Old Havana: Tourist use and perception of its image as an urban destination

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ABSTRACT

In recent years, tourism has been playing an important role in global economic development, and is extremely important in territorial planning processes. As a result of new tourist trends, urban tourism has increased, representing a big challenge for historic cities: the preservation of their cultural legacy. Old Havana, declared a World Heritage site in 1982, is the subject of this paper that analyses territorial planning processes and tourist use of its Historic Centre. Additionally, the image of Havana as an urban destination from the perspective of the Spanish market, the principal source

of tourists to Havana city, is evaluated. The results show that territorial planning is based on sustainable tourism strategies, but themes like the carrying capacity of the destination require further investigation. The research concludes that Spanish people expressed a great interest to visit Havana although their information level was considered medium-low. The key attraction for them was cultural tourism and the population, the music, the Historic Centre and the lifestyle were identified as the distinctive elements of the city.

Keywords: Historic City, Territorial Planning, Tourism, Image.

RÉSUMÉ

Ces dernières années, le tourisme a joué un rôle important dans le développement économique, et il est extrêmement important dans les processus de planification territoriale. À la suite de nouvelles tendances touristiques, le tourisme urbain a augmenté et la préservation de leur héritage culturel est un grand défi pour les villes historiques. Vieille Havane, déclaré site du patrimoine mondial en 1982, fait l'objet du présent document qui traite des analyses de planification territoriale et de l'utilisation touristique de son centre historique. En outre, l'image de La Havane comme une destination urbaine du point de vue du marché espagnol, la principale source de touristes à la ville de La Havane, est évaluée. Les résultats montrent que la planification territoriale est fondée sur des stratégies de tourisme durable, mais des thèmes tels que la capacité de charge de la destination exigent une enquête plus approfondie. Les résultats montrent que les Espagnols ont exprimé un grand intérêt à rendre à la Havane, bien que leur niveau d'information a été jugé moyen-doux. Le pôle d'attraction majeur pour eux est le tourisme culturel et la population, la musique, le centre historique et le mode de vie, ont été identifiés comme les éléments distinctifs de la ville.

Mots clés: Ville historique, l'aménagement du territoire, du tourisme, Image.

INTRODUCTION

Urban problems and challenges for urban governance have resulted in increasingly complex urban systems in recent years. Consequently, the operation and development of cities require updated methods to elaborate territorial and urban politics. The key elements of the new urban planning and management are: increasingly diverse urban actors, rapid urbanization and migration into cities, the incorporation of new urban functions, the demand for citizen participation in the urban process, technological change and the need to be increasingly competitive. During the last decade these factors have resulted in the development of new strategic urban plans to complement traditional planning.

Tourism is one of the sectors that is growing in importance in terms of regional economic development (OMT, 1998; Kandampully, 2000). As a result, the new territorial plans have focused on the tourist sector, either as a preferred specialization or as a complement to other activities. In this context, historic cities are becoming more important for tourist purposes. Cultural tourism has increased in importance and is now an essential element in the life and urban recovery of important historic areas. Developing this as part of a city development strategy is not easy; specialization has become a limiting factor to consolidate tourism as a sustainable growth alternative at socio-economic, territorial, environmental and cultural levels. (Patullo, 1996).

At a basic level, tourist destinations compete through the image perceived by potential tourists in comparison with the rival destinations (Baloglu and Mangaloglu, 2001). Consequently, to get a competitive position requires the development of a positive image in target markets (Gartner, 1993; Baloglu and McCleary, 1999). Only in this way can cities become a preferred destination for the tourists during their selection processes. The lack of differentiation between Latin-American and Caribbean destinations as a result of a similar tourist development model and offer has led to an intensification of competition in the region. This is one reason why it is so important for Cuba to promote a different cultural tourist product.

The Historic Centre of Havana, declared a World Heritage site in 1982, is the main cultural attraction in the country, accounting for 48% of national

tourist demand. The Havana Historian Office has identified tourism as a key way to promote development. However, in spite of moving towards a sustainable tourism approach, understanding the profile of tourists and their demands is important. Key issues relating to the quantification of visitors (tourists and excursionists), their profile (origin, motivation, sex, expense, etc.) and their perception of the city image as an urban destination need to be considered. Taking this into account, the present paper will analyse tourist use in Old Havana and evaluate its image as an urban tourist destination from the perspective of the Spanish market.

METHODOLOGY OF INVESTIGATION

Primary and secondary sources have been used in this project. A wide-ranging bibliography as well as statistics from the National Statistics Office of Cuba (SNO) was consulted. Additionally, the results derived from my personal survey on the image of Havana were utilized as primary data.

The principal aim of the questionnaire[1] was to investigate the major attractions in the city and to evaluate more general aspects such as: access, mobility, tourist services and local population. The Spanish market was chosen as a focus because it is the primary source of tourists to Havana. According to the SNO, Spanish citizens represented 21% of the total overnight stays in the city in the 2003-2008 period. Both image components (cognitive and affective) were evaluated using a combination of structured and non-structured techniques. Scale questions included in the survey were scored between 1 and 5.

The key methodological approach is outlined in table 1 below:

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[1]Annex 1. Havana Image questionnaire

Table 1. Technical specifications of Havana's Image.

Characteristics	Survey
Universe	The Spanish are the populationunder study
Geographic Scope	Spain
Period	March – April 2010
Sampling Method	Non-probabilistic sampling by quota
Sampling Error	5%
Confidence Level	95 % (k=2) for the worst casep=q=0,5
Sample Size (n)	For an infinite population $$n=\frac{k^2 * \sigma^2}{E^2}$$ For K=2E= 0,05and $\sigma^2 = p \times q= 0,25$ **n = 400**

Source: Author

Since applying the questionnaire in all Spanish cities would be difficult, Santiago de Compostela was selected as the fieldwork site. This developed on previous work undertaken by the Santiago University[2]and the working period chosen was Easter Week to capture tourists there during the Holy Week Holidays. This meant that a more diversified sample of the Spanish population could be approached. Processing of results was done using the statistics program, SPSS (Statistical Package for the Social Sciences).

HISTORIC CITIES: CONCEPT, TOURIST USE, AND IMAGE

Worldwide cultural destinations are sites where monumental and historic-artistic riches are the principal attractions. They are generally cities that have conserved their Historic Centres without great modifications or with a sympathetic approach to retaining traces of different past epochs (Salinas and Echarri, 2005). The Historic Centre of a city constitutes its symbolic space and it largely represents the collective history of the society that lives there. It could be considered as a text where vestiges of the past, are present

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[2]Pérez, Y. (2010): Máster Tesis "Turismo en Centros Históricos: El caso de la Habana-Cuba." Facultad de Ciencias Económicas y Empresariales, Universidad de Santiago de Compostela.

in the actual scenery, revealing the city and its inhabitant's history (Levy, J. P., 1987). This cultural reality is a spatial reflection of various social formations, and contribute to the urban identity.

Historic Centres are defined by a marked multifunctional character but can be characterized in different ways. Three functional typologies are defined:(Troitiño, M. A., 1992):

- Old Towns that are no longer the economic centre but retain a symbolic and cultural centrality.

- Old Towns that support certain functional and patrimonial centrality.

- Old Towns that continue being the functional centre of the actual city.

Historic cities have been enhanced as tourist destinations, within the general context of the growing attractiveness of cities as tourist attractions. While cities have traditionally been attractive destinations, nowadays, the set of factors favoring historic cities growth as tourist destinations is very wide and it's is determined not only by changes inside the own sector but also by exogenous variables. Within the first the fragmentation of vacation time is a key factor, and a progressive segmentation of motivations that support tourist movements and the emergence of new products and destinations. Among the factors not directly related to tourism, but that affect the magnitude and profile of demand are a general increase in interest in culture, general changes in mobility patterns, technical progress applied to travel, etc.

Ashworth (1995) argues that the growing interest in tourism and historic cities are the result of the actions of three key actors: tourist industry awareness of changing demand and the development of new products; cultural managers, who perceive tourism as a complementary source of income when public subventions are retracted; and specially local governments, that want to sustain physical and functional renovation of certain urban areas focused particularly on the leisure of residents and visitors. Tourism, culture and site, form the three triangle vertices. Numerous researchers worldwide have been interested in the study of tourism in historic cities. Principal investigation lines have been focused in: patrimony aspects, visitor flows, environment, traffic and mobility, economy, etc.

The analysis of visitor flow and profile, as well as their motivations and the use they make of the city, together with the establishment of carrying capacity limits for cities and monuments are key topics for designing sustainability strategies (Calle, 2002). Hard measures (physical limitations and penalties) and soft measures (coordination, accessibility and mobility, urban planning, differential promotion, etc.) can be investigated. The latter are generally the easiest adapted for urban sustainability provided that crucial matters like accessibility and visitor flow regulation are discussed.

Additionally, understanding tourist perceptions of city image are crucial in setting marketing strategies for the international market. From a psychological point of view, tourist destinations are considered a mental construction based on an evaluation process of information from various sources about that place (Reynolds, 1965; Gunn, 1972). As a result of this process the destination image is defined, a concept that has been the focus of much attention over the last two decade, as it is a key determining factor in the selection of holiday places (Gunn, 1972; Baloglu and MaCleary, 1999).

Traditionally tourist destination images have been understood based on peoples beliefs and knowledge about the attributes or characteristics of a particular site.(Baloglu and Brinberg, 1997; Baloglu, 1999). However, there is now a growing awareness of the presence not only of beliefs which determine the cognitive component of image, but also affective evaluations in the individual's perception of the tourist destination (Kim and Richardson, 2003; Pike and Ryan, 2004). These last, actually correspond with the individual's feelings toward the place (Chen and Uysal, 2002).

Crompton and Ankomahl (1993) point out that definitive selection of a destination is produced under the influence of external and internal information and cognitive constructions. The major influence comes from social stimuli to which tourists are exposed (real visits, advertisement, other people's experiences). Internal ones depend on personality, lifestyle and on motivations and attitudes toward travel. With regard to cognitive constructions, they represent the integration of both types of data. In summary, it can be argued that the image of a site is highly related to the tourist advantages offered compared with initial expectations and the requirements of visitors before and after the visit, whether conscious or unconscious.

Structured and unstructured approaches can be taken to understanding the destination image held by tourists. In the first, a multi-attribute approach is adopted where the researcher identifies in advance a group of attributes more or less common to all destinations (Echtner and Ritchie, 1991, 1993). After that, individual perceptions of each attribute are measured using a likert scale, so the common image component of a certain destination can be obtained. Unstructured techniques are based on using open questions that allow individuals to make free descriptions of the destination (Reilly, 1990; Tapachai and Waryszak, 2000). Thus, this technique provides a more holistic view about the place as well as the characteristics that make it a unique and distinctive destination – unique image components (Echtner and Ritchie, 1993).

According to the methodology proposed by Echtner and Ritchie (1993) both techniques can be used together to capture all components of destination image and this has been done in recent research (Choi, Chan y Wu, 1999; Baloglu and Mangaloglu, 2001; Bigné and Sánchez, 2001; Hui and Wan, 2003; O´Leary and Deegan, 2003; Hsu, Wolfe and Kang, 2004). Studies related to city image constitute a significant tool in tourist planning, because they provide information about the actual perception of the destination, from which it can be determined where efforts must be guided to achieve the desired objectives.

HAVANA: TERRITORIAL AND TOURIST PLANNING

Frequently, the development of tourist equipment, infrastructures, types of accommodation and tourist space configuration is problematic (Donaire J.A.et al, 2005). Generally the planning of tourist spaces has been deficient, although in recent years there has been a higher degree of organization and planning of these areas. The basic planning instrument of urban spaces is the General Urban Ordination Plan (GUOP). The GUOP is a regulatory framework that defines general objectives of municipality growth, delimits the areas that should be a focus of growth and proposes the urban criteria (volumes, heights, types of facades, colours, etc.) that should be adopted. The most recent regional plans have introduced the "tourist via" as a priority axis in spatial development (Norrild, J., 2006). These new plans value the

identity of urban and natural spaces, tend to limit growth capacity, and promote recreational strategies that foster urban projects and incorporate periurban natural space into the municipal recreational offering.

The Territorial Planning of Havana

In Cuba during the so-called "special period" of the 1990s, a number of territorial, economic and social decisions forced a return to policies promoting agriculture and industry. The General Urban Ordination Plan of 1997, demonstrates a change in approach to the economic development of the country and, therefore, of Havana. In that new context, capturing international tourism became a priority objective. Facilitating this was the encouragement of partnerships with foreign capital, the creation of free zones, development of new equipment and infrastructure and the promotion of small enterprises to improve services to tourists (Ponce, 2007).As part of this new approach, urban planning in Havana began to adopt more flexible legal instruments, through special or local planning, to address problems.

In summary, the new plan proposed more balanced urban development in order to avoid the daily internal migrations between different functional parts of the city. Residential functions were encouraged in the centre where tertiary use primarily prevailed and the development of more infrastructure and services in peripheral neighborhoods was encouraged to create well-structured community zones at the pedestrian scale. As part of this commitment, priorities such as re-instating jobs at the district scale and improving the urban image to create symbolic as well as functional value were proposed. The second *Strategic Plan for Economic and Social Developmentof the Capital 2001-2003* identified similar objectives to any strategic plan. These were based on efficacy, competitiveness, habitability and sustainability (Pérez and García, 2001):

"To elevate the quality of city government management in economic and administrative activities, in order to improve financial capacity, efficacy and efficiency in the use of available resources and to enhance the city's economy. To ameliorate the quality of life of citizens, to restore the built heritage, to increase environment quality and urban services. To stimulate a major citizen involvement in decisions and to fortify local government

structures. To promote national and international projection of Havana in cultural, sport, scientific spheres, among others.

The Master Plan for the Old Havana Historic Centre emerged as part of these projects aimed at designing the city in a more strategic manner.
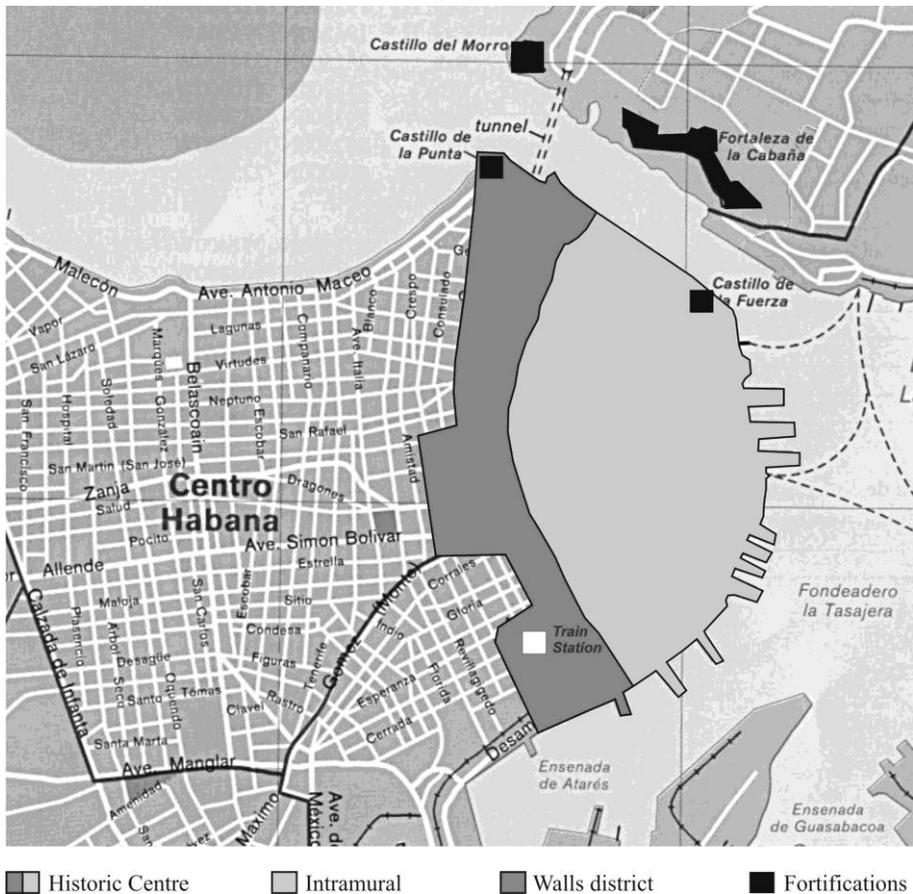
The Old Havana

The Historic Centre of Old Havana extends to 2.14 sq.km and occupies 50% of the municipal territory. It has a population of 66,752 habitants (70% of Old Havana municipality)[3]. It is comprised of two zones clearly differentiated from the urban point of view: the old intramural city, and the surrounding band that was urbanized after the demolition of the city walls and built between the mid-nineteenth and the early twentieth century.

As is illustrated in Figure 1, intramural Havana extends from the western margin, including the current sea border, to the axis through which flowed the old land wall. The other zone is integrated by Murallas district that includes from San Salvador de la Punta Castle to the Railway Central Station yard. In addition, the fortification system of Havana bay is also part of the Historic Centre.

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[3] Oficina del Historiador de la Habana [On line] <http://www.ohcu.cu> [Query: December 20, 2009].

Figure 1. Delimitation of the Havana Historic Centre. Sustituido por nuevo

Source: Own elaboration using material from Perry-Catañeda maps collection. University of Texas.

The Old Havana suffered a serious decline in its heritage due to damage from several factors: urban sprawl, urban decay and the consequent loss of buildings, as well as the devastating effects of tropical hurricanes. During the twentieth century, it became an area characterized by a high density of low-income population. Poor housing conditions and the decline in accessibility and sanitary or educational equipments were critical. Deficiencies in the infrastructure required by the elderly, disabled and other vulnerable groups also emerged. In addition, technological infrastructure and networks were

damaged provoking overload in local areas. Another problem was the lack of safe drinking water, partly mitigated by the use of portable tanks[4].

The urgency of protecting historic buildings and monuments, as part of a promotion of the Cuban culture and nationality, led to the founding of the Office of Historian of Havana in 1938. In 1981 it was designated to manage the Historic Centre rehabilitation. In 1982 UNESCO declared the Havana Historic Centre and its Fortification System as a World Cultural Heritage site. This achievement opened new possibilities for the Integrated Rehabilitation Program for Old Havana. Five -year restoration plans were put in place. Based on a strategy of recovering public spaces, the image of the main squares was changing and marking the lines of what would constitute the patrimonial rehabilitation in the old city.

Regeneration was structured by following specific development criteria, based on self-financing the recovery mechanism and cultural development. This was integrated into the Special Plan of Integral Development of 1998, where five principal goals were established (Leal, 2007):

- Safeguard the national identity through research, promotion and cultural development.

- Protect the heritage, rehabilitating the territory by a Special Plan for Integral Development applied continuously and with legal force.

- Avoid displacements of local people and establish adequate densities and quality of life.

- Provide technical infrastructure and basic services to ensure the area can function in line with contemporary needs.

- Achieve self-financing integral development that makes possible recoverable and productive investments in heritage.

The Historian's Office, participates with local governments in many international cooperation projects and implements plans at the neighbourhood level. The Integral Development Plan is articulated through and interacts with the city territorial plans.

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[4] Oficina del Historiador de La Habana (2006): Desarrollo integral del Centro Histórico de la Habana Vieja.. [On line] < http://habitat.aq.upm.es/bpal/onu06/bp1315.html> [Query: December 14, 2010].

Tourist Use of Old Havana

The tourist use of heritage is the group of actions that allow tourists to get in touch with the culture of a particular place. Even though this encourages a rediscovery and revalorization of specific places, there are also other things that need to be taken into account to ensure the conservation of this fragile and non-renewable resource (Marchena and Carrasco, 1996). The commitment to tourist development based fully on a continued increase in the number of visitors involves taking excessive risks. The heritage tourist use has its limits and without a consideration of adequate carrying capacity, it could become highly unsustainable. This is the key reason why it is so important to know the threshold at which physical, environmental and social damages may occur.

Different studies have been done regarding the planning of tourist space in the Old part of Havana. The Historic Centre has been classified by functional sectors differentiated by typological characteristics, traditional functions and future role. These divisions were devised in order to achieve the following objectives (Salinas and Echarri, 2005):

1. Protect the territory respecting basic statements that is: protect and tolerate a clear residential vocation of Historic Centre, endorsed by the built typology and its history.

2. Promote tourism and the tertiary sector in terms of allowable uses and in restricted areas suitable for such purposes.

3. Encourage those uses and functions that achieve a diversified centre, taking into account the disposition, customs and physical potential in each area.

Tourist activity planning is mainly developed in tertiary sectors, with the aim to organize the destination as an integral and attractive product, promote stay and consumption. Key considerations were to:

- Create a good space-time relationship avoiding excessive long routes.

- Cover on the route as much attractions as possible trying to combine elements of different use categories.

- Achieve a good distribution of the complementary offer.

- Avoid unpopulated areas or empty public spaces.

- Promote an overall image avoiding sudden changes in physical and social environment.

- Inform and promote the attractions.

In this manner, tourist foci of first and second category, the routes connecting them and the areas of influence formed were identified. The territory ordination allowed a better spatial organization of tourist movement. Allowing different access and promoting a range of routes minimised the impact that a high number of visitors could have on small areas. In relation to this, the following become interesting questions: What is the threshold of visitors that Old Havana can withstand? What is the current situation with regard to it? Are there signs of overcrowding in the destination?

In spite of work done by the Historian Office and its collaborators, among them the University of Havana, to regulate the tourist use in Old Havana, these are questions that require more examination. For example, data is not available on the amount of visitors to the city and research on the carrying capacity is still very scarce. The carrying capacity according O'Reilly (1986) can be defined in its simplest form as the maximum number of visitors that a tourist destination can contain. However, the concept can be applied from a variety of perspectives: physical, ecological, economic, social and anthropological. Carrying capacity as a concept applied to tourist destinations must be considered holistically where numerous elements are interlinked (Williams and Gill, 1991).

Although the number of visitors is not the only aspect to influence the limits of the tourist use, it is the key element. Knowing this allows for useful indicators to be established such as the relationship to the amount of tourist facilities in an area or to the number of local residents. To address these issues, Old Havana must create a system to analyse the impact of visitors including: quantification, categorization, origin, preferences, motivations, travel arrangements, expenses, etc. To achieve this objective, a Tourism Observatory to take charge of data collection, statistical processing and report preparation could be established.

The perspective of visitors on carrying capacity includes all the factors that influence their satisfaction, and to what extent the destination provides a quality experience despite the increase of visitors. For this reason, it is important to assess satisfaction with the tourist services. Likewise, the perceptions of those who haven't yet visited the destination is useful because it allows tourism policies to be influenced by the preferences and motivations of potential tourists.

## THE TOURIST IMAGE OF HAVANA FROM THE PERSPECTIVE OF SPANISH MARKET

The presentation of the survey results on the perceived image of Havana is structured under several headings. Firstly the characteristics of the population questioned are outlined: percentage that visited Havana, origin, sex, age, educational level and income. After that, information related to intention to travel and level and sources of information are discussed. The most attractive tourist activities and the most interesting cultural elements, as well as the affective image associated with the city is then explained.

Information is also provided on city aspects like: access, mobility, connection with other cities, cultural diversity, accommodation, prices, tranquillity and security, cleaning, hospitality of residents and overcrowding as detailed by the Spanish who had previously visited Havana. The unique or distinctive characteristics of Havana and the influence of certain of the variables studied on the degree of attraction of cultural tourism are then discussed.

Profile of the Spanish interviewed

The respondents came from 15 Spanish autonomous communities, except the Rioja, Canarias and the autonomous cities of Ceuta y Melilla. As shown in the Graph 1 Galicia has the highest percentage of respondents (51%), unsurprising given that the the surveys were carried out in Santiago de Compostela. Having said this, the proportion of residents from other places - Madrid (20%), Cataluña (8%), País Vasco (5%), Andalucía (4%), León (3%) – is substantial.

Figure 1. Origin of respondents.
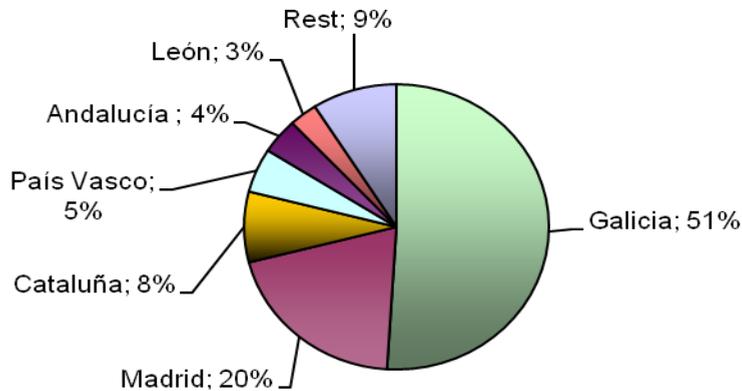
Source: Field work.

40% of the sample was women and 60% men. Their mean age was 38, ranging from 16 to 78. The majority (63%) had a higher educational qualification and the most common monthly income was 800-1500 euros (43%).

Intention to travel, level and sources of information

22% of those interviewed had been in Havana at least once. Regarding the intention of travelling to the city, 90% of those who hadn't visited indicated an interest to do so, showing the attractiveness of the destination for them. The other 10% stated their main reasons for not wishing to travel as: the political regime and the lack of tourist attractions. Other reasons cited were the country's poverty and the lack of money to travel that far.

66% of the respondents considered their information level in relation to Havana to be between medium-low and medium. The principal sources of tourist information were the television, chosen by 64% of respondents and friends or relatives chosen by 63%. Travel agencies was the medium through which the least information was obtained about Havana.

Activities and elements of tourist interest

The greatest level of interest for the respondents was in cultural tourism, as seen in Table 2, the average had a value of 4.1 and typical deviation was the lowest, which means homogeneity in their responses; thence 90% of them range between the average and the maximum value. Sun/beach and gastronomic tourism appear at the same level with an average rating of 3,4. This is a relevant result because gastronomic tourism is underdeveloped in the city, in spite of having a wide array of options. Sporty tourism and shopping were the activities of least interest.

Table 2. Level of interest in tourist activities.

Statistical	Cultural	Sun and beach	Gastronomy	Sporty	Shopping
Mean	4,1	3,4	3,4	2,1	2,2
Typical deviation	1,1	1,5	1,4	1,3	1,4

Source: Field work.

The most attractive cultural elements are shown in Table 3, and the Historic Centre is given the highest score and lowest standard deviation. 62% of respondents stated this as the greatest attraction; this result shows the consensus of those interviewed in relation to the Historic Centre and its importance as a tourist resource able to attract visitors. Next music, dance and idiosyncrasy are the elements that most attracted the Spanish. Gastronomic tourism emerged again as a key consideration. Crafts and the art of cigar and rum had scores above average, while the socio-political aspect was the worst rated.

Table 3. Most attractive cultural elements.

Statistical	Historic Centre	Music	Dance	Idiosyncrasy	Food
Mean	4,4	4,0	3,9	3,9	3,7
Typical deviation	1,0	1,3	1,3	1,2	1,2

Source: Field work..

Affective Image

Feelings experienced by respondents related to Havana are shown in Figure 2. As can be seen the predominant feeling is curiosity reported by 66%. This is a positive result because it reveals the desire of Spanish to know the destination. The city was perceived as poor by 48% of those interviewed, but also considered as an entertainment place (46%). A sense of familiarity and friendliness was noted by 40% and 38% respectively, while admiration, insecurity and pity were selected by a minority. Likewise, love for its culture, anger, hope, kindness, and beauty were also associated with Havana.

Figure 2.Respondent's feelings toward Havana.
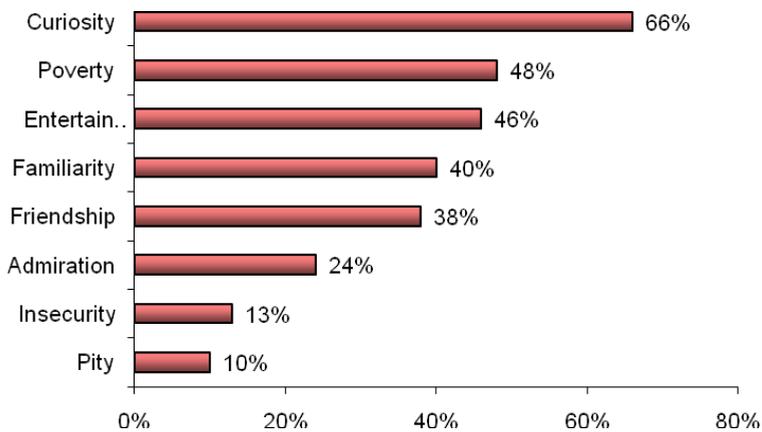
Source: Field work.

Integral aspects of the city

In regard to evaluated city aspects, the hospitality and friendship of its habitants was the most valued with a mean of 4.5 as shown the Figure 3. This aspect was given the highest score by 71% of those interviewed. This element gives the city an added value because visitors are increasingly looking to have an exchange with local people in order get a more complete tourist experience.

Figure3. Integral aspects of the city.
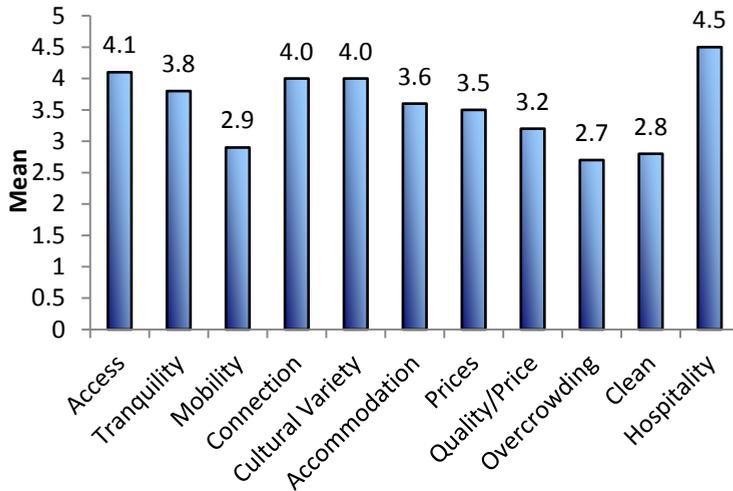
Source: Field work.

Access, connection with other cities, tranquillity and security and cultural variety also scored highly. The accessibility of a destination is highly relevant in the international market, since tourists want to optimize time and combine different tourist products in one trip. It is important that a suitable connection with nearby cities is available to complete the tourist offer. The fact that Havana is considered a secure city is very positive, since in the process of selecting a destination, a city with an image of security has a greater advantage over others. In addition, the recognition of the rich variety of cultural resources is a crucial factor to promote the development of cultural tourism in Havana.

In the survey, respondents did not consider the city to be a crowded tourist destination. This is a positive outcome, because nowadays visitors avoid crowded destinations and look for gratifying experiences. However, mobility in Havana was considered deficient (2,9) as well as cleaning (2,8) and these constituted the most negative aspects of the city. For its part, accommodation, prices and relationship between quality and price of tourist products were rated similarly, situated around the mean value.

Distinctive elements of Havana

The determination of unique elements of Havana was made from an open-ended question, which gave a high value to the responses, since respondents answered freely according to their own criteria. 45% of those interviewed considered that Havana possesses some unique attraction that makes it different from other cultural destinations. As summarized in Figure 4, the people were identified as the distinctive element most frequently mentioned (41%), then music (41%), the Historic Centre (13%) and the population lifestyle (12%).

Other elements were also identified, although with a lesser frequency than the others. Dancing, socio-political aspects and climate were mentioned by between 5 and 8% of people. Gastronomy, sports, culture, cigars, history, landscape, sexual tourism, vintage cars, the seawall, the Museum of the Revolution and the Capitol were recognised by less than 5%.

Figure 4. Distinctive elements of Havana.
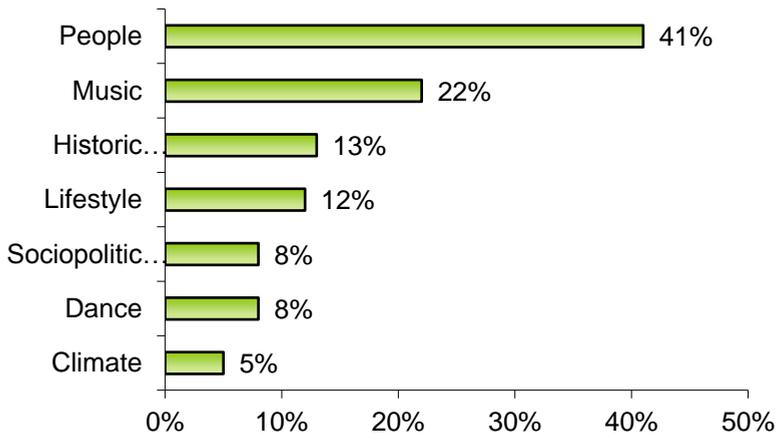
Source: Field work.

Influence of profile in cultural tourism

This section assesses the degree of reliance on cultural tourism in relation to the following variables: origin, income, educational level, age and

information level. It was used a multivariate analysis of causality, ANOVA or linear regression, according to the type of independent variables (metrics and non-metrics) at a confidence level of 95%.

Table 4 illustrates the results of applying linear regression to analyse the relationship between the information level and age with cultural tourism. The level of significance obtained for age (0.258) allows us to conclude that this variable didn't affect the degree of interest in cultural tourism. Thus, it can be said that culture was attractive to all ages tested, without preference. However, the information level was a determining factor (Sig.0) with direct impact (positive B coefficient), i.e., those with a greater knowledge of Havana had more interest in cultural tourism.

Table 4. *Influence of age and information level on cultural tourism.*

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Typ. error	Beta	t	Sig.
Information	0,218	0,053	0,203	4,083	0,000
Age	0,006	0,005	0,056	1,133	0,258

a. Dependant Variable: Cultural tourism.Source: Field work.

The origin and incomes of those surveyed did not affect the interest in cultural tourism, as seen in the significance values obtained after applying ANOVA test (Table 5), but educational level and gender did (signification of 0,04). A higher educational level corresponded with a greater interest in culture and women showed a greater preference for cultural tourism than men.

Table 5. *Influence of origin, incomes, educational level and sex on cultural tourism.*

Variable	ANOVA (Sig.)
Origin	0,669
Incomes	0,207
Educational level	0,044
Sex	0,043

Source: Field work.

CONCLUSIONS

The territorial planning of Old Havana is conducted by the Havana Historian Office, which, through the Rehabilitation Integral Plan has established the basis for territorial redevelopment. The institution has committed to the development of tourism based on its cultural heritage and following the guidelines of sustainable growth. The old town is divided into functional areas and tourism planning is focused on those with a tourist vocation. However more information on carrying capacity is required to promote sustainability.

The Havana Historian's Office should promote research aimed at quantifying and characterising visitors to the Historic Centre through the creation of a Tourist Observatory. That would provide a starting point for an in-depth exploration of themes related to the destination's carrying capacity, a subject of great interest for historic cities, which should adopt multifunctional strategies in which tourism, residents, culture, commerce and government complement each other. Part of the planning will also have to take account of outsiders perceptions of the city. This research has shown how this can be undertaken through a case study of Spanish perceptions of Havana.

90% of respondents who had not previously visited Havana expressed an interest in visiting it. Of those who had visited, the preferred tourist activity was cultural tourism, followed by sun and beach product and gastronomy. The most attractive cultural elements were by order: Historic Centre, music, dance, idiosyncrasy and food. In regard to the affective image, curiosity was the most associated to Havana, and then poverty, entertainment and familiarity.

Other important aspects influencing people's perceptions of Havana were the hospitality and friendliness of the population, the access from Spain, the connection with other cities and cultural diversity. Havana wasn't considered a crowded city from the tourist point of view but issues such as cleanliness and mobility were the most negative aspects noted.

45% of those interviewed considered that the city had some distinctive characteristics that differentiated it from other cultural destinations. The

elements identified were: first people, then the music, the Historic Centre and the lifestyle. It is interesting to note that specific elements such as: the seawall, the Museum of Revolution and the Capitol were mentioned by only a small number.

The results obtained in this study can be useful for projecting the destination Havana not only to the Spanish market, but also to possible potential markets. It also shows the significant journey that needs to be taken to enhance tourist studies and provide an evidence base for good territorial management based on the principles of sustainable tourism.

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