

## Tourism image and identity related to cultural practices and heritage perceived by residents: perspectives from the city of Blumenau, Santa Catarina, Brazil

Imagem e identidade turísticas relacionadas às práticas e bens culturais percebidas pelos residentes: perspectivas a partir da cidade de Blumenau, Santa Catarina, Brasil

Imagen e identidad turísticas relacionadas a las prácticas y bienes culturales percibidos por los residentes: perspectivas a partir de la ciudad de Blumenau, Santa Catarina, Brasil

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**Abstract: Proposal:** The growth of tourism leads to a large increase of tourism products offered in the market. Before travel decision making, and among the many options available, the tourist seeks information about the various destinations. The destination image created in this search process is a key driver for tourists. Despite the variety of factors that make up a given destination image, the cultural identity is composed of the destination own heritage. Also, to create an identity of a place involves the participation of the residents of the destination. **Objective:** This study seeks to analyze the brewing culture, as a possible cultural identity of the city of Blumenau and therefore considers the attitudes of the residents. **Methodological Design:** The research is considered exploratory and descriptive, with

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quantitative approach. From the review of the literature on the subject, we established twelve hypotheses. We performed data collection and analysis using the following statistical procedures: Cronbach's Alpha, Spearman's correlation, and the hypothesis test, using SSPS software. **Results:** The results obtained in the research, confirmed seven of the twelve hypotheses, indicating the existence of positive relations between the influence of the habits of the residents and the dimensions of the identity of Blumenau. **Originality:** It is concluded that it is possible to use the brewery culture as a cultural identity of the city, thus suitable for tourism promotion.

**Keywords:** Cultural identity. Brewing culture. Tourism promotion.

**Resumo: Propósito do tema:** O crescimento do turismo proporcionou um grande aumento dos produtos turísticos que são ofertados no mercado. Antes de tomar a decisão, acerca de sua viagem e diante de tantas opções, o turista busca se informar sobre os mais variados destinos. A imagem de destino, criada por meio dessa busca, é um estímulo fundamental para o turista. Embora exista uma variedade de fatores que compõem uma imagem de determinado destino, são os seus elementos próprios que constituem a sua identidade cultural. Criar uma identidade de um lugar, envolve também a participação dos residentes do destino. **Objetivo:** Esse estudo busca analisar a cultura cervejeira, como uma possível identidade cultural de Blumenau e, para tanto, leva em conta as atitudes dos residentes. **Metodologia e abordagem:** A pesquisa é considerada exploratória e descritiva, com método quantitativo. A partir da revisão da literatura sobre o assunto, doze hipóteses foram estabelecidas. Realizou-se a coleta e análise de dados que contou com os seguintes procedimentos estatísticos: *Alfa de Cronbach*, a Correlação de *Spearman* e o teste de hipóteses, por meio do programa SSPS. **Resultados:** Os resultados, obtidos na pesquisa, confirmaram sete, das doze hipóteses, o que indica a existência de relações positivas entre a influência dos hábitos dos residentes e as dimensões da identidade de Blumenau. **Originalidade:** Conclui-se que é possível a utilização da cultura cervejeira como uma identidade cultural da cidade, o que a torna adequada à sua promoção turística.

**Palavras-chave:** Identidade cultural. Cultura Cervejeira. Promoção turística.

**Resumen: Propósito del tema:** El crecimiento del turismo proporcionó un gran aumento de los productos turísticos que se ofrecen en el mercado. Antes de tomar la decisión, en relación a su viaje y frente a tantas opciones, el turista procura informarse sobre los lugares o destinos más variados. La imagen de destino, creada mediante esa búsqueda, es un estímulo fundamental para el turista. Aunque exista una diversidad de factores que componen la imagen de un determinado destino, van a ser sus propios elementos que constituyen su identidad cultural. Elaborar la identidad de un lugar, también abarca la participación de los habitantes del destino. **Objetivo:** Este estudio analiza la cultura cervecera, como una posible identidad cultural de Blumenau y, para llevar a cabo esto, toma en consideración cuáles son las actitudes de sus residentes. **Metodología y abordaje:** Esta investigación es del tipo exploratoria y descriptiva, con uso del método cuantitativo. A partir da revisión de la literatura sobre el tema, doce hipótesis se establecieron y posteriormente se realizó la recaudación de los datos así como el análisis

*de éstos. Los procedimientos estadísticos utilizados fueron: Alfa de Cronbach, la Correlación de Spearman y la prueba de hipótesis, por medio del programa SSPS. Resultados: Los resultados, obtenidos en la investigación, señalan que se confirmaron siete de las hipótesis establecidas lo que indica que existen relaciones positivas entre la influencia de los hábitos o costumbres de los habitantes y las dimensiones de identidad de la ciudad de Blumenau. Originalidad: Se concluye que es posible el uso de la cultura cervecera como una identidad cultural de dicha ciudad, lo que la deja adecuada a hacerle propaganda turística.*

**Palavras chave:** Identidad cultural. Cultura Cervecera. Propaganda turística.

## 1 INTRODUCTION

The evolution of tourism has led to an increase of tourism product diversity (Pérez-Nebra & Rosa, 2008). Currently, there are many reasons to move from a place to another and this generates growth in the segment. Within the economy, world tourism generated more than US\$ 1 trillion in 2014 and, in Brazil, the segment represents 3.6% of GDP - Gross Domestic Product (Neto, 2015). The Statistical Yearbook of Tourism of 2015 (Brasil, 2015) revealed that more than 6.4 million tourists passed through Brazil in 2014, and in Santa Catarina the number of tourists amounted to more than 156 thousand.

Tourism promotion aiming to create a consistent destination image and cultural identity is key to the destination performance, by emphasizing positive features and promoting the place (Lavandoski, Tonini, & Barretto, 2012). Recent research in the field of tourism and destination image, as well as in cultural identity and residents' participation underlines and justifies this importance.

Different research approaches regarding destination image and identity are

mentioned by authors such as Azambuja and Mecca (2017), Azevedo, Paes and Andrade (2014), Banducci Junior and Barreto (2001), Dias and Cassar (2006), Echtner and Ritchie (1991), Gallarza, Saura and García (2002), Pérez-Nebra (2005), Stets and Biga (2003) and Williams (1995).

Regarding the residents' perceptions, Besculides, Lee and McCormick (2002) consider that tourism brings numerous cultural benefits. Other relevant studies on this subject are those by Andereck, Valentine, Knopf and Vogt (2005) that used the social exchange theory or by Carniello and Santaella (2012), Choo and Park (2011), Lavandoski, Tonini and Barretto (2012), Nunkoo and Gursoy (2012) that used the social exchange theory and the identity theory. Fernandes, Castillo and Gândara (2016), Plummer, Telfer, Hashimoto and Summers (2005), Wang and Chen (2015), Williams, McDonald, Riden and Uysal (1995) and Zhang, Ryan and Cave (2016) have also studied the residents' perspective on tourism.

Knowing that the destination image and identity are related to cultural practices and heritage that identify its residents (Azevedo et al., 2014; Andereck et al., 2005;

Days & Cassar, 2006; Fernandes et al., 2016), we can assume that residents who enjoy and know the tourism product of their city perceive a greater relationship between this and the destination.

In keeping with the ideas presented, we can examine the extent to which the brewery culture is associated to the city of Blumenau, Santa Catarina (Brazil) and to its inhabitants. Beer has become ideal for promoting the city which is known as the “Brazilian beer capital”.

In what refers to the image of Blumenau, it is important to know the reality from the residents’ viewpoint and verify if they identify the brewery culture as an element of identity of the city. This study provides the public and private entities working on tourism promotion with data about destination image and identity, thus contributing to a consistent communication.

The aim of this study is to analyze, from the residents’ attitudes, the brewery culture as part of the cultural identity of Blumenau and as key element of tourism promotion. Using hypothesis tests, developed based on the literature, we verified how the identification and habits of the residents, in relation to beer and craft draft beer, influence the perception about the image of Blumenau, their participation in cultural events and knowledge about tourism products.

The municipality of Blumenau is in the region of Vale do Itajaí, Santa Catarina, Brazil (Figure 1). The city has about 334,002 inhabitants and it became an inducer destination of the Tourist Region of the European Valley (Prefeitura Municipal de Blumenau, 2015).

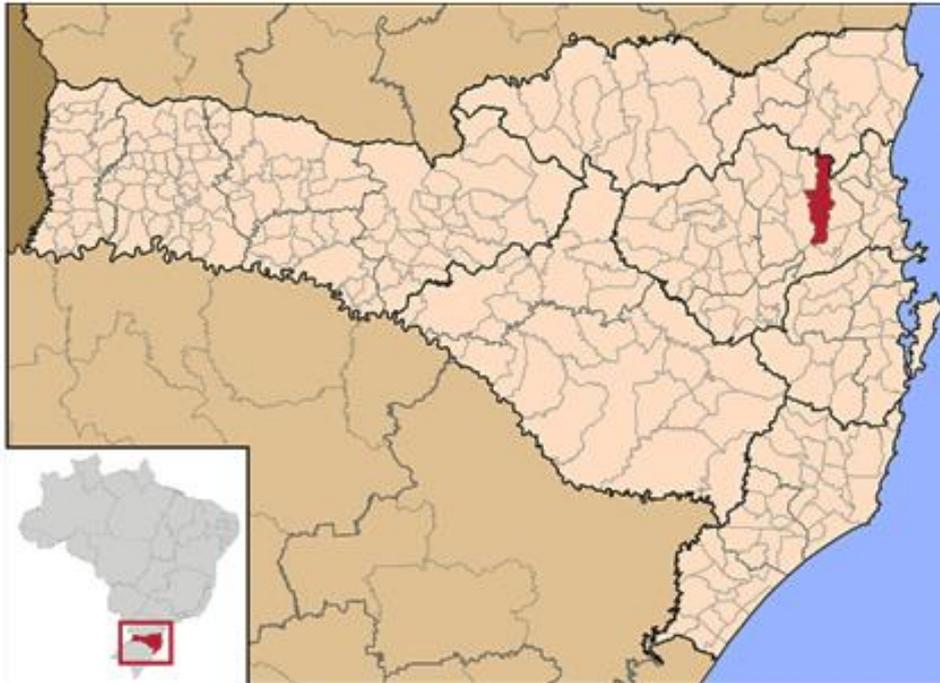
According to the Blumenau Municipal Tourism Plan (Prefeitura Municipal de Blumenau, 2015), the destination presents many traits of German culture, visible in different parts of the city in the architecture, predominantly *Enxaimel* (timber framing), handicrafts, food, and various German-related cultural manifestations.

The existence and valuation of such German heritage in the municipality as well as the city image as the national capital of beer have prompted the massive appearance of German-inspired attractions, craft breweries, and events. Among these, the *Oktoberfest* stands out as the major product of the destination. It is considered the second biggest German traditional festival in the world (Prefeitura Municipal de Blumenau, 2015) and attracts thousands of tourists to the city. Moreover, the city has a school offering courses and training on beer production; hosts the annual Brazilian Beer Festival; has the first “micro-malt house” of the country; and is the headquarters location of many national and international awarded micro-breweries.

This study is organized into four sections: the first presents the general and specific objectives; the second section is the literature review on tourism promotion, destination image and identity formation, residents’ participation, and tourism events. The third part presents the methodology followed for carrying out the study. The fourth is the presentation of the results of the sample, Spearman’s correlation, hypotheses test, and analysis of results. The findings of this study are a current local view on cultural

identity, and seek to contribute to future research on the subject.

**Figure 1** – Location of the city of Blumenau, Santa Catarina



Source: Wikipedia (2017)

## 2 TOURISM PRODUCT AND DESTINATION IDENTITY

The tourism product is different from that we find on store shelves. It is not possible to take and consume the tourism product anywhere or try it before the buying decision is made. Due to this fact Miranda and Miranda (1999: 122) argue that “a tourist attraction is more dependent on promotion than any other consumption product”, because, unlike the tourism product, that product on the shelf does not always need promotional material to encourage the purchase.

Tourist attractions are part of the tourism product, and may also reflect the intrinsic, distinctive, and unique character of a

community, both in terms of cultural and environmental aspects. (Santos, Ferreira, & Costa, 2014). Within this context, a study with tourists and residents of Algarve, Portugal, identified that the core resources of the destination referred to elements of the cultural and natural landscape. As a conclusion, the development of innovative tourism products should be based on the concept of cultural landscape (Santos et al., 2014).

The local food and beverages of a destination can also be included in the tourism product, given that tourists search for original and authentic experiences. The consumption of local food and beverages establish a link between the tourist and the destination, as Plummer et al. (2005) state. Marketing

these products can also help promote and enhance the local identity. The authors also point out that the manufacturing sites of the traditional products can be considered tourist attractions of the place. People visiting such sites become aware of the brand and image of the destination.

Beer, as a characteristic product of a destination, can be represented in visitation to breweries, participation in beer festivals and beer shows, wherein it is possible to taste the product of the region, which often is the motivating factor for visiting a destination. Plummer et al. (2005) investigated the results of the tourist flow in the breweries of Ontario, Canada. They surveyed the profile of visitors to the breweries in the region and how they obtained information about the destination. They also assessed the importance of these visits in the itinerary of non-resident tourists. Such information contributes to the recognition of the role of tourism for breweries.

The local cuisine and drink are embedded in the tourism product of the destination, which makes significant the resident's identification with the characteristic product of the place and its knowledge, since tourists seek to consume what is specific to the city (Plummer et al., 2005). Residents identify themselves with the local product if its features are related with the image of the destination that will be promoted (Buosi, Lima, & Silva, 2017; Pérez-Nebra, 2005). In keeping with these ideas, we put forward the following hypotheses:

*H1 - The higher the frequency of craft beer and draft beer consumption,*

*the greater the knowledge about the tourism products of Blumenau;*

*H2 - The greater the number of well-known brands of craft beer and draft beer, the greater the knowledge about the tourism products of Blumenau;*

*H3 - The greater the expertise about craft beer and draft beer, the greater the knowledge about the tourism products of Blumenau;*

*H4 - The greater the identification with craft beer and draft beer, the greater the knowledge about the tourism products of Blumenau.*

Following Gallarza, Saura and García (2002) regarding the use of destination image we can refer that there are three dimensions that relate the variables for measuring image: the perception of the individual; the dimension of objects or destinations; and the attributes or characteristics. The authors consider that there are a set of factors composing the identity of destination image, which have become an important line of research.

Destination image is also linked to cultural practices and heritage that identify the residents and, eventually, attract tourists. Azevedo, Paes and Andrade (2014) and Buosi, Lima and Silva (2017) state that certain symbolic elements of specific social groups have come to identify cities and/or countries in the promotion of destinations. Pérez-Nebra (2005) argues that destination image is composed of several elements such as: feelings, emotions, ideas, prejudgments, and

psychological factors that influence the development of an advertising campaign.

Carniello and Santaella (2012) verified in their study the existence of three types of tourism images: global, traditional, and current. Global image is related to the general view that tourists have of the destinations they want to know; the traditional image results from previous experiences; and the current image represents the destinations created by the media. Despite the role of advertising in tourism, the findings of the survey conducted with tourists by Carniello and Santaella (2012) show that the perceived destination image is more linked to social relationships and to attributes than to the discourse of the media.

The conceptual model of determinants of a tourism destination image, proposed by Mazzon and Vera (2008), highlighted the factor "satisfaction" as antecedent to "loyalty" and "commitment". The model establishes that the image may be considered a mediator between quality, satisfaction, and loyalty, because it represents post-consumption expectations. From another point of view, Neiman, Geerdink and Pereira (2011) carried out a study that reveals how photography is a determinant motivational drive for tourism when compared to a description of the same destination. The results suggest that expectations, perceptions, and motivations are embedded in a set of internalized sensations and experiences. The meanings attributed to this set can be positive, negative, or neutral.

Echtner and Ritchie (1991) show that destination image influences tourism behavior and that destinations with more positive images tend to be chosen by tourists in the decision-making process. We can point out that tourist satisfaction depends on the comparison between the images formed, based on the expectations and the image of the reality found. Another aspect regarding the image of the destination perceived by the tourist, is the relationship between the individual and their space. After the decision to travel, the tourist develops basic and prestige needs that, combined with the characteristics of the place, will create a perception about the destination, which will define or not their visit to the place (Neiman, Geerdink, & Pereira, 2011).

Stets and Biga (2003) in their identity theory studies establish three impressions. First is the standard, a set of meanings attached to a destination identity. Second is appraisal, based on the feedback from others. The third is the situation resulting from the comparison between perception and the standard, and registers the degree of discrepancy between the two. The discrepancy is expressed in terms of emotions, i.e. the greater the discrepancy the more intense the negative emotion. Finally, the emotion results from the comparison between perceptual input and the identity standard

One of the factors Andereck (2005) points out is the loss of local identity and culture. The author explains that high-flow destinations attract new residents thus increase-

ing population. This increase of residents, along with poor planning by destination managers, leads to a loss of identity and culture of the region. In this way, one can conclude that residents established for a longer time in each environment, are responsible for preserving the local identity and culture. However, Dias and Cassar (2006) consider that the visitor's reconnaissance of the characteristics of the locality and their association with the benefits is a step toward building loyalty. The creation of destination identity depends on its residents who must assume it so that this destination consolidates the image of the tourist (Dias & Cassar, 2006; Fernandes et al., 2016).

Regarding the influence of the identification of the residents with the place and regional identity, in what refers to tourism development, Williams et al.'s (1995) studies confirm that the length of residence is more strongly correlated with the sense of community than with any community or regional identity. Research with residents of cities near Mt. Rogers National Recreation Area (NRA), located in Virginia, found that tourism-friendly residents are more likely to express stronger ties to the regional character of the destination than to the community. The study shows a higher correlation between length of residence and sense of community and a poor correlation between length of residence and regional identity.

The resident also plays a role in identifying elements that make the region unique. Santos et al. (2014), consider that the resources identified by residents and tourists are key resources and can support the deve-

lopment of innovative tourism products. The authenticity of destination image depends greatly on the presence of the residents in the places, their relationship and identification with them. Lavandoski, Tonini and Barretto (2012) identify the value that wine has for the region of the Vale dos Vinhedos, strengthening the local identity of people of Italian descend. With time, wine has become an asset and a tourist attraction in the region.

In another study on wine as a tourism product, it is possible to acknowledge its attraction value for the British Columbia region. From the perspective of tourism development, data presented by Williams and Kelly (2001) show the growth of the wine industry in both quantity and quality in its production and suggest the existence of considerable opportunities for wineries to attract visitors to these rural destinations. The authors state that wine region residents tend to be more loyal to wine product and their wine region.

Silva and Junior (2016) developed research on the factors that influence residents' support for the development of Religious tourism in Santa Cruz (RS). The results show that the more residents perceive tourism benefits, the greater the propensity for community support for the development of Religious tourism.

Wang and Chen (2015) have developed a study on tourism that assesses whether the identity of a place can affect the attitudes of the residents and highlights the importance of the resident's attitude toward the development of tourism. They used place identity theory and social exchange theory,

both complement each other in the evaluation of this attitude. A friendly interaction between visitors and residents, for example, creates a significant effect on visitor satisfaction with the destination. Often the interest of the visitors is put ahead of the needs and concerns of the residents and that can provoke conflicts. In this way, it is crucial to take the residents' point of view into account to maintain their support for tourism.

A study by Nunkoo and Gursoy (2012) carried out in Mauritius, found that residents' support for tourism development is based on the expected benefits and that the gender also influences the support. Thus, the inclusion of sociodemographic factors in the studies can improve the prediction of basic behavior, since the theory of identity assumes that individuals do not behave according to discrete and personal decisions. They are embedded in a social structure that influences their behavior.

Regarding branding destination strategies, Choo and Park (2011) point out that the relationship between the resident and the tourism destination brand has been little explored in tourism research. In their studies, they sought to empirically test the role of residents in shaping the destination brand. They have examined how the identification of the residents with the place influences their behavior. The survey results indicate that the more the resident identifies with the destination brand, the more positively they recommend the place wherein they reside, act kindly with visitors, and enjoy more tourism/leisure activities in their place.

It is understood that destination image and identity are related to cultural practices and heritage that identify its residents. According to some authors (Andereck et al., 2005; Azevedo et al., 2014; Dias & Cassar, 2006), it can be assumed that residents, who enjoy and know the characteristic product of their region, perceive a greater relationship between the characteristic product with the destination. Thus, we elaborate the following hypotheses:

- H5 - The greater the frequency of consumption of craft beer and draft beer, the greater the perception of the relationship between craft brewing and Blumenau;*
- H6 - The greater the number of well-known brands of craft beer and draft beer, the greater the perception of the relationship between craft brewing and Blumenau;*
- H7 - The greater the expertise about craft beer and draft beer, the greater will be the perception of the relationship between craft brewing and Blumenau;*
- H8 - The greater the identification with craft beer and draft beer, the greater the perception of the relationship between craft brewing and Blumenau.*

On the other hand, festivals and special events are known to play an important role in the lives of residents. In addition to providing leisure activities, they boost the economy and enhance the destination image. For promoters, events and festivals are

opportunities to generate revenue for the destination. For residents, they represent options for leisure activities and cultural exchange. In this case, there are two different views on the purpose of an event or festival: promoters' and residents' perspectives. If the event is organized solely to generate profit, its authenticity is compromised, in addition to problems such as overcrowding. Discrepancies between these views may generate dissatisfaction (Gursoy, Kim, & Uysal, 2004).

Gursoy, Kim and Uysal (2004) argue that residents consider events and festivals as opportunities for leisure activities and sharing culture. The studies of Zhang et al. (2016) also address the influence of a place on the lives of residents. This place can be considered a leisure option, entertainment, and a repository of culture. The Choo and Park's (2011) theory complements this view and adds: the more the residents identify with the destination brand, the more they enjoy from tourism/ leisure activities in their place.

Based on these conceptions, we assume that residents consider festivals and events as recreational activities. Enjoying these activities can favor the well-being and identification of a cultural repository, in which culture can be shared. Festivals and events boost the economy (Jackson, 2008) through the commercialization of tourism products. Based on the ideas presented, we outline the following:

*H9 - The greater the frequency of consumption of craft beer and draft beer, the greater the attendance at tourism events in Blumenau;*

*H10 - The greater the number of well-known brands of craft beer and draft beer, the greater the attendance at tourism events in Blumenau;*

*H11 - The greater the expertise about craft beer and draft beer, the greater the attendance at tourism events in Blumenau;*

*H12 - The greater the identification with craft beer and draft beer, the greater the attendance at tourism events in Blumenau;*

### 3 METHODOLOGY

This study was carried out in four stages: literature and documentary review; selection of data and variables necessary to achieve the proposed objectives; analysis of collected data; considerations and references.

We assessed the importance of developing studies on tourism promotion related to destination culture and identity through literature and documentary review. Moreover, the review provided the researchers with an overview of emerging research on the subject and allowed the elaboration of hypotheses. After this first stage, we realized that the survey, through the application of a questionnaire, would be the best available instrument for data collection for analyzing the brewing culture, as a cultural identity in the city of Blumenau.

The present study is of a basic descriptive nature with a quantitative approach

to the problem. Samara and Barros (2002) refer that this method is used to answer the question "How much/ many?", for each objective adopted. It is carried out from the elaboration of a sample that represents the population. In quantitative research, the data is obtained from a large number of respondents.

We designed the data collection instrument based on the following theoretical-methodological cutting: consumption habits (Solomon, 2002); knowledge of tourism products (Plummer, et al., 2005; Santos et al., 2014; Zhang et al., 2016); the relationship between the city and the characteristic identity product (Azevedo et al., 2014, Gallarza et al., 2002, Lavandoski et al., 2012, Merrilees, Miller & Herington, 2009, Pérez-Nebra, 2005, Plummer, et al. ); knowledge of the tourism products of the city (Santos et al., 2014, Solomon, 2002, Zhang et al., 2016); and the attendance at identity events of the city (Choo and Park, 2011, Gursoy et al., 2004, Zhang et al, 2016).

Data collection took place between May 18 and June 9, 2015. The survey sample consisted of 400 residents of the city of Blumenau, aged over 18 years, who frequently drink craft beer or draft beer with some frequency. Snowball sampling was used, i.e. we have chosen volunteers and these indicated "acquaintances" with the same profile to respond to interviews or questionnaires, thus creating referral networks. The data collection team was composed of 27 researchers from the Focus Project of the Regional University of Blumenau.

In order to reach this sample, we initially submitted the participants to four filter questions: 1) Do you drink craft beer or draft beer with any frequency? 2) Do you live in Blumenau? 3) Are you 18 or older? 4) What is your favorite craft beer/ draft beer brand? We excluded from the sample the respondents who answered negatively the first three questions and who mentioned a commercial brand as if it were a brand of craft beer.

We verified the reliability and internal consistency of the constructs using Microsoft Excel Software for data encoding and tabulation. Subsequently, we performed data processing and analysis using Statistical Package for Social Science (SPSS). Statistical analysis were descriptive and multivariate. The first were used, essentially, to present frequencies and the characterization of the respondents.

Subsequently, we evaluated the brewing culture as a cultural identity of Blumenau using Spearman's Correlation. According to Hair, Black, Babin, Anderson, and Tatham (2009), the value of the Spearman's Correlation coefficient typically presents, as a result, a lower coefficient. However, it is still considered a more conservative statistic. The use of this statistical analysis is justified, since it is the most appropriate for cases in which the data do not fit a normal curve, that is, they are non-parametric, as pointed out by the Kolmogorov-Smirnov test, previously used in this study ( $P < 0.050$  in all variables).

The hypothesis test was done through multiple linear regression tests and investigates the possible causal relationships pre-

sent in the hypotheses. Multiple linear regression analysis involves the investigation of several variables to explain the existing relationships between the data. The technique of applied statistics, allows to determine the validation, or not, of the hypotheses. Three sets of models were presented, one for each dependent variable. Each set involved the relationship between a dependent variable, with four independent variables, testing each of the four hypotheses formulated.

The internal consistency reliability of the identified factors was assessed by Cronbach's alpha coefficient (Hair Jr. et al., 2009). The test identified a Cronbach's alpha of 0.845, considered acceptable value for the validation of the convergence of the questionnaire. Based on the parameters proposed by Cronbach (1951), values above 0.70 are acceptable for validating the convergence of data collection instruments. However, Hair Jr. et al. (2009) consider that, in exploratory research, the acceptable value can be reduced to 0.60.

#### 4 DISCUSSION OF RESULTS

The sample of this research consists of 400 residents of the municipality of Blumenau, Santa Catarina, SC. The sample is predominantly composed of men (63%). Regarding age, people between 18-25 years are 50% of the sample, followed by 26-35 years (23%) and 46-55 years (12%). The residents over 56 years of age are the ones with the lowest response rate (4%). In relation to the average family income of the respondents, the large majority reported receiving between R\$

3,001.00 to R\$ 5,000.00 (23%), followed by R\$ 5,001.00 to R\$ 8,000.00 (20%), above R\$ 8,000.00 (21%) and, finally, up to R\$ 3,000.00 (16%).

Regarding the frequency of consumption of craft beer or draft beer the results show that the majority of sampled individuals drink craft beer or draft beer frequently. Most respondents claim to drink those types of beer once a week (35%), while 25% do it once a month. For 22% of respondents, the average consumption is once every fortnight. Only 8% consume craft beer or draft beer every three months or less. Lastly, 7% claim to consume once every two months.

We asked the respondents which craft brand they knew best. As shown in Table 1, the best-known brands are Eisenbahn (98%), Bierland (95%), Das Bier (93%), Wunder Bier (86%), Opa Bier (76%). Following, in order of number of answers, appear the brands Oktobier, Saint Bier, and Borck, with more than 200 referrals. Below this number of mentions appear other well-known brands, among them Schornstein, with 195, and Zehn Bier with 189.

Craft beer and draft beer consumers analyzed some of the main aspects of the drink, which demonstrated their expertise about the subject. From this data, we sought to highlight the characteristics that the interviewees analyzed the most, by means of "yes" or "no" answers, for eight statements about the factors that determine the quality of draft beer. The color is indicated as the most analyzed, (72%); the aroma is observed by 296 respondents (74%); then the foam is evaluated by 64% of the total respondents.

As to the alcohol content, the analysis is less rigorous, 196 participants (49%) say that they analyze this characteristic. The place of origin is evaluated as a determining factor by half of the research participants (50%). The label is considered by 64% of respondents, but the ingredients seem to matter little, since less than half evaluated this

aspect (42%). Even less assessed the nutritional values, with only 32 positive responses, corresponding to 8% of respondents. The results indicate that beer drinkers are demanding, since at least 50% of respondents consider important five of the eight aspects.

**Table 1** – Regional draft beer brands known by Blumenau, SC residents

Brands	Know	
	Frequency	Percentage
Eisenbahn	393	98%
Bierland	381	95%
Das Bier	371	93%
Wunder Bier	344	86%
Opa Bier	304	76%
Oktober	245	61%
Saint Bier	217	54%
Borck	204	51%
Schornstein	195	49%
Zehn Bier	189	47%
Container	149	37%
Heimat	88	22%
Königs Bier	74	18%
Handwerk	69	17%
Volksbier	66	16%

**Source:** Data from Focus Project (2015)

The respondents were also surveyed about the brewing culture, e.g. if they know or have heard of the Craft Brewery Route, the Brewery Museum, and the main Brewery in the Blumenau region. The results show that most respondents know about the existence of such tourism products (54%), 31% of the residents do not know or have never heard of it, and only 52 respondents (representing 13%) know and have done the Route. Re-

spondents who cannot say, or do not remember, represent 2%. With these results, it is possible to conclude that the majority of craft beer and draft beer lovers know the tourism products of the city of Blumenau, but do not go to such places.

The identification of the resident with the consumption of craft beer and draft beer was assessed by two variables, with four options from 'I totally agree', 'I partly agree', 'I disagree' and 'I cannot say'. Regarding prices

charged by most craft breweries in the Blumenau region, 196 residents (49%) partly agree that they are compatible with the quality of products; 171 (43%) totally agree and 29 (7%) disagree. Of the 400 respondents, the majority, equivalent to 58%, totally agree with the statement that, compared to the beers of major brands, craft beers are undoubtedly of superior quality. Respondents who partly agree amount to 119 (30%), and those who disagree were 36 respondents (9%), the remainder do not know how to respond.

Regarding the statement "the relationship between Blumenau destination and craft beer", the clear majority of respondents stated that they totally agree (83%); 15% partly agree; only 1% disagreed; and the remainder cannot tell. The majority (67%) totally agree that the region Blumenau stands out, at the national level, in the production of craft beers; 25% partly agree; only 4% disagree. The other 5% cannot say.

About the statement "Blumenau is the city of craft beer", 40% of respondents partly agree; 37% totally agree; those who disagree account for 14%; and 9% cannot say. Vis-à-vis the identification of the residents of Blumenau with beer-related events, the majority (77%) totally agree, and 20% partly agree. Only 2% of the sample disagree.

Aiming to identify the residents' interest in German-related beer activities and events in the municipality of Blumenau, respondents were invited to demonstrate their attendance at five local events related to the theme (Table 2). Regarding the Oktoberfest, most of the respondents (95%) said they participate in the program; many residents (78%) also report attending *Sommerfest*. A smaller number of respondents say that they attend *Stammtisch* (69%). The *Festival of Botecos* appears in fourth place with 61%, the *Bailes do Chopp* (Draft beer dances) appear with the smallest participation, only 21% of the residents say they attend this event.

**Table 2** – Frequency of the presence in beer-related events in the city

Event	Yes		No		Total	
	Freq.	%	Freq.	%	Freq.	%
Oktoberfest	380	95%	20	5%	400	100%

Bailes do Chopp	84	21%	316	79%	400	100%
Sommerfest	312	78%	88	22%	400	100%
Stammtisch	276	69%	124	31%	400	100%
Festival of Botecos	244	61%	156	39%	400	100%

**Source:** Data from Focus Project (2015)

The correlation between the presented variables was assessed through Spearman's correlation coefficient. The results, as presented in Table 3, indicate that the expertise about craft beer and draft beer is positively correlated with the frequency of craft beer or draft beer consumption (0.162\*\*) and the number of regional brands known (0,110 \*). This correlation indicates that the greater the expertise about craft beer and draft beer, the greater the individuals' consumption of craft beer or draft beer and the greater the number of regional brands they know. The knowledge of tourism products and expertise are also positively correlated (0.116\*), which indicates that the more people know about Blumenau's tourism products, the greater their expertise about craft beer and draft beer. On the other hand, the identification with craft beer and draft beer is positively related to the frequency of consumption (0.108\*), the number of regional brands known (0.107\*) and expertise about craft beer and draft beer (0.231\*\*), i.e. there is a correlation between these variables which indicates that the greater the identification of the individual with craft beer or draft beer, the greater the

frequency of consumption, the number of regional brands that they know and their expertise about craft beer and draft beer.

**Table 3 – Spearman’s correlation**

	Freq. of consumption of craft beer and draft beer	No. of regional brands known by respondents	Expertise: craft beer and draft beer	Know the tourism products	Identification with craft beer and draft beer	Relationship between Blumenau and craft beer and draft beer	Attendance at beer-related events in the city	Gender (H)	Age	Income
Freq. of consumption of craft beer and draft beer	1.000									
No. of regional brands known by respondents	0.011	1.000								
Expertise: craft beer and draft beer	0.162**	0.110*	1.000							
Know the tourism products	0.055	0.018	0.116*	1.000						
Identification with craft beer and draft beer	0.108*	0.107*	0.231**	0.076	1.000					
Relationship between Blumenau and craft beer and draft beer	0.138**	0.003	0.114*	0.064	0.266**	1.000				
Attendance at beer-related events in the city	0.270**	-0.017	0.110*	0.316**	0.133**	0.170**	1.000			
Gender(H)	0.085	0.093	0.086	-0.005	-0.043	0.045	0.038	1.000		
Age	0.072	0.061	0.149**	0.150**	0.087	0.032	0.030	0.015	1.000	
Income	0.039	0.084	-0.016	0.044	0.051	0.037	0.014	-0.014	0.202**	1.000

**Source:** Data from Focus Project (2015)

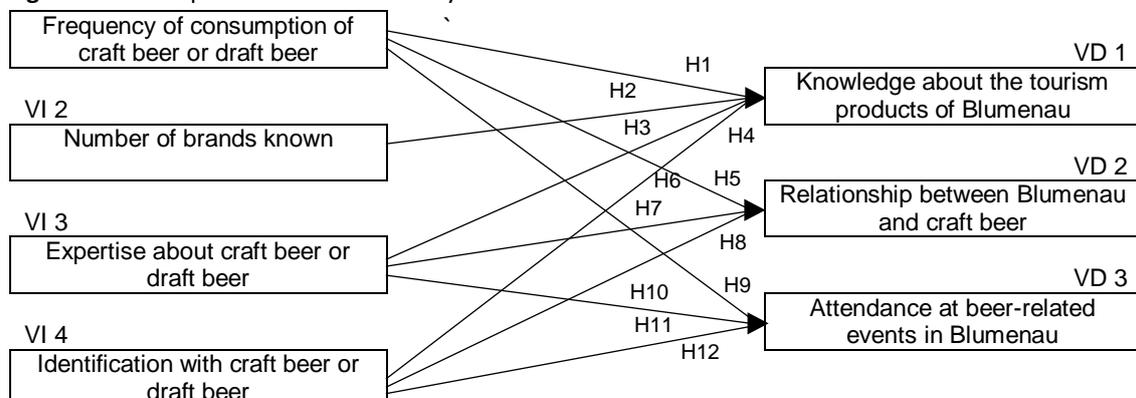
The Spearman's correlation also showed that there is a positive correlation between the variable of the relationship of Blumenau and craft beer and draft beer and the variables frequency of consumption (0.138\*\*), expertise (0.114\*) and, mainly, with the variable identification with craft beer and draft beer (0.266\*\*). This correlation determines that the more people understand the relationship between Blumenau, craft beer and draft beer, the greater the frequency of consumption of the characteristic product, the expertise about craft beer and draft beer, and the identification with the characteristic product.

The attendance at beer-related events in Blumenau, in turn, is positively correlated with the variables frequency of consumption (0.270\*\*), expertise (0.110\*), knowledge of tourism products (0.316\*\*), identification (0.133\*\*), and the relationship of the city with craft beer and draft beer (0.170\*\*). This result indicates that the more the people attend to beer-related events in the city of Blumenau, the greater their frequency of consumption of craft beer and

draft beer. The greater the attendance in beer-related events in the city, the greater their expertise, i.e., the more they appraise and know the characteristics of craft beer and draft beer, and, also, the greater is their knowledge of tourism products. This result stands out for having a greater positive result than the other variables. We also verify that the greater the attendance at events, the greater the identification with craft beer and draft beer, and the greater the residents' perceived relationship between Blumenau and the characteristic product.

From the exploratory research, we developed twelve hypotheses, grounded on the theories presented throughout this study. Hair Jr. et al. (2009) consider that a hypothesis is an unverified assumption or proposition that attempts to explain certain facts or phenomena. These hypotheses are characterized as directional hypotheses that establish a relationship between two groups or variables. Based on the previous discussion, Figure 2 presents the twelve hypotheses proposed, tested in the present study.

**Figure 2 – Conceptual model of the study VI 1**



Source: The authors (2016)

Table 4 presents the first set of hypotheses tested, based on the relationship between the dependent variable of knowledge of tourism products and the independent variables. The results indicate that

only hypothesis 3 was confirmed. This states that the greater the resident's expertise about craft beer and draft beer, the more the knowledge about the tourism products of Blumenau

**Table 4** - Test of hypotheses for the variable of the tourist set

Dependent variable	Hypothesis	Independent variable	Beta	Sig.	Beta	Sig.	Beta	Sig.	Beta	Sig.	Result
Know the tourism products	H1	Freq. of consumption of craft beer or draft beer.	0.053	0.293							Not confirmed
	H2	No. of regional brands known.			0.061	0.221					Not confirmed
	H3	Expertise about craft beer or draft beer.					0.120	0.017			Confirmed
	H4	Identification with craft beer or draft beer.							0.058	0.245	Not confirmed.
		Gender	0.003	0.949	0.002	0.970	0.000	0.997	0.010	0.847	
		Age	0.138	0.007	0.140	0.007	0.120	0.021	0.137	0.008	
		Income	-0.015	0.765	-0.017	0.745	-0.005	0.927	-0.015	0.764	
		r <sup>2</sup>	0.012		0.013		0.023		0.012		

Note: It was adopted an alpha level of 95% to indicate significance and a p-value less than 0.05 to a significant relationship.

Source: The authors (2016).

Although supported on studies by Santos et al. (2014), Pérez-Nebra (2005) and Plummer et al. (2005), which show that residents, besides culinary and beverage, are an integral part of the intrinsic character of the tourism product, only one of the hypotheses was validated. Thus, within this study, it is

possible to verify that the resident's knowledge about draft beer and craft beer is significant to the knowledge of the tourist products of the city. Other characteristics present in the habits of residents, such as the frequency of consumption of craft beer or draft beer, the number of brands they know,

and the identification with craft beer or draft beer, have no relevant results to indicate the existence of a positive correlation with the knowledge of tourism products.

It is possible to meet some aspects of the theory advanced by Santos et al. (2014), in which they refer that the tourism setting is composed of tourist attractions and that the characteristics of the destination influence its development. In this case, the resident who recognizes the specific characteristics of the craft beer or draft beer has a greater knowledge about the tourism products of the city since these are related to craft beer and draft beer.

Moreover, there is a relation with Plummer et al.'s (2005) assertions that the manufacturing sites of the characteristic products of the destination can be tourist attractions of a region. The person who visits these places becomes aware of the destination brand and of its quality image. Transferring these findings to Blumenau, we can highlight the Beer Route which includes, in addition to the Beer Museum, the breweries where craft beer and draft beer are made.

Hence, if the inhabitants of Blumenau know the tourism products, they will become aware of the city image and identity. It is worth mentioning that Zhang et al. (2016) consider the presence of residents important to convey authenticity to tourism activities, as well as the influence that the place has on the life of residents, when it acts as a leisure option and a repository of culture.

Table 5 presents the second set of hypotheses tested, based on the relationship between the dependent variable of the relationship between Blumenau and craft beer

and the independent variables. The results indicate that only hypothesis 6 was not confirmed. This hypothesis states that the greater the number of regional brands of craft beer and draft beer known by the resident, the greater the resident's perception of the relationship between Blumenau and craft beer. Therefore, the number of brands that the residents of Blumenau know does not influence their perception of the relationship between Blumenau and craft beer and draft beer.

The other hypotheses of this set (Table 5) were supported by the results and indicate that the greater the frequency of consumption, the expertise, and the identification with craft beer or draft beer, the greater the relationship between Blumenau and craft beer perceived by the resident. In this case, there is a similarity between these findings and the propositions of Azevedo, Paes and Andrade (2014), because the cultural practices and heritage that identify the residents become part of the destination identify.

**Table 5** - Test of hypotheses for the variable relationship between Blumenau and craft beer

Dependent variables	Hypothesis	Independent variables	Beta	Sig.	Beta	Sig.	Beta	Sig.	Beta	Sig.	Result	
Relationship between Blumenau and craft beer	H5	Freq. of consumption of craft beer or draft beer.	0.134	0.008							Confir.	
	H6	No. of regional brands known.			0.007	0.891					Not confirmed	
	H7	Expertise about craft beer or draft beer.					0.137	0.007			Confir.	
	H8	Identification with craft beer or draft beer.							0.290	0.000	Confir.	
		Gender		0.020	0.692	0.031	0.534	0.023	0.650	0.040	0.407	
		Age		0.001	0.981	0.003	0.959	-0.020	0.704	-0.009	0.848	
		Income		0.065	0.208	0.071	0.168	0.081	0.116	0.057	0.246	
		r <sup>2</sup>		0.014		0.004		0.015		0.081		

Note: It was adopted an alpha level of 95% to indicate significance and a p-value less than 0.05 to a significant relationship

Source: The authors (2016)

According to Gallarza, Saura and García (2002), the residents' perception of objects or destinations, in relation to certain attributes or characteristics, is a dimension that relates the variables to the image measurement. Therefore, the frequency of consumption, expertise, and identification suggest the existence of a relationship between the characteristic product and Blumenau, hence its image encompasses this relationship. Merriees, Miller and Herington's (2009) theory is in line with the findings of this set. In their study, the authors verify that, based on residents' perceptions, it is possible to assign characteristics to the destination that are generally related to culture, heritage, or cultural activities.

Finally, Table 6 presents the third set of hypotheses tested, based on the relationship between the dependent variable attendance at beer-related events in the city and the independent variables. The results indicate that only hypothesis 10 is not confirmed. This hypothesis proposes that the greater the number of regional brands known, the greater the attendance at tourism events in the city. Therefore, the number of regional brands of craft beer and draft beer that the residents know, has little influence on their attendance in beer-related events in Blumenau.

The results supported the other hypotheses of this set, as shown in Table 6 and indicate that the higher the frequency of consumption, expertise, and identification with craft beer or draft beer, the greater the attendance of residents at tourist events in the city. These findings are similar to those obtained by Choo and Park (2011); Gursoy, Kim,

Uysal, (2004) and Zhang et al. (2016). As in the present study, Choo and Park (2011) found that the more the resident identifies with the destination's brand, the more they enjoy tourism and leisure activities in their place of residence.

**Table 6 - Test of hypotheses for the variable attendance at beer-related events in Blumenau**

Dependent variables	Hypothesis	Independent variables	Beta	Sig.	Beta	Sig.	Beta	Sig.	Beta	Sig.	Result	
Attendance at beer-related events in the city	H9	Freq. of consumption of craft beer or draft beer.	0.292	0.000							Confir.	
	H10	No. of regional brands known.			0.030	0.551					Not confirmed	
	H11	Expertise about craft beer or draft beer.					0.128	0.012			Confir.	
	H12	Identification with craft beer or draft beer.							0.192	0.000	Confir.	
		Gender		0.003	0.944	0.027	0.590	0.021	0.668	0.035	0.474	
		Age		-0.027	0.585	-0.024	0.647	-0.045	0.389	-0.032	0.529	
		Income		0.010	0.840	0.024	0.648	0,034	0,508	0,016	0,751	
	r <sup>2</sup>		0.077		0.007		0.008		0.029			

Note: It was adopted an alpha level of 95% to indicate significance and a p-value less than 0.05 to a significant relationship

Source: The authors (2016)

In the present study, the relationship between brand and identity is verified, because the more Blumenau resident identifies with craft beer and draft beer, the greater is their attendance at beer-related events in the city. According to Zhang et al. (2016), the residents' participation in such events, strengthens the identity and culture of the destination, since festivals and events are linked to cultural exchange and symbolically show what makes up the society in which these events occur. Zhang et al. (2016) also point out that such events are leisure and entertainment options for residents, as well as repositories of culture.

In the context of tourism advertising and promotion, it is necessary that both act as effective strategies and consistent with destination image and positioning (Buosi et al., 2017). Continuous destination brand building is important and it must be based on place identity. The culture and characteristics of a destination act as useful identity elements for advertising within marketing actions.

## 5 CONCLUSIONS AND RECOMMENDATIONS

The objective of the present work was to analyze, from the residents' attitudes, the brewing culture as part of the cultural identity of Blumenau, for the tourism promotion of the city. Through research, we obtained variables and then, using correlation tests we identified the relationships between them. Given the correlations, the hypothesis test verified the validation of the proposed assumptions, based on the literature review. The literature present the social exchange

theory, the process of destination image formation, the participation of the residents and how tourism affects their perception. In contrast, this study demonstrates a new perspective.

In summary, this study builds on previous theories to offer a new perspective: the identification and proximity of the resident with the brewing culture, aiming to embed the craft beer and draft beer into the identity of Blumenau and, thus, making craft brewery a promoter of tourism

By studying the results of the hypothesis test, in which seven of the twelve hypotheses were confirmed, it was verified that the brewing culture is present in the identity of the city of Blumenau, in view of the attitudes and identification of the resident. The residents consume craft beer and draft beer and, at the same time, they have knowledge about this subject and identify themselves with it. In addition to seeing the importance of breweries as a tourism product for Blumenau, the residents attend to beer-related events and consider this image suitable for the city.

It was possible to understand the conceptual variables that compose the behavior of the Blumenau resident in relation to the brewing culture. Some variables influence more than others, in the identification of the cultural identity of Blumenau. However, even if the residents have positive habits in relation to the beer culture, they do not know the tourism products of their city. Only those who have expertise about the subject, have knowledge about tourism products. In this way, one notices the need to qualify the advertising strategy so that the city's attractions

become more visible to the residents. On the other hand, their habits make the relationship between Blumenau and craft beer stronger, as well as their attendance at beer-related events, without being essential the knowledge of all regional brands. The large attendance at the events adds to the resident knowledge on the diversity of breweries, types of beers and draft beers.

Regarding the identification of the relationship between habits and customs of the resident and the knowledge about the tourism products of Blumenau, this study confirmed only one of the four hypotheses of this set. This hypothesis proposed the following: the greater the resident's expertise about the characteristic product of the city, the greater the knowledge about the city's tourism products, i.e., the greater the expertise of the inhabitant of Blumenau about craft beer and draft beer, the greater will be their knowledge of the city's tourism products.

In identifying the resident's perception of the relationship between Blumenau and craft beer and draft beer, the data indicate positive results for three out of four hypotheses in this set, in which only one was not confirmed. The other hypotheses of this set were supported by the results and indicated: the higher the frequency of consumption, the expertise, and identification with craft beer or draft beer, the greater the perceived relationship between Blumenau and craft beer.

When identifying the relationship between the residents' habits and customs and the attendance at tourism events in Blumenau, the results were also positive for

three of the four hypotheses of this set. Only one hypothesis was not confirmed. It stated that the greater the number of regional brands of craft beer and draft beer known by the resident, the greater the attendance at tourism events in the city. Therefore, the number of regional brands that the resident of Blumenau knows, has little influence on the attendance at beer-related events in the city. The other hypotheses of this set were supported by the results and indicated that the higher the frequency of consumption, the expertise, and identification with craft beer or draft beer, the greater the attendance of residents at tourism events in the city.

Specifically, we collected data from residents of Blumenau who drink craft beer or draft beer. In this way, they are likely to have answered the questionnaire based on their experiences in Blumenau. Therefore, the results of this study cannot be generalized beyond the sample examined. Future studies, with larger samples at different sites, can be used to prove hypothesis and be adapted to different destinations. Future researchers may also consider incorporating other dimensions of identity, relevant to their area of study, such as tourism perception, for example. Another suggestion is to adapt the hypotheses to other destinations. Despite the above limitations, the study makes some useful theoretical contributions to the literature.

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