

RELATIONAL DYNAMICS AND THE MUSIC FESTIVALS AT THE COASTAL TOURIST DESTINATIONS

The Case of the Alt Empordà (Spain)

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The knowledge of the actors of the cultural tourism is very important for an active administration of its development, with special importance for strategies to adapt the new tourist products to the current context. In this article the social relations between the actors of the musical festivals of the coastal destinations are analyzed, applying a methodology and some research technologies based on the structural analysis of these relations. The aim was to confirm at first, and that in general that there is a direct relation between the relational dynamics generated in these networks and the degree of development of these festivals; and second, that some networks with similar relational dynamics can generate different degree of development according to the type of actors. For this purpose, using Ucinet 6 an analysis of social networks in three of the festivals programmed each summer in the Alt Empordà, in Girona (Spain) has been performed. This analysis has confirmed that there is a direct relation between the relational dynamics generated by the social networks of these events and his degree of development; and that although the relational dynamics in two different networks was similar, the degree of development can be different according to the type of actors.

KEY WORDS: *music festivals, social relations, social networks, cultural tourism*