

MARKETING RESEARCH AND MUSEUM CONSUMER BEHAVIOR IN BERLIN

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Abstract:

This research tries to go into the consumption patterns of tourists visiting museums in Berlin. Indeed, the importance of the museum tourism market in Berlin has created a need for information on the motivations of cultural tourists, as attention has shifted from historic and architectural tourism model or “bildungsbürgerlich tourism” (Spode and Gutbier 1987: 30), towards broadening the range of cultural attractions, under alia museums regarded with both, traditional and contemporary culture. In particular, the city of Berlin gives an accurate picture of what European cities are willing to do in response to the growing relationship between tourism and museums, with more than 170 museums of world culture.

In this context, a visitor survey (200) was conducted in one of the most important Museum of Berlin , the “Pergamon Museum”, in order to investigate the motivation, image, socio-demographic profile, opinions and consumption patterns of cultural tourists visiting Berlin. The findings of this research indicate that today’s cultural tourists in Berlin 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: *Marketing patterns; consumption; cultural tourism*

INVESTIGACIÓN EN MARKETING Y COMPORTAMIENTO DEL CONSUMIDOR DE MUSEOS EN BERLÍN

Resumen:

Esta investigación trata de indagar los patrones de consumo de los turistas que visitan los museos de Berlín. De hecho, la importancia del mercado del turismo de museos en Berlín ha creado una necesidad de información sobre las motivaciones de los turistas culturales, dado que la atención se ha desplazado del modelo de turismo histórico y arquitectónico o “turismo bildungsbürgerlich” (Spode y Gutbier 1987: 30), hacia la ampliación de la gama de atracciones culturales, entre otras cosas, museos que cuentan tanto con la cultura tradicional como con la contemporánea. En particular, la ciudad de Berlín ofrece una imagen

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precisa de lo que las ciudades europeas están dispuestas a hacer en respuesta a la creciente relación entre el turismo y los museos, con más de 170 museos de cultura mundial.

En este contexto, se realizó una encuesta a 200 visitantes en uno de los museos más importantes de Berlín, el “Museo de Pérgamo”, con el fin de investigar la motivación, imagen, perfil sociodemográfico, opiniones y patrones de consumo de los turistas culturales que visitan Berlín. Los hallazgos de esta investigación sugieren que los turistas culturales del presente en Berlín son generalmente personas cultas con ocupaciones de alto estatus, altos ingresos, muy preocupadas por el medio ambiente; y que no todos los visitantes culturales son turistas culturales ya que el nivel de motivación cultural varía mucho de un turista a otro.

Palabras clave: *patrones de marketing; consumo; turismo cultural*

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 visiting museums.

2. Research aim and objectives

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

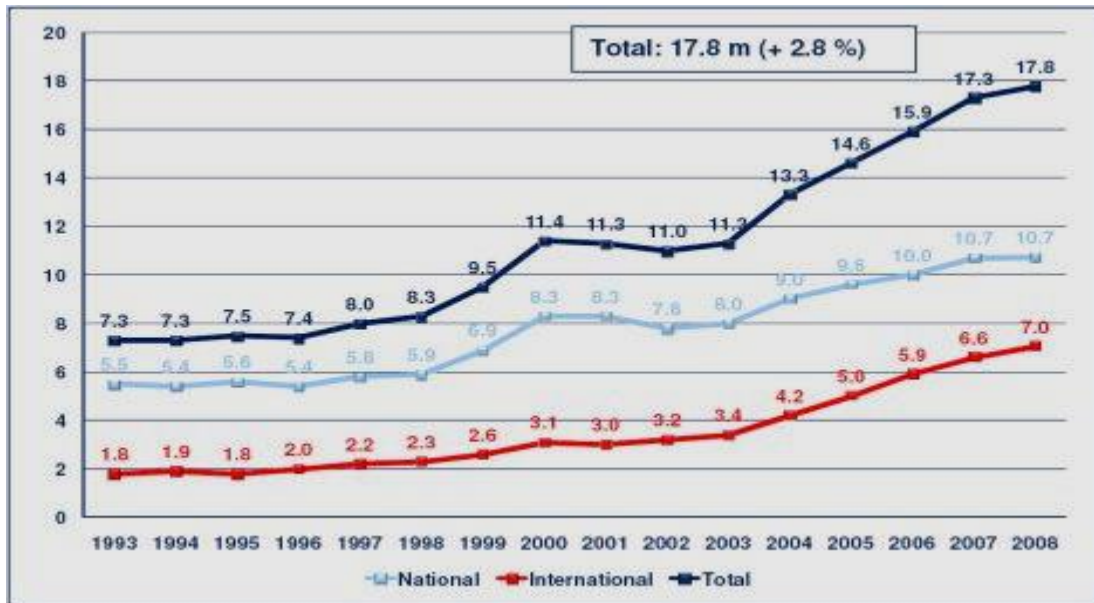
- ✓ To examine the different consumption patterns of residents, national and international visitors with respect to cultural tourism in Berlin.
- ✓ To compile a profile of tourists visiting museums cultural products which could be used by marketing managers.
- ✓ To explore the ways of information and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

3. Why berlin?

Concerning tourism, Berlin 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, as

it shows the Figure 1 where the statistic arrivals published by Berlin Information Tourism, of national and international tourists to Berlin, have not stopped during the last 5 years (2003-2008).

Figure 1. Development 1993 to 2008 (overnight stays in millions)

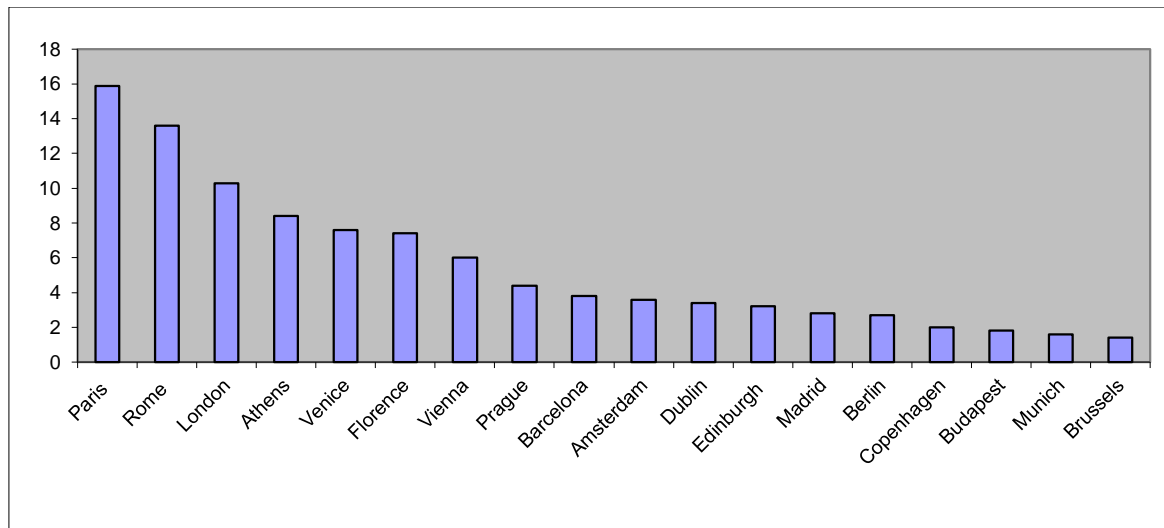


Source: Berlin Tourist Information (2009)

Then, it is important to understand how Berlin 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 Berlin as a destination is how can the tourism activity and its growth expected for the next 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) Berlin scored 15 out 19 as the main perceived cultural tourism destinations in Europe (see Figure 2). It must be mentioned that, according to this study of Van der Borg, Paris, Rome, London captured more attention in terms of culture than Berlin, showing at that moment a more successful policy on management, interpretation and marketing of cultural resources.

Then, Berlin has turned into one of the most visited cities 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. In fact, Berlin shines in a cultural dimension with the "Museum Island" where the Bode Museum, the Neues Museum, the Alte Nationalgalerie and the Pergamon Museum trace an itinerary comparable to the "Museum District" (London), the "Walking Art" (Madrid) or the "Mall's Museums" (Washington). Empirically, Berlin 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 2. Ranking of European cities as cultural destinations

Source: Richards (2001: 48)

In this sense, the selection of the Pergamon Museum in Berlin, seems to be appropriate as the research focuses on cultural tourists interested in museums. Indeed, the aim of the Pergamon Museum is to encourage public access to the various exhibits summarizing six thousand years of culture, history and art in the ancient Near East. So, with an area covering 2,000 square metres in Mitte Berlin, this museum is visited by approximately 850,000 cultural visitors every year, making it the most visited art museum in Germany in the last decade.

4. Methodology

4.1. Questionnaire design

In order to achieve the objectives seen above, a 28 survey-questionnaire has been undertaken at “Pergamon Museum” in Berlin. 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 (2009)

On this point it must be said that the author contacted Professor Dr. Greg Richards, from ATLAS, with the intention of getting enrolled on the research project since 2005. The survey instrument has been adapted to the characteristics of Berlin 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 Berlin City as a cultural tourism product, and the cultural tourist itself. In the first section, general information about the city of Berlin 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

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 museum attractions in Berlin. 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

In this sense, 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.

- Berlin 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 Berlin City, and not to "Berlin State". The extent of the 'area' is therefore Berlin 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, German, Spanish and French, in order to collect more refine answers from respondents.

4.4. Sampling

The total visitor population consists of all visitors to the cultural attraction being surveyed at "Pergamon Museum" 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 Pergamon Museum. Visitors have been selected on a simple 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 one more interviewer, which has been especially prepared for this data collection.

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 Friday 14th August to Tuesday 18th August 2009 (both including). The time-table selected corresponds with the opening hours of the Pergamon Museum, namely, from 10.00 to 18.00. 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 6 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 (German, Spanish, English and French). 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

148 of the questionnaires have been completed by self completion, and 52 were conducted by an interviewer. The average time of completing a questionnaire was 9 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.

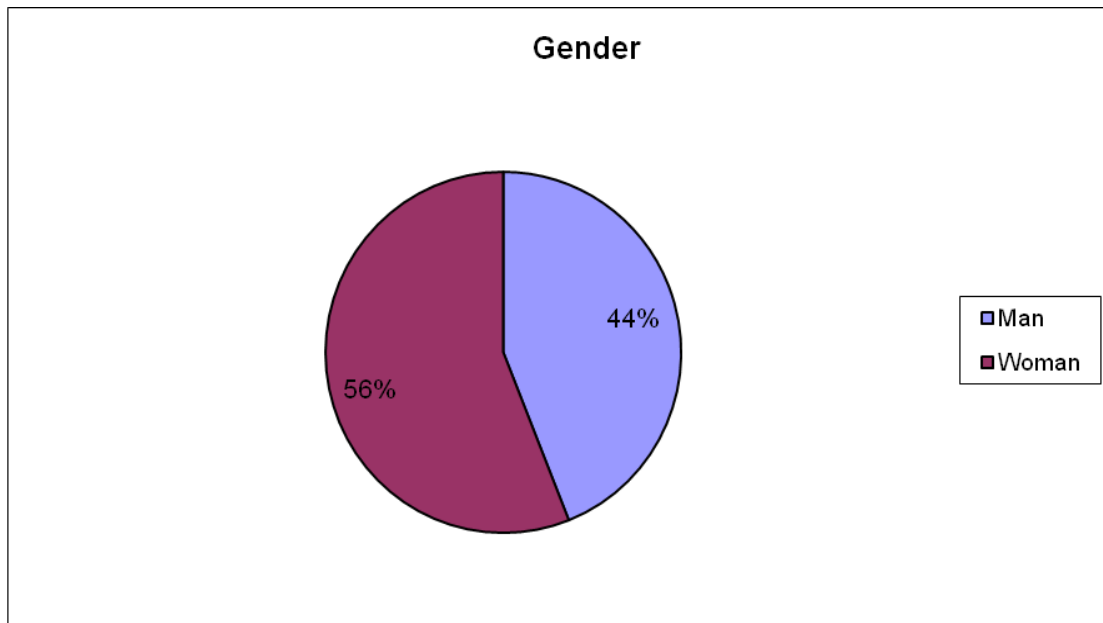
The questionnaires have been completed as fully as possible. The interviewers have tried to ensure that. During the five days fieldwork, the interviewers approached 295 people, and only 95 people refused to answer, so 200 questionnaires were collected in total with a response rate of 67,80%. As limitation, it must be said that in the collected questionnaires some data were missing, above all in those which have been self-completed. Finally, data analysis has been performed through software Statistical Package for Social Sciences (SPSS, version.17.0).

5. Main findings

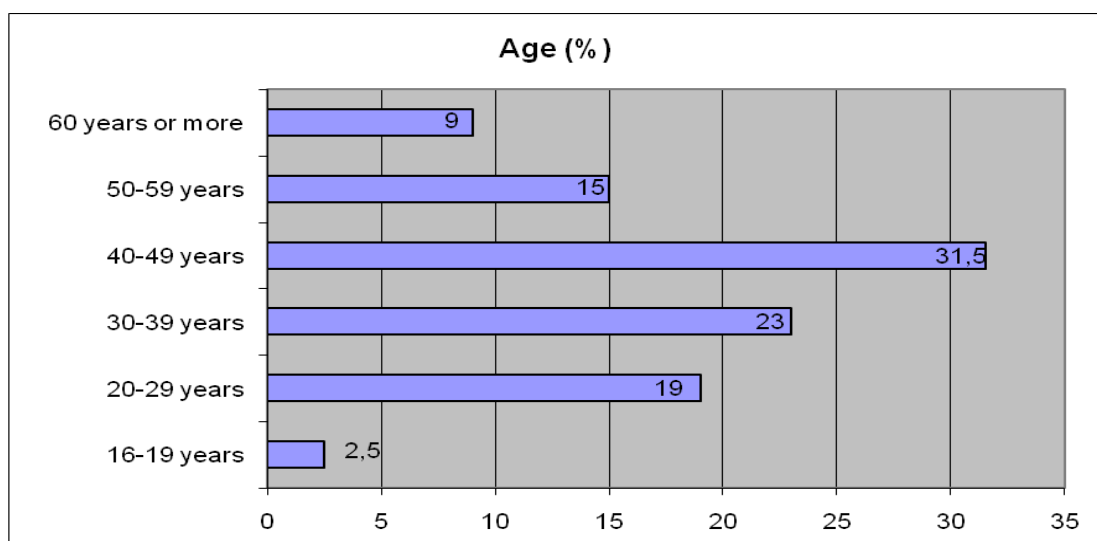
This section presents some of the findings obtained in the survey of 200 cultural tourists at "Pergamon Museum". Thus, the analysis has been divided into different topics: (1) the socio-demographic profile of respondents; (2) the conditions of access and visit of the cultural tourists; (3) the critical 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 "Pergamon Museum" 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 slightly difference: 56% female and 44% male (see Figure 3). The age for these cultural tourists is predominantly towards a 40's years profile, with 31,5% of the sample around 40 and 49 years old, followed by tourists aged 30-39 years with 23% of total respondents (see Figure 4).

Figure 3. Gender

Source: Own elaboration

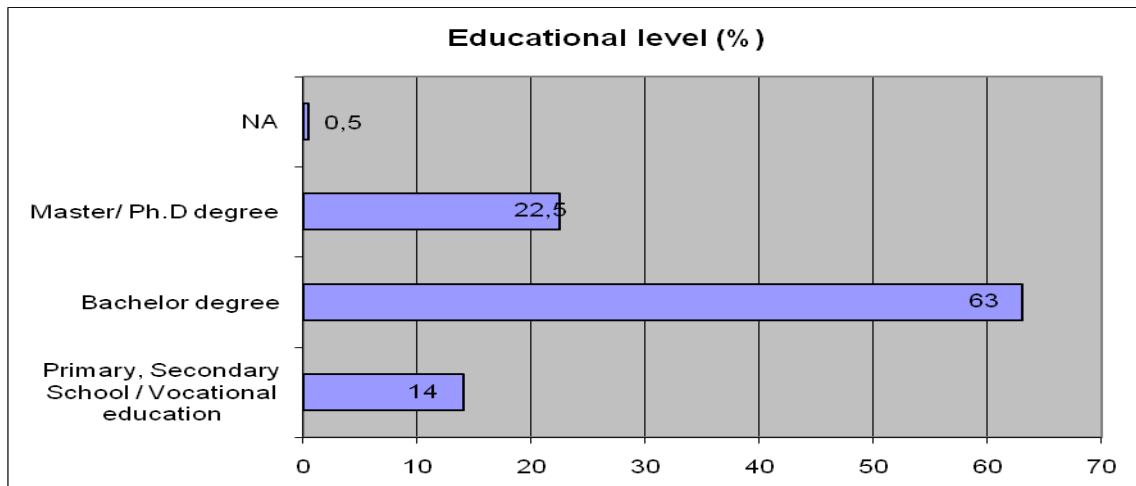
Figure 4. Age

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. More than three quarter of the sample (85,5%) have a bachelor, a master or Ph.D degree (see Figure 4). Moreover, the big majority of the respondents are employees or self-employed (68,5%), following by the collective of unemployed, retired and housewife (20,5%), then by students (12,5%) (see Figure 6). Regarding the occupation, there is a predominance of professionals, such as doctors, lawyers, teachers, etc., with a percentage of 30,8% (see Figure 7). Technical professions (e.g. technicians, nursing, etc), clerical and administration post account for one in four (26,3%) of the sample. Moreover, there are more respondents working on services, sales, craft or the industries of construction or agriculture (22,4%) than directors or managers (16,9%). With reference to the public service administration, only 12% declares to work as a civil servant,

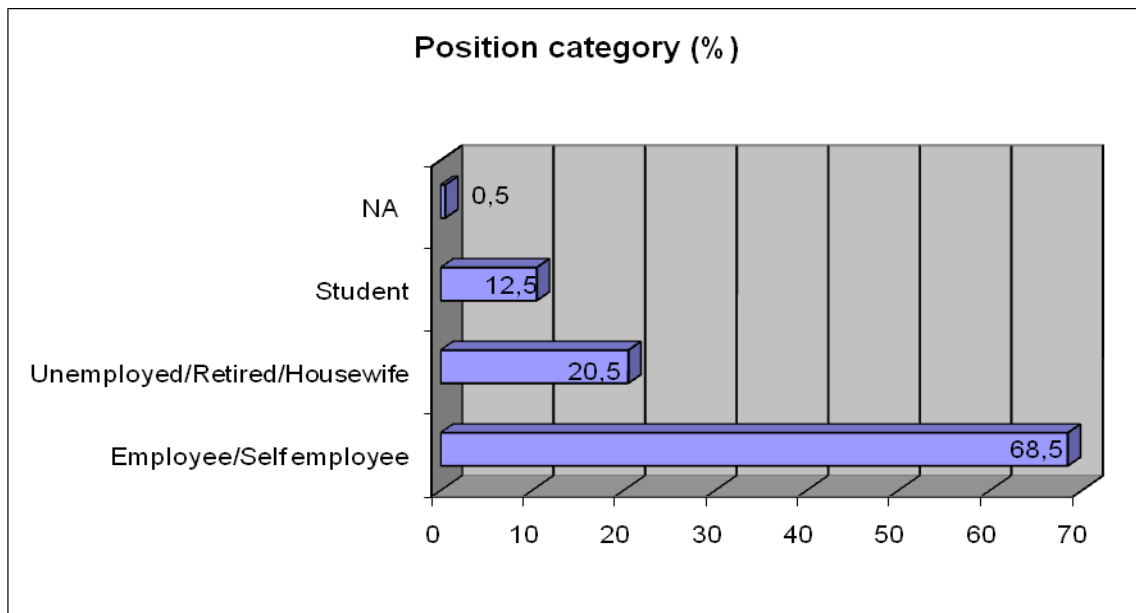
whereas the absolute majority 87% expresses to get enrolled in the private or “non-governmental organisation” (NGO) sector (see Figure 8).

Figure 5. Educational level



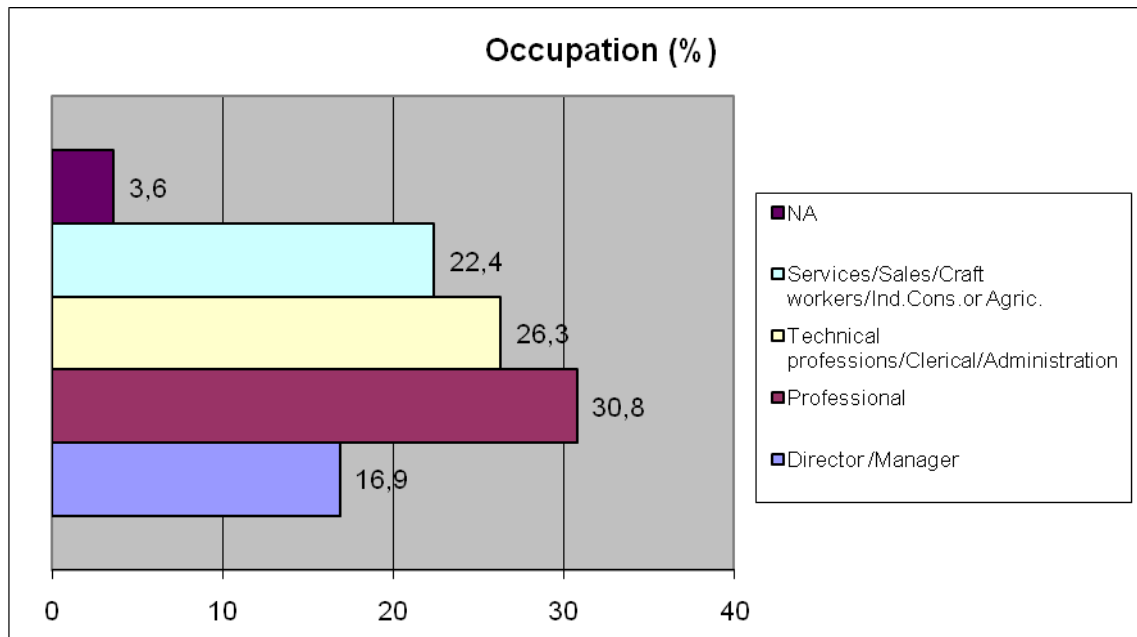
Source: Own elaboration (NA=not applicable)

Figure 6. Position category



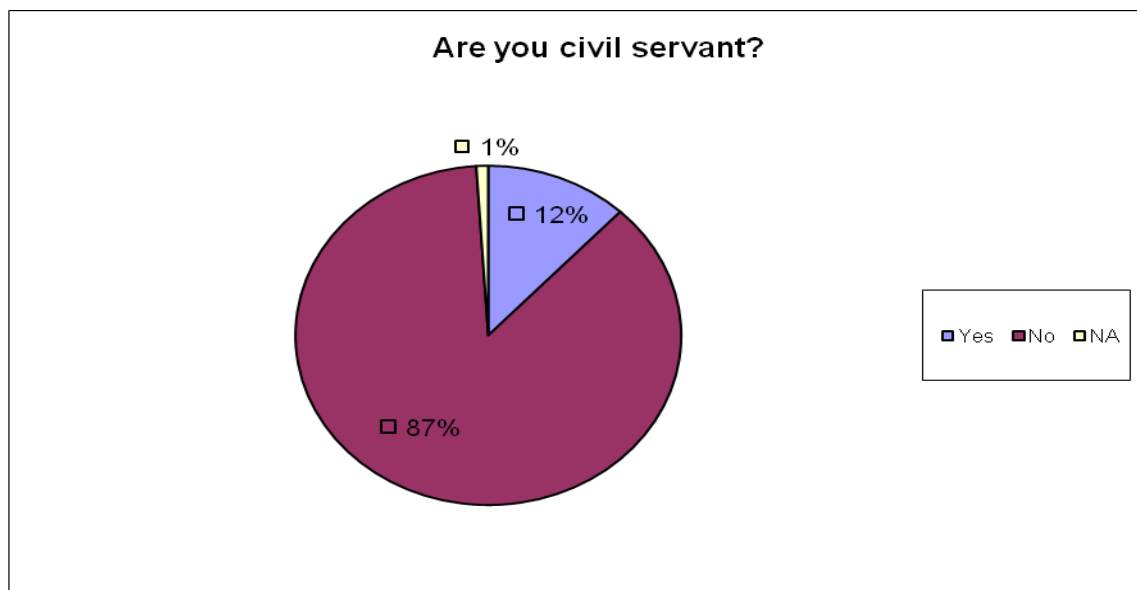
Source: Own elaboration

Figure 7. Occupation



Source: Own elaboration

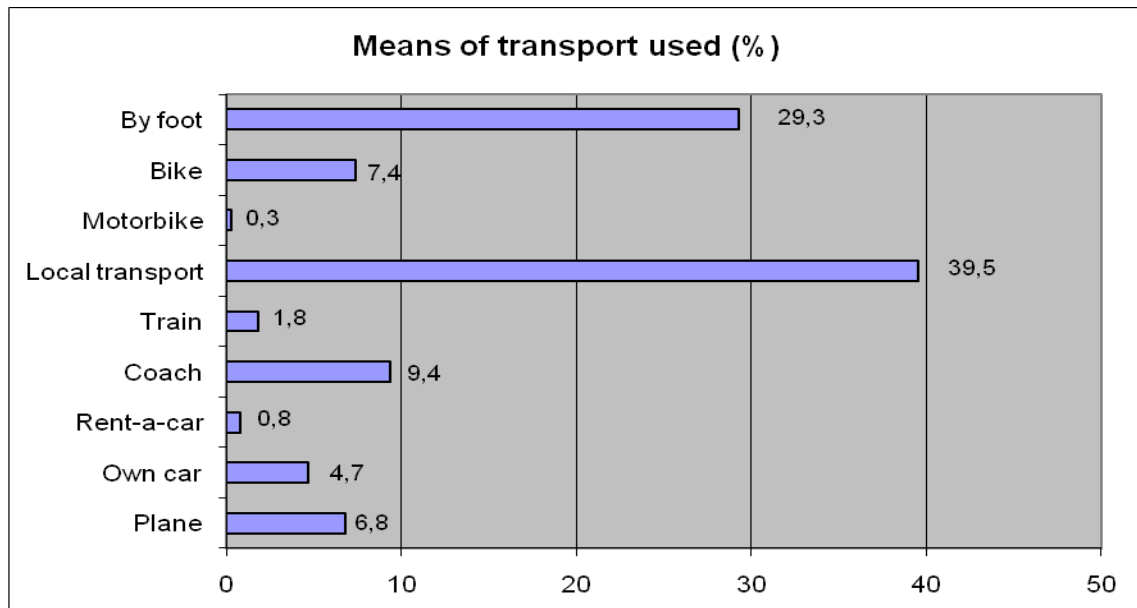
Figure 8. Are you a civil servant?



Source: Own elaboration

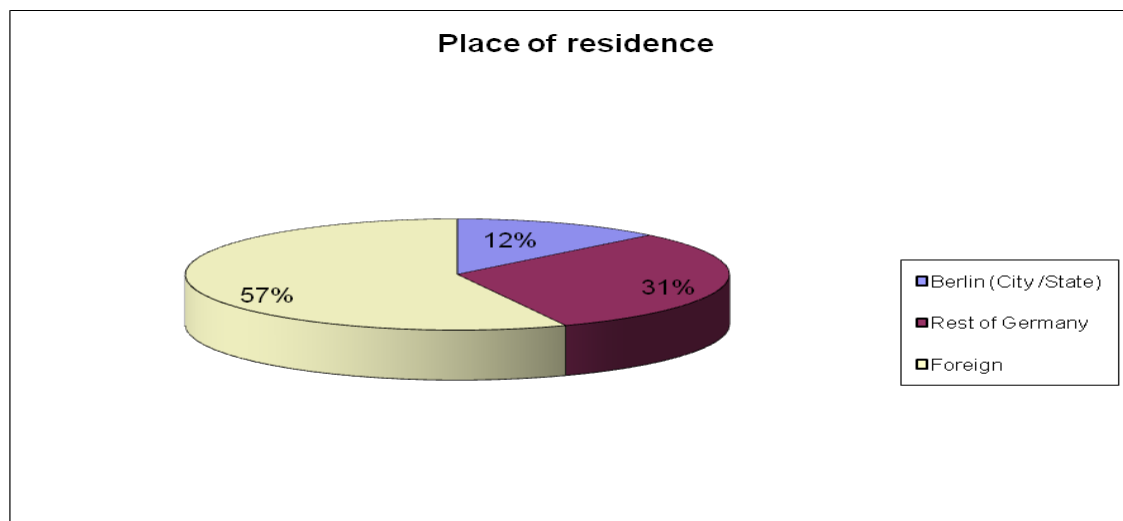
5.2. Conditions of access and visit of the cultural tourists

Analysing the information regarding the conditions of access of the tourist to Berlin and the characteristics of their visits, it can be commented that basically the respondents use the local transport (39,5%) (see Figure 9). Metro (S-Bahn , U-Bahn and Tram), bus and taxi are indeed the preferred means of transport to move around Berlin. Walking is as well considered by cultural tourists (29,3%) obviously within local residents, whereas one out ten takes a plane (9,4%), above all international visitors.

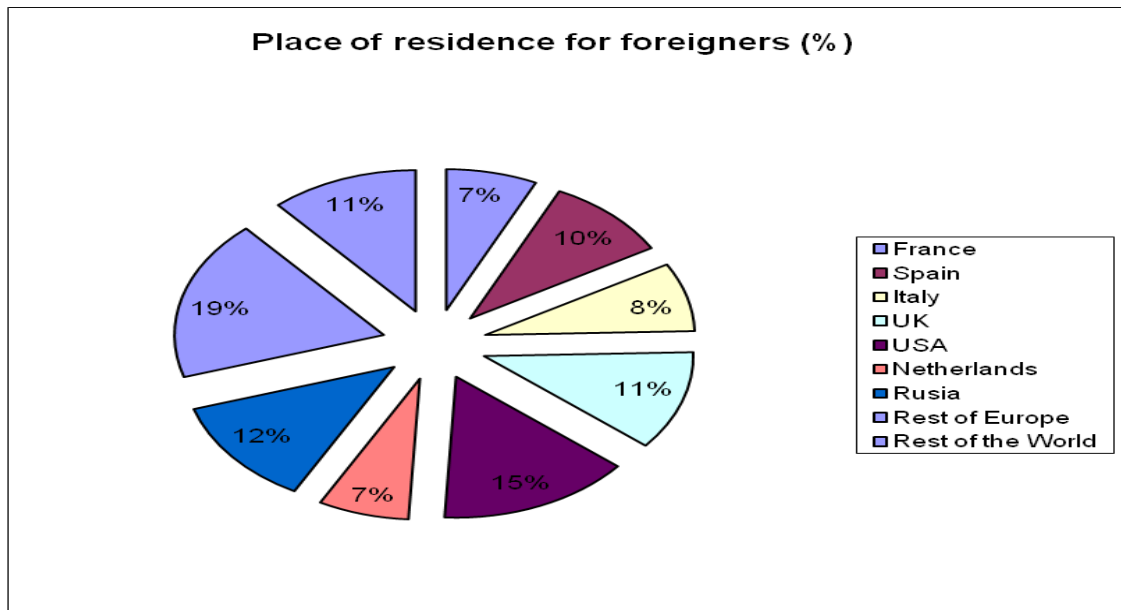
Figure 9. Means of transport used

Source: Own elaboration

Figure 10 expresses the place of residence of the visitors. More than half of the tourists come from abroad (57%), and the rest 31% comes from another parts of Germany, and 12% are local residents of Berlin (as city or as State). Going deep to the nationalities of those who come from abroad, the two main groups of visitors are Americans (15%) and Rusians (12%) (see Figure 11). Others “source-countries” of cultural tourists are the United Kingdom (11%), Spain (10%), Italy (8%), France and Netherlands (both with 7%). The rest of the respondents are grouped under the categories of “Rest of Europe” (19%) and “Rest of the World” (11%). 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.

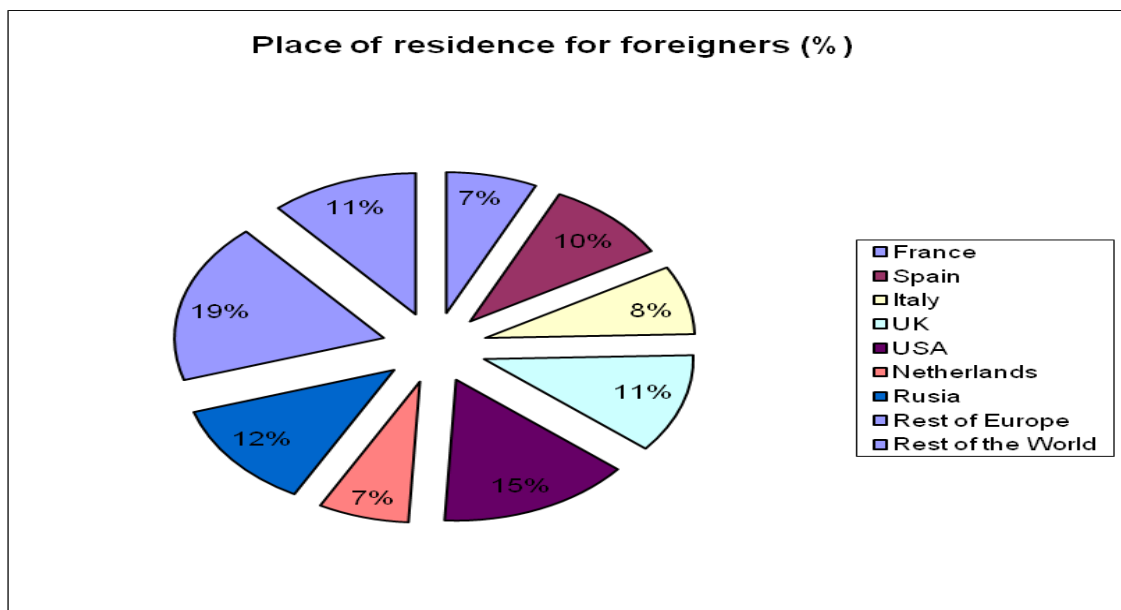
Figure 10. Place of residence

Source: Own elaboration

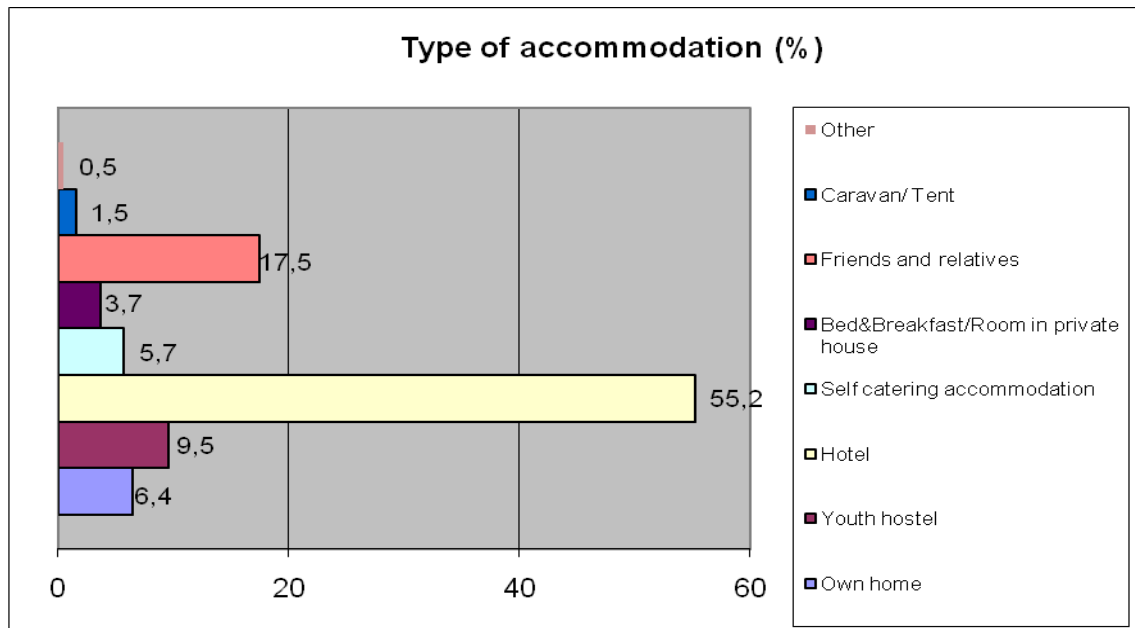
Figure 11. Place of residence for foreigners

Source: Own elaboration

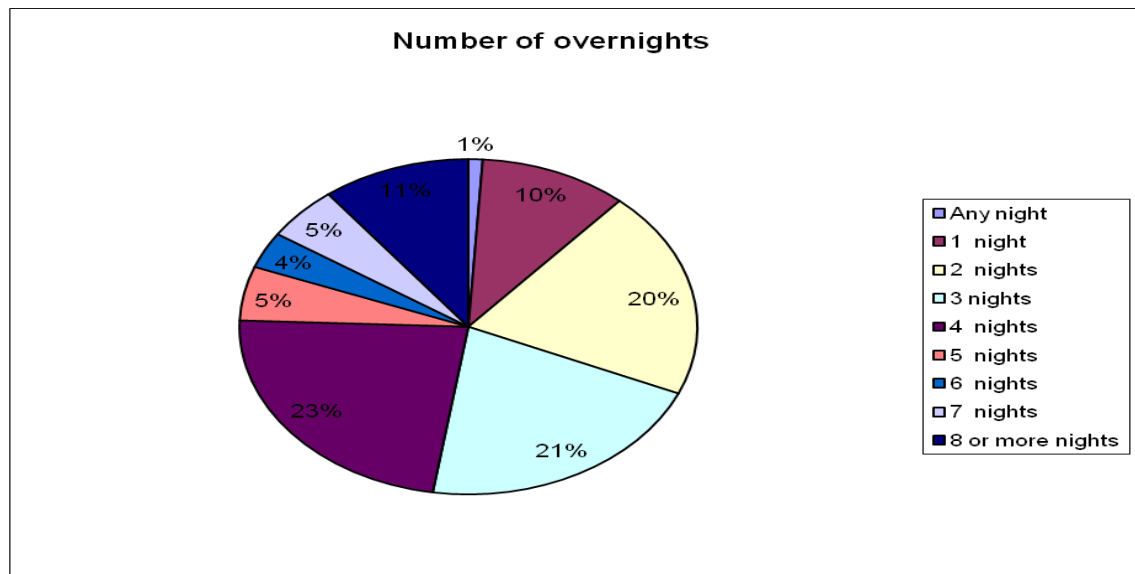
Concerning the organisation of the travel and the accommodation chosen by the tourists coming outside from Berlin, just 14% decide to use an “all-inclusive package” (see Figure 12). The rest of this group, book the transport and the accommodation separately. Most of them book the transport through Internet (26%) or via a travel agent (6%). The rest prefer to arrange it by their own (5%), or even they get transport without any booking in advance (3%). The type of accommodation, where they stay the night, is mainly the hotel (55,2%) (see Figure 13). Staying at “Relatives and Friends” is the second most used type of accommodation for these cultural tourists (17,5%), and the third type is youth hostels (9,5%), where above all young visitors make the overnight. Furthermore, considering just the visitors outside from Berlin, almost half of them (51%) spent at least three nights in Berlin, hence it means a minimum stay of four days (see Figure 14). However, the big proportion of tourists stops in Berlin for four nights (23%).

Figure 12. Organisation of the travel

Source: Own elaboration

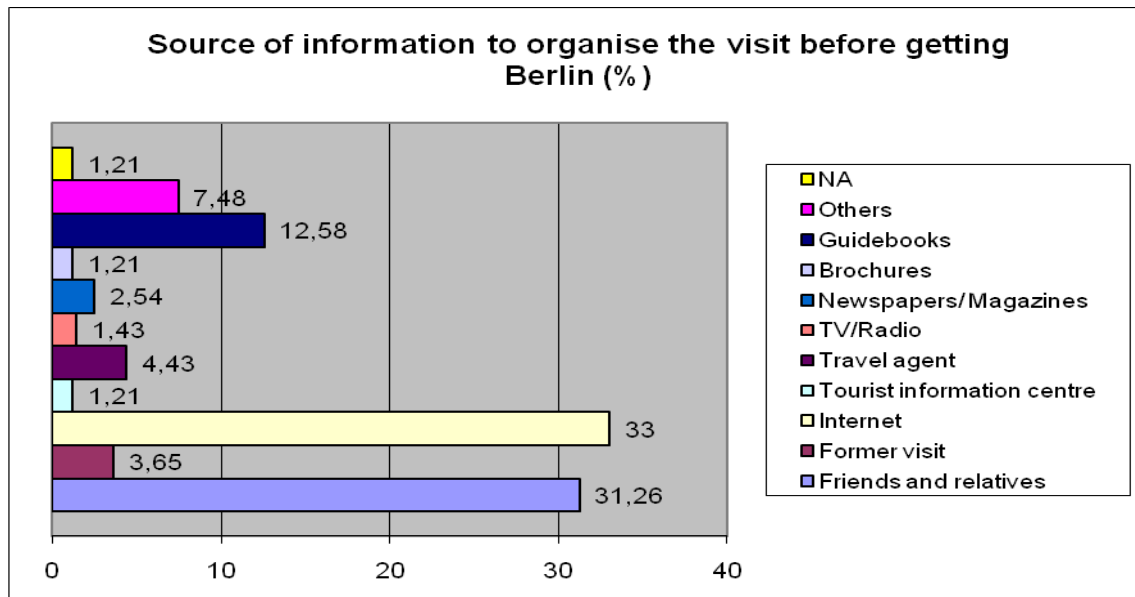
Figure 13. Type of accommodation

Source: Own elaboration

Figure 14. Number of overnights

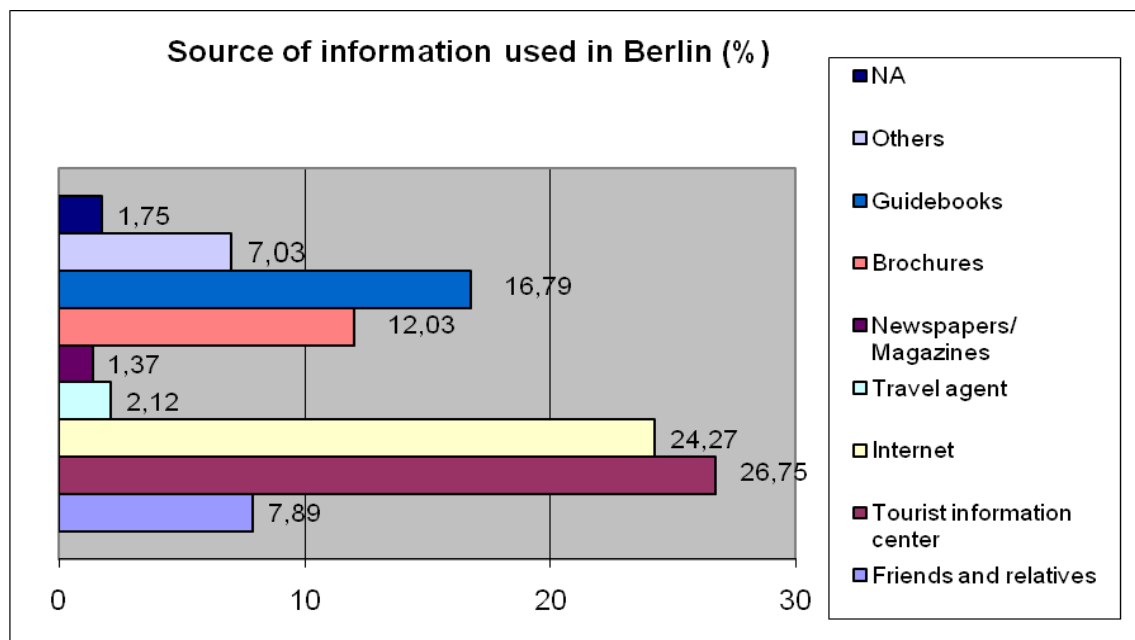
Source: Own elaboration

Referring the source of information to organise the visit before getting Berlin, one third has a look on Internet websites (33%) (see Figure 15). Near similarly, another third uses friends and relatives to get some practical information about Berlin and its tourism product (31,26%). The last third gets some guidebooks (12,58%), or has been informed through travel agency (4,43%), or has been previously in Berlin (3,65%), or finally has acquired some newspapers/magazines (2,91%). On this point, it must be mentioned that both cases, just 1,21% enters in a “Tourist information centre” or looks for brochures to collect some information for their visit.

Figure 15. Source of information to organise the visit before getting Berlin

Source: Own elaboration

Referring to the source of information used in Berlin, mostly one out four of the tourists (26,75%) gets advices from “Tourism information centre” to organise the visit in the city (see Figure 16). Followed by a similar percentage of visitors that surf on Internet websites (24,27%) or consult guidebooks (16,79%). The use of brochures is represented by 12,03%, in certain way because tourists seek specific information on an event rather than the city properly. On the other hand, the look up of “Friends and relatives is reduced to 7,89% compared with the information advised before. To sum up, most of the tourists have consulted different sources of information before and while in the destination.

Figure 16. Source of information used in Berlin

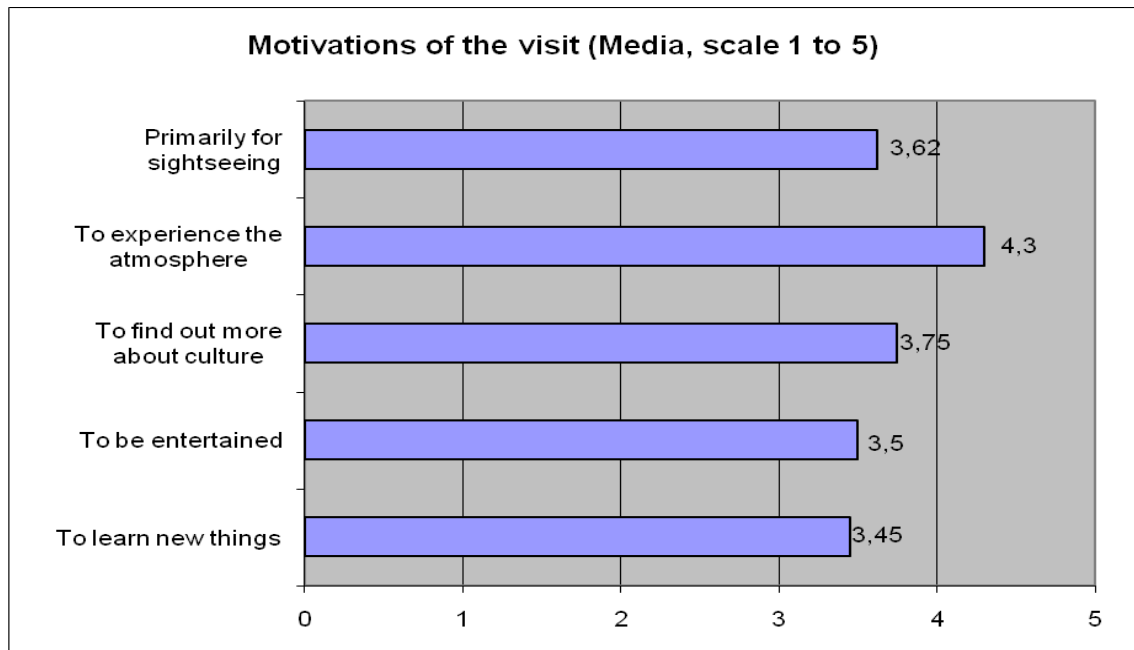
Source: Own elaboration

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 Berlin. Gibson et al (1997: 199) assert that “motivation can be ‘inspired’ by different things”. In this sense, the principal motivations to visit Berlin are “to experience the atmosphere

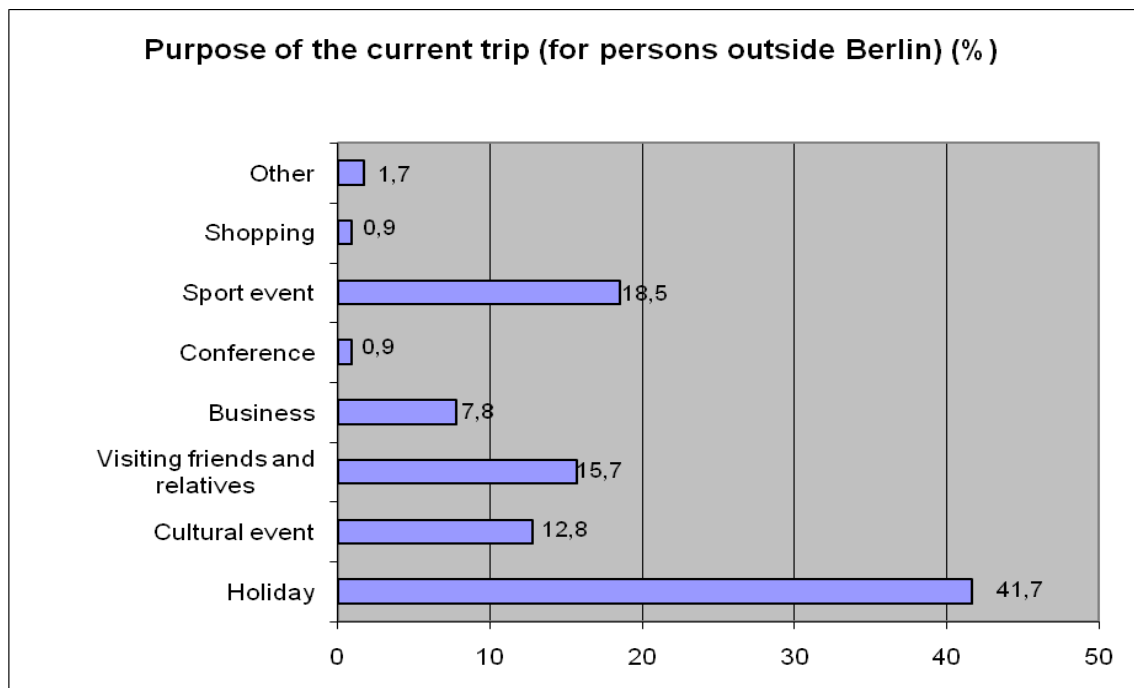
of the city” and “to find out more about the culture of Berlin” (see Figure 17). In a second dimension, the respondents appraise the facts “sightseeing”, “of being entertained”, or just “to learn new things”. Those results indicate that the visitors have a great interest in the city per se, and an inclination for the culture. However, concerning just the respondents outside from Berlin, most of them declare that the key purpose of their current trip is essentially for holidays (41,7%) (see Figure 18). Subsequently, their second purpose is to attend a “sport event” (18,5%), as when the survey was carried out, the 12th World Championships in Athletics 2009 took place during these days in Berlin.

Figure 17. Motivations of the visit



Source: Own elaboration

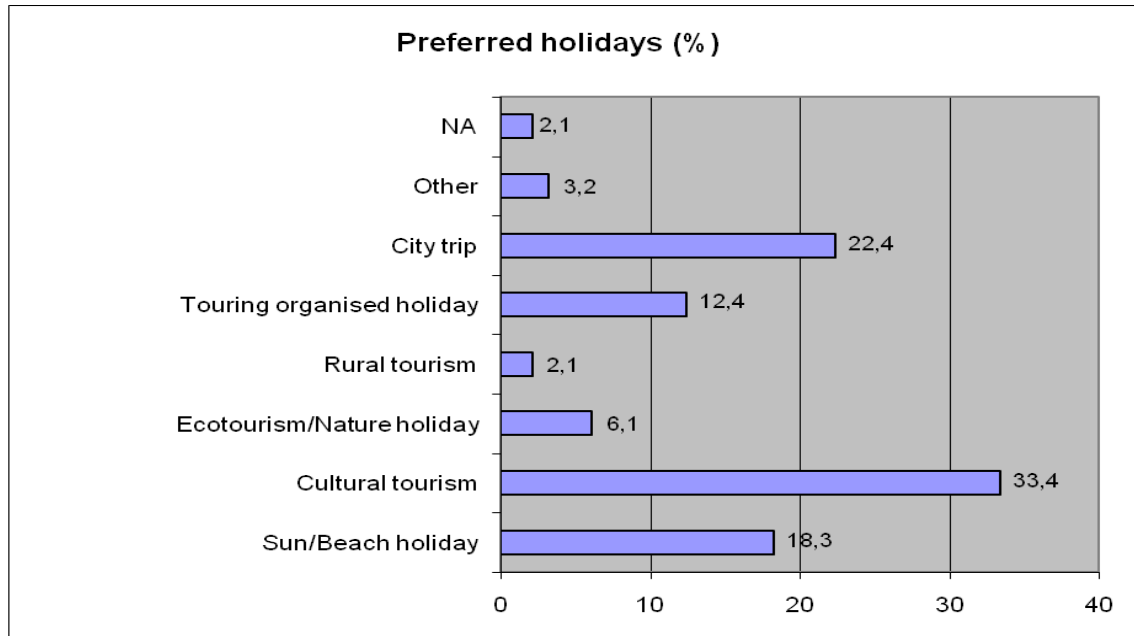
Figure 18. Purpose of the current trip (for persons outside Berlin)



Source: Own elaboration

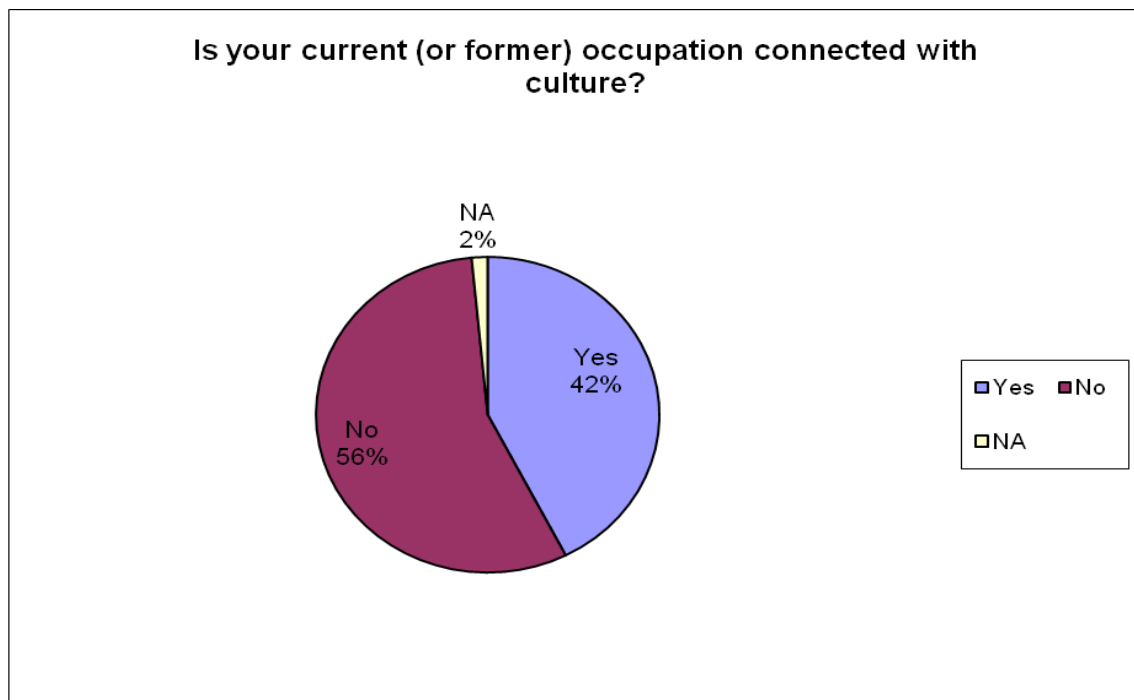
Vis-à-vis the preferred holidays, Figure 19 establishes that the ideal vacations for the respondents are associated with cultural tourism (33,4%) more than “city trip” (22,4%) or “sun and beach” (18,3%). This way of considering the leisure time is independent from the current or former occupation of the respondents, as the majority of them are not connected with culture (56%) (see Figure 20). 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 19. Preferred holidays



Source: Own elaboration

Figure 20. Is your current (or former) occupation connected with culture?



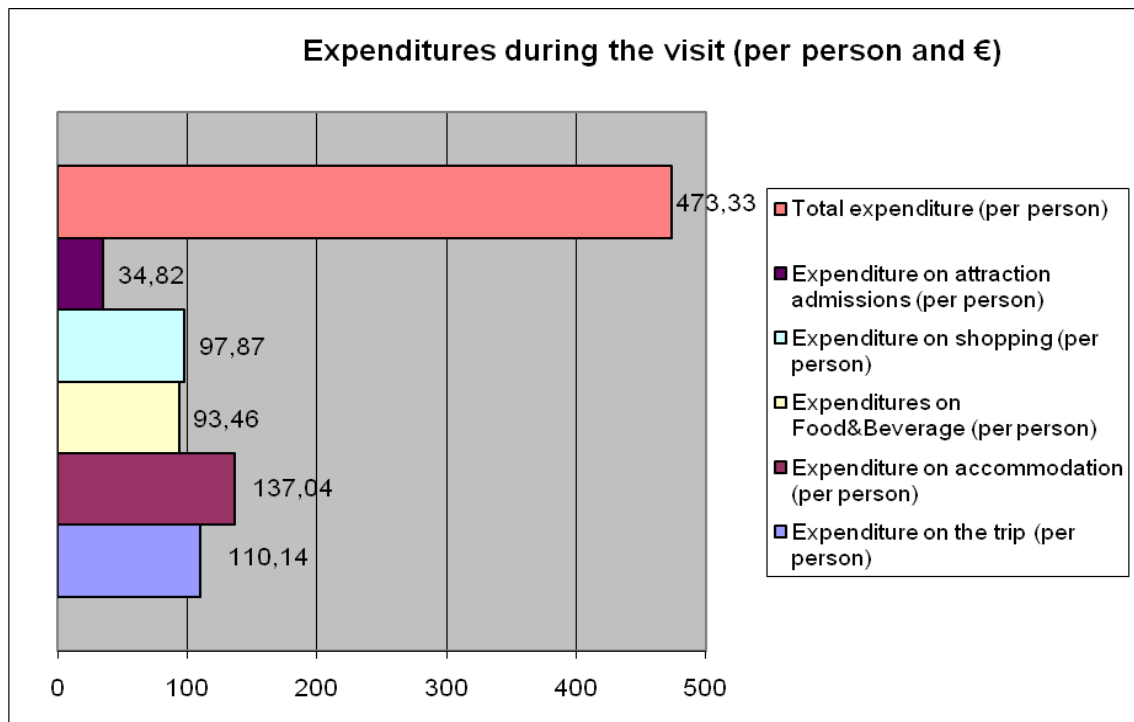
Source: Own elaboration

5.4. Expenditures during the visit and annual incomes

Figure 21 describes the economic impact of the cultural tourist visiting Berlin 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 473,33 Euros per tourist. In this point, as it has been outlined above (see Figure 14), the average of days spent in Berlin are five; so with a simple division, the expenditure average per day is 94,66 Euros.

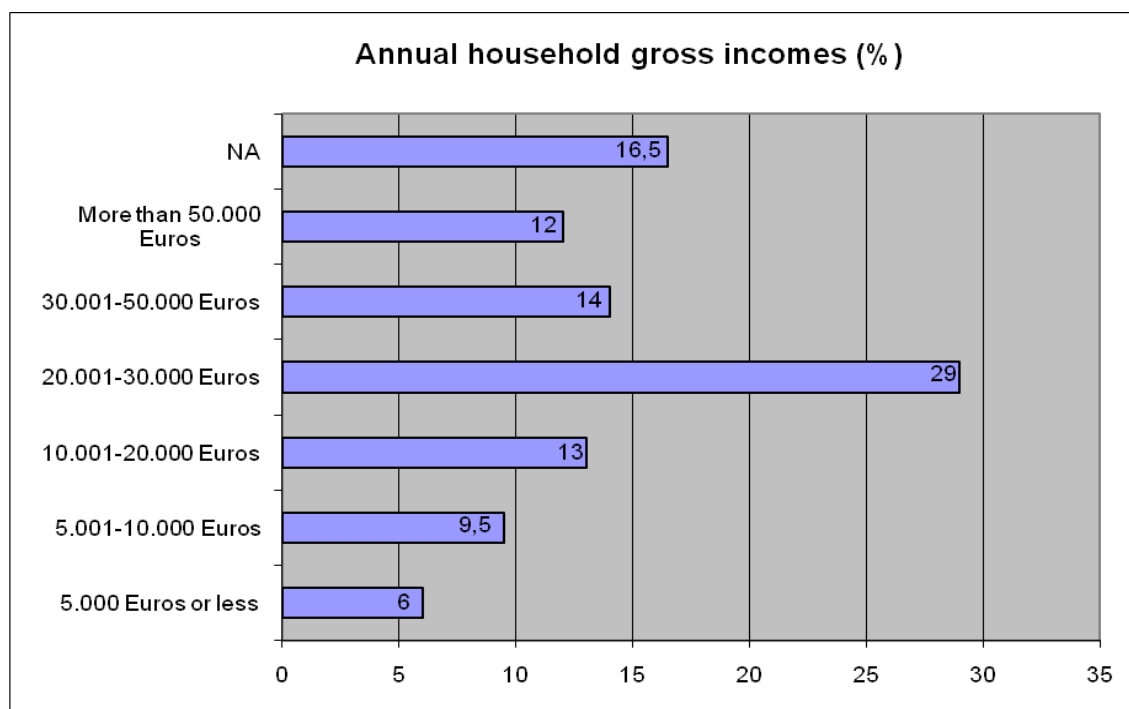
On the other hand, the subgroups of these expenditures are as follows: the highest sum of money spent by the tourist is on the accommodation (137,04 Euros); secondly, the tourist pays out on travel or transport (110,14 Euros); thirdly, the visitor consumes more on shopping (97,87 Euros) than on food and beverage (93,46 Euros); finally, the tourist buys attractions admissions (34,82 Euro) revealing an interest on leisure activities.

Figure 21. Expenditure during the visit (in constant Euros of 2009)



Source: Own elaboration

The last Figure (n°22) has a forward-looking on annual gross incomes of the visitors, and points out that the biggest group of cultural tourists earns yearly around 20.001 and 30.000 Euros. In this sense, it must be pointed out that there is a significant percentage of respondents which do not provide data about their incomes (16,5%). Several arguments can explain this: lack of knowledge of the household incomes above all, inter alia, students that live with their families; no incomes at all (e.g. unemployees without any subsidiarity); respondents that think always in another currency instead of Euros and do not want to make the conversion (even if a Table of currency conversion was available); fear to say their income face to the interviewer; or respondents that do not want to provide data because of personal reasons. However, skipping the “not applicable data”, there is a considerable distance between the group with more respondents of the sample, that is those who gain 20.001 and 30.000 Euros (29%), and the group with less respondents that is those who earn 5.000 Euros or less (6%). The rest of the groups are relatively equally proportional (between 9,5% and 14%).

Figure 22. Annual household gross incomes

Source: Own elaboration

6. Conclusion

The cultural tourist visiting the “Pergamon Museum” is characterised in general by having a high-level education, as the big majority of them finished a bachelor degree or post-graduated course. They are adult persons on their 40’s with annual incomes ranged between 20.001 and 30.000 Euros, most of them with 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 and the accommodation through Internet. In particular, most of the visitors use the local transport or walk to visit the different cultural attractions in Berlin. The accommodations preferred, are the hotels or the houses of friends and relatives, and the information used for the visit to Berlin is extracted fundamentally from Internet or personal recommendations from “family and friends”. Finally they prefer to perform firstly cultural holidays, whereas “city trip” 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 Berlin 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 Berlin to experience its character or its lifestyle. In other words, they want to “change the scenario” and to experience the spirit or ethos of Berlin, in other words, by elements that are consumed on the same moment where produced.

Regarding the economic impact, the total expenditures of the cultural tourist has been determined in 473,33 Euros for the visit. The sub-terms of these expenditures are mostly spent in accommodation, transport and shopping. Food, beverage and ticket admissions are the other sub-terms. Accordingly, the average of spent nights in Berlin are four, so with a simple division, the expenditure per person and per day is approximately 95 Euros.

Summing up the results of the research, it seems that today’s cultural tourists in Berlin 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 40 years old tourists are much

more important than has previously been recognised, and this segment will be particularly important in creating repeat visitors for the future.

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Appendix

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

SECTION A: YOUR VISIT TO BERLIN CITY

1. Where is your current place of residence?

- Berlin City (go to Q12) Abroad (country)
 Rest of the country _____

2. Have you ever been in Berlin 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 Berlin to learn new things*
 Disagree 1 2 3 4 5 Agree
- I am visiting Berlin to be entertained*
 Disagree 1 2 3 4 5 Agree
- I want to find out more about the culture of Berlin*
 Disagree 1 2 3 4 5 Agree
- I want to experience the atmosphere of Berlin*
 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 Berlin?

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?

- (please, tick no more than ONE option)
- Sun/beach holiday Rural holiday
 Health/sports holiday Touring holiday
 Cultural holiday City trip
 Ecotourism/nature holiday Other

8. How did you arrange your trip to Berlin?

- All-inclusive package (transport and accommodation booked via travel agent/tour operator) (go to Q9)

Transport booked separately

Accommodation booked separately

- | | |
|---|---|
| <input type="checkbox"/> Booked via travel agent or tour operator | <input type="checkbox"/> Booked via travel agent or tour operator |
| <input type="checkbox"/> Booked via Internet | <input type="checkbox"/> Booked via Internet |
| <input type="checkbox"/> Made own travel arrangements directly (phone, fax) | <input type="checkbox"/> Made own travel arrangements directly (phone, fax) |
| <input type="checkbox"/> Nothing booked in advance | <input type="checkbox"/> Nothing booked in advance |

9. What sources of information did you consult about before getting Berlin?

(please, tick no more than TWO options)

- | | |
|---|---|
| <input type="checkbox"/> Family/friends | <input type="checkbox"/> TV/Radio |
| <input type="checkbox"/> Previous visit | <input type="checkbox"/> Newspapers/Magazines |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Tour operator brochure |
| <input type="checkbox"/> Tourist board | <input type="checkbox"/> Guide books |
| <input type="checkbox"/> Travel agency | <input type="checkbox"/> Other |

10. What sources of information have you consulted in Berlin? (please, tick no more than TWO options)

- | | |
|---|--|
| <input type="checkbox"/> Family/friends | <input type="checkbox"/> Local brochures |
| <input type="checkbox"/> Tourist information centre | <input type="checkbox"/> Guidebooks |
| <input type="checkbox"/> Internet | <input type="checkbox"/> TV/Radio |
| <input type="checkbox"/> Tour operator information | <input type="checkbox"/> Other |
| <input type="checkbox"/> Newspapers/Magazines | |

11. Can you indicate how much you have spent (or will spend) during your visit to Berlin 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 Berlin?

(please, tick no more than TWO options)

- | | |
|--|---|
| <input type="checkbox"/> Museums | <input type="checkbox"/> Cinema |
| <input type="checkbox"/> Monuments | <input type="checkbox"/> Pop concerts |
| <input type="checkbox"/> Art galleries | <input type="checkbox"/> World music events |
| <input type="checkbox"/> Religious sites | <input type="checkbox"/> Classical music events |
| <input type="checkbox"/> Historic sites | <input type="checkbox"/> Dance events |
| <input type="checkbox"/> Theatres | <input type="checkbox"/> Traditional festivals |
| <input type="checkbox"/> Heritage/crafts centres | <input type="checkbox"/> Any of them |

13. What forms of transport do you use to visit the cultural attractions in Berlin, or in case of being tourist to get Berlin?

(please, tick no more than TWO options)

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Air | <input type="checkbox"/> Local transport (bus, metro, taxi) |
| <input type="checkbox"/> Own car | <input type="checkbox"/> Motorcycle |
| <input type="checkbox"/> Hire car | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Coach | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Train | <input type="checkbox"/> Other |

14. With whom do you visit the cultural attractions in Berlin?

- | | |
|--|--|
| <input type="checkbox"/> Alone | <input type="checkbox"/> With friends |
| <input type="checkbox"/> With your partner | <input type="checkbox"/> With a tour group |
| <input type="checkbox"/> With your family | <input type="checkbox"/> Other |

15. To what extent do you personally connect the following images to Berlin?

Authentic sights

Very little 1 2 3 4 5 Very much

Historic architecture

Very little 1 2 3 4 5 Very much

Museums and cultural attractions

Very little 1 2 3 4 5 Very much

Festivals and events

Very little 1 2 3 4 5 Very much

Customs and traditions

Very little 1 2 3 4 5 Very much

Regional gastronomy

Very little 1 2 3 4 5 Very much

Hospitable local people

Very little 1 2 3 4 5 Very much

Lively atmosphere

Very little 1 2 3 4 5 Very much

Linguistic diversity

Very little 1 2 3 4 5 Very much

Culturally distinct Berlin

Very little 1 2 3 4 5 Very much
Multicultural Berlin
 Very little 1 2 3 4 5 Very much
A fashionable place to be
 Very little 1 2 3 4 5 Very much

16. Score from 1 to 10 Berlin as a destination

awful excellent
 1 2 3 4 5 6 7 8 9 10

17. Please tick from the following list the five cities which you think are most suitable for a cultural holiday

- | | | |
|---------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Amsterdam | <input type="checkbox"/> Dublin | <input type="checkbox"/> Moscow |
| <input type="checkbox"/> Antwerp | <input type="checkbox"/> Edinburgh | <input type="checkbox"/> New York |
| <input type="checkbox"/> Athens | <input type="checkbox"/> Florence | <input type="checkbox"/> Oporto |
| <input type="checkbox"/> Barcelona | <input type="checkbox"/> Glasgow | <input type="checkbox"/> Paris |
| <input type="checkbox"/> Berlin | <input type="checkbox"/> Helsinki | <input type="checkbox"/> Prague |
| <input type="checkbox"/> Brussels | <input type="checkbox"/> Hong Kong | <input type="checkbox"/> Riga |
| <input type="checkbox"/> Budapest | <input type="checkbox"/> Istanbul | <input type="checkbox"/> Rome |
| <input type="checkbox"/> Buenos Aires | <input type="checkbox"/> Lisbon | <input type="checkbox"/> Rotterdam |
| <input type="checkbox"/> Cape Town | <input type="checkbox"/> London | <input type="checkbox"/> Sydney |
| <input type="checkbox"/> Cardiff | <input type="checkbox"/> Madrid | <input type="checkbox"/> Venice |
| <input type="checkbox"/> Cracow | <input type="checkbox"/> Milan | <input type="checkbox"/> Vienna |

SECTION B: YOURSELF

18. Please, indicate your gender

- Male Female

19. Please, indicate your age group

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

20. What is your highest level of educational qualification?

- Primary school Bachelor degree
 Secondary school Master or Doctoral degree
 Vocational education

21. Which of the following categories best describes your current position?

- Employee Housewife/man or carer
 Self employed Student (*go to Q23*)
 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 30,001-40,000 Euro
 5,001-10,000 Euro 40,001-50,000 Euro
 10,001-20,000 Euro 50,001-60,000 Euro
 20,001-30,000 Euro More than 60,000 Euro

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

- 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):

MANY THANKS