

Artículo de Investigación

Bread Festival as a promoter of the knowledge, traditions, culture and tourism of the municipality of Mafra

El Festival del Pan como promotor del conocimiento, las tradiciones, la cultura y el turismo del municipio de Mafra

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Fecha de Recepción: 31/05/2024

Fecha de Aceptación: 26/08/2024

Fecha de Publicación: 07/11/2024

Cómo citar el artículo

Da Silva, A. L., Costa Ventura Ramos, E. M. y Caldeira Heitor, J. (2024). Bread Festival as a promoter of the knowledge, traditions, culture and tourism of the municipality of Mafra [El Festival del Pan como promotor del conocimiento, las tradiciones, la cultura y el turismo del municipio de Mafra]. *European Public & Social Innovation Review*, 9, 01-19. <https://doi.org/10.31637/epsir-2024-1261>

Resumen:

Introducción: Mafra cuenta con importantes recursos que dan lugar a una oferta turística muy diversificada, fuertemente asociada a su cultura y tradiciones, a la vez contemporánea e innovadora. En función de sus recursos se pueden agrupar en cuatro grandes grupos: historia y cultura; ruralidad y tradicional; naturaleza y medio ambiente; y costa. El principal objetivo de este estudio es conocer quiénes son los visitantes del Festival del Pan, sus motivaciones y

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su satisfacción, pero también las diferentes percepciones de la importancia del evento en diversas variables para el municipio de Mafra, para los visitantes y participantes/expositores. **Metodología:** estudio bibliográfico de los diversos temas tratados en la obra y un cuestionario para visitantes y participantes/expositores en el Festival del Pan. A continuación, se realizó una entrevista con el responsable del departamento de Cultura del municipio de Mafra. **Resultados:** Para ello, se recogieron datos a través de un cuestionario de 755 visitantes y 83 participantes/expositores, aplicado entre el 8 y el 31 de julio de 2022, analizado utilizando el software SPSS, versión 29 y el software Microsoft Excel. **Discusión:** El objetivo es inferir diversas perspectivas a partir de la opinión de la muestra, tales como, por ejemplo, la influencia del Festival del Pan en la promoción y difusión de las tradiciones y cultura del municipio. **Conclusiones:** Se pudo concluir que el evento estudiado es de sublime importancia para la conservación y valorización de las tradiciones culturales y la preservación de la identidad y la historia del mismo.

Palabras clave (8 palabras obligatorias): Festival; Pan; Mafra; Cultura; Turismo; Sostenibilidad; Visitantes; Motivación.

Abstract:

Introduction: Mafra holds important resources which result in a very diversified tourist offer, strongly associated with its culture and traditions, and simultaneously endowed with contemporaneity and innovation. According to each theme, the resources can be aggregated into four large groups: history and culture; rurality and traditional culture; nature and environment; and coastline. The main objective of this study is to understand who are the visitors of the Bread Festival, their motivations and satisfaction, but also the different perceptions about the importance of the event in several variables for the municipality of Mafra, for visitors and participants/exhibitors. **Methodology:** bibliographical study of the various themes covered in the work and a questionnaire for visitors and participants/exhibitors at the Bread Festival. This was followed by an interview with the head of the Cultural Department of the municipality of Mafra. **Results:** For this, data were collected through a questionnaire to 755 visitors and 83 participants/exhibitors, applied from July 8 to 31, 2022, with the analysis being carried out using SPSS software, version 29, and Microsoft Excel software. **Discussion:** The aim is to infer various perspectives from the opinion of the sample, such as, for example, the influence of the Bread Festival on the promotion and dissemination of the traditions and culture of the municipality. **Conclusion:** It was possible to conclude that the event studied is of sublime importance for the conservation and enhancement of cultural traditions and the preservation of the identity and history of the municipality of Mafra.

Keywords (ever 8 words): Festival; Bread; Mafra; Culture; Tourism; Sustainability; Visitors; Motivation.

1. Introduction

Alongside Mafra Bread — a unique regional product that has formed the basis of the rural population's diet and which today represents an important business activity in the municipality of Mafra — the Bread Festival is an opportunity to savour endogenous gastronomic products, but also to get to know the handicrafts, music, dance and traditions of our region.

The Bread Festival, created in 2011 by initiative of the municipality of Mafra,) is testimony to its commitment to supporting the process of certifying Mafra's bread and with the intention of strengthening the union between the various local agents, the tourist attractiveness of the

municipality while at the same time publicising the added value of the region's natural, environmental, economic and cultural heritage. The festival is also a nationally esteemed event, belonging to a series of other festivals associated with regional synergies, that improve the whole by more than just the sum of the parts.

This project consists of research into the Bread Festival in the municipality of Mafra, checking its impact and identifying opportunities to improve the event and, consequently, the promotion of tourism in the municipality. The choice of this theme aims to gauge the motivations of visitors to the Bread Festival, the rationale behind the Bread Festival itself and the contributions it makes to tourism in Mafra.

The Bread Festival encompasses various factors: the identity and values of a people, the basis of their process of production, sale and consumption. In this way, the theme encompasses multiple factors and elements such as culture, development and sustainability, through a review of ancient experiences that are brought down to our days.

The creation of an event is intrinsically associated with impacts on the societies and the locations where it is held. When well planned and organised, it can be a stimulus to the sustainable development of local cultures. This is one of the main reasons behind this project: to understand the perceptions of both visitors and organisers regarding the cultural and tourist development of the Municipality of Mafra.

1.1. Cultural Events

According to Albuquerque (2004), cultural events encompass all the cultural and folkloric manifestations of the place or region where they take place, covering all the legends, traditions, typical customs, habits and trends.

In this sense, cultural events emphasise aspects of culture, with the aim of propagating and recognising them. They also involve a level of recognition, usually for promotional purposes, and are generally rooted in the artistic content of a community.

They may or may not include traditional elements, but their main purpose is to celebrate culture, and essentially cultural events that include traditions are seen as authentic and unique (Raj et al, 2009; Ivanovic, 2008; cit. in Marujo, 2012).

Many regions and countries are witnessing the spread of various cultural events (historical recreations, craft fairs, folk dance festivals, regional music festivals, carnivals, wine festivals, gastronomic festivals, etc.) as a factor in attracting tourists. Their realisation is not only intended to attract visitors, but also to encourage the socio-economic development of a region and can contribute to the preservation of the cultural heritage of the places where they take place, generating a renewed sense of pride in the host communities.

1.1.1. Cultural events and host communities

For Getz, (1991), the local community plays a fundamental role in determining the success of an event, as it represents the "sense of place". Therefore, in order to prevent the risk of an event's failure, cultural events should be developed with community involvement in mind.

However, with globalisation, we can see that cultural events, especially those involving traditions, are increasingly orientated towards the needs of tourists, rather than the host community. The participation of local people in the organisation and their support through

voluntary work event is the basis for its success, as well as its consideration as a local event, and can also have a direct influence on the hospitality of the region in which the initiative takes place.

Nowadays, local communities in cities, towns and villages are developing more and more cultural events to celebrate their history and culture because there is a general feeling that, on the one hand, events have a greater capacity to offer spectacles and atmospheres and thus attract more tourists, and on the other hand, "fulfil the need for co-participation and the feeling of being there" (Richards and Palmer, 2010, cit.in Marujo, 2012).

Mallarino (2004), considers that traditional festivals and celebrations, as cultural events, are popular because they become the most cherished heritage of a people; they are functional because they are identified with the material, social and spiritual life of the community; they are valid because they manifest themselves with all their vigour and strength in the society that considers them to be the fruits of the heritage of the past.

It is therefore possible to say that cultural events revive traditions, create forms of expression and are an instrument for affirming the cultural identity of the host communities.

1.1.2. Traditional/popular festivals as an object of tourist consumption

A festival can be defined as a celebration of a specific theme to which the public is invited for a limited period of time, where the celebration can be held annually or less frequently and includes unique events (Grappi & Montanari, 2011).

Canclini (2003, cit. in Marques & Brandão, 2015) leads us to think of popular festivals such as the Day of the Dead in Mexico or Carnival in Brazil, which were originally "just" celebrations, that is to say "only" cultural community celebrations in Latin American countries, that year after year began to receive more and more tourists/visitors and became destination attractions.

Taking the previous thought a step further, you can also see that the local organisers have started to set up stalls selling local food and drinks, handicrafts that they have always produced, souvenirs that they have created to take advantage of the visit of so many people. It is clear that the power and development of the event are the result of a complex and decentralised fabric of reformulated traditions and modern exchanges, created by the combination of multiple agents.

For Ahkoondejad (2016), traditional festivals are a mix of local crafts, food and traditions, attracting many national tourists and playing a significant role in the success of the regions. Their main aim is to revive local customs, in addition to contributing economic benefits, creating a positive image for the regions and improve the lives and pride of the locals.

Mallarino (2004) emphasises that a traditional festival has a dual function: the integrating function, since it can fuse the collective aspirations of a common consciousness; and the revolutionary function, since festivals and revolts have always gone hand in hand in history.

A popular festival can be seen as a strategy for achieving economic development, but also to generate a positive image, stimulate tourist demand, combat seasonality, as a means of improving the lives and pride of the local population and a way to strengthen social cohesion within communities (Getz, 2008; Grappi & Montanari, 2011; Lee, 2014, cit. in Marujo, 2015).

Local festivals are known as a good way to boost sustainable tourism, facilitating tourism by helping attendants to learn about unique cultural heritages, ethnic origins and local customs. According to Melo et al. (2015) cultural events and popular festivals provide the host destination the opportunity to promote tourism activity, bearing in mind that participants are also consumers of the tourist services of the places they visit to take part in the event, and can also carry out activities parallel to the one that motivated their trip.

The transformation of popular festivals into tourist events, with the intervention of the most diverse local organisations is part of post-modern societies. For Menezes (2012) this new conceptualisation and configuration of popular festivals, now tourist events, has repercussions for destinations by allowing a new element to be integrated into their tourist offer through the means of a new tourist attraction.

Festivals are unique tourist attractions and are currently the perfect entry point for tourists looking to integrate with destinations and get to know the daily life of these places (Smith, 2003, cit. in Marujo, 2012).

In this way, we can say that traditional festivals allow tourists to experience the culture of the place they are visiting in an authentic way. The organisation of these popular festivals is by and for the people who live there and their expansion and development, derived from tourist consumption, leads to greater economic development of the region where they take place.

2. Methodology

This study investigates the motivations of participants in the Bread Festival, with the aim of clarifying their perceptions of the festival's role in promoting local knowledge of traditions and culture, as well as its significance in preserving the municipality's identity and history. Due to the involvement of several of the event's protagonists and the need to obtain comprehensive data, a two-pronged research methodology was used.

A structured questionnaire was administered, including sections on demographic data, visitor experiences and exhibitor/participant feedback, during the 10th Bread Festival, held from the 8th to the 17th of July 2022. This questionnaire, with mandatory and optional questions, was distributed via Google Forms, accessible via QR codes and social media platforms, with participation restricted to individuals aged 16 or over.

Data collection took place between the 8th and the 31st of July 2022, resulting in 838 valid responses: 755 visitors and 83 exhibitors/participants. The primary data was analysed using SPSS (version 29.0.0.0), complemented by secondary analysis and data processing in Microsoft Excel (version 16.66.1).

In addition, an interview was also conducted with the Head of the Economic Development, Tourism and Culture Division of Mafra City Council, on March 24, 2022, with the aim of gathering detailed information on various aspects of the management of the Bread Festival, gauging participant and visitor statistics and organisational structures. In addition, we sought to ascertain the historical roots, cultural and economic contributions, tourist impact and educational value in promoting local heritage.

3. Results

3.1. Visitors

3.1.1. Visitor Profile

In the 10th edition of the Mafra Bread Festival, 96,03% of visitors were Portuguese, 2,38% were Brazilian, and the remaining 1,75% comprised visitors of German, Scottish, Spanish, French, Italian, Ukrainian and Peruvian nationalities.

Table 1 reveals that approximately 14,44% of visitors reside in other municipalities, 1,32% live outside Portugal and travelled to Mafra to attend the Bread Festival, while the remaining 84,24% reside within the municipality.

Table 1.

Residence of visitors to the 10th edition of the Bread Festival

Residence	Number of responses	Percentage
Municipality of Mafra	636	84,24%
Other municipalities	109	14,44%
Overseas	10	1,32%

Source: Own elaboration (2023).

Table 2 shows that according to the respondents, 32,98% of visitors were aged between 40 and 50 years, followed by the age group 29-39 years at 24,50%. The age group 18-28 years represented 19,34% of visitors.

Table 2.

Age group of visitors surveyed at the 10th edition of the Bread Festival

Age group	Number of responses	Percentage
< 18 years old	16	2,12%
18 - 28 years old	146	19,34%
29 - 39 years old	185	24,50%
40 - 50 years old	249	32,98%
51 - 61 years old	117	15,50%
> 61 years old	42	5,56%

Source: Own elaboration (2023).

Analysis of the data also revealed that 69,14% of visitors attended the 10th edition of the Bread Festival accompanied by family members and 27,55% with friends.

These findings illustrate that the majority of visitors are female, predominantly aged between 29 and 50 years, residing in the municipality of Mafra, and possessing at least a secondary education level or higher.

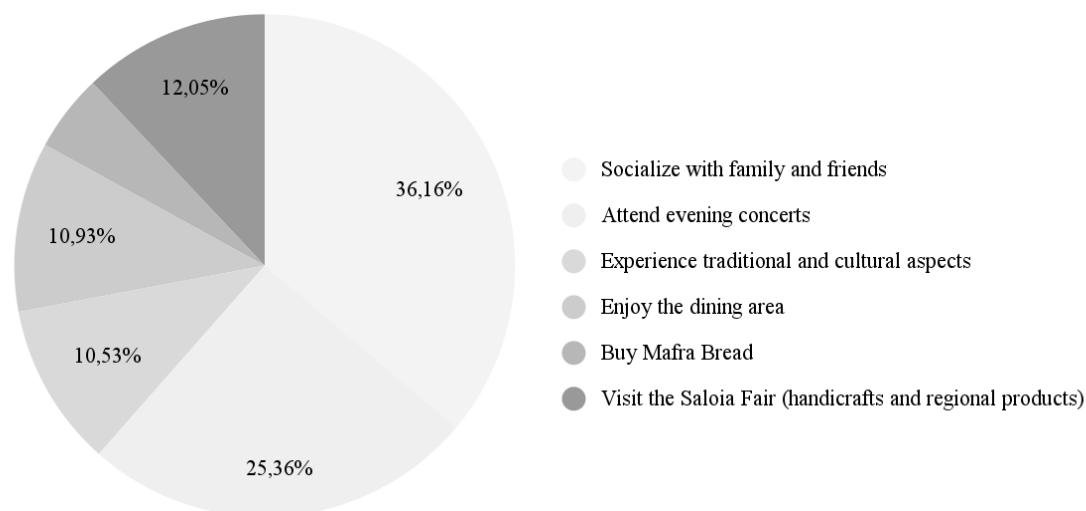
3.1.2. Visitor Motivations

Each respondent was asked to select two motivations, allowing for an in-depth analysis of both individual motivations and their correlations.

The primary motivation for visitors attending the 10th edition of the Bread Festival, as illustrated in graphic 1, was socialising with family and friends, with 36,16% of responses. This was closely followed by attending evening concerts, cited by 25,36% of respondents, totalling 546 and 383 responses, respectively.

Graphic 1.

Primary Motivations of Visitors to the 10th Edition of the Bread Festival



Source: Own elaboration (2023).

Between 10% to 12% of visitors attended the Bread Festival for reasons related to tradition, dining, or artisan crafts, while only 4,97% visited specifically to purchase Mafra bread.

When correlating these two motivations per visitor, a similar pattern emerges. According to Table 3, 258 visitors, or 34,17%, identified socialising with family and friends and attending evening concerts as their main motivations. Between 10% to 12% of visitors correlated motivations such as experiencing traditional and cultural aspects, visiting the local fair, and enjoying dining options while socialising with family and friends.

Table 3.

Nationality of visitors to the 10th edition of the Bread Festival

Correlation of Motivations	Frequency	Percentage
Watch evening concerts; Buy Mafra Bread	19	2.52%
Watch evening concerts; Experience traditional and cultural aspects	28	3.71%
Watch evening concerts; Enjoy the dining area	29	3.84%
Watch evening concerts; Visit the Saloia Fair	49	6.49%
Buy Mafra Bread; Visit the Saloia Fair	5	0.66%
Experience traditional and cultural aspects; Buy Mafra Bread	7	0.93%
Experience traditional and cultural aspects; Enjoy the dining area	13	1.72%
Experience traditional and cultural aspects; Visit the Saloia Fair	30	3.97%
Socialise with family and friends; Watch evening concerts	258	34.17%
Socialise with family and friends; Buy Mafra Bread	35	4.64%
Socialise with family and friends; Experience traditional and	81	10.73%

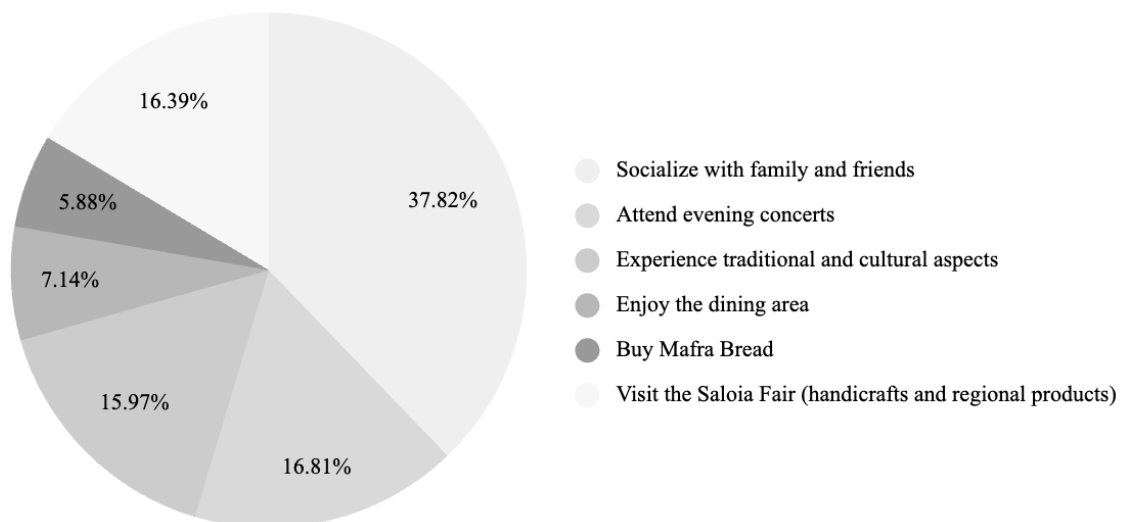
cultural aspects		
Socialise with family and friends; Enjoy the dining area	94	12.45%
Socialise with family and friends; Visit the Saloia Fair	78	10.33%
Enjoy the dining area; Buy Mafra Bread	9	1.19%
Enjoy the dining area; Visit the Saloia Fair	20	2.65%
Total	755	100%

Source: Own elaboration (2023).

Analysing responses solely from visitors residing outside the municipality of Mafra, as depicted in graphic 2, reveals a slightly different perspective. While socialising with family and friends remains the primary motivation at 37,82%, the prominence of attending evening concerts diminishes, nearly equating with visiting the local fair and experiencing traditional and cultural aspects, each cited at 16,81%, 16,39%, and 15,97%, respectively.

Graphic 2.

Motivations of visitors who do not reside in the municipality of Mafra

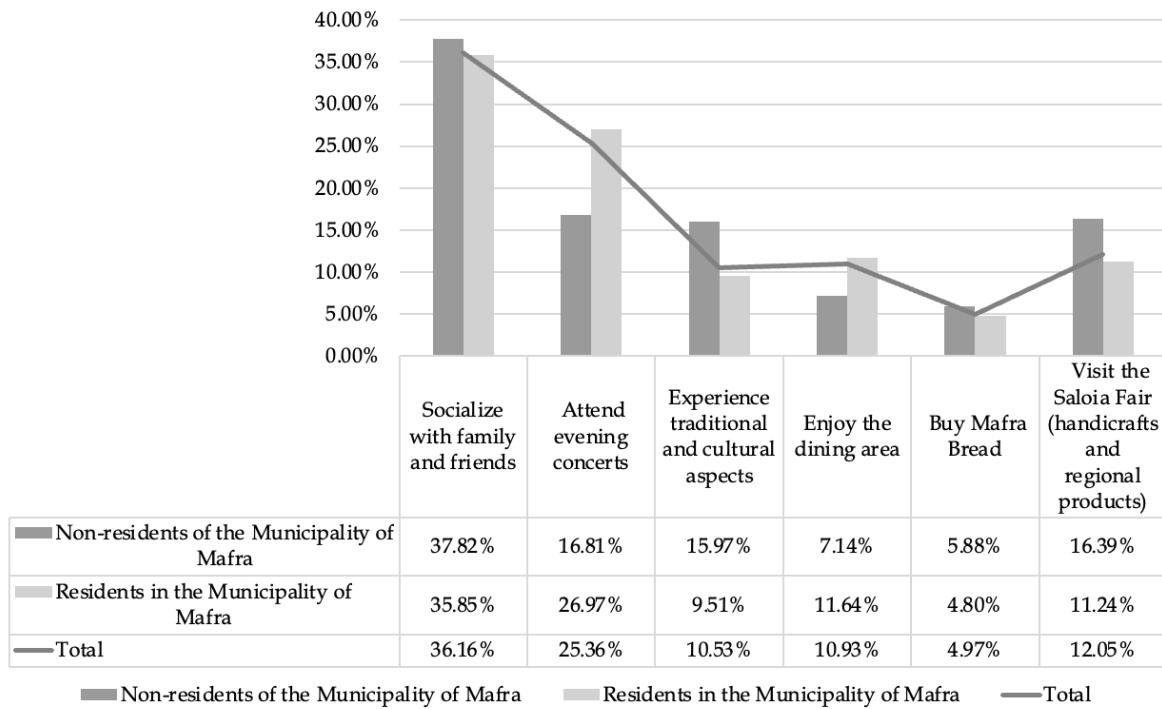


Source: Own elaboration (2023).

Comparing motivations between non-resident visitors of Mafra, residents, and the correlated motivations depicted in graphic 3, it becomes evident that non-residents attend the Bread Festival more to experience traditional and cultural aspects and visit the local fair compared to residents. Conversely, residents are more inclined to attend the evening concerts compared to non-residents.

Graphic 3.

Motivations, according to residence in the municipality of Mafra or elsewhere



Source: Own elaboration (2023).

Furthermore, it is apparent that 75% of non-resident visitors travel to Mafra solely to attend the Bread Festival, while only 11% visit because they were vacationing in the area and were advised to attend.

In conclusion, the analysis underscores that socialising with family and friends is the primary motivation for attending the Bread Festival, irrespective of age, gender, educational level, or residency. There is a subtle variation in motivations across different age groups, with younger attendees driven more by personal reasons and older attendees by cultural motivations.

3.1.3. Visitor Satisfaction

Overall satisfaction with various aspects of the Saloia Fair shows a range of responses. For the Saloia Fair programme, 1,54% were dissatisfied while 36,81% were satisfied. Daytime cultural entertainment had 8,18% dissatisfaction and 33,33% satisfaction. Folklore group performances saw 6,91% dissatisfaction and 33,96% satisfaction. The display and sale of Mafra Bread had 13,33% dissatisfaction and 36,87% satisfaction. The variety and quality of the bread received 12,00% dissatisfaction and 40,00% satisfaction. Interaction with exhibitors saw 8,79% dissatisfaction and 33,52% satisfaction. Finally, regional pastries had 9,89% dissatisfaction and 37,91% satisfaction.

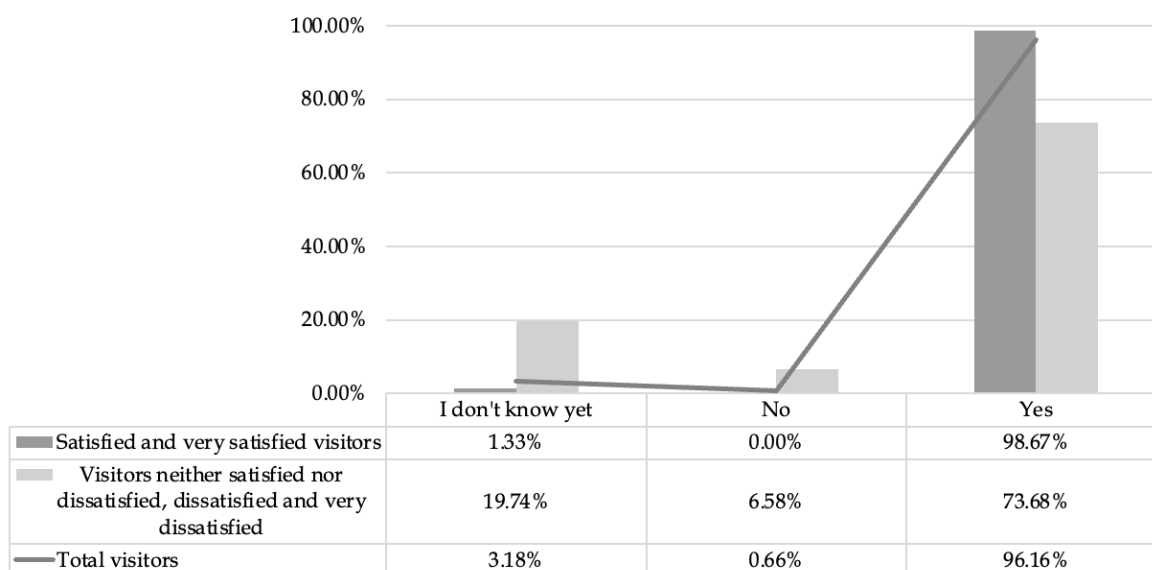
Comparing the percentages of very dissatisfied and dissatisfied with those of satisfied and very satisfied, the overall picture remains practically unchanged, with slight differences in values. The highest levels of dissatisfaction continue to be found in the display and sale of bread, the variety and quality of bread and the local craft fair, with 14,66%, 13,33% and 12,10% respectively. The highest levels of satisfaction are the concerts (86,42%), the regional sweets (80,22%), and the local crafts fair (82,41%)

Graphic 4, regarding the intention of returning to the Bread Festival for visitors of the 10th edition, shows that overall, 96,16% of visitors intend to return in future editions, indicating

strong loyalty to the event.

Graphic 4.

Intention of the visitors of the 10th edition of the Bread Festival to return



Source: Own elaboration (2023).

From the responses to the survey, it is clear that, although residual in certain respects, the intention to return to future editions of the Bread Festival is quite positive.

It can also be seen that visitors from municipalities other than Mafra are more satisfied with various organisational aspects, as indicated by the higher percentages of satisfaction in categories such as ecological measures (45,38% vs. 44,51%), program (49,58% vs. 47,41%), exhibitors (52,10% vs. 51,98%), accessibility (47,90% vs. 43,14%) and parking (43,70% vs. 31,71%).

3.2. Participants/Exhibitors

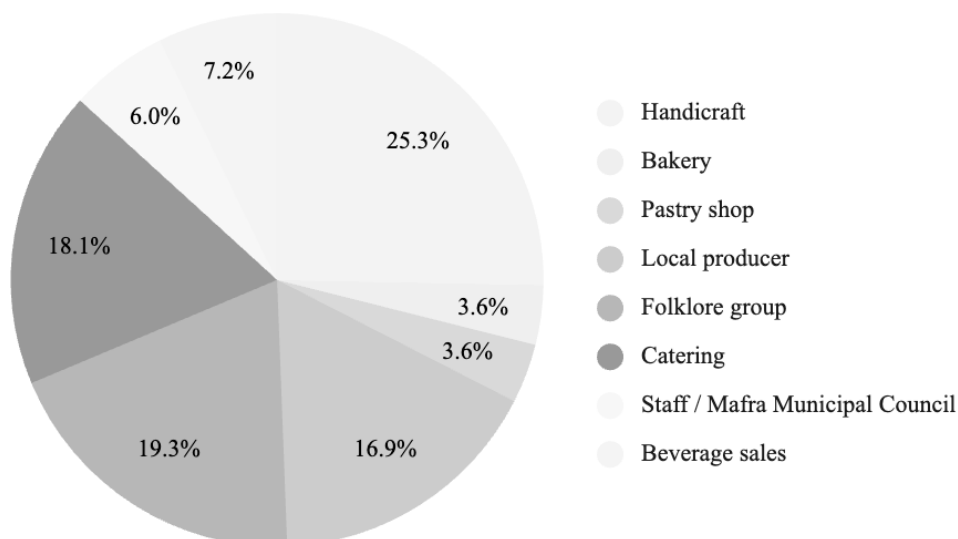
3.2.1. Profile of Participants/Exhibitors

From the participants/exhibitors of the 10th edition of the Bread Festival, as depicted in graphic 5, 25,30% were from the handicraft sector, 19,28% from folkloric groups, 18,07% from the catering sector, 16,87% were local producers, 7,23% operated beverage stalls, 6,02% were event staff/Mafra Municipal Council, 3,61% represented bakeries, and another 3,61% were from pastry shops.

This breakdown provides insight into the diverse sectors represented at the festival, showcasing the significant participation from local artisans, cultural groups, food and beverage providers, and various service providers. Such diversity enriches the event's offerings and cultural exchange, contributing to its overall appeal among visitors.

Graphic 5.

Participants/exhibitors of the 10th edition of the Bread Festival



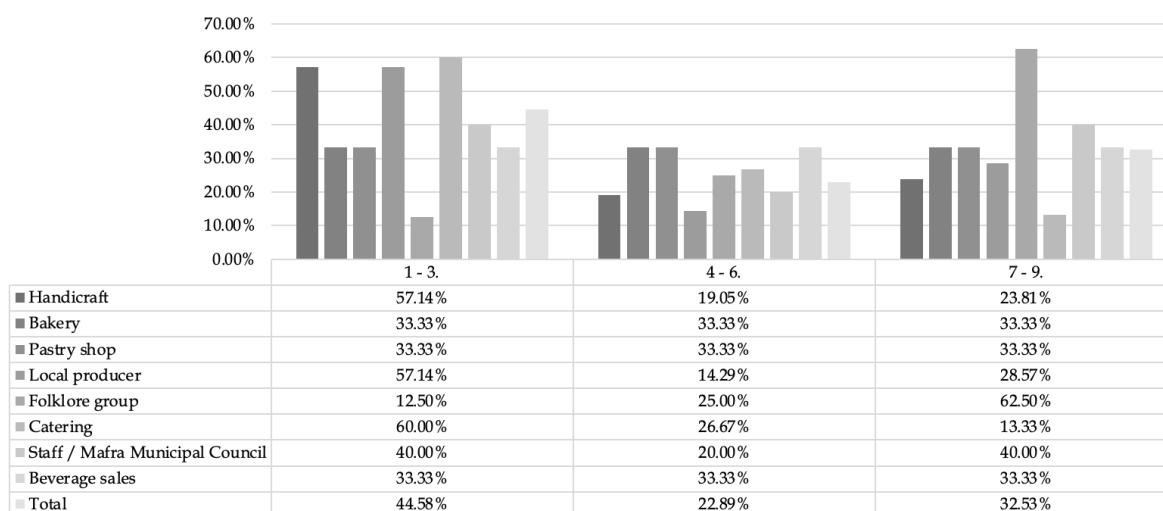
Source: Own elaboration (2023).

In a general overview, 44,58% of the exhibitors participated in the festival between 1 and 3 times, 22,89% between 4 and 6 times, and 32,53% of the exhibitors participated between 7 and 9 times, as confirmed by graphic 6.

Cross-referencing the sectors of participants/exhibitors with the editions they participated in, we can observe that the Folklore Groups remain the most consistent over the years. 62.50% of respondents from this sector have been participating in the festival for at least 7 editions.

Graphic 6.

Editions attended by participants/exhibitors sector at the 10th edition of the Bread Festival



Source: Own elaboration (2023).

Respondents from the craft sector (57,14%) and the majority of local producers (57,14%) have taken part in 3 or fewer editions of the festival. In the catering sector, 60% said they had taken part in 3 or fewer editions, and only 13,33% said they had been to between 7 and 9 editions.

In regards to the contribution of the Bread Festival to boosting the activities of the

participants/exhibitors, Table 4 shows that 97,59% consider that the event contributes to boosting their activities. A residual 2,41% of local producers consider that there is no contribution to boosting their activities.

Table 4.

Contribution of the Bread Festival to the dynamization of the activity of participants/exhibitors

Dynamiser of the activity	Number of responses	Percentage
No	2	2,41%
Yes	81	97,59%

Source: Own elaboration (2023).

3.3. Differences between the perceptions of visitors and participants/exhibitors

3.3.1. Importance of the Bread Festival for the municipality

To understand the different perspectives of visitors and attendees/exhibitors, we analyse their responses separately and then together to determine whether the perspective towards holding the event is consistent or divergent, and understand the reasons why.

In general, visitors consider the Bread Festival to be an event of great importance for the municipality of Mafra, as we recorded 50,68% of responses in the "very important" option and 33,77% in the "important" option. which represents 84,45% of favourable opinions.

According to graphic 7, 38,01% and 44,64% of visitors consider the Bread Festival important and very important, respectively, for the promotion of Mafra Bread. This proves people's connection with the event, due to the significance of the festival itself and its role in promoting the Mafra Bread.

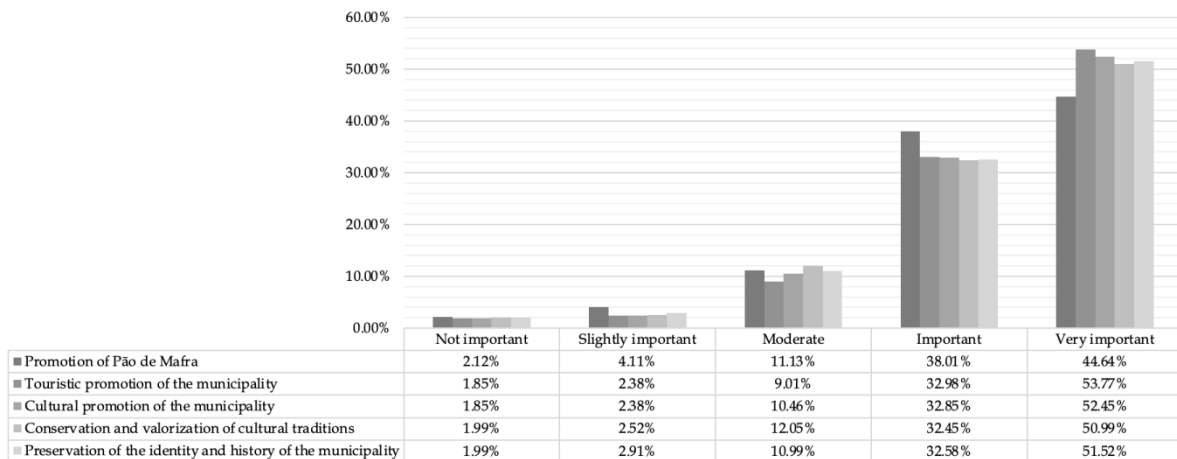
Furthermore, 53,77% of visitors consider the Bread Festival to be very important for the municipality's tourism promotion, and 33,98% consider it important.

The holding of the event and its importance for the cultural promotion of the municipality registered 32,85% and 52,45% in terms of important and very important, respectively.

We cannot fail to point out the proximity of answers between the importance of the Bread Festival for the promotion of tourism and the cultural promotion of the municipality.

Graphic 7.

Importance of specific factors of the Bread Festival for the municipality of Mafra, according to visitors



Source: Own elaboration (2023).

It is also important to analyse the data relating to the conservation and appreciation of cultural traditions, with 50,99% scoring "very important" and 32,45% "important", as well as the element of preserving the identity and history of the municipality obtaining 51,52% "very important" and 32,58% "important". When crossing the global importance with the age groups, we observed (Table 5) that visitors over 61 value these factors more than the others, with 70.95% registering "very important". Next come visitors aged 18 to 28, with 53.45% choosing the "very important" option.

Visitors aged between 51 and 61 are the least likely to consider these actions important for the municipality according to the results.

Table 5.

Cross-tabulation of the importance level and percentage of choice by age group

	< 18 years old	18 - 28 years old	29 - 39 years old	40 - 50 years old	51 - 61 years old	> 61 years old
Not important	0,00%	1,10%	1,73%	2,49%	3,25%	0,00%
Slightly important	2,50%	2,05%	2,59%	2,97%	4,96%	0,48%
Moderate	5,00%	10,96%	13,08%	10,12%	10,77%	5,24%
Important	55,00%	32,47%	33,84%	34,78%	34,02%	23,33%
Very important	37,50%	53,42%	48,76%	49,64%	47,01%	70,95%

Source: Own elaboration (2023).

Also in the younger age group, the 37,50% "very important" and the 55% "important" show a transversal awareness about the event, given the factors under study.

When crossing data between level of importance and level of education, we obtain similar values. Visitors with a doctorate degree (level 8) are those who most support the Bread Festival, with 73,33% considering them "very important", followed by visitors with level 1 (2nd cycle of primary education), with 63,11%. Visitors with level 2 (3rd cycle of primary education) are those who value them least, with only 41,65% classifying them as very important.

This data highlights the different perceptions between different educational backgrounds

regarding the importance of the factors associated with the impact of the Bread Festival in the municipality, even though they all have a high degree of importance according to the elements under study. Such perceptions are assumed to be crucial to understanding how educational levels correlate with perceptions of cultural events and the promotion of local heritage.

This analysis contributes valuable information to policymakers and organisers who wish to adapt cultural events to effectively engage diverse educational demographics, thereby increasing community engagement and cultural preservation efforts.

Table 6.

Cross-tabulation of importance level and percentage of choice by educational level

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
Not important	0,00%	2,06%	3,31%	3,47%	0,00%	1,95%	0,00%	0,00%
Slightly important	5,78%	2,89%	2,55%	2,13%	1,21%	3,36%	1,86%	0,00%
Moderate	11,11%	11,55%	12,23%	9,87%	15,76%	8,59%	11,40%	20,00%
Important	20,00%	41,86%	34,39%	32,53%	38,18%	35,39%	27,21%	6,67%
Very important	63,11%	41,65%	47,52%	52,00%	44,85%	50,70%	59,53%	73,33%

Source: Own elaboration (2023).

It is clear that the importance attributed by visitors to various factors cannot be definitively linked to their educational background. Especially because comparing the values of residents of the municipality, with the opinions of visitors from other municipalities, we found that there is a slightly greater appreciation on the part of non-residents, with 56,64% considering the Bread Festival to be very important for publicity, promotion and preservation of traditions and the municipality, and 32,10% classifying it as "important".

On the other hand, 49,56% of Mafra residents consider the Bread Festival to be very important, 34,09%, important. Although subtle, these differences allow us to draw some conclusions based on residency status, emphasising the significant role of the festival in both local identity and broader cultural promotion. Such insights are critical for stakeholders and policymakers seeking to increase community engagement and promote cultural heritage through strategic planning of events and outreach initiatives.

Table 7.

Cross-tabulation of importance level and residency in the municipality of Mafra or elsewhere

	Local residents of Mafra	Residents from another municipality
Not important	2,14%	1,01%
Slightly important	3,08%	1,68%
Moderate	11,13%	8,57%
Important	34,09%	32,10%
Very important	49,56%	56,64%

Source: Own elaboration (2023).

Regarding the opinion of participants/exhibitors, 43,86% of participants consider it very important and 30,60% consider it important.

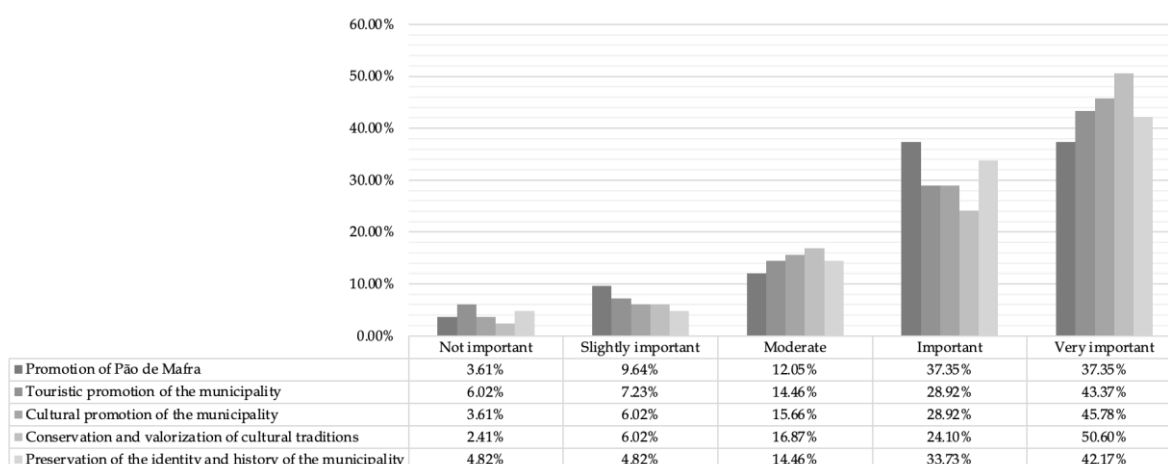
As noted by visitors, participants/exhibitors also attach great importance to the event as a tourist and cultural promoter, and an event to preserve the municipality's identity, history and heritage (Graphic 8).

These participants consider the Bread Festival important (37,35%) and very important (37,35%), respectively, for the promotion of Mafra Bread.

The municipality's tourism promotion is the least important factor for participants/exhibitors. However, 43,37% consider this event to be very important for this area, and 28,92% attribute "important" weight to it.

Graphic 8.

Importance of specific factors of the Bread Festival for the municipality of Mafra, according to participants/exhibitors



Source: Own elaboration (2023).

For participants/exhibitors, the conservation and appreciation of cultural traditions and the preservation of the identity and history of the municipality are the most important factors, and their percentages are quite significant and indicative of their relevance. For the first factor, 50,60% of visitors consider it very important and 24,10% consider it important, while the second factor is considered very important by 42,17% of participants/exhibitors and important by 33,73%. Participants attribute the issue of the event as an element of tourism promotion in the municipality, 28,92% and 45,77%, as important and very important, respectively.

Thus, it is considered that visitors give more importance to the Bread Festival as a promoter of tourism and cultural diffusion in the municipality, while participants/exhibitors believe that the event is more important for the conservation and appreciation of cultural traditions and for the preservation of identity.

This indicates that the Bread Festival, despite its name, is much more than a mere showcase and sale of bread, as a moment to promote the culture, traditions, identity and history of Mafra. Although it is not a distinctive factor in the municipality's tourism, according to the data

found, it is considered an agent of cultural and tourist promotion and dissemination.

3.3. Analysis of the interview

The Bread Festival in Mafra emerged as a complementary event to the "Cicada Nights", adding the promotion of Mafra Bread and celebrating local culture. Organised by the Department of Culture of Mafra City Hall, the festival has become a reference event in cultural tourism since its creation, expanding with the inclusion of local products. Economically, the festival supports local commerce and provides significant income to participants, while complementing the region's tourism promotion by attracting visitors to local tourism resources.

The festival serves as a cultural and educational platform with activities such as baking workshops, historical exhibitions and culinary traditions, highlighting its role in promoting heritage and economic growth. While the shows are a big draw, research shows that many visitors attend in search of cultural experiences, local cuisine and crafts, indicating the festival's broad appeal.

Concerns about the size of the venue persist, but relocating the event is not considered viable due to the unique environment of the current setting.

In short, the Bread Festival in Mafra exemplifies how cultural events can boost local economic development, celebrate heritage and attract diverse audiences.

4. Discussion

During the presentation of the results, the data were interpreted and contextualised with existing knowledge and comparing results between the different variables. As there are no previous studies related to this event, comparisons were not made.

The perception that bread represents much more than a simple food was one of the main conclusions of the study, along with the importance that this food represents in the history of this municipality, in economic, cultural and social terms.

The importance of the event for the preservation of cultural and heritage assets was duly identified, as anticipated at the beginning of the research. In this way, we realised that visitors to the Bread Festival came for the bread, but above all for the cultural issues and moments that support the event and that are shared through conviviality.

As the Bread Festival is a festival that aims to honour traditions, promote culture and preserve the history of a people, we can see that visitors have a strong perception of these factors and perhaps recognize them as more important than the organisation itself.

The limitations of the investigation were due to the lack of statistical data expected from the Mafra City Council, which could have enriched the analysis as a complementary element.

Future studies could include studying the potential of windmills as structures for valorising cultural traditions and preserving the identity and history of the municipality. The creation of a Mill Route would allow tourism to be promoted by safeguarding the heritage and culture associated with bread, agriculture and the history of a people, preserving ways of life and reviving memories.

There is also a need to hold the event in another location, on a larger scale, to increase the presence of a greater number of bakery companies, with gains for visitors and exhibitors.

Finally, promoting the event on an international scale would make it possible to attract a greater number of foreign visitors, with gains in terms of scale and affirmation of the event to different audiences, given its size.

5. Conclusions

The research carried out shows the importance of the event in promoting Mafra's bread as a cultural and identity element of the municipality. That being said, the importance of Mafra's bread-making industry to the region's economy, its significance for preserving the cultural heritage associated with the county's traditions was also identified.

This study made it possible to identify the type of visitors, their origin, their motivation and to realise that there is a demand for appreciate moments that allow people to experience cultural traditions. In this way, it can be concluded that there is not only a motivation to get to know and experience, but also to preserve the history and traditions of the municipality.

The recognition and interest of the overwhelming majority of visitors to the Bread Festival in the preservation of cultural traditions, identity and history of the municipality, corroborates the link between resources, people and territory, allowing for the design of more objective action strategies and policies related to tourism.

Identification the importance of the event in the economy, culture, identity and tourism is another piece of data that allows us to delve deeper into this research and provide the Mafra City Council, as organiser of the event, with fundamental information and data to improve future editions and to boost the tourist offer based on existing cultural and identity resources.

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