

Tourist cards as a source of information on visitor's behaviour in heritage cities

Abstract

The tourism supply chain involves many components, not only accommodation, transport and guided tours, but also cafes and restaurants, food production, museums, cultural heritage and the infrastructure that supports tourism in destinations.

One of the difficulties that faces those in charge of the overarching management of the destination is to ensure full communication, the coordination and the development of the variety of these attractions by means of promotional and communication tools, in a simple yet complete way.

Tourist cards are an important tool in the hands of destination management players and have turned out to be a highly effective way of raising awareness of the attractions present in the city. Above all, tourist cards can be seen as an opportunity for coordination between those responsible for managing the various attractions and at the same time an important source of information on the behaviour of the tourists who visit the city.