefly explain why. It is interesting to see that in this case the cultural reasons connected to the image of the city had highest results. If we take the answers that were added in: other: field, and divide into the 3 main groups the following results shown in Figure 57 clearly state that cultural tourism in larger cities make more than the half of answers with 61% and 116 marked answers out of 192 which was a total data collected. Leisure, entertainment and beach tourism follows with 39 participants and 20%, and interest for national celebrations, customs and cultural festivals had a bit less participants, 37 which made contribution of 19%. The Figure 57 shows those results in chart form.

Figure 57: Reasons for visiting Spain (according to the survey)



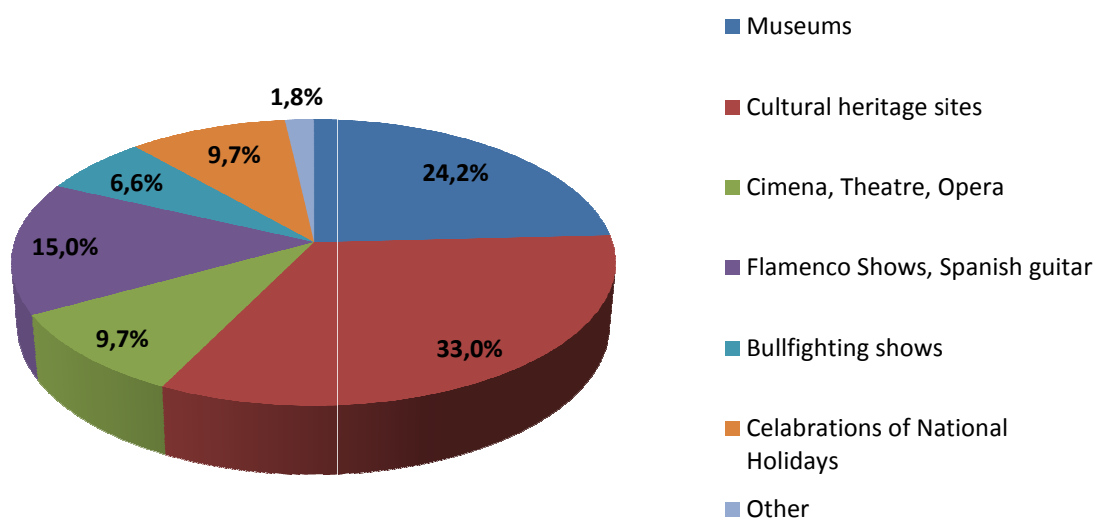
The purpose of the next question was to determine whether the participants who have visited Spain would like to visit it once again. For those who have never been to Spain the question was if they would like to do so. Having in mind that Spain has been popular and exotic destination on both domestic (Serbian) and foreign markets, high percentage of the positive results were expected. With 59 out of 60 domestic participants and all foreign participants (51) stated they would like to visit or come back to Spain. There was only one domestic participant who said he would not choose Spain for his/hers destination. In the picture below the results were shown in percentages and in 99.1 % participants said they would come back to Spain, and 0.9%.

Figure 58: Percentage of potential returning tourists



The next question was parafrased like this: „Have you ever participated in any cultural activity during your stay and name or mark which one“. There was explanation aside for people who never visited Spain, to mark their preferred activity they would participate in, and which would drawn them to visit Spain. The question allowed multiple answers, so the total of colected results was higher than number of participants and it counted 227 answers. The results show that most popular cultural activities among the participants are visits to cultural heriage sites, historic castles, caves and national parks, as 75 participants marked this answer, which made 33.0%. On the second place are visits to museums with 24.2% and total answers of 55. Right after that comes interest in Flamneco shows and Classic Spanish guitar concerts with 34 participants (15.0%). It is interesting to note that 9.7% percentage of participants said they would go to cinema, theatre or opera. Even though it said 22 out of 111 participants, we can consider it relatively high, as this type of cultural activities require certain level of education and language knowledge. Equal number of participants (22) and percentage (9.7%) had participation or learning about famous Semana Santa or other National celabration. Visiting Bulfighting shows or famous Corrida de toros was chosen by 15 participants, which was (6.6%). The percentage of 1.8 % and 4 participants decided to purpose their own answer. All of them said that they decided or would have decided to visit Spain because of its cuisine, stating that the good way to get to know the country is by trying traditional food and drinks.

Figure 59: Percentage of participation in various cultural activities



The last two questions were more general questions. They are not neccessarely conected to Spain, but they are very importatnt for this research as they provise us with the inforation about usage of the internet in tourism purposes. The first one is related to type of the information that participants are using when they are planning the trip. The second one is more direct as

participants were asked to mark or write the website they are using the most when they are planning the trip. The results will be presented in the following paragraph and charts below. Figure 60 and 61 correspond to second-to-last and Figure 62, 63 and 64 correspond to the final question of the survey.

In the first one, the results show that the equal number of the participants (70), which is 28% use the Internet to find more general information about the country they are visiting and to book tickets and accomodation. Second rated answer was finding the information about the places to see and prices with 65 participants and which was 26%. The number of 26 participants or 10% said that they use the Internet to discover nearby places and surroundings in the area of their accomodation, including street view option of the neighbourhood prior to their trip. Listening to music that is popular in that country had the total of 14 votes which was 6%. The small but not the unrelevant percentage of 2% chose the option“other“ and added their answer. It is interesting that all of the 4 participants, 3 foreign and 1 domestic said that they are mainly searching for the road conditions, directions and routes. This was not a suprise, as individual road trips are getting more and more popular as they are cost sensitive and people are able to make plans according to their schedule.

Figure 60: Type of the information participants were searching for via Internet; Overall results

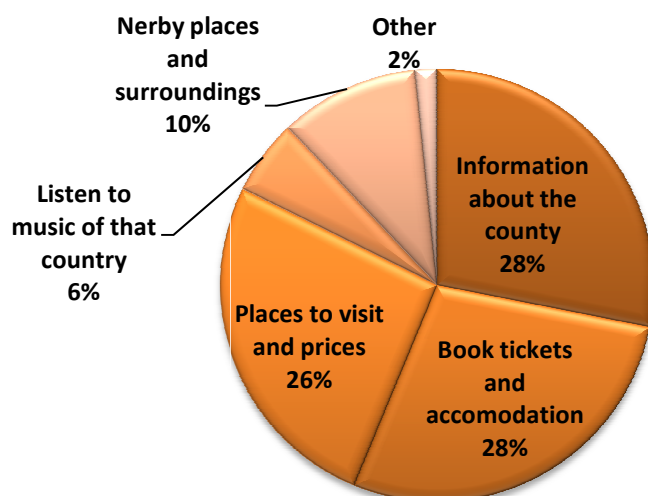
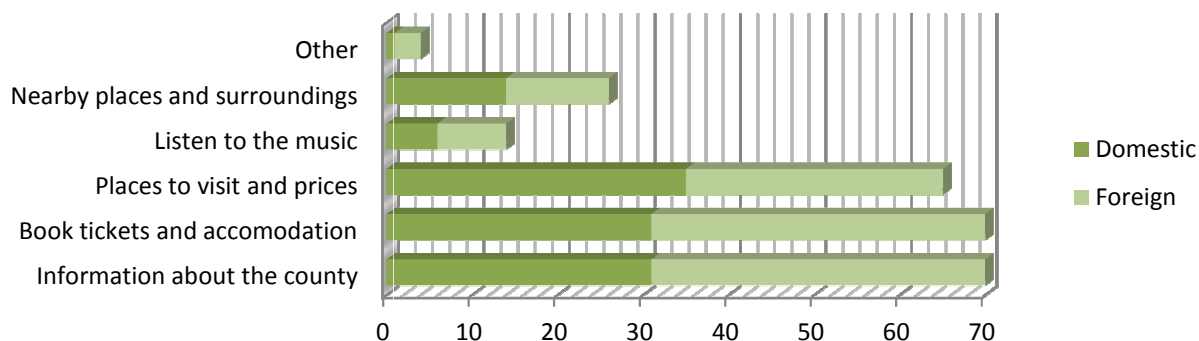


Figure 61: Type of the information participants were searching for via Internet. Ratio of the domestic and foreign participants



Last task of the questionnaire required participants to mark or name the website they are most frequently using when they are preparing their trip. It is important to mention that multiple answers were allowed and the following statistic of results will show the most popular answer as there were 185 answers and 111 participants. Also the similar content of the websites that appeared will be divided into categories so that the general results will be shown in the percentages. The 62 participants have chosen Google maps which was 33%, having in mind that this was the total answers not participants. After that, the second most visited website among participants was Tripadvisor that had 39 votes and 21%. A bit lower percentage (18%) had Booking.com with 34 participants. Percentage of 9% and marked by 16 participants was tourist online guide. The most popular website for booking airtickets, Airtickets.com had in total 14 participants, which gave 8%. Facebook.com, known as one of the most visited website, especially among young people, had low percentage of 3% and only 5 participants opted for this website. This can be explained by the fact that Facebook is a popular social network that has a great influence in marketing promotion of the destination and country, so the low collected results do not mean that Facebook has small significance in tourism sector. On contrary, it is a fact that the Facebook has a great role in promotion of the products. It is designed to attract the consumers and then to redirect them to other official websites where they can book and make payment. The small percentage of participants said they did not use any website. That percentage was 2% with 4 participants. There was an option for participants' suggestions. The answers that were added by participants were: Airbnb.com, Vuelos Barratos.com, Wiki Travel, Hostelworld.com, Hostels.com, Google.com and official tourist info pages. There were in total 11 participants (6%) who gave their own answers. Figure 60 shows previously mentioned answers, while Figure 61 shows numerically the same results that were divided into Domestic and Foreign category.

Figure 62: Most commonly used websites when planning the trip; Overall results

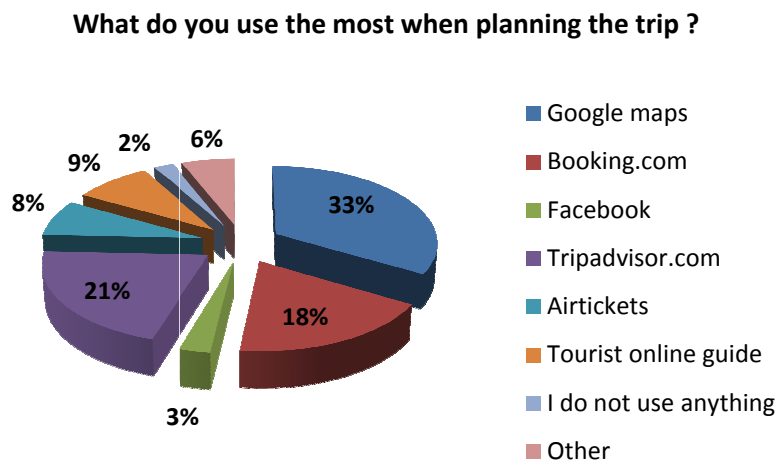
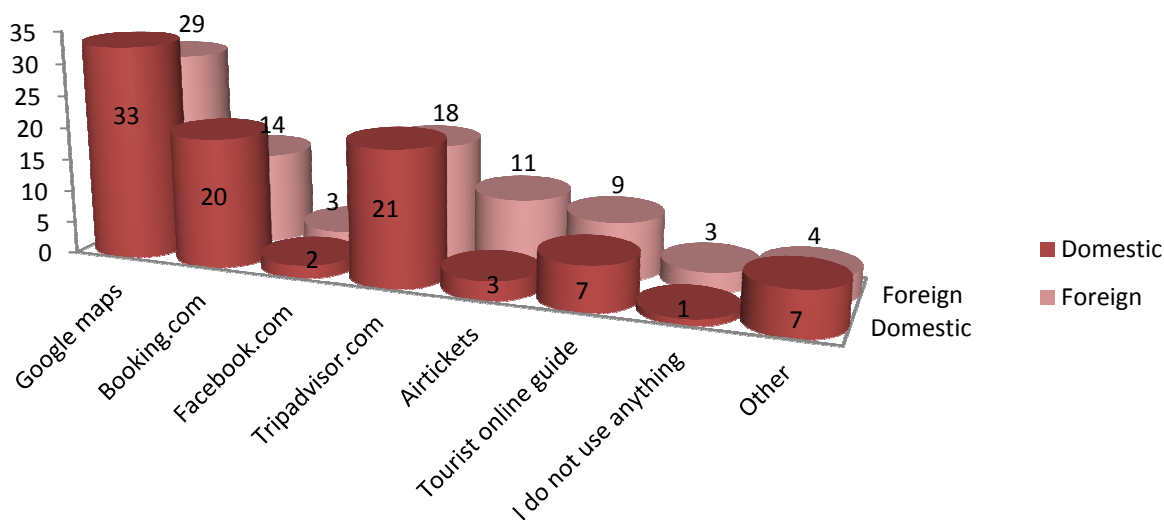


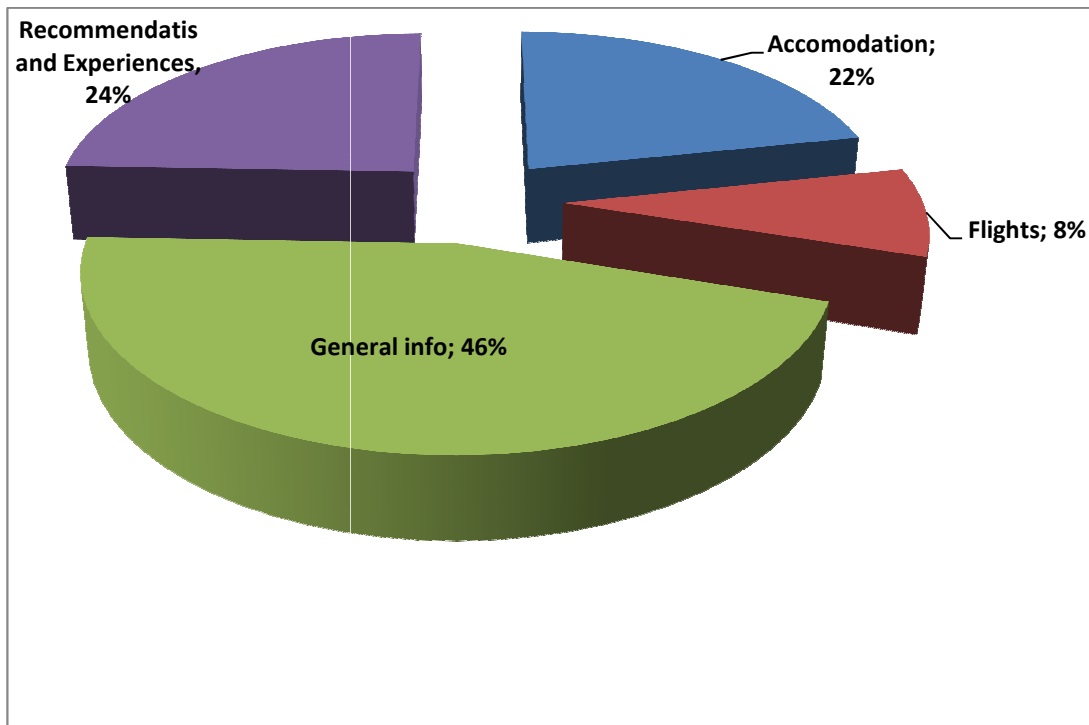
Figure 63: Most commonly used websites when planning the trip per domestic and foreign participants



In order to get more specific information all the results were divided into 4 separate categories regarding the type of the information that can be found. The first category is called Accommodation and the websites that fall under this category are: Booking.com with 34 votes, Hostel world that was chosen 1 time, and each of following two websites Hostels.com and Airbnb.com was mentioned 2 times. The second category was named Flights. In this category there were 4 participants who marked Airtickets and one website called Vuelos Barratos that is searching for cheap flights. General info was third category, which contained 3 votes for Google.com, 16 votes for Online touris guide, 62 vote for Google maps and Wiki Travel. The

forth category called Recommendations and experiences contained Tripadvisor and Facebook. The Tripadvisor has been chosen 39 times and Facebook 5 times by the participants. In the Figure 47 we can see that regarding the type of the information participant were looking for, the highest percentage of 46% had General info category. The second ranked category was Recommendation and experiences with 24%. After that comes Accommodation related category with 22%. The category that had lowest percentage was flights related category with 8% out of total collected data.

Figure 64: Percentage of most commonly used website categorized according to the type of the information they are providing



## 5. Conclusions:

Tourism is fast-growing industry that highly effects on economy of every country. Spain has always been a popular destination for tourists, and it occupies high place among countries with most number of international arrivals world-wide. With an appearance of mass tourism and after the major expansion in volume of tourists in which begun it the 50s, country soon became more and more popular destination for tourists who were looking for relaxation and leisure holiday. Good climate conditions and natural resources positively affected and contributed to Spain to become the symbol for sun and beach model. By relying on scientific data and by thoroughly analyzing advantages, disadvantages, opportunities for improvement and possible threats for tourism sector in Spain, it was possible to give opinion about further development of tourism in Spain and conclude that it will maintain its position on international tourist market in the years to come.

We can say that this paper has two significant goals. The first one is to give deeper insight into general information about the Spain and present it as a destination.

On the other hand, this paper discussed the importance of the Internet as new mass media that has high importance in tourism sector. In order to keep its position on very competitive and demanding tourism market, Spain has to adjust the tourist offer and include and use new technologies as main source of promotion. Furthermore, thematic, especially cultural tourism will bloom.

It has become impossible to imagine our daily routine and to live without the Internet.

Even though the Internet is considered to be new mass media, omnipresent in all walks of life, for a very short time it managed to become the most important source of information. The usage of the Internet is growing each year, which can be confirmed by the fact that there is an increasing number of its users every year. The Internet found its purpose in every aspect of our lives and it represents indispensable part of modern life. Still, one of its most important roles and contributions can be found in marketing industry. As good marketing strategy and promotion plans are important components of tourism, it is no surprise that the Internet is widely used in tourism industry.

It is undeniable that the Internet has become the most important tool in a tourism sector. Firstly, it facilitated the access to all the information that consumers might need. Also, good online promotion of tourist products and offers can reach to a great number of consumers. Secondly, not only that the Internet has enabled travelers to access reliable and accurate information about the tourist products, it has also eased the concept of booking and making the purchase for the consumers.

Consumers' behavior and needs are always changing and the new fast-growing technologies and the Internet have a huge role in tourism sector considering the fact that the Internet, an unlimited storage of information, is accessible and suitable to everyone. The concept of "fast modern life" that we all live in, also changed the way of how we plan our trip and raised the expectations of the destination we are visiting. We can conclude that nowadays people are looking for more than a nice place to visit when they are choosing a destination. They are interested to learn something more about the destination and to take a part in different activities.

Spain has been a well-known and popular destination for tourism. Tourism sector in Spain is very developed as it has a great influence in economy of the country. For years Spain has been known for "Sun and beach" tourism on international market. As we all know the tourism industry is very relevant and changeable. That is why it is important always to conduct a research and to develop new product that will satisfy customers' needs. In addition it is important to follow other markets and to have good marketing strategy.

The aim of this paper was to investigate the impact of the Internet in tourism sector. In addition it talks about the importance of the Internet particularly for cultural tourism. We can agree that Spain with its natural beauty and rich cultural heritage is a perfect destination to develop various cultural related products that can attract and always bring back visitors. The demand for cultural tourism is increasing nowadays and according to the survey that was conducted we can conclude that cultural tourism in Spain is becoming more and more popular. The survey was conducted on 111 participants, aged between 18-40 years, both Serbian and foreign residents.

As it was expected, survey established that the majority of participants use the Internet to get informed and plan their trip prior to their visit. The type of the information that participants are searching for is related with planning a cultural activity. According to the survey, the highest percentage of participants stated that they have chosen or would choose Spain as their destination because of the cultural activities. Also the regions of Spain and the cities that were chosen as preferred destination by the participants are large cities that are famous for their cultural related products that they offer. The main reason for visiting these cities are precisely museum and cultural heritage visits. According to the collected and analyzed data, nowadays tourists are visiting Spain because they want to participate in some kind of cultural activity. It is right to conclude that the Internet has a huge role in increasing demand for cultural tourism, as the participants are able to find the information according to their personal interests and they are getting more comfortable to independently plan their trip by relying and learning from other people and their experiences.

The demand for traditional "Sun and beach" tourism in Spain is still on the first place when it comes to the main reason for visiting Spain. However, the cultural tourism is expected to grow in the future time, as nearly all of the participants stated that they have participated in some kind of cultural activity during their stay. The fact that the official tourism plan for future period

is working on creating new and promoting cultural related products can only confirm that the cultural tourism is becoming more popular. Those products are created with special care to please tourists who are more educated, independent, demanding and savvy. For all those reasons it is right to expect that the cultural tourism will continue to be important tourist product that will Spain offer, and with the increasing number of tourists who are interested in cultural tourism each year it can be expected that it will exceed the traditional “sun and beach” tourism.

## Appendix I

### Reasons for using the Internet when planning a trip (Country of reference: Spain)

(Questionnaire can be answered by the both interviewees who did or did not visit Spain, because the results will show their personal opinion about the image of Spain as tourist destination and usage of the Internet for tourism purposes)

Where possible, multiple answers are allowed.

|                                      |  |
|--------------------------------------|--|
| <b>1. Please select your gender:</b> |  |
| a) Male                              |  |
| b) Female                            |  |

|                                                          |  |
|----------------------------------------------------------|--|
| <b>2. Mark of fill in the country of your residence:</b> |  |
| a) Serbia                                                |  |
| b) The United Kingdom                                    |  |
| c) Italy                                                 |  |
| d) France                                                |  |
| e) The Netherlands                                       |  |
| f) Germany                                               |  |
| g) Denmark                                               |  |
| h) Poland                                                |  |
| i) Croatia                                               |  |
| j) Portugal                                              |  |
| k) The United States                                     |  |
| m) Other:                                                |  |

|                                |  |
|--------------------------------|--|
| <b>3. Mark your age group:</b> |  |
| a) 18-22                       |  |
| b) 23-27                       |  |
| c) 28-32                       |  |
| d) 33-37                       |  |
| e) 37 <                        |  |

|                                      |  |
|--------------------------------------|--|
| <b>4. Mark your education level:</b> |  |
|--------------------------------------|--|

|                   |  |
|-------------------|--|
| a) Primary school |  |
| b) High school    |  |
| c) University     |  |
| d) Master         |  |
| e) PHD            |  |

|                                                                                                                           |  |
|---------------------------------------------------------------------------------------------------------------------------|--|
| <b>5. Have you ever stayed in a non-residence country for at least 24 hours where you used any kind of accommodation?</b> |  |
| a) Yes                                                                                                                    |  |
| b) No                                                                                                                     |  |

|                                                                                                           |  |
|-----------------------------------------------------------------------------------------------------------|--|
| <b>6. Have you ever visited Spain for at least for 24 hours where you used any kind of accommodation?</b> |  |
| a) Yes                                                                                                    |  |
| b) No                                                                                                     |  |

|                                                                                                                                                                                             |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>7. If your answer was "yes" in the previous question please select your reason for visiting Spain, if the answer was "No" select for which reason would you consider visiting Spain?</b> |  |
| a) For leisure, "sun and beach" tourism                                                                                                                                                     |  |
| b) Visiting sites and museums in large cities                                                                                                                                               |  |
| c) Religious reason (visiting churches or Camino de Santiago)                                                                                                                               |  |
| d) Business reasons                                                                                                                                                                         |  |
| e) Sports activities                                                                                                                                                                        |  |
| f) Going to concert or music festival                                                                                                                                                       |  |
| g) Going on a themed organized tour (Vine Routes )                                                                                                                                          |  |
| h) Education: Summer school , Studies                                                                                                                                                       |  |
| i) Other:                                                                                                                                                                                   |  |

|                                       |  |
|---------------------------------------|--|
| <b>8. How many days did you stay?</b> |  |
| a) 2-5 days                           |  |
| b) One week                           |  |
| c) 10-15 days                         |  |
| d) More than 15 days                  |  |
| e) One month                          |  |
| f) More than one month                |  |
| g) One year                           |  |
| h) Other:                             |  |

|                                                                                                                                                                                                                                                              |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>9. How did / would you find your accommodation in Spain?</b>                                                                                                                                                                                              |  |
| a) By searching and booking the information via the Internet and paying upon the arrival                                                                                                                                                                     |  |
| b) Through a tourist agency                                                                                                                                                                                                                                  |  |
| c) Recommended by a friend of family who has already been there (recommended by someone I know)                                                                                                                                                              |  |
| d) I found my accommodation on social networks (Facebook, Twitter, Couchsurfing)                                                                                                                                                                             |  |
| e) Searched, booked and paid via Internet (By reading reviews and getting informed based on other people's experience on blogs or websites such as Trip Advisor and booking accommodation online prior to my trip (recommended by someone I have never meet) |  |
| f) I stayed in a house of my family or a friend                                                                                                                                                                                                              |  |
| g) I stayed in Students' residence (Campus accommodation)                                                                                                                                                                                                    |  |
| h) I found the offer in newspapers or heard it on TV/Radio                                                                                                                                                                                                   |  |
| i) Other:                                                                                                                                                                                                                                                    |  |

|                                                |  |
|------------------------------------------------|--|
| <b>10. I use the Internet to get informed:</b> |  |
| a) Everyday                                    |  |
| b) Several times a week                        |  |
| c) Once in a week                              |  |
| d) Several times a month                       |  |
| e) Never                                       |  |
| f) I do not have Internet connection           |  |

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
| <b>11. Name a city or a region that you visited or you would like to visit in Spain?</b> |  |
|                                                                                          |  |

|                                                                                                     |  |
|-----------------------------------------------------------------------------------------------------|--|
| <b>12. Have you used the Internet before your trip to explore the destination that you visited?</b> |  |
| a) Yes                                                                                              |  |
| b) No                                                                                               |  |

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| <b>13. What type of information were you searching for before you arrived to Spain?</b> |  |
| a) Historical facts about the destination and country                                   |  |
| b) Geographical information about the destination and country (position, climate)       |  |
| c) I've searched for main sites, cultural activities (museums, galleries)               |  |
| d) Places to go out to (bars, restaurants, clubs)                                       |  |

|                                                                                                 |  |
|-------------------------------------------------------------------------------------------------|--|
| e) Information about the tradition and festivals and sociocultural structure of the destination |  |
| f) Infrastructure and destination's connection to other cities                                  |  |
| g) Other:                                                                                       |  |

|                                                                                           |  |
|-------------------------------------------------------------------------------------------|--|
| <b>14.How would you describe Internet connectivity and access to free Wi-Fi in Spain?</b> |  |
| a) Excellent and widespread connection                                                    |  |
| b) Good, but not all the places have it                                                   |  |
| c) Very bad and slow                                                                      |  |
| d) I did not use the Internet during my stay in Spain                                     |  |
| e) I did not visit Spain                                                                  |  |

|                                                                                                                                                                                |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>15.When surfing on the Internet to find information such as location of the sites, museums, parks, bars, tourist info offices, exchange offices, recommended beaches...</b> |  |
| a) I had difficulties finding information, as they are not marked on Google maps                                                                                               |  |
| b) I had no difficulties, all the places are marked and you can easily find additional info on other websites as well                                                          |  |
| c) Not sure                                                                                                                                                                    |  |

|                                                                            |  |
|----------------------------------------------------------------------------|--|
| <b>16.If you were to choose, which city of Spain would you visit?</b>      |  |
| a) Madrid, because it is the capital                                       |  |
| b) Barcelona, because of unique architecture, art galleries, museums       |  |
| c) Granada, because of the UNESCO World Heritage Site <i>Alhambra</i>      |  |
| d) Palma de Mallorca or Tenerife because of the beaches                    |  |
| e) Ibiza because of parties and clubs                                      |  |
| f) Bilbao because I want to learn about País Vasco and its unique language |  |
| g) Seville and Malaga because of cultural festivals and Flamenco shows     |  |
| h) Pamplona, to watch or be a part of <i>San Fermín</i> celebration        |  |
| i) Other:                                                                  |  |

|                                              |  |
|----------------------------------------------|--|
| <b>17. Would you visit Spain once again?</b> |  |
| a) Yes                                       |  |
| b) No                                        |  |

|                                                                                                                                                                                            |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>18.Have you participated in any cultural activity during your stay? (If "Yes" state which one you enjoyed the most and if "No" mark the one you would consider visiting Spain for?)</b> |  |
| a) Visiting museums                                                                                                                                                                        |  |
| b) Visiting cultural heritage sites, castles, caves, parks, etc.                                                                                                                           |  |
| c) Going to the cinema, theatre or opera                                                                                                                                                   |  |

|                                                                                        |  |
|----------------------------------------------------------------------------------------|--|
| d) Going to flamenco show, Spanish guitar concert                                      |  |
| e) Visiting Bullfighting show ( <i>Corrida de Toros</i> )                              |  |
| f) Learning about <i>Semana Santa</i> or traditional celebrations of National holidays |  |
| g) Other:                                                                              |  |

|                                                                                             |  |
|---------------------------------------------------------------------------------------------|--|
| <b>19.I would use the Internet to plan tourist trip mainly to:</b>                          |  |
| a) Find more information about the country I am visiting                                    |  |
| b) Book tickets and accommodation                                                           |  |
| c) Get informed about the places to visit and prices                                        |  |
| d) Listen to the music that is popular in that county                                       |  |
| e) Get insight into the nearby places and surroundings (from the place you will be located) |  |
| f) Other:                                                                                   |  |

|                                                             |  |
|-------------------------------------------------------------|--|
| <b>20. What do you use the most when planning the trip?</b> |  |
| a) Google maps                                              |  |
| b) Booking.com                                              |  |
| c) Airtickets.com                                           |  |
| d) Tripadvisor.com                                          |  |
| e) Facebook.com                                             |  |
| f) Online tourist Guide                                     |  |
| g) I do not use anything                                    |  |
| h) Other:                                                   |  |

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