

11 Storytelling tourist experiences in the websites of world heritage historical centers

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The objectives of this chapter are to:

- To relate the concepts of world heritage sites, tourist experience and storytelling;
- To identify the dimensions of the pre-tourist storytelling experiences in world heritage historical centers in Portugal, based on the information provided in their official websites;
- To discuss the findings with world heritage historical centers management entities.

Keywords: Storytelling; tourist experience; Portuguese heritage historic centers

Introduction

Heritage tourism has been pointed out as one of the earliest forms of tourism (Timothy, 2011). It is defined as a wide category that includes eco-tourism and cultural tourism, focusing on conserving natural and cultural heritage, and with a market segment that includes visits to historic sites (Pedersen, 2002). In heritage tourism, consumers seek heritage experiences (Richards, 1996). Heritage products and experiences are designed and promoted with the main purpose of satisfying contemporary consumption (Su et al., 2018).

Tourism is a process that encourages people to learn (Maitland, 2010), especially through the awareness raising and sensory experiences achieved by a storytelling tourist experience. In fact, tourism industry is the activity of selling experiences (Kim, 2010), and stories are important elements of the tourists' experiences (Moscardo, 2009). Current travel experiences are all about consuming and producing narratives (Noy, 2004), and narratives in tourism are important factors in the process of contemplating, experiencing, remembering and spreading travel and tourism experiences (Tivers & Rakic, 2012).

Storytelling has the power to familiarize people with what is being told (Lee & Shin, 2014), and strengthens the connections between tourists and places. Consequently, it contributes to give greater value to the product (Mora & Livat, 2013). Also, in tourism, storytelling has the power to transform the past into the present (Chronis, 2012), which is particularly important when it involves the World Heritage Sites that are unique and exceptional testimonies of culture and history. Storytelling has the power to influence millions of people. A great storytelling leads to influence and power (Lund et al., 2017). Therefore, stories about the place can give a tourism destination a unique competitive advantage and simultaneously provide a more meaningful tourist experience (Mossberg, 2008).

Tourists engage in storytelling even before they arrive at their destinations. In the planning phase of their trip they look for information about the destinations they want to visit. When a story that involves a certain destination affects its visitors, it makes tourists feel that these stories are authentic information. They will then, rapidly and deeply, process the information and build a certain kind of bond with that place, memorize its most relevant points of interest and will try their best to visit it (Overend, 2012). Within this context, the present study aims to analyse the pre-tourist storytelling experiences in different World Heritage Historical Centers in Portugal, based on the information promoted in their official websites.

To achieve this, the chapter is organized in four sections and respective final conclusions. First, we present a literature review on the concepts of storytelling, tourism experience and World Heritage Sites, with a brief description of the study's settings (Évora, Guimarães and Oporto' Historic Centers). Next, we present an overview of the methodological approach used. The third section is devoted to the results and their discussions. The final section draws the implications of the study, its limitations and point out orientations for future research.

Literature review

Heritage sites

Heritage tourism is not new. In fact, it is one of the most ancient forms of tourism (Timothy, 2011). But the number of tourists at heritage sites is still growing worldwide (Gilmore et al., 2007) largely because of the UNESCO classification awarded to some tourist sites. The UNESCO certification of tourist destinations, especially as World Heritage Sites, is sought after since it grants the place a universal recognition and is an important attractiveness factor for tourists (Li, Wu & Cai, 2008; Lanford, 2009). In fact, the UNESCO certification makes the site much more visible, in terms of national and international tourism, and acts as a significant incentive to make it more attractive and to increase the amount of money invested in its preservation (Drost, 1996; Arezki et al., 2009). Additionally, this prestige, achieved through international recognition, increases the opportunities for promotion and quality standards of those sites (Leask, 2006).

The literature on World Heritage Sites focuses on three main issues: (1) the connections between the stakeholders' power and the UNESCO classification process (Smith, 2006); (2) the effect the UNESCO heritage certification has on the site, and on its development and preservation (Wang, 2007; Winter, 2007); and (3) the reasons why the UNESCO classification is granted and how the advantages and disadvantages of this classification are perceived by the stakeholders (e.g. Ashworth & van der Aa, 2006; Hazen 2008; Li et al., 2008).

From a consumer behavior perspective, the issues of satisfaction and motivation regarding heritage tourism and the comparison between heritage tourist places and other tourist sites are also addressed in literature (Chandler, 2004; Chandler & Costello, 2002; Huh & Uysal, 2003; Kerstetter et al., 2001; Poria et al., 2004, 2006; Ryans & Higgins, 2006).

The tourist's perception of World Heritage Sites is conceptualized based on studies conducted within the sphere of human geography and

the geography of heritage, that consider that the perception of a place affects visitation patterns as well as site experiences (Poria et al., 2011). According to Strauss and Lord (2001), "History is a popular theme for recreational travel" (2001, p.199) which emphasizes that history is part of the tourism experience desired by the heritage tourists.

Tourist experiences

Experiences have always been the core of the entertainment activity (Loureiro, 2014), and are more and more requested by tourists who are looking for appealing, unique and memorable leisure and tourism activities. Consumption experiences are multidimensional and include hedonic dimensions, such as feelings, fantasies, and fun (Holbrook & Hirschman, 1982). Much of the literature on consumption experiences has studied hedonic purposes that occur during and after the consumption of, for example, heritage products (Brakus et al., 2009).

Following the Theory of Information Processing (Bettman et al., 1986; Gabbott & Hogg, 1994) that considers the consumer's behaviour decision process as a series of rational steps (Chen, 1997), the tourist experience can also be regarded as having three main stages (Seabra et al., 2014, p. i) the pre-experience when tourists prepare and plan the trip; ii) the tourist experience itself, the moment when tourists are at their destination and purchase the products that are part of their trip; and iii) the post-experience phase when tourists return home and evaluate the trip. Within the concept of consumption experience, the product experience can be direct, when there is a physical contact between the consumer and the product (Hoch & Ha, 1986), or indirect, when a certain product is presented virtually or in advertisement (Hoch & Ha, 1986; Kempf & Smith, 1998). One way or another, it must stimulate the multisensory connections for consumers to Feel, learn, be and do (Mehmetoglu & Engen, 2011).

According to Schmitt (1999), tourist experiences can be classified into five categories: (1) Act; (2) Feel; (3) Relate; (4) Sense; (5) Think. The 'Act' dimension is about creating physical experiences aimed at the physical development of the consumer and showing him alternative ways of doing something, by experiencing alternative lifestyles and interactions. The 'Feel' dimension is related to the creation of Feelings and emotions, such as joy, happiness and pride. The 'Relate' dimension encompasses aspects of the remaining dimensions and is essentially related to the social and cultural identity of the 'I'. The 'Sense' dimension refers to the use of our Senses in order to create sensory experiences that will help

add value to the products. And the 'Think' dimension is about involving the consumers' intelligence in order to create a cognitive experience that will engage them creatively as it will generate thought, surprise and provocation/teasing. The sensing, the feeling and the thinking are conceptualized as individual experiences. By contrast, the acting and relating are regarded as shared experiences (Loureiro, 2014).

Storytelling in pre-experience

Stories are the basis of human identity (Gubrium & Holstein, 2008). Therefore, telling stories is an essential part of human nature (Fisher, 1984). Also, stories have the power to involve people, immersing them in a fantasy world that provides them with escape sensations (Lund et al., 2017; McCabe & Foster, 2006). Additionally, stories come with many touch points to the listeners' lives, creating an emotional connection between tourists and destinations (Woodside, 2010).

Storytelling is about sharing the imaginary, the symbols and myths of a certain culture and community (Cyrulnik, 2009). Storytelling can be used as a powerful tool to interpret and share historical heritage contents (De Cave & Zaralli, 2016). Local stories often aim to record local memories before they are lost (Kerr, 2006) which is quite important to cultural and historical heritage destinations. Storytelling should involve educational information to raise awareness about social culture and about the history of destinations (Choi, 2016).

The World Heritage Sites, as well as other destinations, provide information on their websites. Online contents have become one of the most important sources of information about tourism destination (Buhalis & Foerste, 2015). Online stories and contents influence tourists and their behavior (Lund et al., 2017). Tourism and marketing literature emphasizes the importance of providing and promoting understandable, meaningful, and memorable information (McLellan, 2006). Official websites are designed to provide information to tourists in an effective way. This strategy aims to create some sort of connection between tourists and their destinations even before a possible visit.

Using different motivating aspects of the destinations and their stories, websites aim to establish an effective communication between tourists and destinations by telling stories in an emotional way using verbs, objects, experiences, places and characters (Yavuz et al., 2016). Symbols are effective contents for tourists since "the more the story is able communicate a metaphoric, symbolic story, the more power the story will have to engage others" (Pera et al., 2016, p. 52).

Methodology

The methodology used is based on content analysis. Content analysis is a qualitative research technique used to “examine artefacts of social communication ... based on explicit rules called ‘selection criteria’ (Berg, 1998, pp. 223-224), that allows a reliable, systematic and replicable examination of communication symbols (Kolbe & Burnett, 1991; Riffe et al., 1998), using a pre-design code sheet listing the specific symbols of tourists’ experiences based on the literature review about tourism experiences, heritage tourism and storytelling. In line with this, and in order to analyze the pre-tourist experiences in World Heritage Historical Portuguese Centers based on the information promoted in their official sites, we used the contents of seven official websites with touristic information about the Historical Center of Guimarães; six official websites about the Historical Center of Oporto and six official websites with touristic information concerning the Historical Center of Évora.

The information collected was submitted to content analysis procedures. The next step was the coding process. The registration unit chosen was the topic itself and frequency was chosen as the enumeration rule. The categorization mode used was the topic (Mucchielli, 1972), and the categories were selected *a posteriori* after a first reading of the answers (Bardin, 1977). The contents of the websites were analyzed using Nvivo software, version 11.

The classification of the communication contents in tourist experience categories was based on Schmitt’s tourist experience model (1999) that established five categories: Act, Feel, Relate, Sense and Think. However, after a first analysis, and taking into account these categories alone, we felt the need to deepen the investigation. Thus, the five categories were integrated into a larger dimension, the experience, to which two more dimensions were added: communication and information.

In the communication dimension, the following categories were considered: direct speech and quotes, sources and repetitions. The communication dimension aims to answer the question what linguistic resources are used to attract the attention of the ‘tourist’/user of the sites as they look for tourist information? This assumes that, in communicative terms, the image available on the websites is much more important in terms of truthfulness and accuracy (sources, repetitions...) and not so much in terms of style, since this aspect will be assessed when dealing with the ‘Experience’ dimension. In response to this dimension, categories like direct speech and quotes will emerge, categories that will help distinguish between first-person

speech and direct reference to the interlocutor. The sources, that confirm what is said and whose function is to support what was declared and reproduced, do not have to be identified. The repetitions identify situations in which the information is reproduced *ipsis verbis* on at least two different locations/websites even though the identity of the original source has yet to be revealed.

In the experience dimension, we took into account the five categories defined by Schmitt (1999) – Act, Feel, Relate, Sense and Think – and we added ‘Storytelling’ and ‘Authenticity’. Different types of categories and subcategories were considered. In this dimension, we tried to identify the kind of feelings, sensations, etc. that are transmitted to the ‘interlocutor’. In this case, the evaluation is mostly done through the use of different figures of speech.

Finally, the information dimension contains an analysis of the texts in informative terms, in other words, we want to know the type of ‘clarification’ that any user will obtain when he reads the contents available on the websites, categorized into different information categories: (1) architectural and artistic, (2) cultural and educational, (3) economic, (4) geographical, (5) historical and (6) touristic.

The study’s settings

For a relatively small country, Portugal offers plenty of places classified by UNESCO as World Heritage Sites. Portuguese heritage is also present all over the world, with more than 25 World Heritage properties of Portuguese influence over four continents. Portugal has currently 15 World Heritage Sites. Among them, we have to point out the Historical Centers of Oporto, Guimarães and Évora.

Located in the North Coast of Portugal, the city of Oporto is one of the oldest cities in Europe. There has been an increasing visibility of the city both at a national and at an international level, a visibility that has been favored by the international awards that Oporto has received lately. In fact, it was considered as the European Best Destination in 2017. The Historic Center of Oporto grew on rugged lands, crossed by narrow streets and has a privileged view over the Douro River (Direção-Geral do Património Cultural, 2018; UNESCO, 2018)b. It was classified by UNESCO in 1996 as a World Heritage Site (Oporto City Council, 2018). The classified area covers part of the inner city and the route of the ancient medieval city walls – called the Fernandina Wall. It also includes adjacent areas with identical characteristics that were valued following later achievements (Moreira & Cordeiro, 2016). It is a picturesque area

with monuments of different architectural styles, in which the merchants and the inhabitants of the historic center play a crucial part (Direção-Geral do Património Cultural, 2018; UNESCO, 2018; Porto Vivo, 2013). Regarding the tourist offer, the Historic Center of Oporto is quite varied, with different typologies of accommodations, monuments of great historical and cultural value, and unique landscapes. It is a place of market, consumption and urban life. In fact, it is the part of the territory that best translates Oporto's identity and history (Branco, 2006).



Figure 11.1: Historic centre of Oporto. Source: Municipality of Oporto

Another historic center in Portugal is Guimarães. It is known as “the birthplace of the Portuguese Nation” and therefore is a strong national symbol. This city in the North of the Portuguese territory is connected to a strong national and cultural identity (Remoaldo et al., 2016). According to UNESCO, the Historical Center of Guimarães conserves its historical integrity. It is very well preserved and manages to show the evolution of a medieval city into a contemporary one (União das Cidades Capitais de Língua Portuguesa, 2018). Despite its small area (only 5.3% of the total area of the town), Guimarães Historical Center concentrates a great number of services and people, being an important historical and cultural center but also a key social place in the city (Câmara Municipal de Évora, 2005).

Évora, the last Historical Center, is located in the South of Portugal, in the Alentejo region. It is regarded as a museum-city dating back to the Roman times. The Historical Center of Évora was recognized as a UNESCO World Heritage Site in 1986 (UNESCO, 2018a; VisitÉvora, 2018) and includes the urban area within the city walls. The Historical Center of Évora covers a large area, in comparison to other Portuguese centers. The existing monuments with their religious and military architecture, offer a great patrimonial value. According to UNESCO, the city has endured many modern interventions and adaptations, especially in

the 19th century, however they didn't affect its morphology and authenticity.



Figure 11.2: Historic centre of Guimarães. Source: www.guimaraesturismo.com



Figure 11.3: Historic Centre of Évora. Source: Municipality of Évora

Findings

The results clearly reflect the way in which the World Heritage Sites analyzed present the contents that will be responsible for the creation of a pre-experience state in the tourist who wants to visit the Portuguese World Heritage Historical Centers of Évora, Oporto and Guimarães. In a first analysis, and considering the different dimensions on a more general level, it is evident that the only contents that seemed to have an influence on the Information dimension were those related to the monuments of the cities of Oporto and Évora. Guimarães (general aspects and monuments), Oporto general aspects and Évora general aspects have a greater number of occurrences that we can relate to the Experience

dimension (see Table 11.1). The data reveal that special attention is given to the message that they intend to send to the potential tourist to make him want to visit the country. More technical descriptions are used only to give information about the monuments.

Table 11.1: Relationship between sources and dimensions

Sources		Dimensions		
		Communication	Experience	Information
Guimarães	General aspect	7	32	22
	Monuments	6	76	68
Oporto	General aspect	5	39	23
	Monuments	37	77	137
Évora	General aspect	7	49	82
	Monuments	23	78	174

As for the Communication categories analyzed, we have to stress the number of repetitions that we could find in the sources providing information about Oporto monuments. This is a clear evidence that the same source is used in more than one website, albeit without official references/sources (Table 11.2). Direct speech and quotations are the most commonly used communication resources, however they don't seem to have a meaningful expression. It is in situations in which a direct request is made to the tourists that this kind of resources is used. An example of such a situation is the following statement: "stay a few more days, experience all there is to experience and, when intuition tells you it is time to leave, embrace the discovery of everything that is beyond its walls and that contributes so much to give it significance" ([http:// www.visitalentejo.pt](http://www.visitalentejo.pt), one of the sources used in an Évora's website).

Table 11.2: Relationship between sources and the Communication dimension

Sources		Communication		
		Direct Speech and Quotations	Sources	Repetitions
Guimarães	General aspect	5	---	3
	Monuments	6	---	---
Oporto	General aspect	5	2	---
	Monuments	13	---	28
Évora	General aspect	8	1	---
	Monuments	23	---	---

supported by the analysis conducted and the results are displayed in the subcategories presented in Table 11.5.

Évora, in turn, uses essentially 'storytelling' activities. "The old stone column that signals the whipping of Saint Manços by a Roman Praetor still remains", in <http://conteudos.evora.net/turismo/pt-pt/relative-related-to-%C3%89vora's-monuments-source>. The 'Act' dimension is obviously valued as well, and is evident in the online promotion slogan "learning, discovering and, undoubtedly, wishing we could come back for more", found in <http://conteudos.evora.net/turismo/pt-pt/>.

The 'Feel' dimension also gets some recognition, but it is in Évora that the 'Think' dimension gets the highest recognition and the greater amount of references. "Roman heritages of extraordinary beauty that are testimony of the past", a comment found in <http://www.visitevora.net/posto-turismo-praca-giraldo-evora>. The 'Relate' dimension is also highly valued, as is clear in comments such as "The urban landscape of Évora is the only one that can allow us to understand the influence exerted by Portuguese architecture in Brazil, in places like Salvador da Bahia", in <http://conteudos.evora.net/turismo/pt-pt/> (see Table 11.3).

The 'Information' dimension, the most objective of all the dimensions, is clearly the one which gets the highest number of references and the numbers are quite expressive. The references that follow are the kind which appear the most and it is in the description of the Oporto monuments that they find their greatest expression: architectural and artistic references: "This tower, 15 meters high, is visible from the stairs of the Caminho Novo and is a precious relic of the 14th century wall", in <http://www.visitporto.travel>; historical references: "Portugal was born in the north. It was in Oporto and in the country's northern region that the Portuguese were born as a people and a nation. Here we learned how valuable is the difference but also the complementarity of cultures", in <https://www.visitportugal.com/pt/>; and geographical references: "Oporto, the capital of the region, has a privileged location as an Atlantic city over the estuary of an immense Iberian river: The Douro River", in <http://www.turismodeportugal.pt>, are in that same order, the kind of references which appear the most and it is in the description of the Oporto monuments that they find their greatest expression.

With these results, it is clearly perceptible that it is in the contents that have to do with the city's monuments that the 'Information' dimension has a greater expression. It should also be noted that Guimarães is the city that provides less tourist information to the tourists who visit the websites we had the opportunity to analyze (see Table 11.4).

Table 11.4: Relationship between sources and information

Sources		Information					
		Architectural and Artistic	Cultural and Educational	Economic	Geographical	Historical	Touristic
Guimarães	General aspect	33	11	5	12	20	6
	Monuments	66	27	9	47	65	19
Oporto	General aspect	37	7	7	27	15	23
	Monuments	197	66	33	133	140	53
Évora	General aspect	62	19	19	15	43	25
	Monuments	101	41	21	41	91	28

Table 11.5 was based on the analysis of the results gathered in Table 11.3 in which the categories of the 'experience' dimension are identified. It was built to better understand the communication strategy used by the websites of the three historical centers and to understand the kind of relationship they intend to maintain with the potential tourists that visit them in a pre-experience stage. In this table, it is possible to understand, according to what has been mentioned before, that Guimarães values the 'Feel' dimension above all others. This prevalence of this dimension is related to the city's Sense of pride, which is clearly demonstrated in comments like: "in the face of the facts described, no wonder that Guimarães is considered by the Portuguese as the birthplace of nationality! What a unique and special city!", in <http://www.guimaraesturismo.com/>.

As far as Oporto is concerned, it is in the interaction established with the visitors of the website that the 'Act' dimension finds its maximum expression: 'after seeing from the river the silhouette of the old houses and of the churches towers, we are ready to be amazed by the golden interior of St. Francis Church' in <https://www.visitportugal.com/pt/pt/destinos/porto-e-norte>. When we analyze the Oporto *monuments* dimension, there are many references to the *city lifestyle*, like: "used as a space of cultural animation, where the Hard Club is currently located" in <http://www.visitporto.travel>.

An important role is once more given to the pride people Feel for the city and the Sense dimension focuses mainly on the vision. This dimension is much stronger in this city than in all the others that are part of the study and the many references to the Palate dimension are quite evident in quotes like "Chocolate paired with Port wine is one of the most irresistible combinations" in <http://www.visitporto.travel> (Table 11.5).

As a way to attract visitors, the Oporto monuments dimension clearly values the 'I' subcategory. The tourists' pre-experience is encouraged and these possible visitors get involved in the city life, even before they take the decision of travelling, thanks to all the references made to the city's cultural identity, as part of the 'Relate' dimension.

Évora, which essentially appeals to 'Storytelling' and 'Act' dimensions to promote itself online, has in the interaction with the visitor its main strategy and in terms of occurrences is clearly different from the other historical centers. The 'Lifestyle' dimension is also very much valued in Évora. The 'Feel' dimension finds, once again, its expression thanks to the close relationship it has built up with the 'Pride' experience. This city has, however, something new to offer: the importance given to the 'Teasing/Challenge' subcategory (part of the 'Think' dimension) "Queen of the square in which it is located, its peaceful exterior spaces invite us to enter and just be", in <http://www.visitevora.net/posto-turismo-pracagiraldo-evora/> (Table 11.5).

Table 11.5: Relation between sources and subcategories

Sources		Act		Feel		Relate		Sense					Think		
		Lifestyle	Interaction	Joy	Proud	Cultural Identity	Social Identity	Hearing	Smell	Taste	Touch	Sight	Thoughts	Challenge	Surprise
Guimarães	General	1	5	---	15	1	1	---	---	---	---	1	---	3	2
	Monuments	3	13	---	42	4	---	---	---	1	---	---	---	3	3
Oporto	General	3	8	---	8	---	---	1	---	1	---	4	1	1	---
	Monuments	13	14	1	16	8	1	2	---	6	---	10	---	1	---
Évora	General	1	7	---	17	---	---	---	---	1	---	1	1	1	---
	Monuments	10	30	2	16	3	2	---	---	2	---	4	---	11	1

Conclusion

Stories people associate to a certain destination can be successfully used in theme development and to promote a campaign (Yavuz et al., 2016). Stories link people and attach people to spaces, creating shared experiences. Offering compelling experiences is the key to building attractive tourism offerings. This study aims to analyze the pre-tourist

storytelling experiences in World Heritage Historical Centers in Guimarães, Oporto and Évora, through the content analysis of the information provided by their official websites.

Since heritage resources are important attraction factors for tourists (Su, et al., 2018), the World Heritage Sites information promoted online is one of the most important aspects of destination marketing and communication. Thus, in the tourist destination management perspective, it is important to be able to communicate with tourists in meaningful ways, not only during their visits but also before that experience takes place, by identifying the characteristics of the place and people, facts, activities and events in a narrative way, thus creating and plotting potential experiences as real storytelling tourist experiences.

The results indicate that websites are important pre-experience storytellers and that Oporto and Évora are the cities whose information strategy is the most complete and educational, providing their visitors with rich architectural, artistic and geographical information. On the other hand, Guimarães stimulates tourists' pre-experience relies mostly on the 'Feel' dimension, a dimension which shows how proud its inhabitants are of their nationality, and that helps strengthen the role played by the city to increase this national feeling, since it is recognized as the birthplace of the Portuguese nation. Finally, the sensorial dimension of the storytelling pre-experience is more stimulated in Oporto websites. Generally, results show that not all the dimensions are present in the websites' contents. Evidence show that 'Sense' and 'Think' dimensions are often undervalued.

Based on the results of this study, it is possible to draw some implications that can be quite useful to the managers and organizations that are responsible for World Heritage Sites. First, they should understand the importance of the storytelling in the creation of the tourist pre-experience. In the planning phase, most tourists look for information online, specifically in official websites (Buhalis & Foerste, 2015). The expectations that tourists build in this phase will influence their choices and behavior (Lund et al., 2017). Second, managers must take into account the crucial role that experiential marketing plays in the creation of memorable experiences in tourists. Tourists are emotional consumers who look for pleasurable experiences based on five sensory dimensions: Sense, Feel, Think, Act and Relate (Schmitt, 1999).

Through stories, the destination can create desirable meanings regarding its attributes. Storytelling adds value to the destinations, because through it historical and cultural heritages can be promoted.

Despite the theoretical and practical implications of these findings, the study has some limitations that must be considered, but it could also represent an opportunity for further research. First of all, the study might have omitted other existing and relevant dimensions of storytelling experiences and information. Second, the research focuses only on Portuguese World Heritage Sites, which can be limiting if we want to generalize the results. In order to overcome such limitation, additional research is suggested: we could compare these results with World Heritage Historic Centers from other countries, for instance. In this case, a content analysis methodology is suggested to replicate the study using the same procedures and classification scheme. Then, the study analysed only part of the whole tourist experience, focusing on the pre-tourist experience stage. Based on Moscardo's (2010) concept, storytelling is mainly a post-consumption activity. Consumers tell stories to others to provide memories of the experience as well as their significance in terms of identity. That way, it could be interesting in future research, to analyse the stories told by tourists in different social media platforms like travel blogs and others, and cross-check that information with the results of this study.

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