

## Sustainable management model for Mediterranean Artisanal Salinas Project



### **INTEREST AND ATTITUDE TOWARDS SALT-RELATED TOURISM EXPERIENCES IN SALINAS: A DEMAND-SIDE STUDY IN ITALY**

#### **REPORT**

**Prof. Giacomo Del Chiappa<sup>1</sup> & Dr Ester Napolitano<sup>2</sup>**

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<sup>1</sup> *Professor of Marketing, University of Sassari & C.U.E.I.M. Scientific coordinator MedArtSal – WP «Sustainable Tourism and territorial marketing».*

<sup>2</sup> *Junior Expert C.U.E.I.M for MedArtSal - WP «Sustainable Tourism and territorial marketing».*

## **Brief Introduction**

Salt production creates a very typical landscape, defined by Kortekaas (2004, p.199) as *saltscaapes*: "a type of cultural landscape formed in salt production areas, combining semi-natural saline habitats and cultural values related to salt production activity". It also supports the conservation of cultural heritage and environmental protection by generating economic benefits (Crisman et al., 2009; Hueso & Petanidou, 2011; Rodrigues et al., 2011). Since the 1950s, artisanal salt production has been in continuous decline (Crisman et al., 2009; Gauci et al., 2017, pp. 1-16) because of the loss of salt value and changes in land use for industrial, urban planning, aquaculture or other purposes (Crisman et al., 2009; Gauci et al., 2017, pp. 1-16; Hueso & Petanidou, 2011; Petanidou & Dalaka, 2009; Sainz-López, 2017). These circumstances, if not properly managed, might negatively affect the local salt production and culture and the biodiversity and landscape of the salt marsh, leading to further heritage loss (Gauci et al., 2017, pp. 1-16; Petanidou & Dalaka, 2009; Rodrigues et al., 2011).

To cope with the potential negative effects that the aforementioned circumstances might generate for salinas and related communities, many salt pans have started to diversify their business entering the tourism and hospitality sector by organising salt-related activities and experiences to be offered to locals, domestic and international visitors thus allowing them to visit and learn about the different salt production types (e.g. mining, volcanic, marine). All this was done to sustain the cultural, economic, and natural values of the wetland destinations (Mandelartz, 2018). Hence, tourism has over time appeared to be an alternative and/or complement business area to artisanal salt production on which salinas can rely to protect the natural and cultural values of salt marshes and to generate economic profit (Martins et al., 2020). The presence and development of sustainable tourism practices effectively contribute to the valorisation and exploitation of salt products in the international market (Rocha et al., 2012). Tourists visiting the salt marshes, buying locally, and enjoying tours and other activities at the salt marshes help to increase the demand and the value of the sites (Ramos and Campos, 2020). According to recent studies, tourists are attracted to visit salt production sites mainly for their natural landscapes and the cultural heritage associated with salt production (Petanidou and Dalaka, 2009). Yet, current studies related to salt tourism highlighted that a broad variety of tourism experiences can be carried out in these places, encompassing health and wellness activities, cultural heritage and educational activities, recreational and leisure activities, sport, food and wine activities, salt production, events and entertainment, creative tourism, eco-tourism, etc. (e.g. Kortekaas, 2004; Rodrigues et al., 2011; Wu et al., 2016; Martins et al., 2020; Ramos and Campos, 2020).

According to existing literature, tourists usually wish to have the possibility to make a choice from a wide array of different experiences and to experience each attraction at different levels (McKercher, 2002). Despite this, there is still a paucity of academic and practical knowledge about the tourists' attitude towards salt-related tourism activities and experiences and, even more, about the most preferred activities they would wish to undertake and live once visiting a salina (Mandelartz, 2018). This is particularly true when European countries are considered, and even more in the specific context of Italy. This occurs despite this knowledge would be certainly beneficial to support salinas' owners and managers in planning and implementing their

service/experience design and in promoting, effectively, their attractions into the national and international tourism marketing (Mandelartz, 2018). This study was therefore carried out on a convenience sample of 947 Italians to investigate their views and attitudes towards salt tourism and, more precisely, the most preferred tourism-related activities and experiences they would be interested in undertaking/living when in salinas.

## Methodology

For the purposes of the study, a survey instrument was developed based on a two-step approach. Firstly, desk research/analysis was carried out considering salinas listed in TripAdvisor. All the official websites of these salinas were scrutinised to identify the array of tourism-related activities and experiences they offer to their target markets. Hence, the output of this analysis was complemented by the limited existing literature devoted to analysing salt tourism. The identified experiences and activities (n=43) were related to the following main categories: health and wellness, cultural heritage and educational activities, recreational and leisure activities, sport, food and wine activities, salt production, events and entertainment, creative tourism, eco-tourism, accommodation.

Specifically, the survey started with acknowledging respondents about the salt tourism phenomenon to let them be cognitively conscious about the topic of the survey. In doing this, a picture visualising this kind of tourism-related activities and experience was also offered to increase the ability of respondents to properly frame their minds (see Figure 1). Hence, the survey asked respondents if they had never visited a salina for leisure and tourism-related reasons. Then, all respondents have been invited to fill the questions allocated in the two main sections of the survey. The first one asked respondents to express their interest in a list of 43 different tourism-related activities and experiences that might be organised in salinas.

Figure 1. Pictures from national and international salt pan destinations were used in the online survey.



FONTE DELLE FOTO | 1: [www.museosalinasdelcarmen.es](http://www.museosalinasdelcarmen.es) - 2: [www.mymyroadtrip.com/gruissan-salin-ile-saint-martin-aude](http://www.mymyroadtrip.com/gruissan-salin-ile-saint-martin-aude) - 3: [www.reiseberichte-blog.com/die-atacama-berge-und-der-nationalpark-nevado-tres-cruces-die-plattform-zum-dach-amerikas](http://www.reiseberichte-blog.com/die-atacama-berge-und-der-nationalpark-nevado-tres-cruces-die-plattform-zum-dach-amerikas) - 4: [www.musement.com/us/majorca/entrance-to-salinas-d-es-trenc-1-177678](http://www.musement.com/us/majorca/entrance-to-salinas-d-es-trenc-1-177678) - 5: [www.it-hotels.com/co10285360/hotel-in-bonaire-int-eustatius-e-saba](http://www.it-hotels.com/co10285360/hotel-in-bonaire-int-eustatius-e-saba) - 6: [www.lagunadellestagnone.com](http://www.lagunadellestagnone.com) - 7: [www.youtube.com/watch?v=wJFEUzQT8s&ab\\_channel=RicardoCampello](http://www.youtube.com/watch?v=wJFEUzQT8s&ab_channel=RicardoCampello) - 8: [www.turismoriomaior.pt](http://www.turismoriomaior.pt) - 9: <https://www.facebook.com/SalinasSPedroPR/> - 10: [www.facebook.com/salinascelestraj](http://www.facebook.com/salinascelestraj)

To capture respondents' views, a 5-Likert scale was used (1=not interest at all, 5=very much interested). The second section asked individuals to provide general information about their socio-demographic profile (i.e. gender, age, education level, occupation, marital status, children, region of residence, and annual income). An online version of the survey was then created to manage the data collection. Specifically, the data collection was carried out using a snowball sampling technique. This sampling technique was considered being the best sampling approach for the study as it allowed us to collect data from a large sample of individuals across different regions in Italy (including those from remote areas). The initial sample was generated from 3,000 contacts included in the database owned by one of the research team members. These individuals received an email inviting respondents to complete the online survey by clicking on a link provided in the email and were encouraged to forward the survey to their friends and acquaintances. At the end of the data collection (June-September 2021) a sample of 947 completed questionnaires was obtained and used for statistical analysis.

## Findings and Discussion

Table 1 provides general information about the socio-demographic profile of respondents. Most of them were reported being women (64.6%), middle-aged (35-44 years old: 22.7%; 25- 34 years old: 21.8%) or between 45 to 54 years old (20.8), graduated (40.9%), employees (31.3%), mostly married (40.2%) or single (23%), without children (57.2%) and with an annual household income between € 15,001 - 25,000 (23.4%). The majority of interviewees (59%) stated that they had never visited a salt pan until the time of the interview, thus suggesting that salinas have a significant prospect marketing to be explored.

Table 1. Socio-demographic characteristics of the sample

<i>Variables</i>	<i>%</i>	<i>Variables</i>	<i>%</i>
<b>Gender</b>		Student	11.7
Male	33.4	Other	20.0
Female	64.6	<b>Civil status</b>	
I prefer not to answer	2.0	Single	23.0
<b>Age</b>		Engaged	16.7
18-24	10.2	De facto couple	14.7
25-34	21.8	Married	40.2
35-44	22.7	Divorced	3.9
45-54	20.8	Widow	1.5
55-64	16.1	<b>Do you have any children?</b>	
>64	8.4	Yes	42.5
<b>Level of education</b>		No	57.5
Primary school	0.9	<b>Annual household income (€)</b>	
Middle school	6.9	< 15,000	14.8
Secondary school	33.8	15,001 - 25,000	23.4
Degree	40.9	25,001 - 35,000	14.6
Master/PhD	16.5	35,001 - 50,000	12.4
Other	1.0	50,001 - 70,000	7.5
<b>Employment</b>		70,001-100,000	4.9
Employee	31.3	> 100,000	1.6
Executive/manager	8.1	I prefer not to answer	20.8
Freelance	7.0	<b>Have you ever visited a salt pan before?</b>	
Retiree	9.1	Yes	41
Casual worker	6.9	No	59
Unemployed	5.9		

Source: Our elaborations on sample data

The following tables report data linked to the interest respondents showed for tourism-related activities and experience in salinas. For each item, the tables indicate the mean interest expressed by the whole sample and the percentages of people that were reported to be disinterested (those answering by selecting 1 or 2 of the Likert scale), neutral (those answering selecting the number 3 of the Likert scale) and interested (those answering selecting the number 4 or 5 on the 5-point Likert Scale).

Based on Table 2, the most preferred tourist experience related to the history and culture of salt was experiencing a guided tour in the salinas with a professional tour guide being able to share knowledge about the history, salt extraction, and production (84.6%, M=4.40); definitely, a lower interest was shown for enjoying a free tour in the salt pan without the guidance of an expert (43.6, M=3.27) or using augmented reality tools (49.2%, M=3.38).

Table 2. Attitudes towards tourist activities and experiences: "history and culture of salt"

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
FREE tour in the salt pan (to discover the history, the salt extraction and processing process, etc.), WITHOUT the guidance of an expert	30.1	26.3	43.6	3.27
Tour of the salt pan (to discover the history, the salt extraction and processing process, etc.), WITH the guidance of an expert	5.1	10.3	84.6	4.40
Tour of the salt pan (to discover the history, the salt extraction and processing process, etc.), with the aid of an audio guide	22.0	25.3	52.7	3.44
Tour of the salt pan (to discover the history, the salt extraction and processing process, etc.), with the aid of virtual reality headsets	28.2	26.0	45.8	3.28
Tour of the salt pan using the augmented reality	25.4	25.4	49.2	3.38
Tour of the salt pan (to discover the history, the salt extraction and processing process, etc.) using as guidance a mobile app created by the salt pan	32.6	29.2	38.2	3.08
Visiting a museum dedicated to the history and the processing process of the salt (through showcases, machinery, tools, artefacts, etc.)	12.2	22.0	65.8	3.87
Observing sculptures made with salt	11.9	21.0	67.1	3.95
Art and decoration workshops involving the use of salt	21.1	22.3	56.6	3.60
Visiting a museum entirely dedicated to the flora and fauna of the salt pan	10.4	19.3	70.3	3.98
Visiting a museum dedicated to the history of the salt pan to the present day	9.8	20.4	69.8	3.98
Staying in an accommodation facility located within the salt pan or in its immediate vicinity	16.7	21.3	62.0	3.74
Visiting a souvenir shop within the salt pan to discover the salt culture, its uses and how it is enhanced (gift salt packages, design saltshakers, creams, cosmetics, salt chocolate, etc.)	18.1	25.6	56.3	3.61
Buying goods/gifts in the store within the salt pan that I am visiting	21.4	27.1	51.5	3.47

**5-point Likert scale (1=not at all interested, 5=very interested)**

Source: Our elaborations on sample data

Furthermore, respondents were reported being interested in visiting a museum devoted to the local flora and fauna (70.3%, M=3.98) or the history of the salt pan (69.8%, M=3.98) and with spaces specifically allocated to show the salt processing process through showcases, machinery, and tools (65.8, M=3.87). Quite interestingly, 67% of respondents declared also to be interested in visiting salinas with the possibility of enjoying an exhibition (temporary or not) of salt-marshes sculptures (M=3.95); 62% of them also were reported to be prone to stay in an accommodation facility within the salt pan or in its nearby area. To a lesser extent, 56.6% of respondents were interested in attending art and decoration workshops involving the use of salt (M=3.60), with 56.3% of them being willing to visit a souvenir shop within the salt pan to further familiarize themselves with the salt-related culture, its uses and with the many ways it is valorised by the salinas and others producers (e.g. gift salt packages, design saltshakers, creams, cosmetics, salt chocolate, etc.)

(M=3.61). Quite remarkably, 51.5% of participants resulted to be prone to buy goods/gifts in the store within the salt pan (M=3.47), thus suggesting that boosting visits at salinas might generate a complementary distribution channel for salt-related products and souvenirs. Regarding the most preferred digital tools to be used during the visit to salina, respondents stated they would prefer more to take a tour with the aid of an audio guide (52.7%, M=3.44) when compared to a visit with virtual reality headsets (45.8%, M=3.28) or a mobile app created by the salt pan (38.2%).

When considering ecotourism and sport-related activities (Table 3), the majority of the respondents stated it would be quite interesting for them to visit salt-water lakes and waterfalls (88%, M=4.47), to walk and hike in the salt pan (86.2%, M=4.43) or to take a cycling tour (68.6%, M=3.87) while observing the local flora and fauna within the salt pan area (83.9%, M=4.37). Moreover, 68.5% of the sample would prefer to attend environmental-related education workshops (M=3.97) and, to a lesser extent, to enjoy snorkelling (42.7%, M=3.06). Curiously, a significant part of respondents did not seem to be interested in playing team sports in the sports facilities within the salt pan (43.7%, M=2.83), in enjoying water sports such as windsurf and kitesurf (45.3%, M=2.71) or fishing activities in the salt marsh (47.8%, M=2.85).

Table 3. Attitudes towards tourism activities and experiences: ecotourism and sport

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Visiting salt-water lakes and waterfalls	3.5	8.5	88.0	4.47
Walking and hiking in the salt pan	3.3	10.5	86.2	4.43
Observing the local flora and fauna within the salt pan	3.9	12.2	83.9	4.37
Environmental education workshops	10.4	21.1	68.5	3.97
Playing team sports (football, volleyball, etc.) in the sports facilities within the salt pan	43.7	23.0	33.3	2.83
Going to do physical activities in the sports facilities (gym/swimming pool) within the salt pan	35.1	24.0	40.9	3.09
Cycling tour within the salt pan area	14.6	16.8	68.6	3.87
Engaging in fishing activities in the salt pan	47.8	20.4	31.8	2.71
Enjoying water sports (windsurf, kitesurf, etc.) in the salt pan	45.3	18.1	36.6	2.85
Snorkelling in the salt pan	38.0	19.3	42.7	3.06

5-point Likert scale (1=not at all interested, 5=very interested)

Source: Our elaborations on sample data

Respondents were also asked to provide their degree of interest towards tourism activities and experiences regarding events hosted in salinas (Table 4). Participants were reported expressing a higher interest toward the idea of enjoying music events (67.7%, M=3.92), attending cultural and artistic initiatives such as art exhibitions, poetry reading (62.6%, M=3.78) or photo exhibitions hosted in the salt pan (60.6%, M=3.72).

Results also show that 57.4% of the sample was interested in the idea of enjoying aperitifs or happy hour in salina-related spaces (M=3.56), with 53.4% of them also interested to go to the cinema in the salt pan (M=3.47). Moreover, a reasonable part of the sample (48.2%) expressed to be quite interested in attending conferences and events (M=3.41), sports events such as competitions and races (45.4%, M=3.30), in organising a private event such as weddings or anniversaries (44.4%, M=3.17) hosted in the salt pan.

Table 4. Attitudes towards tourism activities and experiences: events

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Attending cultural and artistic initiatives hosted in the salt pan (art exhibitions, poetry reading, etc.)	15.4	22.0	62.6	3.78
Enjoying music events hosted in the salt pan	11.8	20.5	67.7	3.92
Organising/attending conference events hosted in the salt pan	23.2	28.6	48.2	3.41
Attending sports events hosted in the salt pan (e.g. competitions and races)	27.2	27.4	45.4	3.30
Attending photo exhibitions hosted in the salt pan	15.9	23.5	60.6	3.72
Organising a private event or function in the salt pan (wedding, anniversaries, etc.)	33.1	22.5	44.4	3.17
Having aperitifs/happy hour in the salt pan	21.4	21.2	57.4	3.56
Going to the cinema (indoor and/or outdoor) in the salt pan	24.5	22.1	53.4	3.47
Spending time in equipped playing areas within the salt pan	35.9	21.2	42.9	3.09
<b>5-point Likert scale (1=not at all interested, 5=very interested)</b>				

Source: Our elaborations on sample data

More than 70% of interviewees were rather interested in undertaking wellness and wellbeing-related activities and experiences (see Table 5). In particular, respondents were reported preferring halotherapy treatments (76.8%, M=4.18), thermal baths (75.7%, M=4.08), visiting a spa and health-related centres (73%, M=4.04), and, finally, experiencing physiotherapy services and/or medical health-related consultancy in a health centre within the salt pan (71.1%, M=3.98).

Table 5. Attitudes towards tourism activities and experiences: well-being

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Taking thermal baths in the salt pan	10.5	13.8	75.7	4.08
Visiting Spa and health centres within the salt pan	12.3	14.7	73.0	4.04
Doing halotherapy treatments (therapy with the water salt)	8.6	14.6	76.8	4.18
Making use of physiotherapy services and/or medical health consultancy in the health centre within the salt pan	12.6	16.3	71.1	3.98
<b>5-point Likert scale (1=not at all interested, 5=very interested)</b>				

Source: Our elaborations on sample data

As far as food and wine experiences in salinas (Table 6) are concerned, most of the participants (82.4%) declared owing a high or medium level of interest towards tasting traditional local dishes (M=4.35) and local wines (M=4.18), with 78.3% of them being also interested in having lunch or dinner in a restaurant within the salt pan (M=4.22).

Table 6. Attitudes towards tourism activities and experiences: food and wine

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Guided workshops about the salt production and processing	9.9	22.4	67.7	3.94
Guided workshops about the salt harvesting	12.4	22.6	65.0	3.85
Tasting of the salt produced by the salt pan	15.9	21.6	62.5	3.78
Tasting of traditional local dishes	4.8	12.8	82.4	4.35
Tasting of traditional local wines	9.2	13.1	77.7	4.18
Lunch/Dinner in the restaurant, possibly, within the salt pan	7.2	14.5	78.3	4.22
<b>5-point Likert scale (1=not at all interested, 5=very interested)</b>				

Source: Our elaborations on sample data

Over 60% of respondents also stated that they would be interested in attending guided workshops about salt production and processing (67.7%, M=3.94) or salt harvesting (65%, M=3.85), with 62.5% of them being intrigued also by the idea to enjoy a salt tasting (M=3.78).

The survey asked respondents for information aimed to understand which are the most preferred ways to visit the salinas (Table 7). Results show that the majority of the respondents are interested in visiting salt pan by walking (79.3%) or by boat (77.2%), with 67.8% of them interested in visiting a salt marsh by bike (Table 4.4). To a lesser extent (59.5%) participants declared to be interested in visiting salinas enjoying touristic train tour (M=3.67), even less were those individuals interested in visiting salt pans by experiencing a horseback tour (46.7%, M=3.16). A relatively smaller, but interesting, number of respondents resulted to be interested in visiting salt works by rickshaw (39.5%, M=2.99).

Table 7. Attitudes towards tourism activities and experiences: modes of visitation

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Boat tour	8.6	14.2	77.2	4.18
Tourist train tour	19.9	20.6	59.5	3.67
Cycling tour	15.7	16.5	67.8	3.88
Walking tour	7.9	12.8	79.3	4.17
Rickshaw tour	38.7	21.8	39.5	2.99
Tour on horseback	36.9	16.4	46.7	3.16
Horse-drawn carriage tour	48.2	19.4	32.4	2.73

**5-point Likert scale (1=not at all interested, 5=very interested)**

Source: Our elaborations on sample data

Finally, the survey also captured information about the interest of respondents in enjoying remote virtual visits (Table 8). In this regard, the majority of respondents (65.2%) affirmed to not be interested in making a virtual tour at a distance and by paying (M=2.13); a quite interesting number of respondents (37%) were interested in a virtual tour at a distance if they would be offered with free of charge virtual tours.

Table 8. Attitudes towards tourism activities and experiences: remote virtual visits

	1-2	3	4-5	Mean
	(%)	(%)	(%)	
Visiting directly from your home through a free online, virtual tour at 360 degrees made available on the salt pan website	36.9	26.1	37.0	3.01
Visiting directly from your home through a paid online virtual tour at 360 degrees made available on the salt pan website	65.2	18.3	16.5	2.13

**5-point Likert scale (1=not at all interested, 5=very interested)**

Source: Our elaborations on sample data

## Conclusion and managerial implications

This study was carried out to explore Italians' interest in the preferred types of salt-related tourism activities and experiences that salinas might implement to diversify their business by entering the tourism and hospitality sector.



Our findings provide useful information to salinas manager, policymakers, destination marketers and tourism stakeholders being somehow interested in boosting their positioning in the salt-related tourism market, a market that seems to be still in its quite early stage in Italy (as shown by the huge number of respondents that have never visited salinas). Firstly, our findings stress the need for planning and implementing promotion and marketing operations aiming to further increase the awareness and image that this type of tourism owns over the market so that it becomes more attractive and increases the likelihood of actually visiting salinas (e.g. setting up co-marketing activities with accommodation providers, with schools, etc.). In addition, our results also provide practitioners with fresh information on the most preferred activities, thus guiding them in deciding which type of experiences to include in their offer and on which of them to rely when planning promotion and advertising, aimed to gain market attention according to tourists' desires and needs.

In this vein, for example, our findings show that visitors are mostly interested in the cultural and historical heritage of salinas, in enjoying the visit to salinas with a professional tour guide, in visiting eco-museums and salt museums. These activities are of paramount importance for salinas since they might facilitate the process of delivering and absorbing cultural, art and heritage-related information about salinas to their visitors.

In terms of ecotourism activities, salinas managers should plan tours to the natural attractions of the salt sites such as salt-water lakes and waterfalls—if they own this kind of resources—or organise walking, hiking or cycling tours in the salt pan to allow tourists to be immersed in the aesthetic beauty of the landscape and of its biodiversity thus also contributing to the environmental sustainability of the tourism development in salinas. In addition, environmental-related workshops aimed to educate participants meanwhile entertaining them (i.e. edutainment) should be organised. In this way, individuals can become also more conscious about the importance to become more environmentalist in their behaviour and aware of the different initiatives salinas undertake to contribute to the sustainable tourism development of the area.

Events seem to be another activity sought after by tourist demand. The primary purpose of an event is to create the conditions for the public to have a memorable experience so that visitors are incentivised to return and/or to recommend the experience to others. In this vein, the rural landscape, where salt pans are usually located, and their saltscapes create a unique setting and scenery that might capture and elicit all senses of individuals which, as a result, can allow them to live extraordinary and memorable events (e.g. art and photo expositions, poetry readings, etc., better if accompanied by the opportunity to have aperitifs or happy hour during the sunset time).

Also, wellbeing activities resulted to be of relevant importance in making salinas attractive. Hence, salt pans' owners should organise their facilities to offer also health and wellness-related treatments, thermal baths or spa and medical health centres to their visitors. These experiences are sought after by many tourists (Kortekaas, 2004) given their ability to strengthen the individual's natural defences and related wellbeing. Remarkably, when salt marshes do not have (for any reason) the possibility of owning these kinds of facilities, salinas' managers might consider setting up commercial agreements with accommodation facilities located in the nearby area and owning spa and wellness centre.

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There is no doubt that salt is primarily a culinary heritage-related product. Hence, activities about food and wine should be implemented to attract the *foodies*, i.e. those tourists interested in discovering the local identity and authenticity by tasting local “ingredients”, gastronomy and wines. Tourists are interested in learning more on how to use salt when cooking, in learning how the salt is extracted and produced, and in gathering information about the many opportunities to taste new types of salt and/or salt-related food production (e.g. pastry, drinks, etc.). In this vein, it would be useful for salinas’ managers to offer their visitors the possibility to enjoy lunches and or dinners in a restaurant where also food and wine tasting/workshops might be organised to further enrich the memorability of their food and wine-related visit experience meanwhile entering the backstage of the local identity and authenticity that local products own and express.

Our results also suggest salinas managers provide visitors with the possibility of visiting the salt pans by walking, boating, and/or cycling. Finally, our findings suggested that salinas managers might also consider making use of free charge Virtual reality tour (immersive and/or no immersive) over their official website to allow individuals to experience the salinas at distance thus becoming more interested, as suggested by existing literature (e.g. Atzeni, Del Chiappa & Pung, 2021), in visiting the salt pan on-site.

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