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Response: Modify the department of Francisco González Santa Cruz. Put Business Organization instead of Business Administration. Modify Moral Cuadra. Enter: Moral-Cuadra. In the same author, please enter Department of Applied Economics instead of Department of Business Administration. The rest is fine

Q2 : Please provide a short biography of the author(s).

Response: Francisco González Santa Cruz has a PhD in social sciences and is a lecturer in the Business Organization Department at the University of Córdoba, Spain. He has written more than 30 articles that have been published in academic journals related to tourism. His research interest is related to the analysis of tourism and cultural activities in economic development. Salvador Moral-Cuadra is Professor at the Department of Applied Economics at the University of Córdoba (Spain). He has authored or co-authored more than 30 articles in different academic journals. His main lines of research focus on tourism, environment and sustainability. Tomás López-Guzmán is full Professor at the Department of Applied Economics at the University of Cordoba (Spain). He has written more than 100 articles that have been published in different academic journals. He is also an author of 15 books' chapters. Similarly, he has been a principal researcher of 9 projects that have been supported by public and private organization. His main lines of research are tourism economics and environment.

Q3 : Please check that the heading levels have been correctly formatted throughout.

Response: Please, at the Heritage, Culture, and Tourism heading level, remove the comma between culture and "and"

Q4 : This is not included in a literature review since it is your research work.

Response: No revision is required. This is correct

Q5 : The year for "Prebensen et al. 2012" has been changed to "Prebensen et al. 2013" to match the entry in the references list. Please provide revisions if this is incorrect.

Response: No revision is required. This is correct

Q6 : The reference "Sato et al. 2017" is cited in the text but is not listed in the references list. Please either delete the in- text citation or provide full reference details following journal style.

Response: Date error. It is Sato et al. 2018. Same as quoted above (Motivation and Tourism heading level). I have modified it.

Q7 : The disclosure statement has been inserted. Please correct if this is inaccurate.

Response: No revision is required. This is correct

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Q9 : Please provide missing city for the reference "Kotler 2005" references list entry.

Response: Modified and updated.

RESEARCH ARTICLE

Analysis of the Motivation and Satisfaction of Tourists in Relation to an Intangible Cultural Heritage: Fiesta de los Patios, Cordoba, Spain

Recto running head : HERITAGE & SOCIETY

Verso running head : F. GONZÁLEZ SANTA CRUZ ET AL.

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ABSTRACT

The Fiesta de los Patios of Cordoba, Spain, was declared an intangible cultural heritage in 2012 by UNESCO, thus protecting and recognizing the set of its expressions of an intangible nature. This study investigates tourists' motivations and satisfaction in relation to an intangible cultural heritage, as well as the mediation of the value perceived between these two variables. The analysis is carried out through structural equations and modeling. The analysis extracts, among other conclusions, the positive influence of the motivations on both the perceived value as well as on tourists' satisfaction and, in turn, the positive influence of the perceived value on satisfaction.

KEYWORDS

- Fiesta de los Patios
- motivation
- satisfaction
- perceived value
- intangible cultural heritage
- Córdoba
- tourism
- local community

Introduction[Q3]

In the field of social science research, many attempts have been made to delimit the concept of intangible cultural heritage (ICH), entering into a terminological demarcation that is complex, diffuse, and even on some occasions, contradictory. Nonetheless, in recent decades thanks to an expansion of the nineteenth-century construct of heritage, the world has witnessed global recognition of a heritage type that goes beyond conceptual materiality (Herzfeld 2004). Termed intangible heritage, this type of heritage has been transmitted from generation to generation, through oral memory. This inherited oral tradition is constantly transformed by communities and local groups in response to their environment, interaction with nature, and history. In this regard, cultural heritage must be extended to expressions of an intangible nature (Chamberlain 2001).

In accordance with UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage (ICH), ICH includes practices, representations, expressions, knowledge, and tools that the communities and, in some cases, individuals recognize and protect as part of their cultural heritage (UNESCO 2003). At the same time, the economic effects derived from their use by tourists and cultural industries must be recognized (Indera and Yahaya 2016). Thus, the relationship between tourism and ICH has been growing. Cultural tourism, which addresses both tangible and intangible experiences, has become a segment of continuous growth that, with the adequate management and primacy of heritage safeguarding, can lead to the development of sustainable tourism (UNESCO 2007).

For this reason, the recognition of certain cultural celebrations as part of the intangible heritage of a defined geographic area resides within a set of political and economic structures that surpass the physical realm in which they are usually carried out. These structures include direct participation in the use and management of certain festivals by a series of agents from different areas and levels of government (regional, national, and international), as well as, of course, the tourist industry (Wright 1998). Hence, the institutional declaration of an intangible asset as heritage determines the adoption of a series of cultural management policies and practices (Williams 2016). The main purpose of these policies is to safeguard the resource. This determines, in turn, the appearance of something new (Kirshenblatt-Gimblett 2004) already included in the sphere of cultural policy and economy, converting this intangible asset into a desirable object for the tourist industry. Based on this, the dilemma of cultural heritage and tourism is that it is not possible to safeguard the first without also becoming potential merchandise, granting it a scientific, educational, historic, aesthetic, or economic value that increases continuously (del Barrio, Devesa, and Herrero 2012).

The Fiesta de los Patios, declared an ICH by UNESCO in 2012, is held each year during May in the city of Cordoba, Spain. This fiesta originates in some of the traditional architectural districts of the city. These include collective dwellings, inhabited by

various families, with a common patio decorated with rich floral plantations. The neighbors, along with their family members and friends, meet in the patios, thus converting them into places of recreation, socialization, and collective celebration where one converses, eats, and drinks. This type of dwelling in Cordoba, which may have originated in medieval times, was firmly established by the end of the 19th and beginning of the twentieth century to respond to the need for housing rural migrants in the city (IESA 2009). In this sense, UNESCO (2012), upon declaring it an ICH, reinforced the idea that the Fiesta de los Patios of Cordoba promotes the function of the patio as an intercultural meeting place, and promoting a sustainable collective lifestyle. This lifestyle is based on the establishment of networks of solidarity and support among neighbors, stimulating the acquisition of knowledge and respect for nature, represented by the floral plants in the patios and the painstaking care given to them.

This study presents an analysis based on a model of structural equations that relates the motivation, satisfaction, and value perceived by the visitor (the last of these configured as a mediating variable between both composites). All this is considered in relation to the ICH that the Fiesta de los Patios of Cordoba represents. To achieve this objective, the paper is structured, with a review of the literature, followed by an explanation of the research methodology, and a final section presenting the results discussed in relation to the previous scientific knowledge.

Literature Review

Heritage, Culture, and Tourism

Cultural heritage originates in, and is generated by, the legacy of the past of a community that makes it their own, transmits it from generation to generation, and allows it to shape their singular identity outside the standardization that globalization produces in (and imposes on) all communities. Part of this heritage has a physical appearance, so it can be considered tangible, but there are many other manifestations of cultural heritage that do not have such an appearance and are characterized by their intangibility. However, the intended impermeable divisions set between tangible and intangible are continually diluted both in our own cultures (Van Zanten 2004) and in others in which this distinction is not recognized and classified (Ahmad 2006; Kurin 2007; Anh 2017). Social science researchers are increasingly more interested in this dynamic process than in the subjects themselves (Bouchenaki 2004).

As a result of the dual perceptions of heritage, in recent decades ICH elements have been immersed in an intense process of legal institutionalization and theoretical construction (Karpati 2008; Ross 2017). Thus they have become, to a certain extent, objects of economic valuation whose absolute commodification would, on the one hand, deprive them of their genuine value and, on the other, turn them into consumer goods. Some studies have argued against this vision, developing valuation spheres and procedures other than economic ones (Laxer and Soron 2006). Yet the current reality shows that the process of globalized economic restructuring leads to the utilization of all things possible for tourism, defined by some as the democratization of tourism and by others as tourism imperialism (e.g., West and Carrier 2004; Greenop, Jukes, and Landorf 2016).

The World Tourism Organization indicates that it is necessary to conduct academic studies that monitor the effects of cultural tourism and to collect and analyze data on the products associated with ICH (UNWTO 2012). While there are few academic studies in relation to ICH, due in part to the difficulty of relating a place and its local community to a specific ICH (Vidal González 2008), four recent major publications have addressed this. First, Stefano, David, and Corsane (2012) take up the conceptual aspect of this term and present case studies from different parts of the world. Second, Dorfman (2012) analyzes the study of ICH from a triple perspective, including philosophical and conceptual discussions of the term and an analysis of the relationships between ICH and territory, while presenting further examples. The third publication by Park (2014) presents an analysis of the development of heritage tourism and of the relationship between heritage and tourism. Finally, Bendix, Eggert, and Peselmann (2016) take up the relational effects that are produced between UNESCO and different governmental agents, describing the coordination of local, regional, and national efforts to conserve and promote culture. This analysis includes 17 case studies throughout Europe, Africa, the Caribbean, and China. The scientific literature on empirical studies based on the relationship between heritage and tourism focuses traditionally on tangible heritage and World Heritage Sites.

Motivation and Tourism

Tourists have various motivations for traveling, and culture is a major one (Correia, Kozak, and Ferradeira 2013). In considering this, one must analyze individual destinations, as there is a great diversity of sites and also of variables (e.g., distance to the destination, means of transportation, cost of the trip and stay, leisure offerings, safety, and hospitality of the local community) that affect each one (Breakey 2012). Furthermore, there is strong competition among heritage destinations to attract visitors, especially international tourists (Remoaldo et al. 2014). According to Abuamoud et al. (2014), the demand for these cultural destinations is influenced by the services provided by public managers and private enterprises, as well as by the involvement of the local community in promoting tourism in these areas.

To analyze tourists' motivations, there are three main frameworks (Yolal et al. 2012): Iso-Ahola's (1982) escape-seeking

dichotomy, the Travel Career Ladder (Pearce and Lee 2005), and the pull–push model (Dann 1977; Crompton 1979). In addition there are frameworks for the analysis of tourist motivations that focus on different sectors. For example, analyzing the motivations of a tourist as a consumer (Shaw and Williams 2002), focusing on the inter-relationship between offers and consumption derived from tourism and how it reforms the human and physical environments of the territory, along with the defining characteristics of the tourist industry.

Of these, the push–pull model is the most widely used framework in the scientific literature (Maumbe and Arbogast 2015) and the most commonly used in works that evaluate tourists' motivations (Antón, Camarero, and Laguna-García 2017). In this model, push factors, which determine whether to travel, precede pull factors, which determine where to go (Sato et al. 2018).

Satisfaction and Tourism

Today, the consumption of culture has significant economic importance in tourism that increasingly seeks what is considered natural and authentic instead of what may be artificial and standard. Urry (2002) analyses the importance of the visual experience during trips and how tourists seek unique experiences. Accordingly, on some occasions, the local community presents and recreates the cultural heritage in the way that travelers demand. For Britton (1991), these processes derive from the growing differentiation and commodification of leisure-related activities: cultural and heritage tourism specifically encourages the economic restructuring of post-industrial cities and, as a result, becomes a production system with a particular value.

There are several factors that contribute to the ranking of tourist destinations among visitors, but satisfaction has taken on the greatest importance in recent years. While there is no precise definition for client satisfaction, it may be considered the state of mind of a person that results from comparing the perceived experience or outcome from a product or service with his or her expectations (Kotler 2005). Cronin and Taylor (1992) propose a scale based only on the perception of the result of the service without taking into account the client's initial expectations. For these researchers, there is confusion in the literature regarding the quality of service, as it often mistakes satisfaction for attitude. This leads to proposing a sterile analysis and measurement of this quality without considering the previous attitude or expectations of the customer. Therefore, Cronin and Taylor's (1992) systematic assessment is more appropriate for measuring the composition of a service's quality, which helps predict consumer satisfaction and, as a result, the intention to purchase. Their analysis also equates motivation with satisfaction and both of these factors with the overall perceived value. Overall perceived value is then defined as the feelings and attitudes of a consumer in relation to the acquisition of a product or service (Jamal, Othman, and Muhammad 2011). [Q4]

Perceived Value and Tourism

Gallarza and Gil-Saura (2006) consider the perceived value as one of six variables (along with efficiency, quality, aesthetics, entertainment, and social value) that determines the overall value for the consumer. In the context of tourism, perceived value refers to the individual evaluation of the different products of the trip, such as social factors, quality, and price (Chiu, Lee, and Chen 2014). From a marketing-focused perspective, it is considered a key construct for the comprehension of consumer behavior (Woo, Kim, and Uysal 2015).

Some studies (e.g., Brown 2005; Bruyere and Rappe 2007) indicate that motivation is positioned as a moderator of tourists' values and thoughts. Prebensen et al. (2013) [Q5], utilizing structural equation modeling (SEM), conclude that motivation and participation are linked to the value of tourists' experiences and that motivation affects their level of participation. In this way, the hypothesis that motivation has a positive influence on the perceived value of an experience at a destination is supported. Prebensen, Woo, and Uysal (2014) confirm this methodology also using SEM.

Given this review of the literature, this paper focuses on the following hypotheses with respect to intangible cultural heritage:

H₁: Motivation has a positive influence on tourist satisfaction; and

H₂: The relationship between motivation and satisfaction is positively influenced by the perceived value of the experience.

Methodology

Survey Design and Data Collection

The methodology used to conduct this research was based on fieldwork to identify the socio-demographic aspects, perceived value, satisfaction, and motivation of tourists who participated in the Fiesta de los Patios of Cordoba held May 5–18, 2014. For this study, a survey was conducted with tourists who fulfilled two requirements: first, they had to be present within the geographical area delimited by the fiesta and, second, the tourist had to have visited at least two patios. These two requirements imply that the surveyed tourist had spent a reasonable amount of time participating in the fiesta and showed certain knowledge

of its underlying values (Antón, Camarero, and Laguna-García 2017). The questionnaires were completed as the visitors were leaving one of the patios that had been selected for survey. As commonly used in this type of research, convenience sampling was applied.

A quantitative methodology was chosen for this study based on the desire to determine causality. The survey method chosen has advantage over other methods of collecting information, including its standardization, ease of administration, simplification of data processing, and the ability to do partial studies.

The structure of the survey was based on previous research papers (Chen and Chen 2010; UNWTO 2012; Lourenço-Gomes, Costa Pino, and Rebelo 2014) and responded to two groups of variables analyzed during the tourists' visits (Poria, Reichel, and Biran 2006; del Barrio, Devesa, and Herrero 2012; Vong 2013): first, the sociodemographic characteristics of the surveyed tourists; and second, their perceptions of the Fiesta de los Patios. The items used in the survey were intended to respond to the measures proposed for the analysis of tourist demand. Therefore, two types of questions were used: those based on a Likert 5-point scale to evaluate the visitors' opinions, and yes/no questions regarding certain aspects of the Fiesta de los Patios.

The fieldwork conducting the surveys was carried out from May 7–18, 2014. The participants filled out the survey independently, although the interviewers were present in case they had any difficulty completing it. The survey was distributed in four languages (Spanish, English, French, and German) and was anonymous. Previously, from May 5–6, 2014, a pretest of 30 questionnaires was conducted to detect possible deviations and errors. The total number of valid questionnaires obtained was 960 from a total of 1,045 completed surveys.

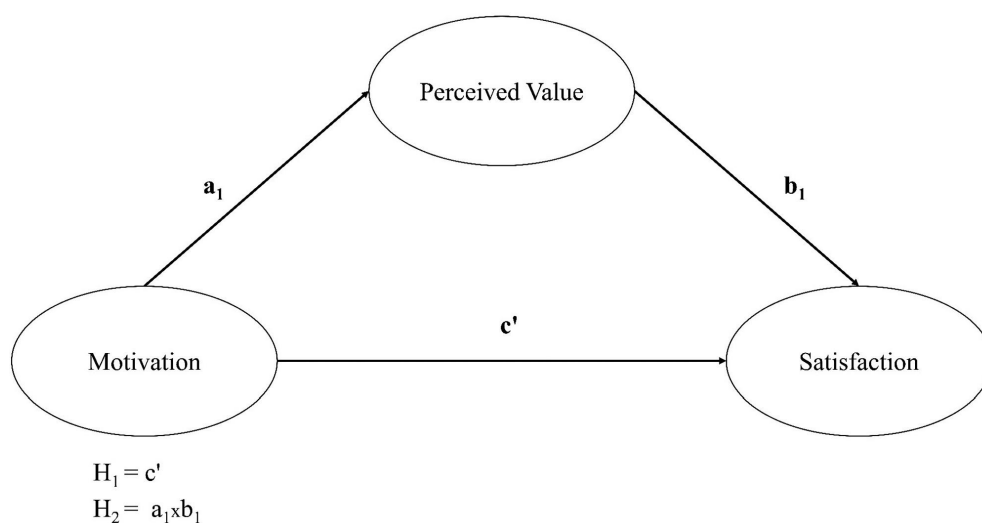
Approximately 80,000 persons visited the Fiesta de los Patios in 2013, according to sources from the Cordoba City Hall, of which around 52% were tourists. Based on the data of these 41,600 tourists and following the guidelines of random sampling, the sampling error for a level of confidence of 95% is $\pm 3.12\%$.

Data Analysis

The preliminary statistical analysis of the data was done using the IBM SPSS v.24 program, applying Cronbach's alpha with the aim of determining the validity and reliability of the indicators that form the questionnaire, eliminating those items that had a corrected item-total correlation of less than 0.3 (Norusis 1993).

After the preliminary analysis, the SmartPLS v.3.2.6 statistical program, which is based on SEM, was used. This study employs partial least squares models, which are methods based on variances, estimating composite-based paths (Hair et al. 2017). These analysis methods are commonly used in the field of social sciences (Richter et al. 2015; Henseler 2017), including tourism (Castellanos-Verdugo et al. 2016; do Valle and Assaker 2016; Oviedo-García et al. 2017). The terms based on the partial least squares and, more specifically, the SmartPLS program, are used to confirm whether the initial theoretical concepts are measured correctly using the different variables. The mediation model is presented in Figure 1.

Figure 1. Mediation general model.



Results

Sociodemographic Profile

Table 1 presents the sociodemographic profile of the selected sample. Of those surveyed, 53.5% were female and 46.5% male. The majority of the sampled population was over age 60 (25.1%) and between 50 and 59 years old (22.1%). Most of the

participants reported a level of university studies for education (71.6%) and 32.6% reported being employed. More than half of the sample was of Spanish nationality (52.5%), followed by French (9.7%) and German (5.1%). It is noted that the nationalities of foreign tourists visiting this intangible heritage site are extremely diverse: more than 39 countries are represented. Finally, 34.6% of those surveyed stated having incomes above 2,500 euros per month, and 29.2% reported incomes ranging between 1,501 and 2,500 euros.

Table 1. Sociodemographic profile.

Variable	%	Variable	%
Gender (<i>N</i> = 957)		Formation Level (<i>N</i> = 945)	
Male	46.5%	Primary Education	4.8%
Female	53.5%	Secondary Education	23.6%
		University Education	71.6%
Age group (<i>N</i> = 959)		Country (<i>N</i> = 960)	
Under 30 years old	16.7%	Spain	52.5%
30–39 years old	19.0%	France	9.7%
40–49 years old	17.1%	Germany	6.1%
50–59 years old	22.1%	United Kingdom	5.5%
60 years old and above	25.1%	United States	4.4%
		Italy	3.6%
		Netherlands	2.6%
		Others	15.6%
Profession (<i>N</i> = 936)		Incomes (<i>N</i> = 826)	
Self-employed	15.9%	Low: Less than 700€/month	7.5%
Employed in a company	32.6%	Medium-low: 700€–1000€/month	9.2%
Civil servant	16.9%	Medium: 1001€–1500€/month	19.5%
Student	9.4%	Medium-high: 1501€–2500€/month	29.2%
Housewife	7.6%	High: More than 2500€/month	34.6%
Retired	17.6%		

Measurement and Structural Models

Evaluation of the Reliability and Validity of the Measurement Model

Table 2 presents the results in relation to the reliability and validity of the measurement model. Mode B composites are represented by weights, with these indicating, as shown by Chin (1998a), the importance of the indicators in the formation of latent or composite variables. Some authors (e.g., Diamantopoulos and Winklhofer 2001) indicate the possible existence of multicollinearity among the formative indicators of a composite. Variance inflation factor (VIF) values higher than 5, for instance, point to the existence of multicollinearity (Diamantopoulos and Winklhofer 2001; Hair et al. 2014). This study has opted for the position of Roberts and Thatcher (2009), with the VIF values of all the indicators belonging to the Mode B composites being less than their limit of 3.3, meaning no multicollinearity problems were observed.

Table 2. Reliability and validity of the measurement model.

Item	Composite Reliability	A.V.E	Weights	V.I.F	Loads (λ)
Motivation – Composite Mode B-	Not applicable	Not applicable			Not applicable
Visit the patios			0.484	1.063	–
Taste Cordoba's gastronomy			0.436	1.205	–
Visit Cordoba's tangible culture (Mosque and/or Jewish Quarter)			0.245	1.424	–
Visit museums			–0.004	1.189	–
Entertainment			0.200	1.531	–
Relaxation			–0.050	1.562	–
Spend the day out			0.154	1.352	–
Know the city of Cordoba			0.139	1.454	–
Visit friends and relatives			0.215	1.183	–
Work			0.001	1.144	–
Perceived Value – Composite Mode A-	0.827	0.705	Not applicable	Not applicable	
(Q8.1.–Q8.16) Cordoba's perceived value ¹			–	–	0.860
(Q9.1.–Q9.10) Patios' perceived value ²			–	–	0.819
Satisfaction – Composite Mode A-	0.849	0.738	Not applicable	Not applicable	
Overall degree of satisfaction with the patios			–	–	0.890
Overall degree of satisfaction of Cordoba			–	–	0.826

To determine reliability, the indicators belonging to Mode A composites should have factor loading values higher than 0.707, a condition that is met in all cases. The reliability of the composites was measured through Cronbach's alpha or by means of the composite reliability (ρ_c) (Werts, Linn, and Jöreskog 1974), although composite reliability is used more often because it is not influenced by the items of the scale (Barclay, Higgins, and Thompson 1995). Nunnally (1978) establishes a value equal to or over 0.80 for the existence of composite reliability. This requirement is fulfilled for each of the Mode A composites present in the model. The convergent validity is achieved by obtaining an average variance extracted (AVE) value equal to or over 0.50 (Chin 1998b), which is fulfilled by the Mode A composites present in the model.

Finally, the discriminating validity (Table 3) is measured by the Fornell criterion, which dictates that the correlation between the composites must be lower than the square root of the AVE (Barclay, Higgins, and Thompson 1995). This requirement was also met in this study.

Table 3. Discriminant validity.

Fornell's criterion			
	Motivation	Satisfaction	Perceived value
Motivation	Not applicable		

Satisfaction	0.338	0.859	
Perceived value	0.421	0.603	0.840

Once the internal consistency of the composites and the reliability and validity of the measurement model were verified and corroborated, the structural model was evaluated, as well as the mediation of the perceived value.

Evaluation of the Structural Model

The robustness of the estimates was measured through the bootstrapping of 5,000 samples. Unlike covariance-based SEM, following a normal distribution is not required for the sample (Hair et al. 2017). Using nonparametric measurements, hypotheses testing was performed, which was based on confidence intervals (Barroso, Cepeda Carrión, and Roldán 2010) with a significance level of 0.05, and included the t -test. Table 4 shows the results.

Table 4. Summary of direct effects.

Coefficients	Original sample (O)	Confidence intervals (95% <i>Bootstrapping</i>)		Test t		Significant?
		2.5%	97.5%	t	p -limit	
H₁: c'	0.102**	0.052	0.189	2.893	0.004	Yes
a₁	0.421***	0.371	0.517	11.125	0.000	Yes
b₁	0.560***	0.489	0.610	17.911	0.000	Yes

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$. (based on $t_{(959)}$, two tails). $t(0.001; 959) = 3.31$; $t(0.01; 959) = 2.586$; $t(0.05; 959) = 1.965$.

The obtained confidence intervals show that the results achieved are significant, as the zero value does not appear, meaning that the effect of mediation is significantly different than zero (Cepeda Carrión, Nitzl, and Roldán Salgueiro 2018). Indirect effects are also significant, as shown in Table 5. These results are corroborated by the t -test, which shows the same results.

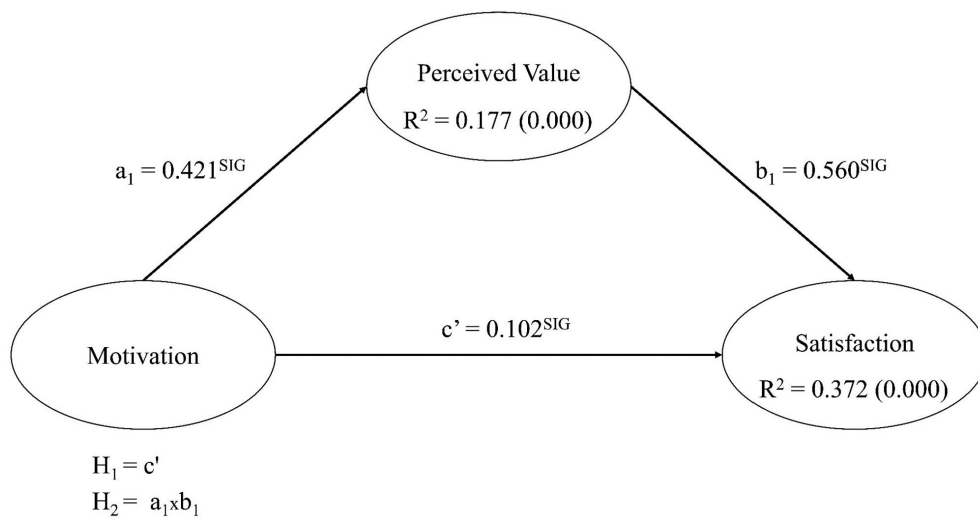
Table 5. Summary of mediated effects.

	Coefficients	Confidence intervals(95% <i>Bootstrapping</i>)		Test t		V.A.F
		2.5%	97.5%	t	p -limit	
Direct effects						
H₁: c'	0.102 ^{sig}	0.052	0.189	2.893	0.004	
a₁	0.421 ^{sig}	0.371	0.517	11.125	0.000	
b₁	0.560 ^{sig}	0.489	0.610	17.911	0.000	
Indirect effects						
H₂: a₁ x b₁	0.236 ^{sig}	0.199	0.290	9.926	0.000	69.8%

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$. (based on $t_{(959)}$, two tails). $t(0.001; 959) = 3.31$; $t(0.01; 959) = 2.586$; $t(0.05; 959) = 1.965$.

As both the direct and indirect effects are significant, there is partial mediation because the VAF (Variance Accounted For) index presents a value below 0.80. For complete mediation, the index must be over 0.80 (Cepeda Carrión, Nitzl, and Roldán Salgueiro 2018). Figure 2 shows the final structural model with the mediation.

Figure 2. Mediation structural model.



Discussion

This study has confirmed the importance of motivation in positively influencing tourist satisfaction. It also indicates that motivation influences tourists' perceived value. The perceived value is, therefore, able to positively influence tourists' satisfaction.

Through the reliability and validity analysis of the measurement model, each of the indicators or items that make up the Mode B composite were found to be free of multicollinearity, and all Mode A composites had a factor loading over 0.707, with the composite reliability and AVE situated above the minimum reference values (0.80 and 0.50, respectively). As for the discriminating validity, the obtained results were also optimal. The relevance or predictive power value of the model, measured through the R^2 coefficient, is low for the perceived value (R^2 coefficient = 0.177) and moderate for satisfaction (R^2 coefficient = 0.372), both with a p -value < 0.000.

These obtained results support the first hypothesis, which indicates that motivation exerts a positive influence on satisfaction; they also support previous studies that indicate a positive influence of motivation on perceived value (Prebensen et al. 2013; Prebensen, Woo, and Uysal 2014) and satisfaction (Chen and Chen 2010; Sun, Chi, and Xu 2013; Chiu, Lee, and Chen 2014; Kim, Ducan, and Chung 2015). According to the obtained results, the tourists' main motivations for making the trip were to visit the Fiesta de los Patios, taste the Cordovan gastronomy, and get to know the tangible heritage of Cordoba – all defined as pull motivations (Sato et al. 2017 [Q6]), encouraging the visitor to come to the fiesta.

The second hypothesis, which posits that the relationship between motivation and satisfaction is positively mediated by the perceived value, can be accepted, although this mediation is not complete, as to consider it as such, the relationship established in the first hypothesis must be insignificant. Thus, the mediating nature of the perceived value is partial (Cepeda Carrión, Nitzl, and Roldán Salgueiro 2018) and complementary (Baron and Kenny 1986). As previously mentioned, this is supported by the obtained VAF value (VAF = 0.698 or 69.8%) being below the complete mediation threshold of 0.80 or 80% (Cepeda Carrión, Nitzl, and Roldán Salgueiro 2018).

Conclusions

An intangible cultural heritage (ICH) contributes to the recognition and protection of a series of practices, expressions, and/or knowledge considered by the people, who owe their identity to the heritage, to be their own. The development of tourist activities and, more specifically, tourist practices related to cultural tourism is closely linked to this type of heritage. Since the tourist motivations combine ICH attractants with those of tangible heritage, ICH practices must seek synergies for sustainable growth.

The Fiesta de los Patios of Cordoba, Spain, was declared an ICH in 2012 by UNESCO. This fiesta is held every May in the city of Cordoba, a site that bundles history, architecture, and traditions. It takes place in a setting of tangible heritage: in dwellings organized around a common central patio where social and leisure activities are carried out, offering a mutual space for cultural interchange. These houses and patios allow tourists to discover the local community's past. At the same time, the tourist experience also provides the visitor with an understanding of a certain way of living in the present, as the current local population plays an important role in the development of the fiesta today. As such, this ICH represents the continuity and adaptation of this tradition, providing the tourist with a unique, experience of the cultural heritage nature of the fiesta.

The obtained results clearly show the positive influence that motivation has on perceived value and tourist satisfaction. At the same time, perceived value positively influences satisfaction. Similarly, it was observed that perceived value acts as a mediating variable between motivation and satisfaction, although this mediation is of a partial nature.

The principal application of this study is to understand the reasons why tourists participate in the Fiesta de los Patios. The aim of the study is to conceive tourism and cultural products that better satisfy tourist needs and, at the same time, are compatible with the sustainable management of an intangible heritage. This last aspect – safeguarding – is fundamental to the management of heritage tourist destinations.

Currently, it appears that the Fiesta de los Patios does not need an increase in the number of tourists but a better adaptation to certain tourist types. For example, there is a desire to attract tourists who are interested in heritage rather than those who visit Cordoba as part of a vacation package related to sun and beach tourism in Andalusia and may not stay overnight in the city. The organizers of the fiesta may also seek a lower number of visitors, respecting its tourist capacity and improving the interaction with the inhabitants of the houses around the patios and the perceived quality of the intangible heritage.

Similarly, the implementation of public–private strategies that encourage greater participation from the local community could improve the equitable and inclusive use of the heritage site and allow for the development of entrepreneurial strategies. Workshops and courses could be included in these strategies to encourage their interpretation in which the local community and tourists could participate. Additionally, inhabitants of the houses around the patios could provide co-operative entrepreneurship projects that give this important heritage an economic and cultural value. Accordingly, businesses dedicated to interpretation and guidance for tourists, recreation and symbology, cultural animation, and traditional cuisine could emerge. With these resources, tourists could have a deeper understanding of the heritage being visited, especially if this knowledge comes from the residents of the houses around the patios.

The principal limitation of this study is the lack of prior information related to tourists who participate in the Fiesta de los Patios. As a future line of research, a study of the tourists and residents is recommended to establish the valuations and motivations of both groups toward the Fiesta de los Patios. The conclusions of such a study should provide the various public administrations and private companies that work in the field of cultural tourism in Cordoba a greater knowledge of the types of visitors, their motivations, and, in particular, their perceptions to preserve and strengthen the Fiesta de los Patios.

Notes

1. Cordoba's perceived value: Q8.1: Price of the trip; Q8.2: The patios; Q8.3: Hospitality/Manners; Q8.4: Environment conservation; Q8.5: Tourist information points; Q8.6: Tourist signs; Q8.7: Accommodation; Q8.8: Restaurants; Q8.9: Bars and restaurants; Q8.10: Citizen security; Q8.11: Cleanliness; Q8.12: Internet connection; Q8.13: Taxis; Q8.14: Cultural activities and shows; Q8.15: Shopping areas; Q8.16: Public car park areas. ✗
2. Patios' perceived value: Q9.1: Conservation; Q9.2: Waiting time; Q9.3: Signs; Q9.4: Information received; Q9.5: Souvenirs; Q9.6: Atmosphere; Q9.7: Comfort; Q9.8: Patios' accesibility; Q9.9: Integration in the surroundings; Q9.10: Distance between patios. ✗

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