



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN · BOLZANO

CBTS 2013 in Bruneck/Brunico, 4-7 December 2013

# Authenticity between Philosophy and Tourism

*Marta Disegna, Ralf Lüfter, Linda Osti*

Free University of Bozen-Bolzano, School of Economics and Management,  
Competence Centre in Tourism Management and Tourism Economics (TOMTE)

# Authenticity

A fad, ploy or fact of life?

Paraphrasing Pizam (2006) about Green Hotels

The time from WWII onwards can be called

The age of authenticity

(Taylor, 2007)

REINHOLD MESSNER

## Authentizität für die Alpen

Mit prominenter Unterstützung versuchen Nord- und Südtirol, den Tourismus Richtung Wahrhaftigkeit zu lenken. Beim ZEIT-Symposium trafen sich die Experten zur Diskussion.

VON Ursula Demeter | 30. Juni 2010 - 10:57 Uhr

© Tappeiner/SMG



In Schloss Juval bei Kastelbell im Vinschgau, dem Wohnsitz von Reinhold Messner, befindet sich ein Museum

Er ist frisch aus Nepal eingetroffen, und mit seiner verwilderten Haarpracht sieht Reinhold Messner dem Yeti ähnlicher denn je. Sie sollen es sich bequem machen, wie an einem Lagerfeuer, bittet er die Gäste, die sich unter dem modernen Glasdach auf seinem hoch über dem Vinschgau gelegenen Schloss Juval versammelt haben. Die ZEIT hat zu einem Symposium über die Gestaltung eines zukunftsfähigen, authentischen Alpentourismus geladen.



## Hiking in South Tyrol

Traverse the valleys, enjoy the one-of-a-kind flora and fauna...

It doesn't matter whether you're interested in easy strolls through the narrow streets of our town, family hikes with the baby carriage, or challenging all-day hikes: The vicinity of Olang/Valdaora offers a unique way to experience the stunning beauty of the Dolomites. And you won't want to miss the authentic experience of stopping in at one of the many quaint Alpine huts along the way, where you can enjoy refreshments and our typical South Tyrolean cuisine while admiring the breathtaking panoramic view.

### A Hiking Paradise as Far as the Eye Can See



### CALENDARIO CORSI CASA CLIMA DICEMBRE 2013

Lu	Ma	Me	Gi	Ve	Sa	Do
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Certificazione

### EDIFICI

#### SOSTENIBILITÀ

[CasaClima nature](#) ▾

[ClimaHotel](#) ▾

[7 ragioni per ClimaHotel](#)
[Area di valutazione Natura](#)
[Area di valutazione Vita](#)
[Area di valutazione](#)
[Trasparenza](#)
[Foto ClimaHotel](#)
[Seminario ClimaHotel](#)
[CasaClima Habitat](#) ▾

[CasaClima Wine](#) ▾

[Benvenuto](#) ▸ [Certificazione](#) ▸ [Sostenibilità](#) ▸ [ClimaHotel](#) ▸ [Area di valutazione Vita](#)

## Area di valutazione „Vita“

Il punto focale di questa categoria è il rapporto della struttura con il benessere degli ospiti (elemento di valutazione „Uomo“), attraverso la valutazione di comfort ambientale e accessibilità. L'elemento di valutazione „Ambiente“ esamina invece la qualità degli spazi interni ed esterni, considerando anche come l'hotel si mette in relazione con le peculiarità del paesaggio e dell'ambiente circostante. Il criterio di valutazione „Autenticità“ esamina le misure adottate per valorizzare la connessione con l'autenticità del luogo attraverso l'utilizzo di prodotti e materiali locali. Di questo concetto di utilizzo delle risorse locali diventa parola chiave il tema „Re-regionalizzazione“.

### Vita

Comfort

Ambiente

Accessibilità



Authenticiy according to Oliviero Toscani for Benetton

# Research objectives

## **Authenticity:**

A phenomenon for which definitions tend to be rather partial and largely insufficient

## **Aim:**

- to provide an initial analysis of the concept of authenticity from a philosophical point of view
- to identify the constitutive dimensions/aspects of authenticity

# Do we know what we are speaking about?

Paraphrasing St Augustine about time:

**"What then is time? If no one asks me, I know: if I wish to explain it to one that asks, I know not."**

The intangibility of authenticity

**I CAN VISION IT, BUT I CANNOT EXPLAIN IT**

The power of the limit of knowledge:

- The limit is likely to provide methodological orientation by serving as a starting point and as a constant resource for research (under a philosophical approach)
- The **bridge** whereby to cross from the minor truth of the tangible to the major truth of the intangible.



# Authenticity: in philosophy

## The age of authenticity

“each one of us has his/her own way of realizing our humanity, and that it is important to find and live out one’s own, as against surrendering conformity with a model imposed on us from outside”



**A time of choice**

(Taylor, 2007)

# Authenticity: in philosophy

## **“To be true to one’s own self”**

Intimately related to the instant in which someone (something)...

- ...is likely to become true;
- ...is likely to accomplish his/her (its) own self.

Someone (something) cannot be what he/she (it) is, i.e. what they (it) are (is) likely to be, when he/she (it) is under the rule of someone (something) who (which) constrains him/her (it) to be someone (something) else, i.e. unauthentic.

(Trilling, 1972)

# Authenticity in tourism

## MacCannell's (1973) key - concepts:

- “Staged Authenticity”
- impossibility to reach authenticity = **no salvation** for the tourist-pilgrim

## Cohen's (1988) opinion:

- Commoditization → not necessarily destroys authenticity
- Tourist - oriented products can acquire new meanings for locals
- old meanings do not disappear, they may “remain salient, on a different level”

From commoditization of authenticity to **redemption of the tourist**

# Authenticity in tourism

## Wang's theory:

Authentic products are made “by local people according to custom and tradition” (Wang, 1999).

Key – concepts:

- Importance of the Past      —————>      People holder of traditions

## Taylor's theory:

Authenticity may be generated from the interaction of tourists and actors in a ‘sincere’ cultural experiences atmosphere” (Taylor, 2001).

Key – concepts:

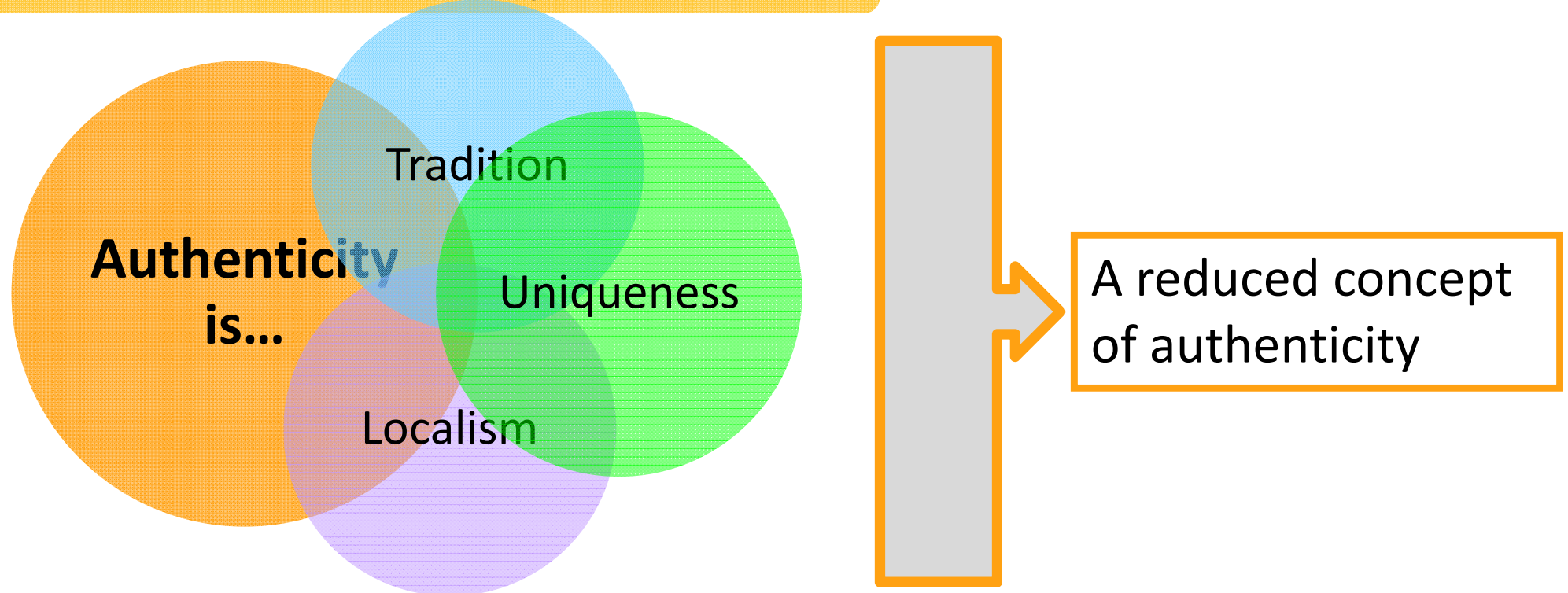
- No object authenticity
- Value to interaction moment

# Authenticity in (tourism & event) management

## Authenticity as value

- Measurement and evaluation of performance and effectiveness
- Promoters of destination and tourism enterprises lay claim to the authenticity of their products

## The triad of authenticity in events:



# Authenticity in (tourism & event) management

## Authenticity?

Depends entirely on its value for the implementation of the empowerment of performance

**Authenticity as a RESOURCE**

# The Medieval Games of Sluderno

## Methodology:

- Ad-hoc survey among visitors and performers during the South-Tyrolean Medieval Games in 2013.
- Self-administrated
- 480 interviews
  - (253) visitors and
  - (227) performers



# The Medieval Games of Sluderno



	N. Performers	N. Stand	N. Voluntaries	N. daily ticket	N. 3 days ticket
<b>2008</b>	800	40	1600	7670	100
<b>2009</b>	850	60	1700	8200	130
<b>2010</b>	1000	65	1700	8450	130
<b>2011</b>	1100	70	1800	8650	180
<b>2012</b>	1300	85	2000	8910	265
<b>2013</b>	1300	85	2000	9410	300

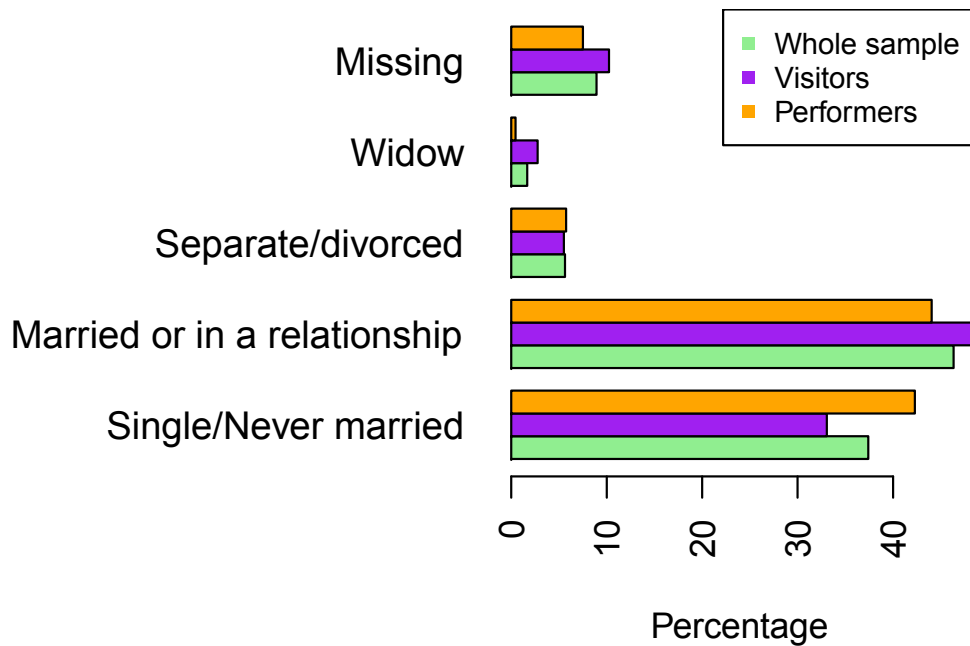


# Respondents' characteristics

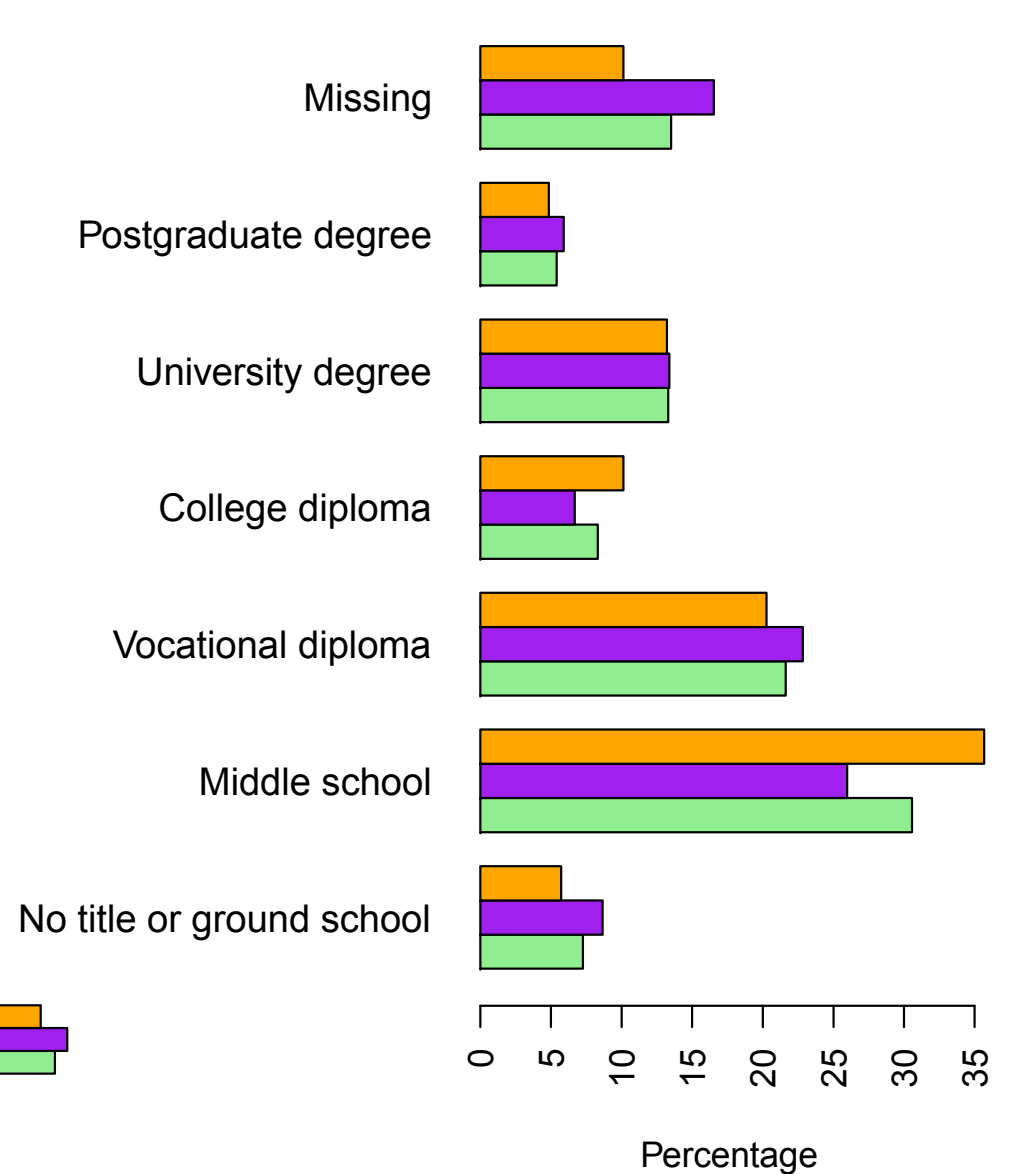
	<i>Whole sample</i>	<i>Visitors</i>	<i>Performers</i>
<i>Gender - %</i>			
Female	50.34	56.22	43.63
Male	49.66	43.78	56.37
<i>Age - mean (median)</i>	37 (35)	39 (38)	35 (32)
<i>Nationality - %</i>			
South-Tyrol	37.22	62.21	9.25
Other Italian regions	17.67	11.02	25.11
Germany	27.86	9.84	48.02
Austria & Switzerland	13.52	14.57	12.33
Other countries	3.73	2.36	5.29

# Respondents' characteristics

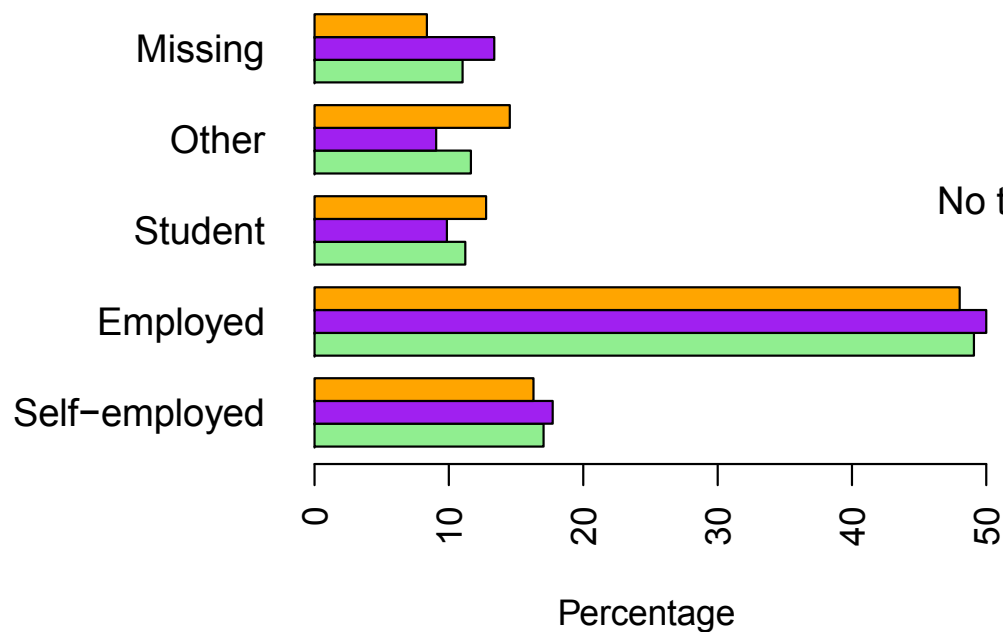
## Civil status



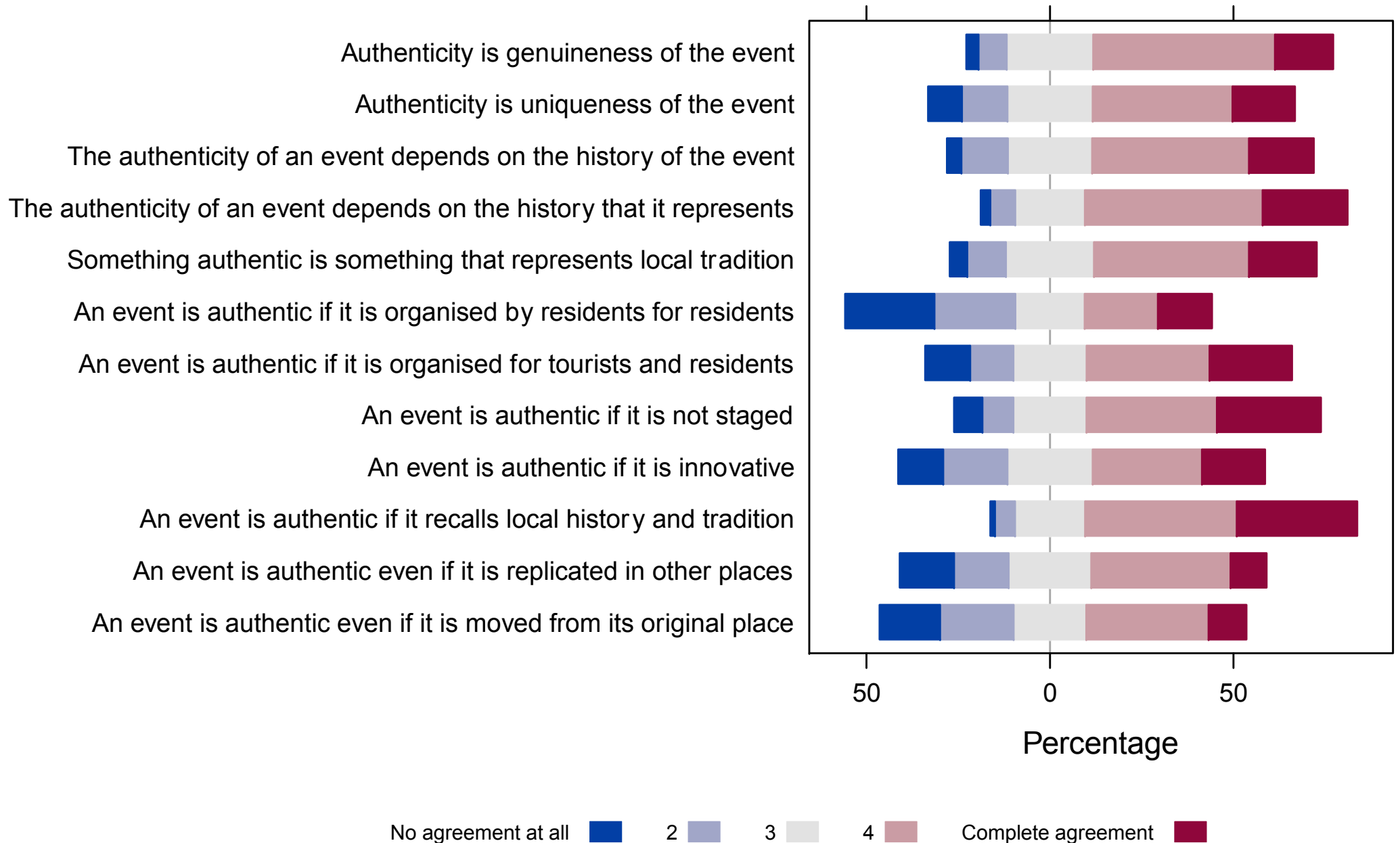
## Educational level



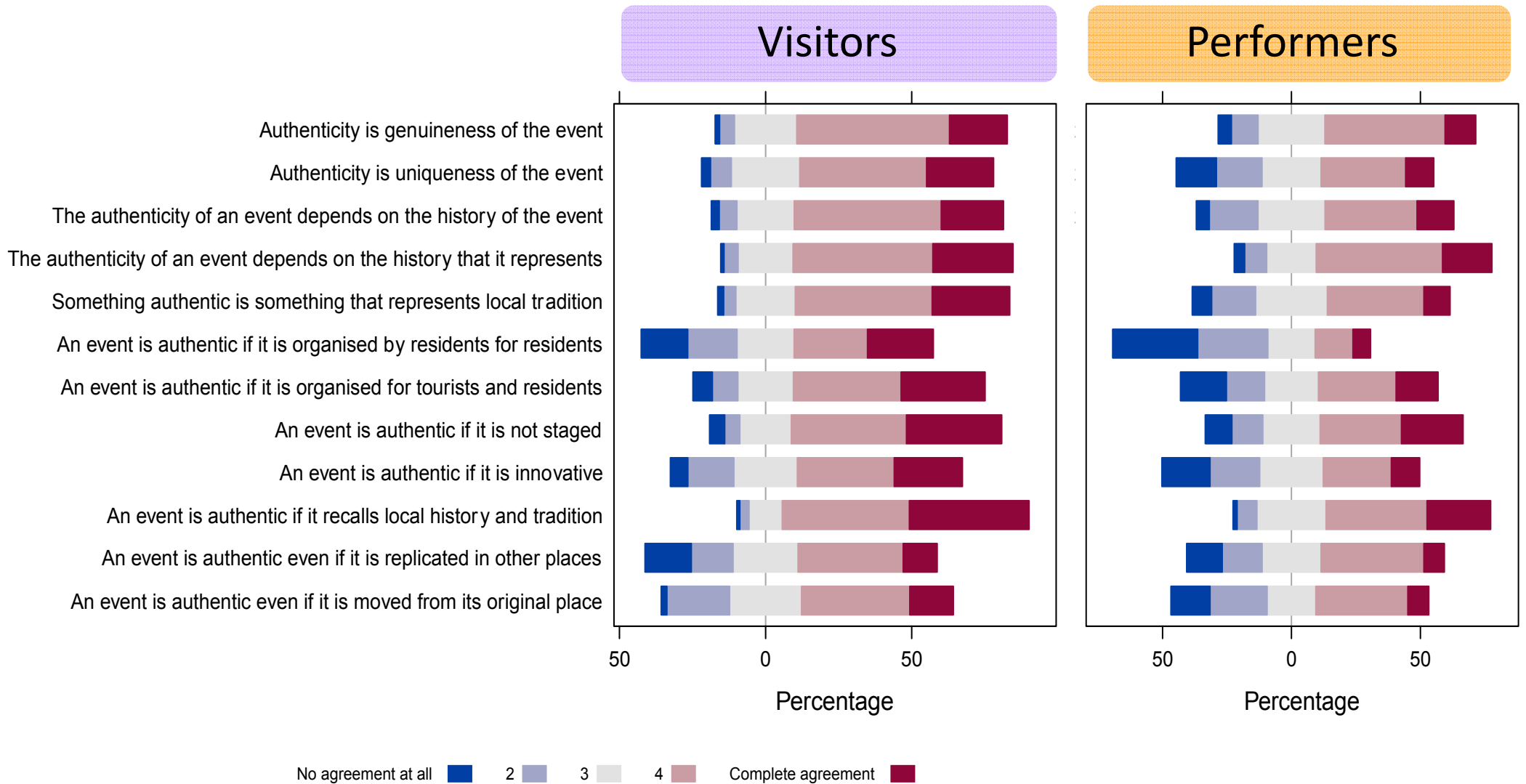
## Employment status



# Level of agreement: whole sample



# Level of agreement: visitors & performers



# How would you complete this sentence?

**An event is  
authentic  
if...**

- authentic interpretation
- done well
- done with passion
- history is lived
- if everyone can immerse in it
- if lived as authentic
- it transmits emotions
- interpretation
- it is fun while representing real his..
- it represents the past and I feel well..

**Interpretation**

# How would you complete this sentence?

**An event is authentic if...**

- history
- it represents real history

**History**

- it is philological
- study

**Study**

- is part of the rules
- it is authentic

**It is authentic**

- no modern tools

**No modernity/  
equipment**

- authentic in every single part
- if participants and programme are authentic

**Components**

# How would you complete this sentence?

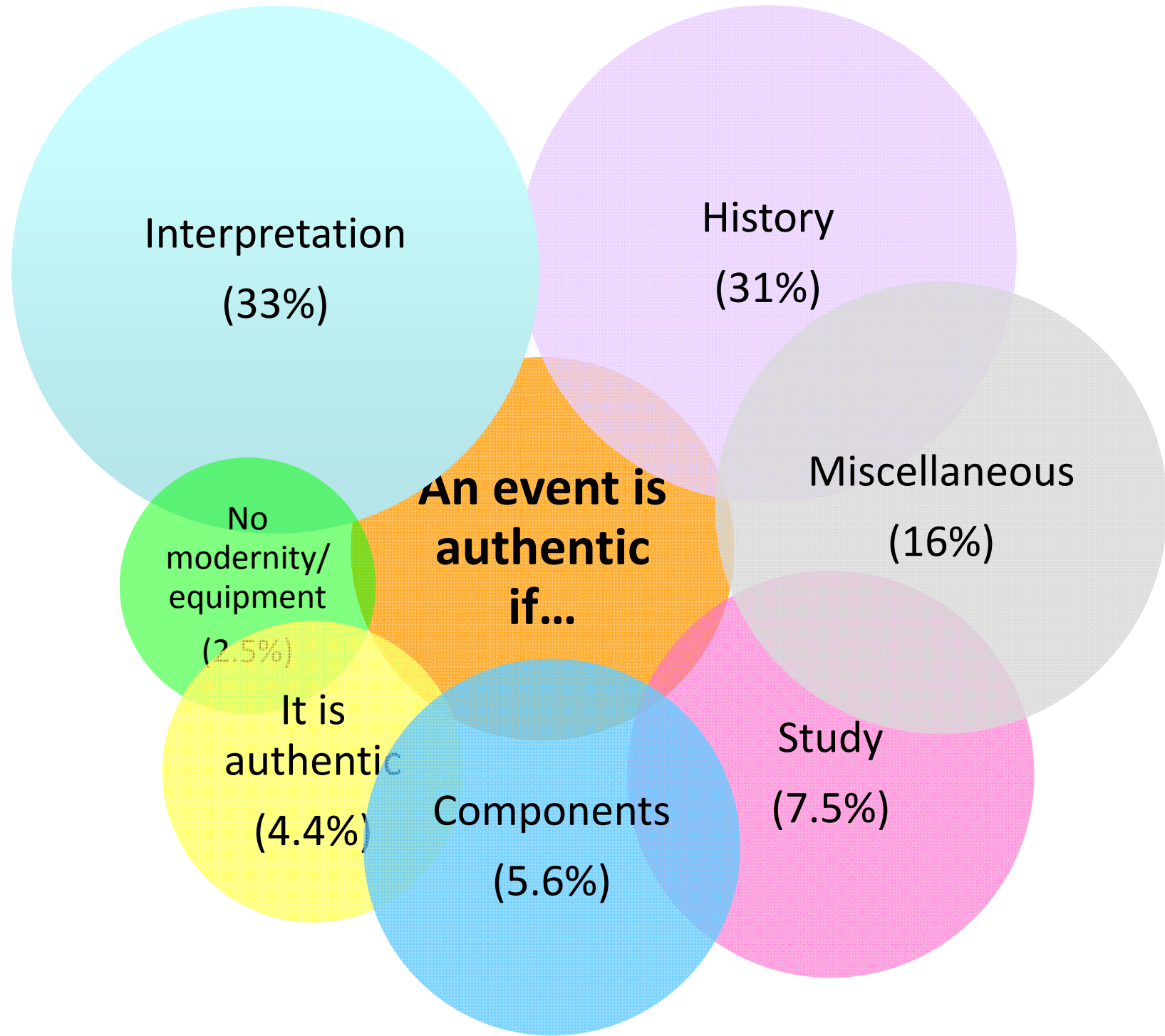
**An event is  
authentic  
if...**

- it is possible to see different eras
- magnificent
- as this event
- authenticity the wrong word for quality
- it represents something credible
- good place
- if there is no profit involved
- impossible
- it is a subjective factor
- as I imagine it
- it is real
- entertaining
- it's good
- like a museum
- unique
- not commercial
- organised by professionals
- place belonging
- protected
- pure
- real
- related to the theme

**Miscellaneous**

**Note:** 160 obs., 70.6% performers 29.4% visitors

# How would you complete this sentence?





# Authenticity of a general tourist event (1)

How much are you in <b>agreement</b> (from 1="Not agreement at all" to 5="Complete") with the following statements about the <b>authenticity of a general tourist event</b> ?	Interpretation	History	Study	Components	It is authentic	No modernity/ equipment	Miscellaneous
Authenticity is genuineness of the event	3.68 (4)	3.43 (4)	3.55 (4)	3.13 (3)	3.86 (4)	3.00 (3.5)	3.66 (4)
Authenticity is uniqueness of the event	3.28 (4)	3.08 (3)	3.36 (4)	2.71 (4)	3.00 (4)	3.00 (3)	3.43 (4)
The authenticity of an event depends on the history of the event	3.57 (4)	3.31 (4)	3.50 (3.5)	3.11 (3)	3.50 (3.5)	3.50 (3)	3.62 (4)
The authenticity of an event depends on the history that it represents	3.84 (4)	3.70 (4)	3.50 (4)	3.33 (4)	3.86 (4)	4.00 (4)	3.69 (4)
Something authentic is something that represents local tradition	3.77 (4)	3.39 (3)	3.00 (2.5)	3.22 (3)	2.50 (2.5)	3.00 (2.5)	3.50 (4)

# Authenticity of a general tourist event (2)

How much are you in <b>agreement</b> (from 1="Not agreement at all" to 5="Complete") with the following statements about the <b>authenticity of a general tourist event</b> ?	Interpretation	History	Study	Components	It is authentic	No modernity/ equipment	Miscellaneous
An event is authentic if ...							
...it is organised by residents for residents	2.24 (2)	2.04 (2)	2.17 (2)	2.22 (2)	1.57 (1)	3.00 (3)	3.26 (4)
...it is organised for tourists and residents	3.20 (3)	2.86 (3)	2.50 (2.5)	2.57 (3)	3.00 (3.5)	3.33 (4)	3.31 (3)
...it is not staged	3.36 (4)	3.57 (4)	3.17 (3)	3.14 (3)	4.43 (5)	4.33 (4)	3.57 (4)
...it is innovative	3.15 (3.5)	2.69 (3)	2.75 (3)	2.43 (2)	2.29 (2)	3.50 (3.5)	3.33 (3)
...it recalls local history and tradition	4.08 (4)	3.84 (4)	4.58 (5)	3.56 (4)	3.29 (3)	3.75 (4)	3.74 (4)
An event is authentic even if it is...							
...replicated in other places	3.24 (4)	3.09 (4)	3.50 (4)	3.63 (4)	2.29 (2)	3.00 (4)	2.92 (3)
...moved from its original place	3.00 (3)	3.10 (3.5)	3.00 (3)	3.00 (3)	2.29 (2)	3.00 (4)	2.64 (2)

# Socio-demographic characteristics

## Interpretation

- Equally distributed between visitors and performers
- Equally distributed between genders
- Lower education level
- Mainly German

## History

- Well distributed between visitors and performers
- Mainly men
- Higher education level
- Mainly Italian

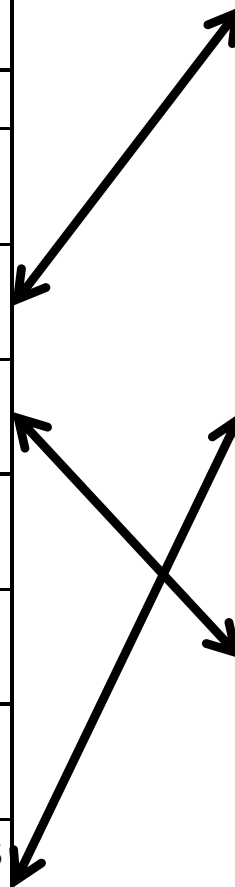
# Authenticity: “Interpretation” vs “History” cluster

## Interpretation

An event is authentic if it recalls local history and tradition (4.08)
The authenticity of an event depends on the history that it represents (3.84)
Something authenticity is something that represents local tradition (3.77)
Authenticity is genuineness of the event (3.68)
The authenticity of an event depends on the history of the event (3.57)
An event is authentic if it is not staged (3.36)
Authenticity is uniqueness of the event (3.28)
An event is authentic even if it is replicated in other places (3.24)
An event is authentic if it is organised for tourists and residents (3.20)
An event is authentic if it is innovative (3.15)
An event is authentic even if it is moved from its original place (3.00)
An event is authentic if it is organised by residents for residents (2.24)

## History

An event is authentic if it recalls local history and tradition (3.84)
The authenticity of an event depends on the history that it represents (3.70)
An event is authentic if it is not staged (3.57)
Authenticity is genuineness of the event (3.43)
Something authenticity is something that represents local tradition (3.39)
The authenticity of an event depends on the history of the event (3.31)
An event is authentic even if it is moved from its original place (3.10)
An event is authentic even if it is replicated in other places (3.09)
Authenticity is uniqueness of the event (3.08)
An event is authentic if it is organised for tourists and residents (2.86)
An event is authentic if it is innovative (2.69)
An event is authentic if it is organised by residents for residents (2.04)



# Authenticity: “It is authentic” cluster

## It is authentic

An event is authentic if it is not staged (4.43)

Authenticity is genuineness of the event (3.86)

The authenticity of an event depends on the history that it represents (3.86)

The authenticity of an event depends on the history of the event (3.5)

An event is authentic if it recalls local history and tradition (3.29)

Authenticity is uniqueness of the event (3.00)

An event is authentic if it is organised for tourists and residents (3.00)

Something authenticity is something that represents local tradition (2.50)

An event is authentic if it is innovative (2.29)

An event is authentic even if it is replicated in other places (2.29)

An event is authentic even if it is moved from its original place (2.29)

An event is authentic if it is organised by residents for residents (1.57)

# Conclusions

## Pilot study gave interesting results:

- Criteria used from the literature do not fully represent perceptions
- Intangibility of authenticity resulted from qualitative data
- More quantitative and qualitative data needed about events but also about tourism
- Empowerment to performance still to be investigated

# *Thank you for your attention!*

- Marta Disegna: [marta.disegna@unibz.it](mailto:marta.disegna@unibz.it)
- Ralf Lüfter: [rluefter@unibz.it](mailto:rluefter@unibz.it)
- Linda Osti: [Linda.Osti@unibz.it](mailto:Linda.Osti@unibz.it)

## *Acknowledgements: STTOBS*

A research project by the Free University of Bolzano, Banca di Trento e Bolzano, and Intesa Sanpaolo



STTOBS - South Tyrolean Tourism OBServatory

Turismo in Alto Adige:

un'esperienza olistica per il benessere di corpo, mente e spirito!