

Literary Routes as a Successful Tourist Offer in Porto

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Abstract: Nowadays tourist aspires to something differentiated, personalized, focused on quality, culture, and the environment. As this tourist is a more demanding one, it is crucial to provide an innovative offer bearing in mind that this type of tourist aspires to something more specific. This is exactly the case of literary tourists. By using a literary text to invite people to visit a city, which we may call "literary invitation", we intend to provide some real and material knowledge about the city, often in the form of a route to be travelled. Tourist itineraries immerse visitors in the plot of a narrative or in the historical era it refers to and therefore, enhances the experience of a cultural visit assuming an important political and economic significance in today's tourism destinations. Besides enhancing cultural exchange and cross-border relations, tourists mobilize large economic resources that can promote the socio-economic development of the territories. This paper intends to present an analysis of the motivational attributes of literary routes in the perception of the tourist destination Porto based on information obtained from a sample of 272 tourists/visitors in the city during the summer of 2020. The analysis of the results allows us to state that they represent a reliable basis for tourist agents interested in reevaluating the essence of tourist activity in the city, in the context of literary resources and attractions, and these motivational factors may be incorporated into marketing strategies.

Keywords: literary route, literary tourism, literary itinerary, Porto, Camilo Castelo Branco

1. Introduction

Today there is an increasing number of tourists who refuse to travel in mass tourism programs, focusing on individual and intimate experiences. Today's tourist aspires to something less traditional, more differentiated, personalized, focused on quality, culture, and the environment, with intangible values. Innovation in tourism is thus essential for all professionals in the sector. Offering new, improved products and/or services adapted to modern needs allows a country or city to stand out from the competition. Literary tourism can be a great asset to attract tourists and, in the long term, translate into greater financial results.

The growing awareness of literary tourism has given it a growing popularity. There are currently countries and cities whose writers are ambassadors of their language and culture, leading tourists to visit their homes or places related to them and their works. It is now unthinkable to look at some of the world's most inspiring literary cities and forget their great writers. For example, London, England, has tours that honor Arthur Conan Doyle's, *Sherlock Holmes* and Charles Dickens. In Ireland, a Dublin Literary Pub Crawl invites tourists to walk in the shoes of writers like James Joyce, Oscar Wilde, George Bernard Shaw and W.B. Yeats. In Paris we can pop into the Maison de Victor Hugo and in St Petersburg you can trace the route of *Crime and Punishment's* wordsmith, visiting the apartment museum where Dostoevsky spent the last years of his life.

Whoever the writer may be, using a literary text to invite for a city is intended to provide some real and material knowledge about the city, often in the form of a route to be carried out. In fact, one of the instruments of tourism promotion may be tourist itineraries. These routes invite tourists and readers to make fictional experiences come alive. Literary tourism enables travellers to immerse themselves in the local culture, landscapes, and nature, while increasing their knowledge about authors and literature.

As Herbert (2001) points out, living what the writer presented in his books, knowing the places he went or even visiting places of symbolic meaning, are experiences that "readers-tourists" or "tourists-readers" seek. According to this author

"people visit literary places for various reasons. First, they are attracted to places that have connections to the lives of writers. Old houses, in which a writer lived and worked, can create a sense of nostalgia, and inspire admiration or reverence [...] Secondly, tourists can be attracted by literary places that form the settings for novels. Fiction can be represented and there is a fusion of

the real and the imaginary that give these places a special meaning. Fictional characters and events often generate stronger images" (Herbert, 2001, p.314).

Thus, the literary itinerary allows the visitor to know the city as a material reality, as a space that allowed the writer to build and develop a scenario for the narrative, giving the tourist the possibility to observe the city in another way, that is, walk the streets, observing the specific particularities of the city to which he would not have access by simply observing the geographical reality, without a route or literary itinerary.

The tourist itineraries have a potential that covers various sectors, from the economic to the sociocultural. They not only contribute to the dissemination of the cultural heritage of the region, but also increase the interest in Culture and Literature, attracting tourists with a higher level of education and, potentially, with greater economic power, thus generating greater revenues (Herbert, 2001; Eusebius, Castro & Costa, 2008). In addition, by increasing the attractiveness of places with lower demand and during the low season (since, according to Curado (1996), there is a greater proportion of cultural tourists moving in winter), literary itineraries also contribute to the extension of their stay and result in an increase in revenues.

Moreover, literary itineraries, as documents designed to attract, tend to influence how the landscape is interpreted, i.e, the way the visitor perceptions the landscape in this itinerary and, at the same time, give more visibility to specific cities or geographical realities.

In this perspective, the design of itineraries and routes can be considered as a structuring activity of the offer in a tourism destination. These itineraries are an invitation to discover and rediscover a tourist destination.

2. Research methodology

The main objective of this study is to understand if literary routes will be an opportunity to expand the tourist offer in Porto. With this purpose, we designed two different itineraries based on the life and work of Camilo Castelo Branco and we conducted an empirical investigation based on a questionnaire that we present to a sample of 272 tourists/visitors from the city of Porto in the summer of 2020 (between June to September). The research had as its fundamental objectives to prove the interest in literary routes and the conditions for.

The results allowed us not only to make a very approximate estimate of the tourist's suitability to these new tourism proposals in Porto, but also to analyze the importance of these proposals in redefining the city's tourism offer and its diversity.

3. Porto as the stage to literary routes

Porto has always been the city of artists and, therefore, we can find much of the history of the city in the works that were bequeathed to us, in particular in the literary field.

Although we do not intend to present a list of the writers who were born, died and in the city left or gave testimony, it is thanks to them that Porto has been considered a place of literary inspiration and can present itself as a literary city.

Camilo Castelo Branco is undoubtedly one of its most notable writers and who most identifies with the city. Although he was not born in this city, Camilo is a man from Porto. This city, besides being his living space between 1843 and 1872, also served as inspiration for most of his books that allow us today to know the city of the 19th century through the movements of his characters. The city of that time enhanced his imagination and his enormous capacity to create plots and, therefore, Porto is, simultaneously, the city of his experience and his imagination. The writer's relationship with space is present throughout his literary production.

"The Camilian text registers (...), the urban and human Port of 19th century" (Castro & Oliveira, 2012, p. 27).

With the work of Camilo Castelo Branco, it is possible to suggest the organization of itineraries with the aim of providing the knowledge of the places connected to the memory of the writer and, at the same time, (re)know the Port of the 19th century. The itineraries allow participants to contact the writer's places and explore the texts *on site*, joining the physical spaces to the writer's affective memories.

4. Results

Individual profile of respondents

As can be seen by the analysis of Table 1, at the global level, our sample consists mostly of female individuals (68.8%).

Table 1: Individual profile

Tourists/Visitors		Frequency	%
Gender	Female	187	68,8
	Male	85	31,3
Age	18 to 27 Years old	82	30,1
	28 to 37 Years old	26	9,6
	38 to 47 years old	57	21,0
	48 to 57 Years old	66	24,2
	57 to 68 Years old	24	8,9
	68 years old or more	17	6,2
Qualifications	High-School	48	17,6
	Degree	108	39,7
	Masters	100	36,8
	PhD	16	5,9
Employment situation	Retired/Pensioner	23	8,5
	Student	45	16,5
	Unemployed	7	2,6
	Part-time worker	16	5,9
	Full-time worker	181	66,5
Monthly income (individual)	(-) than 1000 €	40	14,7
	1001 – 2000 €	106	39,0
	2001 – 3000 €	63	23,2
	(+) than 3000 €	22	8,1
	DK/DA	41	15,1
Country of origin	Portugal	197	72,4
	Spain	22	8,1
	France	15	5,5
	Italy	10	3,7
	Germany	6	2,2
	Other*	22	8,1
*With representativeness less than 2%			
Total		272	100,0

Source: Own elaboration

Regarding age, we would like to point out that it was a condition for inclusion in the study that all respondents were 18 years of age or older. According to the table under analysis, we also verified that age was recoded into age categories, with the objective of obtaining homogeneous amplitude classes. The last class was aggregated because the remaining ones contained few observations.

After this codification, we observed that, although the average age value is 41.6 years, it is the class of the elderly that represents the smallest number of respondents, that is, those whose age, in this classification, is higher than 68 years represent approximately 6.2% of the respondents. The most representative class is that of young adults (18-27 years) with 30.1% of respondents.

Tourists/visitors with a high level of education predominate, 39.7% have "Bachelor's Degree", 36.8% have completed "Master's" and 5.9% have completed the "PhD". 66.5% are "Full-Time Workers" and 5.9% "Part-Time Workers", i.e. about two-thirds of respondents are in economic activity and the average monthly income from the sample shows that 14.7% have income "Up to 1,000€", 39.0% have an income between "1001 -2000€", 23.2% between "2001 - 3000€" and 8.1% "More than 3000€", which allows us to say that respondents mostly pursue a paid profession with amounts located between 1001 and 3000€ (62.2%).

72.4% of respondents are national, with only 8.1% of the Spanish appearing in second place, followed by the French, with 5.5%, the Italians with 3.7% and the Germans with 2.2%. In our opinion, the reason for these figures was the pandemic, because border circulation, although open in the months in which we conducted the surveys (June to September) remains very conditioned, thus limiting movements, especially external ones.

5. Traveler's characteristics

Analyzing now the results obtained for Porto as the destination of the trip it is possible to show in Table 2 that most respondents (72.1%) are not visiting the city for the first time, and more than half (54.0%) remain in the city for a period between "3-5 nights". It should be noted that 13.2% of respondents reported that their visit does not imply overnight.

Table 2: Travelers' profile

Tourists/Visitors		Frequency	%
1st Visit to city	Yes	76	27,9
	No	196	72,1
Reason for travel	Holidays/leisure	211	77,6
	Visit to family /friends	29	10,7
	Business	4	1,5
	Wine and gastronomy T.	10	3,7
	Shopping Tourism	10	3,7
	Literary Tourism	8	2,9
Length of stay	No overnight	36	13,2
	From 1 to 2	61	22,4
	From 3 to 5	147	54,0
	From 6 to 10	23	8,5
	More than 10	5	1,8
Daily spend	0-50€	85	31,3
	51-100€	94	34,6
	101-150€	36	13,2
	151-200€	15	5,5
	+ 200€	17	6,3
	DK/DA	25	9,2
Total		272	100,0

Source: Own elaboration

As the sample includes a significant number of national tourists it is our opinion that this value may be justified by the geographical proximity between the place of residence and the destination visited. 77.6% of tourists are in "Holiday/leisure" period, 10.7% have as their main reason the "Visit to family/friends", 3.7% seek "Ethnographic Tourism" and "Shopping Tourism" and 2.9% the "Literary Tourism." Regarding travel costs, most respondents report that daily spends between "51-100€" (34.6%) or only "0-50€" (31.3%).

6. Travelers' reading habits

Looking now at the profile of our respondents regarding their reading habits, we found that about half (48.2%) of the tourists/visitors interviewed read less than 5 books per year and 34.6% read, in the same period, between 5 and 10 books (table 3).

Table 3: Reading habits

Tourists/Visitors		Frequency	%
How many books do you read per year	0	8	2,9
	(-) from 5	131	48,2
	5 – 10	94	34,6

Tourists/Visitors		Frequency	%
	(+) from 10	39	14,3
If I could, I'd rather:	Get to know the different places mentioned in his works	167	61,4
	Know places related to the life of an author.	49	18,0
	Make the itineraries of the characters of his works	38	14,0
	I don't care any of the above	18	6,6
Have you heard of Camilo	Yes	228	83,8
Castelo Branco?	No	44	16,2
Do you know the work of	Yes	161	59,2
Camilo Castelo Branco?	No	111	40,8
Without knowing the author would be interested in a literary route?	Yes	200	73,5
	No	67	24,6
	Does not respond	5	1,8
Total		272	100,0

Source: Own elaboration

The table also allows us to verify that, these tourists/visitors mostly prefer to know places mentioned in literary works (61.4%), 18.0% prefer to know places related to the life of an author (place where he was born, childhood home, place where he wrote, place of his death, ...) and 14.0% would like to make itineraries related to the characters of literary works. 83.8% of tourists/visitors have heard of the writer Camilo Castelo Branco and 59.2% know his work. It should also be noted that 73.5% of respondents reported that, even if they did not know the writer Camilo Castelo Branco, nor his work, they would be interested in performing a literary route inspired by their life and/or work in the city of Porto.

7. Motivations to participate in a literary route

After analyzing the sociodemographic profile of the population surveyed, the characteristics of the trip and its literary appetences, we will then present the motivations (reasons) pointed out to participate in a literary route, indicated in Table 4. It should be noted that of the total of the 272 respondents, 66 (24.3%) reported not being interested in carrying out any route, so from now on, we will analyze the reasons that motivate the 206 tourists surveyed to carry out a literary route.

Table 4: Reasons why you would participate in a literary route

Tourists/Visitors		Frequency	%
1. Learning new things	Total disagree	2	1
	Disagree	2	1
	Agree	48	23,3
	Quite agree	64	31,1
	Total agree	90	43,7
2. Seek cultural enrichment	Total disagree	4	1,9
	Disagree	6	2,9
	Agree	32	15,5
	Quite agree	68	33
	Total agree	96	46,6
3. Experience places associated with literary works	Total disagree	6	2,9
	Disagree	65	31,6
	Agree	66	32
	Quite agree	69	33,5
4. Participate in sophisticated cultural tourism programs to improve the tourist experience	Total disagree	2	1
	Disagree	18	8,7
	Agree	70	34
	Quite agree	72	35
	Total agree	44	21,4
5. Seeing things you don't normally see	Total disagree	6	2,9
	Disagree	8	3,9
	Agree	51	24,8
	Quite agree	50	24,3
	Total agree	91	44,2

Tourists/Visitors		Frequency	%
6. Better understand the literary work by visiting places	Total disagree	6	2,9
	Disagree	7	3,4
	Agree	62	30,1
	Quite agree	80	38,8
	Total agree	51	24,8

Source: Own elaboration

According to the data in table 4 we can ensure that the opportunity to participate in a literary route is seen by tourists/visitors with great expectation because, in addition to the 98.1% who see it as an opportunity to "Learn new things", 95.1% believe that allows "Cultural enrichment" and 93.2% "see things that normally do not see". 90.3% agree to "participate in sophisticated cultural tourism programs to improve the tourist experience", 93.7% agree that literary itineraries allow "Better understanding the literary work visiting places" and 97.1% that this allows "to experience places associated with tourist works".

In order to understand the motivations of tourists regarding the opportunities to participate in literary routes we will present below (Table 5) an analysis of the results obtained in relation to the two proposals of literary routes presented and their influence on the travel experience, according to several motivational aspects.

Table 5: Influence of literary itineraries on travel experience

Tourists/Visitors		Frequency	%
1. Would participate in some or all the itineraries presented	Total disagree	4	1,9
	Disagree	4	1,9
	Agree	94	45,6
	Quite agree	48	23,3
	Total agree	56	27,2
2. Would pay for the proposed itineraries	Total disagree	4	1,9
	Disagree	19	9,2
	Agree	106	51,5
	Quite agree	41	19,9
	Total agree	36	17,5
3. Would prolong the trip to make a route	Total disagree	2	1
	Disagree	70	34
	Agree	78	37,9
	Quite agree	40	19,4
	Total agree	16	7,8
4. Would repeat the destination to perform a route	Total disagree	6	2,9
	Disagree	61	29,6
	Agree	74	35,9
	Quite agree	50	24,3
	Total agree	15	7,3
5. Participating in a route increases my degree of satisfaction with the destination	Total disagree	2	1
	Disagree	14	6,8
	Agree	92	44,7
	Quite agree	57	27,7
	Total agree	41	19,9
6. Would repeat the destination if there were new routes based on the work of the same author, or other authors	Total disagree	6	2,9
	Disagree	58	28,4
	Agree	61	29,9
	Quite agree	56	27,5
	Total agree	23	11,3
Total		206	100

Source: Own elaboration

The analysis of the table above allows us to state that the majority (96.1%) of respondents agree that they would participate in one or more of the itineraries presented and 20.6% say that they fully agree with this statement, however, the amount is reduced to 88.8% if these routes are paid.

92.2% of respondents agree that "participating in a route increases their degree of satisfaction with the destination" but 35.0% of respondents said they would not "prolong the trip to be able to participate in a literary route", 68.7% agree with the possibility of "repeating the destination if there are new routes based on the work of the same author, or other authors", which allows us to affirm that literary itineraries are seen by tourists as an asset of the destination, important enough to increase their degree of satisfaction with the destination and, in many cases, enough to influence a new visit or even to prolong the stay.

8. Analysis of correlations

Also based on the results of surveys conducted to tourists /visitors to Porto, we applied the analysis of Variance ANOVA, which allowed us to cross the information collected and understand which characteristics of the sociodemographic profile of the sample interfere with their personal interests / motivations to participate in literary routes and under what circumstances.

Thus, we begin by verifying that the higher the level of education, the greater the motivation to participate in literary proposals, and greater willingness to prolong the trip or even repeat the destination to participate in a literary route (table 6).

Table 6: Motivational elements of literary routes presented according to academic qualifications

Qualifications	Would participate in some or all the itineraries presented	Participating in a route increases my degree of satisfaction with the destination	I'd repeat destination if new routes are available
High-School	3,27	3,20	2,97
Degree	3,80	3,71	3,24
Master	3,77	3,54	3,04
PhD	3,92	4,08	3,92

Source: Own elaboration

Table 7 shows us that the situation of employment also interferes with the motivation to participate in the routes presented because the group that shows the least appetite is that of the unemployed and retired/pensioners are the group that values the itineraries the most, even admitting prolonging the trip or repeating the destination if they were aware of new itineraries.

Table 7: Motivational studies of literary scripts presented in relation to the employment situation

Employment situation	Would participate in some or all the itineraries presented	Would pay for the proposed itineraries	Would extend the trip to participate in a route	Would repeat the destination to participate in a route	Participating in a route increases my degree of satisfaction with the destination	I'd repeat destination if new routes are available
Unemployed	2,43	2,14	2,29	2,29	2,43	2,00
Student	3,71	3,57	2,96	2,64	3,25	2,75
Retired/Pensioner	4,21	3,79	3,53	3,89	4,37	4,00
Full-time worker	3,69	3,38	2,93	2,98	3,59	3,17
Part-time worker	4,00	3,64	3,21	3,57	3,71	3,29

Source: Own elaboration

Associating this analysis with the income level of the various respondents, Table 8 allows us to find that respondents who are most available to participate on one or more itineraries, even if they are paid, have a monthly average income between 2001 and 3000€. For these tourists/visitors, participate in an itinerary is a way to increase their satisfaction with the destination. Tourists/visitors with incomes more than €3000 per month are the most available to repeat the destination if they are aware of new routes (Table 8).

Table 8: Motivational elements of literary routes presented according to the level of income

Income	Would participate in some or all the itineraries presented	Participating in a route increases my degree of satisfaction with the destination	I'd repeat destination if new routes are available
DK/DA	3,53	3,23	2,70
(-) than 1000€	3,55	3,03	2,83
1001-2000€	3,66	3,71	3,38
2001-3000€	4,05	3,86	3,20
(+) than 3000€	3,43	3,71	3,43

Source: Own elaboration

If we look at the cultural origin of the various respondents (table 9), we conclude that Spaniards are more available to repeat the destination to participate in a literary route and French visitors prolong the trip to participate in a new route. The Germans are the people who are the most interesting in repeating the destination if new routes are available.

Table 9: Motivational elements of the literary routes presented, by country of origin of the visitors

Origin	Would extend the trip to participate in a route	Would repeat the destination to participate in a route	I'd repeat destination if new routes are available
Portugal	2,92	2,96	3,05
Spain	3,40	3,70	3,70
France	3,77	3,08	3,85
Italy	3,50	3,50	3,50
Germany	2,50	2,50	4,00

Source: Own elaboration

Table 10 shows that people who visit the city but do not stay overnight are those who associate participation in a literary route with their degree of satisfaction with the destination and those who remain for a period of 1-2 nights those who show the most interest in extending the trip to carry out literary itineraries. Visitors/tourists who have a stay of 3 to 5 nights consider repeating the destination to participate in new literary itineraries. This information leads us to consider, once again, that literary routes can be effectively an asset in the tourist offer of the city.

Table 10: Motivational elements of the literary routes presented, according to the stay

Stay	Would extend the trip to participate in a route	Participating in a route increases my degree of satisfaction with the destination	I'd repeat destination if I was aware of new routes
No overnight	3,19	3,77	3,27
1-2 nights	3,30	3,38	3,19
3-5 nights	2,90	3,74	3,29
6-10 nights	2,47	3,11	2,26
(+) than 10 nights	3,00	3,00	2,80

Source: Own elaboration

Visitors/tourists whose main motivation is literary tourism are more available to prolong the trip to participate in a literary itinerary, however it is the wine and gastronomy tourists who most identify with the opportunity to repeat the destination to carry out a route (table 11).

Table 11: Motivational elements of the literary scripts presented, according to the reason(s) of the trip

Reason(s) of the trip	Would extend the trip to participate in a route	Would repeat the destination to participate in a route
Holidays/Leisure	2,81	2,94
Visit to family members	3,85	3,30
Business	3,50	3,00
Wine and gastronomy Tourism	3,88	3,88
Shopping	2,25	2,63
Literary Tourism	4,00	3,75

Source: Own elaboration

9. Conclusion

In the analysis presented we would like to point out that the level of educational qualifications directly influences both the reasons for participating in a route and the value attributed to them as a travel experience. In fact, tourists/visitors with PhD consider the itineraries decisive in the tourist experience, so that they not only consider participating in one or more itineraries but also say that they would repeat the destination to participate in a new itinerary.

The same happens when we look at the level of income because it is the group of respondents who have income between 2001 and 3000€ that most highlight their willingness to participate in some or all the proposed itineraries, underlining their satisfaction with the destination. In addition, it is the people who spend more than 200€ per day those who show more interest in participating in tourist itineraries and even in repeating the destination to carry out new itineraries.

Tourists who have a stay of more than 10 nights are the ones who show the most interest in participating in literary itineraries, but those who do not stay overnight or remain only 1 or 2 nights are those who are most available to extend their stay to carry out an itinerary or even repeat the destination to participate in new itineraries.

Among all visitors/tourists' surveyed pensioners are those who reveal not only a wider range of literary motivations but also are most available to carry out the literary itineraries even if they need to extend the trip or repeat the destination.

Between the foreigners who visit us the French are the most available to extend the trip to participate in a literary script although also the Spanish and Italians show interest in these opportunities of literary tourism and claim that they would repeat the destination to participate in one or more literary itineraries.

Finally, establishing a relationship between the reason for the visit and the interest shown in the literary itineraries, we could conclude that it is the literary tourists who value this opportunity most associated with tourist destinations.

Acknowledgements

The authors acknowledge the financial support of CITUR, R&D unit funded by the FCT – Portuguese Foundation for the Development of Science and Technology, Ministry of Science, Technology and High Education, under the scope of the project UID/BP/04470/2020

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