

LITERARY TOURISM IN CONTEXT: BYRON AND NEWSTEAD ABBEY

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ABSTRACT: Whilst literary tourism is not a new phenomenon, the level of extant research is not as great as might be expected. This study investigated the strong connection between Byron, the poet and fighter for Greek independence, and his ancestral home, Newstead Abbey in Nottinghamshire, England. The concept of literary tourism is examined in some detail before reviewing the findings of a substantial sample of visitor respondents, in terms of their personal characteristics and perceptions of the site. Place of residence and nationality were found to be critical in determining visitor motivation. Perhaps surprisingly, genuine literary pilgrims represented just 11 per cent of the sample. Undoubtedly, individual research is required to establish the level of a literary connection at any given site. **Keywords:** literary tourism, film tourism, Byron, Newstead Abbey.

RESUMEN: Aunque el turismo literario no sea un fenómeno nuevo, el grado de integralidad de la investigación no es tan grande como sería expectable. Este estudio analiza la fuerte conexión entre Byron, el poeta y combatiente de la independencia de la Grecia, y su casa ancestral, Newstead Abbey, en Nottinghamshire, Inglaterra. Después de un examen detallado del concepto de turismo literario, son discutidos los resultados de un estudio que tuvo como base una muestra substancial de visitantes, teniendo en cuenta sus características personales y sus percepciones relativas al local. Se verificó que el local de residencia y la nacionalidad constituyen factores críticos en la motivación de visita. Es, tal vez, sorprendente, que los peregrinos literarios genuinos constituyan sólo 11 por cien de la muestra. No hay dudas de que es necesario proceder a la realización de estudios para determinarse el grado de conexión literaria a un determinado local. **Palabras-clave:** turismo literario, cineturismo, Byron, Newstead Abbey.

RESUMO: Embora o turismo literário não seja um fenómeno novo, o grau de abrangência da investigação não é tão grande como seria de esperar. Este estudo analisa a forte conexão entre Byron, o poeta e combatente da independência da Grécia, e a sua casa ancestral, Newstead Abbey, em Nottinghamshire, Inglaterra. Após um exame detalhado do conceito de turismo literário, são discutidos os resultados de um estudo que teve por base uma amostra substancial de visitantes, tendo em conta as suas características pessoais e das suas perceções relativamente ao local. Verificou-se que o local de residência e a nacionalidade constituem os fatores críticos na motivação de visita. É talvez surpreendente que os peregrinos literários genuínos constituam apenas 11 por cento da amostra. Não restam dúvidas de que é necessário proceder à realização de estudos para se determinar o grau de conexão literária a um dado local. **Palavras chave:** turismo literário, cineturismo, Byron, Newstead Abbey.

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INTRODUCTION

Literary tourism features places celebrated for their connections with literary figures (Squire, 1996); it plays an important role in the tourism industry (Busby & Klug, 2001). Associations with famous literary figures and fictional characters have been known to increase the popularity of a site to tourists (Muller, 2006; Herbert, 2001), and its contribution to the economic development of a destination has been recognised (Busby & Hambly 2000; Herbert, 1995; Squire, 1996; Robinson & Andersen, 2004). A specific connection between an author and readers, who are seeking to get inside the imaginary world of a novel's characters, can be seen as an important tool for attracting visitors to literary destinations, such as authors' homes, settings for the novels and picturesque surroundings, which capture the mood of the literary theme. Furthermore, it is essential to note the location of literary tourism in broader terms of cultural and heritage sectors of tourism (Richards, 2001; Robinson, 2004; Simpson-Housley & Norcliffe, 1992; Chen, 1998; Squire, 1994a, 1996; Watson, 2006; Herbert, 1995; Timothy, Boyd, 2003). Pertinent to this paper, there are a large number of destinations with some form of literary connection (Herbert, 1995, 1996, 2001), promoted in the UK (Jia, 2009).

It is debateable whether literary tourism has become a mass phenomenon. Nonetheless, the authors' contribution to the popularity of a given region is emphasised by studies at literary sites across the globe, associated with famous authors, such as Charlotte Bronte (Tetley & Bramwell, 2004), Catherine Cookson (Pocock, 1992), Jane Austen (Herbert, 1995, 2001), and Dylan Thomas (Herbert, 2001). Similarly, a key influence of literary figures on motivational factors was detected by Smith (2003:93), whose research detected a "core of literary enthusiasts", working across the range of literary heritage sites. The visitors' interest in locations associated with literary works has been emphasised by the works of Beatrix Potter and Lucy Maud Montgomery (Squire, 1993; 1994a; 1994b, 1996), which revealed a direct influence on visitors' values and perceptions.

Despite similar characteristics of literary tourists, which tend to belong to a highly educated group of consumers (Herbert, 2001), researchers tend to agree that visitors' expectations and motivations will differ across literary sites and depend upon their location, a site's qualities, and the popularity of a literary figure associated with them (Tetley and Bramwell, 2004; Herbert, 2001; Pocock, 1981). Essentially, the central enquiry of researchers, who investigated the attractiveness of famous literary sites by a specific group of dedicated literary travellers (Pocock, 1992; Herbert, 2001; Smith *et al.*, 2010), has emphasized the appeal of literary destinations to different types of tourists, who are motivated to varying extents by their interest in the site (Pocock, 1992; Squire, 1994a; Herbert, 2001). Therefore, although the following information may be of particular interest to the developers of literary sites, individual research is required to establish the level of a literary connection at any given site. Moreover, Silberberg (1995) emphasizes that marketing organisations would benefit from understanding personal characteristics and factors that motivate visitors to their site in order to satisfy different types of customers.

The research described here measures the extent that a literary connection with the famous British poet Lord Byron has on the popularity of his former East Midlands residence, Newstead Abbey. Thus, the main focus of the investigation connects with personal characteristics and perceptions of the site's visitors. Due to a well-documented link between the level of prior knowledge and motivations of literary tourists (Pocock, 1992; Herbert, 2001), particular attention was directed to the level of the visitors' literary awareness towards the site and its famous former owner. Furthermore, the investigation aimed to extend the existing knowledge in the field and test the importance of the experience sought by potential visitors to a literary site, including an interest to partake in a more intimate relationship with the author by visiting his burial site (Robinson & Andersen, 2004).

Plate 1. Newstead Abbey, Nottinghamshire

As previous research indicates, a literary connection plays a significant role for the promotion and development of tourism destinations worldwide. These places create a new dimension of additional marketing programmes where literary connection alone may be enough to increase its appeal within wider categories of tourists (Herbert, 2001; Squire, 1996; Ousby, 1990). Despite the increasing popularity of film tourism, which still credits its development to literature (Busby and Klug, 2001), literary tourism occupies an essential niche within cultural and heritage tourism (Beeton, 2005; Roesch, 2009). However, authors agree that it still remains an under-researched area within an academic context (Macleod *et al.*, 2009; Smith, 2003) and, more specifically, their motivations and experience (Ryan *et al.*, 2009). Although some literary sites have received academic research, academics argue that the unique appeal of each site may vary from one location to another (Herbert, 1995; Tchetchik *et al.*, 2009), attracting tourists with different expectations (Smith *et al.*, 2010; Herbert, 1995). Therefore, adapting existing the-

ories at a new location may extend the existing knowledge in this field, because of the different characteristics of new participants. Consequently, findings of this particular research will enable site managers to gain a better understanding of visitors' behavioral patterns in order to control "tourist demand and fuel the growth of the market" (Chen, 1998:214).

Selecting Newstead Abbey for this research is justified by a number of factors, including the extent of its literary connection as one element of the site's attractiveness (Herbert, 2001), location, and specific features. This somewhat remote location can arguably affect the ability of the site to generate a visit (Richards, 2001) and, according to Busby & Klug (2001), would enable measurement of tourists' motivations, less likely to be affected by additional factors. The combination of the literary connection with the site to famous poet Lord Byron, its historic values, and exceptional qualities of the tourist attraction (Herbert, 2001) is essential in establishing the extent of literary interest being a motivational factor for visitors. Furthermore, a well-documented notorious reputation, a celebrity status and the literary talent of Lord Byron (Wright, 2006; Mole, 2008; Franklin, 2000; Murray, 2009; Watson, 2009), as well as his influence in the development of tourist itineraries through the popularity of his travel writing (Buzard, 1993; Towner, 2002) would enable measurement of the wider extent of his appeal to visitors. Finally, being included in the top 20 paid attractions of the East Midlands and, attracting approximately 74,484 visitors a year (Visit England, 2009), it was considered that Newstead Abbey would be likely to provide a satisfactory sample of respondents.

Therefore, the aim of the research was to examine the importance of the literary connection in attracting visitors. This was enhanced by identification of characteristics of visitors and the extent of their literary awareness. The level of motivation and whether or not they had been drawn there by a specific literary

interest was tested. There are four sections; a review of the literature is followed by a brief discussion of the methods chosen for undertaking the research; the third section reviews the results in light of the literature, and the final part summarises the results and discusses their contribution to the existing knowledge on literary tourism.

The concept of literary tourism

The influence of literature on tourism has been established by various authors (Beeton, 2005; Busby & Hambly, 2000; Busby & Laviolette, 2006; Herbert, 1996). Literature is a powerful tool in the field of cultural expression and is recognized as a strong motivator, making readers into tourists of famous sites with literary connections (Robinson & Andersen, 2004). There is, then, a strong relationship between literature and tourism which, according to Watson (2006), has developed into a cultural phenomenon attracting visitors to popular destinations on purely literary interest.

Various studies have been undertaken to explore different aspects of tourism and literature relationships in order to understand the literature's influence on tourists' minds, such as its "emotional and intellectual engagement" (Robinson, 2004:17), creation of special meanings and cultural issues (Squire, 1994a), gender specific appeal (Squire, 1994b), whereas Newby (1981) also noted its ability to influence styles of tourism. The complex relationship between literature and tourism, defined by Robinson & Andersen (2004) includes two broad categories, such as inter-human communication based on the interest in the author and the literary work itself. Variations of the relationship were defined by Butler (1986); Busby & George (2004); Busby & Klug (2001); and, Busby & Laviolette (2006) into several forms. Table 1 illustrates these.

In line with the form of literature-tourism relationship, its connection with "an individual person in a specific place and

time” (Wallace, 2009:49) appears to inspire tourists to “follow in the footsteps of their favourite writer” (Robinson & Andersen, 2004:20) or discover the path of a character from a literary work (Beeton, 2005). In addition to the historic and authentic importance of literary sites, most of them are particularly attractive (Herbert, 1996) because of their artefactual heritage and picturesque surroundings (Robinson and Andersen, 2004). It is essential to note Herbert’s (2001) characteristics of literary places by their exceptional and general qualities. Table 2 illustrates the qualities of Newstead Abbey.

Table. 1 The seven forms of literary tourism

Form	Description
Aspects of homage to an actual location	To see the background against which a work was produced to gain new insights into the work and the author. This form involves the emergence of the literary pilgrim (Butler, 1986)
Places of significance in the work of fiction	The novel <i>Tarka the Otter</i> by Henry Williamson brought tourists to the rural part of North Devon where it was set (Wreyford, 1996)
Appeal of areas because they were appealing to literary or other figures	The form of tourism which is connected with literary figures (Squire, 1996). Widely used by the private and public sector to promote areas and to gain economic benefit (Busby & Hambly, 2000)
The literature gains popularity in a sense that the area becomes a tourist destination in its own right	Illustrated by Charles Kingsley’s <i>Westward Ho!</i> Which resulted in the creation of the eponymously named seaside resort in north Devon (Busby and Hambly, 2000). On a greater scale, “Agatha Christie Country” (Busby, Brunt & Lund, 2003)
Travel writing	A vehicle through which places and people have been reinterpreted and communicated to wider audiences, illustrated by the work of Bill Bryson
Nostalgia	Nostalgia is an element in literary tourism reflecting deeper cultural sensitivities, a level where tourist spaces created from literature convey meanings that exist beyond the text but which are fundamental to our cultural understanding of literary tourism (Robinson & Andersen, 2002).
Film-induced literary tourism	Busby & Laviolette (2006:148) argue that a form of literary tourism exists, “predicated by film-induced tourism, whereby the visitor has read the author’s works after viewing what may well have been changed by the screenplay”.

Adapted from: Butler (1986); Busby and Klug (2001); Busby & George (2004); Busby & Laviolette (2006)

Table 2. The Qualities of Newstead Abbey

Exceptional qualities	
Link with the writer	Byron's connection with Newstead Abbey, where the poet lived between 1808 and 1814. Amongst a unique collection in the museum is the poet's personal furniture: the desk on which he created his poems, letters, paintings, collections of books and other personal belongings. The poet's burial site is situated within approximately 8 miles of the site at the village of Hucknall, where the annual International Byron Festival takes place.
Association with setting for literary elements	Newstead Abbey inspired Byron to write many poems, including 'Elegy on Newstead Abbey'. The features of his magnificent home were transcribed to paper in the works 'Don Juan' and 'Manfred'. One of the site's famous features is the burial memorial of Byron's favourite Newfoundland dog Boatswain, to whom he devoted the well-known poem 'Epitaph to a Dog'. See Plates 2 and 3.
Association with attractive values, nostalgia, memory, symbolism	Together with the romantic appeal of the Abbey ruins, attractive features on the site include the oak planted by the poet in 1798, nostalgic themes of surrounding gardens and some rooms, that are faithful re-creations from the poet's lifetime.
Additional links	Dated 13 th century, the Abbey displays historic interest by its unusual facade, rare example medieval cloisters, interiors of Victorian period and a history of the site's owners, such as Colonel Thomas Wildman and William Frederic Webb.
General qualities	
Attractive setting	The surroundings of the Abbey consist of a panoramic view of 300 acres of woods, parks, gardens, ponds and waterfalls. See Plate 4.
Facilities or services	The cafe, gift shop, walking paths and disabled access are available on the site.
Location on tourist itinerary	Located within 12 miles of Nottingham, Newstead Abbey lies within the route of other sites of historic interest (Robin Hood's Nottingham Castle, Tudor house Wolaton Hall) and literary interest (D.H. Lawrence birthplace museum, Eastwood, Alfred Tennyson's birthplace, Lincolnshire Wolds, as well as associations with Northamptonshire's 'Peasant Poet' John Clare and 17 th century poet John Dryden.

Adapted from Herbert (2001) Sources: (Cultural Consulting Network and Seabridge Consultants, 2008; Experience Nottinghamshire, 2011; Find a Grave, 2004; Franklin, 2000; Holmes, 2009; Jones & Riley, 1995; Murray, 2009; My Nottingham, 2010; Newstead Abbey Visitor Guide, 2010; Stabler, 2002; The 12th Hucknall International Byron Festival guide, 2010; Wikipedia, 2011).

Exceptional qualities that distinguish them from other destinations (Herbert, 2001) include particular literary connections with the author or literary work setting, as well as special values, such as nostalgia, memory or symbolism, whereas general quali-

ties appeal to more general groups of visitors, who value the picturesque surroundings, quality of the site's facilities and easily accessible location which, according to Herbert (1996:79), should be equally balanced against the "pulling power of the writer". As Table 2 demonstrates, Newstead Abbey, chosen for this particular research, appears to have a good balance between these qualities, which relationship is essential for sites where the literary link determines the popularity of the site (Muller, 2006) and, more importantly, attracts visitors with "diverse preferences and motivations" (Robinson and Andersen, 2004:15). In addition to the appeal of different literary styles (Herbert, 1995, 2001; Squire, 1994b; Robinson and Anderson, 2004), the romantic genre arguably inspires visits to places connected to the lives and works of romantic writers and poets (Robinson, 2004) who provided tourists with "historic evidence of the place" (Pocock, 1981:51).

Plate 2. Boatswain's Memorial, Newstead Abbey.



Plate 3. Boatswain's Memorial – text



In order to answer the research questions, it was essential to examine characteristics of literary tourists who, according to Herbert (1995:40), represent a “more discerning category of tourists” and “bring with them eyes already prepared to see” (Pocock, 1992:240) – allied to the concept of personal cultural capital

(Busby & Meethan, 2008). Investigation into demographic characteristics which, according to Timothy & Boyd (2003) need to be explored by site managers who need to know their main consumers, has been an issue for researchers who have explored tourists' age, gender, nationality, educational level, occupation and level of income. Essentially, Herbert (2001) argues that due to an extensive range of literary sites, tourists' personal attributes may differ and, therefore, can be less straightforward to generalize (Smith, *et al.*, 2010).

Although different types of general heritage tourists belong to wide age categories (Prentice, 1993), the majority of authors suggest that older participants are more inclined to visit heritage sites (Davies, 1994; Silberberg, 1995; Timothy & Boyd, 2003; Yale, 1991; and Zeppel & Hall, 1991) and confirmed by empirical results from Busby (2004); Herbert (2001); Pocock (1992); and, Tetley & Bramwell (2004).

Plate 4. Part of the ornamental gardens on a dull January day, 2012



Related to the patterns of cultural consumption (Zeppel & Hall, 1991), gender has been empirically demonstrated to favour females, in terms of visiting heritage, cultural and literary sites (Pocock, 1992; Squire, 1993, 1994b; Timothy & Boyd, 2003). Consequently, further sources identified groups of female, middle-aged tourists being most common participants (Chen, 1998; Earl, 2008; Silberberg, 1995). Moreover, Squire (1994b) claimed differences in expectations of male and female participants, as can be seen by preferences of female visitors to the Beatrix Potter farm, by identifying family life and nostalgia as main attributes of the site. Nevertheless, Davies (1994) considers this characteristic differs from one site to another.

According to Smith et al. (2010), today's literary tourists appear to portray similar socioeconomic characteristics of educated and wealthy early elite travellers. Evidence of a relationship between socioeconomic status and participation in cultural and heritage types of tourism has been fairly consistent within most of the previous research in the field of literary tourism. Dominance of a higher educational level and the social class of such tourists has been confirmed by the majority of sources, including Herbert (2001); Squire (1993); Timothy & Boyd (2003); Richards (2001); Leask & Yeoman (1999); and Earl (2008) which were shown to be related and also agreed on them having more than average income (Davies, 1994; Kim and Cheng, 2007; Mintel, 1994, cited in Fox, 2008; and Silberberg, 1995).

On the other hand, such attributes did not show to be significant at the Daphne du Maurier literary festival (Busby & Hambly, 2000) and Marcel Proust town of Cabourg (Herbert, 1996) which attracted visitors with more general characteristics. Thus, consumption of this type of tourism by mainly highly educated tourists indicates their personal cultural capital (Busby & Meethan, 2008) and "sufficient class status" to appreciate such high cultural values of literature (Earl, 2008:403). However, contemporary research of literary tourism may produce differing results due to its recent extensive popularization (Smith *et al.*, 2010), attrac-

tiveness to “widespread middle-class pursuit” (Watson, 2009:38) and increasing appeal of unknown literary places through film adaptations (Beeton, 2005; Busby & O’Neill, 2006; Hudson and Ritchie, 2006; Pocock, 1981; Smith *et al.*, 2010), extending their value to a wider range of tourists.

Categories of tourists visiting literary sites can be distinguished as general visitors, spending “a sunny bank holiday” at an attractive setting (Ousby, 1990:22), “more discerning” groups of tourists with specific reasons (Herbert, 1995:40), and representatives of Urry’s (1990) collective and romantic gaze. While mass tourists are drawn to the site by interest, curiosity and pleasant environments (Smith *et al.*, 2010), leisure travellers (Ousby, 1990), or in Buzard’s (1993) term, anti-tourists belong to a smaller group (Urry, 1990; Smith *et al.*, 2010) seeking emotional, educational or authentic experience (Buzard, 1993; Ousby, 1990; Robinson & Andersen, 2004; Watson, 2009) and having substantial knowledge to appreciate the unique values of literary sites (Urry, 1990).

As far as the majority of the sources are concerned, literary awareness is one of the critical factors which distinguishes between general visitors and dedicated literary travellers who possess high awareness about a literary connection of the site (Macleod, *et al.*, 2009).

Investigations of specific interests of these dedicated literary tourists resulted in the emergence of the concept of the literary pilgrim, “a key feature of literary tourism” (Watson, 2009:39), which found wide interest within academic literature (Pocock, 1992; Watson, 2006, 2009). Researchers tend to agree on the main features of this phenomenon, which include high social status, “significance of cultural capital” (Herbert, 2001:321), and an interest in the authors as primary motivation (Herbert, 2001; Smith, 2003; Smith *et al.*, 2010; Watson, 2009). Additionally, an emotional connection together with “a more intimate relationship with the author” (Robinson & Andersen, 2004:15) and an ambition to be educated and familiarised with in-depth knowledge (Pocock, 1992) are considered to be important factors, identifying these “fanatical tourists

wandering in the footsteps of their favourite authors” (Ridanpää, 2011:105), determined to “absorb every detail of the ‘shrine’” (Smith *et al.*, 2010:111) and prepared to undertake long distance trips to *meet* their favourite author (Herbert, 1996; Smith *et al.*, 2010).

Researchers have attempted to identify literary pilgrims through examination of their literary awareness. Whereas some researchers have detected a small percentage of this type at destinations (Herbert, 2001; Tetley & Bramwell, 2004; Watson, 2006), studies by Herbert (1995, 1996) found no confirmation of this concept. On the contrary, some destinations appear to attract mainly literary pilgrims with a strong interest in the author and extensive knowledge of literary assets, as found at the homes of both Catherine Cookson and Jane Austen (Pocock, 1992; Herbert, 2001). In terms of selection of a group of literary pilgrims, different approaches, undertaken by several authors, based their criteria on the extent of literary knowledge of their participants. Thus, Pocock (1992) measured visitors’ dedication to the author by the number of novels they had read and recognized together with the use of open-ended enquiries investigating their expectations of the visit, whereas Herbert (2001) selected literary pilgrims amongst those who claimed they were fans of the author and displayed a high interest in the author’s work.

Another example of a close author–tourist engagement is a desire to visit the author’s burial place, as “most directly connected to the author” (Watson, 2006:26), which is arguably an essential part of literary pilgrimage (Robinson & Andersen, 2004; Westover, 2009; Watson, 2009). Popular in the mid-eighteenth century amongst writers and intellectuals (Watson, 2009), this type of authentic experience provides the closest access to the author (Robinson & Andersen, 2004) or even engaging in a “dialogue with the dead author” (Watson, 2006: 38). These “tangible signatures of the author’s presence” still attract attention of modern tourists (Robinson & Andersen, 2004:20) and it has been demonstrated by Herbert’s (2001) findings, resulting in 68.1% of respondents visiting the burial place of Jane Austen.

Motivation and the experience of literary tourists

The understanding of motivational and behavioural patterns of tourist product consumers is an essential element for marketing within tourist organisations (Silberberg, 1995). A well-known motivational framework of the pull and push concept, developed by Crompton (1979, cited in Poria *et al.*, 2004) has been accepted by the majority of tourist academics (Bansal and Einselt, 2003). While push factors make the overall decision to partake in a tourist activity, pull factors draw a consumer to a particular destination. More specifically, Moscardo's (1996a, cited in Poria *et al.*, 2006) concept, which combines an educational and entertainment motivation, has a particular relevance to literary tourism as part of a heritage product, where the educational factor is of particular importance (Light, 1995b, cited in Herbert, 1995; Timothy & Boyd, 2003). Thus, a motivational scale, tested by Chen (1998), which is divided between personal benefit and a knowledge pursuit, seems to provide a base for motivational factors from literary tourists.

Wide characteristics of literary sites and their visitors imply an extensive number of motivating factors (Herbert, 1995, 2001; Ridanpää, 2011; Urry, 1990), which have been divided by Herbert (2001) into four broad categories, including the desire to visit former authors' homes, real or imagined locations from their works, to experience emotional connection with them or even be inspired by a particular affair in the author's life. Interest in biography is known to attract literary tourists to places, connected with the authors' birth, lives and death (Iwashita, 2006; Robinson and Anderson, 2004) by "desire to see the author behind his work" (Robinson & Andersen, 2004:9). Biography is said to be an important motivator in literary pilgrims' studies (Watson, 2009) which involves a more personal connection with the author (Macleod *et al.*, 2009) or even attempts at becoming the author, by "seeing through their eyes and briefly inhabiting their homes and haunts" (Watson, 2006:13).

Furthermore, emotional motivation has been demonstrated by "an attempt to re-experience similar emotions" received from re-

ading a book (Watson, 2006:13). In addition, curiosity to mystery of the autobiographical nature (Watson, 2006) and authors' celebrity status (Robinson & Andersen, 2004) may appeal to wider tourist groups. The author's notoriety has been emphasized as a vital attribute in Herbert's (1996) concept of promoting literary and artistic places, whereas Robinson (2004) suggested its ability to generate the highest interest of literary consumers.

Particular meanings and emotional values that emerged from research on motives of locations inspired by literary masterpieces (Herbert, 1996; Watson, 2006) include factors of nostalgia and authenticity, which are essential attributes of heritage and literary tourism (Robinson & Andersen, 2004; Timothy & Boyd, 2003). Nostalgia, linked with "description of feelings of personal experience" (Timothy and Boyd, 2003:70), was recognised through "ideas of childhood, cityscape and countryside" (Squire, 1994a:402), and feelings of nationalism or patriotism (Watson, 2006). The complex constructed concept of authenticity at literary sites (Smith *et al.*, 2010) has been proven to motivate visitors to seek evidence of a fictional character's existence (Herbert, 1996) or tangible biographical attributes, such as, for instance, burial places of favourite authors (Fawcett & Cormack, 2001).

Besides Herbert's (2001) proposal of specific motivation concept of literary tourists, a more general appeal of literary sites for the majority of tourists has been documented by Macleod *et al.*, 2009; Smith, 2003; Smith *et al.*, 2010; and, Urry, 1990 as well as empirically supported by Herbert (1996). Additionally, "pleasant environments" play an important role in motivating visitors of literary sites (Smith, *et al.*, 2010:109) which, according to Herbert (2001), are common features of these attractions. According to the above authors, such interest is inspired by general curiosity or historic values of literary destinations which is similar with theories concerning mass tourists and accidental cultural visitors (Timothy and Boyd, 2003).

Additional motives of literary tourists tend to echo with the most common motives of heritage seekers, which include main elements of leisure and education (Poria *et al.*, 2006), categorized

by Chen (1998) as dimensions of personal benefit and knowledge pursuit, and both having significant value in literary research (Tetley & Bramwell, 2004). The leisure factor appears consistently throughout previous research, varying from desire to 'gaze' at picturesque surroundings of Cabourg (Herbert, 1996), desire to be entertained by visiting literary festivals (Busby & Hambly, 2000), and socializing with friends (Moscardo, 1996a, cited in Poria *et al.*, 2006; Squire, 1994a). Nevertheless, evidence identified earlier concerning significant cultural capital of literary tourists points favourably to the educational motivation which dominates findings of studies in this field, based on the main motivational concept of heritage to be connected with education (Leask & Yeoman, 1999).

Educational motivation seems to be a primary factor of a visit for the majority of heritage and literary tourists (Light, 1995a, cited in Timothy and Boyd, 2003; Moscardo, 1996b, cited in Drummond and Yeoman, 2001; Wearing *et al.*, 2010; Richards, 2001; Herbert, 2001). Moreover, the educational attribute is arguably the main factor which enables a distinction between heritage tourism from other types (Richards, 2001; Timothy and Boyd, 2003). Despite this, there is also an assumption about minority visitors being motivated primarily by learning (Schouten, 1993, cited in Drummond and Yeoman, 2001; McKercher & du Cros, 2002), which emerged from empirical studies in literary tourism (Herbert, 1996). In line with the above, it can be suggested that the desire to seek a learning experience may depend on a specific literary connection of the site and prior knowledge of visitors, which, according to Light (1995a, cited in Timothy and Boyd, 2003: 197), will result in some level of learning and education.

The literature review has highlighted that the visitors' experiences and motivations appear to vary across literary sites and appeal to different categories of tourists with different levels of prior knowledge of the site. The dominating issue of the attraction of literary pilgrims appears to be relevant for all researchers and needs to be explored at other literary sites in order to reveal possible connections.

METHODOLOGY

In order to categorize visitors to Byron's former home in terms of their personal attributes, literary awareness and motivation, an on-site questionnaire-based survey, favoured by tourism researchers (Altinay and Paraskevas, 2008), was undertaken through a face-to-face interview format. Based on the goal of collecting sufficient data, this method was chosen for its ability to generate a higher response rate (Nardi, 2003; Saunders *et al.*, 2003; Richards, 2001; Smith, 1995; Oppenheim, 1992; Brannick & Roche, 1997) and maintain accurate data through better control over the interviewing process (Brunt, 1997; Richards, 2001).

Respondents were selected via random sampling, allowing each population unit to have an equal chance of being included in the survey (Nardi, 2003; Brunt, 1997). This was achieved through implementation of the next-to-pass technique recommended by The Tourism and Recreation Research Unit (1983), in order to reject any bias in the interview selection. As Veal (2006) suggests, this helps to decrease sampling error which, according to Oppenheim (1992), is more critical than its size. On the contrary, Brunt (1997) and Fink (1998) emphasise the importance of response rate because of its ability to affect the reliability of the data. In order to "avoid unknown bias caused by refusals" (Saunders *et al.*, 2010:157), specific reasons of non-responses were recorded (Table 3), which identified two main reasons for refusal including poor English skills and limited time of respondents.

The survey underwent pilot testing one day prior to the actual research due to time constraints, with the intention of checking question wording and general understanding of respondents (Brunt, 1997; Nardi, 2003). In order to obtain similar answers, that are likely to appear within the main survey (Oppenheim, 1992), the pilot test included 15 visitors at Newstead Abbey when question order and interviewer location were amended. The second location inside the museum provided a quieter environment and also enabled actualization of a more accurate sampling procedure due to the selection of respondents, immediately after their appearance from the first exit into the internal garden.

Table 3. Non-response details

Interview Dates	Week days	Weather	Number of respondents	Number of non-responses	Reasons for refusal
10.07.2010	Saturday	Sunny	47	2	Time constraints
11.07.2010	Sunday	Sunny	42	3	2 – time constraints 1 – non-English speaker
12.07.2010	Monday	Rainy	16	0	
16.07.2010	Friday	Rainy	28	4	2 – time constraints 2 – non-English speaker
13.08.2010	Friday	Rainy	26	0	
14.08.2010	Saturday	Partly rainy	25	1	Non-English speaker
15.08.2010	Sunday	Sunny	34	5	3 – Non-English speakers 2 – time constraints
16.08.2010	Monday	Sunny			
Total			218	13	

The data was gathered over a period of 2 weeks, which were spread over two different months in summer including both weekdays and weekends, considering high seasonal variations of school period of August (Altinay & Paraskevas, 2008; Drummond & Yeoman, 2001), in order to increase reliability of results (Fink, 1998). Exit interviews were conducted in order to ensure that visitors were more relaxed and were likely to have had spare time to partake (Ateljevic, 2000). The data, based on completed questionnaires of 218 visitors of Newstead Abbey, was analysed using Statistical Package for Social Science (SPSS). With reference to other quantitative enquiries of similar literary sites of UK (Herbert, 1996 and 2001; Tetley and Bramwell, 2004), this sample size was estimated to be sufficient to address the research questions.

To extend the existing studies in the field, this research used tourists' intentions to visit the poet's burial place as an additional variable, considering its important role in the literary tourists' experience (Westover, 2009; Watson, 2009). This popular nineteenth-century burial place (Winter, 1896, cited in Watson, 2009) was suggested to be of interest to literary pilgrims whose prior knowledge of its location was also thought to indicate the tourists' awareness of biographic factors of the poet. Located eight miles from Newstead Abbey in the

graveyard of St. Mary Magdalene Church, Hucknall (Find a Grave, No date Supplied), the burial place has been part of a picturesque walking route in the poet's footsteps, defined by Holmes (2009).

One of the main limitations of the research was created by the general qualities of Newstead Abbey, being a historical building with literary heritage on one side and picturesque gardens and outdoor facilities on the other. As was revealed after the pilot study, these two dimensions attract a totally different type of visitor with different motivations, who may become visitors of the museum on the grounds of just passing interest.

Findings and discussion

In general, the characteristics of Newstead Abbey's visitors (Table 4), revealed a fairly similar profile of literary tourists, as suggested by previous research. Gender of respondents, at 86 males (39 per cent) and 133 females (61 per cent) confirmed widely accepted consumption on the stronger appeal of literary sites to female visitors (Squire 1993 and 1994b; Pocock, 1992). While the most common age groups appeared to include respondents between 25 and 44 years (27.5%), visitors who belonged to 55-64 category, resulted in 23.9%, followed by the youngest category between 18 and 24 years at 18.8%, whereas respondents between 45 and 54 years and older visitors over 65 remained in the minority (14.7 % and 15.1%). In terms of the country of origin, the majority of respondents were British (73.9%), whereas 26.1% were international, which was relative with the findings at other heritage sites (Drummond & Yeoman, 2001; Leask and Yeoman, 1999). Twenty-two nationalities were represented; noticeably, seven were Chinese, six Russian, five American, four Australian, four German, four Spanish, and fewer numbers from other countries.

Table 4. Respondent profile

Personal characteristics	Frequency (Percentage)
Gender	
Male	86 (39. 0 %)
Female	133 (61. 0%)
Age	
18 - 24	41 (18. 8%)
25 - 44	60 (27. 5%)
45 - 54	32 (14.7%)
55 - 64	52 (23.9%)
65 and over	33 (15.1%)
Nationality	
British	161 (73. 9%)
International	57 (26.1%)
Residence	
Local	114 (52.3%)
Domestic	57 (26.1%)
International	47 (21.6%)
Education	
School	53 (24.3%)
College	64 (29.4%)
Degree	74 (33.9%)
Postgraduate	26 (11.9%)
Occupation	
1a Professional, managerial	48 (22.0%)
2b White-collar, skilled	51 (23.4%)
3csemi-skilled , unskilled	46 (21.1%)
4 unemployed	2 (0.9%)
5 housewife	4 (1.8%)
6d student	26 (1. 9%)
7e retired	41 (18.8%)
Household Income	
Less than £25,000	95 (43. 6%)
Between £25,000 and £50,000	76 (34.9%)
Over £50,000	22 (10.1%)

Literary awareness

As Table 5 shows, Newstead Abbey attracted more tourists of a ‘collective’ gaze, whereas tourists of a ‘romantic gaze’ who,

according to Herbert (1996), display higher literary awareness, were in the minority. Perhaps surprisingly, almost 40% had read Byron's poems, whereas only 25% had read a biography. Consequently, nearly 42% could identify Byron's poem 'Childe Harold'. Almost twenty per cent of the sample was not aware of the site's literary connection before their visit with a significant minority of 37% who knew the location of the poet's burial site. The following results oppose findings of Pocock (1992); Herbert (2001); Tetley & Bramwell (2004); Macleod, *et al.* (2009) who found significant literary awareness of literary sites, dedicated to the author. Hence, these findings appear to echo Muller's (2006) suggestion about the attractiveness that literary sites have amongst tourists who do not possess characteristics of literary travellers and are motivated by pure curiosity. However, as revealed by question 6, a group of Chinese and three Americans were on the organised student trip, which may suggest that they may be accidental visitors to Newstead Abbey.

Table 5. Respondent Literary Awareness

	Frequency (Percentage)
1 Knew about literary connection	
Yes	175 (80.3%)
No	43 (19.7%)
2 Read Byron's poems	
Yes	87 (39.9%)
No	131 (60.1%)
3 Identified Byron's poem	
Correct answer	91 (41.7%)
Wrong answer	8 (3.7%)
Did not know	119 (54.6%)
4 Read Byron's biography	
Yes	55 (25.2%)
No	163 (74.8%)
5 Knew about location of Byron's burial site	
Yes	80 (36.7%)
No	138 (63.3%)

With regards to the respondents' residence, whereas over half of the sample (52.3%) lived locally, domestic and international residence showed similar numbers, being 26.1% and 21.6%, res-

pectively. Occupation for the majority of respondents was fairly evenly divided between professional and managerial (22%) and white-collar, skilled (23.4%) categories, with over a third of the whole sample being educated to degree level, which is consistent with other empirical studies of literary tourists (Earl, 2008; Herbert, 1996 and 2001). Representatives of low skilled professions were 21.1% of the sample, followed by 18.8% for retired visitors and 11.9% for students, whereas visitors, who did not work, occupied the smallest niche, split between housewives (1.8%) and the unemployed (0.9%). Despite the majority of the respondents being educated to degree level, only 11.9% held postgraduate qualifications. Only 10.1% of the sample had a household income over £50,000 and the majority earned less than £25,000 (43.6%). As expected, a small percentage of the respondents (11.5%) declined to reveal income details.

Each category of the visitor's profile was cross-tabulated against five dependant variables, shown in Table 6, followed by application of Chi-square tests. As a result, 35 cross-tabulations were explored and 13 significant associations were established by Chi-square test. The third category of the literary awareness and three independent variables of nationality, education and occupation were re-grouped into wider categories in order to enable their qualification for Chi-square analysis (Altinay & Paraskevas, 2008), which may have had a slight impact on the cross-tabulation results.

Table 6. Literary awareness and nationality

<i>Literary awareness</i>	<i>Nationality of respondent</i>			
	<i>British</i>		<i>International</i>	
	<i>Count</i>	Expected	Count	Expected
<i>Knew about literary connection</i>	131 (60.1%)	129.2	44 (20.2%)	45.8
<i>Read Byron's poems</i>	61 (28.0%)	64.3	26 (11.9%)	22.7
<i>Identified Byron's poem</i>	63 (28.9%)	67.2	28 (12.8%)	23.8
<i>Read Byron's biography</i>	30 (13.8%)	40.6	25 (11.5%)	14.4
<i>Knew about location of Byron's burial place</i>	67 (30.7%)	59.1	13 (6.0%)	20.9

Thus, nationality and residence of respondents appeared to have an impact on the respondents' literary awareness, which has been grouped into two categories to allow use of Chi-square, whereas more foreign visitors than expected had read Byron's poems and biography, there was an association at 99.9% level between the respondents' nationality and those who read a biography about the poet (Pearson Chi-Square=14.201, $df=1$). Another association was found with the respondents' knowledge of the poet's burial site (Pearson Chi-Square=6.410, $df=1$), which revealed that British visitors were more likely to know about it. However, a higher than expected count of local visitors was not confirmed by any association, which may reflect low popularization of the poet's burial site, which is located in the graveyard of a small church and may not be widely known. Additionally, as noted during the interview, many visitors were surprised to learn that the poet was buried in England, which may emphasize the well-known aspect of the poet's life abroad and his international travels (Buzard, 1993; Wright, 2006).

With regards to the residence of the respondents, an association of 95% confirmed that local visitors were more likely to know about the literary connection of the site (Pearson Chi-Square=7.179, $df=2$), not surprisingly. In addition, associations of 99% and 95% were found between the respondents residence and their willingness to read the poet's works (Pearson Chi-Square=10.429, $df=2$) and their knowledge of his poem 'Childe Harold' (Pearson Chi-Square=7.094, $df=2$), whereas an even stronger association of 99.9% appeared to suggest their interest in the author's biography (Pearson Chi-Square=21.626, $df=2$). Thus, it can be suggested that a high proportion of local visitors may have visited the site because of its locality, whereas international tourists, who appeared to have higher than expected knowledge of the poet, would travel long distances to seek a more specific experience. Furthermore, cross tabulation revealed that a significantly higher number of domestic (non-local) tourists than local visitors have read the poets' works and could identify his poetry,

which points out their more specific literary interest than local visitors. Additionally, it can be suggested that Byron may have a totally different appeal to foreign visitors because of differences in educational programmes or a special influence the poet may have had on their heritage. Thus, according to one Russian female respondent, Byron's influence on Russian poetry explained his high popularity, demonstrated by well-known poet Alexander Pushkin, who based the character of his 'Eugene Onegin' on "morose and weary" Childe Harold of Byron (Hoyt, 2008:18). Leading Pushkin scholar T.J. Binyon has also emphasised the influence of Byron on the Russian's works (Binyon, 2002).

In terms of gender of respondents, it was interesting to note that more males than expected appeared to have specific knowledge of Byron with the exception of knowing location of burial. This interest may have been influenced by notorious aspects of the poet's life, which appealed to the majority of the sample. With regards to the respondents' age, younger visitors produced less than expected counts on all questions which revealed they did not know much about the poet. Another significant association was found between the age of respondents and their knowledge of the poet's grave (Pearson Chi Square=17.601, df=4); those that are most likely to know about it belonged to the 55-65 age category.

In line with previous research (Herbert, 2001; Earl, 2008; Tettley & Bramwell, 2002), strong associations between the respondents' occupation and their literary awareness confirmed a high knowledge of poems (Pearson Chi-Square=11.963, df=4) and biography (Pearson Chi-Square=15.973, df=4) from representatives of professional and managerial occupations and, consequently, visitors of low skilled occupations were less familiar. Another association of 99.9% strengthens the assumption of serious literary knowledge of tourists from professional and managerial professions (Pearson Chi-Square=20.893, df=4). In contrast, retired visitors appeared to have higher than expected literary awareness in comparison to students, demonstrating the best knowledge about the location of the poet's burial site.

As expected, strong associations were found between the educational level of respondents and their literary awareness, a common characteristic of literary tourists (Herbert, 1996). The respondents educated to degree level demonstrated higher than expected knowledge on all questions, with the exception of the location of the grave, which was best known amongst tourists who had obtained A-level qualifications. Thus, it may be suggested with a 95% confidence rate that highly educated tourists are more likely to appreciate the author's literary works (Pearson Chi-Square=7.235, df=2) and have an interest in his life (Pearson Chi-Square=7.144, df=2), which, according to Earl (2008) requires a certain level of knowledge to understand. Not surprisingly, this category of visitors are more likely to know the author's poems, as Pearson Chi-Square of 11.073, df=2 confirmed at a 99% level. Finally, the respondents' income did not appear to have any significance; according to Kim and Cheng (2007), income data is not as important an indicator of literary awareness as the educational level of the respondents.

Many respondents did not frequent other literary sites; 40% of the sample had not visited any literary sites during the previous twelve months. Smaller numbers of tourists had visited over five literary attractions (4.6%), whereas 5.5% were not sure if they had visited any before. Two associations were found among seven cross tabulations, which were pointed out on the links between the respondents' residence and education. It may be suggested with 95% significance that tourists who stayed over at the area were more likely to have visited a high number of literary places within the last 12 months (Pearson Chi-Square=18.617, df=8). In contrast, local visitors did not appear to travel to literary sites, and none of them had visited over five sites with literary connections.

The second association of 99% revealed that higher educated people are more likely to visit literary sites (Pearson Chi-Square=21.352, df=8), in line with Herbert (2001). Thus, as highly educated tourists within the group demonstrated a higher literary knowledge, the results also confirmed the link between the

habit of visiting literary sites and a high literary awareness (Kim and Cheng, 2007). It was evident that visitors with professional and managerial professions had visited three or more literary sites over the previous year.

Respondent's interest in Byron

Despite low literary awareness from the respondents, aspects of his literary work and biography attracted a fairly even interest for just under two thirds of the sample. More specifically, in line with Watson (2006), the highest interest relating to the poet was in connection with his notoriety and appeared appealing to a higher than expected number of male respondents. Robinson & Andersen (2004) suggest fame as a factor and 28% were interested in Byron because of this, whereas a high presence of local visitors in the sample can probably explain why 14.5% considered him a local hero. Just 3.2% pointed out an additional interest in the poet, included in the 'other' category, with two respondents who admired his influence on Romantic poetry, for one, appealed to his human side as an animal lover and the remainder showed an interest in his travels.

A noticeably low level of prior knowledge that visitors had about Newstead Abbey's literary connection may be supported by the statements that indicated how the location became known to respondents. Results show that a significant minority of the visitors linked the site with the famous poet through reading his biography or doing particular research about his former residence, whereas most participants were either told about it by word of mouth (28.9%) or knew about it because of it being a famed local attraction (25.2%).

Visitor motivation

In line with Moscardo (1996), educational, entertainment and social categories appeared to dominate the factors, which motivated visitors of Newstead Abbey. The majority of respondents (61%) were enticed to the site to spend an enjoyable and

relaxing day at the picturesque location with curiosity to explore its surroundings (Herbert, 1996; Smith, *et al.*, 2010). There was a small sample of dedicated literary tourists (15.1%), who came for a variety of reasons, directly connected to literature and Byron, thus, representing the first of Butler's forms of literary tourism. The most common motivation was to see the poet's residence (7.3%) followed by an intention to learn something about the poet (4.6%), whereas 1.8% came just because it was somehow connected to literature and one person admired the poetry genre. In addition, two respondents were even more specifically motivated, including a dedicated pilgrim from South Africa, who came to walk in the footsteps of Byron, and an Australian visitor, connected to the poet because of an academic interest. This goes in line with previous findings which confirm a relatively small percentage of this group of tourists in comparison to general visitors (Smith, 2003; Tetley and Bramwell, 2004; Herbert, 1996; 2001).

The results differ with findings of Pocock (1992), where the highest number belonged to a group of dedicated pilgrims with a specific literary interest. In addition, a small percentage of respondents were also attracted by the general qualities of the site. Thus, the sample identified eleven per cent of heritage tourists, who came to Newstead Abbey because of historic, cultural or educational reasons (Timothy & Boyd, 2003; Richards, 2001; Drummond & Yeoman, 2001). Gardens were a distinct motivating factor for 2.8% of visitors (Ousby, 1990), whereas 2.3% were attracted because of a personal attachment to the place, for example, a search for a particular painting of an ancestor or a return to the location where a wedding was celebrated. Finally, a social factor, which is known to be a common attribute of heritage and literary visitors (Richards, 2001; Squire, 1994a), was also found to play a motivating role and attracted 7.8% of the respondents. Other evidence of this can be derived from the fact that the majority of tourists (28.9%) found out about the site from their relatives or friends.

In order to enable application of Chi-square test, motivational variables have been further merged into three main categories, with the general reasons to include social, personal and garden viewing motivations. As a result, three groups of tourists, motivated by a specific interest in Byron (15.1%), historical, cultural and educational attributes of the site (11%) and those having general interest to Newstead Abbey (73.9%) resulted in seven cross tabulations. Five valid Chi-square tests revealed four associations of differing strengths between the respondents' nationality, occupation, educational level and residence and their influence on visitor motivation. Thus, motivation by Byron and literature was shown to attract mainly international visitors of professional and managerial positions, educated to degree level and more likely to reside abroad.

Table 7. Pearson Chi-Square Tests for Visitors' Motivation

Independent Variable	Value	Degree of freedom	Level of significance
Nationality	17.174	2	99.9%
Occupation	16.639	8	95%
Education	10.394	4	95%
Residence	25.297	4	99.9%

Residence and nationality were found to be of critical importance for determining visitors motivating purposes. Furthermore, foreign visitors were found to come for a specific literary interest despite their residence, which may reflect a different extent of their interest in literature than of British tourists. On the other hand, a higher number of domestic tourists visited Newstead Abbey because of Byron than was expected due to their higher literary awareness. The least number of visitors, motivated by historical and cultural aspects of the Abbey appeared to include more domestic visitors than expected, with the highest deviation amongst older and retired respondents, which resembles the profile of heritage visitors (Drummond & Yeoman, 2001; Timothy & Boyd 2003). General interest attracted the majority of visitors and was found to be favoured mainly by local respondents who

fell within the younger age category of 25-44 years and possessed college qualifications. Picturesque settings of the surroundings of the site also seemed to have an overall importance, which can be identified from a decrease in the tourist numbers during rainy days. Despite no associations being ascertained between the respondents' gender and motivation, cross tabulation revealed that more females than expected appeared to come for both literary and heritage purposes which supports the findings of Chen (1998), Pocock (1992); and Squire (1993;1994b).

Relative to Herbert (2001), Pocock (1992) and Tetley & Bramwell (2004), a specific literary interest did not appear to attract the majority of the respondents. Nonetheless, Newstead Abbey appealed to a highly educated tourist group. In addition, international visitors were more likely to become consumers of literary attractions which highlighted the need for future research. Alternatively, literary interest was shown to outnumber heritage or culture-fans, which may indicate a considerably stronger appeal of the site's exceptional qualities, due to almost everyone in the sample having some level of interest in Byron. Moreover, a large number of visitors (64.7%) wanted to learn more about the poet as a result of their visit, thus, suggesting that visitors with less knowledge of literature may become motivated by the atmosphere and surroundings of the place and be willing to enrich their knowledge. Furthermore, Byron's role in attracting visitors to the site was tested in the survey which revealed that only 32.1% confirmed his influence, whereas the significant majority of 67.9% suggested it did not play any motivational role.

With regards to the level of Byron's importance, a significant minority of 11% saw his influence as 'very important', whereas the respondents' who rated the poet's influence as 'quite important', and 'a little important' produced an equal percentage (29.4%), which was almost identical for those for whom the Byron factor was not important (29.8%). The factor of the poet's importance may indicate that representatives of the literary pilgrim type on the site appeared to be a small niche of just 11%; howe-

ver, this group would have been detected using more sophisticated criteria, which would have to assess the level of their literary awareness and history of travels around various literary attractions (Herbert, 2001; Hambly, 1999; Watson, 2006). As other authors recommend (Squire, 1993; Pocock, 1992), qualitative methods would be necessary to explore the level of interest of the visitors in order to select a group of these dedicated fans of the author.

Experience of literary tourists

Despite low literary awareness and limited literary motivation shown by the Newstead Abbey visitors, revealed in the previous sections, a significantly high number (77.5%) sought some kind of literary experience connected to the famous former owner of the site.

Table 8. Experience sought by Newstead Abbey visitors

Experience	Frequency	Percent
Literary experience	169	77.5%
To see the place where he lived	59	27.1%
To experience the atmosphere of his time	57	26.1%
Learning something new about the poet	33	15.1%
Feel emotional engagement with his work	10	4.6%
See personal possessions of the poet	5	2.3%
See Boatswain's tomb	2	0.9%
See the landscape which inspired Byron's poetry	1	0.5%
Look for the evidence of his notoriety	1	0.5%
Look for evidence about the connection between Byron and Vampires	1	0.5%
Experience not connected to Byron or literature	49	22.5%
To see the gardens, scenery, landscapes	14	6.4%
History	10	4.6%
Architecture	6	2.8%
Nothing specific	5	2.3%
To see the atmosphere of the Romantic period	3	1.4%
English heritage	2	0.9%
To see a specific painting	2	0.9%
Nostalgia for old memories	1	0.5%

The main experience for literary tourists was to see the place where the poet lived which, as found by previous research, is the most important element of the author's heritage (Herbert, 2001; Smith, 2003; Watson 2006). The atmosphere of Byron's

time, which, according to Squire (1993) has a particular significance for heritage sites, was an essential experience for the further 26.1%. In relation to general assumptions about the significance of a learning experience for visitors of heritage sites (Herbert 2001; Ryan, 2002; Timothy & Boyd, 2003; Tetley & Bramwell, 2002), this appeared to be the case for 15.1%, who wanted to extend their knowledge of the poet, whereas 64.7% of the sample expressed a desire to extend their knowledge of the poet as a result of their visit.

Regarding common experiences of literary pilgrims (Watson, 2006; 2009), a desire to feel an emotional engagement with the poet's work attracted 4.6% and only five respondents (4.3%) wanted to see his personal memorabilia. The burial site of Byron's Newfoundland dog Boatswain was the inspiration sought by two visitors and another "literary traveller" (Ousby, 1990:12) came to see the landscape which inspired Byron's poetry. Additionally, the notorious side of the poet and his alleged connection with vampires was the case for two more tourists, who aimed to find some evidence for it on the site. The general qualities of Newstead Abbey, described in Table 2, attracted the following forty-nine respondents (22.5%), who appeared to be impressed mostly by the site's picturesque landscape and historic features.

Intention to visit the poet's burial site

A desire to "come as close to the famous author as they would ever get" by visiting his burial site (Robinson and Andersen, 2004:18) was appealing for a significant majority of visitors: 58.3% were going to visit the site, 7.8% had visited previously, whereas the remaining 33.5% did not want this experience, and one respondent was unsure.

The visitors' interest in this kind of experience did not seem to be influenced by the visitors' knowledge of the poets' background, as proposed by Watson (2006), as only 25.2% of the whole sample have read a biography. Thus, a more detailed investigation on a larger sample of the respondents may be re-

quired to establish such a link. On the other hand, high interest shown towards details relating to the author's grave may also be explained by the fact that the significant majority were looking for various activities relating to Byron's life. The variable of interest, merged into two wide categories, was also cross tabulated against all personal characteristics of the respondents, which highlighted its higher appeal for females and international visitors with higher deviations upon skilled professionals and highly educated visitors. Whereas visitors in the age group of 25–44 years wanted to visit the said site, the highest deviation belonged to the older category of retired respondents. Finally, Chi-Square testing revealed no significant associations against the respondents' characteristics and their likelihood to pursue this literary activity. Nevertheless, high interest confirms that a visit to a burial site of the author forms a significant part of literary experience. In addition, future research may investigate the motives that inspire literary tourists to visit the burial site of their favourite author using a qualitative method of data collection in order to report how beneficial the popularization of these sites may be for developers of literary sites.

CONCLUSION

The aim has been to take an in-depth look into the extent of the literary connection attraction to visitors of Newstead Abbey, the former residence of the poet Lord Byron. The achievement of the above aim included an analysis of the respondents' characteristics, literary awareness and motivations for visiting. Finally, the experience of literary tourists was examined against parameters that emerged from past research in the field of literary tourism (Herbert, 1995, 1996 and 2001; Squire, 1993; Robinson and Andersen, 2004; Westover, 2009; Watson, 2006; 2009).

One of the main findings was a low level of literary awareness from the majority of the respondents which contrasted the literature about an extensive prior knowledge of the literary sites' visitors. Likewise, the poet's connection to the site was

not a significant visiting factor for the majority of the tourists, and a specific literary interest appeared to motivate considerably a small part of the sample. More specifically, the Abbey appeared to attract approximately 11% of literary pilgrims, for whom the Byron connection was extremely important. Essentially, a nationality factor was found to have had an influence on the visitors' literary interest, which showed the highest literary awareness amongst international tourists who mainly visited Newstead Abbey because of its association with Byron and English literature. On the other hand, local visitors were found to have the lesser knowledge of the poet and were less likely to seek a literary experience during their visit. In line with previous research, the social class and educational level of the visitors was found to have had a direct influence on their literary awareness and motivation. Taking into consideration the additional fact that almost 20% of the sample did not know about Newstead Abbey's literary connection with the famous English poet, the site managers should consider a more extensive popularisation of the site which, as the research revealed, should probably emphasise the notorious side of the poet as it appeared to attract many. Thus, due to a literary fascination shown by international visitors, it can be suggested that a visit to Newstead Abbey may be more extensively promoted as part of a literary package tour within the East Midlands region, which, according to the Cultural Consulting Network and Sea-bridge Consultants (2008), is not properly defined and promoted by local tourist authorities. This may attract more foreign tourists who, according to Timothy & Boyd (2003), prefer to explore more remote locations as a part of a larger tour. Moreover, tourist information, displayed on the main tourist portal of Nottinghamshire (Experience Nottinghamshire, 2011), should promote a literary connection of the region, which is made famous by a number of popular literary figures.

Furthermore, a significantly low level of knowledge level shown by younger British tourists about Byron indicates the possibi-

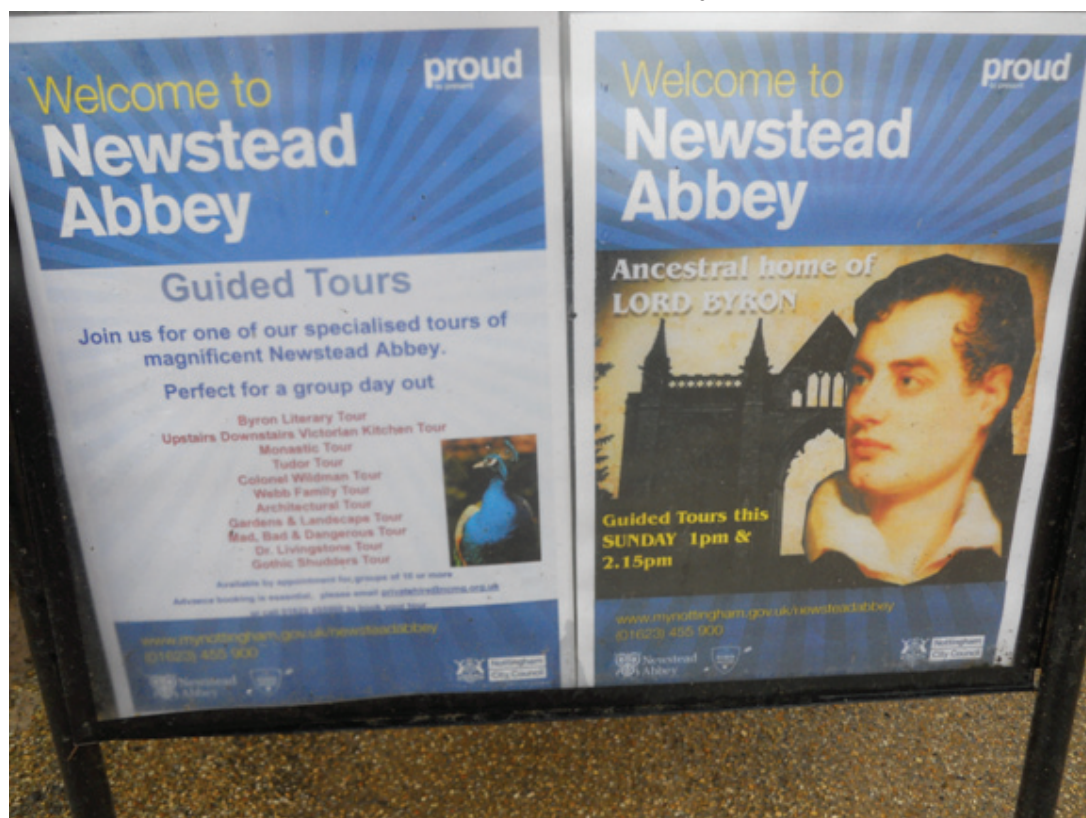
lity for popularization of similar places using the aid of film tourism which may be more appealing for the younger generation. Thus, taking into consideration the evidence that the significant majority of the respondents would be interested to extend their knowledge about Byron, future research may investigate the extent this combined approach may have on further popularization of literary tourism, which forms an important niche.

With regards to the experience sought by literary tourists, the results confirmed the appeal of the author's house as "the most powerful resource of literary tourism" (Robinson & Andersen, 2004:15) with a high desire to learn being an important characteristic from both general tourists and those with a more apprehensive interest towards the poet. Moreover, a specific literary experience was sought by a significant number of the visitors, regardless of the motives that attracted them to the site. The research highlighted the fact that in spite of the excessive interest to see the physical existence of the poet's remains (Watson, 2006), its location was not known to the significant majority of the visitors. A low awareness of the Hucknall location as a place for the poet's burial site also indicates an ineffective promotional campaign of the area during the International Byron Festival (2010), which resides there annually and promotes Byron as a local figure. Thus, high interest in this aspect of the author's memory indicated its inclusion in the whole package, which may be of interest to literary pilgrims and suggested by Holmes (2009) in his 'walk in Byron's footsteps'. Furthermore, future research may be instigated to explore the extent of this type of literary interest and add to the overall extent that a literary connection has to attract a more dedicated visitor base.

In addition, it is essential to highlight the restraints that may have had an impact on the results of the following research. Because of the intention to obtain detailed responses from the respondents, several small categories were detected, which did not allow for generalizing the findings and performing statistical analysis. Additionally, identification of the group of literary pil-

grims, selected using more detailed criteria, may further explore the ways that they were attracted to visit similar sites to Newstead Abbey. Thus, examination of literary pilgrims' experience, including the intention to visit burial sites of famous literary figures and reasons behind it, may be strengthened by the implementation of mixed techniques, combining questionnaires and in-depth interviews, arranged via postal or email communications. To conclude, the literary connection of the site does have a certain impact on its popularity, however, as the particular research reflected, its extent may vary within the cultural characteristics of tourists. The research highlighted the need for the popularization of Byron's connection within a wider regional context to include the route to his burial site, which has potential to generate a fairly high number of visitors to the area. Consequently, a promotional campaign, based on the distinguishing features of the poet's biography, may significantly increase its literary attractiveness within a new category of visitors.

Plate 5. At the Abbey.



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