

IRFGT 2015

Abstracts Book

4th International Research Forum on Guided Tours
Estoril, Portugal | Spring, 2015



Escola Superior de Hotelaria e Turismo do Estoril

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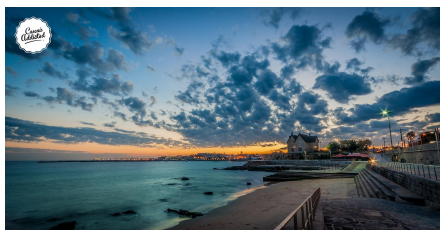
Escola Superior de Hotelaria e Turismo do Estoril (ESHTE)

Av. Condes de Barcelona, n.º 808

2769-510 Estoril, Portugal

www.eshte.pt

Phone	+351 210 040 700 / 17
Fax	+351 210 040 7194
E-Mail	lrfgt@eshte.pt



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IRFGT 2015

Social Programme

18th March (Wednesday)

18h30 - Welcome gathering in Estoril Casino, Zeno Restaurant
(smart dressing code)

19th March (Thursday)

9h00 - Opening Ceremony

9h30 - Keynote Speaker Presentation | Noel Salazar

10h30/11h00 - Coffee Break

11h00/12h30 - Papers Sessions: 1 and 2

12h30 - Lunch

14h00/15h30 - Papers Sessions: 3 and 4

16h00/19h30 - Sintra's Delights Bus Tour (optional)

16h00 - Workshop "Guiding People with Special Needs" (optional)

20th March (Friday)

9h00 - Keynote Speaker Presentation | Carles Picazo

10h00/10h30 - Coffee Break

10h30/12h30 - Papers Sessions: 5 and 6

12h30 - Lunch

14h00/15h30 - Papers Sessions: 7 and 8

16h00/18h30 - Estoril's Wonders: Then & Now Walking Tour

16h00 – Workshop "Destination Image and Promotion in Guided Tours" (optional)

20h00 - Gala Dinner at Albatroz Hotel, in Cascais (optional)

21st March (Saturday)

9h00 - Keynote Speaker Presentation | Ester Pereira

10h00 – Coffee Break

10h30/12h00 - Papers Sessions: 9 and 10

12h00 - Closing Session

15h00 - Lisbon Free Mason Walking Tour (optional)

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A barrier free guided tourism for people with an intellectual disability

Mikael Jonasson

Mikael.Jonasson@hh.se

Keywords: barrier free tourism, intellectual disability, target groups, images and texts

People with disabilities and older persons are becoming a growing group of consumers of travel, sports, and other leisure-oriented products and services. The tourism industry is increasing awareness on individuals with physical disabilities, although a lot needs to be done in order to better meet customer demands in terms of policies, training staff and strategies for promotion (Buhalis & Ambrose, 2011; 2012). What has not yet been investigated is the preparedness for the tourism industry to prepare for individuals with intellectual disabilities. The aim of this paper is to present the results from a survey among travel agencies web pages, answering the question of how they present tourism from a perspective regarding tourists with intellectual disabilities.

Tour Guides and Destination Image: Evidence from Portugal

Alexandra Matos Pereira

alexandramatospereira@gmail.com

Keywords: tour guide, performance, tourist satisfaction, tourist experience, destination image

Being tourism a “communicational phenomenon” (Wainberg, 2003) par excellence, the best promoter of a tourism destination is that tourist well satisfied with his visiting experience. If he is badly received by the host community or by the professionals who accompany him, even visiting the most beautiful place in the world, he will be left with a negative opinion that, keenly, will propagandize. Acknowledging Tour Guides as an interface between visitors and hosts (Collins, 2000), our paper intends to determine how their performance influences tourist satisfaction and tourist experience (Mossberg, 1995; Zhang & Chow 2004; Bowie & Chang, 2005), as Tour Guides are the first attribute for a successful tour (Geva & Goldman, 1991) and for tourism destination images (Baloglu & Mangalahu, 2001).

Empowerment and Sustainability in Community-based Tourism Narratives and Practices: Giving a Voice to Local Communities in Tour Guiding

Ana Gonçalves

ana.goncalves@eshte.pt

Keywords: community-based tourism, guided tours, empowerment, sustainability

Tourism is a highly institutionalised sector in which service providers establish hegemonic relations of power and dependency among themselves, whereas host communities have limited participation in tourism policy planning and decision-making processes, only benefitting from their trickle-down effect, a condition that has intensified the host-tourist divide. To counter this ‘top-down’ approach to tourism, community-based tourism seeks to give a voice to local communities that use their social capital (Bourdieu, 1986) in the construction and representation of their own pluralistic narratives for tourists, thus having an active participatory role in tourism practices. This empowerment of local communities generates a greater sense of place and belonging that contributes to the positive promotion of the destination and to increasingly sought-after alternative forms of tourism.

This paper endeavours to analyse the local guided tours offered by the Associação Renovar a Mouraria, a community Association created in 2008 to foster social inclusion, intergenerational relationships and overall improvement of life conditions in the historical neighbourhood of Mouraria in Lisbon, one of the city's most culturally and ethnically diverse quarters that has been subjected to urban regeneration in the past few years. These 2-hour walking tours conducted in seven different languages (including sign language) by tour guides who have been trained by the Association consist of an ethnographic-like itinerary through the tangible and intangible cultural heritage of Mouraria, hence the initiative's motto “History and stories with people inside”. The revenues generated by these tours support the project Mouraria for Everyone, which aims at providing free-of-charge tours to the neighbourhood for groups with special needs. This case study thus epitomises a grassroots approach to tourism and tour guiding that empowers local communities in urban life, contributes to socially and culturally sustainable development and improves the image of the neighbourhood and its perception by residents and visitors alike.

The relationship of tour operators with tour guides in performing their professions

Şükrü Yarcan , Gurel Cetin

yardan@superonline.com, grlctn2@gmail.com

Keywords: tour guide, tour operators, handling agencies, travel trade, package tours.

Tour guide is considered to be an important element of the organized package tour. Though so, there is a lack of theory and knowledge concerning guides' place in the tourism system. There are only a few studies concerning the role of the guide, interpreted by tourists' perspective. However, as tourists are strangers to the destinations, they may not be able to completely judge the guides' function, knowledge content and guiding quality. Respectively tour operators' perspective gains importance. Although tour guides are employed by tour operators, there is scant research that reflect tour operators' view to guiding. Nor there is much research on guides' perceptions of the travel industry. Therefore the objective of this study is to analyze the quality of guiding services from Turkish tour operators and guides perspectives and determine the possible gaps in the industry. Turkey is an ideal domain to study guiding since the profession is strictly regulated. There are currently more than 15.000 licensed Turkish guides. Various obstacles associated with the service of guides and their relationship with tour operators require attention from academia. A questionnaire was employed to collect data. The attributes used in the study to measure quality of guiding and relationships of tour guides with local tour operators were identified through extant literature review as well as an inductive process of semi-structured interviews with ten guides and six local tour operators offering guided package tours to various international markets. Main data collection instrument was adopted based on the content analysis of interviews with stakeholders. 107 professional guides and 56 tour operator experts were surveyed between March – July 2014. Insights for better cooperation between tour operators and tour guides are sought, suggestions for practitioners, destination planners and scholars are offered.

Alternative Tours and the preparation of future Tourist Guides

Vincent Zammit

vincent.zammit@gov.mt

Keywords: training, alternative tours, creativity, authenticity

Generally speaking tours on offer are the usual run of the mill tours. They are packaged, have been tested, and sell. The increase in more educated travellers has resulted in more and more visitors opting to experience a different kind of tour. The lure of the low budget airlines have also increased the amount of visitors to locations where one can dedicate a number of days to cultural visits. This is an opportunity for alternative tours to be planned and offered by the authorities. Meanwhile the problems of tours organised by independent tourist guides crops up. Large agencies offer the usual well tried tours, where in all probability places are too crowded. Very few individual and independent tours are on offer. Yet this is the opportunity to offer an alternative route and diverse locations, thus providing a more authentic look into the everyday life of the locality.

The need to empower future tourist guides is now felt to be of greater importance than ever. There is the need to have them empowered with the necessary tools to upgrade their own offers. In Malta, this is being achieved by having the students know the main sites, become familiar with the main sites, and then discover and create their own alternative tours to the same areas.

The main focus of my paper is a look at what is on offer and the way that the training takes into consideration the preparation of future tourist guides, how to offer alternative routes and tours, the different themes that can be offered and encourage their creativity.

"Tourist Guiding" as a New Course in Higher Tourism Education: The Case of College Of Tourism in Belgrade

Branislav Rabotic

rabotic@eunet.rs

Keywords: tourism, tour guiding, education and training, College of Tourism

In many countries tour guiding is a regulated profession requiring a license, which is most often acquired through some form of education or training and examination or testing. Apart from specially organized courses where applicants get basic practical knowledge on tour guiding, there are also examples of 2-4 year long education at special tour guiding departments or study programs of the existing tourism colleges and universities (Turkey, Egypt, Latvia, Malta etc.). On the other hand, the topic of tour guiding as a distinct tourism activity is not sufficiently represented in the curricula designed and offered by vocational and academic institutions where future planners, managers, organizers and similar tourism professionals are educated. As a result, tourism stakeholders, such as government and quasi-governmental tourism organization, destination management and marketing agencies, tour operators, travel agents, tourist attraction managements and the like, would not be able to display a deeper understanding of the roles of tour guiding, the way of its operation and practical problems. This paper analyzes the case of the College of Tourism in Belgrade, which, for almost half a century, has been educating economists for tourism. The curriculum has recently been enriched by an elective course named "Tourist guiding" which students can decide to follow in the third year of study. The experience with the first generation of students who attended the newly established course has proved that its inclusion in the curriculum is a welcoming and successful move which might be considered by other higher educational institutions for tourism.

Portuguese Guides' Education and Training – The case of ESHTe

Carla Braga

Carla.braga@eshte.pt

Keywords: tour guides, education, training

Tourism is one of the main activities in Portugal, where many foreign visitors choose Cultural and Landscape Touring.

Many touring visitors who visit Portugal ask for a professional Tour Guide.

Tour guides have an extremely important role, leading the visitors to know the country through the guides' eyes, words, knowledge, education, culture and behavior. Therefore, the training for the future tour guides is essential,

including many subjects about culture, intercultural communication, foreign languages, natural heritage, but also professional practice of guiding, assistance during tours and so many subjects that will allow the future guides to learn how to deal with the situations of a tour guide daily life.

Due to new technologies, tour guides have new challenges in their work and the training of tour guides should adapt to this new reality. Every year the guides' education changes, in order to provide the newest and better tools to adapt to the guide's work.

Our aim is to show how the training in Portugal is done, as well as the adaptation that was made from the European Norm 15565 (2006) about the guides' training. A SWOT analyses about the education provided in ESHTe will also be presented.

The importance of Tour Guides in Sacred Spaces: the case study of Montserrat Monastery

Silvia Aulet Serrallonga, Dolors Vidal Casellas, Neus Crous

silvia.aulet@udg.edu, dolors.vidal@udg.edu, neus.crous@udg.edu

Keywords: religious tourism, sacred spaces, catalonia, heritage interpretation, tour guide training

Sacred spaces attract visitors with different motivations. McGettigan (2003) on the basis of sacred spaces presents the relationship between cultural tourism, religious and spiritual tourism. Both, pilgrims and tourists have in religious and sacred spaces an attitude of reverence and respect and seek to have transcendent experience.

But, in sacred spaces we can also find cultural tourists, spiritual tourists and eco-tourists, among others. If space is common in all these types, what differentiates them is motivation and behaviour of tourists in these areas. The presence of visitors in sacred spaces leads to new forms of exchange and interaction between religion and the tourist motivations.

This leads to different expectation of the visit, different needs and, sometimes, to conflicts between them. Authors like Schakley (2001) suggest that the way to manage all these motivations trying to minimize negative impacts and conflicts is through information. And guided tours are a key element that can help these places at the same time that can highlight religious, spiritual and cultural values.

The sanctuary of Montserrat, with about 2,5 million visitors per year, is the second most visited place of religious tourism in Catalonia after the Sagrada Família. This is a complex religious tourism place because includes not only the shrine but also a monastery, a museum, a Natural Park and a complex with numerous services (restaurants, shops and hotels).

The managers of this space are aware of the great diversity of visitor's motivations, so they propose different guided tours, which we will analyze in this paper. But each day there are a lot of organized tours that arrived to the sanctuary with their own guides. This is the reason why a survey among them was made and, based on the results, a course for guides is being organised on March 2015. In the paper we will present, also, the results of this course.

An Examination of the Impact of Communication Competencies and Personality Traits on Tourist Guides' Livelihood

Dawood Sulaiman Al Jahwari, Ercan Sirakaya-Turk, Canan Tanrisever Bastemur

aljahwad@mailbox.sc.edu, ercan@hrsm.sc.edu, cebastemur@kastamonu.edu.tr

Keywords: tour guides, communication competencies, big five personality

Effective communication is one of many skills professional tour guides need to possess to effectively perform their jobs. Since tour guides act as the first point of contact and may be the only source of initial information for visitors, their communication skills and personality types can not only impact how the visitors feel when they leave the destination but also tour guides' own livelihood. The purpose of this study was to explain the extent to which communication competencies and personality types influence tour guides' performances, as measured by two livelihood indicators such as earned tips and overall income. Data were collected from a sample of 326 professional tour guides via self-report survey. Factor analysis delineated underlying domains of communication competencies that were later used as independent variables in multivariate and multinomial logistic regression models. The study results suggest that verbal and non-verbal communication competencies including language abilities, friendliness, poise, and attentiveness, play a role in predicting tips earned. In addition, the present research has found that three of the Big Five personality traits (agreeableness, conscientiousness, and intellect and openness) are useful predictors of tips and general income. Theoretical and practical implications are discussed within the realm of Behavioral Communication Competence and Big Five Personality Traits.

Innovative Aspects of Guided Tours

Malin Zillinger, Jane Widtfeldt Meged

Malin.zillinger@ism.lu.se, janevm@ruc.dk

Keywords: guiding, innovation, literature review, place, time

Guided tours are commonly used in a variety of circumstances, and their shapes and contents have shifted through times and between different places. Their forms can consist of a group of people following their guide on foot or by other means of transportation, it can be a tour lead by technical devices replacing the conventional guide, or it can be an informative walk accomplished with elements such as theatre, poetry or sporting activities – just to mention a few examples. Our argument is that guided tours, although they all aim at learning something about the location where they take place, can alter their shape, content and audience depending on the circumstance in which they take place. In order to understand these processes, we aim to study the literature on guided tours from an innovation perspective. By this means, we can understand the developments in guided tours from a theoretical perspective. Innovations have for a long time been studied within product development, but have for the last years been examined within service studies also. We therefore aim to study a range of publications on guided tours and to focus on how they have changed through time, but also according to place. Coming from a social science background, we not only treat innovation as something connected to technical development, but see it as a form of development that can take many shapes, including organizational and process innovation. This is the first of a contemplated two-step research study, in which we later aim to study an empirical selection of guided tours, understood from an innovation perspective.

Cross-cultural Communication and Foreign Language-speaking Guiding Services

Kun Yang

yangkun1971@sina.com

Keywords: guiding services; sino-western cultural differences; cross cultural communication

With China's tourism industry continuously developed and the number of foreign tourists increased, guiding services have become an important symbol of modern tourism industry. During the foreign language-speaking guiding services, Sino-Western cultural differences may seriously affect the quality of guiding services and even hinder the progress of the whole tour activities, just because of further deepening of contact between foreign tourists and tour guides. Therefore, not only need the foreign language-speaking tour guides to improve their foreign language and guiding skills, but also to enrich their knowledge of western culture and develop their skills of cross-cultural communication.

Tour Guiding Certification, Quo Vadis? : Conflict of Roles

Yalcin Arslansturk

arslanturk@gazi.edu.tr

Keywords: tour guiding education, tour guiding certification, tour guiding qualification, tourism education, Turkey

The main objective of this paper is to ignite a discussion on the challenges in tour guide training dilemmas as well as reviewing the tour guide training paradigm with specific reference to Turkey. Also named as interpreters, cultural representatives, cultural brokers, pathfinders and mediators from different perspectives, tour guides have their righteous position in nearly all tourism systems. Turkey, a country boasting about rich cultural heritage, is technically faced with a three-fold tour guide education structure; which is practised at two-year associate's degree programs, undergraduate programs and finally certificate programs, which takes 700 hours, offered by National Union of Tourist Guides' Chambers. At the end of the each program, participants are entitled to be a licensed tour guide, which sparks a fierce debate on who holds the authority. What's more, notwithstanding the fact that tour guiding is offered at tertiary education level, which is governed by the Higher Education Council, National Union of Tourist Guides' Chamber, a trade association, at the legal level assumes the responsibility on legislation procedures ranging from tour guiding regulations to curriculum design, where the conflict gets deeper and deeper. Touching on some global tour guiding education systems, this paper sets out to shed some light on the challenges and issues on tour guiding with specific reference to Turkey and seeks an answer to the question of whether an internationally-adopted curriculum framework is feasible.

Tourist guides' concerns - four European examples

Reidar J. Mykletun , Ester Pereira

reidar.j.myleketun@uis.no, esterp131@aol.com

Keywords: work organisation, working conditions, work-related challenges, innovation, training, quality assurance

Most research on tourist guides are conducted in non-European areas, leaving the understanding of the European guides without research-based support REGARDing Their work organisation, working conditions, work-related challenges, innovation, and training. Such issues ARE explored in the present study through focus group interviews in Barcelona, Budapest, Malta, and Stavanger. Participants were guides, guide trainers, tour organisers, and destination managers. Each focus group lasted for 2 – 3 hours, and the group members should be prepared to share their opinion about tourist guiding with regards to a) selection, training, and quality assurance; b) types of experiences that guides facilitated for tourists; c) how controversial issues were handled; d) new technologies in relation to guiding; e) needs for innovation in guiding; and f) other challenges in the guiding business. The discussions were recorded and transcribed and transcripts analysed. The 12 inter-related topics that emerged were analyzed and are the focus of the study. (1) Conditions for guiding varied between countries and places; 2) Guide licensing was called for, but often ineffective if installed; 3) Role of guides' national organizations was weak; 4) Guide training varied greatly in structures and content and needs updating; 5) Further education and quality assurance varied and was called for; 6) New technologies were useful for guides but cannot fully replace them; 7) Innovations in products and techniques were needed; 8) Sensitive topics were omitted if possible; 9) Sustainability was generally not emphasized; 10) Experience creation through guiding might be improved; 11) Awareness of interculturality were present but not fully used; and 12) The guide profession faced an extensive list of challenges). In conclusion, guiding as a profession has a great future if supported by appropriate training and improved working conditions. (The study was part of Innoguide: Innovation in LLL Tourist Guide Training, Tourist Guides as Partners for a Sustainable, Diverse, and Exciting Europe, WP2; Project No. 510487-LLP-1-2010-BE-LEONARDO-LMP).

Significance of tourist guides and problems existing in tour guiding, evidence from Jordan

Abdelkader Abaneh

Kaderabab@yahoo.com

Keywords: tourist guides, challenges, seasonality, work environment, physical and social problems, Jordan

Tourist guides plays a vital role in the tourism industry in Jordan. In the meanwhile this key player is widely underestimated by the other tourism key actors. However, in Jordan, there has been research to observe the unhealthy attitude and skills of local tourist guides. Literature review suggests that little attention is paid to the occupation related challenges of tourist guides in Jordan. This study aimed to investigate challenges professional

Jordanian tourist guides encounter. Furthermore, it endeavors to make some proposition and recommendations in this regard. To achieve these goals various real-time guiding tours were carried out accompanying real professional tourist guides during their work in different Jordanian sites in different months and seasons between 2010-2012, the participative observation included in depth discussion with guides in diverse places and the focus was to explore the perspective of this occupation in terms of seasonal, working environment and social physical challenges. The participative observation served to detect the challenges faced by tourist guides in real times and real environment. The study revealed some important challenges influence the professional stability of tourist guides, the study showed that the nature of tourist guiding involved various difficulties that impact their working conditions; these included regional incidents and their impacts on the seasonality of this sector, more over unclear profession relationship between tourist guides and tour operators and the nature of the work in its image on tourist guides. It also recommended that a review and a reestablishment of the working modalities should be set up. Moreover, the study concluded with the need for further efforts to fully understand the needs of tourist guides. The implication of this research stems from the fact that very little research, at least in Jordan, has embark upon problems that tourist guides encounter.

From Facts & History to Storytelling & Experiences

Barbara Nascimento

nascimento.ba.pt@gmail.com

Keywords: storytelling, authenticity, branding, experiences, communication

Portugal is filled with history, surrounded by monuments that reveal its spirit of conquer overseas. For a tourist guide is easy to be led by facts, dates, following a script of information. As differentiation is getting more and more difficult between companies, services or destinations, storytelling has become a powerful tool of branding.

Storytelling used as a communication tool helps companies to connect with customers. A good story can create emotions and feelings on the consumer. With narrative techniques adapted to target each audience, the storyteller can evoke memories. The authenticity of the story can determine the way people bond with it. A good story needs believable basic facts but can incorporate myths or fantasy elements.

On average, 500 tourists visit Cascais per day. First stop at Boca do Inferno (Hell's mouth) ending in the Villa. I could say that just a few guides would tell the legend behind the name Boca do Inferno or where the name Cascais comes from. Details around the landscape can help the viewer to capture and keep the moment.

Experiences such as gastronomic tasting, medieval fairs, handcraft workshop, rural activities are getting more requests and can determine the success of a trip.

A local guide that shares his or her own experiences, life stories around the tour create a positive connection and trust.

Stories sufficiently unique are more difficult for others to copy.

Is undoubtable that the role of the guide is changing, getting less formal and certificate to become part of a story, stimulating the imagination and amusing the tourists.

Is this a risk to quality of service or is this a way to share cultural values and attract more people?

Writers' House-Museums and Foundations, in Portugal, and Literary-Gastronomic Tour Routes: the possible role of the Tour Guide

Isilda Leitão

Isilda.leitao@eshte.pt

Keywords: writers' house-museums and foundations, literature, art, gastronomy, tour guide

Literature, along with the Arts, presents territories (whether real or imaginary) that may turn into destinations also attractive to gastronomic tourism. Ever since Plato's The Banquet, in more philosophic terms, through to the Literature of the 21st century, places, ambiances, times, differentiated gastronomic products and gastronomies in general have proven the subject matter for reflection on by writers and artists.

In the Portuguese case, tourism products and services related to Literature and Gastronomy have been launched, as is the case with some Literature tour routes and some Foundations and Writers' House Museums. However, we would consider they have failed to gain their due level of impact and profile both nationally and internationally.

In addition to some efforts already undertaken, we would propose far greater investment, internally and externally, in promoting Portuguese gastronomy as a tourism product associated with Literature. The role of the Tour Guide in this promotion can be of vital importance.

Hence, we first set out a brief approach to the interrelationship between Literature, Arts and Gastronomy, secondly highlighting some of the most significant examples in terms of the range of products and/or menus based on gastronomic-literary references in regions or in House-Museums and Writers' s Foundations.

Our methodology makes recourse to literary texts, to art, cinema and geography as well as other sources deemed necessary to attaining the objectives of this paper. Based upon the documental research undertaken, the material resulting was subject to analysis in order to cross-reference evidence from various different sources as, in accordance with Yin (1994), the purpose of documental research is to enhance the evidence and the sources encountered, the researcher himself being the main tool of the research (Berg 1995, Giddens 2007). Within this framework, the documents collected were subject to analysis and interpretation with the objective of identifying their incidence, occurrence, content and characteristics as well as their mutual links and bonds.

A Leading Tour Guide in Turkey in the Early 20th Century: The Fisherman of Halicarnassus

Aysel Yilmaz, Duygu Yetgin, Nazmi Kozak

aysely@anadolu.edu.tr, dyetgin@anadolu.edu.tr, nkozak@anadolu.edu.tr

Keywords: The Fisherman of Halicarnassus, tour guide, oral history study, Anatolia, Turkey

Cevat Şakir Kabaağaçlı was a leading Turkish writer of novels and short-stories, as well as being considered as a leading guide. He lived in İstanbul, Bodrum and İzmir between 1890-1973 years. Kabaağaçlı, as known as “ The Fisherman of Halicarnassus ”, enrolled into the Oxford University and got a bachelors degree of New Centuries History Department. Kabaağaçlı was born into a prominent Ottoman family and his father, Şakir Pasha, was a governor and that enabled him to receive a good education, travel many countries and be able to fluently speak many languages. He was known with his intellectual way of thinking, and during his academic life in UK. He decided to promote and introduce many aspects of Anatolia in Europe by performing a work in many libraries and most famous museums in Europe. He guided many politicians, authors and scientists who were visiting Turkey and he undertook the mission of enlightening them about Turkey himself. In 1960s, he started to train candidate guides and gave education in guidance courses. The aim of this study is to emphasize contributions of The Fisherman of Halicarnassus, who is known as litterateur, author and traveler, to introduction of the Anatolia and underline the importance of these contributions for the profession of guidance. In this study, the diversity among the tourist guidance resulted from Kabaağaçlı’s intellectual approach and its unique aspects are discussed. This study was prepared within the scope of currently lasting Oral History Research of Tourism in Turkey. The procedure of this study depends on oral history interview and secondary sources were also utilized. The results gained from this study reflect that he with his knowledge is one of the pioneers for profession of guidance in Turkey and has a major role in discovering and introducing the historical and cultural heritage of Anatolia.

Innoguide

Petra Huyst, Iva Silla

petra.huyst@toerismevlaanderen.be, info@secret-zagreb.com

Keywords: Innoguide, e-learning, guide trainers, guide organisations, education

Innoguide, an acknowledged Leonardo Lifelong Learning project was concluded in 2013. But the complex issues of the tour guiding world require more action, which resulted in a follow-up project called “Innoguide 2.0 – Guiding as a trigger for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding.” (in further text: Innoguide 2.0). The latter is a two-year project, part of Erasmus+ funding programme. It acts on various levels, addressing tour guides, guide trainers and guide organizations.

This paper brings an overview of the two projects and their goals. It shares the results of a comparative study of guide training programs in eight European countries. Furthermore, it includes a presentation of the open source Innoguide e-learning platform, which is currently being updated with more ready-made materials for guide-trainers. Based on the aforementioned study, the e-learning platform includes free teaching materials for significant topics that are often left-out of national guide-training programmes: sustainability, interculturality and experiential guiding. Innoguide 2.0 introduces practical workshops for guide trainers.

Innoguide 2.0 develops helpful instruments for self-scan of guide organisations to help them raise awareness for the three main topics of the online platform.

Both projects have been coordinated by Belgian VisitFlanders, tourism board, and the overall number of participating countries is 11. This is an important reminder that collaboration of different expertise (tour guides, guide organisations, educational institutions, tourism boards, service design professionals, etc.) is necessary for the improvement of guide profession all over Europe. It points out to the fact that many stakeholders benefit from the entrepreneurial mindset of tour guides, enhanced quality of guided tours and further professionalization of a tour guide in accordance to the evolution of a modern tourist. Innoguide will hopefully help achieving those goals on European level.

Lisbon (E)Motions A Survey on the Experiences of Group Travelling Tourists Based on the Information Given by their Guides

Miguel Brito, Luca Zarrilli, Marianna Cappucci

miguel.brito@eshte.pt, lucazarrilli@iol.it, cappucci@libero.it

Keywords: Lisbon, questionnaire, guided tours, quality of life, perception

Tourists recently awarded Lisbon as the best city break destination in Europe. This article analyses the types of experiences tourists have travelling in the city of Lisbon when they are advised by their guides about what to do or visit. The research method is the questionnaire, aimed at investigating the choices of tourists in the area of mobility, their perception of the quality of life and their level of appreciation of neighbourhoods, landmarks and infrastructures. Conclusions state that there is an obvious link between the quality of life and the quality of the tourist experience but it is difficult to measure it. Through this questionnaire, we hope to have made a small contribution to the understanding of the perceptive sphere of the tourist and his choices in terms of behaviour, which are an essential element of any strategy for tourism marketing.

The accessible tourism in Lisbon as a challenge for the “art” of tourist guiding

Ilidia Carvalho

ilidiacarvalho@gmail.com

Keywords: tourism, accessibility, accessible tourism, human barriers, tourist-guide

Accessible tourism is an increasing reality today. People with special needs are travelling all over the world, thanks to the last developments at technological level but mainly because of the changing of mentalities about impairment. This important changings that can be found in several aspects of our society, result from the passage from a medical to a social model that allowed to understand better the wishes and needs of these people.

Tourism destinations have to be prepared to receive this new kind of tourism and the required adaptations must concern not only the physical barriers but also the human ones, which sometimes are much more difficult to identify.

Tourism professionals in general should be informed and trained to deal with the human diversity concernig those tourists to be able to answer to all their needs in a correct a way.

Tourist guides are some of the most important professionals on dealing with accessible tourism and their performance can be of extreme importance for the success of a travel experience.

To be able to guide a group when there is someone travelling with a wheel chair can be a challenge and requires some sensitivity and knowledge not only about special needs of the visitors but also about the real accessibility conditions of the places that are going to be visited.

Based on the professional experience of the author, several interviews to tourists and day visitors and the results of a focus group with 8 tourist guides working in Lisbon, this paper pretends to give some answers about what visitors with a wheel chair expect from a tourist guide and how these are suppose to behave in such a situation.

The path of “Caminhos da História”

Marisa de Brito, Eunice Lopes, Cecília Rosa

brito.m@nhvtv.nl

Keywords: case study, tour operator, marketing and promotion, cultural heritage

In this article we bring insights based on a case study “Caminhos da História” – a small tour operator company offering guided tours in the city of Tomar, in Portugal, and its region.

The city of Tomar is home of the UNESCO World Heritage Convent of Christ – and “Caminhos da História” offers tours to explore the culture and history of the Templar’s Order, offering therefore several packages of single or multiple days, including the Knights Templar Experience. These packages are available for the domestic tourist in Portuguese but also for the international market in several languages.

The methodology approach is a single case study. Secondary data was collected via (online) documents relatively

to the small enterprise and primary data through an interview an direct input of the co-owners of the enterprise, as well as testimonials from consumers.

As a case study we take a holistic approach touching several aspects such as the value of natural and cultural landscape and the importance of its interpretation in a personalized context. We will also have a closer look to aspects of promotion and (digital) marketing, as well as of qualification and certification and the importance of partnerships in empowering tour operators.

This study brings forward insights useful for small tours operators. We extract the key lessons of “Caminhos da História” in entering the market and keeping afloat while enhancing the quality of the product and of the services offered.

Additional Programs to Formal and Non-formal Tour Guide Education in Turkey: Specialized Certification Programs

Duygu Yetgin, Aysel Yilmaz

dyetgin@anadolu.edu.tr, aysely@anadolu.edu.tr

Keywords: tour guide, tour guide education, specialized certification, professional associations, Turkey

Tour guide education in Turkey, which is carried out as both formal and non-formal, has considerable role among the proper introduction of cultural and natural heritage of the country, the formation of positive impression among the tourists visiting the country, and the reputation of the country. Being a certificated tour guide in Turkey requires completion of one of the semiannual certificate programs for rare languages provided by the Union of Tourist Guides Chambers (TUREB) which are supported by The Ministry of Culture and Tourism, or associate-bachelor degrees of Tourist Guidance in universities. In addition to these programs, the specialized certification programs which are arranged by the Professional Associations of Tour Guide provide more qualified tourist guides. The aim of this study is to briefly evaluate the formal and non-formal tour guide education in Turkey and specialized certification programs which are arranged as support programs. The scope of this study includes the examination of processive steps of specialized certification programs, consideration of their contributions to tourist guides, travel agency and tourism sector and some suggestions towards the tour guide education in the future.

Butler's Destination Life Cycle Model Applied to Estoril: Proposition of a Walking Tour

Cristina Carvalho

cristina.carvalho@eshte.pt

Keywords: Estoril, walking tour, Butler's Model, tour guiding

Estoril name resounds across Europe bearing a refined connotation similar to the glamour of Monaco, Cannes, and Biarritz. As a Tour Guide and a professor at the local Higher Institute for Tourism (ESHTe), this proposition has been partially accomplished with Tourism Information students, so the future professionals may unveil the resort's timeless appeal.

This half-day walking tour recalls Butler's Destination Life Cycle's theoretical model. After providing recent data on the resort's tourist stamina, one shall introduce a few surprises in 6 steps: (1) Exploration starts at the seaside, where Chalets Barros and Tamariz recall the late 1800s climatic motivations, alongside the ocean's scent and the seagulls' songs, with the guide holding a parasol to protect the skin; (2) Involvement will be recalled at St. Anthony's church, while touching the narthex's Baroque glazed tiles; (3) skipping to the Estoril's Park we will actually meet Mr. Fausto Figueiredo, the entrepreneur portrayed at the bronze statue, for Development was linked to the resort he planned and the companies he founded. Holding the blueprints, he shall describe his dream-like vision, while we will actually behold the existing structures; (4) the visit then proceeds towards the Exiles Museum with references to the resort's Consolidation stage linked to crowned leaders here exiled in the 1940s/50s; (5) climbing down the Museum's stairways wearing a black trench coat will suggest the Stagnation decades that ensued, but back on the street the smiling guide takes the garment off, speaks of (6) Rejuvenation, and leads the group to admire the recent Congress and Wellness centres built on sustainable materials.

The tour ends with the contemporary version of the 1930s Estoril Cocktail served in one of the resort's hotels, with Mr. Figueiredo toasting to the Future. Cheers!

The Summer Palace, Beijing: Interpretation and National Identity

Dineke Koerts

koerts.m@nhvt.nl

Keywords: China, national image, the Summer Palace, interpretation, patriotism

Introduction

Chinese tour guides have recently been the focus of various studies (Xu, Cui, Ballantyne, & Packer, 2013; Kong, 2012; Dioko, Harrill & Cardon, 2010; Huang & Weiler, 2010; Yang & Chen, 2009) but what they actually communicate to English speaking tourists at major tourist sites and how their stories compare to other interpretive media remains unclear. This paper aims to lift a corner of the veil by analysing the content of four types of English language interpretation at the Summer Palace, Beijing. These are the on-site signs; the "electronic guide" or audio tour; a printed brochure sold at the ticket booth; and the narratives of four tour guides.

Method

The information was collected between in 2013 and 2014. The research was conducted from a qualitative perspective. Its aim was to explore and describe (Neuman, 2011) the content of narratives produced at the Summer Palace against the backdrop of China's quest for a viable national image. Preferred Chinese ideas of what China is and stands for are not only communicated abroad. At home, heritage sites are powerful locations for disseminating current state ideology in which patriotism, notions of a "harmonious society" and communist values all mix and mingle (Breslin, 2011; Wang, 2011; Callahan, 2012; Hill, 2012). An inductive method was used. From the gathered data recurring concepts and themes were distilled and analysed to reveal the extent to which narratives on "patriotism", "harmonious society" and/or other ideas are communicated to English speaking visitors at the Summer Palace.

Findings

All forms of interpretation, including the interpretation delivered by tour guides, seem to be based on a cognitive approach in which "facts", dates and numbers are key ingredients: when a structure was built, by whom, how it was named and renamed.

Another notable feature is the use of superlatives such as first, largest, the most . . . in the world. The endless repetition of such superlatives can be interpreted as affirmations of patriotism, especially since some of the claims

seem rather far-fetched and the result of an intent to find something at all costs in which to rank first, biggest or best. What to think of the Summer Palace as “the most perfectly preserved imperial garden with the richest man-made scenery and most concentrated architecture in the world”?

Most importantly, the Summer Palace is a location for fostering patriotism by appealing to anti-Western sentiments. This immense complex of gardens, lakes, pavilions, residential quarters, and even a “Western” area with palaces and fountains in Italian baroque style (Broudehoux, 2004; Chan, 1992) was constructed during the Qing dynasty (1644 - 1911) and destroyed by Anglo-French troops in 1860. Virtually every on-site sign mentions this “act of cultural vandalism” (Ringmar, 2006): the Long Corridor “was . . . rebuilt in 1886 after Anglo-French forces burnt it down in 1860”; the Gate Tower of Cloud-Retaining Eaves “did not survive the ravages of the Anglo-French Allied Forces in 1860”; the Hall for Listening to Orioles “was burned down by the Anglo-French Allied Forces in 1860 . . .”, and so on.

The various interpretative media do not really move beyond driving home the fact that the Palace was destroyed in 1860; they do not supply any context at all. We do not gain an insight into all the treasures that were lost or why the Palace was destructed. Here tour guides could easily make a difference by adding stories or background information to evoke some emotion but this was not observed in the cases studied. Although friendly and knowledgeable, the kind and quantity of information delivered was very much in alignment with the other three interpretive media.

Concluding remarks

Although the Communist Party obviously wants to rally support for its patriotic policies and possibly gain sympathy from Western visitors by making the burning and looting of the Summer Palace in 1860 a key interpretive feature here, this does not really seem successful. In fact, the current interpretation is quite limited and one-dimensional. It does not help the visitor “to understand, feel, and relive the heritage” (De Rojas & Camarero, 2008, p. 533) and fails to establish “a dialogue between international tourists and Chinese culture” (Ai, 2013, p. 245).

House museums: From personal to collective memory

Maria José Pires

maria.pires@eshte.pt

Keywords: house museums, heritage, authenticity, representation

The concept of house museums – widely acknowledged in Anglophone countries where there has always been an interest in history, social development, and the preservation of the past – is associated to the institutionalization of places that communicate a country’s history and that of its inhabitants. Given that house museums mirror the personal choices of their inhabitants, they entail the religious, educational, and social atmosphere of the time. Accordingly, such house museums bring about scientific and didactic values that are frequently in evidence when promoting these spaces of everyday life which allow for a direct experience of a carefully preserved heritage.

Responding to a growing demand for authenticity, house museums enclose essential features of memory, values and identity, besides the awareness for the relevance of artistic, ethnographic and cultural heritage of a certain moment in time. Bearing in mind that the true essence of these spaces brings together a need to present a direct narrative to the visitor and the preservation of such narratives, it becomes a challenge to celebrate spaces where the private becomes public. To illustrate this challenge, we have chosen Number 29, Georgian House Museum in Dublin. The visitor is greeted by Mrs. Olivia Beatty, the first occupant of Number 29 Lower Fitzwilliam Street. She introduces the fortunate who lived with her in this elegant townhouse and the less fortunate who worked for the family, inviting the visitor to experience what life was like at the turning of the nineteenth century. Run as a museum of Dublin home life for the period 1790 to 1820, the visitor is guided from the basement to the attic through what is well thought-out as a unique collection of artifacts and works of art of the time. Thus, the large windows are now more of an invitation than a mere display of stateliness...

Tours Guides and Tilden’s Principles for the “Art of Interpretation”

Francisco Gonçalves

fjgoncalves@jpca.pt

Keywords: guides; tours; information; interpretation; tourism

This paper aims at finding out how much the Tilden’s six principles for the art of interpretation benefit the tour guides profession. With this purpose, it was carried out a detailed reading on the existing literature about heritage interpretation and tour guides.

Results suggest that the art of interpretation adds value to the tourism industry. Furthermore, it produces benefits for the local communities and provides unique and memorable experiences to tourists.

A critical analysis based on the literature review and on the author's professional experience led to the conclusion that the Tilden's six principles are universal, have inspired scores of others, and represent a basic philosophy for the art of guiding tourists.

Green Capital – Green Spaces

David Smith

info@treasuremind.org

Keywords: green capital, community, technology, outreach, sustainability

In his paper “Old Voices, New Platforms” at IRFGT 2013, David Smith introduced the Sediment project; a series of GPS enabled walks set in Bristol's Victoria Park.

In 2015 Bristol will be the first British city to hold the accolade of European Green Capital. Bristol's public parks and green spaces helped the city to win the Green Capital title on the basis of their number, strength and variety.

During 2015, the University of the West of England has organised a programme of work between the university's students and researchers, and the city's parks groups. These events aim to raise awareness of Bristol's green spaces, their importance and multilayered roles in the city and to find more ways to join these green areas together in the public consciousness.

A series of web and locative media training sessions will be delivered by Smith and other faculty staff to enable parks volunteer groups to use digital tools to communicate to a wider public, both in, and beyond 2015.

Smith will also develop a new walk exploring the route of a 12th century water-pipe that runs through Victoria Park. This will act as one of several ‘Showcase projects’ to inspire the parks’ volunteer-force in all areas of Bristol to develop similar outcomes for themselves.

The project will culminate in a city-wide digital map of all of Bristol's green spaces, which will be promoted directly to the visitor economy through Destination Bristol, the city's tourism body.

With elements of tourism wrapped up in these events, this paper explores how digital platforms can help to bind these groups and spaces together in the visitor's mind. It also goes on to further Smith's proposition at IRFGT 2013 – that providing the tools for an authentic ‘community voice’ to be accessible, these walks and activities enhance the tourism industry.

The Importance of the Photographic Contents in Illustrated Monographs of Tourism

Maria Mota Almeida, Pedro Aboim Borges

mariamotal@gmail.com, paboim@gmail.com

Keywords: monographs; illustrated; heritage; cultural tourism; photography

It is common knowledge that illustrated monographs describing a specific place or monument help to show different angles or perspectives, to build a national identity or, in a lesser way, to serve high profit interests. It is our conscience that determines what we see and what we understand a specific place or monument. It goes the same way with every type of cultural heritage. It is our culture, education, environment and weltanschauung that help us to consider several aspects of our world and its culture. The illustrated monographs and guides between 1920's and 1950's show the underlines of the future gaze that will endorse Cultural Tourism. We still view and accept the same photographic models from the 1920's and the 1930's as the main guidelines on a mainstream tourism flush. Should we accept this interpretation? Where eradicates this understanding of the definition of such monographs and guides? Do they identify our heritage in a credible way of sustainability?

Valuing the cultural landscape in integrated tourism products: from the cartography of landscape units to the drawing of interpretative itineraries

Andreia Pereira

andreiaflup@gmail.com

Keywords: cultural landscape units, rural tourism, nature based tourism, integrated products; geo-cultural itinerary

There is a window of opportunity that must be explored: the conjunction of the global recognition of the importance of landscape quality with focus on multifunctionality and the promising growth prospects of rural and nature based tourism in Europe and, specifically, in Northern Portugal. Thereby, new perspectives are open to the development of an integrative approach to tourism offer, where cultural landscape may be valued as a cross-cutting resource.

Alto Minho (NW Portugal) is a predominantly low-density rural territory, with a rich cultural landscape shaped by agro-pastoral communities since the Neolithic. The concentrated diversity of potential tourism attractions and the combination of natural and cultural heritage are the main distinguishing factors of Alto Minho as a tourism destination.

This research aims to show how the acknowledgment of cultural landscape unities is as a crucial instrument for the conception of interpretative itineraries, presenting, as an example, a geo-cultural route for the Arga range.

Driven by the previous goals, this work addressed the following challenges:

- a) Characterise the landscape mosaic of the study-area;
- b) Complete the inventory of the natural, built and cultural heritage relevant for the landscape reading;
- c) Identify the historical moments and processes that were crucial for landscape evolution;
- d) Enlighten the role of agro-pastoral techniques in landscape shaping, which must be preserved as an eco-sociological heritage;
- e) Conceive an itinerary capable of guiding the visitor through a comprehensive narrative of the territory, taking into account the specific characteristics and needs of tourism activity, considering the leisure and the economical points of view.

Despite the short-term growth potential of rural and nature based tourism, their expansion may benefit from the development of a more integrated offer, widening the motivation spectrum. Heritage and cultural landscape touring may play a crucial role in the articulation of different tourism resources.

Functions Assessment of Tour Guides Roles in the Romanian Protected Areas

Hornoiu Remus Ion

rhornoiu@yahoo.com

Tourism in protected areas is a significant form of ecotourism in Romania. Among the opportunities, in order to minimize the negative impacts of tourism in protected areas - pollution, waste, pressure on natural resources and damage to ecosystems - is the use of tour guides, which have remarkable roles in tourism in protected areas, helping not only to make the travel experience enjoyable, but also to modify and correct visitor behavior, towards environmental and social responsibility.

Given the fact that unsatisfactory information is provided in Romanian protected areas, tourists are most likely to turn their attention to the tour guides for more information. Thus, tour guides are very important in educating visitors as their interpretation has a significant contribution to sustainable development of local communities in protected areas.

The proposed research field in this paper, aims to assess the level of importance of different functions of tour guides' roles in protected areas, which have the potential to contribute to the conservation of the natural areas where they operate by educating tourists through interpretation and modeling environmentally appropriate behaviors.

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Can things be good tour guides?

Polly Macpherson, Phil Smith

P.L.Macpherson@plymouth.ac.uk, mytho.smith@btoopenworld.com

This paper addresses how 'inanimate' objects might operate as tour guides in a site of heritage tourism.

We will approach this question theoretically through the neo-vitalism of Jane Bennett (with her adaptations of Bergsonian ideas) and her ideas about 'vibrant matter': how things have effective presence over and beyond the descriptions, reproductions and affects they generate in humans. We ask what might happen if one were to recruit such a presence into the role of a guide to the materiality, narratives and metaphors of a site.

We have approached this question practically by creating a tour 'guided' by objects that we call 'things-meanings'. The site of this tour is the early twentieth Castle Drogo designed by Sir Edwin Lutyens ('the last castle to be built in England'), a National Trust property in Devon (UK) and popular tourism venue. We describe the way that the objects were created in materials relevant to, or already found in, the building and how an accompanying map plays a wayfinding role in the tour. We describe how the objects were chosen, shaped, formed and assembled to interweave with narratives and metaphorical discourses already at work on the site or evoked in the map. We explain how, with the cooperation of the National Trust, the objects were then used in a series of experimental visits to the property and how these visits were monitored and assessed.

We will conclude by interrogating our findings from Castle Drogo, the results of a questionnaire filled in by those using the 'things-meanings', analysing how far the tour represented a genuine application of the theory of 'vibrant matter' and will propose where the experiment at Castle Drogo might be applicable to guiding practices at other sites of heritage tourism.

Psychogeographical counter-tour guiding: Theory and practice

Alexander John Bridger

a.j.bridger@hud.ac.uk

In this paper, I want to outline and explain an alternative mode of 'psychogeographical' counter-tour guiding that I have used in Manchester, Huddersfield and Leeds with groups such as the Huddersfield Psychogeography Network, the Loiterers Resistance Movement and the Leeds Psychogeography Group. My usage of psychogeography draws on the situationist practice of playful wandering without destination in order to: experientially make sense of and creatively engage in group dialogue about the changing form of towns and cities and to creatively consider what sort of societies we would really like. In doing this type of counter-tour guiding, I will explain how I conceptualise my approach as a psychogeographer, counter-tour guider and as a critical psychologist drawing on situationist theory, group psychotherapy and mobile methods research in psychology and geography. I also draw connection with other individual and groups doing similar adventures and journeys such as Walk Walk Walk, Wrights and Sites and also the Manchester Area Psychogeographic.

Alternative tours in Zagreb

Iva Silla

info@secret-zagreb.com

Keywords: Zagreb, themed tours, destination management, alternative tours, city tour

Despite the fact that Zagreb is Croatia's capital and a growing destination, it is not the most popular destination in Croatia, and it's still considered to be a short-term-stay destination. This fact leaves its visitors with a very limited time to spend in the city. It is thus surprising to discover a large variety of alternative city tours available in Zagreb.

This paper points out to the most successful alternative tours, and searches for reasons behind the non-successful ones. Not all of the available tours actually attract visitors, especially foreign visitors. This brings us to a recently acknowledged fact, that in the last few years city tours have started targeting local audience, and not just tourists.

Some of the alternative Zagreb tours have been co-financed by local tourism board for years. This presentation

analyzes the reasons behind the DMO's decision to encourage the development of so many alternative tours by including them in their budgetary plans, and is it related to the sustainable development of the city's offer.

Variety of alternative city tours in Zagreb makes it a great case-study full of real-life examples and comparisons, effects tours can have on local stakeholders and their expectations. It also delivers a clear insight about market demands and helpful information for both creative entrepreneurial tour guides, and destination management organizations.

Literary Travel in the Full-day: Óbidos, Alcobaça, Nazaré, Batalha, Fátima

Vitor Ambrósio, Isilda Leitão

vitor.ambrosio@eshte.pt, isilda.leitao@eshte.pt

Keywords: literature; guided tours; enrichment of standard information

In many southern European countries, official tour guides have a bachelor degree from a tourism higher education institution. The curricula of these courses emphasize the knowledge of foreign languages, History, History of Art and Geography. Although Culture plays an important role in these curricula it is not focused on Literature (though it is mentioned as part of the national identity).

In general, we agree with these curricula contents. However, we believe that it is possible to go beyond the simple transmission of information about the visited sites. The reading of literary passages from reputable authors can carry tourists to a different world – a world described through the unique writer's emotions.

The paper's case study will be based on a full day tour, with departure and return to Lisbon (Portugal), and which includes the visit of five towns: Óbidos (a medieval town); Alcobaça Monastery (a religious complex of the Cistercian Order and World Heritage); Nazaré (a fishing village); Monastery of Batalha (a religious complex of the Order of St. Dominic and World Heritage); Fátima (a Marian international shrine).

In both, in the oral presentation and in the article, the intention is to show that it is possible to bring together, in a successful combination, standardized tourist information and the reading of literary passages, enhancing the wonderful of the sites through the national and international literature.

The Excellence of Guiding

Cristina Leal

Cristina.marialeal@hotmail.com

Keywords: education, qualification improvement, certification success

Businesses today compromise with nothing less than excellence. Tourism is probably one of the most demanding categories in the hospitality sector, and among it, tourist guiding is a job of an enormous responsibility. Tourist guides are expected to carry out the programs they are given to the best of their ability, vouch for the competence of the employer of the moment and, ultimately and above all, represent their city/region and country. Tourist guides are not just people that speak foreign languages and are interested in meeting other people. Their profile is that of an interpreter of their own country heritage, though carefully and differentiations and varied points of view. Their work is, in the true sense of the word, of national cultural importance.

The recognition of tourist guides is therefore a priority, not just in matters of professional skills but, most strongly, concerning their continuous and laborious education. The certification of their investment is crucial for the working partners awareness of their input and effort on self-improvement. A certified tourist guide is the key to a successful partnership between tourist guides and their employers.

From Spiritual Guide to Virtual Pilgrimage: The Impact of Modernization on Shikoku 88 Temples Pilgrimage in Japan

Gérard D'Alto

gerard.dalto@gmail.com

Keywords: pilgrimage; virtual pilgrimage; Shikoku; Japan; spiritual guide

There is a long tradition of pilgrimages in Japan, particularly since the introduction of Buddhism in the 7th century. According to the Buddhist tradition, most of these pilgrimages used to be circular with a certain number of stations where pilgrims worship the image of Buddhist deities like Kannon (in Saikoku you can find some 33 holy places of Kannon) or the founder of a Buddhist cult like Kōbō Daishi (774-835) in the 88 temples of Shikoku (Shikoku Henro).

The traditional way of doing the Shikoku Henro was by foot, but to do the 1200 km of the pilgrimage requires time and money, that's why some local bus companies of Shikoku have created "package tours" by bus in the 1950s which provides transports, accommodations and prayers. With the development of the bus tours appears the spiritual guide, sendatsu. The sendatsu, make sure that the scroll is stamped, check accommodation and explain the right way to do the pilgrimage with correct prayer and behavior at the temple, that's why the role of spiritual guide became important and it was officially established in 1965 by the Association of Temple (Reijōkai).

Since Edo period, for more convenience some miniature replica (utsushi reijō) of this pilgrimage appears in all the country. Nowadays there is even more comfortable "virtual pilgrimages" which, of course, requires no spiritual guides. Did miniature and virtual pilgrimages will mark the end of package tour and spiritual guides? I would like to present new forms of pilgrimages that replicate Shikoku Henro experience and discuss about the future of pilgrimages.

Cultural events and tourist services Management Model for Tour guiding

Anna Trono, Angelo Corallo, Daniela Vestito, Marco Esposito

Anna.trono@unisalento.it, Nagelo.corallo@unisalento.it, danielavestito@gmail.com

The introduction of ICT in the tourism sector has generated profound changes in the competitive landscape, allowing overcoming the logic of pure preservation of cultural heritage, in favor of a more efficient action of cultural promotion. Innovation processes can be triggered by management practices, designed to support professionals, enabling: a) an integrated governance of resources and event in a local system; b) simplification and optimization of processes, services, production activities and cultural content distribution.

To that end, there is undoubtedly a need to develop an innovative methodology, useful to manage organizational and critical issues that could emerge during implementation phases of guided Tours. This research aims to analyze opportunities that could be made to the tourism sector and to Intangible Cultural Heritage by the

application of logics and principles of Business Process Management (BPM) and Product Lifecycle Management (PLM). The objective is to extrapolate a metamodel that provides guidance on how to structure the task force dedicated to organize tours and various events, overcoming the organizational issues that frequently affect the lifecycle of a cultural event or a tourism product. This approach would become very important for replicable events, providing a management information system with historical data for the benefit of future organizational and planning activities.

The paper focuses on case study “The Ways to Jerusalem: Maritime, Cultural and Pilgrimage Routes”, an itinerary of cultural and spiritual interest that will link the countries of Central and South-Eastern Europe with Mediterranean countries. The objective is to emphasize and, above all, consolidate the centuries-old historic and cultural relationship between the various regions.

Fabrication: From Authenticity to Reality and Implications

Yalcin Arslanturk

arslanturk@gazi.edu.tr

Keywords: tour guiding dynamics, tour guiding roles, fabrication, tour guides, tourism system

Also named as interpreters, cultural representatives, culture brokers, pathfinders and mediators from different perspectives, tour guides have their righteous position in nearly all tourism systems. Despite the importance of tour guides nearly all spheres of tourism, it will not be wrong to say the research literature on tour guiding is scant, especially empirical studies with a specific focus on dynamics of tour guiding as proposed by Cohen (1985). Considered among the guides’ roles as proposed by Cohen (1985), “fabrication” is the main theme of this paper. Basically, as a term independent of tour guiding “fabrication” refers to fake story or information to mislead people. However, this was extended in the context of tour guiding by Cohen’s (1985) pioneering study. This paper sets out to seek answers for to what extent “fabrication” is employed as an instrument in interpretation, for what reason and what role it plays in the performative aspects of tour guides, what the implications of “fabrication” in regulating the ethical codes and sustainability of tour guiding business. The paper follows qualitative research pattern, focus group interview with long-serving tour guides, also delegates at the National Union of Tourist Guides’ Chambers of Turkey. The results on the whole suggest that “fabrication” is embedded in tour guiding and the reasons leading to “fabrication” are not only due to the guides themselves.