

# Foundation Gaspar Espuña CETT

## Principles

**To fostering more tourism knowledge.**

**Promoting research and science in tourism.**

**Fostering internationalization of CETT**

**University School of Tourism (EUHT CETT-UB).**

# **Ethics and cultural mediation in the tourist area.**

## **The mediators of tourist leisure and the tourist entertainer**

**Professor Xavier Puertas**

**Spain, second international tourist destination with 60 million visitors.**

**A high percentage still based on Sun & beach.**

**Increasing demand of all kind of activities offers in all directions.**

**Tourist mediators are now essential.**

**In general, the satisfaction degree of offers doesn't reach an acceptable level.**



**Catalan Coast**  
**16 ml**

**60 ml. 2007**

# Tourist and leisure perspective

**Two years ago at EUHT CETT-UB we thought that something was happening with activity offers on the Catalan coast. We started a research within tourist hotels and accommodation establishments.**

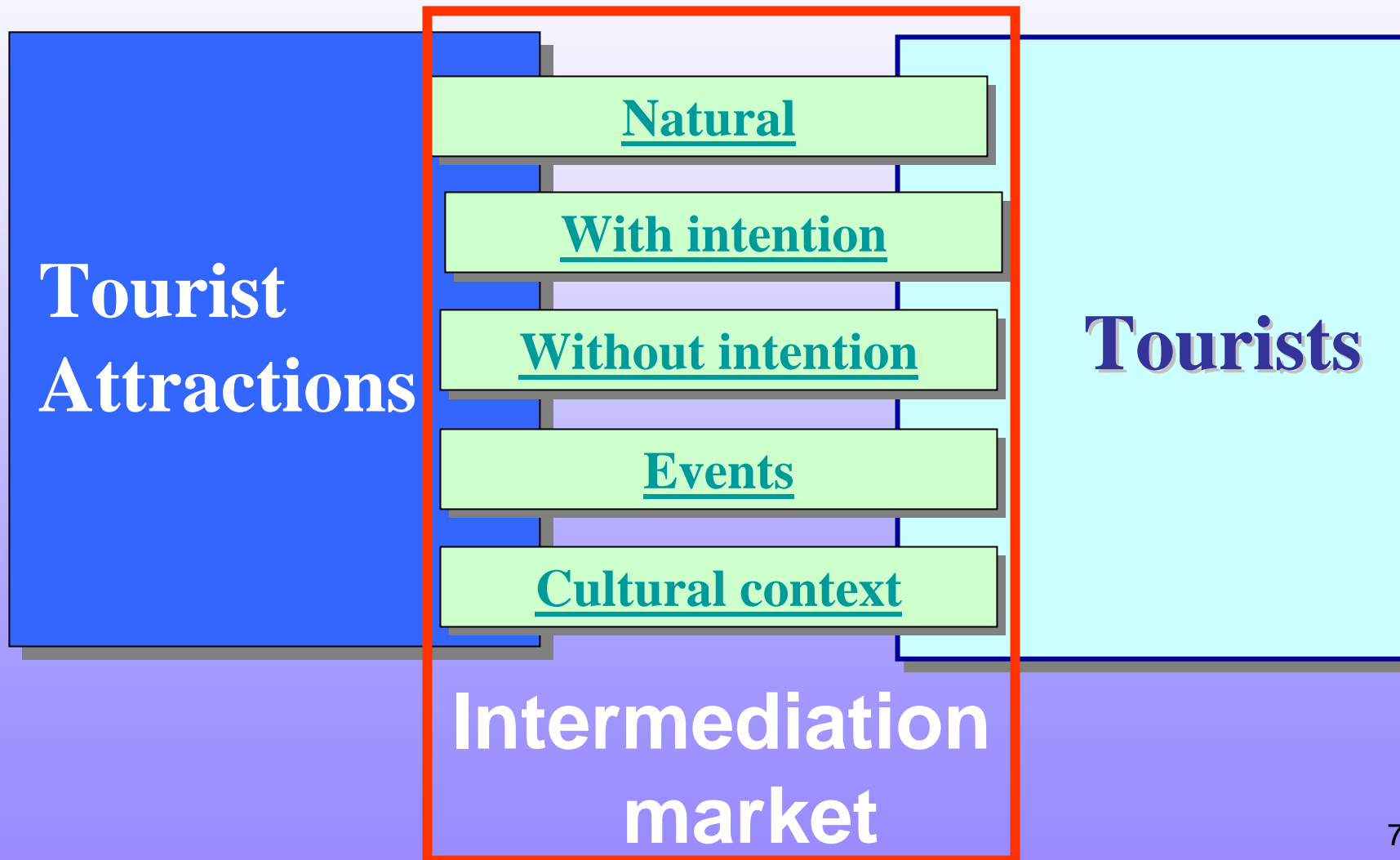
- Motivations
- Leisure expectations of tourists
- Needs of experiences
- Satisfaction of current leisure offers
- New trends

# Incipient results and first conclusions

- Increasing demand of leisure sports and cultural activities.
- Cultural offers related to geographical context are not enough.
- Offers are not really connected with the social, cultural and geographical context.
- The standardisation appears to be very strong.
- Offers are too close to *nowhere places* (same offers everywhere).
- Less ethics in the offers: the economic purpose is the most important thing.

What is the point?

# The panorama



# The intermediation can be done from three perspectives:

## Intermediation companies

Travel agencies

Public institutions

Lodgement companies

## Mediators

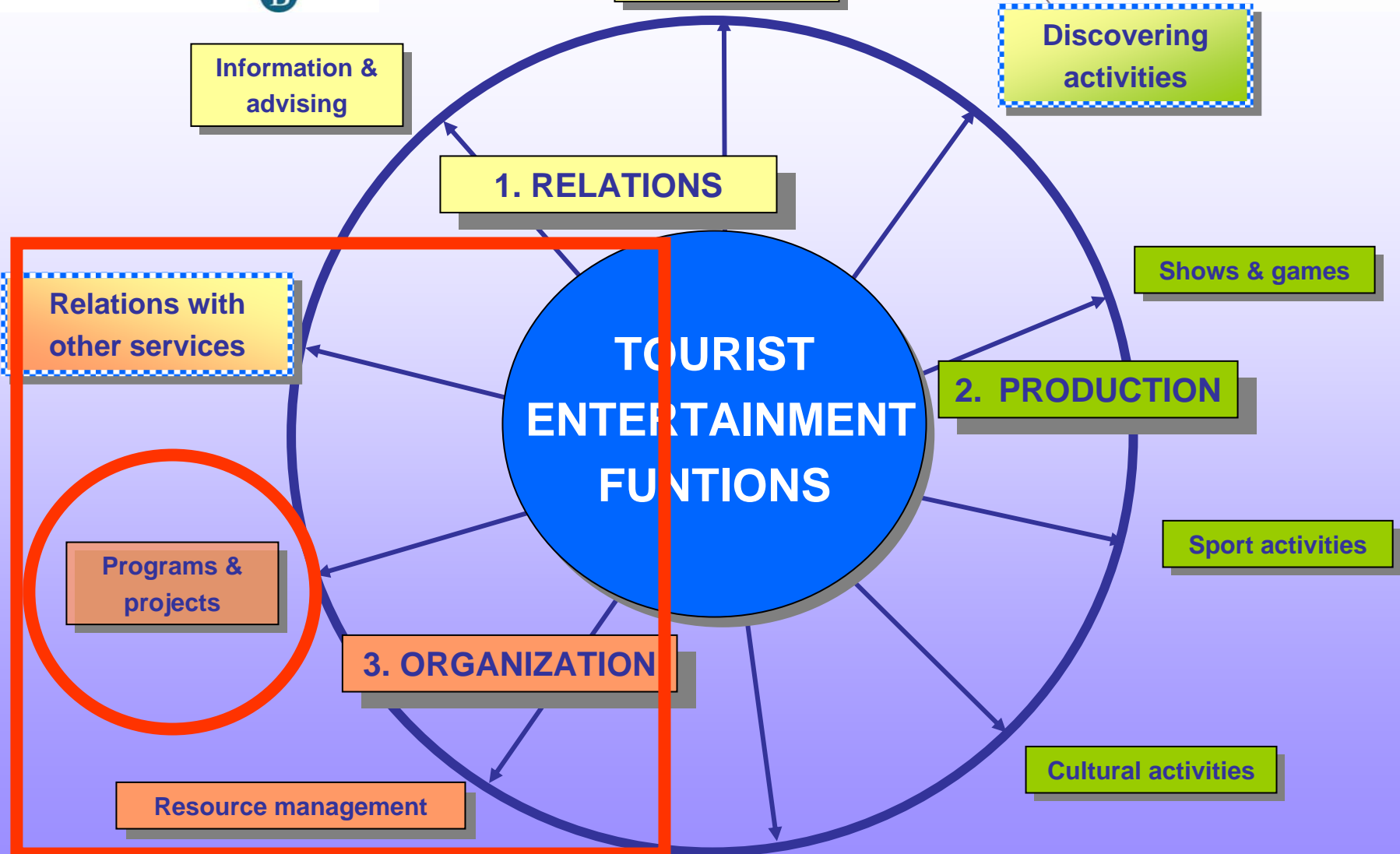
Guides

Local Develop  
Agents (LDA)

Entertainers

# The Tourist Mediators

- Varied and official studies for *Guides* and *LDA*.
- Only an official one for *Tourist Entertainer*.
- As a mediator, the entertainers can approach the context to tourists with their activity offers.
- From their position it is easy for these professionals to connect tourist with local attractions and culture.
- Tourist market doesn't value this professional.
- A revision of the entertainer's functions is really necessary.
- Our hypothesis organize functions in three blocks:
  - Relations
  - Organization
  - Production



# TO CREATE A PROJECT/PROGRAM

These are the 5 determining factors to analyze

**DETERMINING  
FACTORS  
IN A  
TOURIST  
ENTERTAINER  
PROCESS**

- **The environment**
- **Physical resources**
- **Users Typologies**
- **HH RR**
- **The manager's policy**

Parts  
of an  
entertainment  
project

1<sup>a</sup>. Introduction

2<sup>a</sup>. Analysis

3<sup>a</sup>. Diagnosis

4<sup>a</sup>. Objectives

5<sup>a</sup>. Methodology

6<sup>a</sup>. Activities program

6<sup>a</sup>. Publicity

8<sup>a</sup>. Evaluation system

9<sup>a</sup>. Budget

# CONCLUSIONS

1. The first two functions (Production and Relations) are quite known and understood.
2. But the application of ethical principles are not enough yet.
3. The Organization functions are less known, but in this subject are the most important.
4. Nowadays not having an aim behind entertainment projects and activities doesn't make any sense.
5. For the entertainment project it is essential to contemplate the environment and the cultural context of the company.
6. This is the only way to get a result out of this effort and contemplate ethic and cultural aspects that will differentiate one offer from another.
7. It is a way to promote the interest for social relations within the company.
8. Also to foster a general sustainable behavior.
9. Thanks to well conceived entertainment project the economy can become more dynamic.

# Thank you for your attention

...and we'll keep analyzing those  
functions.

Xavier Puertas