

RURAL TOURISM AT «ARQUITECTURA NEGRA VILLAGES» (GUADALAJARA-SPAIN): DEMAND ANALYSIS

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One of the main targets of Rural Tourism development is to generate income from Tourism Industry, to keep traditional activities and life's way. In this case, village's population can afford to maintain works in agriculture and farming.

But, what does this resident population know about the tourist? Is profitable Rural Tourism? What kind of requirements do the rural tourists need?

That's the reason why we designed a demand study in a rural area in Guadalajara, because we think that there is a motivation to travel to this place but the Arquitectura Negra Villages are not yet qualified enough for Rural Tourism development. The first step is planning and developing a Demand Survey and then we can put the result into practice.

We designed a survey with 20 questions to ask the tourists about their motivation to travel, how they had planned the trip, the amount of money they would spend in the area, if they were satisfied or not, among other questions. On the basis of this information, we used factor analysis and cluster analysis to be able to identify four groups of tourists, according to the characteristics that make all of them different from the others.

The four clusters identified were the following: Cluster number 1 has identified the individuals satisfied with local population but they spend little money on the destination. Cluster number 2 collects all the individuals with more expenses at the villages belonging to the Arquitectura Negra. Cluster number 3 corresponds to the loyal ones, devoted to the destination. Finally, Cluster 4 identifies individuals coming from not closest locations and looking for activities for children and families.

THE FOUR GROUPS

1. The Savers:

The vast majority of this group comes from Madrid, they usually go back to the area with other adults, but seldom with children.

Before travelling, they don't use to plan it. The leisure time and the price are the main reason to visit these villages, so the activities that they make are visiting the popular architecture and other natural resources.

From our experience, we realized that this kind of tourists goes on a guided tour to the Arquitectura Negra, so, they only visit the main villages which roads are accessible. They pay to hire the bus and for a special menu, and because they are a big group the menu's price is so small.

The main characteristic of the savers is that they don't spend any money in accommodation and handicraft, and moreover the diet's expenses are so limited.

The «savers» are not so satisfied with roads and signals although they are very pleased with local population.

This kind of travelers doesn't seem interesting from the local point of view because they don't bring return incomes to the local population.

2. The Spenders

For the most of them is their first time in the area, they don't use to travel with children but they use to do it with other people. Most of them have a University degree.

Before travelling, they use Internet to get some information about the rural place and to plan their trip. The reason to visit these villages is mainly to enjoy their leisure time, cultural and natural resources, but never the price.

This group is called «the spenders» because most of them stay overnight in rural accommodation and also, they book it before the trip, almost always by Internet. This type of accommodation is another reason to come to the Arquitectura Negra. They also spend a considerable amount of money in local cuisine and handicraft.

Because of these reasons, we think that the second group is so profitable for the area and it is so significant to know their needs and to be able to satisfy them.

3. «The most faithful visitors to the destination»

Most of these tourists live in Guadalajara and they don't stay overnight in this destination. This means that this kind of tourists visits the place only for a day. Furthermore, they prefer to go with more people but without children. In their opinion, the main reasons for traveling are the natural resources and the popular architecture.

In general, this group of tourist doesn't spend a lot of money in the area. So we suggest inducing them to spend more money in activities, local cuisine, accommodation...

We also know that these visitors will recommend the destination to their family and friends. This is a very interesting issue because it is free and effective advertising.

To conclude we can say that there is a need to reflect about strategies to attract more tourists to the Arquitectura Negra villages because we found that there are a lot of people who have developed loyalty to this destination. We know their motivations for traveling. Therefore, the natural resources and the architecture should be improved because these factors are the favorites for the tourists. The main target is to attract a different tourist

profile, one who spends a bigger amount of money in the area and particularly able to understand its necessities of sustainability advances.

4. «The families fond of leisure»

These families aren't coming from Guadalajara or Madrid. They live in another place. This is quite remarkable as they are the only ones who do not come from the closest provinces. They prefer travelling with children to this area.

Furthermore, they like travelling for leisure. In addition they like the local cuisine and the cultural resources. We think that this destination has not many tourist opportunities for children and families. So this situation has to change because there are tourists especially interested in the area and for the area whose motivations are not satisfied. If they are not fully satisfied with the destination, they will do bad recommendations. Therefore, the supply of the area must be sufficiently prepared, diversified and adapted to these four types of tourists.

In conclusion, concerning this kind of tourists, we know the kind of people who visit the area. So we can develop a lot of things to satisfy this demand. For example: building playgrounds, designing routes for them...

Before demand study, we also did another one of supply. We found that there is enough supply but it is very similar. We thought that restaurants, accommodation, adventure activities companies... need to specialize on each type of customer, and consequently, diversify the supply. This is the main problem, there is supply but they don't know anything about their customers.

In short, after the development of our survey we know better about all aspects of our visitors, so we have to be able to suggest improvements and implement them. Our goal is to meet them all and offer many things for them to do in the area.

CONCLUSION

The Arquitectura Negra's villages need a kind of tourists who spend some money in local activities. In that way, the local population can work in agriculture and farming and also, they can develop Rural Tourism projects as a second source of income. This activity helps to maintain people living in rural areas and can attract other people to rural environment, also keeping up the old traditions and these traditions are another tourist resource to visit the place. From our point of view, this is the way to create and maintain Rural Tourism and constitutes a must for every stakeholder.

