ABSTRACT:

This research tries to go into the consumption patterns of tourists visiting contemporary cultural attractions in Spain. Indeed, the importance of the cultural tourism market in Spain has created a need for information on the motivations of cultural tourists, as attention has shifted from the traditional tourism model of “sun and beach” towards broadening the range of cultural events, festivals, museums, etc, regarded with contemporary culture. In particular the city of Madrid gives an accurate picture of what the whole of Spain is willing to do in response to the growing relationship between tourism and contemporary culture.

In this context, a visitor survey (200) was conducted in the most important modern art exhibition Center of Madrid, the “Reina Sofia Museum” (MNCARS), in order to investigate the motivation, image, socio-demographic profile, opinions and consumption patterns of contemporary cultural tourists visiting Madrid. The findings of this research indicate that today’s contemporary cultural tourists in Spain are generally well-educated people with high status occupations, good incomes, heavily concerned with the environment, and that not all cultural visitors are cultural tourists as the level of cultural motivation varies greatly from one tourist to the next.

Keywords: Cultural tourism; consumption patterns; contemporary culture.

1. INTRODUCTION

Cultural tourism represents one of the major future growth activities of global tourism demand for this new millennium. The importance of this market for the development of tourism and cultural attractions has created a need for information on the motivations of cultural tourists. In fact, understanding the behaviour of this type of tourists is a starting point required for the management, marketing or planning of the tourism industry and the government in order to
improve the quality experience of the visitor. In this sense, the main purpose of this research is to investigate the motivation, socio-demographic profile, consumption patterns and image, held by tourists visiting cultural attractions.

In terms of defining the concept of cultural tourism, it exists a wide range of activities from traditional to innovative that are now considered to be part of this growth phenomenon. This diversity demonstrates the complexity of cultural tourism product. In fact, this multi-disciplinary subject covers not just the consumption of the cultural products of the past, such as archaeological sites, but also of contemporary culture, such as fashion and design museums. In this context, Richards (2001) states that “cultural tourism can be seen as covering ‘heritage tourism’ (related to artefacts of the past), ‘arts tourism’ (related to contemplation and contemporary cultural production) and ‘creative industries’ (related to participation and contemporary cultural production)”. On this point, this research takes this definition as the conceptual framework and it focuses basically on the analysis of visitor’s characteristics drawn mainly by contemporary culture. Paraphrasing Baudelaire (1846), this research seeks to consider the idea of ‘be of your time’. Indeed, it seems more relevant to analyse contemporary cultural tourism as the tourists can reflect and interact with the culture’s own time (and often place).

2. RESEARCH AIM AND OBJECTIVES

This research will investigate the motivation, image, socio-demographic profile opinions and consumption patterns of contemporary cultural tourists visiting Madrid. Hence, some objectives that must be achieved to fulfil the research aim are:

- To examine the different consumption patterns of residents, national and international visitors with respect to contemporary cultural tourism in Madrid.
- To compile a profile of tourists visiting contemporary cultural products which could be used by marketing managers.
- To explore the ways of information and the use of tourism intermediaries undertaken by cultural tourists visiting contemporary attractions in Madrid, before and during their visit.

3. WHY MADRID?

Concerning tourism, Madrid has a quite wide range of resources: museums, theatres, musicals, expositions, parks, bars, discos, shopping centres, etc. Existing resources are bundled together to sell the city as a ‘cultural city’, a ‘sports city’, a ‘fun city’, etc. In this sense, large cities have always attracted visitors. According to KPMG Consultants (1996), Madrid was the fourth more visited city in Europe in 1996. The number of tourists to Madrid has steadily increased since then, and the visitor economy has become more important. The significance of tourism to Madrid is a growth industry and should be encouraged in line with the ‘European framework for action for sustainable urban development’ (namely, URBAN (2000-06) initiative). Then, it is important to understand how Madrid is changing and how it is responding to the change that is taking place, in order to place tourism on a more sustainable basis, capable of delivering a quality experience for the tourist. In other words, the central challenge for Madrid as a destination is how can the tourism activity and its growth expected [4% yearly according to Figuerola (1999)] for the next two decades, be managed in such a way as to ensure that it
respects the limits of its resource base and those resources’ capacity to regenerate, whilst being commercially successful.

With regards to cultural tourism, in the study of Van der Borg (1994 in Richards 2001: 48) Madrid scored 14 out 19 as the main perceived cultural tourism destinations in Europe (see Figure 1). It must be mentioned that, according to this study of Van der Borg, Barcelona captured more attention in terms of culture than Madrid, showing a more successful policy on management, interpretation and marketing of cultural resources.

Then, Madrid, which was Cultural Capital of Europe in 1992, has turned into one of the most visited regions for cultural reasons of Europe thanks to its old city centre, its important cultural heritage, its bustling nightlife and the open cosmopolitan character of its people (Consejería de Economía y Empleo, 2000). In fact, Madrid shines in a cultural dimension with the “Walking of Art”, where the museums Prado, MNCARS and Thyssen-Bornemisza trace an itinerary comparable to the “Museum District” (London), the “Island of the Museums” (Berlin) or the “Mall’s Museums” (Washington). Empirically, Madrid is a metropolis where it can be identified the three products categories commented as the conceptual framework of this research, that is: heritage, arts and creative industries.

**Figure 1** Ranking of European cities as cultural destinations

![Figure 1](image)

(Source: Richards 2001: 48)

In this sense, the selection of the MNCARS in Madrid, seems to be appropriate as the research focuses on cultural tourists interested in contemporary culture. Indeed, the aim of the MNCARS (2005) is ‘to encourage public access to the various manifestations of modern and contemporary art in order to increase knowledge and promote formation… of the plastic arts’. With the new enlargement of the MNCARS, the total area of this museum is approximately 78,000 m² (with 26,892 m² corresponding to the new enlargement)\(^1\). Furthermore, more data showing the great importance that the MNCARS plays in the contemporary cultural scenario of

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\(^1\) Data extracted from the official website for tourism of Madrid City Hall: [www.esmadrid.com](http://www.esmadrid.com) (Culture – MNCARS)
Madrid, is the increase (10%) in the number of visitors during 2005 in regards to 2004: from 1,445,253 persons to 1,590,099, achieving its biggest register since its opening in 1996.

4. METHODOLOGY

4.1 QUESTIONNAIRE DESIGN

In order to achieve the objectives seen above, a 28 survey-questionnaire has been undertaken at “National Museum Centre of Art Reina Sofia” (MNCARS) in Madrid. The questionnaire applied has been adapted from the one used by the “Association for Tourism and Leisure Education, ATLAS” (see Appendix).

ATLAS is an international organisation which is considered as a leader cultural tourism project for research:

‘ATLAS provides a forum to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. ATLAS currently has members in more than 70 countries.’

ATLAS (2005)

On this point it must be said that the author contacted to Professor G. Richards, from ATLAS, with the intention of getting enrolled on the research project for 2005. The survey instrument has been adapted to the characteristics of Madrid from the original ATLAS questionnaire. The original questionnaire of ATLAS is composed by 24 questions, so the researcher has added 4 questions to the questionnaire in order to analyse the cultural tourist’s opinion about the prices, the occupancy, the environment and the concept of culture. The questionnaire is composed basically by closed-questions which must be ticked on the appropriate box; some questions asking for a numerical data; some questions to rate the importance of something using the type Attitude statements/Likert scales’ ranging from 1 (disagree/unimportant) to 5-10 (agree/important); and one opened-question about the respondents’opinion of culture.

The questionnaire, which normally takes over 8 minutes to be completed, is divided into two sections: general information about Madrid City as a cultural tourism product, and the cultural tourist itself. In the first section, general information about the city of Madrid is sought from the survey such as visitor motivation, activity at the destination and marketing data:

Activity at the destination:

- Attractions visited
- Accommodation used
- Form of travel arrangement (package/independent)
- Booking channels (travel agent/tour operator/ National Tourist Office-NTO)
- Length of stay
- Expenditure at the destination

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2 Data extracted from the website: [http://www.lukor.com/not-por/0601/02171521.htm](http://www.lukor.com/not-por/0601/02171521.htm)
Visitor motivation:

- Motivation type
- Previous visit
- Holiday type
- Global image of the cultural destination

Marketing data:

- Use of media, internet

In other words, the aim of this first section of the questionnaire is to study the motivations, consumption patterns and destination image of cultural tourist visiting contemporary attractions in Madrid. In this first section, there is a development about the nature of the study of cultural tourism from the cultural 'content' of tourism (high culture, popular culture, etc.) towards the 'context' in which culture is consumed (as part of a process of learning about a city, as a process of distinction, repeat visitors versus first time visitors, etc). In terms of cultural tourism policy, a similar shift can perhaps also be identified in the emergence of 'cultural programming' of cities in place of cultural planning. Another emerging area of work in this first section of the questionnaire involves the concept of 'place' - which indicates that the study of cultural tourism is following the spatial turn in the social sciences. Closely linked to place is the idea of distinctiveness, which seems to have been posed as an alternative to authenticity in some cases. Participation is also an emerging concept which seems closely linked to place - since the participation is usually the residents of a particular location.

In the second section, the researcher asked about the cultural tourist itself: their socio-demographic profile and their opinion about culture.

Socio-demographic profile:

- Employment (including cultural occupations, civil servant)
- Education
- Area/country of residence
- Gender

Opinion about culture:

- Prices of culture
- Level of interest regarding the environment
- Heritage, arts and creative industries

4.2 DEFINITIONS ABOUT SOME TERMS APPLIED IN THE QUESTIONNAIRE

A number of questions regarding definitions used in the questionnaire have been posed during the writing-up of the research. The author has tried to provide answers to the main ones here:

- Visitors included in the survey
As in previous ATLAS surveys, the questionnaires are designed to cover all visitors to a site or event, including local residents, domestic and international tourists. Surveying all visitors allows to analyse the relationship between different visitor groups and to contrast motivations, behaviour and background of local residents and tourists.

- Madrid City

The questions which refer to the area in which the survey is being conducted, such as questions 2 and 5, are supposed to refer to Madrid City, and not to “Autonomous Community”. The extent of the ‘area’ is therefore Madrid City.

4.3 TRANSLATING THE QUESTIONNAIRE

When translating the questionnaire, the author has tried to ensure that the translation is as close possible to the original, which was the English version. In this sense, all questions have been translated in the form in which they appear in the English version of the questionnaire. No changes in the wording neither in the order of the questions in order to avoid serious problems with comparability and coding. The questionnaire has been translated in 4 languages: English, Spanish, French and German.

4.4 SAMPLING

The total visitor population consists of all visitors to the cultural attraction being surveyed MNCARS who are 16 years or older. In principle, only visitors over 16 years of age should be interviewed. A category for ages under 16 has been included on the questionnaire, because sometimes it is not possible to exclude respondents under 16. To be reliable, the author has taken a sample of 200 respondents. The questionnaires have concentrated on all kind of visitors: residents, national and international tourists. The way in which this has been achieved was as follows: where interviewers have been used, visitors have been interviewed on exit from the MNCARS. Visitors have been selected on a random basis- for example by approaching every tenth visitor to leave the museum. If a group of visitors is approached, the selection of the respondent from within the group has also been randomised. For example, it has been used the next birthday’ principle. Members of the group have been asked ‘who is the next person to have a birthday?’ The person with the birthday date nearest the interview has then been interviewed. This has provide a random sample of the respondents within groups, and has avoided bias, such as the tendency for men or older people within groups to take over the task of answering the questions.

4.5 CONDUCTING THE QUESTIONNAIRES

The questionnaire is designed to be used either by an interviewer or through self-completion. Interviewer-completed questionnaires will give a higher degree of accuracy and may generate a higher response rate. Visitors are more likely to be willing to be interviewed if they know why the survey is being conducted, and if they are sure that their responses will remain anonymous. For that, the author required the help of two more interviewer (total of 3), which have been especially prepared for this data collection. The interviewers have therefore said that the survey is being conducted on behalf of “ATLAS Cultural Tourism Project” with the co-operation of MNCARS, for the performance of this research. Some interviewees wanted to have more background information on the survey, so they have been offered to have a look on the official web-site of ATLAS.
Interviews have been held wherever possible over different days and time periods to ensure that all visitor groups are sampled. In particular, the questionnaires were carried out from Wednesday 25th May to Monday 30th May 2005 (both including). The time-table selected corresponds with the opening hours of the MNCARS, namely, from 10.00 to 21.00. A mixture of weekends and weekdays has been therefore included in the sample, providing there are sufficient midweek visitors to provide reasonable returns. Regarding the place, the interviewers carried out the questionnaires at the way-out of the museum where apparently the visitors have more time to complete them.

While it was important to try and interview all visitors approached, there have been inevitably visitors who have refused to be interviewed. Most of them, have said that they did not have time to be interviewed. On this sense, some common objections have been overcome. The interviewers have pointed out that the questionnaire only takes 5 minutes to complete (which is certainly the case for the basic questionnaire). Where foreign visitors have refused on the basis of not being able to speak the language, they have been offered a copy of the questionnaire in their own language to fill in themselves (Spanish, English, French and German). If visitors did refuse, a record has been kept, so that the total refusal rate can be calculated for the survey.

An alternative way of dealing with visitors who did not have time to complete a questionnaire on site was to send them a follow-up email to allow them to respond to the questionnaire over the Internet. This was just an idea, as no one did on this way, and obviously not ideal, as visitor opinions may have changed after their return home.

### 4.6 SELF COMPLETION OR INTERVIEWED QUESTIONNAIRE

33 of the questionnaires have been completed by self completion, and 167 were conducted by an interviewer. The average time of completing a questionnaire was 8 minutes. On this point, the visitors had the time and the space to be able to fill the questionnaires comfortably. A table has been provided to allow people to fill the questionnaires, and if not, clipboards have been used as substitute. Sufficient supplies of pen were available, allowing the fact that a number of visitors have filling the questionnaires at the same time, and that some visitors have ‘forget’ to give theirs pens back.

The questionnaires have been completed as fully as possible. The interviewers have tried to ensure that. On this point, the researcher conducted 200 questionnaires in the way-out of MNCARS from Wednesday 25th May to Monday 30th May 2005 (both including). In fact, the researcher approached 281 people, and only 81 people refused to answer and 200 questionnaires were collected in total, so the response rate was 71,18%. Although, in the collected questionnaires some data were missing, above all in those which have been self-completed.

### 5. MAIN FINDINGS

This section presents some of the findings obtained in the survey of 200 cultural tourists at MNCARS. These findings presented are those which are more related with one of the proposed line of the colloquium: “the tourism consumer”. In this sense, the analysis has been divided into different topics: (1) the socio-demographic profile of respondents; (2) the conditions of access and visit of the cultural tourists; (3) the critical factors for the motivation of the visit; (4) and the expenditures during the visit.

#### 5.1 SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS
The profile of the cultural tourist visiting MNCARS is based on the questions related to the socio-demographic aspects of the questionnaires. In this sense, the distribution per gender displays a bias towards female, with a considerable difference: 62% female and 38% male (see Figure 2). The age for these cultural tourists is towards a younger age profile, with 63% of the sample under 30 years old, and 37% over 30 years old (see Figure 3). The category of age predominant is the group between 20 and 29 years old, with 52.5% of the total population for this research.

**Figure 2** Gender

![Gender Pie Chart](Source: Own elaboration)

**Figure 3** Age

![Age Bar Chart](Source: Own elaboration)
Based upon the principle, that occupation is linked to educational attainment, the results suggest that the groups of cultural tourists possess high levels of educational attainment. Three quarter of the sample (75%) have a bachelor degree and a master or doctoral degree (see Figure 4). More than half of the respondents are employees or self-employed (52%), following by students (38%), and finally by the collective of unemployed, retired and housewife (9.5%) (see Figure 5). Regarding the occupation, there is a predominance of professionals, such as doctors, lawyers, teachers, etc., with a percentage of 40.3% (see Figure 6). Technical professions (e.g. technicians, nursing, etc), clerical and administration post account for nearly one in four (22.5%) of the sample. Moreover, there are more respondents working on services, sales, craft or the industries of construction or agriculture (17%) than directors or managers (12.9%). With reference to the public service administration, only 6% declares to work as a civil servant, whereas the absolute majority 89% expresses to get enrolled in the private or “non-governmental organisation” (NGO) sector (see Figure 7)

**Figure 4. Educational level**

<table>
<thead>
<tr>
<th>Educational level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master/ Doctoral degree</td>
<td>22</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>52.5</td>
</tr>
<tr>
<td>Primary, Secondary School / Vocational education</td>
<td>25.5</td>
</tr>
</tbody>
</table>

(Source: Own elaboration)

**Figure 5. Position category**

<table>
<thead>
<tr>
<th>Position category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not applicable</td>
<td>0.5</td>
</tr>
<tr>
<td>Student</td>
<td>38</td>
</tr>
<tr>
<td>Unemployed/Retired/ Housewife</td>
<td>9.5</td>
</tr>
<tr>
<td>Employee/ Self employed</td>
<td>52</td>
</tr>
</tbody>
</table>

(Source: Own elaboration)
5.2 CONDITIONS OF ACCESS AND VISIT OF THE CULTURAL TOURISTS

Analysing the information regarding the conditions of access of the tourist to the Madrid and the characteristics of their visits, it can be commented that basically the respondents use the local transport (47.5%) (see Figure 8). Bus, metro and taxi are indeed the preferred means of transport to move around Madrid. Walking is as well considered by cultural tourists (32.9%) obviously within local residents, whereas one out ten takes a plane (10.1%), above all international visitors.
Figure 8  Means of transport used

![Means of transport used (%)](image)

(Source: Own elaboration)

Figure 9 expresses the place of residence of the visitors. More than half of the tourists come from abroad (58%), and the rest 14% comes from another parts of Spain, and 28% are local residents. Going deep to the nationalities of those who come from abroad, the two main groups of visitors are Americans (23%) and French (20%) (see Figure 10). Others “source-countries” of cultural tourists are the United Kingdom (16%), Germany and Italy (both 8%). The rest of the respondents are grouped under the categories of “Rest of Europe” (12%) and “Rest of the World” (13%). On this point, the author has tried to incorporate as many nationalities as possible on the sample, in order to increase the reliability of the research.

Figure 9  Place of residence

![Place of residence](image)

(Source: Own elaboration)
Concerning the organisation of the travel and the accommodation chosen by the tourists coming outside from Madrid, just 5% decide to use an “all-inclusive package” (see Figure 11). The rest of this group, book the transport and the accommodation separately. Most of them book the transport through Internet (21%) or via a travel agent (11%). The rest prefer to arrange it by their own (7%), or even they get transport without any booking in advance. The type of accommodation, where they stay the night, is mainly the hotel (40,7%) (see Figure 12). Staying at “Family and Friends” is the second most used type of accommodation for these cultural tourists (32,4%), and the third type is youth hostels (11,7%), where above all young visitors make the overnight. Furthermore, considering just the visitors outside from Madrid, almost half of them (43,8%) spent at least three nights in Madrid, hence it means a minimum stay of four days (see Figure 13).

(Source: Own elaboration)
**Figure 12** Type of accommodation

![Type of accommodation (%)](image)

(Source: Own elaboration)

**Figure 13** Number of overnights

![Number of overnights](image)

(Source: Own elaboration)
Referring the source of information to organise the visit before getting Madrid, one third contacts some friends or family (31,25%) (see Figure 14). Near similarly, another third uses the Internet to get some practical information about Madrid and its tourism product (30,83%). The last third gets some guidebooks (18,75%), or has already been previously in Madrid (7,08%), or takes some brochures (3,33%), or contacts directly a travel agent (2,91%). On this point, it must be mentioned that just 1,25% enters in a Tourist Information Centre to collect some information for their visit.

**Figure 14**  Source of information to organise the visit before getting Madrid

![Figure 14](chart)

(Source: Own elaboration)

Referring to the source of information used in Madrid, mostly one out four of the tourists (26,76%) gets advices from “Family and friends” to organise the visit in the city (see Figure 15). Followed by a considerable percentage of visitors that consult guidebooks (19,24%) or get in a “Tourist Information Centre” (17,84%). The use of brochures is represented by 14,08%, in certain way because tourists look specific information on an event than the city properly. On the other hand, the use of Internet is reduced to 9,85% compared with the information consulted before. TV and radio and newspapers and magazines (around 3%) are considered informative regarding tourists purposes. To sum up, most of the tourists have consulted different sources of information before and while in the destination.

**Figure 15**  Source of information used in Madrid

![Figure 15](chart)

(Source: Own elaboration)
5.3 CRITICAL FACTORS FOR THE MOTIVATION OF THE VISIT

In this section, it will be analysed the critical factors, external and internal, for the motivation of the cultural tourist to visit Madrid. Gibson et al (1997: 199) assert that “motivation can be ‘inspired’ by different things”. In this sense, the principal motivations to visit Madrid are “to experience the atmosphere of the city” and “to find out more about the culture of Madrid” (see Figure 16). In a second dimension, the respondents appraise the facts “of being entertained”, “to learn new things” or just “sightseeing”. Those results indicate that the visitors have a great interest in the city *per se*, and an inclination for the culture. However, concerning just the respondents outside from Madrid, two out three declare that the key purpose of their current trip is essentially for holidays (65,5%) (see Figure 17). Subsequently, their second purpose is “to visit friends and relatives” (9%), and “to attend a cultural event” is their third aim to get Madrid (8,3%).

**Figure 16  Motivations of the visit**

![Motivations of the visit](image)

(Source: Own elaboration)

**Figure 17  Purpose of the current trip (for persons outside Madrid)**

![Purpose of the current trip](image)

(Source: Own elaboration)
Vis-à-vis the preferred holidays, Figure 18 establishes that the ideal vacations for the respondents are associated with cultural tourism (44.20%) more than “sun and beach” (22.1%). This way of considering the leisure time is independent from the current or former occupation of the respondents, as the majority of them are not connected with culture (52%) (see Figure 19). The rest, that is those who are or have been working in the cultural sector (42%), could be considered as “cultural intermediaries” which fill their free-time attending cultural attractions. Thus, the potentiality for cultural tourism seems to be one of the keys for the development of new tourism products.

Figure 18  Preferred holidays

![Preferred holidays chart](image)

(Source: Own elaboration)

Figure 19  Is your current (or former) occupation connected with culture?

![Is your current (or former) occupation connected with culture? chart](image)

(Source: Own elaboration)
5.4 EXPENDITURES DURING THE VISIT

Figure 20 describes the economic impact of the cultural tourist visiting Madrid in its individual perspective. For that, the author has used the mean in order to establish the expenditure average per person during the visit. Thus, the total expenditure of the visit is 322.23 Euro per tourist. In this point, as it has been outlined above (see Figure 13), the average of days spent in Madrid are four; so with a simple division, the expenditure average per day is 80.55 Euro.

On the other hand, the subgroups of these expenditures are as follows: the highest sum of money spent by the tourist is on the travel or transport (101.84 Euro); secondly, the tourist pays out on accommodation (81.38 Euro); thirdly, the visitor consumes more on shopping (61.84 Euro) than on food and drinks (53.54 Euro); finally, the tourist buys attractions admissions (23.63 Euro) revealing an interest on leisure activities.

![Figure 20](Expenditure during the visit (in constant Euros of 2005))

6. CONCLUSION

The cultural tourist visiting the MNCARS is characterised in general by having a high-level education, as 74.50% of them finished a bachelor degree or post-graduated course. They are youth persons on their twenties with annual incomes ranged between 5,000 and 20,000 Euros. This highlights the importance of students in the cultural tourism market. Most of them have a job on the private sector, predominantly as professionals (doctor, lawyer, teacher, etc) with no connection to the culture.

Mostly, they have arranged the trip by their own: the transport through Internet and the accommodation without any booking in advance. In particular, most of the visitors use the local transport or walk to visit the different cultural attractions in Madrid. The accommodations preferred, are the hotels or the houses of friends and relatives, and the information used for the visit to Madrid is extracted fundamentally from Internet or personal recommendations from “family and friends”. Finally they prefer to perform firstly cultural holidays, whereas “sun and beach” is in the second place.

In terms of the cultural visitors’ motivations in this study, an outline can be established of a typical cultural tourist of Madrid as someone who primarily is motivated “to experience the atmosphere” and secondly desires to find out more about the culture. It means that the cultural
tourist comes to Madrid to experience its character or its lifestyle. In other words, they want to “change the scenario” and to experience the spirit or ethos of Madrid. This experience as a whole is composed basically by elements that are consumed on the same moment where produced, and therefore more related to arts and contemporary culture.

Regarding the economic impact, the total expenditures of the cultural tourist has been determined in 322,23 Euros for the visit. The sub-terms of these expenditures are mostly spent in transport, accommodation and shopping. Food, drinks and tickets admissions are the other sub-terms. Accordingly, the average of spent nights in Madrid are four, so with a simple division, the expenditure per person and per day is approximately 80 Euros.

Summing up the results of the research, it seems that today’s cultural tourists in Spain are generally well-educated people with high status occupations and good incomes. These elements fit the stereotype of cultural tourists that has persuaded so many destinations to pursue them. What is often overlooked, however, is that not all cultural visitors are cultural tourists, and the level of cultural motivation varies greatly from one tourist to the next. They are often looking for a mixture of culture, entertainment and relaxation, not just traditional ‘high’ culture products. It is also clear that younger tourists are much more important than has previously been recognised, and the youth market will be particularly important in creating repeat visitors for the future.

7. BIBLIOGRAPHY AND REFERENCES

- **ATLAS** (2005) the ATLAS Cultural Tourism Research Programme has monitored the cultural tourism market through visitor surveys and studies of cultural tourism policies and suppliers. Successive surveys have illustrated how rapidly this market is developing, underlining the need for regular research. General information available at: [http://www.atlas-euro.org/](http://www.atlas-euro.org/)
- **MNCARS** (2005) General information about the museum available at: (in english)
http://www.museoreinasofia.es/portada/portada_ING.php

8. APPENDIX

Following is enclosed the English version of the questionnaire used for this research

ENGLISH

SECTION A: YOUR VISIT TO MADRID CITY

1. Where is your current place of residence?
   - Madrid City (go to Q12)
   - Rest of the country
   - Abroad (country)

2. Have you ever been in Madrid before?
   - Yes
   - No
   - If yes, how many times have you visited before?

3. To what extent do you agree or disagree with the following statements? (please, circle a number from 1 to 5)
   - I am visiting Madrid to learn new things
     - Disagree 1 2 3 4 5 Agree
   - I am visiting Madrid to be entertained
     - Disagree 1 2 3 4 5 Agree
   - I want to find out more about the culture of Madrid
     - Disagree 1 2 3 4 5 Agree
   - I want to experience the atmosphere of Madrid
     - Disagree 1 2 3 4 5 Agree
   - I am visiting primarily for sightseeing
     - Disagree 1 2 3 4 5 Agree

4. In what type of accommodation are you staying?
   - Own home (go to Q6)
   - Second residence
   - Hotel
   - Self-catering accommodation
   - Bed & breakfast/room in private house
   - Caravan/ tent
   - With family & friends
   - Youth hostel
   - Other

5. How many nights will you be staying in Madrid?
   - Write in number

6. What is the primary purpose of your current trip? (please, tick no more than ONE option)
   - Holiday (go to Q7)
   - Cultural event
   - Visiting relatives and friends
   - Business
   - Conference
   - Sports event
   - Shopping
   - Other (go to Q8)

7. How would you describe your regular holidays?
   - Sun/beach holiday
   - Rural holiday
   - Health/sports holiday
   - Cultural holiday
   - Ecotourism/nature holiday
   - City trip
   - Other

8. How did you arrange your trip to Madrid?
   - All-inclusive package (transport and accommodation booked via travel agent/tour operator) (go to Q9)
     - Transport booked separately
     - Accommodation booked separately
     - Booked via travel agent or tour operator
     - Booked via Internet
     - Made own travel arrangements directly (phone, fax)
     - Nothing booked in advance

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9. What sources of information did you consult about before getting Madrid? (please, tick no more than TWO options)
- Family/friends
- Previous visit
- Internet
- Tour operator brochure
- Travel agency
- Newspapers/Magazines
- TV/Radio
- Guides books
- Tour operator brochure
- Tourist board
- Tourist board

10. What sources of information have you consulted in Madrid? (please, tick no more than TWO options)
- Family/friends
- Local brochures
- Tourist information centre
- Guidebooks
- Internet
- TV/Radio
- Tour operator information
- Other
- Newspapers/Magazines

11. Can you indicate how much you have spent (or will spend) during your visit to Madrid today? (please, include the expenditure of all members of your travel party)
- No. of people_________
- Currency  EUROS
- Travel
- Accommodation
- Food and drink
- Shopping
- Attractions admissions
- Total

12. Have you visited or are you planning to visit any of the following cultural attractions or cultural events in Madrid? (please, tick no more than TWO options)
- Museums
- Monuments
- Art galleries
- Religious sites
- Historic sites
- Theatres
- Heritage/crafts centres
- Cinema
- Pop concerts
- World music events
- Classical music events
- Dance events
- Traditional festivals
- Any of them

13. What forms of transport do you use to visit the cultural attractions in Madrid, or in case of being tourist to get Madrid? (please, tick no more than TWO options)
- Air
- Own car
- Hire car
- Coach
- Train
- Local transport (bus, metro, taxi)
- Motorcycle
- Bicycle
- Walking
- Other

14. With whom do you visit the cultural attractions in Madrid?
- Alone
- With friends
- With your partner
- With a tour group
- With your family
- Other

15. To what extent do you personally connect the following images to Madrid?
- Authentic sights
- Historic architecture
- Museums and cultural attractions
- Festivals and events
- Customs and traditions
- Regional gastronomy
- Hospitable local people
- Lively atmosphere

16. Score from 1 to 10 Madrid as a destination
- awful
- excellent

17. Please tick from the following list the five cities which you think are most suitable for a cultural holiday
- Amsterdam
- Antwerp
- Athens
- Barcelona
- Berlin
- Brussels
- Budapest
- Buenos Aires
- Cape Town
- Cardiff
- Cracow
- Dublin
- Edinburgh
- Florence
- Glasgow
- Helsinki
- Hong Kong
- Istanbul
- Lisbon
- London
- Madrid
- Miami
- Moskow
- New York
- Oporto
- Paris
- Princeton
- Rotterdam
- Sydney
- Venice
- Vienna

SECTION B: YOURSELF

18. Please, indicate your gender
- Male
- Female

19. Please, indicate your age group
- 15 or younger
- 16-19
- 20-29
- 20-39
- 30-39
- 40-49
- 50-59
- 60 or over

20. What is your highest level of educational qualification?
- Primary school
- Secondary school
- Vocational education
- Bachelor degree
- Master or Doctoral degree

21. Which of the following categories best describes your current position?
- Employee
- Self employed
- Student (go to Q23)
- Housewife/man or carer
- Retired
- Unemployed

22. Please indicate your current (or former) occupational group
- Director or manager
- Professional (doctor, lawyer, teacher, etc)
- Technical professions (technicians, nursing)
- Clerical/administration
- Service and sales personnel
- Manual or crafts worker
- Industry, construction or agriculture

23. Is your current occupation (or former occupation) connected with culture?
- Yes
- No
24. Which category best describes your annual household gross income group?

- 5,000 Euro or less
- 5,001-10,000 Euro
- 10,001-20,000 Euro
- 20,001-30,000 Euro
- 30,001-40,000 Euro
- 40,001-50,000 Euro
- 50,001-60,000 Euro
- More than 60,000 Euro

25. Do you consider expensive the prices of the cultural attractions in Madrid?

- Yes
- No
- Normal

26. Are you a Civil Servant?

- Yes
- No

27. What is your level of interest regarding the environment: make an appraisal?

- A lot
- Few
- Nothing

28. What do you understand for the following concepts: (just ONE option per concept)

- Heritage (or traditional culture):
- Arts (or contemporary culture):
- Creative industries (or ways of life):

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MANY THANKS

(Source: Javier de Esteban Curiel, adapted from ATLAS questionnaires)