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TREA



Patrimonio literario, educación y turismo

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Universitat de Lleida
Departament de Ciències
de l'Educació

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MONOGRAFÍAS

Analysing the literary tourist experience in urban literary neighbourhoods

Analizando la experiencia del turismo literario en los barrios literarios urbanos

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ABSTRACT

Literature may broaden the scope of cultural tourism. To this aim, however, literary awareness is vital, since it plays a crucial role in visitors' literary tourism experiences. The aim of this paper is to explore the tourist experience in the context of urban literary destinations by analysing the ways in which literary awareness affects visitor satisfaction. An additional aim is to identify which type of literary locations are primarily recalled by tourists. To achieve these aims, online travel reviews for four European literary neighbourhoods — Bloomsbury (London), Saint-Germain des Près (Paris), Chiado (Lisbon) and Barrio de las Letras (Madrid)— were downloaded and examined via a qualitative content analysis and a quantitative analysis that considered the score and visitors' nationalities. Results showed that visitors' familiarity with various literary traditions may affect their satisfaction. Moreover, the content analysis confirmed that because bookshops and libraries are an essential part of each destination's image. These results are relevant for literary destinations to generate an attractive literary tourism offer to international visitors increasing their literary awareness through either promotional campaigns or didactic strategies. Besides, destinations should also actively integrate these bookshops and libraries into literary tourism offers as complementary agents in literary experiences.

KEYWORDS

cultural tourism, literature, libraries, online travel reviews, TripAdvisor, Bloomsbury

RESUMEN

La literatura puede ampliar el alcance del turismo cultural. Sin embargo, para este objetivo, la conciencia literaria es vital, ya que juega un papel crucial en las experiencias de turismo literario de los visitantes. El objetivo de este artículo es explorar la experiencia turística en el contexto de destinos literarios urbanos analizando las formas en que la conciencia literaria afecta la satisfacción del visitante. Un objetivo adicional es identificar qué tipo de lugares literarios son los que más recuerdan los turistas. Para lograr estos objetivos, se descargaron reseñas de viajes en línea de cuatro barrios literarios europeos —Bloomsbury (Londres), Saint-Germain des Près (París), Chiado (Lisboa) y Barrio de las Letras (Madrid)— y se examinaron mediante un análisis de contenido cualitativo y un análisis cuantitativo que consideró la puntuación y las nacionalidades de los visitantes. Los resultados mostraron que la familiaridad de los visitantes con diversas tradiciones literarias puede afectar su satisfacción. Además, el análisis de contenido confirmó que las librerías y bibliotecas son parte esencial de la imagen de cada destino. Estos resultados son relevantes para los destinos literarios ya que les dan pautas para generar una oferta turística literaria atractiva para los visitantes internacionales aumentando su conocimiento literario a través de campañas promocionales o estrategias didácticas. Además, los destinos también deberían integrar activamente estas librerías y bibliotecas en la oferta de turismo literario como agentes complementarios de las experiencias literarias.

PALABRAS CLAVE

turismo cultural, literatura, bibliotecas, reseñas de viajes en línea, TripAdvisor, Bloomsbury

INTRODUCTION

Popular culture in the form of books, films or videogames, among others, is becoming increasingly relevant in tourism context because of the creation of new tourism geography (Dubois and Gibbs, 2018; Hoppen et al., 2014; Iwashita, 2006; Velasco Ferreiro et al., 2021). As such, popular culture can be viewed as an active agent in the process of broadening the scope of cultural tourism through by adding new layers of meaning to destinations (McKercher, 2020). To distinguish this progressive transformation of cultural tourism, the notion of media tourism appeared during the last decade to designate tourism activity motivated by popular cultural expressions that create places of imagination (Reijnders, 2016). Media tourism is originally defined as all those travels inspired by novels, films and television. Nevertheless, this concept has expanded during the last years to include other types of popular cultural contents such as music or videogames (Garrison & Wallace, 2021)

One of the tourist sub-typologies found within the media tourism phenomena is literary tourism, which is defined as a visitation of places and destinations motivated by associations with literary plots or literary figures (Baleiro, 2022; Squire, 1996). Literary tourism products and experiences are built upon literary locations, which may be divided in places tied to authors, literary plots, ephemeral literary events, commemorative spaces and other autonomous locations such as libraries or bookshops (Osácar-Marzal & Arcos-Pumarola, 2021); the structure and valorisation of these tangible resources facilitate the creation and development of literary tourism products that are the core of literary tourism strategies (Huang & Busby, 2022).

In the context of destinations, the development of literary tourism may have a positive effect on the management of these destinations, because the inclusion of intangible references in tourists' narrative accounts of destinations allows the creation of new tourist locations and influence and transform tourist images of these destinations. It is in this sense that media tourism and literary tourism are an interesting strategy to redistribute tourist fluxes, generate new ways to experience a city in a manner that is more coherent with visitors' interests and develop positioning strategies to build competitive destinations (Arcos-Pumarola et al., 2018; Hoppen et al., 2014; van Es & Reijnders, 2018).

Nevertheless, integrating literary places and locations into tourism activity is challenging, because literary traits are intangible and may not always be part of the universal tourist image of a spe-

cific destination—that is, the image that is universally shared and thought to define the general traits of specific destinations (Osácar Marzal, 2016). For this reason, literary awareness, i.e., the previous knowledge of literary tourists concerning the authors and their literary works (Çevik, 2020), play a crucial role when configuring literary visitor experiences (Busby & Shetliffe, 2013) and motivations (Çevik, 2020); familiarity with particular pieces of literature is needed to identify the literary traits of destinations and the significance underlying these literary locations. Consequently, references that motivate literary tourism are often missing from the projected universal image of some destinations and may be integrated later depending on familiar cultural references (Marine Roig, 2015). As part of cultural tourism, literary tourism is a serious leisure activity (Marine-Roig et al., 2023)

In this sense, the existence of certain cultural capital or cultural competence by tourists is essential for media tourism (Richards, 2018). Media tourists' cultural baggage plays a relevant role in the creation of the media tourist experience, because the gaze of media tourists and the manner in which they read the landscape depends on the stories they have read or seen; tourists require cultural references to identify and valorise media-tourism locations and incorporate them into their travel plans. In this way, a cultural reference can be understood as a lens that transforms the tourist gaze and adds a meaningful, intangible layer to a destination's landscape. An example of this is the Perrott's Folly and Edgbaston Waterworks towers in the city of Birmingham in Great Britain, which inspired the two towers in *The Lord of The Rings* (James, 2011); this is, however, imperceptible for those who are unfamiliar with Tolkien's relationship with the English city. An additional example is the houses of two literary authors awarded with the Nobel prize, Gabriel García Márquez and Mario Vargas Llosa, in the city of Barcelona, Spain, which remain largely unseen (Ayén, 2019).

This presents certain problems to literary tourism development, because it is difficult to attract visitors who are either unfamiliar—or not familiar enough—with certain literary atmospheres, who may be interested in visiting these places if they are made aware of these layers of meaning and the associations with particular stories or authors. This is especially relevant in the context of international tourism, where visitors with different cultural references who were educated in different educational programs interact with tourist attractions related to national literary traditions. Studies on this topic have shown that nationality plays an integral role in literary tourist experiences (Busby & Shetliffe, 2013; MacLeod, 2020). Developing strategies to enhance literary tourist experi-

ences is crucial, and literary tourism products are key in these endeavours; for example, visiting a literary house museum provides literary tourists with tools to visualise and comprehend a destination's literary landscape (Strepetova & Arcos Pumarola, 2020).

Considering this context, the aim of the present paper is to explore tourist experiences in the context of urban literary destinations and analyse whether the visit satisfaction of these visitors differs from that of 'regular' tourists, and the effect of nationality or familiarity with a shared heritage on their satisfaction. Another aim of this paper is to identify which types of literary locations are most often highlighted and recalled by tourists after their trip to gain a better understanding of which types of literary locations play a prominent role in the configuration of the literary tourism landscape.

To undertake this analysis, online travel reviews (OTRs) written by tourists will be used as analysis data; OTRs provide free, up-to-date information about tourist experiences and have been widely used as data sources in tourism and hospitality research (Marine Roig, 2022). OTRs are also relevant in the formation of tourist destination images, because they are considered to be influential information sources for potential visitors who will decide whether or not they will travel, what they will do during their trips and which services to hire based on the opinions of past visitors (Nilashi et al., 2018). Studies have shown that OTRs are useful to explore tourist experiences in the context of media tourism, such as literary house-museums, or the potential of media tourism to improve destination sustainability by redistributing the flow of tourism (MacLeod, 2020; Martin-Fuentes et al., 2020).

METHODOLOGY

As described in the previous section, we will analyse OTRs and derive data from visitor comments and opinions; the sample for this analysis includes reviews corresponding to the following four literary neighbourhoods in major European cities: Bloomsbury in London, Saint-Germain-des-Près in Paris, Chiado in Lisboa and Barrio de las Letras in Madrid. The selection criteria were as follows: the locations are in European capitals that welcome a significant number of international visitors every year, and these neighbourhoods must share a close relationship with at least one renowned literary figure or movement to ensure the potential development of an international offer that can attract literary tourism. Thus, these neighbourhoods might be considered literary

districts, i.e., geographical areas known for their relationship with literature (Stiebel, 2022). In the case of Bloomsbury, the existence of the Bloomsbury Group in the first part of the 20th century built a literary atmosphere which is still present nowadays. In this neighbourhood, we might find, for instance, a walking literary trail that stops in front of various houses where the members of that group lived and wrote some of their works (Stiebel, 2022). The case of Saint-Germain-des-Près is, according to Brown (2015, p. 140), a great example of an urban territory with an «exceptional quality [because] of its connections with the lives of writers and it has the general quality of being located in an attractive setting». These literary connections include well-known personalities such as Hemingway, Sartre, Camus, Wilde, or de Beauvoir, among others. The case of Barrio de las Letras in Madrid consists of adapting an historical part of the Spanish capital with a solid relationship with literature to cultural and experiential tourism (García Henche & Salvaj Carrera, 2017). The links of Barrio de las Letras with literature include places where Cervantes lived or that the *corrales the comedias* (a particular type of theatre) appeared in this neighbourhood during the literary Spanish Golden Age (García Henche & Salvaj Carrera, 2017). Finally, the case of Chiado in Lisbon is strongly linked to the figure of Fernando Pessoa; the Portuguese writer was born and lived in Lisbon, and its figure is present in Chiado's neighbourhood imaginary (Anjo et al., 2021), in part because of the presence of the neighbourhood on his works, in part because of his statue in front of Café A Brasileira.

The analysis was then developed according to the following five steps. First, we selected a website from which to download data. We choose TripAdvisor, because it is the world's largest travel-guidance platform (Tripadvisor, 2022); and this website includes more than one billion OTRs of local attractions, restaurants, travel experiences, hospitality, transportation, etc., we were able to gather opinions from diverse tourist profiles. Based on the information obtained from the OTRs on TripAdvisor, we were able to download quantitative data (i.e., scores) and qualitative data (i.e., textual reviewer information). Even though the TripAdvisor website is presented in different languages, we only used the English version of the website to ensure a coherent data analysis.

We then proceeded to download data by identifying the four URLs linked to the four neighbourhoods and applying corresponding download filters using Cyotek Webcopy software; these URLs are listed in Table 1. It should be noted that the URLs for Paris, Lisbon and Madrid were associated with a holistic understanding of the neighbourhoods as tourist attractions; visitors

Table 1. Neighbourhood URLs

Neighbourhood	URL
Bloomsbury (London)	https://www.tripadvisor.co.uk/Neighborhood-g186338-n7235696-Bloomsbury-London_England.html
Saint Germain-des-Près (Paris)	https://www.tripadvisor.co.uk/Attraction_Review-g187147-d191240-Reviews-Saint_Germain_des_Pres_Quarter-Paris_Ile_de_France.html
Chiado (Lisboa)	https://www.tripadvisor.co.uk/Attraction_Review-g189158-d195824-Reviews-Chiado-Lisbon_Lisbon_District_Central_Portugal.html
Barrio de las Letras (Madrid)	https://www.tripadvisor.co.uk/Attraction_Review-g187514-d8090760-Reviews-Barrio_de_Las_Letras-Madrid.html

Source: Study authors

uploaded reviews about the entire neighbourhood, not about particular locations within the neighbourhood. Nevertheless, in the case of London, the neighbourhood's URL serves as a container for OTRs about specific locations, such as restaurants, accommodations and attractions within Bloomsbury. For the purpose of this paper, we decided to only download OTRs related to tourist attractions.

After downloading the individual reviews from the URL, the next step was to pre-process the data to ensure that everything was analysable. To achieve this, we extracted html data from the pieces of information that were relevant to our analysis, specifically the individual ID for each review, the location, the name of the reviewer, their country of origin, the score they gave, the date they left their review, the language in which the review was written—all were written in English—and the title and text of their review. Each visitor's country of origin was unstandardised, because the website mixes countries, regions and cities; for this particular variable, we therefore sought to simplify the visitors' countries of origin. All this information was then included in four Microsoft Excel documents (i.e., one document for each city).

After this, we needed to identify and extract reviews that were associated with the underlying literary layer of each neighbourhood—that is, reviews that commented on experiences linked to the literary landscape. To achieve this aim, we designed the following search query, which consisted of nine words related to literature: (literar* OR literat* OR poet* OR writer* OR book* OR novel* OR author* OR intellect* OR librar*). In this search query, we used an asterisk to include all possible word endings. To complete this search query, we also conducted a word count for all the review text for each city; if we found a literary concept beyond the search query between the most frequent words after the word count, we added them to the previous search query. For example,

we added ‘Hemingway’ in the Paris search query, ‘Dickens’ for London, ‘Cervantes’ for Madrid and ‘Pessoa’ for Lisbon.

Using this strategy, we obtained four search queries—one for each city—which we applied to each Excel spreadsheet using NVivo software to obtain a preliminary list of literary OTRs. After applying the search query, we engaged in a critical reading of the selected reviews to confirm that each discussed the neighbourhoods’ literary landscapes; for example, reviews that included the word ‘book’ as a verb (e.g., ‘book a tour’ or ‘book a table’) were dismissed.

Next, we developed a descriptive quantitative analysis to compare, on the one hand, possible differences in the satisfaction scores of general visitors versus literary visitors. And, on the second hand, we selected combining the variable score with the variable country of origin to differentiate national and foreign visitors, as well as visitors coming from countries with the same national language as the official language of each neighbourhood (i.e., English in London, French in Paris, Portuguese in Portugal and Spanish in Spain) and visitors from other countries to determine whether language was a factor that affected their satisfaction.

Finally, we developed a deductive content analysis using the text of the literary OTRs. Considering that literary tourism resources could be grouped into the following five groups: places linked to the author, places linked to the plot, literary events, commemorative places (i.e., statues) and other locations that also contributed to the neighbourhoods’ literary environment (Osácar-Marzal & Arcos-Pumarola, 2021), and being aware of the important role that bookshops and libraries play within the literary atmosphere of an urban destination, we classified these establishments in independent categories; consequently, the deductive content analysis included seven different categories.

FINDINGS

The findings section is divided into two subsections due to the use of both quantitative and qualitative methodologies. The quantitative section will detail the visitor satisfaction analysis according to diverse variables, and the results are progressively introduced according to the different analyses.

Table 2. Descriptive statistics

	Mean	SD	Min	Max	Obs.
London_score	4.62	0.70	1	5	46,502
Paris_score	4.67	0.57	1	5	3,196
Lisboa_score	4.50	0.65	1	5	1,650
Madrid_score	4.53	0.76	2	5	62

Table 3. Literary observations

	Literary Observations	% of Literary Observations	Non-Literary Observations	Total Observations
London	2,250	4.87	44,252	46,193
Paris	302	9.45	2,894	3,196
Lisboa	97	5.89	1,553	1,647
Madrid	22	35.48	40	62

QUANTITATIVE ANALYSIS OF LITERARY TOURIST SATISFACTION

Table 2 delineates the descriptive statistics of the collected reviews before the search queries were applied to the selected literary online reviews. Most of the reviews were from London's Bloomsbury neighbourhood, because the city of Madrid had garnered fewer reviews; the fact that Bloomsbury was the most-reviewed territory by a large margin could be explained by our selection of the English version of TripAdvisor, which may have resulted in an over-representation of English destinations, and because the website structure for Bloomsbury included reviews of each attraction, rather than only the neighbourhood itself. The city scores of the four analysed neighbourhoods were similar, with less than a two-tenths (i.e., 0.17) difference between the maximum-valued neighbourhood in Paris and the less-valued neighbourhood in Lisbon.

After applying the selection criteria, we found a total of 2,671 literary reviews, which implies that 5.23% of the total number of downloaded reviews were associated with the literary landscape. As is shown in Table 3, the percentage of literary reviews was particularly significant in Madrid. Of course, the specific literary relationship with this neighbourhood, which its name makes explicit—Barrio de las Letras is translated as 'Literary Quarter'—is the primary reason for the high percentage of literary reviews

Table 4. Literary and non-literary review t-tests

	Non-Literary Reviews Mean (SD)	Literary Reviews Mean (SD)	p-Value	Significance
All cities: score	4.625 (0.693)	4.579 (0.703)	0.001	***
London_score	4.626 (0.700)	4.570 (0.724)	0.000	***
Paris_score	4.674 (0.576)	4.662 (0.557)	0.732	
Lisboa_score	4.497 (0.657)	4.526 (0.614)	0.658	
Madrid_score	4.475 (0.847)	4.636 (0.581)	0.380	

Note: Statistical significance: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Robust standard errors in parentheses

under this tag. Saint-Germain-des-Près in Paris also had a high percentage of literary reviews, compared to the total number of reviews, so we also considered it to be a prominent literary area.

Due to the difference in the number of reviews, we decided to analyse the literary review scores destination-by-destination according to the following three steps.

First, the mean score of literary reviews and non-literary reviews was calculated to determine whether literary visitors were more or less satisfied with their experiences than non-literary visitors. The data presented in Table 4 shows that non-literary tourists evaluated their experiences nearly 0.05 points higher than literary tourists ($p = 0.001$). This was mostly due to the London OTRs, which outnumbered the other cities. Table 4 also demonstrates that the statistical significance between the means of literary and non-literary reviews was only valid in the case of London ($p = 0.000$).

We then assessed whether language was a factor that could ease literary awareness of visitors, which served as a significant variable in visitor satisfaction. To achieve this aim, we conducted two different analyses that considered only literary OTRs and divided them according to the country-of-origin variable.

We formed one group for each city with literary OTRs written by people who came from countries that shared the same national language as the destination and another group for each city that included OTRs written by people from other countries; in other words, we selected Spanish-speaking countries for Madrid, French-speaking countries for Paris, English-speaking countries for London and Portuguese-speaking countries for Lisbon. We then calculated the mean scores and compared the mean of both groups for each city; these calculations are shown in Table 5. Notably, Madrid does not appear in the table because within its OTRs were only written by international visitors, and the results there-

Table 5. Scores considering National-language and non-national-language speakers

	National-Language Speakers Mean (SD)	Non-National- Language Speakers Mean (SD)	p-Value	Significance
London_score	4.559 (0.736)	4.637 (0.637)	0.057	*
Paris_score	4.660 (0.618)	4.665 (0.544)	0.957	
Lisboa_score	4.833 (0.381)	4.425 (0.644)	0.000	***

Note: Statistical significance: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$
Robust standard errors in parentheses

Table 6. National and international visitors

	National Visitors Mean (SD)	International Visitors Mean (SD)	p-Value	Significance
London_score	4.528 (0.769)	4.614 (0.670)	0.004	***
Paris_score	4.636 (0.658)	4.664 (0.550)	0.848	
Lisboa_score	4.889 (0.323)	4.443 (0.635)	0.000	***

Note: Statistical significance: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$
Robust standard errors in parentheses

fore did not differ from those in Table 4. Table 5 shows that results are widely divergent for the three remaining cities. While the results for Paris were non-significant, London visitors coming from countries without English as official language graded their experiences slightly better ($p = 0.057$); the opposite was true, however, in Lisbon, where Portuguese-speaking visitors scored their experiences nearly 0.4 points higher than their experience ($p = 0.000$).

We then proceeded with a similar analysis, except the literary OTRs were divided into two groups: the first group only included national visitors, and a second group included international visitors. While the results were similar to those of the previous analysis (see Table 6), it should be noted that the differences between national and international visitors were accentuated. For example, national visitors to London scored their literary experiences lower than visitors coming from English-speaking countries, with a significantly greater difference between national and international visitors ($p = 0.004$) than in previous analysis; and national visitors to Lisbon were more satisfied with their experiences than tourists from Portuguese-speaking countries, with a significant difference between national and international visitors ($p = 0.000$). This could plausibly be due to the international appeal of English

Table 7. Literary OTR categorisation according to link to different literary resources

	Place Related to author	Place Related to Plot	Literary Events	Commemorative Spaces	Bookshop	Library	Other Locations
Madrid	12	0	0	9	1	0	0
Paris	139	10	0	1	109	1	14
London	823	63	5	9	525	416	100
Lisboa	31	0	0	24	36	0	2

literature, unlike Portuguese literature, which would increase the literary awareness and familiarity of international visitors to London literary locations.

LITERARY ATMOSPHERE IN LITERARY DESTINATIONS

After the quantitative analysis, we conducted a deductive content analysis using the literary OTRs of each destination; OTRs that did not indicate a particular literary resource were not considered. The results of this deductive content analysis are presented in Table 7.

As it relates to the main attractions that were identified after our qualitative analysis of the reviews, we concluded that the principal connections literary tourists made with each neighbourhood were places linked to specific renowned authors and the existence of a high number of high-quality bookstores—or libraries, in the case of London. These locations nevertheless contributed to the creation of a literary atmosphere, which is highlighted by the following OTR: «One of the best areas to walk. It is nice to see the bookstores full of people [discussing] the latest books» (P-866)¹.

Literary plot only seems to appear in the mind of literary travellers when they are able to make specific connections. One reviewer wrote, «My daughter enjoys Ben Aaronovitch's Rivers of London books. [Because] this square [is featured] in the books she was keen to see it» (Lo-43897). In the case of literary events, we only found five London reviews for recitals in the British Museum, but we were unable to identify a major literary event in any of the analysed reviews. Finally, some reviews highlighted the existence of statues, such as the famous blue plaques in London or literary quotes on the streets in Madrid, which reinforced the territories' ties to particular authors, as this visitor highlighted: «It's nice to wander around and there are a number of 'blue plaques' in honour of former famous residents» (Lo-42742).

¹ To quote parts of the analysed online travel reviews, we used the following code: The initial letter refers to the destination, and the number identifies the review in our database.

As it relates to general trends of the OTRs' thematic content, the main assets of each literary destination were considered. For Bloomsbury, the figure of Charles Dickens and his museum, the British Museum (its library, the bookstore, its singular books, etc.), the Bloomsbury group presence and various bookstores are the main literary assets. For Saint-Germain-des-Près, cafes were found to be the primary protagonists to the virtue of the famous authors who haunted them; bookstores have also contributed to the creation of a literary landscape in this area, and it is worth mentioning that famous stories, such as the film *Midnight in Paris* and *The Da Vinci Code*, also added new layers of meaning to this area. For Chiado, there are two main attractions: The statue of Fernando Pessoa and the Bertrand Bookstore, which is the oldest bookstore in the world. Finally, for Madrid, the literary house museums of Cervantes and Lope de Vega and the literary quotes painted on the streets were popular attractions.

DISCUSSION AND CONCLUSIONS

The aim of this paper was twofold: to analyse whether the satisfaction of literary visitors differed from that of 'regular' tourists and evaluate the effect of a visitor's nationality or familiarity with a shared heritage on their respective levels of satisfaction; and to identify which type of literary location plays a prominent role in the configuration of literary tourism landscapes.

As it relates to the first objective, we concluded that the results were widely divergent for each destination. While national literary tourists to London presented a lower level of satisfaction than international visitors, Portuguese literary tourists were considerably more satisfied with their Lisbon experiences than international visitors were; this may be due to foreign visitors who were more familiar with English literature than Portuguese. As Busby and Shetliffe (2013) asserted, foreign literary visitors may be more aware of literary traditions with a more significant international scope than national visitors. This may be relevant to the development of literary tourism in different territories, especially in destinations with a literary tradition that is not internationally renowned; in these cases, promotional campaigns and didactic strategies to increase literary awareness are necessary to improve literary tourist experiences (Busby & Shetliffe, 2013; Hoppen et al., 2014).

The notable relevance of places associated with authors in literary tourism experiences is an answer to the second aim of this ar-

ticle. The development of literary house museums may therefore be a viable first step when building a literary tourism destination, because these facilities provide visitors with knowledge and an intimate experience that can help them to visualise and interpret additional literary locations linked to their scope (Strepetova & Arcos-Pumarola, 2020).

Moreover, the role of autonomous stakeholders such as bookstores and libraries in enhancing literary tourism experiences cannot be ignored. As our results showed, these facilities are omnipresent in the literary tourist's gaze, because they serve as an extension of literary heritage. As such, destinations should actively integrate these entities into literary tourism offers and view these places as agents that complement the literary experience in urban spaces.

This study focussed on various aspects related to complex literary tourism experiences. While it seems as if a visitor's familiarity with a given literary destination influences their satisfaction, our exploratory approach was limited by both its geographical circumscription and our inability to classify visitors' profiles beyond their country of origin. More research is therefore needed to examine the relationship between literary awareness and the satisfaction of literary tourists; future research lines may include, for example, case studies with famous, significant literary events such as Dublin (i.e., Bloomsday) or Barcelona (i.e., Sant Jordi) to determine whether these major literary events are included when configuring literary tourism experiences. Furthermore, including qualitative methodologies to further evaluate the way literary awareness affects tourist satisfaction in various literary contexts. Finally, examining best practices in case studies to foster visitors' literary awareness through didactic initiatives may be a point of interest for destinations seeking to build a solid literary-tourism offer that will attract national and international visitors.

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