

IMPORTANCE AND CONTRIBUTION OF LITERARY TRAVEL TEXTS TO LITERARY TOURISM - CASE STUDY: "LA ROUTA DE DON QUIXOTE"

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Abstract

This paper addresses the contribution of travellers to the development of literary tourism. It refers to the role and importance of travel texts for a tourist destination, with examples from Greece. The study focuses on the importance and contribution of literary travel texts for the development of literary tourism through the case study "La Rounta de Don Quixote" and literary tourism in the Spanish tourism industry.

Key words: *Travel, travellers, literary routes, literary tourism, Don Quixote*

1. An introduction in travel and touring

According to Kazantzakis (1999)¹, 'travel is the connecting thread between people and cultures, it contributes to the constant seeking of new things, the rejuvenation of the senses, the expansion and improvement and liberation of the human mind and the experiencing of new sensations'. As Varvaressos (2017) suggests, distant, unknown, exotic and mysterious places can be haunting to the human mind and create the need for interaction and exploration with an endless desire to seek, move and change that motivates some of the inner human needs. The initial idea of a journey, the conception of it, is the basis of the realization of goals such as those of the great explorers of the New World.

According to Thurbon (2009), the motives for travelling vary for each individual. These can be curiosity, quest, recreation, rejuvenation of the spirit, knowledge, discovery, etc. Travel is related to life, motivation, intuition, the surrounding world, faith, hope, excitement, confidence, and according to Paul Moran (2008)² travel is one of the secrets of happiness. According to Varvaressos (2017), travelling mostly to destinations of cultural interest is a source of knowledge both for the travellers/tourists themselves, who present what they experience in literary texts, and for their readers who are potential visitors to these destinations.

2. Travellers and travel texts

Voyagers play the role of travellers and vice versa. They are also the ambassadors of stories and experiences, which are captured in texts that are then transferred as knowledge to other

¹ Kazantzakis is the writer who established travel literature. The 2004 edition of the Kazantzakis Museum includes the author's impressions of his travels from 1926 to 193

² French Author 1888-1976

cultures. These voyagers are mainly 'scholars' and come from a variety of backgrounds. They have different motives and belong to the group of explorers, painters, scientists, missionaries, adventurers, archaeologists, merchants, pirates, etc. (Lahana, 2019). This category includes wanderers and ordinary travellers, who, inspired by the "cultural life" of each country, recorded their experiences/knowledge in literary texts, such as George

Gordon Byron (Lord Byron), Nikos Kazantzakis, Jean Cocteau, Hainrich Harrer, Alexandra David-Nell, etc, or in other forms of art, such as paintings, with the greatest example being the works of the painter Paul Gauguin, which reflect the life of the indigenous people of French Polynesia and which in turn became the inspiration for travel. Alexandra David-Nell (2007), after her extensive travel experience in the forbidden city of Tibet, claims that "travelling is the same as studying, signing a long-term contract with youth", and links travel with youth and spiritual activity.

3. Travellers in Greece

The spiritual movement of the Enlightenment prompted many Europeans to travel to many distant places either for commercial reasons or to study different cultures. The interest of travellers in Greece until the 18th century was mainly related to ancient Greek culture. In the 15th century until the mid-16th century, during the heyday of travel to the Holy Land, Greece was a stopover and was mentioned in some texts, but with the development of cartography in Greece, the improvement of travel conditions to the Balkan peninsula and the discovery of Athens by many European travellers, the country began to become a final destination rather than a stopover (Lahana, 2019). The reading of ancient texts with references to tours of holy places in Greece contributed to this.

During the 17th and especially at the end of the 18th century, the travels of foreign travellers, such as William Leake³, François-Rene de Chateaubriand⁴, François Pouqueville⁵, William Gell⁶, and other philhellenes, increased, mainly in the Peloponnese due to the easy accessibility, the archaeological interests and the events of the War for Independence, giving much valuable information about the cultural element, the topographical features, the population, etc. (Nikolaou, 2012), (Anoyatis Pelé, 1985) (Manola & Tsalambasoglou, 2020). Very significant was the interest mainly of British travellers in Greece, who showed particular interest in the archaeological site of Mycenae, such as John Hawkins⁷, Edward Dodwell⁸, William Gell, Charles Robert Cockerell⁹, Thomas Leverton Donaldson¹⁰, and their work was mainly maps of the site, geological data, architecture, drawings of the site (Vavouranakis, 2015).

During his stay in the Ionian Islands, William Goodison¹¹, apart from being a doctor, also acted as a traveller/information provider, drawing maps, recording, studying and observing the history of the Ionian Islands, through the lifestyle of the locals and all their activities, climate, geological features etc. (Karambelas, 2011). In November 1885, Theodore Bent visited Syros for the first time. His tour essentially infiltrates the overall expression of

³ English Cornell

⁴ French Author

⁵ French doctor, traveller, diplomat, historical writer, academic

⁶ British Archaeologist

⁷ Geologist and traveller

⁸ Classical studies

⁹ Architect

¹⁰ Architect (member of the Royal Institute of British Architects)

¹¹ 1785. Irish army doctor. Served the British army 75th Infantry Regiment. During 1814-1817 studied in Corfu the symptoms of plague and intermittent fever.

the life of the inhabitants. His encounter with the grace of the island's Greek identity combined with its development is transmuted into a text that demonstrates the specificity and strong presence of the Cycladic culture through the author's writings, memories and descriptions (Agriantoni & Dimitropoulos, 2008).

4. Literature travel- Literary tourism

It is used as a tool of historical sources for the place in question and at the same time as an incentive for potential tourists/visitors to visit it. This can also be an attempt to approach the cultural heritage of a destination. Travel literature texts have stimulated the next generations of travellers who, over the years, have become mass tourists. At the same time, however, with the further flourishing of literature, referring to stories that take place in various destinations, a kind of alternative tourism, literary tourism, developed. This alternative form of tourism involves a special category of tourists/visitors who visit such destinations "in order to experience a journey into this wonderful world of literary heroes" (Manola, 2019). The drive of literary tourism involves the literary-experiential journeys of writers/tourists, which stem from the psychological need of people as emotional beings to somehow identify the real world with the fictional world (Manola, 2019). A pioneer country in the development of this form of tourism is the United Kingdom, where through the works of great British writers and travellers it has emerged as the leading literary destination. William Shakespeare, Jane Austen, Charles Dickens, Bronde Sisters (Charlotte, Emily & Ann), Arthur Conan Doyle, Agatha Christie, Virginia Woolf, J.K Rowling, Ian Lancaster Fleming, etc. make up the literary puzzle and highlight London and other regions and cities of the UK, which become synonymous with the writers, for example, Stratford Upon Avon with Shakespeare (Manola, et al., 2020).

Pulido-Fernandez et al. (2020), argue that literature is a form of tourism, a direction of travel in real spaces and a path suggested by the author's attitude and rhythm. Reading is a journey with the imagination. Today literature is an incentive for tourists to travel, as it was in the Grand Tour era. The Veneto region in Italy is also according to Manola et al. (2020) a literary destination attracting many tourists/visitors. In its cities, a network of special itineraries has been developed, including points of literary interest. These can be e.g. bookstores and attractions in Venice, which stand out for literature. A typical example is the Palazzo Manfrin, visited by writers such as Samuel Rogers, William Heslit and George Gordon Byron. Venice, in particular, naturally had a head start in terms of promoting tourism through literature, since literary tourism flourished there and is naturally a World Heritage Site. Verona also has many attractions linked to the novel *Romeo and Juliet*, Padua has the famous university where Galileo taught, the tours of the Euganean Hills praised by Shelley¹² and the reference to it in the work "*The Taming of the Shrew*" (Pulido-Fernandez, et al., 2020).

5. Literary texts and tourism

People travel to explore the landscapes of the earth, which they do not travel, just to experience a new place they have heard or read something about or even seen in the cinema (Karantonis, 1979). Biographical, spiritual and mental needs, and even recreational pursuits, have motivated individuals throughout the centuries to seek 'elsewhere' for the satisfaction of their desires and the fulfilment of their demands (Drulia, 2003). Travellers to Italy had

¹² Percy Bysshe Shelley: English poet, main representative of romanticism.

expectations of the place created by literature and art. The traveller's desire to feel what the author felt and even to be physically closer to him or her is why visiting the birthplace, home or grave of a particular author has such a great impact (Manola., 2019). Literary tourists/visitors choose the destination without recommendations and agency suggestions and belong to a category of tourists with a higher educational level, in a high income category, spend more money during their stay and are cultural tourists with specific goals (Andriotis, 2008). The modern tourist now travels to escape from everyday life and to broaden their knowledge. These motives are reminiscent of those that promote the reading of literature. Indeed, the concepts of tourism and reading are similar, as both activities can "transfer" the individual from ordinary reality to a different fictional reality (Manola, et al., 2020). Travel/touring is intertwined with literature, as it is itself a journey both external to idyllic landscapes and internal, to the depths of human existence (Palaeologos, 2019). The tour acquires a timeless value and turns travel literature into a motivation to visit a destination of literary interest. Nikos Kazantzakis' novels were mainly travel and autobiographical texts set in cities and villages, where the heroes are drawn from everyday life, religion, and myth, embodying proud and free people (Manola, 2020).

6. Case study "La Rounta de Don Quixote"

The novel 'El ingenioso hidalgo Don Quixote de la Mancha' by Miguel de Cervantes Saavedra, played an important role in the development of tourism development in the Autonomous Community of Castile-La Mancha.

The traveller not only strolls mentally through the pages of the greatest myth that literature has created in the lands, but also through the network of tourist routes "La Rounta de Don Quixote".

The streets of La Mancha become new roads, indefinite, to uncontrolled areas of the literary world (www.rutaquijote.es, 2020) image/figures 1 & 2 and every year millions of foreign travellers visit the destination to experience the experiences of Don Quixote and his servant Sancho Pantha in the landscapes described in the literary text (Paleologos, 2019).

***Literary route "La Rounta de Don Quixote"*¹³**

1st. Alba Argamasilla - Apple trees – Quince – The Solana – Calatrava Balls – Valdepenas – Almuradiel – Sierra Morena – Sale of Cardenas – Castellar de Santiago – The Tower of Juan Abad – Villanueva de Los Infantes

2nd. Alba Argamasilla – Villarta de San Juan – Pencil Port – Villarubia of the Eyes – Malagon – Daimiel – Pelar Villo – Real City – Miguelturra – Almagro - Valdepenas – Almuradiel – Sierra Morena – Sale of Cardenas – Castellar de Santiago – The Tower of Juan Abad – Villanueva de Los Infantes

3rd. Alba Argamasilla – Tomelloso - Alcazar de San Juan – Cryptan Field – Miguel Esteban – The Toboso – The Fennels – Osa de la Vega – Belmonte – Villarrobledo – Munera

Figure 1 "La Rounta de Don Quixote"

¹³ (www.rutaquijote.es, 2020).

Figure 1 "La Ruta de Don Quixote"



Figure 2 "La Ruta de Don Quixote"

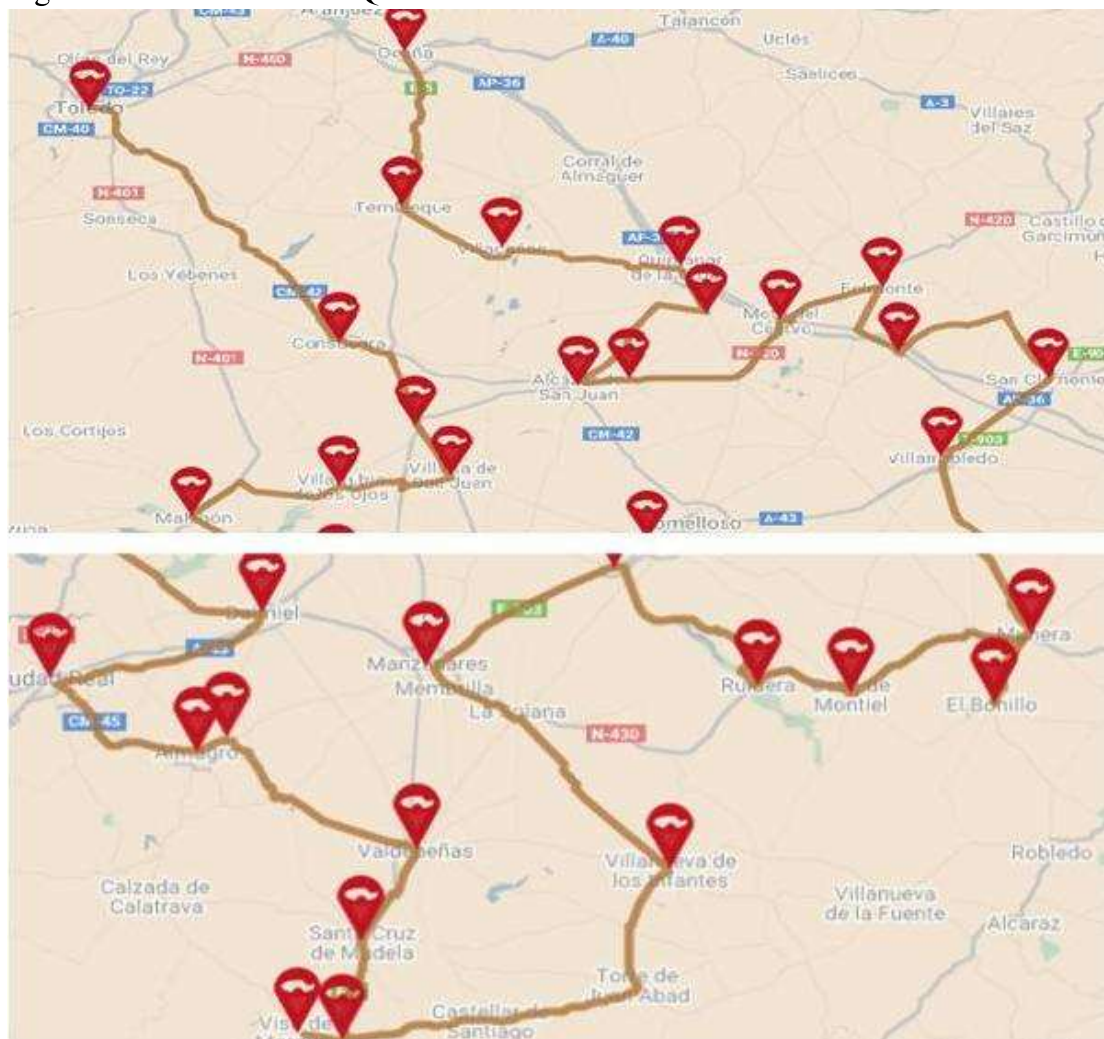


Literary route tourism in the Autonomous Communities was officially launched at the 2010 International Tourism Fair (FITUR), where the Don Quixote route stands out the most because it is considered the longest ecotourism route in Europe (2,500 km). The Council of Europe's classification system as a European Cultural Route has taken on the task of consolidating it as a cultural route not only in the Spanish context, but also in the European

and international context, since it is the first route that has been developed from what was originally a piece of fiction (Capdepon, 2011).

In this region, the traveller can cross fields of endless horizons, villages with long roads, hilltops with white mills, the largest vineyard in Europe and discover a stunning natural landscape. Also, the "Tourist route de Quixote" (Figure 3), is an itinerary that crosses the places where the adventures take place and other places of current cultural interest an heritage (www.rutaquijote.es, 2020).

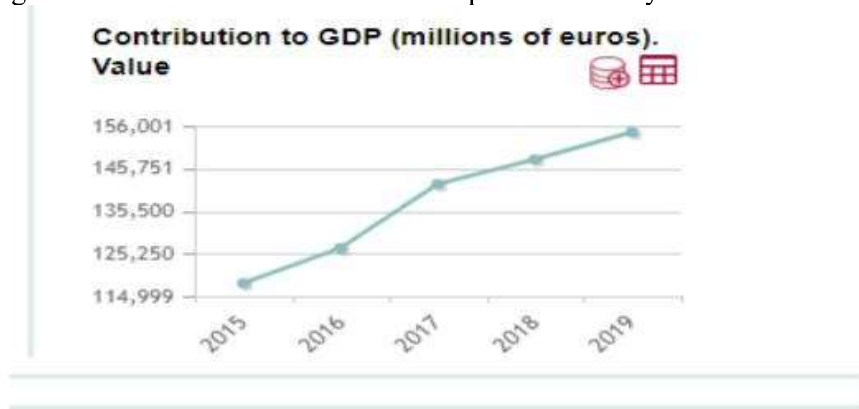
Figure 3 "Tourist route de Quixote"



The whole region offers a complex and alternative tourism product that combines all the resources, literature, gastronomy, culture, farmland and natural wealth that make this economic sector a source of wealth and employment (Capdepon, 2011). Literature sets the basis for the development of agro-tourism in the region, where, according to the Ministry of Tourism, arrivals of both domestic and foreign tourists/visitors to the region of Castile La Mancha are on the increase.

The contribution of tourism to Spain's economy, according to the STSA (Spanish Tourism Satellite Account), amounts to 154.487 million in 2019 with a continuously increasing trend since 2015 and constitutes 12.4% of GDP (Figure 4).

Figure 4 Contribution of tourism to the Spanish economy - Year 2019¹⁴



Conclusions

Literary tourism is not only a way of paying tribute to the author/ storyteller, "creating a tourism of personality, reality and laying the foundations for understanding the thematic process of creating a novel, poem or play" (Robinson, 2002), but it can help to diversify the tourism product on offer and thus enhance the competitiveness of the country in the tourism industry. The study of texts classified as travel literature is quite extensive, while literary tourism as a foreign sector with a variety of texts is relatively recent (Manola, et al., 2020). Although Greece is described and depicted in many texts by either writers or travellers, none of these descriptions have been able to lay the foundations for the development of literary tourism.

There are many places of literary interest in Greece and abroad, Zakynthos by Dionysios Solomos, Spinalonga by Hislop, Cephalonia with Captain Corelli's Mandolin by Louis de Bernieres, Lesvos of Elytis, of Sappho and other great poets and writers, the Moriah of the many travellers, the forbidden city of Lhasa of Alexandra David-Nell, Dante's Florence, the landscapes of J. R.R.R. Tolkien, the London of English writers and thousands of other places around the world, which are the foundations of the development of literary tourism as described in literary texts.

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¹⁴ <https://www.ine.es/>

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