

### **Interview Guidelines (Guimarães)**

Since 2011, José Cadima Ribeiro and Paula Cristina Remoaldo have been conducting research on the meaning of the 2012 European Capital of Culture to the hosting city of Guimarães and its impacts. The issue was firstly approached following several paths, namely the residents and visitors. As a final component of the research, it tried to capture the position of a qualified set of local stakeholders. That is why we appeal to you.

With the aim of writing a paper about the legacy of the European Capital of Culture (ECOC), we would like to ask your expert opinion regarding the following questions:

- i) In a time of economic globalisation where several social and economic crises have emerged, the competition among cities to capture investment and visitors has turned fierce. Due to that, in order to enhance its image and build new equipment, including cultural equipment, cities have taken to hosting large events and mega-events, like the European Capitals of Culture, among others. Confronted with the need to diversify its productive basis, Guimarães seems to have adopted this strategy. Do you agree with the option taken of hosting the 2012 ECOC? Do you believe that the hosting has made a relevant contribution to the settlement of new economic bases for the development of the city?
- ii) When one speaks of legacies of an ECOC, besides succeeding to promote and enhance the image of the city as a tourist destination and increasing its capacity to attract visitors, a crucial dimension relates to rehabilitating the architectural heritage and equipment for public use as well as the building of new equipment to enhance and diversify the number of shows and other events (cultural events, economic/commercial exhibitions, sporting events, etc.). In the case of Guimarães, do you find the decisions made in this regard were the right ones? Were there some other options which could have been taken, instead?
- iii) And in what regards the creating/enhancing the incentive to local agents' initiatives, do you believe the legacy is relevant? In the cultural dynamic shown by the city, is there a pre- and post-hosting of the ECOC? In the aim of the application made by Guimarães for hosting the ECOC, the decisive impulse that could be given to the creative industries from this hosting was explicitly emphasised. Was that just a slogan (and one wish) or something which turned real after all?
- iv) One of the results that our research has turned visible is that the tourists' profile has changed since the hosting of the ECOC, losing some of the features which are

typical among the tourists endowed with a cultural motivation. It has turned closer to the profile of the average tourist, less qualified and motivated by mass destination products. Do you also find that? Does that worry you?

- v) The ECOC was one non-arguable success regarding the capacity shown of attracting people to Guimarães in 2012. It has also allowed some investments, public and private, and has promoted the city abroad. Meanwhile, looking at it from now, that is, looking to it less emotionally committed, the question that can be raised is the following one: looking to it globally, does a net benefit to the city result from it? Was it good to host the ECOC? Does it make sense to the city hosting a similar event in the future, a few years from now?

For closing the interview, and clarifying the context in which you have answered the questions we have raised, please tell us:

- What kind of role and commitment did you have in the preparation and organisation of the ECOC?
- Were you or are you the head of any sort of cultural or social institution of the city?
- What job do you perform and what academic qualification are you endowed with?
- Where do you live (parish; municipality)?

Thank you for your cooperation!

## **Interview Guidelines (Košice)**

Since 2012, we have been conducting research on the meaning of the 2013 European Capital of Culture to the hosting city of Košice and its impacts. The issue was firstly approached following several paths, namely the residents and visitors. As a final component of the research, it tried to capture the position of a qualified set of local stakeholders. That is why we appeal to you.

With the aim of writing a paper about the legacy of the European Capital of Culture (ECOC), we would like to ask your expert opinion regarding the following questions:

- i) In a time of economic globalisation where several social and economic crises have emerged, the competition among cities to capture investment and visitors has turned fierce. Due to that, in order to enhance its image and build new equipment, including cultural equipment, cities have taken to hosting large events and mega-events, like the European Capitals of Culture, among others. Confronted with the need to diversify its productive basis, Košice seems to have adopted this strategy. Do you agree with the option taken of hosting the 2013 ECOC? Do you believe that the hosting has made a relevant contribution to the settlement of new economic bases for the development of the city?
- ii) When one speaks of legacies of an ECOC, besides succeeding to promote and enhance the image of the city as a tourist destination and increasing its capacity to attract visitors, a crucial dimension relates to rehabilitating the architectural heritage and equipment for public use as well as the building of new equipment to enhance and diversify the number of shows and other events (cultural events, economic/commercial exhibitions, sporting events, etc.). In the case of Košice, do you find the decisions made in this regard were the right ones? Were there some other options which could have been taken, instead?
- iii) And in what regards the creating/enhancing the incentive to local agents' initiatives, do you believe the legacy is relevant? In the cultural dynamic shown by the city, is there a pre- and post-hosting of the ECOC? In the aim of the application made by Košice for hosting the ECOC, the decisive impulse that could be given to the creative industries from this hosting was explicitly emphasised. Was that just a slogan (and one wish) or something which turned real after all?

- iv) One of the results that our research has turned visible is that the tourists` profile has changed since the hosting of the ECOC, losing some of the features which are typical among the tourists endowed with a cultural motivation. It has turned closer to the profile of the average tourist, less qualified and motivated by mass destination products. Do you also find that? Does that worry you?
- v) The ECOC was one non-arguable success regarding the capacity shown of attracting people to Košice in 2013. It has also allowed some investments, public and private, and has promoted the city abroad. Meanwhile, looking at it from now, that is, looking to it less emotionally committed, the question that can be raised is the following one: looking to it globally, does a net benefit to the city result from it? Was it good to host the ECOC? Does it make sense to the city hosting a similar event in the future, a few years from now?

Košice specific additional questions:

- i) Has the new cultural infrastructure, in your opinion, left the classical culture by the wayside (museums, philharmonic, theatres, galleries) or a good balance between traditional and alternative has happened?
- ii) Has the number of visitors increased thanks to the ECOC project?
- iii) What is today's profile of a visitor to the city of Košice? (Purpose and length of stay, age category, social status, education, domestic/foreign).

For closing the interview, and clarifying the context in which you have answered to the questions we have raised, please tell us:

- What kind of role and commitment towards did you had in the preparation and organisation of the ECOC?
- Were you or are you the head of any sort of cultural or social institution of the city?
- What job do you perform and what academic qualification do you are endowed with?
- Where do you live (parish; municipality)?

Thank you for your cooperation!