Satisfaction, motivation, loyalty and segmentation of tourists in World Heritage cities.

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PASOS. Revista de Turismo y Patrimonio Cultural, vol. 16, no. 1, 2018
Universidad de La Laguna, España
Available in: https://www.redalyc.org/articulo.oa?id=88165957005

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Satisfacción, motivación, lealtad y segmentación de los turistas en ciudades Patrimonio de la Humanidad

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Abstract:

This paper presents research that deals with the study of the motivation, satisfaction and loyalty of tourists visiting the city of Cordoba, Spain, a World Heritage Site. For this, the results of a study carried out on tourists during their stay in the city are presented. The study identifies two motivational dimen# sions in connection with the visit: one cultural and the other multi#motivational, which includes a variety of reasons such as gastronomy and pleasure#seeking. Additionally, also analysed in this research is how the motivation for visiting the city leads to tourists having greater satisfaction with their visit and more loyalty to that tourist destination.

Keywords: Motivation, segmentation, satisfaction, loyalty, Cordoba, Spain.

Resumen:

Este artículo presenta los resultados de una investigación sobre la motivación, la satisfacción y la lealtad de los turistas que visitan la ciudad de Córdoba (España), reconocida como Patrimonio de la Hu# manidad. Los resultados procedente de un trabajo de campo consistente en la realización de encuestas a los turistas mientras que se encontraban en la ciudad. La investigación identifica dos dimensiones motivacio# nales en relación con la visita: una cultural y otra multi#motivacional, que incluye una variedad de razonas como la gastronomía o la búsqueda de desconectar con lo cotidiano. Asimismo, también se analiza en esta investigación como la motivación para la visitar la ciudad está relacionada con la satisfacción con la visita y con la lealtad al destino turístico.

Palabras clave: Motivación, segmentación, satisfacción, lealtad, Córdoba, España.

Introduction

The UNESCO Centre in Paris publishes three lists each year: the List of World Heritage Sites (WHS), the List of Intangible Cultural Heritage and the List of World Heritage in Danger. From the first and third lists one can see if the recognition is for a cultural place, a natural place or a combination of

both. The inclusion of a specific place or intangible element in these lists implies that it is considered to be of universal value and at the same time makes it clear that everyone in the world is the owner of the place or intangible element (responsible for it) and needs to preserve it for future generations. So, according to Saipradist and Staiff (2007), recognition as World Heritage guarantees the identification, conservation, and passing on to future generations of places or monuments that have a universal value from the perspective of history or art. "Outstanding universal value means cultural and/or natural significance

which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity" (UNESCO, 2013: 24).

While, the objective of these UNESCO lists is to preserve and conserve these places, in many cases it also represents a significant increase in the number of visitors, above all international ones, creating a strong relationship between the World Heritage list, in particular the one for tangible heritage, and tourism (Breakey, 2012). In this sense, it is paradoxical that while the objective of UNESCO in designating World Heritage Sites is to promote their protection, some destinations are prioritising their tourist development (Su & Wall, 2011). This is mainly seen in the newly designated sites, less known to tourists, which initially encourage domestic tourism before later focussing on international tourism (Su & Wall, 2011). Therefore, one could conclude that designation as a WHS means increased protection for that place, but also an increase in tourists (Landorf, 2009), implying the need for the sustainable management of the destination. In addition, when UNESCO designates these places as being of universal value, they become unique attractions as tourist destinations (Breakey, 2012). Along with these cultural attractions, the services that are offered in the destination must get the satisfaction of the tourist since this implies the loyalty. Loyalty is measured through both the intention to return and the recommendation to others (Antón, Camarero & Laguna#García, 2017).

Cordoba is located in southern Spain, in the region of Andalusia. Its population is about 325,000 inhabitants and its economy is mainly based on the service sector, tourism being a key element of this. In 1984 the Mosque#Cathedral of the city was declared a World Heritage Site and later, in 1994, this designation was expanded to its historic centre. In addition, each May the city celebrates the Festival of the Patios, a festival related to the decoration and upkeep of the interior gardens in the traditional houses, declared Intangible Cultural Heritage in 2012. At present, the city is one of the leading sites for cultural tourism in both Spain and the rest of Europe, and is a meeting point for thousands of travellers who arrive each year in the city, attracted by its rich cultural, patrimonial and gastronomic heritage.

The aim of this paper is to present an analysis of tourists at one particular WHS, namely the city of Cordoba (Spain), in order to identify their motivation, satisfaction with and loyalty to this tourist destination. To achieve this objective this paper is structured, following this introduction, into a second part containing a theoretical background; a third part presenting where the methodology used is explained and a final part where the results of the research are presented and discussed. This paper ends with the conclusions drawn from the research and the references used.

Theoretical Background

Motivation, satisfaction and loyalty

The identification and understanding of the types of heritage tourist, their motivations, their behaviour, their perceptions and their experiences are fundamental for the good management of the destinations and to define the corresponding strategies. As such, according to Vong & Ung (2012), there are four factors of a destination that are related to heritage tourism: firstly, history and culture; secondly, the facilities and services at the cultural sites; thirdly, the interpretation of the heritage; and fourthly, the heritage attractions.

Motivation is fundamental to tourist activity since it is considered a driver of human conduct and an explanatory factor for some of the aspects related to tourist activity. Its analysis contributes to understanding the reason why someone visits a tourist destination and what they wish to achieve. The academic literature related to motivation (Prayag & Ryan 2011; Correia, Kozak & Ferradeira, 2013) suggests that this variable is influenced by changes in the environment and variations in societal behaviour. As such, motivation is a dynamic process in which consumers change their motivation in response to both experience and other

variables such as social status or age (Pearce, 1982). In some instances, however, one observes how consumers of tourist services with identical socio#demographic characteristics opt for completely different destinations. In general terms, tourists travel either because they are pushed by internal motives or variables, or because they are pulled by external factors related to the destination. The push factors are connected to internal and emotional aspects, such as the desire to rest and relax, discover new places, spend time with the family and/ or friends, among others. In contrast, the pull factors are related to external, cognitive or situational aspects such as cultural and/ or natural settings, cuisine, leisure facilities, etc. (Crompton, 1979). In the case of the city of Cordoba, it is easy to understand that the city's inherent characteristics play an important role for those tourists whose motivations are cultural.

In addition, satisfaction can be defined as the overall assessment that the client gives the service received compared to the service expected (Antón et al., 2017). This definition fundamentally considers the cognitive and/or affective component of satisfaction (Oliver, 1997), but it is important to note that the satisfaction variable also has an emotional component (Cronin, Brady & Hult, 2000). Tourist satisfaction is one of the main topics in the field of research into tourism (Correia et al., 2013) and depends largely on the attributes of the destination itself, such as its facilities, renown and novelty (Correia et al., 2013). In turn, satisfaction is related to the tourists' expectations prior to taking their trip (Antón et al., 2017). In this regard, satisfaction with such destinations is determined by the overall experience which includes aspects related to four factors (Chen & Chen, 2010): leisure, culture, education and social interaction. Thus, all tourist destinations must adopt, along with other elements, systematic monitoring of the satisfaction levels and use these as part of the evaluation criteria. The study of tourist satisfaction is important because it identifies to what extent the attributes of the destination are perceived and explores what image the destination transmits, the ultimate aim being to encourage and preserve its maintenance. The full satisfaction of tourists is an indispensable requirement if it is to capture a place in their mind and, therefore, in the market. Since the affective component of the image of a place is related to the previous experience of the tourist. The feelings and experiences that shape this experience contribute to the construction of the affective image of destiny (San Martín & Rodríguez del Bosque, 2010), and therefore of its brand.

Satisfaction can be defined as the overall assessment that the client gives the service received compared with the service expected. This definition considers the cognitive component of satisfaction, but it is important to note that the satisfaction variable also has an emotional component (Cronin et al., 2000). All tourist destinations must adopt, among others, systematic monitoring of the satisfaction levels and use these as part of the evaluation criteria. Tourist satisfaction is important for many reasons. One of these is that it allows us to identify to what extent the attributes and components of the destination are perceived, and explores the character that is transmitted through the image of the destination in order to encourage the maintenance of the attributes or components in question.

Thirdly, loyalty is very closely related to the future behaviour of the visitor. This has been found in various academic studies (Yoon & Uysal, 2005; Chi & Qu, 2008; Yuksel, Yuksel & Bilim 2009; San Martín, Collado & Rodríguez del Bosque, 2013; among others). Loyalty is measured through both the intention to return and the recommendation to others (Antón et al., 2017). Loyalty to the destination is a fundamental element in marketing strategies, being considered the best estimator of consumer behaviour (Chen & Chen, 2009). Visitor loyalty translates into a stable source of income and increased profitability for the destination. Furthermore, loyal visitors become a channel, sharing positive information and communication with other people (Baker & Crompton, 2000). Studies on visitor loyalty normally distinguish between two types of loyalty. Behavioural loyalty, linked to repeat purchasing, and attitudinal loyalty, linked to an attitude of recommending the tourist destination to other people and returning to visit it in the future (Oppermann, 2000; Barroso, Martín & Martín, 2007; Chen & Tsai, 2007). Therefore, loyalty implies that these two concepts (repetition of the visit and of the recommendation of the visit) are closely related and they measure

the level of loyalty to the destination through different items (Bigné, Sánchez & Sánchez, 2001; Antón et al., 2017).

Segmentation of the heritage tourists

Following Nguyen and Cheung (2014), one of the most debated issues in heritage tourism is determining who is a heritage tourist. This entails the delimitation of whether all the visitors of a WHS are heritage tourists, or only some of them. In this regard, the academic literature has shown different classifications of the tourist categories in this class of destinations. Among other classifications we highlight those of Silberberg (1995) which, taking into account the interest of the visitors, are classified as those accidentally motivated by cultural tourism, those with adjunct motivation by cultural tourism, those partly motivated by cultural tourism and those greatly motivated by cultural tourism. On the other hand, Poria, Butler and Airey (2003), and based on their personal perspective with respect to these destinations, classify them in three categories: those tourists that do not consider the heritage site as part of their personal perspective, those tourists that consider the heritage site as part of their personal perspective and those tourists that consider the heritage site as part of their personal perspective although they are not aware of it. For their part, McKercher and Du Cros (2003) propose a segmentation that divides the tourists in those destinations into five different types: purposeful cultural tourists, sightseeing cultural tourists, causal cultural tourists, incidental cultural tourists and serendipitous cultural tourists. This same segmentation is followed by Nguyen and Cheung (2014).

In accordance with the review of the literature, the hypothesis to examine would be the following: **H.:** The visitors have, in certain destinations, in addition to a cultural motivation, another type of motivation of a social or psychological nature that influences their behaviour in that place (Crompton, 1979; Aziz, Rahman, Hassan & Hamid, 2015).

H.: According to the different motivations for visiting a certain destination, there are different types of tourists (San Martín & Rodríguez del Bosque, 2010; Nyaupane & Andereck, 2014; Alonso, Sakellarios & Pritchard, 2015).

H.: The motivation affects the satisfaction of the tourist experience, with the satisfaction level being higher among the tourists with greater cultural motivation (Correia et al., 2013).

H.: The satisfaction of the tourist is an essential requirement for good ranking in the market of any tourist destination (Chi & Qu, 2008; Yuskel et al., 2009).

Methodology

Objective

The fundamental objective of this paper is to present an analysis of the relationships between three fundamental constructs in the visitor decision making process, motivation, satisfaction and loyalty, for a World Heritage tourist site, the city of Cordoba (Spain). The initial hypothesis is that visitors have different motivations and that this will affect satisfaction with their tourist experience. Equally, that satisfaction will in turn affect the loyalty shown towards this destination, understanding this loyalty from the attitudinal perspective (the intention to make a return visit and recommending visiting it). When a tourist destination satisfies a tourist it has the chance to sell them the same service or other similar services in the future, obtains free publicity for the city among their relatives, friends and acquaintances, and achieves a certain position in the market.

The field work consisted of conducting a survey of a representative sample of visitors, considering aspects that allow for the identification and better understanding of the key factors for tourism in Cordoba. These

key factors can be used as a basis to establish recommendations that provide more and better use of the tourist activity in the city.

Questionnaire and procedure

The working data were obtained from a questionnaire carried out on a representative sample of visitors. Starting from an initial survey, further refinement, including a pre#test with an initial sample of tourists of similar characteristics to the final sample, led to the establishment of the definitive format. The final version of the questionnaire looked for maximum clarity in the questions, the most suitable answers in order to achieve the identified research objectives and was as concise as possible so as not to unduly lengthen visitor interviews. Once the final questionnaire had been designed it was then translated into English, French and German. The survey was structured into four broad sections. A first section designed to obtain the characteristics of the trip with questions being asked on the length of stay, type of accommodation, management of the trip and transport, among others. A second section focused on the motivations that had brought them to Cordoba and their preferences regarding the tourist sites that they planned to visit. A third section on their impressions of certain attributes relating to Cordoba as a tourist destination, level of satisfaction felt based on their experience and attitudinal loyalty. Lastly, a final section that included the general characteristics of the visitors such as age, gender and education level, among others. The surveys were conducted by a team of four interviewers who were fully qualified and trained for the occasion, linked to Cordoba Tourism Consortium (CTC) and coordinated and managed by the authors of this research. The tabulation of the data was carried out by the collaborating team using the software SPSS v. 22. The questionnaires were offered in the four languages mentioned above (Spanish, English, French and German) chosen according to the native language and origin of the visitors or in English, in order not to exclude anybody. A total of 1,352 surveys were completed during the months of December 2014 to April 2015. The surveys were conducted on different days, at different times and in different locations around the city in order to collect information from the widest possible range of people and situations, and on the premise that the tourist interviewed had spent a specified time in the destination and could, therefore, give a well#founded opinion (Correia et al., 2013; Remoaldo, Vareiro, Ribeiro & Santos, 2014). The survey used in this research is based on previous work (Poria et al., 2003; Correia et al., 2013; Remoaldo et al., 2014). A non#probabilistic sampling technique was used, which is commonly used with this type of research, where interviewees are available to be interviewed in a determined place at a certain time (Finn, Elliott#White & Walton, 2000). It was not stratified by gender, age, education, nationality or any other variable. The questionnaire rejection rate was low and not significant with regard to any variable. Under no circumstances was the duration of the survey more than 15 minutes.

The results presented in this article refer to the motivations or reasons for visiting the city of Cordoba, the degree of satisfaction with the experience of the visit and attitudinal loyalty. The main contribution of this paper is to carry out an analysis of the relationships between these three fundamental variables in the process of the decision to visit. Doing this has required different statistical techniques to be used such as factor analysis, cluster analysis and analysis of variance (ANOVA with multiple post#hoc comparisons).

Sampling and sampling error

The specific framework of our research is tourists visiting the city of Cordoba, regardless of whether they stay in the city overnight or not, or whether they visit other places. In terms of the number of tourists visiting the city, the figure used and shown in Table 1 is the number of tourists staying in hotels in the city. Therefore, starting from the figure of 899,869 visitors, the sample error for a 95% confidence level would be $\pm$ 2.66%. Table 1 contains the datasheet for the research.

TABLE 1
Technical sheet of the research

Total number of tourists (2014)	899,869 visitors
Sample	1,352 surveys
Procedure	Convenience sampling
Survey Period	From December 2014 to April 2015
Sampling error	2.66%
Confidence level	95.0%; p = q = 0.5
Control of the sample	Production and supervision of the work by the authors of the research

Source: Own elaboration

Results of the research and discussion

Motivations for the visit

One fundamental aspect in relation to tourism is knowing what the traveller is looking for or expecting when they visit. The motivation variable conditions the selection made because it is thought to be one of the main drivers for tourists when taking a trip. There could be many reasons why individuals choose a destination and travel there. As a result, a question containing different items was included in the tourist survey in an attempt to identify the most frequent and relevant motivations for travel identified in previous research (Lee, Lee & Wicks, 2004; Yuan & Jang, 2008; Devesa, Laguna & Palacios, 2010), adapting them and taking into account the specific characteristics of this tourist destination and the visitors. A total of 13 items were selected and measured on a 5#point Likert scale (1 being not very important and 5 being very important) to determine the relative importance of a series of factors in their decision to visit the city (all of these items are shown in table 4). Both internal and external factors were included, as established by Crompton's theory (1979) of pull factors and push factors. The Cronbach's alpha coefficient of the final scale stood at 0,600, indicating valid internal consistency between the scale's elements. The critical level (p) associated with the F statistic (984,975) of the analysis of variance to test the null hypothesis that all elements of the scale have the same mean (ANOVA) is less than 0,001, it being impossible to confirm the hypothesis that the means of the elements are the same. An item#item correlation analysis allowed for the identification of up to eight of them that, generally speaking, showed low correlations. These items have been omitted from the following factor analysis, without that resulting in a significant reduction in the level of consistency between the motivation variables (Cronbach's alpha = 0,597; F=238,791, < 0,001). Starting from the motivation reasons or variables shown in table 2, a factor analysis has been carried out which has allowed for the extraction of two motivational dimensions for visiting the city of Cordoba. Although our interest lies in the factor scores derived from these components as a tool to establish the strength of each visitor's motivation, it is useful to describe each of the factors extracted. The first factor encompasses very diverse interests and here the gastronomic, pleasure#seeking and convenience motivations converge. This factor represents visitors seeking a destination that allows them to enjoy the cuisine of Cordoba and take a break from the stresses of everyday life in a way that fits with the family budget. This component explains 31% of the total variance of the matrix of motivations. The Cronbach's alpha coefficient (0,620) for the four items that make up this dimension of motivation show the reliability of the sub#scale. The second of the factors found explains slightly more than 24% of the total variance of the matrix of motivations and is related to *cultural* motivations, a common factor in tourist destinations with an important historical and/or artistic heritage. The Cronbach's alpha coefficient (0,608) also shows a reliable sub#scale. These results show the existence of different motivational schemas for the city of Cordoba as a tourist destination, and are in keeping

with the central element of Crompton's motivational theory (1979), that categorises into two large blocks the motives that have an impact on tourist behaviour. Firstly, socio#psychological motives, where the trip or the visit is a means to satisfy the social or psychological needs of individuals or groups. And secondly, cultural motives, in which the satisfaction obtained is in relation to the attributes of the tourist destination itself.

TABLE 2
Rotated component matrix # Motivation to Visit the City of Cordoba

Motivation variables	Components		Dimensions
	1	2	
Taste its gastronomy	0.712		Multi-motivational
Disconnect from everyday life	0.709		
Be an affordable tourist destination	0.683		
Visit the patios of Cordoba	0.622		
Find out more about its heritage		0.859	Cultural
Discover its history and heritage		0.842	
Eigenvalues	1.873	1.477	
% variance explained	31.208	24.609	
% accumulated variance	31.208	55.817	
KMO	0.639		
Bartlett's sphericity test	Chi-square = 814.503 sig < 0.001		
Extraction method: Principle component analysis. Rotation method: Varimax with Kaiser			

Source: Own elaboration.

In line with the core of the motivational theory of Crompton (1979), as well as with the diverse research (Aziz et al., 2015), the results obtained in this research allow verifying one of the posed research hypotheses: the visitors have, in addition to a cultural motivation, another type of motivation of a social or psychological nature that influence their behaviour in the destination (**H.**).

The study of motivations provides a basis on which to create a segmentation for the city of Cordoba as a tourist destination. For this, a non#hierarchical cluster analysis was conducted using the factor scores of the two dimensions extracted. Using the criterion of maximising the variance between types and minimising the variance within each of them, the best solution that meets the criteria is that of establishing three clusters or groups. Table 3 shows the characterisation of the clusters from the means of the motivation variables for the 13 items included in the questionnaire.

TABLE 3
Characterisation of clusters from means of the motivation variables

| Motivation variables | Cluster Memberships | | | ANOVA | |
| | 1 | 2 | 3 | | |
	Mean	Mean	Mean	F	Sig.
Taste its gastronomy	2.8(*)	4.3(*)	3.6(*)	251.509	< .001
Disconnect from everyday life	3.1(*)	4.7(*)	4.2(*)	299.328	< .001
Be an affordable tourist destination	2.5(*)	4.0(*)	3.3(*)	221.588	< .001
Visit the patios of Cordoba	2.6(*)	3.9(*)	3.2(*)	153.569	< .001
Find out more about its heritage	4.2(*)	4.3(*)	2.6(*)	398.730	< .001
Discover its history and heritage	4.8(*)	4.8(*)	3.6(*)	497.633	< .001
Attend cultural events: exhibitions, festivals etc.	1.8(*)	2.3(*)	2.0(*)	13.335	< .001
Visit family or friends	1.3(*)	1.5(*)	1.8(*)	10.919	< .001
Desire to see new sights	4.2(*)	4.7(*)	4.3(*)	35.347	< .001
Proximity to my place of residence	1.5(*)	2.0(*)	2.3(*)	31.335	< .001
The tourist fame and reputation of the city	4.0(*)	4.4(*)	3.7(*)	55.737	< .001
Work or business trip (meeting, conference, etc.)	1.1(*)	1.2(*)	1.3(*)	3.639	< .027
Another visit on my tour	2.8')	3.2(*)	2.8')	9.090	< .001

The items in bold correspond to questions from the questionnaire used in the factor analysis to extract the two-dimensional motivations.
(*) The values in bold show significant differences in two of the means of the three clusters in the post-hoc ANOVA analysis.
In order to compare the significant differences between the different means, the Games-Howell test has been applied.

Source: Own elaboration.

The ANOVA F statistic allows us to test that the compared means are not equal, but it does not allow us to identify where the differences detected are found. To identify which mean differs from another, a particular type of test has been used called multiple post hoc comparisons, or a posteriori comparisons. In order to make these comparisons one cannot assume that the population variances are the same (the critical level associated with the Levene statistic is lower than 0.05 for almost all of the cases, so we can reject equality of the variances). The ANOVA F statistic is based on two assumptions being met; normality and homoscedasticity. Given that we cannot assume that the population variances are the same, Brown#Forsythe and Welch statistics are used as an alternative to the ANOVA F statistic (table 4). The critical level associated with both statistics is lower than 0.05. Therefore, we can reject the hypothesis of equality of means and conclude that the means of the motivational variables of the three clusters being compared are not equal.

TABLE 4
Robust tests for homogeneity of variances and equality of means for the motivation variables

Motivation variables	Homogeneity of Variances (Levene)		Equality of Means		
Taste its gastronomy	18.198	< .001	Welch	247.847	< .001
			Brown-Forsythe	222.892	< .001
Disconnect from everyday life	80.334	< .001	Welch	245.263	< .001
			Brown-Forsythe	262.631	< .001
Be an affordable tourist destination	44.319	< .001	Welch	211.456	< .001
			Brown-Forsythe	200.825	< .001
Visit the patios of Cordoba	10.418	< .001	Welch	152.165	< .001
			Brown-Forsythe	144.094	< .001
Find out more about its heritage	0.185	< .831	Welch	376.064	< .001
			Brown-Forsythe	384.982	< .001
Discover its historical and patrimonial wealth	154.755	< .001	Welch	215.923	< .001
			Brown-Forsythe	330.232	< .001
Attend cultural events: exhibitions, festivals etc.	30.606	< .001	Welch	13.518	< .001
			Brown-Forsythe	14.703	< .001
Visit family or friends	37.277	< .001	Welch	9.962	< .001
			Brown-Forsythe	9.947	< .001
Desire to see new sights	36.625	< .001	Welch	35.954	< .001
			Brown-Forsythe	31.002	< .001
Proximity to my place of residence	45.642	< .001	Welch	37.772	< .001
			Brown-Forsythe	31.120	< .001
The tourist fame and reputation of the city	6.628	< .001	Welch	54.657	< .001
			Brown-Forsythe	50.281	< .001
Work or business trip (meeting, conference, etc.)	13.57	< .001	Welch	3.656	< .027
			Brown-Forsythe	3.334	< .036
Another visit on my tour	7.04	< .001	Welch	9.072	< .001
			Brown-Forsythe	9.304	< .001

Source: Own elaboration.

The first of the segments accounts for 32.7% of the sample, being one of the two groups that scores highly in the items related to the cultural dimension. Another important point is the fact that it shows the lowest scores in the items related to the multi#motivational dimension. This is a visitor who only seeks a travel option that allows them to increase their cultural level. This group or cluster has been called *cultural tourist*. The second segment accounts for 48.9% of the sample, and is characterised by having the highest scores in all those items used to extract the two motivation dimensions. This is a tourist who in addition to discovering and finding out more about the historical and monumental heritage of the city, sees the visit as a way to escape from their routines, while enjoying the cuisine of Cordoba. Therefore, we have called this group the *pleasure seeking-gastronomic convenience cultural tourist*. The last segment is the smallest group, accounting for only 18.4% of the sample size, and characterised by showing low significant scores in items related to the cultural dimension. Regarding the multi#motivational dimension, intermediate significant scores are generally noted and it only shows a high score in the item on disconnecting from everyday life. As a result, this group could correspond to a *pleasure seeking tourist*.

The results obtained by this research are in relation to that posed by McKercher and Du Cros (2006) in the sense that around 11% of the tourists in heritage sites are visitors that search for the acquisition of knowledge in their visit. Also, in line with other research (Silberberg 1995; Nyaupane & Andereck, 2014; Alonso et al., 2015; Aziz et al., 2015), the segmentation obtained allows verifying the posed research hypothesis: according to the motivations there are different types of tourists (**H.**).

Motivation and satisfaction with the visit

The satisfaction reported by visitors to the city of Cordoba is very high. This was measured for two items relating to the experience on a scale of 1#5, with 1 being strongly disagree and 5 strongly agree table 6#. The Cronbach's alpha coefficient of the scale reaches a value of 0.815, showing good internal consistency between the items since the critical level (p) associated with the F statistic (114,506) of the analysis (ANOVA) is less than 0.001, it therefore being impossible to confirm the hypothesis that the means of the elements are the same. The results show that 87% of the visitors were quite satisfied, with scores greater than or equal to 4 for both items. 81% of respondents stated that the decision to visit the city had been entirely the right one and 65% had fully enjoyed it. Having identified that the visitors left very satisfied, this very important aspect is examined in more depth by analysing what relationship could exist with the reasons or motives for the visit, since this is crucial for good tourist management and planning. The objective is to determine what motivations impact on the satisfaction felt by visitors to a World Heritage city such as Cordoba. The results show that the two motivational dimensions extracted differ significantly in the degree of perceived satisfaction from the visit #table 5#.

TABLE 5
Differences in the mean degree of satisfaction and motivational dimensions

Motivational Dimensions	ANOVA		Homogeneity of Variances		Pearson Correlation
	F	Sig.	Levene	Sig.	
Multi-motivational	5.464	< .001	2.273	< .045	0.15[**]
Cultural	23.591	< .001	0.325	< .898	0.32[**]

(**) The correlation is significant at the .01 level (bilateral)

Source: Own elaboration.
** The correlation is significant at the 01 level bilateral

The correlation indices, whilst not being high, confirm the level of consistency between the mean degree of satisfaction and the motivation dimensions. The value of the *cultural* dimension shows that the greater the presence of reasons related to this, the greater the perception of satisfaction.

From the segmentation carried out there was an analysis of the relationships that the three groups or clusters identified could have with perceived satisfaction. The results reveal a very positive rating of the experience by the three groups of visitors identified. The rating is higher in the second cluster, which corroborates the importance of the motivation dimensions detected. In line with the above, satisfaction with the visit appears to increase to the degree that cultural, gastronomic and pleasure seeking reasons prevail. The third cluster shows that these visitors who relate to a lesser extent with one of the two dimensions identified, value their tourist experience less. All this shows that visitors give a significantly different rating of their experience depending on whether this is more or less related to the reasons for the trip. This fact has a clear management implication for tourism companies and the city's public sector since initiatives designed

to increase visitor satisfaction must begin by analysing the reasons for taking the trip so that they can have an impact on the presence and provision of the right tourist product.

The results obtained show that visitors give a significantly different evaluation of their experience in Cordoba depending on whether they are more or less related to the reasons providing the motivation for the trip and with this, they confirm one of the posed research hypotheses: motivation affects the satisfaction of the tourist experience, with the level of satisfaction being higher among the tourists with a greater cultural motivation (Correia et al., 2013) (**H.**).

TABLE 6
Characterisation of clusters from satisfaction variable means

Variables Tourist experience satisfaction	Cluster membership			ANOVA		Mean
	1	**2**	**3**			
	Mean	**Mean**	**Mean**	**F**	**Sig.**	
My decision to visit Cordoba was the right one	4.80(*)	4.88(*)	4.56(*)	32.805	< .001	4.80
I enjoyed the visit to Cordoba	4.66(*)	4.79(*)	4.39(*)	39.540	< .001	4.67
Mean degree of satisfaction	4.74(*)	4.84(*)	4.48(*)	45.270	< .001	4.74

(*) The values in bold show significant differences in two of the means of the three clusters in the post-hoc ANOVA analysis. **In order to compare the significant differences between the different means, the Games-Howell test has been applied.**

Source: Own elaboration.

The equality of variances statistic does not allow us to assume that the population variances are the same (table 7). The robustness tests on the means of the satisfaction variable show that the averages of the satisfaction variable between the three clusters compared are not the same.

TABLE 7
Robust tests for homogeneity of variances and equality of means for the satisfaction variables

Variables Tourist experience satisfaction	Homogeneity of Variances (Levene)		Equality of Means		
My decision to visit Cordoba was the right one	91.294	< .001	Welch	19.589	< .001
			Brown-Forsythe	23.848	< .001
I enjoyed the visit to Cordoba	54.776	< .001	Welch	29.453	< .003
			Brown-Forsythe	32.312	< .001
Mean degree of satisfaction	51.111	< .001	Welch	29.988	< .001
			Brown-Forsythe	34.377	< .001

Motivation and loyalty to the tourist destination

Interest in the analysis of satisfaction comes from the relationship between this variable and other similar concepts such as loyalty. This can be defined as a commitment by the visitor to the tourist destination, and manifests itself through their intention to return to visit it in the future and recommending it to family, friends, and/ or acquaintances (attitudinal loyalty). For this, an item was included in the questionnaire that measured the intention to return to the destination, and another two items tried to capture the intention to recommend it. The Cronbach's alpha coefficient of the scale is 0,676, indicating valid internal consistency since the critical level (p) associated with the F statistic (473,441) of the variance analysis (ANOVA) is less than .001. In line with the satisfaction reported, the results show a high degree of loyalty from the visitors to Cordoba as a tourist destination. 68% of respondents said that after their current experience they would

return in the coming years # scores> = 4. Equally, 90% of the respondents, with scores in both items >= 4 # indicated that they would encourage their family and friends to visit the city and would recommend this destination if someone were to ask for their advice. As a whole, 45% of the sample showed total loyalty with values equal to 5 in the three items. This result is in keeping with the city being a tourist destination with an acceptable percentage of return visitors, since three out of every ten people interviewed had previously visited it.

The results show that both cultural motivations as well as pleasure#seeking, gastronomic and convenience reasons are significantly different in terms of the mean degree of loyalty declared (table 8).

TABLE 8
Differences in the mean degree of loyalty declared and motivational dimensions

Motivational Dimensions	ANOVA		Homogeneity of Variances		Pearson Correlation
	F	Sig.	Levene	Sig.	
Multi-motivational	10.131	< .001	1.398	< 0.193	0.30(**)
Cultural	8.483	< .001	0.828	< 0.578	0.26(**)
(**) The correlation is significant at the 0.01 level (bilateral)					

Source: Own elaboration.
** The correlation is significant at the 001 level bilateral

The results by segment show very high mean loyalty values for the three segments of visitors identified table 9#. As with the degree of satisfaction, the mean evaluations are higher in the second cluster and lower in the third, so higher levels of satisfaction bring with them a higher degree of loyalty and vice versa. The Levene statistic does not allow us to assume equality in the population variances # table 11 #, once again using Welch and Brown#Forsythe statistics to validate that the means of the three clusters compared are not equal.

All of this allows showing evidence that the satisfaction in the destination is an essential requisite for improving the ranking in the market of any tourist site (Chi & Qu, 2008; Yuskel et al., 2009) (**H.**).

TABLE 9
Characterisation of clusters from the loyalty variable means

Attitudinal Loyalty Variables	Cluster membership			ANOVA		Mean
	1	2	3			
	Mean	Mean	Mean	F	Sig.	
I would recommend visiting it if asked for advice	4.76(*)	4.88(*)	4.55(*)	38.201	< .001	4.78
I will encourage my family and friends to visit	4.65(*)	4.86(*)	4.40(*)	51.536	< .001	4.71
After my experience, I think I will return in the future	3.89(*)	4.40(*)	3.93(*)	32.143	< .001	4.15
Mean degree of loyalty	4.44(*)	4.71(*)	4.29(*)	52.187	< .001	4.55
(*) The values in bold show significant differences in two of the means of the three clusters in the post-hoc ANOVA analysis. **In order to compare the significant differences between the different means, the Games-Howell test has been applied.**						

* The values in bold show significant differences in two of the means of the three clusters in the post#hoc ANOVA analysis.
In order to compare the significant differences between the different means, the Games#Howell test has been applied.

TABLE 10
Robust tests for homogeneity of variances and equality of means for the loyalty variables

Attitudinal Loyalty Variables	Homogeneity of Variances (Levene)		Equality of Means		
I would recommend visiting it if asked for advice	108.387	< .001	Welch	27.642	< .001
			Brown-Forsythe	28.390	< .001
I will encourage my family and friends to visit	120.616	< .001	Welch	42.268	< .001
			Brown-Forsythe	39.290	< .001
After my experience, I think I will return in the future	13.750	< .001	Welch	32.424	< .001
			Brown-Forsythe	29.372	< .001
Mean degree of loyalty	42.343	< .001	Welch	48.877	< .001
			Brown-Forsythe	42.456	< .001

Source: Own elaboration.

Conclusions

The results of the study provide information on the type of visitor that visits Cordoba as a tourist destination. From the motivational point of view, the city of Cordoba is a destination that is visited mainly for cultural reasons, to which we must also add the local cuisine and pleasure#seeking reasons. Its designation as a World Heritage Site puts Cordoba in a privileged position to continue growing as a cultural destination in Spain. In this regard, it is necessary to increase the effort made to preserve its heritage and further highlight the strength of its gastronomy.

In relation to the satisfaction variable, the results show that visitors reported that they had enjoyed their time in the city of Cordoba, considering that they had been right in choosing the destination, as well showing a high level of satisfaction with their experience. Equally, the visitors give a significantly different rating of their experience depending on whether this was more or less related to the reasons that were the motivation for the trip. This fact has a clear management implication for tourist companies and the city's public sector, since initiatives designed to increase tourist satisfaction must begin by analysing the reasons for taking the trip so that they can have an impact on the presence and provision of the right tourist product. Public administrations, companies, tourism professionals and even the host population must make a coordinated effort and each one must accept responsibility for tourist satisfaction # an essential element in the success of any destination. With respect to the loyalty variable, the results show that almost a third of the visitors state their intention to repeat their experience in the future, as well as indicating that they would recommend it and encourage family and friends to visit. This information is useful for the economic growth of the city, where tourism is one of the main sources of business and income generation.

Given that visitors with different levels of motivation perceive unequally one destination, one of the main contributions of this research is to verify that the degree of satisfaction is conditioned by the motivations of the tourist. The results reveal that the tourists more satisfied with their visit, besides wanting to know more and better the culture of the city of Cordoba. In fact, the cultural dimension contributes more to the degree of declared satisfaction. Likewise, the motivations translate into percep# tions that are significantly different in relation to the visitor's commitment to the tourist destination. Specifically the existence of a segment of tourists whose main motivations are related to the culture and who also present the highest indices of satisfaction and loyalty to the destination has been detected.

This research does not only provide theoretical but also practical implications. Thus, the results allow the hotel and tourism companies in the city to have a segmentation of tourist demand. This should serve to develop products and services according to each segment, contributing to preserve and enhance the tourist attraction of the destination. In this sense, the favorable attitude of a representative percentage of tourists

to the gastronomy should serve as a reference to encourage the improvement and a greater supply of the establishments of restoration of the city of Cordoba.

The main limitation of this study relates to the data collected having been obtained from a sample of visitors to a particular area of Spain, and for a very specific type of tourism, namely cultural tourism. This limits the possibilities for generalisation and leads to new possibilities through testing this in other destinations. Despite these limitations, the findings contribute to the literature, highlighting key aspects of the city of Cordoba as a tourist destination. Finally, as future research we propose undertaking research to analyse the final satisfaction with the visit through tourism supply indicators related both to motivations and to other aspects unrelated to the purpose of the visit.

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