



CULTURE: Conserving it Together

Suva, Fiji, 1-5 October 2018

An ICOMOS conference on heritage conservation across the Pacific

Traditional cultural events and placemaking. Analysis of the Festival Internacional Cervantino in Guanajuato, Mexico

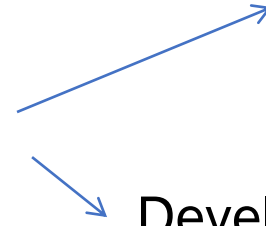


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Events of international impact

Attract visitors

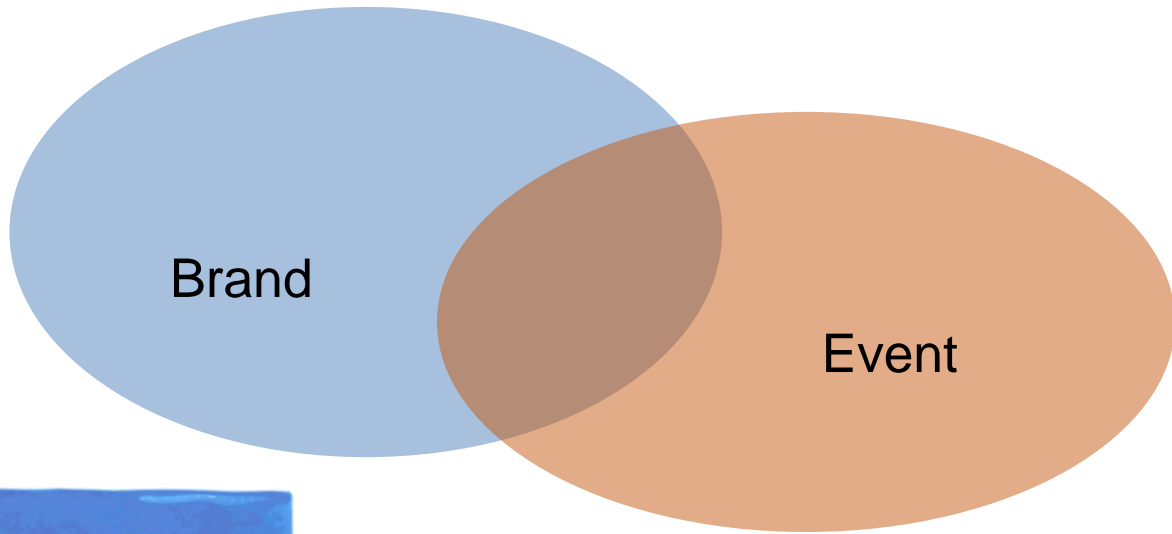


Develop a new image for residents,
tourists and investors



Event: “a onetime or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience” (Jago and Shaw, 1998, p. 29).

Type of events



TM ©

ATHENS 2004



The European Capitals of Culture



- 1985 Athens (Greece)
- 1986 Florence (Italy)
- 1987 Amsterdam (Netherlands)
- 1988 Berlin (Germany)
- 1989 Paris (France)
- 1990 Glasgow (England)
- 1991 Dublin (Ireland)
- 1992 Madrid (Spain)
- 1993 Antwerp (Belgium)
- 1994 Lisbon (Portugal)
- 1995 Luxembourg (Luxembourg)
- 1996 Copenhagen (Denmark)
- 1997 Thessaloniki (Greece)
- 1998 Stockholm (Sweden)
- 1999 Weimar (Germany)
- 2000 Avignon (France)
- 2000 Bergen (Norway)
- 2000 Bologna (Italy)
- 2000 Brussels (Belgium)
- 2000 Helsinki (Finland)
- 2000 Kraków (Poland)
- 2000 Prague (Czech Republic)
- 2000 Reykjavik (Iceland)
- 2000 Santiago de Compostela (Spain)



- 2001 Rotterdam (Netherlands)
- 2001 Porto (Portugal)
- 2002 Bruges (Belgium)
- 2002 Salamanca (Spain)
- 2003 Graz (Austria)
- 2004 Genoa (Italy)
- 2004 Lille (France)
- 2005 Cork (Ireland)
- 2006 Patras (Greece)
- 2007 Sibiu (Romania)
- 2007 Luxembourg (Luxembourg)
- 2008 Liverpool (England)
- 2008 Stavanger (Norway)
- 2009 Vilnius (Lithuania)
- 2009 Linz (Austria)
- 2010 Essen (Germany)
- 2010 Pécs (Hungary)
- 2010 Istanbul (Turkey)
- 2011 Turku (Finland)
- 2011 Tallinn (Estonia)
- 2012 Guimarães (Portugal)
- 2012 Maribor (Slovenia)
- 2013 Marseille (France)
- 2013 Košice (Slovakia)

Events are more flexible than built heritage

Bidding for events has got increasing importance

Disadvantages of events

- Increasing competitiveness
- Lose of authenticity
- Lack of long term vision
- Disregard of residents' interest





Location of Guanajuato,
Guanajuato State, Mexico

General view of the city





11-29 DE OCTUBRE
2017
Cuanajuato, México

Revolución rusa
Constitución
mexicana
Revoluciones

FRANCIA
ESTADO DE MÉXICO
Invitados de honor

www.festivalcervantino.gob.mx



+400 events
60 venues
+450,000 visitors
+150,000 followers in social media



1953: origin

1972: first official edition

1976: change of organizing structure

1990s: bad image

2010: new strategy. Invited countries, Cervantino for All
and A Community to the Cervantino



Objective: to assess whether official surveys reflect the perceptions of visitors and locals when attending the Festival Internacional Cervantino.

Methodology: EES has been applied in the edition 2017.

EES (Event Experience Scale):

-18-item scale.

- 4 dimensions: affective engagement, cognitive engagement, physical engagement and experiencing newness

- Applied by members of the ATLAS Event Experience Research Project

- Currently in Brazil, Bulgaria, Finland, Greece, Mexico, Netherlands, Portugal, Spain, United Kingdom and USA.

Steps:

1. Adaptation of the common survey to Guanajuato's particularities: 8 more questions were added asking about use of heritage resources, tourist attractions and urban services. The questionnaire was kept in English and also translated into Spanish.

2. Surveys were made at the entrance and exit of event venues as well as in public spaces where performances took place or that were located between main venues.

Common variables included in EES	Personal information	Place of origin
		Number of people in the group
		Gender
		Age group
		Educational qualification
		Occupational group
		Annual household
	About the visit to the event	Main reasons for attending the event
		Information sources used to plan the visit to the event
		Previous visits to the event
		Accommodation during the event
		Interest in visiting the event again
		Interest in recommending the event
		Importance of the event in the decision to visit the city
		Activity that the person would be doing if the event was not held
		Perceptions and attitudes during the event
		Average spending during the event
		Use of social media to share information about the event
		Specific social media that were used
	General	Observations
E-mail address		
Specific variables of the study case	About the visit to the event	Location of the accommodation and number of nights that the person stayed during the event
		Events attended
	About the impact of the event in the city's image, attractions, heritage resources and public services and its surroundings	Adjectives that define Guanajuato
		Kinds of transport in the city
		Other activities performed during their stay in the city
		Opinion of event's features and local public and urban services
		Heritage resources visited in the city centre during their stay
		Heritage resources visited in the suburbs during their stay
		Heritage resources and historic cities visited in the surroundings during their stay

Events Experience Survey

Do you have 5 minutes to spare? Tell the organizers what you think of this event. We are investigating the social, cultural and economic impact of the festival. Thanks for your time!

1. What are your main reasons for attending this event? (Please select any that apply)

- I like the festival
 Entertainment
 Spend time with friends/family
 Special occasion
 Other, please state _____
- The programme
 Visiting the area
 To learn something
 To try something new
 To see a specific performer

2. Which information sources did you use to plan your visit to the event? (Please select any that apply)

- Previous visit
 Family, friends
 TV/radio
 Tourist office
 Event website
 Other website
- Event brochure
 Newspaper/magazine
 Tour operator brochure
 Guide book
 Social media
 Other

3. Have you visited this event before?

- (Please select one)
- Yes
 No

If yes, how many times? _____

4. Where did you stay during the event?

- (Please select one)
- At home
 Hotel
 Tourist apartment
 AirBnB
 Other, please specify _____
- With friends/family
 Camp site
 Youth hostel
 Guest House/Bed&Breakfast

5. How likely are you to visit this event again in the future? (Please circle a number from 1 to 10)

not at all likely 1 2 3 4 5 6 7 8 9 10 very likely

6. How likely are you to recommend this event to family/friends? (Please circle a number from 1 to 10)

not at all likely 1 2 3 4 5 6 7 8 9 10 very likely

7. How important was this event in your decision to visit (destination) today?

- (Please select one)
- Only reason for visiting this destination
 One of the main reasons for visiting this destination
 One of several reasons for visiting this destination
 Not a factor, would have visited anyway (e.g. on holiday here, or visiting friends/family)

8. What would you probably be doing today if the event was not being held? (please select one)

- I would have stayed at home / gone to work
 I would have done something else in this destination
 I would have visited another destinations nearby
 I would have visited another part of the region
 I would have gone somewhere outside this region

9. Please score the following statements on a scale from 1 (totally disagree) to 7 (totally agree). N = Don't Know

During the event...	1	2	3	4	5	6	7	N
I was excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got emotionally recharged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I experienced intimacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt a sense of adventure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was aware of my own values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to relive this later (talk about it/show pictures)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was interpreting things for myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I used my intellect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I acquired new knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I reflected on ideas that I got and discussed this with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not actively participate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was not being creative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event was different from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was outside my 'normal life'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thought this was unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Can you indicate your average spending per person during the whole event?

Total dollars

11. Where do you live?

- In this country (please give postcode) _____
 Abroad; (country) _____
 (city/region) _____

12. How many people were there in your party, including yourself? (please indicate number)

Adults Children

13. Are you...

- Male
 Female

14. Please indicate your age group?

- 15 or younger
 16 - 19
 20 - 29
 30 - 39
 40 - 49
 50 - 59
 60 or over

15. What is your highest level of educational qualification? (please select one)

- Primary school
 Secondary school
 Further education
 Higher education (first degree)
 Postgraduate

16. Indicate your current (or former) occupational group

(please select one)

- Director or manager
- Academic professions (doctor, lawyer, etc.)
- Technical professions (technicians, nursing)
- Clerical/administration
- Service and sales personnel
- Manual or crafts worker
- Student

17. Which category best describes your annual household gross income? (please select one)

- < 5,000 dollar
- 5,001 - 10,000 dollar
- 10,001 - 20,000 dollar
- 20,001 - 30,000 dollar
- 30,001 - 40,000 dollar
- 40,001 - 50,000 dollar
- 50,001 - 60,000 dollar
- > 60,000 dollar

18. Did you share any information about this event via social media?

- Yes, before the event
- Yes, during the event
- Yes, after the event
- No

19. If you shared information, which social media did you use? (Please select any that apply)

- Facebook
- Instagram
- Snapchat
- Twitter
- LinkedIn
- Youtube
- Other, please specify _____

20. Where did you stay during the festival?

Guanajuato _____ how many nights?
Other places _____ how many nights?

21. To which events you have attended or plan to attend?

22. Which adjectives define in a better way Guanajuato City?

- Colonial
- Modern
- Cosmopolitan
- Out-of-date
- Traditional
- Plural and diverse
- Historic

23. What kinds of transport do you use in the city?

- Walking
- Walking & Taxi
- Walking & Tour bus
- Walking & Bus

24. In what activities have you taken part during the celebration of the festival?

- Attending cultural events
- Restaurants
- Outdoor activities
- Others
- Shopping
- Bars/Night clubs
- Visit to surrounding cities

25. Please score the following aspects on a scale from 1 (totally disagree) to 5 (totally agree):

	1	2	3	4	5
Schedule of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diffusion of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venues of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of air and water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure and fun activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service and hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomic offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for disabled people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language skills of the service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. In Guanajuato's downtown during your stay you have visited...

- Basilica
- Mercado Hidalgo
- Belen Church
- Compañía Church
- San Roque Church
- Diego Rivera Museum
- People's Museum
- Guanajuato University
- Museo Iconográfico del Quijote
- Others

27. Apart from Guanajuato's downtown, during your stay you have visited...

- Valenciana
- Plaza Pozuelos
- Museo de las Momias
- Presa de la Olla
- Pípila monument
- Paseo de la Presa
- Others

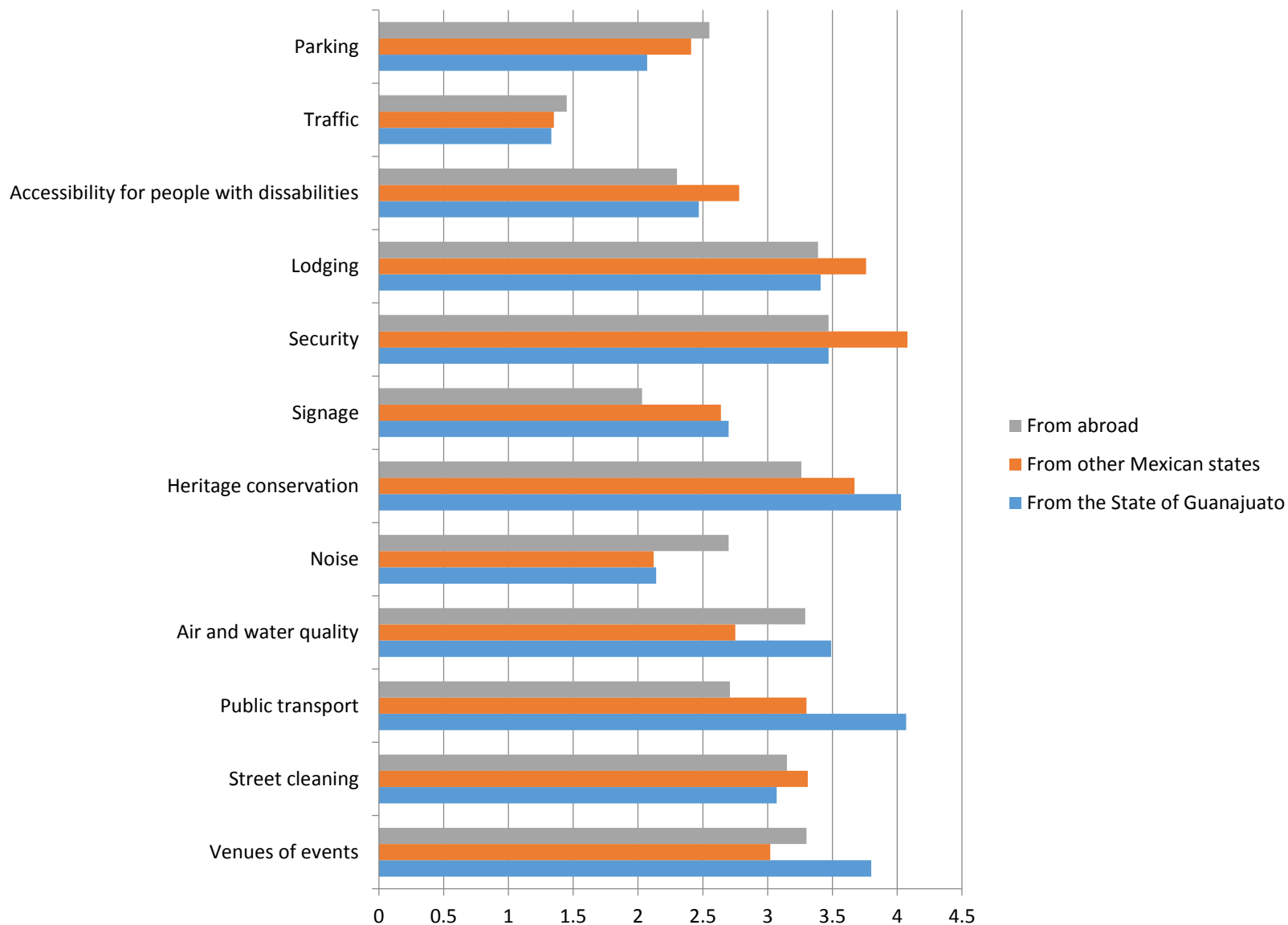
28. Apart from Guanajuato City, during your stay you have visited...

- Mineral de Pozos
- San Miguel de Allende
- Mineral de la Luz
- El Cubilete
- Dolores Hidalgo
- Others

29. Observations/Comments

30. Thank you for participating! If you would like to help us further by giving us more information about your experience at this event leave your contact information.
Email address _____

Key findings:

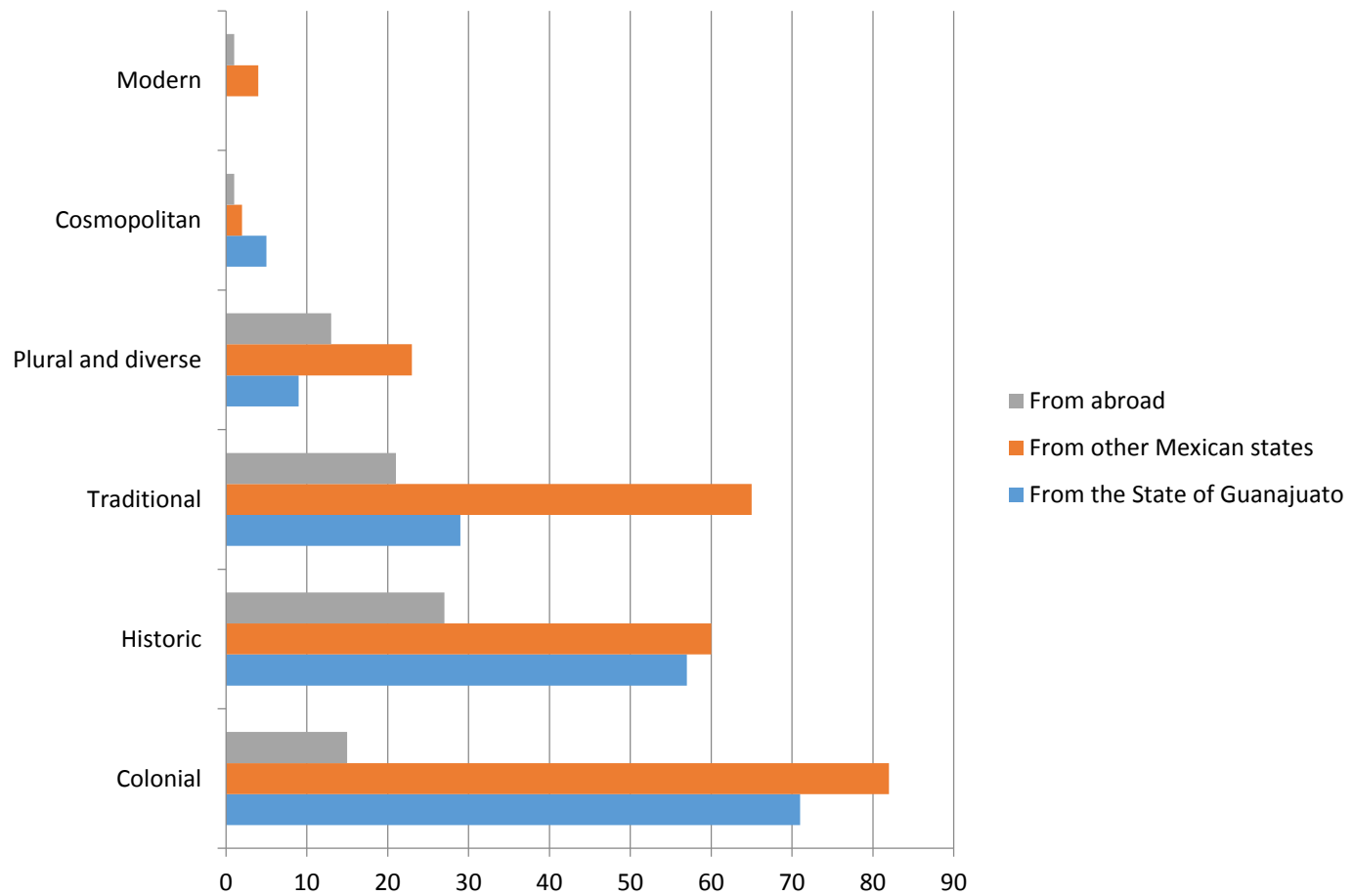


Visitors' perceptions on urban aspects during festival days

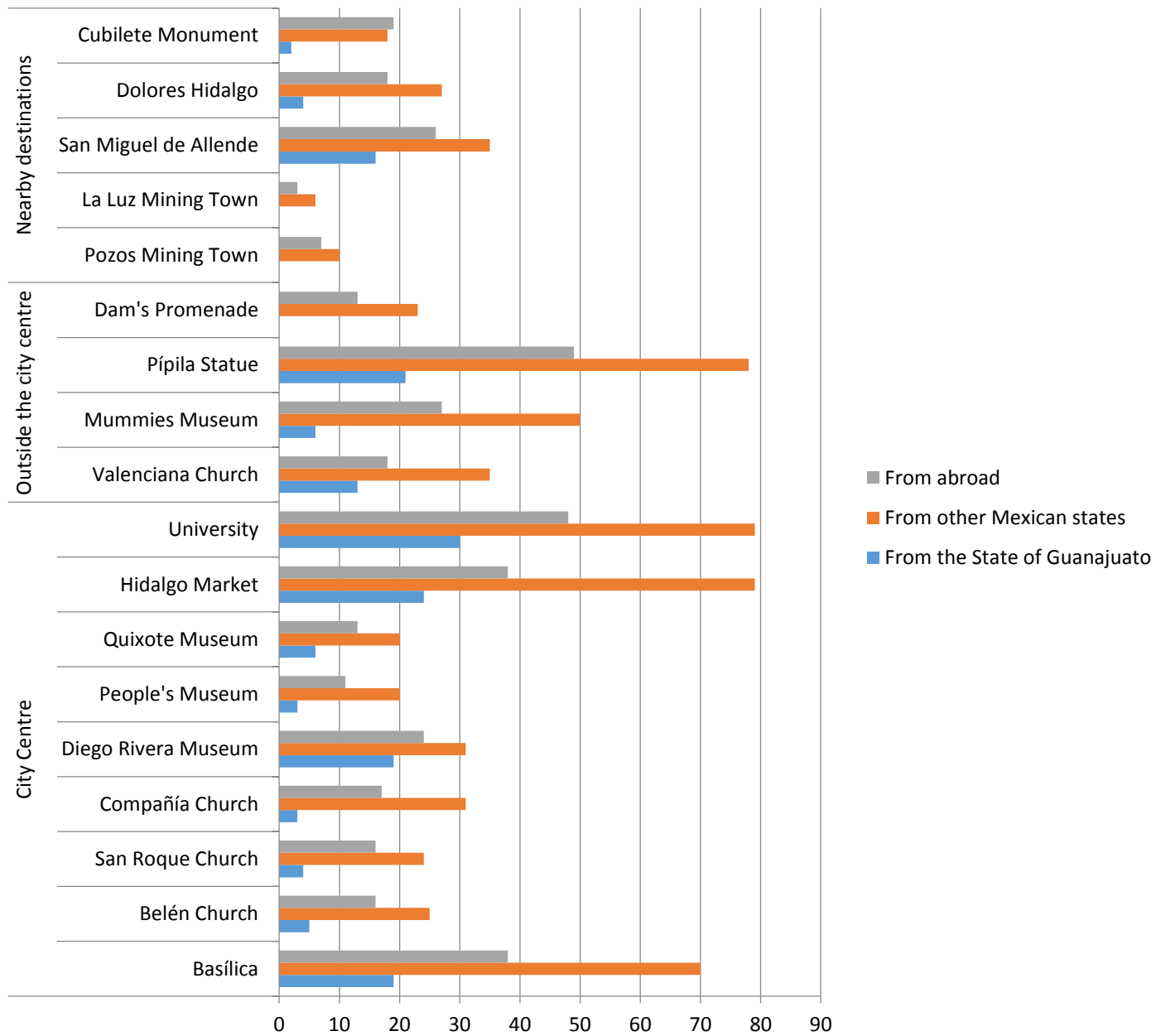


Some of the problems perceived by visitors are related to overcrowding, noise, waste management and pedestrian mobility.





Visitors' perceptions on the city's image during festival days



Visits to heritage assets during festival days



Pípila Statue



University



Hidalgo Market



Basílica

Potential case studies in Fiji:



Hibiscus Festival



Bula Festival



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