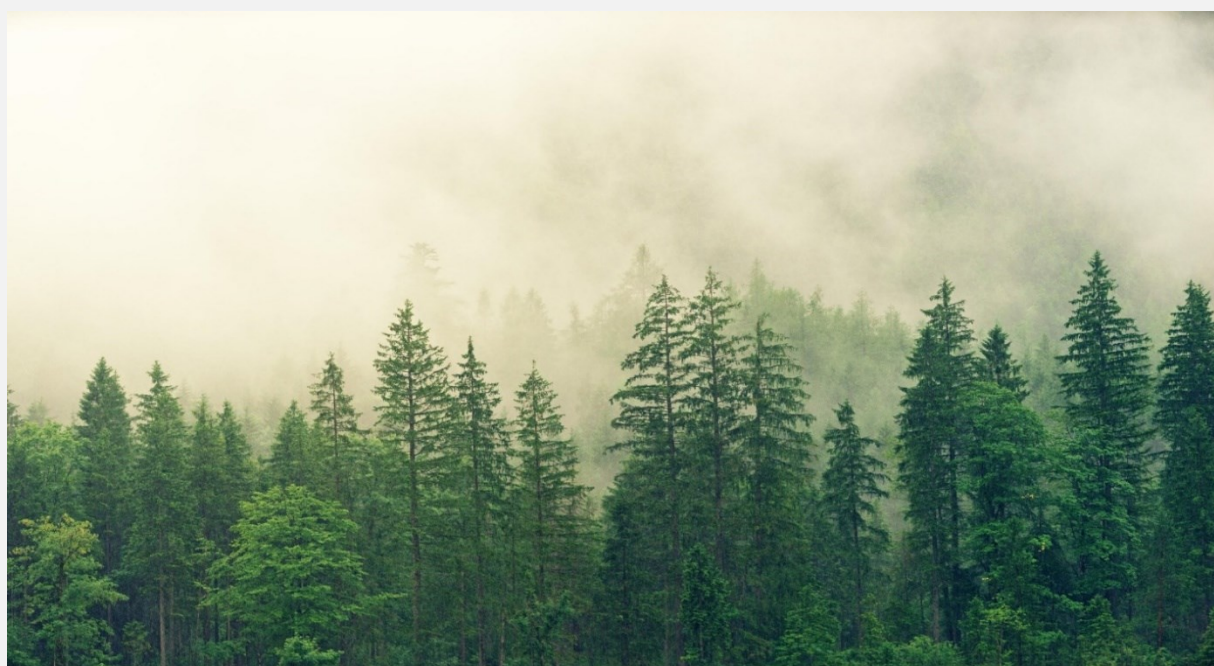


TOURISM FOR SUSTAINABLE FUTURE

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC
CONFERENCE

18-19 MAY 2023, BULGARIA



AVANGARD PRIMA
2023

TOURISM FOR SUSTAINABLE FUTURE

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LITERARY TOURISM AND HEDONICAL PURCHASE VALUE FROM THE HARRY POTTER SAGA

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***Abstract:** Tourism literary, based in capturing potential tourists who wish to experience the feelings and emotions caused by literary works can be associated with the hedonic purchase value, to understand questions about pleasure, satisfaction and experiences to explain the consumption of a good or service (LUBECK et al., 2016). In this way, this article sought to understand to what extent the hedonic purchase value, represented by the search for self-realization, pleasure and escape from everyday life, drives the literary tourism carried out at the Escola de Magia do Brasil (EMB) in Campos do Jordão/SP. In order to meet the objective of this article, it was agreed to use exploratory-descriptive research, contemplating bibliographical and field research characterized as a case study with a quantitative approach for data collection and analysis. As a result, it is observed that despite the value of the experience provided by the EMB, the distance of displacement of the respondents, financial issues presented in the family income and age group (young people), many respondents are interested in living this experience of the world of wizards (to the). This fact may be related not only to the age group, but also to the change in consumer needs, in which 59.5% say that experience, contact with other people, getting out of routine and having their desires and needs met is more important than the cost balance family members.*

***Key words:** Literary Tourism. Hedonic Purchase Value, Harry Potter.*

INTRODUCTION

Cultural tourism as a tourist product presents a variety of possibilities for tourists, emerging as an alternative to conventional mass tourism. Zeppel and Hall (1991) suggest that cultural tourism can be understood as experiential tourism, since it provides tourists and visitors with moments that can understand sensorial, social, cultural and economic experiences.

As a consequence, cultural tourism is understood by Smith (2003) as a conceptual umbrella, that is, it assumes that it addresses other forms of tourism. This diversity is a consequence of the need to meet the desires and expectations of tourists. In this sense, cultural tourism creates new products so that the tourist can have options to choose from, making

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cultural tourism stop being just for intercultural education (PÉREZ, 2009) and start offering other opportunities.

With the aim of attracting these new tourists, cultural tourism has been molding itself towards the production of cultural goods (WALLE, 1998), heritage and artistic goods, that is, for the development of diverse cultural attractions, thus increasing the flow of tourists who wish to visit these attractions (RICHARDS, 1996), thus expanding the concept of culture, the consumption of culture and the need to segment the market, creating in some cases market niches to meet new demands (CRAIK, 1997) and integrate the tourist products from the past with the contemporary.

Following the umbrella concept for cultural tourism (HUDSON and RITCHIE, 2006) mentioned by Smith (2003), the expansion of this type of tourism is due to new market niches. The more diversified the market becomes, the greater the need to differentiate between them. Thus, as a form of cultural tourism, literary tourism emerges, based on attracting potential tourists who wish to experience the feelings and emotions caused by literary works, such as the literary work *The Chronicles of Narnia*, by Clive Staples Lewis, which contributes to the promotion of Northern Ireland as a tourist destination (O'CONNOR and BOLAN, 2008). Thus, literature is seen as a source of inspiration (VEGA, 2011) and has the potential to channel the curiosities and desires to visit the places that are part of the plot, bringing the reader closer to the characters and favorite authors (COUTINHO and FARIA, 2017).

The hedonic purchase value can also be associated with literary tourism, since this construct addresses questions about pleasure, satisfaction and experiences to explain the consumption of a good or service (LUBECK et al., 2016). Thus, the hedonic value involves the individual feeling of desire, the purchase and the experience of a good or service from consumption (ARAÚJO et al., 2015) that reflects pleasurable experiences. That is, the desire to experience the ludic, through literature, is also associated with hedonic consumption, since it involves behaviors linked to emotion, fantasy and consumer interaction with goods and services, with the aim of providing personal satisfaction, joy, pleasure and fun.

Based on this approximation of literary tourism with hedonic purchase value, the first School of Magic in Brazil was created in Campos do Jordão/SP in 2015, whose initial motive was to provide experiences based on the books and films of the Harry Potter saga. Therefore, based on the assumption that the "witches and witches" who participate in the activities provided by the school seek to satisfy their needs and desires based on unique experiences, the following question arises: to what extent does the hedonic purchase value, represented by the

search for self- realization, pleasure and escape from everyday life, drives the literary tourism carried out at the Escola de Magia do Brasil (EMB) in Campos do Jordão/SP?

To answer this question, the research will adopt as specific objectives to identify the public that participated in the classes offered by the school; identify whether the search for this ludic immersion is related to the Harry Potter saga literature and identify the reasons that led this public to know and experience the experiences proposed by the school of magic.

The relevance of this research lies in the association of hedonic purchase value from the consumption of new experiences provided by literary tourism. In this way, this study contributes to scientific advances, since it brings constructs discussed in the academic area, but from a different point of view, in which important points are considered, such as the hedonic purchase value associated with literary tourism in the search for new experiences and immersion in ludic activities that reflect the literature of the Harry Potter saga.

THEORETICAL REFERENCE

literary tourism

Literary tourism as a precursor to cinematographic tourism, since many films and television series were based on literary works (BUSBY e KLUG, 2001), is considered a form of cultural tourism. Therefore, it is based on attracting potential tourists who wish to experience the feelings and emotions caused by literary works. (VEGA, 2011)of the plot, bringing the reader closer to the characters and favorite authors (COUTINHO e FARIA, 2017).

Observing the potential of literature and its connection with audiovisual productions, films and television series, literary works are expanding their dissemination through audiovisual productions (POCOCK, 1981). In addition, to capture potential tourists and visitors, many destinations are investing in promoting the image based on these productions (BUSBY e KLUG, 2001).

The contemporary tourist, based on sociocultural and technological changes (SOARES, DIAS e FILHO, 2017)and the restructuring of capitalism (HARVEY, 1992) (CASTELLS, 1996) (COMPANS, 2005), you have several opportunities to plan your trips according to your desires and expectations in search of new experiences. Because they are more selective, trips that were programmed according to what was offered by travel agencies , are now organized by tourists themselves, having the possibility of experiencing new experiences, escaping mass tourism and creating new possibilities (BERIC, KOVACEVIC, *et al.*, 2013).

There are many reasons for taking a trip: escape from everyday life, leisure, business, adventure, meeting new cultures, other people, new landscapes, status, among others. Another way of taking a trip is through the interest of living new experiences that were imagined from literature. This connection of the potential tourist with literature and tourism is based on the tourist's involvement with the plot, images, characters, scenarios and others, generating interest in choosing to visit the destination portrayed in the book (CARVALHO, GOSLING e ALMEIDA, 2018). Thus, this growing demand is called Literary Tourism (BERIC, KOVACEVIC, *et al.*, 2013).

Hedonic purchase value

The consumption of goods and services can be utilitarian or hedonic. The utilitarian value, according to Araújo, Lima et al (2015) is motivated by need, observing the functions or qualities of use, while for the hedonic value, according to Lubeck, Santini, Camargo, & Wanin (2016) it is motivated based on pleasure, satisfaction and experiences.

Thus, among the subjective characteristics of consumption, the hedonic purchase value involves the individual feeling of desire, the purchase and the experience of a good or service based on consumption that reflects pleasurable experiences (ARAÚJO et al., 2015).

Bringing this concept to tourism, which is related to the consumption of intangible, immaterial and abstract goods and services, it is natural for consumers to feel satisfaction from the purchase of a good or service, demonstrating hedonic behaviors based on the positivity of acquisitions (Forsythe, Butler, & Kim, 1991).

It is then understood, based on the literature, that the hedonic purchase value can present in the consumer, behaviors linked to emotion, fantasy and consumer interaction with goods and services, with the purpose of providing personal satisfaction.

Authors such as Schmitt (2002) associate the hedonic purchase value with sensory stimuli, such as hearing and vision, since these senses can provide the consumer with imagination, joy, pleasure and fun. Therefore, the choice of a tourist destination can be associated with the hedonic value that it can provide, through vision, hearing, but also smell, taste and touch, thus providing new experiences.

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METHODOLOGY

This article is characterized by being an exploratory-descriptive research, contemplating bibliographical and field research characterized as a case study with a quantitative approach for data collection and analysis.

Initially, a bibliographical survey was carried out through search platforms such as Periódicos Capes, Scholar Google and books that address the themes of tourism, literary tourism and hedonic purchase value. Then, for the field research, the application of an *online survey was adopted as a research strategy* (LEEUEW, HOX & DILLMAN, 2008) through the questionnaire, as a data collection instrument, which was available to the respondents for 15 days, obtaining 42 respondents.

The study was applied among Brazilians who have already stayed at the Brazilian School of Magic in order to experience the proposed experiences. Due to not knowing the size of the population that will be involved in the research, it will present a non-probabilistic sampling (ARIBOMI & PERITO, 2004). To increase the scope of the sample, which will also be represented by Brazilians who stayed at the school of magic, the *snowball* technique was adopted, that is, the research was disseminated through indication among individuals, as well as on the social networks that the school of magic participates (ATKINSON & FLINT, 2001).

To carry out the *online survey*, a structured questionnaire was used as a data collection instrument. The questionnaire was developed based on the literature review in which it addressed tourism, literary tourism and hedonic purchase value.

The questionnaire was divided into four sections. The first section, to identify the respondent's relationship with the films of the Harry Potter saga. The second section sought to present the Escola de Magia do Brasil – BEM and also to identify the respondents' interest in this school. Section three, on the other hand, presented the hedonic purchase value and section four the profile of respondents with the aim of knowing the profile of literary tourists.

Before applying the questionnaire, which was prepared with the help of *google forms*, a pre-test was carried out with 15 individuals who have a similar profile to the potential individuals who will be part of the research, to identify possible gaps and then validate the data collection instrument (Leeuw, Hox & Dillman, 2008). For data analysis, descriptive statistical analysis was used.

RESULTS AND DISCUSSIONS

After collecting the data, a review of the questionnaires was carried out with the aim of finding possible flaws in filling them out, however, no unanswered questions were found, validating all questionnaires (42). After this process, the data were exported to Excel software to then proceed with the analysis.

Sociodemographic profile of the respondents is presented. Next, the respondents' relationship with magic films is presented, especially those related to the Harry Potter Saga. Thirdly, the School of Magic in Brazil – BEM is presented, also identifying if there is a relationship between the respondents and the school, or if, at least, they would like to know and live experiences. Finally, the characteristics of the hedonic purchase value are presented to verify if the respondents identify themselves.

Sociodemographic profile of respondents

Based on simple descriptive statistics, this article began with the delineation of the respondents' demographic profile. Based on the demographic profile shown in Chart 1, it can be seen that the majority of respondents are female, representing 83.3% of the total. It also sought to measure the age range of the participants, in which it is observed that young people between 18 and 24 years old (54.7%) are the majority.

Also considered for this research, the source of income of these respondents, 66.7% of them with a family income between 1 and 3 minimum wages, representing 66.7% of respondents. Finally, due to the topic addressed, it was considered pertinent to verify the respondents' State of residence. Thus, 69% of respondents are from Paraíba (PB), a fact that is due to the fact that the research began with respondents from Paraíba, the researcher's place of residence.

Chart 1. Sociodemographic profile based on frequencies

| GENDER | | STATUS OF RESIDENCE | |
|--------------------|-------|-------------------------------|-------|
| Feminine | 83.3% | PARAÍBA (PB) | 69% |
| | | PERNAMBUCO (PE) | 21.4% |
| | | SANTA CATARINA (SC) | 2.4% |
| Masculine | 16.7% | SAO PAULO-SP) | 2.4% |
| | | CEARÁ (CE) | 2.4% |
| | | FEDERAL DISTRICT | 2.4% |
| AGE GROUP | | FAMILY INCOME | |
| 18 to 24 years old | 54.7% | Between 1 and 3 minimum wages | 66.7% |
| 25 to 30 years | 26.3% | Between 4 and 6 minimum wages | 28.6% |
| 31 to 40 years | 19.1% | More than 7 minimum wages | 4.8% |
| | | | |

Source: Self elaboration (2023).

After drawing up the socio-demographic profile of the sample, the next statistical analysis will be directed to the analysis of the uniformity of the items that made up the questionnaire, which will be presented in the next session.

Magic movies

The first section of the questionnaire sought to understand the respondents' relationship with magic films, but specifically with the Harry Potter Saga. Thus, based on the profile shown in Table 2, it is observed that most respondents like magic movies (88.1%) and that they have watched a Harry Potter movie (90.5%) . In addition to liking the saga, it also considered for this research to identify whether respondents would like to experience being a wizard like Harry Potter, and 85.7% answered yes. However, only 57.1% accessed Saga through reading a book, which shows that these respondents also had access through audiovisual media, such as movies.

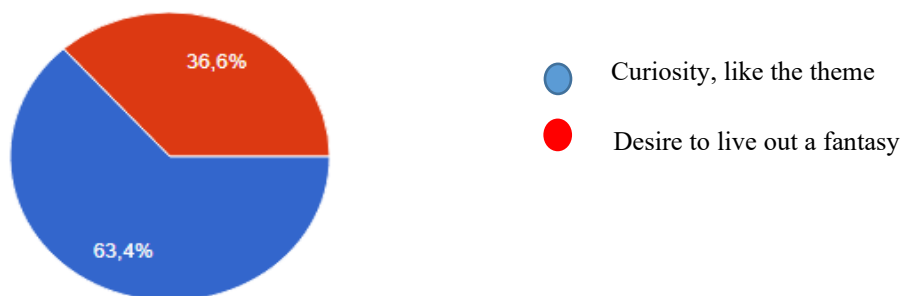
Table 2. Identification of the respondents' relationship with the Harry Potter saga

| QUESTIONS | YES | NO |
|---|-------|-------|
| Do you like movies or series about magic? | 88.1% | 11.9% |
| Have you ever watched the Harry Potter movies? | 90.5% | 9.5% |
| Have you ever read any Harry Potter books? | 57.1% | 42.9% |
| Would you like to live the experience of being a witch or wizard, like in Harry Potter? | 85.7% | 14.3% |

Source: *Self elaboration (2023).*

Then, in the questionnaire, it sought to understand the respondents' relationship with the film, obtaining a more expressive response of the desire to experience a fantasy (63.4% shown in image 1. Which actually matches what is presented in the literature. According to O'Connor and Bolland (2008) and Vega (20011), literary tourism is based on attracting potential tourists who want to experience the feelings and emotions caused by literary works, therefore, literature is seen as a source of inspiration.

Image 1: What is your relationship with these films or series?



Source: *Self elaboration (2023).*

As one of the objectives of literary tourism is to take readers to an imaginary world and touch the emotional and playful aspects of readers, respondents were asked what feelings would lead them to want to live the experience of being a witch. In image 2, it is observed that several options were suggested, such as self-realization, pleasure, leaving everyday life and escape. However, the most frequent response was to get out of routine (47.2%) followed by pleasure (30.6%). This result contributes to the initial questioning of the article, that is, the relation of hedonic purchase value as a driver for literary tourism.

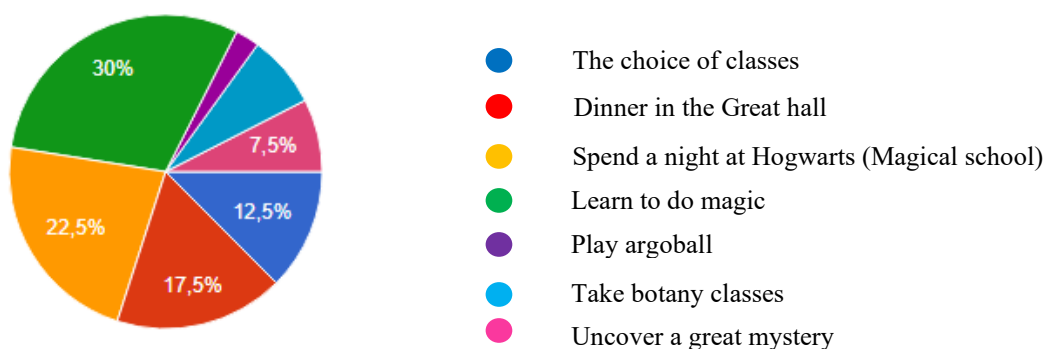
Image 2: What feelings would make you want to live the experience of being a witch?



Source: Self elaboration (2023).

To close the first section, the questionnaire, sought to identify which activities would be most relevant to the respondents, so that they would have the opportunity to experience a new experience related to literary tourism based on the Harry Pattore saga. For this, several activities were presented that are demonstrated in the books and films of the saga, such as how to play Argoball, dinner in the great hall and the choice of classes. In response, "Learning to do magic" was the one with the highest frequency (30%) followed by "Spend a night at Hogwarts (magic school)", while "Argobol Game", present in the saga, represented only 2.5 % of respondents' interest (image 3)

Image 3: Based on the Harry Potter books and movies, what experience would you like to have?

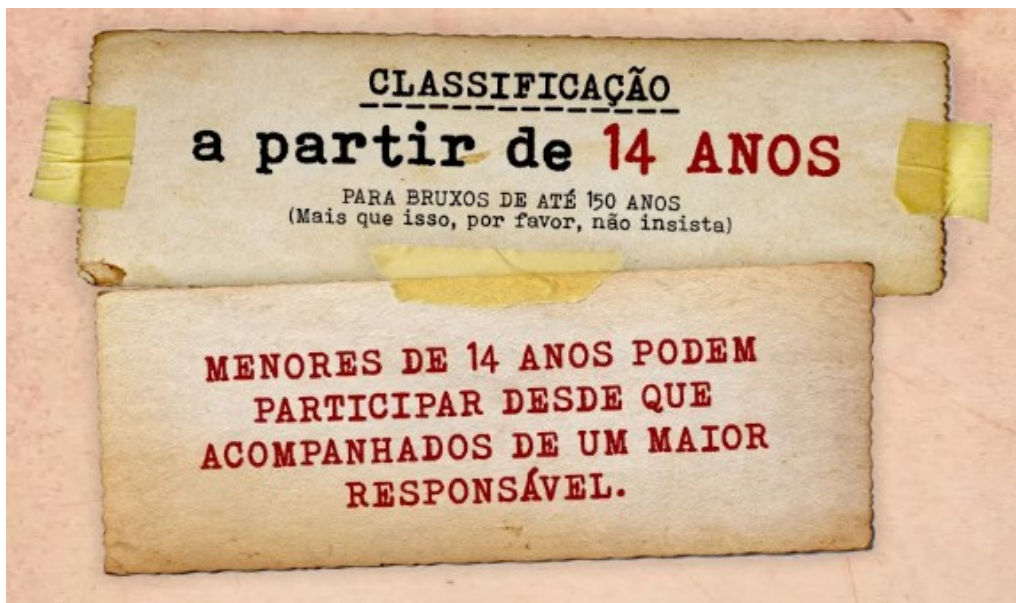


Source: Self elaboration (2023).

Brazilian School of Magic – EMB

The Escola de Magia do Brasil - EMB, is located in Campos do Jordão/SP and has a Castle structure, in which witches and wizards need a map to move around. EMB is the most recognized institution of magic at national level and receives students from all over Brazil for an immersion in new experiences. Thus, the new witches and wizards participate in botany classes, snacks, special dinner, choice of classes and various activities that refer to the magic portrayed in the Harry Potter films from an environment fully decorated with the theme. In addition, in order for this immersion to be as real as possible, they dress in character, as do their teachers and the entire team. The school of magic does not restrict its audience, accepting witches and wizards from 14 years old up to 150 years old. For the public under 14 years old, they can participate, but with the presence of a responsible person, that is, it is an experience for all ages (image 4).

Image 4: Age of target audience



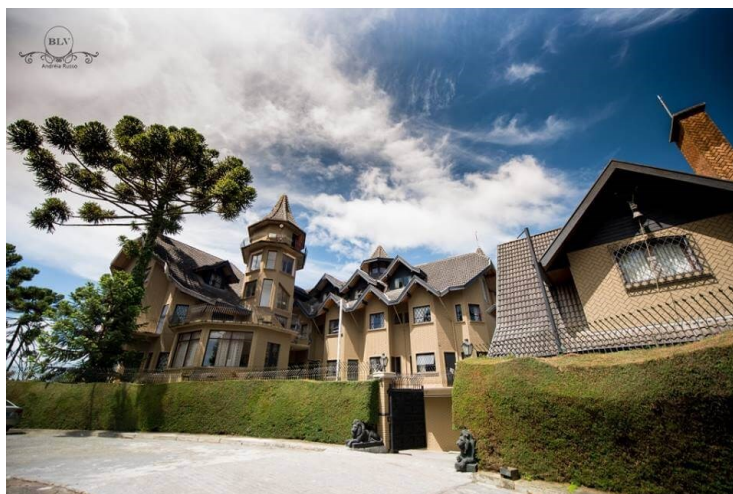
Source: EMB, 2023.

For four days, students walk the halls wearing the typical EMB capes. As in the Harry Potter saga, the EMB has four houses – Tigers, Squirrels, Serpents and Eagles and the disciplines are offered according to the student’s class, who can enroll in the 1st year, if it is their first edition, or in the 2nd and 3rd years, if you have participated in the event before.

To make the immersion experience as real as possible, all the characters – from the teachers to the magical creatures – are played 24 hours a day by the actors. The School also has

its own currency “doubloons”, and the decoration of the castle is faithful to the wizarding universe (image 5).

Image 5: Brazilian School of Magic - EMB



Source: EMB, 2023.

In this way, the survey respondents were asked whether they already knew or had heard about the Escola de Magia do Brasil – EMB, located in Campos do Jordão/SP, and only 40.5% had, at some point, information about it. When asked if they had already visited or lived the experience at the school, the answer was 100% negative, that is, no one had personally known the school, which may be associated with several factors, such as economics, commuting, lack of interest in the experience, lack of credibility in the product offered, lack of information, among others. For this reason, it was also considered for this research to question whether the respondents would be interested in getting to know the EMB, with 90% showing interest and only 10% pointing out that they are not interested in getting to know the school due to the distance and why not found it interesting (chart 3).

Table 3: Knowledge of the Brazilian School of Magic - EMB

| QUESTIONS | YES | NO |
|---|-------|-------|
| Have you heard about the Brazilian School of Magic? | 40.5% | 59.5% |
| Have you visited? | - | 100% |
| If you haven't visited, would you like to visit? | 90.0% | 10% |

Source: Self elaboration (2023).

For those who are interested in getting to know EMB, they were asked if would be willing to shell out BRL 3,079.00 to spend 4 days of immersion in a pure experience of magic based on the Harry Potter films, including transportation from Campos do Jordão/SP bus station

to school, full meals, accommodation, magic cup (to drink unlimited KIBRUXO soda, juice and water), EMB Cover, Year I Handout, Graduation Diploma, Student ID, school map, take courses related to magic, in addition to lots of fun (EMB, 2023) . Thus, 50% of respondents responded that they would pay and the remaining 50% responded that they would not pay that amount to have this immersion. However, to better understand this answer, it was agreed to also ask what would be the affordable price to participate in this immersion, and 26.5% of respondents opined the value of R\$ 2,000.00.

It is worth mentioning that many of the respondents presented individual responses showing that the value would be fair for the proposal presented, others showed interest but had other priorities at the time and could not afford the requested amount. Based on the socio-demographic profile, it is possible to analyze the very question of the age group of greatest interest, young people, that is, those who are still studying, doing internships or even looking for their first job, depending financially on their parents' income and for this reason cannot compromising family income. Other respondents also stated that they like the films, are interested, but are not willing to do a 4-day immersion on the theme, presenting in this case, a brief interest which cannot be associated with fans.

Hedonic Value

The last section to be presented is the hedonic purchase value, which according to Araújo *et al* (2015), involves the individual feeling of desire, the purchase and the experience of a good or service from consumption that reflects pleasurable experiences, thus associating, this need for pleasure, self-realization and status that the consumer can relate to the purchase of the good or service (CAMPBELL , 2001) and not to the usefulness of these goods and services.

That said, in the last section of the questionnaire, respondents were asked whether experiencing this experience could bring them joy. Some respondents were in doubt (23.8%), which may be related to the lack of more concrete information about this attraction. However, 38.1% indicated that having this experience in the world of magic at the EMB school could indeed provide joy, while 33.3% had no doubts about the positive result of experiencing this experience.

When asked if it would be related to an escape from reality, 40.5% answered that, of course, this experience could take them to the literary world, imagination and emotion. This certainty of respondents may be associated with consumer expectations, in which a well-provided service, meeting needs and expectations, nourishes the perception of hedonic value

(RAYBURN and VOSS, 2013). For this reason, of expectation, it is assumed that respondents understand that experiencing this experience is pleasant (40.5%) (chart 4).

As a way of confirming the interest of these respondents in experiencing this experience at the EMB, it was asked if, among other activities that they could perform, even so, if there was the opportunity, they would be interested in knowing and experiencing new experiences at the Escola de Magia do Brazil. As a response, 50% indicated that yes, I do not have any negative response, which shows that literary or even cinematographic tourism, if according to Beeton (2006) is related to visiting destinations or tourist attractions that served as locations for audiovisual productions, manage to capture the interest of potential tourists in search of new experiences, escape from everyday life, status, among others.

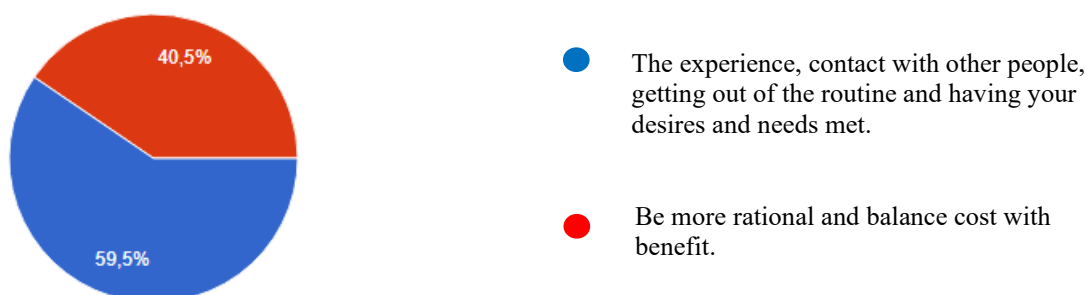
Table 4: Relationship between hedonic purchase value and literary tourism

| QUESTIONS | YES | FOR SURE | NO | PERHAPS |
|---|-------|----------|------|---------|
| Would visiting this attraction really be a joy? | 38.1% | 33.3% | 4.8% | 23.8% |
| Would visiting this destination be an escape from reality? | 33.3% | 40.5% | 7.1% | 19% |
| Would visiting the EMB be a pleasant experience? | 40.5% | 38.1% | - | 21.4% |
| Compared to other individual activities, would you be available to learn about and experience new experiences at (EMB)? | 50% | 16.7% | 9.5% | 23.8% |

Source: Self elaboration (2023).

Finally, in the quest to understand the importance of associating hedonic purchase value with literary tourism, and in this case, with the experience lived at the EMB, it was asked what was most important to the respondents, that is, what they prioritize. Therefore, 59.5% answered that for them, the experience, the contact with other people, getting out of the routine and having their desires and needs met is more important than the balance of family costs.

Image 6: Important aspects for the respondent



Source: Self elaboration (2023).

This last question confirms what Melo, Costa and Korossy (p. 27, 2023) present in their article "Psychocentric tourists and the influencing factors in the hedonic purchase value of a mass tourist destination", in which:

"Consumers are being encouraged to subjective consumption, that is, utilitarian consumption is no longer essential for the acquisition of a good or service, opening up space for subjective consumption, that which can provide pleasure, status and satisfaction. [...] these new behaviors may be associated with the new consumption model, with the need to be included in society, for status, satisfaction and pleasure".

It can then be seen that literary tourism is in fact related to the hedonic purchase value, since when potential readers feel motivated to know the destinations portrayed in literary works, there is an approximation of the reader with the destination, tourist attractions and the local population, moving the consumer to involvement, to the feeling of freedom, to the imaginary and to escape from everyday life (HIRSCHMAN, 1983).

FINAL CONSIDERATIONS

This article sought to encourage dialogue about the hedonic purchase value that may be associated with literary tourism, since the hedonic purchase value represents desire, involvement, pleasure, the search for new sensations and literary tourism involves capturing of potential tourists who wish to experience the feelings and emotions caused by literary works.

For this, we sought to answer the following question: to what extent the hedonic purchase value, represented by the search for self-realization, pleasure and escape from everyday life, drives the literary tourism carried out at the Escola de Magia do Brasil (EMB) in Campos do Jordão / SP?

Thus, based on the respondents' response and on the analysis carried out in the previous section of this article, it can be concluded that despite the value of the experience provided by the EMB, the respondents' travel distance, financial issues presented in the family income and age group (young people), many respondents are interested in living this experience of the world of witches. This fact may be related not only to the age group, but also to the change in consumer needs, in which 59.5% say that experience, contact with other people, getting out of routine and having their desires and needs met is more important than the balance of family costs.

This does not mean that we are presenting irresponsible people, with no interest in financial balance, but in changing their personal need to enjoy their leisure time with situations that make them experience new, unique experiences.

Thus, the hedonic value, through this research, contributes to literary tourism from the moment that emotion, status, escape, experience exceeds the utilitarian value of goods and services, thus providing well-being for those who experience this experience.

Finally, this research may also expand discussions that in contemporary times the consumption of goods and services may be associated with meeting individual needs and not just utilitarian consumption, that is, that motivated by the functionality of the good or service (KANG & PARK -POAPS, 2010; ARAÚJO et al., 2015)

As a future research, it is proposed to apply this study associated with cinematographic tourism since many films and television series were based on literary works (BUSBY and KLUG, 2001) and cinematographic tourism generates the capture of potential tourists to destinations that served as locations for audiovisual productions.

It is understood that the limitation of this research project may be due to the free access to the social networks of the Escola de Magia do Brasil to carry out the *online survey*.

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