

Motivational Analysis of Tourists Who Visit a City With Inscriptions World Heritage Site, Granada, Spain

José Valverde-Roda^a, Gema Gomez-Casero^{a*}, Tomás López-Guzmán^a and Miguel Jesús Medina-Viruel^a

^a *Department of Applied Economics, Universidad de Córdoba, Córdoba, Spain, Email, d62gofug@uco.es*

**Corresponding Author*

How to cite this article: Valverde-Roda, J., Gomez-Casero, G., López-Guzmán, T. & Medina-Viruel, M. J. (2021). Motivational analysis of tourists who visit a city with inscriptions World Heritage Site, Granada, Spain. African Journal of Hospitality, Tourism and Leisure, 10(1):361-375. DOI: <https://doi.org/10.46222/ajhtl.19770720-105>

Abstract

In recent times, it has been noticed that cultural tourism attracts millions of people. One interesting aspect is the analysis of WHS (World Heritage Site) destinations or cultural destinations that have an inscription WHS. This research has the goal of analysing the different groups of tourists who visit a cultural destination with an inscription WHS, specifically the city of Granada (Spain). For this, segmentation was performed, studying the socio-demographic profile of the tourists and their assessment of the attributes of this destination. For the tourist segmentation, two models have been followed. Four different groups of tourists were found: alternative, cultural, emotional and heritage. In this last one, the relationship between curiosity about the culture of the tourist destination and the heritage visited has a determining role. This study makes an important contribution to the literature regarding the links between the tourist and the historic and monumental heritage they visit and their tourist behaviour.

Keywords: World Heritage Site; cultural tourism; motivation; cultural heritage; Spain

Introduction

Cultural tourism represents approximately 40% of all the arrivals of international tourists (UNWTO) and in recent times it has been observed that it attracts millions of people each year (Timothy, 2011). Generally speaking, cultural tourism is characterised by visiting destinations with great cultural interest. This declaration is not new, according to Poria, Butler and Airey (2003) and Turner and Ash (1991) in the past it was used to complete the personal development of the social and intellectual elite of the time. UNESCO prepares three lists each year. In one of these, the destinations entered as World Heritage Site (WHS) are listed, another indicates the experiences classified as Intangible World Heritage and the last one identifies the World Heritage destinations in danger. Being on one of these lists implies the acknowledgement of a value, tangible or intangible, of universal excellence (Tucker & Carnegie, 2014) and a sign of quality for the destination's brand, that is to say, a brand (Ryan & Silvanto, 2011) or a label (Yang, Lin & Han, 2010). Being a WHS plays an important role in the maintenance of community identity and the improvement of the local economic development through tourism (Jin, Juan, Choi & Lee, 2019). Due to all these, it can be said that it is a factor of economic development, as being a WHS destination leads to greater visibility of this place, which produces an increase in visitors to this destination (Nguyen & Cheung, 2014).

On the other hand, as stated by Schmutz and Elliot (2016), a series of concerns about tourism and sustainability at cultural and natural world heritage sites have been noted. The findings of the study of Schmutz and Elliot (2016) reveal regional disparities in the degree that tourism is seen as a threat to the sustainability of heritage sites and the probability that a state is considered to be a model for sustainable tourism. One example of this is the Li River in China, which has seen environmental problems and damage to its ecosystem after having been named a WHS. Due to this, Jin et al. (2019) conduct a study to estimate the residents' willingness to pay to preserve the Li river. Frequently, the declaration of a destination as a WHS leads to numerous changes and restrictions on the development of the normal activity of its residents (Jin et al., 2019).

Furthermore, it must be considered that it is essential that the managers of this destination, whether they are public or private, know who the cultural and heritage tourists are, to develop an appropriate tourist offer (Adie & Hall, 2017). Therefore, knowing and segmenting tourists helps to achieve a competitive advantage and to focus marketing strategies on specific groups of tourists, making it more effective (Ramires, Brandão & Sousa, 2018) and increasing the competitiveness among these places (Dolnicar, 2008). Therefore, a clear association between the heritage legacy, supported by UNESCO, and the flow of tourists that visit a specific place with the aim of having certain experiences in these destinations can be noted (Lourenço-Gomes, Costa Pino & Rebelo, 2014). This type of tourism is known in scientific literature as heritage tourism (Nguyen & Cheung, 2014). However, as stated by Poria, Reichel and Biran (2006), the reason for visiting these types of places is not only for recreation but also because, a lot of times, tourists seek to discover and understand the cultural inheritance of the past.

The purpose of this research is to analyze the different groups of tourists that visit a cultural destination with an inscription WHS, specifically the city of Granada (Spain). To do so, a segmentation is conducted, studying the socio-demographic profile and the evaluation of the tourists regarding the attributes of this destination. For the tourist segmentation, two models have been followed McKercher (2002) and Poria et al. (2003). The first of these groups visitors according to cultural motivations which makes them want to visit this destination and the experience had. The second of these models segment the tourists based on the perception they had of the destination.

Literature review

Segmentation

The segmentation of tourists is a tool that allows for the identification of the target markets, to study their characteristics, needs and priorities (Kuo, Akbaria & Subroto, 2012). Additionally, it can also detect the relationship between the tourist and the sights of a destination (Bloom, 2005). However, to perform a segmentation, all groups must be divided into are measurable, substantial and accessible (Kotler, 1980). According to Nguyen and Cheung (2014), one of the most researched aspects is detecting the tourist who visits a destination because of being attracted mainly by the heritage. This is because a purely socio-demographic study has limited validity, as this analysis does not allow for differentiating cultural tourists with a high motivation from those who visit these destinations for other reasons (McKercher, 2002). Therefore, it could be identified which visitor is a heritage tourist, or we could even specify more and detect which visitor is a tourist in World Heritage cities (Adie & Hall, 2017). This aspect is fundamental when the segmentation basis of a study is being decided.

Throughout scientific literature, different segmentation bases have been used for tourists. Those which have been most used are geographic, demographic, behavioural, psychographic and mixed demographic. In recent years, various studies have emerged in which

tourists have been segmented on the basis of the motivations that they had when they decided on visiting a specific destination (González Santa-Cruz et al., 2019). Most of the studies have used two or more bases of segmentation (Tkaczynski, Rundle-Thiele & Beaumont, 2009). Recently, Chen and Huang (2018a) establish a complete review of the different segmentations of heritage tourists. Silberberg (1995) segmented heritage tourists into four different groups: the accidental cultural tourist, the adjunct cultural tourist, the partially cultural tourist and the tourist with great cultural interest.

In McKercher's model, heritage tourists are classified on the basis of two dimensions: the importance of heritage motivation in the decision to travel and the depth of their experience, distinguishing five classes of different cultural tourists: purposeful cultural tourists, who have an important cultural practice and a main motivation to visit heritage destinations and learn about culture and heritage; sightseeing cultural tourists, deals with a group that, although their main motivation is heritage, they also seek experiences focused on entertainment; casual cultural tourists, where cultural motivation has a limited role in the decision to travel to a heritage site; incidental cultural tourists, for this segment, culture plays a small role in the decision to travel to the destination; however, they may take part in cultural tourism activities; finally, serendipitous cultural tourists, it is composed of tourists with very little or even no cultural motivation, although they visit cultural attractions of the destination. In accordance with the review of the literature, the hypotheses to analyse are:

- Hypothesis 1 (H1). Some tourists have emotional experiences which make them feel more than observing the place they visit (Urry, 1990; Bruner, 1996; Poria et al., 2006; Adie & Hall, 2017).
- Hypothesis 2 (H2). Different types of visitors can be identified on the basis of emotional experiences and the cultural interest in a cultural destination with an inscription WHS (Silberberg, 1995; McKercher & Du Cros, 2003; Poria et al., 2003; Poria et al., 2006).

Socio-demographic profile of the tourists

In academic literature, there are many studies that focus on the socio-demographic profile of the tourists (Kelly, Haider, Williams & Englund, 2007), such as age, sex, education or level of income. In terms of age, most of the research asserts that tourists are young. In their study, Chen and Huang (2018b) indicate a range between 21 and 35 years of age. However, there are other analyses that detect a higher age. This is the case of the study of Remoaldo, Vareiro, Ribeiro and Santos (2014) which indicates an age of between 26 and 45 or that of Antón, Camarero & Laguna-García (2017) which shows a range between 30 and 44. On the other hand, there is also research that identifies a higher age for tourists. In this line, two studies conducted specifically in two WHS in Portugal, Lisbon (Correia, Kozak & Ferradeira, 2013) and Porto (Ramires et al., 2018), show that most of the tourists that visit these WHS places are more than 45 years old. In terms of sex, the scientific literature does not reach clear conclusions. For example, some studies confirm that these destinations are more desired by women (Vong & Ung, 2012; Nguyen & Cheung, 2014; Remoaldo et al., 2014; Ramires et al., 2018), while others conclude the opposite (Correia, Kozak & Ferradeira, 2013; Antón et al., 2017; Adie, Hall & Prayag, 2018; Chen & Huang, 2018b). However, these empirical analyses conclude that there are no significant differences in relation to sex.

Another aspect of the socio-demographic profile analysed is education. Regarding this aspect, there are different studies that coincide in concluding that visitors who go to these destinations mostly have university academic education (Silberberg, 1996; Huh, Uysal & McCleary, 2006; Correia et al., 2013; Remoaldo et al., 2014; Antón et al., 2017; Adie, Hall &

Prayag, 2018; Ramires et al., 2018). Even then, it must be remembered that these cities are destinations that stand out for students (especially when it deals with school trips), something which ought to be considered when conducting the analysis regarding the level of education (Chen & Huang, 2018b). In terms of income, almost all the studies coincide that the tourists who visit these cities (with the exception of students) have a medium and medium-high income level (Huh et al., 2006; Correia et al., 2013; Bright & Carter, 2016; Antón et al., 2017; Chen & Huang, 2018b; Ramires et al., 2018). In accordance with the review of the literature, the hypotheses to analyse are:

- Hypothesis 3 (H3). The older the tourist is, the more cultural interest they express in a cultural destination with an inscription WHS (Tse & Crotts, 2005; Pérez-Gálvez, Granda, López-Guzmán, 2017).
- Hypothesis 4 (H4). Tourists who have a greater cultural interest in a cultural destination with an inscription WHS are characterised as having greater academic education (Kivela & Crotts, 2006; Pérez-Gálvez et al., 2017).
- Hypothesis 5 (H5). Tourists who express a greater cultural interest in a cultural destination with an inscription WHS have a greater economic impact on the destination visited (Fields, 2002; Hall et al., 2003).

Assessment of the attributes of the destination

When the attributes of a destination are mentioned, they refer to the complex of elements that attract the tourist to a specific place and that define this destination (Heung & Quf, 2000). Due to this, and tied to its own nature of differentiation, these attributes become distinctive sources when positioning the place's brand (Truong, Lenglet & Mothe, 2018). All these mean that identifying these elements is the key to attracting tourists and encouraging them to choose the tourist destination (Qu, Kim & Im, 2011), and these attributes explain the attraction of the place (Tsai, 2013), becoming fundamental elements for having a memorable experience during their visit (Kim, 2014). When it comes to analysing the assessment of the destination's attributes, it is better not to confuse it with the satisfaction of a place by means of a general evaluation. This general assessment is based on the theory of the congruence of desire and uses an emotional approach (Correia et al., 2013), for the evaluation of its multiple attributes. All of this is due to this assessment in the expectations of tourists as consumers. With the assessment of the satisfaction, an adjustment of the experiences of the trip can be reached, as well as define the quality of the products and services and change the guidelines for an effective strategy in the place (Meng, Tepanon & Uysal, 2008).

According to various authors (Chi & Qu, 2008; Ozdemir et al., 2012), satisfaction with the place's attributes could lead to an increase in general satisfaction and contribute to tourist loyalty. Because of this, academic literature identifies the fundamental attributes for the assessment of the visitor's perceptions of a place and, in this way, may be able to specify the key constructs which summarise them (Chi & Qu, 2008; Ozdemir et al., 2012; Kim, 2014; Chen, Chen, Lee & Tsai, 2016; López-Guzmán et al., 2017). In accordance with the review of the literature, the hypotheses to analyse are:

- Hypothesis 6 (H6). The combination of tourist attributes contributes to the tourist experience of the cultural destination with an inscription WHS visited (Chi & Qu, 2008; Kim & Brown, 2012; López-Guzmán et al., 2017).

Methodology

Questionnaire and procedure

The study that is conducted in this article regarding tourism in the city of Granada (Spain), uses the data obtained through the distribution of surveys to a representative sample of foreign

tourists who visit the city of Granada (Spain) as its basis. Starting with an initial draft of the survey, it was refined using a procedure structured in different steps. First of all, a specialist in this type of research revised the different proposed questions; secondly, the questionnaire was subject to a thorough examination under the supervision of various people responsible for tourism in the city; and thirdly, a pre-test was carried out on an initial sample of 50 tourists of similar characteristics for the final sample. After this procedure, the survey was not definitively completed, due to the difficulty, on the part of the respondents, in understanding some of the proposed questions. Thus, after the modification of these questions and the later assessment of the appropriateness of the questionnaire, the definitive fieldwork was undertaken. The final version was a closed survey, which allowed for its self-management, with particular effort on making the questions as clear as possible, in order to get answers that would be adjusted as much as possible to the parameters marked in the research. In addition, emphasis was placed on not creating a questionnaire that would be too long. Moreover, this questionnaire was based on studies conducted throughout academic literature (Poria et al., 2003; Correia et al., 2013; Remoaldo et al., 2014).

The fieldwork was carried out by a group of people who were duly instructed for the task and connected to the University of Córdoba (Spain). The surveys were available in two languages - Spanish and English – with the use of one or another depending on the mother tongue and origin of the visitors. This was done in order to avoid language being an exclusionary factor when it comes to participating in the completion of the survey. A total of 836 surveys were collected between the months of April and August 2019. The questionnaires were handed out on different days, at different times and at different points of the historic centre of the city, as well as in other locations with an important tourist-heritage value, such as the architectural complex of the Alhambra, Generalife and Albayzín, which has been declared a world heritage site by UNESCO. By doing so, it intended to assure that the collection of data came from as varied a range as possible in terms of location and people. The survey was handed out bearing in mind the length of the tourist's stay and, therefore, assuring a point of view with sufficient basis (Correia et al., 2013; Remoaldo et al., 2014). The technique used for the choice of the respondents was convenience sampling. This is a technique generally used in this type of research in which the people surveyed are available in a place and time for a specific period of time (Finn, Elliott-White & Walton, 2000).

Specifically, the subject of our research is the international tourist who visits Granada. Staying overnight in the city or the intention to visit other tourist destinations in Andalusia was not considered to be a necessary requirement for participation in our research. The volume of international visitors to the city of Granada in 2018 was 1,009,005 according to the “Encuesta de Ocupación Hotelera del Instituto Nacional de Estadística” (Spain) (Survey of Hotel Occupancy from the National Institute of Statistics) in 2018. Using the volume of visitors, and although it is not possible to talk about sample error because it is a convenience sample, at an indicative level it would be $\pm 3.4\%$ to 95% confidence level, in the case that it was a simple random sampling. This error indicates the deviation of the sample obtained, addressing the true characteristics, behaviours or attributes of the population that is the subject of the study: the number of international visitors who visit the city of Granada.

The digitalisation and the statistical study of the information collected by means of questionnaires has been carried out using the SPSS v. 24 computer programme. To do this, statistics with the purpose of assessing the validity and reliability level of the data (Cronbach's alpha) were used. With the purpose of detecting homogeneity among the socio-demographic profiles of the respondents, the multi-variant case grouping technique (K-means clustering) was applied. Furthermore, in order to confirm the validity of this case clustering, the discriminant analysis technique was used. Afterwards, the groups or segments obtained are



used as a basis, the statistics and measurements for association were applied, achieving the necessary data for the preparation of a table of bi-dimensional contingencies. The purpose was to be able to study the possible association patterns among the variables. Therefore, with the intention of detecting possible important differences among the sample groups, Kruskal-Wallis' H (1952) and Mann-Whitney's U (1947) non-parametric statistical methods were used.

Results

Perception historical heritage and cultural interest

With the aim of conducting the analysis and segmentation of the sample, having completed the visit to the historic and monumental heritage, the tourists surveyed were requested to give an assessment of their feelings during their visit – using four different questions for this task, as indicated (Poria et al., 2003) – and the lesser or greater influence of the cultural reasons when it comes to choosing the destination of the visit (McKercher & Du Cros, 2003). Cronbach's alpha coefficient for the final scale of the items used gives a value of 0.731 which warns us of the existence of a remarkable internal consistency among the components of the scale. The means of the final scale of the items used can be consulted in Table 1. The hypothesis is rejected regarding the equality of the means of the elements, due to the fact that the critical level (p) associated with Friedman's χ^2 statistical (989.620) of the test has the purpose of contrasting the null hypothesis that all the components of the scale have the same mean, is less than 0.001.

In table 1, the characterisation of the clusters is carried out using the means of the four items, whose aim is to quantify the perception of tourists regarding the heritage subject to visits (My visit to the historic heritage of the city moved me; During my visit, I felt as part of the heritage; My visit to the historic heritage of the city made me feel good; My visit to the historic heritage of the city has contributed to my education), as well as both items that assess their cultural motivation in terms of the destination (To know the city's wealth of monuments and history; To get a deeper knowledge of the city's heritage). Having completed Kruskal-Wallis' H statistical, we can confirm how the means of the different clusters subject to the comparison are not the same, although this test does not allow for the determination of where the differences are located. Because of this, we use Mann-Whitney's U statistical. Each one of these segments has been catalogued, bearing in mind Poria's et al. (2003) model as well as the model of McKercher and Du Cros (2003): (1) alternative tourist, (2) cultural tourist, (3) emotional tourist and (4) heritage tourist.

Table 1. Characterization from Perception Historical Heritage and Cultural Interest

	Tourist Clusters				H-Kruskal Wallis	
	1	2	3	4	χ^2	Sig.
Average of the items of emotional perception	2.54 ^(*)	2.84 ^(*)	3.79 ^(*)	4.20 ^(*)	561.470	< 0.000
Average of cultural motivation items	2.30 ^(*)	4.13 ^(*)	3.11 ^(*)	4.57 ^(*)	624.267	< 0.000

(*) The values present significant differences in three of four of the means clusters. In order to be able to test for the significant differences between the different means the U-Mann-Whitney test was applied.

Source: Own elaboration

The first segment is identified with low registers standing out in both means, consisting of 13.8% of the international tourists surveyed. This cluster is going to be known as alternative tourists, where we can see that they are tourists who do not show any relationship between the heritage they visit and their cultural identity. The second segment addresses 21.8% of the sample. The visitors grouped in this segment have been named cultural tourists; these are identified as those who have a motivation of a cultural nature for visiting the destination but

their cultural identity is not related to the heritage that is the subject of their visit. The third segment is composed of 21.3% of the respondents, by those who have been named emotional tourists. This group is characterised by achieving intermediate scores while being higher in emotional perception. The fourth and last of these segments has been named heritage tourists. This addresses 43.1% of the sample and is formed by those visitors who show a higher cultural interest in the destination and a strong emotional link with the heritage that is the subject of the visit. Therefore, thanks to the results obtained, we can perform a contrast of two of the hypotheses suggested in the research: some tourists have emotional experiences that lead them to feel more than observing the place they visit (H1), in agreement with the research suggested and the academic literature (Urry, 1990; Bruner, 1996; Poria et al., 2006; Adie & Hall, 2017). There are different types of tourists dealing with the emotional experiences and cultural interest of the heritage visited (H2) (Silberberg, 1995; McKercher & Du Cros, 2003; Poria et al., 2003; Poria et al., 2006).

Socio-economic characteristics of the international tourists surveyed

By means of the analysis of the data collected in the 836 surveys completed by international tourists, we have confirmed that 58.5% of those surveyed were women, while the remaining 41.5% were men. There were no important differences during the period covered in the fieldwork. We have also been able to confirm that the visitors interviewed are generally young. In table 2, we can see that 70.6% of the total are under the age of 40. Tourists, around 50 years of age or more, have a greater presence in those groups which show a greater cultural inclination to the destination (Kruskal-Wallis' H statistical = 23.502; $p = 0.000$). Thanks to this result, we are able to verify the hypothesis suggested in the research: The older the tourist is, the more cultural interest they express in a cultural destination with an inscription WHS (H3) (Tse & Crofts, 2005; Pérez-Gálvez et al., 2017).

Regarding the place of origin of the surveyed tourists, we have obtained interesting results. European tourism is the leading group with 61.4% of the total of international tourists who visit the city of Granada, ahead of North Americans (16.5%) and Latin Americans (12.6%). If we stratify the data in terms of the country of origin, we see how the visitors from the United States (12.8%), Germany (11.5%), France (9.9%), Italy (8.9%) and the United Kingdom (7.8%) are highlighted from a total of 62 countries. By completing the analysis by segments, no type of relationship is identified between the cultural interest of the tourist and the emotional link with their place of origin (contingency coefficient = 0.125; $p = 0.152$).

Table 2. Sociodemographic profile of the foreign international tourists in Granada

Variables	Categories	Tourist Clusters				Total
		Alternative	Cultural	Emotional	Heritage	
Gender (N = 832)	Man	40.9%	40.1%	42.6%	41.8%	41.5%
	Woman	59.1%	59.9%	57.4%	58.2%	58.5%
Age (N = 815)	Under 30 years of age	60.5%	51.4%	48.3%	36.6%	45.6%
	30-39 years old	20.2%	22.9%	25.3%	27.6%	25.0%
	40-49 years old	5.3%	10.3%	11.5%	13.1%	11.0%
	50-59 years old	8.8%	9.7%	9.2%	16.2%	12.3%
	60 years old or more	5.3%	5.7%	5.7%	6.5%	6.0%
Educational level (N = 827)	Primary education	1.8%	2.2%	----	0.6%	1.0%
	Secondary education	18.2%	9.4%	9.7%	10.6%	11.2%
	University education	33.6%	37.0%	46.0%	35.0%	37.6%
	Master/PhD	46.0%	51.4%	44.3%	53.8%	50.2%

Occupational category (N = 823)	Liberal professional	6.3%	6.1%	7.4%	11.5%	8.7%
	Business owner	8.9%	2.8%	3.4%	7.9%	6.0%
	Civil servant	1.8%	3.9%	6.8%	4.2%	4.4%
	Full time salaried	35.7%	42.5%	43.2%	47.2%	43.7%
	Part-time salaried	9.8%	5.6%	2.8%	4.2%	5.0%
	Self-employed	1.8%	3.9%	5.1%	3.7%	3.8%
	Student	27.7%	27.4%	25.6%	14.6%	21.5%
	Unemployed	5.4%	2.2%	2.3%	1.1%	2.2%
	Retired	2.7%	4.5%	2.8%	4.5%	3.9%
Housework	----	1.1%	0.6%	1.1%	0.9%	
Tourist origin (N = 836)	Europe	67.8%	69.8%	57.3%	57.1%	61.4%
	North America	13.9%	13.2%	18.0%	18.3%	16.5%
	Latin America	9.6%	9.9%	12.4%	15.0%	12.6%
	Rest of the world	8.7%	7.1%	12.4%	9.7%	9.6%

Source: Own elaboration

As we can see in Table 2, the analysis performed regarding the sample specifies in general terms that we may confirm that the academic education of the tourists surveyed is high. University graduates stand out among them, of which 87.7% state that they have a university degree or a post-graduate degree. If we focus on the analysis of the level of education in relation to age, we found some variations (gamma coefficient = 0.205; $p = 0.000$), with middle age or upper-middle age being those with the most academic preparation. Regarding clusters, we do not find any kind of differences. Therefore, these results do not validate the hypothesis (H4) regarding the greater cultural interest in a cultural destination with an inscription WHS by those travellers with a greater academic education (Kivela & Crofts, 2006; Pérez-Gálvez et al., 2017). Regarding the professional occupation of the tourists surveyed, full-time employees and students stand out.

The study conducted regarding the data collected in terms of the monthly income of the family unit shows that 11.0% of tourists who completed the questionnaire declare having a family income under €1,000 per month while 60.5% have income higher than €2,500 per month. –Table 3. As such, by means of the analysis of this data, we can conclude that the tourists who visit the city of Granada have a higher purchasing power. If we try to inter-relate the emotional link and the interest in the culture of the destination with economic levels, we can see that no noteworthy differences occur at a confidence level of 95% (Kruskal-Wallis' H statistical = 7.308 $p = 0.063$). However, these differences are noted in terms of the stated average daily spend (Kruskal-Wallis' H statistical = 42.133; $p = 0.000$). The heritage tourist has a higher monetary spend than other tourists while the cultural tourist also stands out due to the money they spend – table 3-. The results obtained confirm the validity of the hypothesis (H5) that the tourists with a greater cultural interest create a greater economic impact for the destination visited (Fields, 2002; Hall et al., 2003). All these costs incurred by tourists during their visit, as a result of the consumption of tourist products and services, are included in the tourist sector in the form of income and reinvestment in the economy of the tourist destination by means of the payment of wages, acquiring materials and services, increasing the need for specific services such as dining, business, transport and leisure. This helps its expansion and growth.

In terms of the tourists returning to the city of Granada after their first visit and whether they do so various times, the group of tourists with the greatest cultural interest (cultural and heritage tourist) shows a slightly higher value than the rest of the segments, not finding relevant statistical variations (Kruskal-Wallis' H statistical= 3.720; $p = 0.720$). On the other hand, just 10.2% of tourists who completed the questionnaire state that they did not stay overnight in the city. Those who spend at least two nights in the city amount to 82.3%. Regarding this data, we

do not find any relevant differences among the tourist segments that visit the city (Kruskal-Wallis' H statistical = 5.797; p = 0.122).

Table 3. Characteristics of the trip

Variables	Categories	Tourist Clusters				Total
		Alternative	Cultural	Emotional	Heritage	
Income (N = 750)	Under 700 €	6.2%	9.3%	6.3%	3.6%	5.7%
	From 700 € to 999 €	6.2%	3.7%	8.9%	4.2%	5.3%
	From 1,000 € to \$1,499 €	8.2%	9.9%	12.7%	10.8%	10.7%
	From 1,500 € to \$2,499 €	16.5%	17.9%	18.4%	17.7%	17.7%
	From 2,500 € to \$3,499 €	18.6%	16.7%	18.4%	17.4%	17.6%
	Over 3,500 €	44.3%	42.6%	35.4%	46.2%	42.9%
Daily expenditure (N = 830)	Under 25 €	8.7%	6.0%	4.0%	2.5%	4.5%
	From 25 € to 50 €	23.5%	18.7%	24.9%	11.2%	17.5%
	From 51 € to 75 €	16.5%	22.0%	23.7%	14.6%	18.4%
	From 76 € to 100 €	20.0%	14.8%	16.4%	19.4%	17.8%
	From 101 € to 125 €	10.4%	11.0%	11.3%	14.3%	12.4%
	From 126 € to 150 €	6.1%	11.0%	7.3%	13.5%	10.6%
	From 151 € to 175 €	2.6%	4.9%	2.8%	5.6%	4.5%
	From 176 € to 200 €	1.7%	1.6%	5.1%	6.5%	4.5%
	Over 200 €	10.4%	9.9%	4.5%	12.4%	9.9%
Visits (N = 836)	Never	87.8%	84.1%	84.8%	80.6%	83.3%
	From 1 to 2 times	8.7%	14.8%	11.2%	16.1%	13.8%
	Over 2 times	3.5%	1.1%	3.9%	3.3%	3.0%
Stay (N = 836)	Did not stay overnight	7.9%	13.2%	9.6%	9.7%	10.2%
	One night	17.4%	17.0%	19.1%	16.9%	17.5%
	Two night	32.2%	39.6%	38.8%	39.1%	38.2%
	Three night	21.7%	21.4%	16.9%	17.2%	18.7%
	More than three nights	20.9%	8.8%	15.7%	17.2%	15.6%
Overnights accommodation type (N = 628)	4-5 star Hotels	26.8%	32.8%	20.6%	31.9%	29.0%
	2 -3 star Hotels	14.6%	22.7%	22.8%	23.0%	21.8%
	1 star hotel/Hostel/Guesthouse	23.2%	16.4%	20.6%	13.1%	16.7%
	Family or friends 'house					
	Tourist apartment	14.6%	4.7%	8.8%	4.3%	6.7%
		20.7%	23.4%	27.2%	27.7%	25.7%

Source: Own elaboration

In terms of accommodation, the most requested option was a 4 or 5-star hotel, with the second alternative being tourist apartments and 2 or 3-star hotels -table 3-. It is important to highlight that 29% of visitors stay in luxury or semi-luxury hotels. This provides evidence of the possible existence of a small luxury segment, within which there is greater cultural interest (cultural and heritage tourist). This is information of special relevance for the tour operators of the city.

Evaluation of destination attributes

Throughout the years, the publication of different research has occurred, placing all its effort into identifying the attributes required to assess a destination. This allows them to detect the most highlighted constructs which enclose the most important areas for tourists (Chi & Qu, 2008; Crouch, 2011; Chandralal & Valenzuela, 2013; Kim, 2014; among others) and to what extent these improve the satisfaction of their expectations and, therefore, help to create an image of the destination. With the main aim of detecting strengths and areas to improve, the questionnaire included a question with different items for the evaluation of different tourist attributes of the destination visited by the tourist -table 4-. In the final assessment of some of the attributes stated in this question, we see that this does not even come close to the levels of

general satisfaction. This is due to these attributes being very specific aspects and when it is time to subject them to assessment, personal and specific elements of the tourist come into consideration. Cronbach’s alpha coefficient (0.834) of the scale reveals a worthy internal consistency (the critical level (p) associated with Friedman’s χ^2 statistical (1,965.634) is less than 0.001, which allows for comparing that the means of the elements are different).

Table 4. Values tourism attributes

Tourism attributes			Mean	Ranking
Services	Mean (3.440)	Diversity and quality of local cuisine	3.75	8
		Attention and quality of tourist accommodation	3.59	10
		Kindness and hospitality of residents	3.82	5
		Attention and quality of restaurants and bars	3.75	8
		Opportunity to make purchases of traditional handicrafts and food items	3.44	11
		Attention and quality of tour guides	2.95	14
		Supplementary leisure offer	2.78	6
Historical and Monumental Heritage	Mean (4.016)	Beauty of the city	4.46	1
		Conservation status of monumental and artistic heritage	4.33	2
		Tourist information	3.40	13
		Accessibility to emblematic buildings and monuments	3.87	3
Infrastructures	Mean (3.659)	Care and cleaning of the city	3.86	4
		Public transport services	3.44	11
		Citizen security	3.77	7

Source: Own elaboration

These attributes are joined together in three types: services, historic and monumental heritage and infrastructure. This study allows us to identify which attributes of the city of Granada as a tourist destination have more importance for the tourists, referring to those which favour the visitor’s satisfaction as much as the image of the destination. We can highlight “The beauty of the city”, “the preservation of the monumental and artistic heritage” and “The accessibility of the buildings and emblematic monuments”. All of these would be classified within the historic and monumental heritage. In terms of the attributes that provide an inferior differentiating advantage and regarding those that see the need to unite efforts for the improvement of the perception of Granada as a tourist destination, “Tourist information” and “Care and quality of the tourist guides” are to be found. The main motives of the tourists for visiting the city of Granada, aside from the circumstantial-type motivations, are the cultural and hedonistic ones. These are those which contribute to a higher degree of satisfaction and the image perceived by visitors of the city of Granada- table 5-. This information comes from the analysis carried out regarding the motivations which drive tourists to choose the city of Granada as a tourist destination and allows for stating that the combination of the tourist attributes contribute to the tourist experience of the cultural destination with an inscription WHS (H6) (Chi & Qu, 2008; Kim & Brown, 2012; López-Guzmán et al., 2017).

Table 5. Motivational dimensions and tourism attributes

Motivational dimensions	Services		Historical and Monumental Heritage		Infrastructures	
	Kruskal Wallis χ^2	Sig.	Kruskal Wallis χ^2	Sig.	Kruskal Wallis χ^2	Sig.
Hedonic	80.252	<.000	38.199	<.001	17.881	<.001
Cultural	27.779	<.000	60.729	<.000	27.997	<.000



Convenience	20.944	<.000	10.603	<.031	13.301	<.010
Circumstantial	1.458	<.834	9.867	<.043	0.949	<.917

Correlation Spearman

Hedonic	0.325(**)	0.237(**)	0.174(**)
Cultural	0.200(**)	0.280(**)	0.155(**)
Convenience	0.152(**)	0.144(**)	0.110(**)
Circumstantial	0.055 ¹	-0.048 ¹	-0.013 ¹

(**) The correlation is significant at the 0.01 level (bilateral)

Source: Own elaboration

The study of segments shows once more that the results of the assessment are higher among visitors with a greater emotional motivation - emotional and heritage tourists (Table 6).

Table 6. Touristic attributes analysis of tourist clusters

Touristic attributes	Tourist Clusters				Kruskal Wallis	
	Alternative (Average)	Cultural (Average)	Emotional (Average)	Heritage (Average)	χ^2	Sig.
Services	3.18	3.20	3.46 ^(*)	3.63 ^(*)	45.281	<.000
Historical and Monumental Heritage	3.65	3.80	4.04 ^(*)	4.23 ^(*)	87.918	<.000
Infrastructures	3.43	3.42	3.69	3.84	34.740	<.000

(*) The values in italic type present significant differences in three of four of the means clusters. In order to be able to test for the significant differences between the different means, the U-Mann-Whitney test was applied.

Source: Own elaboration

Conclusions

We can confirm that Granada is a city with an enormous range of possibilities in terms of cultural tourism. As a result, it is of vital importance to conduct research that allows us to obtain crucial information and enables the creation of a road map when it is required or when there is the opportunity to begin plans for tourist improvement and promotion. The different services and products that compose the tourist offer of the city of Granada go through an exhaustive analysis of its visitors, which leads to an analysis of the feelings regarding the visit to the historic monumental heritage, as well as the socio-demographic variables, motivations, interests or expectations. When a specific area receives the recognition of World Heritage Site by UNESCO, this leads to the duty of performing diverse tasks for the maintenance and preservation of this place. It also produces an important cultural recognition, as well as an incentive for the promotion of the destination within a specific segment. This specifically involves the correct management of this area. This article provides a contribution to the literature that is currently available regarding the tourist links and the historic and monumental heritage that is visited and its tourist behaviour.

Regarding the feelings felt by completing the visit to the historic and monumental heritage of the tourist destination following the model of Poria et al. (2003) and of the higher or lower existence of cultural motives when it comes to deciding to visit the destination or not following the model of McKercher and Du Cros (2003), we have an empirical certainty about the existence of four classifications of tourists that are confirmed as valid and useful when segmenting Granada, from the point of view of a cultural destination with an inscription WHS: alternative tourist, cultural tourist, emotional tourist and heritage tourist. In this last one, the relationship between curiosity about the culture of the tourist destination and the heritage

visited has a determining role. In addition, this research also brings an analysis of the main motives for international tourists when it comes to choosing a cultural destination with an inscription WHS such as Granada. These motives are grouped into four different dimensions: hedonistic, cultural, convenience and circumstantial, which include push and pull motives.

The main use of this application is to help to understand the characteristics of the different segments of international visitors identified and their assessment of the destination. With the purpose of being able to develop tourist and cultural products that better satisfy their needs and which respect the sustainable management of historic and monumental heritage. In this direction, and with the aim of continuing to encourage the perception of the quality value of Granada city as a tourist destination, establishing measures to improve infrastructure and public services are deemed to be an essential requirement. Regarding limitations, the one which stands out the most in this research is found in the space-time during which it was conducted. We believe that by extending this research to the tourists who come to the city of Granada every month of the year, we may be able to strengthen the results obtained. Similarly, basing the research solely on demand constitutes another of its restrictions. Mainly due to the difficulty that involves trying to transfer the results obtained to other groups of stakeholders, for example, the local community or tourist businesses. As a possible line of research to develop in the future, we recommend studies that strengthen the existing information regarding tourism and its activity from the offer point of view.

References

- Adie, B. A. & Hall, C. M. (2017). Who visits world heritage? A comparative analysis of three cultural sites. *Journal of Heritage Tourism*, 12(1), 67-80.
- Adie, B. A., Hall, C.M. & Prayag, G. (2018). World Heritage as a placebo brand: A comparative analysis of three sites and marketing implications. *Journal of Sustainable Tourism*, 26(3), 399-415.
- Antón, C., Camarero, C. & Laguna-García, M. (2017). Towards a new approach of destination royalty drivers: Satisfaction, visit intensity and tourist motivation. *Current Issues in Tourism*, 20(3), 238–260.
- Bloom, J. Z. (2005). Market Segmentation: A Neural Network Application. *Annals of Tourism Research*, 32(1), 93-111.
- Bright, C. F. & Carter, P. (2016). Who are they? Visitors the Louisiana's river road plantations. *Journal of Heritage Tourism*, 11(3), 262-274.
- Bruner, E. M. (1996). Tourism in Ghana: The representation of slavery and the return of the Black diaspora. *American Anthropologist*, 98, 290-304.
- Chandralal, L. & Valenzuela, F. (2013). Exploring memorable tourism experiences: antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181.
- Chen, G. & Huang, S. (2018a). Understanding Chinese cultural tourists: Typology and profile. *Journal of Travel and Tourism Marketing*, 35(2), 162-177.
- Chen, G. & Huang, S. (2018b). Local food in China: a viable destination attraction. *British Food Journal*, 120(1), 146-157.
- Chen, C.M., Chen, S.H., Lee, H.T. & Tsai, T.H. (2016). Exploring destination resources and competitiveness—A comparative analysis of tourists' perceptions and satisfaction toward an island of Taiwan. *Ocean & Coastal Management*, 119, 58-67.
- Chi, C.G.Q & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.

- Correia, A., Kozak, M. & Ferradeira, J. (2013). From tourist motivations to tourist satisfaction. *International Journal of Culture. Tourism and Hospitality Research*, 7(4), 411-424.
- Crouch, G. I. (2011). Destination Competitiveness: an analysis of determinant attributes. *Journal of Travel Research*, 50(27), 27-45.
- Dolnicar, S. (2008). *Market segmentation in tourism*. In: Woodside, A. G., & Martin, D. (Eds.). *Tourism management: analysis, behaviour and strategy*. Cambridge: CAB International, 129–150.
- Fields, K. (2002). *Demand for the gastronomy tourism product. Motivational factors*. In Hjalager, A. M. & Richards, G. (Eds.). *Tourism and Gastronomy* (pp. 36-50). London: Routledge.
- Finn, M., Elliott-White, M. & Walton, M. (2000). *Tourism and leisure research methods: data collection, analysis and interpretation*. Harlow, United Kingdom: Pearson Education.
- González Santa Cruz, F., Torres-Matovelle, P., Molina-Molina, G. & Pérez-Gálvez, J. (2019). Tourist Clusters in a Developing Country in South America: The Case of Manabí Province, Ecuador. *Sustainability*, 11(16), 4329.
- Hall, M. C., Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B. (2003). *Food tourism around the World*. Oxford: Butterworth-Heinemann.
- Heung, V. & Quf, H. (2000). Hong Kong as a travel destination: An analysis of Japanese tourists' satisfaction levels, and the likelihood of them recommending Hong Kong to others. *Journal of Travel & Tourism Marketing*, 9(1-2), 57-80.
- Huh, J., Uysal, M. & McCleary, K. (2006). Cultural/Heritage destinations: tourist satisfaction and market segmentation. *Journal of Hospitality & Leisure Marketing*, 14(3), 81-99.
- Jin, M., Juan, Y., Choi, Y. & Lee, C. (2019). Estimating the preservation value of world heritage site using contingent valuation method: The case of the Li River, China. *Sustainability*, 11, 1100.
- Kelly, J., Haider, W., Williams, P.W. & Englund, K. (2007). Stated preferences of tourists for eco-efficient destination planning options. *Tourism Management*, 28(2), 377-390.
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism management*, 44, 34-45.
- Kim, A. K. & Brown, G. (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. *Anatolia, An International Journal of Tourism and Hospitality Research*, 23(3), 328-347.
- Kivela, J. & Crofts, J. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377.
- Kotler, P. (1980). *Principles of marketing*. Englewood Cliffs, NJ: Prentice-Hall.
- Kruskal, W. H. & Wallis, W. A. (1952). Use of ranks in one-criterion variance analysis. *Journal of the American Statistical Association*, 47(260), 583–621.
- Kuo, R. J., Akbaria, K. & Subroto, B. (2012). Application of Particle Swarm Optimization and Perceptual Map to Tourist Market Segmentation. *Expert Systems with Applications*, 39(10), 8726-8735.
- Lew, A. A. (1987). A framework for tourist attraction research. *Annals of Tourism Research*, 14, 553-575.
- López-Guzmán, T., Uribe, C. P. Pérez-Gálvez, J. & Rubio Rivera, I. (2017). Gastronomic festivals: Attitude, motivation and satisfaction of the tourist. *British Food Journal*, 119(2), 267-182.

- Lourenço-Gomes, L., Costa Pino, L. M. & Rebelo, J. F. (2014). Visitors' preferences for preserving the attributes of a World Heritage Site. *Journal of Cultural Heritage*, 15(1), 64-67.
- Mann, H.B. & Whitney, D.R. (1947). On a test of whether one of two random variables is stochastically larger than the other. *The Annals of Mathematical Statistics*, 50-60.
- McKercher, B. & Du Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5(1), 45-58.
- Meng, F., Tepanon, Y. & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing*, 14(1), 41-56.
- Nguyen, T. H. H. & Cheung, C. (2014). The classification of heritage visitors: a case of Hue City, Vietnam. *Journal of Heritage Tourism*, 9(1), 35-50.
- Ozdemir, B., Aksu, A., Etchivar, R., Çizel, B., Çizel, R. B. & İçigen, E. T. (2012). Relationships among tourist profile, satisfaction and destination loyalty: Examining empirical evidences in Antalya Region of Turkey. *Journal of Hospitality Marketing & Management*, 21(5), 506-540.
- Pérez-Gálvez, J., Granda, M. J., López-Guzmán, T. & Coronel, J. (2017). Local gastronomy, culture and tourist sustainable cities: The behavior of the American tourist. *Sustainable Cities and Society*, 32, 604-612.
- Poria, Y., Butler, R. & Airey, D. (2003). The core of heritage tourism. *Annals of Tourism Research*, 30(1), 238-254.
- Poria, Y., Reichel, A. & Biran, A. (2006). Heritage site management. Motivations and expectations. *Annals of Tourism Research*, 33(1), 162-178.
- Qu, H., Kim, L. H. & Im, H.H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465-476.
- Ramires, A.; Brandão, F. & Sousa, A. C. (2018). Motivation-based cluster analysis of international tourists visiting a World Heritage City: The case of Porto, Portugal. *Journal of destination Marketing & Management*, 8, 49-60.
- Remoaldo, P. C., Vareiro, L., Ribeiro, J. C. & Santos, J. F. (2014). Does gender affect visiting a World Heritage Site? *Visitor Studies*, 17(1), 89-106.
- Ryan, J. & Silvanto, S. (2011). A Brand for all the nations: the development of the World Heritage Brand in emerging markets. *Marketing Intelligence & Planning*, 29(3), 305-318.
- Schmutz, V. & Elliot, M. (2016). Tourism and Sustainability in the Evaluation of World Heritage Sites, 1980–2010. *Sustainability*, 8(3), 261.
- Silberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, 16(5), 361-365.
- Tkaczynski, A., Rundle-Thiele, S. R. & Beaumont, N. (2009). Segmentation: a tourism stakeholder view. *Tourism Management*, 30(2), 169-175.
- Timothy, D. J. (2011). *Cultural heritage and tourism*. London: Channel View Publications.
- Truong, T.L.H., Lenglet, F. & Mothe, C. (2018). Destination distinctiveness: Concept, measurement, and impact on tourist satisfaction. *Journal of Destination Marketing and Management*, 8, 214-231.
- Tsai, C. T. L. (2013). Culinary tourism and night markets in Taiwan. *International Journal of Business and Information*, 8(2), 247–266.
- Tse, P. & Crotts, J. (2005). Antecedents of novelty seeking: international visitors' propensity to experiment across Hong Kong's culinary traditions. *Tourism Management*, 26(6), 965-968.



- Tucker, H. & Carnegie, E. (2014). World heritage and the contradictions of ‘universal value’. *Annals of Tourism Research*, 47, 63-76.
- Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367-1386.
- Turner, L. & Ash, J. (1991). *La horda dorada. El turismo internacional y la periferia del placer*. Madrid: Endymion.
- Urry, J. (1990). *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage.
- Vong, L. T. N. & Ung, A. (2012). Exploring critical factors of Macau’s Heritage tourism: what heritage tourists are looking for when visiting the city’s iconic heritage site. *Asia Pacific Journal of Tourism Research*, 17(3), 231-245.
- Yang, C. H., Lin, H. L. & Han, C. C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tourism Management*, 31(6), 827-837.