

Humanistic Tourism, is it a true possibility?

# **Role of dignity and well-being in the value proposition of tourism**

Claudio Bacarani – Università di Verona  
Cagliari, Università degli Studi, 13 ottobre 2015

# Key words-agenda:

- 1) Tourism
- 2) Dignity
- 3) Well-being
- 4) The words that flow in a humanistic tourism perspective
- 5) The humanistic tourism behavior in the creative approach of the opposites

# 1) Tourism

Tourism has at least three meanings:

- a) practice of visiting places other than where you live
- b) set of tourists (for example, Japanese tourism in Italy)
- c) activities organized in order to make possible the tourist experience (such as transport, accommodation, food, souvenirs, places with their attractions and so on)

# 1) Tourism

The Tourists do exist

The Tourism, as an organized activity to make the tourism possible, actually, does not exist

# 1) Tourism

Travelling for tourism is a pathway that goes through different steps, in a simplified scheme:

- planning and preparation of the trip
- Journey
- arrival in the planned place
- activities in the planned place
- continuation of the journey or return.

# 1) Tourism

In each of these phases the tourist gets in touch with several organizations.

In a very short time span the tourist experiences the services provided by a number of operators, that are usually not linked each other and that often work in a limited perspective to their own convenience and self-interest.

# 1) Tourism

Really, companies operating in tourism, either private or public, seem a network only if you look at them from a distance, actually they are not a network but a constellation: one can see it as something linked but there is no actual connection between the single stars.

This means that there is a problem of coordination among tourist organizations and this should be taken into account when looking for a humanistic approach to tourism.

## 2) Dignity

Dignity can be defined as “the respect that a person associates with his own feelings from the moral, social and human point of view”.

Each person has a different interpretation of the sense of dignity with respect to different situations in life and this is also true in the case of tourism.

## 2) Dignity

The dignity of tourists is bound to the trip and its objectives and it is linked to several factors:

- Personal safety
- Emergency Assistance
- Respect, especially for foreigners
- Diversity protection
- Welcome from the people visited
- Chance to interact with the local culture
- General information in visitors own language or languages most widely .....

## 2) Dignity

.....

- Cleaning and hygiene of vehicles and facilities used
- Clarity and honesty in the service offerings
- Instructions on how to visit the desired places without excessive crowds
- Welcoming and comfortable environment
- Maintenance of promises

## 2) Dignity

Dignity can be meant as the minimum level of performance that must be ensured.

So, the taxi fare discrimination for foreigners and the restaurant menu written only in Italian language are not forms of dignity respect.

## 2) Dignity

Tourists, however, in their turn have to respect the place and the dignity of those who live and work in it. Dignity is a need felt by everyone.

So shouting people, wasting tourists, "hit and run" tourism are not respect for the dignity of those who live in the place visited.

# 3) Well-being

Means living good experiences, in our case the touristic experience.

Feeling good depends on a variety of factors:

- From the technical quality, which is the benefit assured,
- From the relationship with the persons in charge for services in the tourism sector
- From the relationship with the local people
- From the relationship with other tourists
- From the tourist behaviour itself

# 3) Well-being

We are in the field of services and the services are co-produced by the user: so, the German tourist in Sicily or Sardinia who wants to drink the same beer served in Germany does not act in the direction of the production of well-being.

# 3) Well-being

Well-being is achieved when the level of perceived quality exceeds the level of expected quality and goes towards quality dreamed.

# 3) Well-being

We have four levels of quality in the eyes of the tourist:

- The implicit quality, which is taken for granted (there will be the transport, hotels, restaurants, museums, facilities and so on in the place visited).
- The quality expected, what is expected from the visit
- The unexpected quality, which exceeds expectations
- The quality dreamed, which goes beyond the wider expectations

these different levels define the power of attractiveness of the proposals made.

# 3) Well-being

Perceived quality is a mental synthesis of the levels of quality that the tourist experienced going through the tourism industry and its multiple operators.

Obviously, quality needs to be evaluated considering a specific price-quality ratio.

Well-being is a multiplier of attractiveness of an area that adds to the attractiveness of the cultural, historic and scenic area.

## 4) The words that flow in a humanistic tourism perspective

- smile
- respect
- grow
- improve
- enrich
- explore
- listen
- dialogue
- notice
- know
- read
- imagine
- interact
- welcome
- understand
- tolerate
- communicate
- educate

## 4) The words in some aphorisms

“Life is a journey and who travels lives twice”,  
Omar Khayyam

“Like many travelers I have seen more than I  
remember, and remember more than I have  
seen”, Benjamin Disraeli

“The traveler sees what he sees, the tourists  
what they came to see”, Gilbert Keith Chesterton

# 5) The humanistic tourism behavior in the creative approach of the opposites

Tourist:

- Go fast, you have to be quick, don't waste your time, there are many things to see
- Take a picture of everything, you do not have time to watch
- Try to do as many things as you can, you'll have much more things to tell your friends
- Do not talk to local people, it is a waste of time
- Do not ask someone to take a picture, better take a selfie, avoid talking to people you do not know, and so on.

# 5) The humanistic tourism behavior in the creative approach of the opposite

Tourism operator:

- Service is not included in the bill, I need a tip
- It's not my duty, I cannot do anything
- Site closed for sudden employee assembly
- The information on the heritage are only costs, better cut them
- Do not underline the typical courses on the menu could be difficult to explain it to foreign tourists and ask for a long sitting time and so on.

Thank you so much  
for your attention!