

Cartagena

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Spain

Scientific Tourism in the Alentejo region: an exploratory study of the visitors' profile and motivations at the regional Science Centres

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[Dissertation in progress]



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Master of Tourism and
Development of
Destinations and
Products

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Presentation outline

1. Relevance of the Study
2. Introduction and Objectives
3. Literature Review
4. Methodology
5. Expected Results
6. Usefulness of Research
7. Schedule and Next Steps
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1. Relevance of the Study

(1/2)

- Domain

Scientific Tourism (ST);

- Application

Centres of Science located in the Alentejo region, Portugal – Estremoz e Lousal

→What is a Centre of Science ?

→Where is located Alentejo Region ?



Fig.1 – Location Portugal in Europe, region Alentejo in Portugal, Centres of Science in the Alentejo region.
Source: own elaboration based on google maps on 05/29/2017.

1. Relevance of the Study

(2/2)

● Innovative approach

- From the point of view of the **development** of regional tourism supply network
→ Considerable added value potential for the **tourist experience** → An interesting and challenging motivation for the study of tourist behaviour.
- In Alentejo region there are a set of Science Centres, such as Museums, Laboratories, Theme Parks, Observatories, among others
→ **potentialities** at various levels such as cultural, environmental, economic, and social.
 - To enhance the offer of the regional Science Centres and Museums, there is an urgent need to characterize visitors' profile with the main purpose of practice Scientific Tourism activities in the Alentejo region.

2. Introduction and Objectives

- The identification of the profile and motivations that constitute the market of this type of tourism is critical for the present study.
- Research question
 - What is the profile and motivations of the visitor who is looking for scientific tourism activities in the Science Centres of the national network located in the Alentejo region?
- Objective

General	Specific
1. Analyse the profile of the visitors motivated for Scientific Tourism activities in the Alentejo region	<p>1.1 Characterize the profile, motivations and determinants (lifestyle, cultural, psychological and socioeconomic) of the visitor seeking ST activities in the Alentejo region.</p> <p>1.2 Describe the reasons and attributes that led the visitor to search facilities that offer scientific activities.</p> <p>1.3 Identify homogenous groups of visitors motivated to practice scientific activities.</p>

3. Literature review (1/2)

Keywords	Authors
<p>Scientific Tourism Proliferation of concepts and terminologies</p>	<p>Dewailly (2006) – three main groups:</p> <ol style="list-style-type: none"> 1. spatial dimension of the phenomenon 2. ethical dimension 3. specifying the types and forms of social practices concerned. <p>Mao e Bourlon (2011) – four distinct forms:</p> <ol style="list-style-type: none"> 1. Adventure Tourism 2. Cultural Tourism 3. Eco-Scientific Volunteering 4. Scientific Research in tourism
<p>Tourist Motivations Domain of the behavioural analysis of the tourist</p>	<p>Crompton (1992, 1979) Factors push (tourist motivations) and pull (attributes of the destination; endogenous and exogenous factors to the visitor, <i>e.g.</i> Socioeconomic, social and personal, cultural → satisfaction with Destiny.</p> <p>Dann (1981) Motivations that stimulate novelty, need for valuation;</p> <p>Woodside (1989) General model of leisure travel, awareness and choice of destination.</p>

3. Literature review (2/2)

Keywords	Authors
Centres of Science, Portugal ANCCT - Ciência Viva	National agency for the dissemination of scientific and technological culture - Ciência Viva (1996) → National network of Centres of Science, currently 20
Region Alentejo Trends in tourism demand	National statistical institute (INE) (2005-2015) → Regional indicators to measure tourist demand Serra e Borges (2016) ←


 3% for the internal market
 7,3% for external markets
 Average of 4.3% of all overnight stays

1.8 nights is the average length of stay internal and external markets by year 2015.

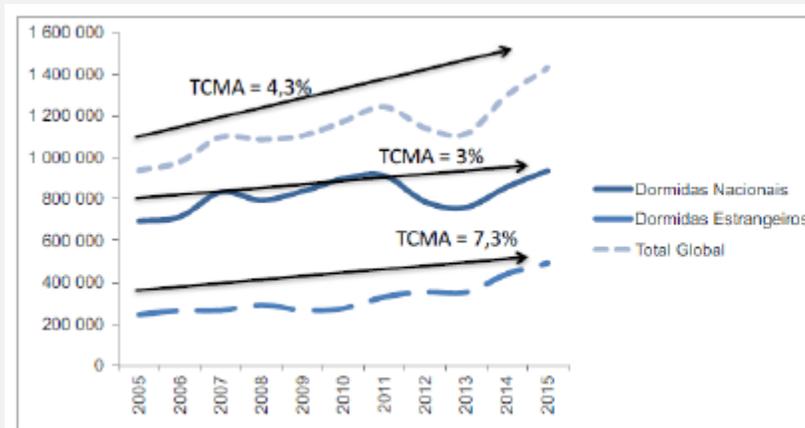


Table 1 - Annual average growth rate of overnight stays; Sleeping in hotels, holiday villages, tourist apartments and other accommodation (%).
Source: Turismo de Portugal; INE, 2016.

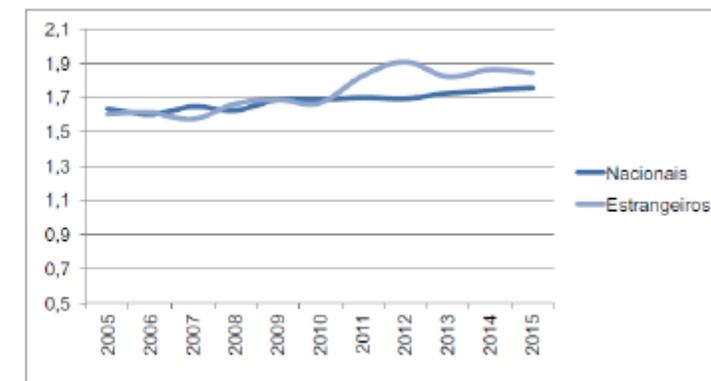


Table 2 - Evolution of the average length of stay in Alentejo, 2005-2015.
Source: Turismo de Portugal; INE, 2016.

4. Methodology

Research question

What is the profile and motivations of the visitor who is looking for scientific tourism activities in the Science Centres of the national network located in the Alentejo region?

Data Collection

Instrument

Questionnaire
translated English, Spanish and French ?

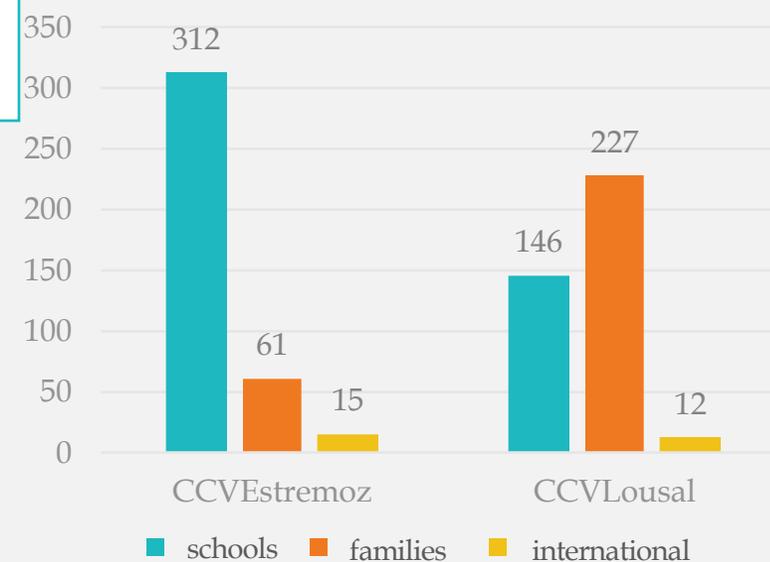
→Pre-test

Sample

Visitors to the Science Centres in Alentejo - Estremoz e Lousal;

∑ Visitors 2016 - 3 types

Stratified random sample / groups



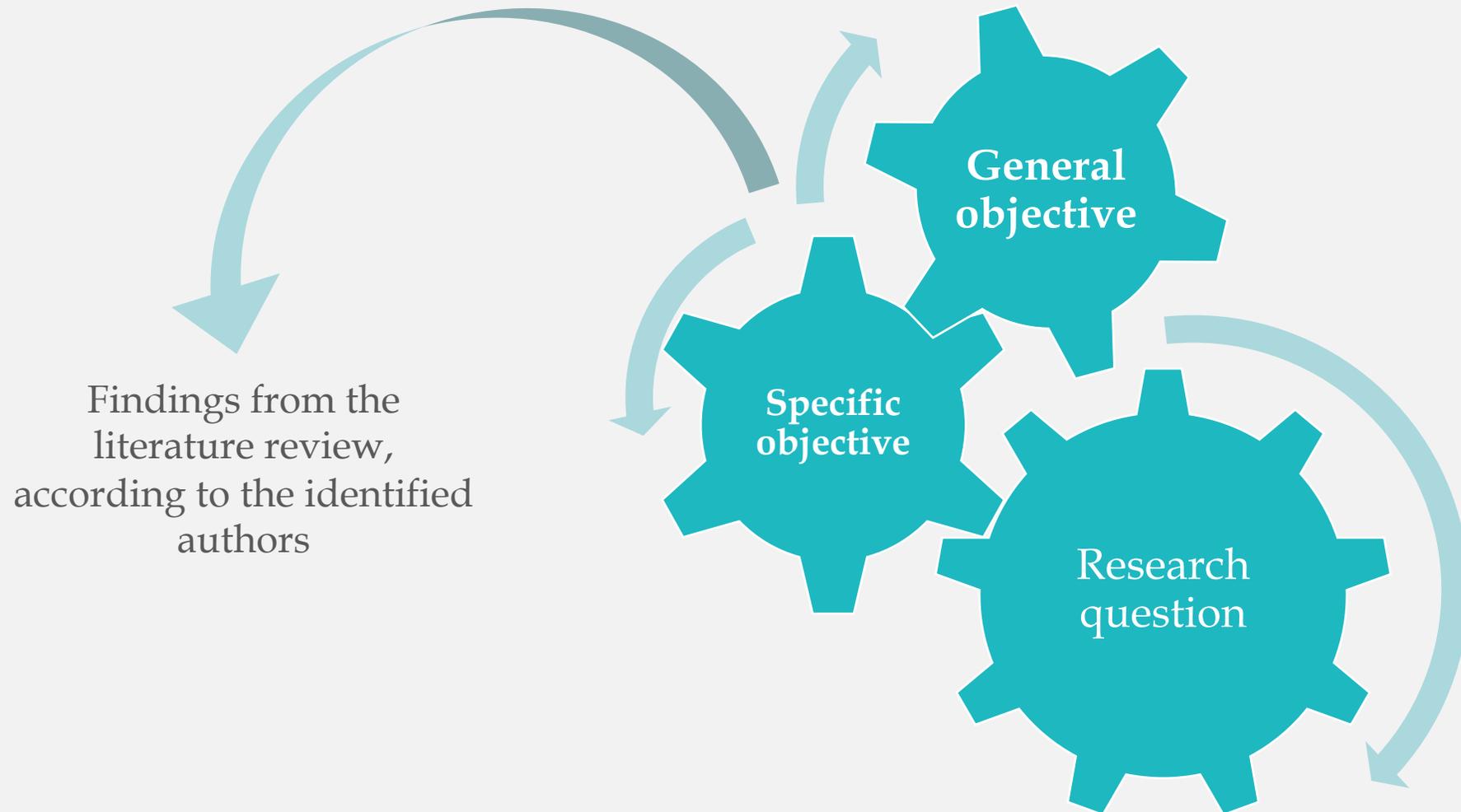
CCVEstremoz (n= 388)
CCVLousal (n= 385)

Dimensions

Authors

Scientific Tourism	Dewailly (2006), Benson (2005), Mao e Bourlon (2011), Delicado (2011)
Image of ST / Science Centres	Dewailly (2006), Mao e Bourlon (2011)
Knowledge of national network, areas of interest	ANCCT - Ciência Viva (2016)
Behavioural: looking for activities and expectations	Crompton (1979), Dann (1979)
Tourist motivations: push and pull factors	Crompton (1992, 1979), Dann (1979)
Satisfaction and feedback / recommendation FFR	Crompton (1992), Woodside (1989)
Sociodemographic and economic characterization	Kattiyapornpong and Miller (2009), Hyde and Lawson (2003), Woodside (1989)

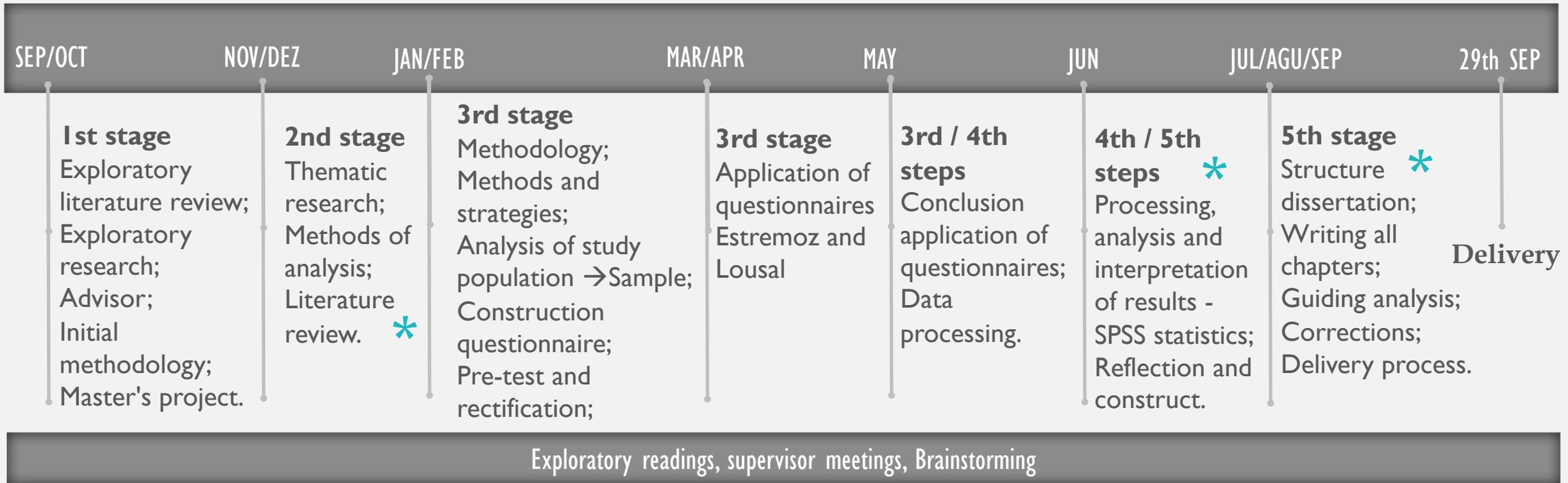
5. Expected results



6. Usefulness of Research

- Identify the profile and motivations, that allows to understand the decision process for the demand of Scientific Tourism activities in the Alentejo region;
- Characterized by homogenous groups of visitors that prevail in the Scientific Tourism Centres of Alentejo Region;
- Contribute for the knowledge about the demand of Scientific Tourism in the Alentejo region;
- Any researcher want your work serve some purpose (Quivy, 1998);
- Open new research avenues related to the concept of the Scientific Tourism.

7. Schedule and Next Steps



8. References

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Supervisor...

Colleagues...

Family and friends...

Prince...

To all of you...

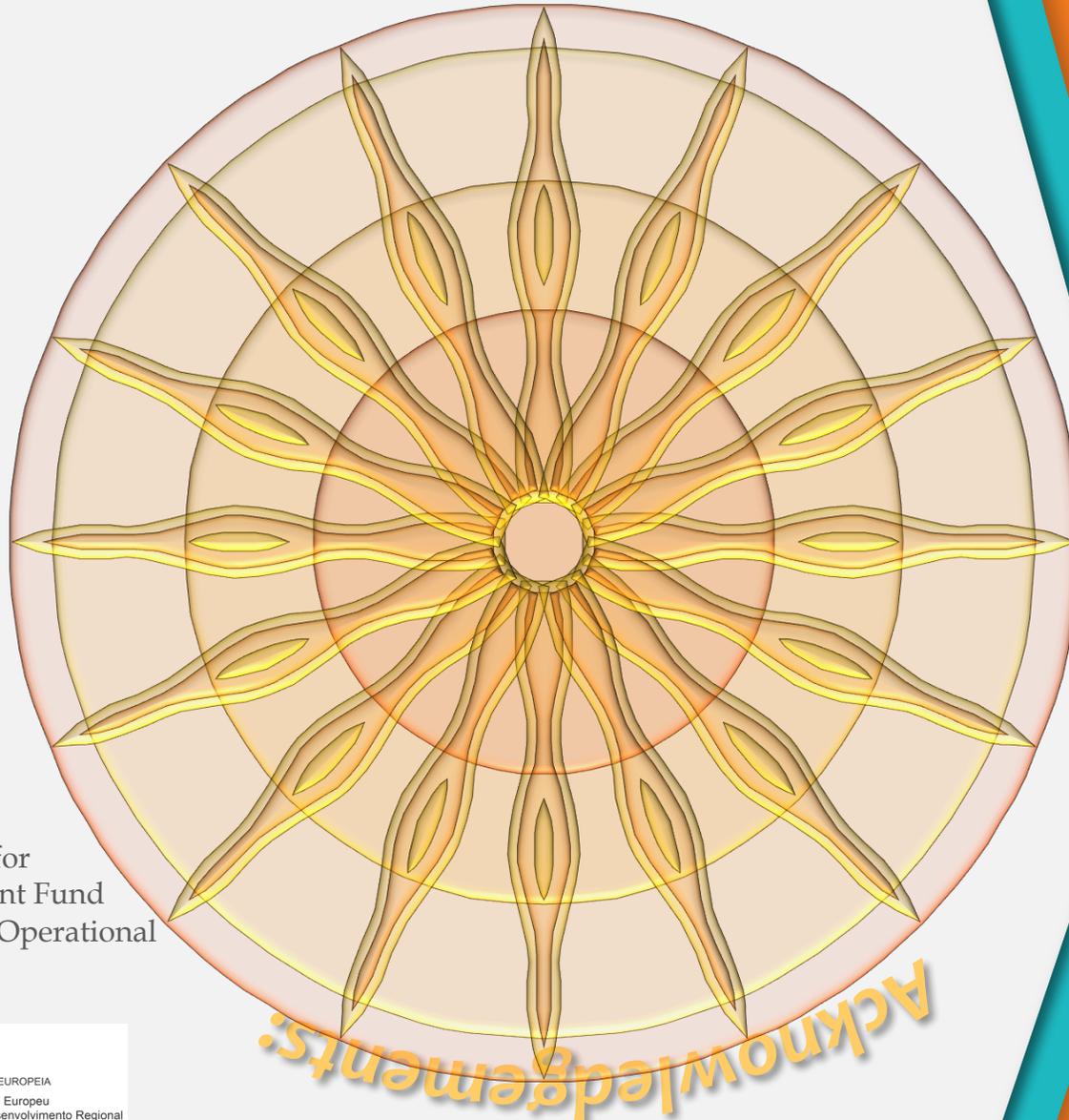
Questions?
Suggestions?
Exchange ideas ...

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