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Keywords: emotional perception; cultural tourism; motivations; satisfaction; World Heritage Site; Sucre (Bolivia).

1. Introduction

The cultural heritage of people determines their historic and merging identity, given that, for its present and future development, the cultural component of the past cannot be ignored, a component by which regions and people shave developed into differentiated societies. This was the reason that led the United Nations Educational, Scientific and Cultural Organization (UNESCO), in the last decades of the 20th century, to develop different agreements with governments and other public organisations for the purpose of safeguarding the cultural heritage of geographical scopes of special value and universality (UNESCO, 1972). Thus, an international emblem of World Heritage Sites (WHS) was created, by which UNESCO registers places that have been recognised as exceptional and worthy of necessary protection and safeguarding on a global level. This recognition for a specific site places it in the field of international tourist attractions, but at the same time it is a precursor of the necessary protection of the site that received this recognition and of the local culture that has developed historically (UNESCO, 1972).As such, the registration of a specific place as a WHS (as

opposed to a generic cultural site, where the control of its management is solely national or even regional) also indicates the assumption on behalf of the managers of renowned tourist destinations of the authority and involvement of this supranational organisation in the study, implementation and assessment of the key principles of sustainable heritage management: a long-term and holistic vision and the participation of the different parties involved in its use and preservation (Landorf, 2009).

In this case, the entry of a specific area as a WHS by UNESCO may become, as has been indicated, an important source of economic development deriving from the income that tourism contributes to its local community, given the important tourist lure that this recognition generates (Adie, 2017), providing it with a defining brand (Poria, Reichel, & Cohen, 2013), and leading to an international recommendation of first magnitude for the destination that has it (Ryan & Silvanto, 2011). This declaration thus places the destination amongst those with more probability of being chosen, mainly for foreign cultural tourism, which is attracted by the heritage declarations made by international organisms such as UNESCO (Lin, Lin,& Ryan, 2014). However, this economic impact may not and should not take priority over the safeguarding of the WHS.

The study of the tourist load of the WHS determines, at the same time, the need to analyse the type of tourist that visits them in order to identify these groups of homogeneous visitors that may more likely feel satisfied in the destination (Muñoz-Fernández, López-Guzmán, López-Molina, & Pérez-Gálvez, 2018). As such, it is important to determine tourists' motivations when choosing a destination, as well as the satisfaction that the site may provide them with (Nguyen & Cheung, 2014). Nguyen and Cheung (2014) participate in the open debate regarding the determination of who exactly is a heritage tourist, given that in a WHS a specific type of heritage tourist may

co-exist, which may be known as a World Heritage tourist (Adie & Hall, 2017), while for other visitors the choice of place is determined by other motivations (Saipradist & Staiff, 2008), such as, for example, its gastronomy. As such, we are currently in the midst of an interesting academic debate that has proposed different categories of heritage tourists.

Studies that analyse the tourist experiences in places recognised as WHSs and the activities carried out there by tourists (Nguyen & Cheung, 2014) have referred not only to the enjoyment of the places but also to the interaction of the visitor with the place, with the experience becoming an incomparable way to understand the cultural heritage of the destination and with the active learning of the tourists growing with it (Poria, Reichel,& Biran, 2006). In turn, this research aspect relates the tourist experience in the destination to specific socio-demographic characteristics of the visitor, the perceptions and the evaluations that the cultural tourist makes in terms of the WHS visited (Poria, Butler,& Airey, 2003). All of this provides information that is valuable for the public and private managers of these cultural heritages, given that it allows for the development of adequate policies for the proper promotion of a place, based on the most in-depth and wide-reaching understanding of the motivations expressed by the visitors.

The great importance of Sucre, Bolivia, in the field of heritage tourism is based on a pillar of historical and architectural heritage, which is represented by numerous churches and other buildings built for specific purposes that, along with the museums, are invaluable attractions for the local community as well as for visitors. As such, and through the development of heritage tourism, Sucre is being consolidated into a sustainable tourist destination characterised by the socio-economic development of the local community as well as by the preservation of its heritage. This way the inscription

of Sucre as a WHS city by UNESCO implies, as with other cities that have this recognition, the credit of being one of the best examples in its category of a historic city (unlike those cities without this award). These factors create an identity of international excellence and hence it is transformed into an important marketing tool in world tourism with a great power for tourist attraction (Poria, Airey and Butler, 2001; Poria, Butler and Airey, 2004). However, the economic impact all this might have on the city must never be more of a priority than the safekeeping of the WHS, which is a huge challenge for the sustainable management of heritage destinations (Chong and Balasingam, 2019).

This research intends to advance the existing scientific literature regarding the relationship between tourism and WHS in the Latin American region, where there is a noteworthy lack of studies of this type. There have been many studies of heritage tourism in European and Asian research, especially in developed countries where the concern for sustainable management is balanced by the economic use of this phenomenon, a matter that is more urgent in Developing Countries (Vargas-Hernández,2012).Specifically, it intends to contribute ideas that allow for a balanced and inclusive development of tourism in relation to this WHS, located in an area with agree at need and potential for development, without forgetting the primacy of its sustainable management. For this, it is necessary to identify the profile and the motivations of this tourist type in places registered as WHS (Adie and Hall, 2017).Due to this, it is intended to analyse the emotional perception and cultural interest of tourists who visit the Historic City of Sucre in Bolivia (declared a WHS by UNESCO in 1991) by completing a segmentation of these tourists following the models developed by the researchers McKercher (2002) and Poria et al. (2003).

2. Literature review

The fundamental objective of this research is to analyse, as a whole, the importance of cultural motives in the decision to visit a WHS destination and the depth of the experience had by the tourist with the purpose of analysing what is known in literature as heritage tourism (Nguyen and Cheung, 2014). This implies that visiting WHS places may not only be a recreational experience, similar to that which occurs in other destinations, but it may also be a way to comprehend and understand the heritage legacy that this place has for each one of the individuals (Poria *et al*., 2006). However, in specific destinations, there is no relationship between the heritage of the place and the cultural legacy of the tourist. This suggests that these people find themselves in the place as mere visitors (Saipradist and Staiff, 2008). As such, it is necessary for the public managers and the private businesses of the destination to ensure a correct interpretation of the transcultural context of these places (Saipradist and Staiff, 2008). Obviously, because of this, the public managers should reinforce these places in the understanding of the WHS on behalf of the visitor (Poria *et al*., 2013) and, to a greater extent, when it deals with international tourists who also have a different culture (Tucker and Carnegie, 2014).

The academic literature review has been completed in accordance with the results obtained. As such, it has been grouped into the following sections: first, emotional perception, cultural interest and segmentation tourist; second, motivation; and third, satisfaction.

2.1. Emotional perception, cultural interest and segmentation tourist

In the tourist sector, emotional perception leads the visitor to determine an individual value for the different aspects of the trip, such as quality, price, safety or social factors

(Chen and Chen, 2010). For tourism marketing, the value of the emotional perception is characterised as a fundamental and determining factor for tourist behaviour (Woo *et al*., 2013), with a strong impact on satisfaction and loyalty of this towards the destination. Prebensen, Woo, Chen and Uysal (2012), using a model of structural equations, specifies that motivation and emotional perception are linked and condition the perceived value of the tourist experience. In this line, Oliveira Santini, Ladeira and Sampaio (2018) analyse the moderating effect of the capacity for innovation of a destination and the relationship between emotional perception and the intention to return to visit it.

The emotional perception has been researched from a qualitative perspective. Therefore, among other research, we highlight the analysis of Chan and Baum (2007), where six dimensions related to the emotional experience are indicated. Chandralal and Valenzuela (2013) propose nine antecedents, of a cognitive type, related to the experience in the destination. For his part, Park (2010) counts on the necessary individual interpretation of the experience that each tourist has in the destination.

In terms of cultural interest in a specific destination, it supposes an important motivation for the movement of tourists to a place other than where they live. These have the intention of having and enjoying new experiences to satisfy their cultural needs (Richards, 2001; Borowiecki and Castiglione, 2014; Cetin and Bilgihan, 2016). In fact, the tourist phenomenon is usually based on the specific cultural interest of the visitor (Richards, 2018). Accordingly, many of the movements that have been performed in the history of tourism have had a certain motivational component to understand and discover places of special historical or artistic interest for the traveller. For this last one, we can add the desire to meet other people that, for the visitor, supposes different or "exotic" cultures (Chiu & Chow, 2010).

The segmentation of the tourists who visit a heritage destination addresses an important question for its adequate management and allows for the creation and promotion of differentiated tourist products that may satisfy the different needs of each tourist segment. With this basic idea, this research looks to study the relationship between the cultural and monumental heritage of the Historic City of Sucre, Bolivia, a destination declared a WHS by UNESCO, and the tourists who visit it, attracted by its historic value. This tourism category is known as heritage tourism, in which the tourist looks to have unique experiences derived from participation in recreating the past that the heritage itself offers (Nguyen & Cheung, 2014).

According to Poria et al. (2006), this type of traveller does not merely look for an enjoyable experience in the WHS visited but also hopes to expand his or her interaction through learning and understanding the heritage that the cultural destination represents. Due to this, the perception of a destination as part of the heritage experience of the tourist is associated with the visit patterns (Poria et al., 2003). Specifically, those tourists who relate the WHS visited to their own history and/or culture in some way tend to behave differently from other tourists who share the heritage field visited.

Consequently, there are different types of visitors in terms of segmentation of them in heritage destinations, both material and intangible. A complete list of the different studies carried out in this field is found in the research carried out by Chen and Huang (2018).

In line with the literature review, the hypotheses are the following:

H1: Some visitors have emotional experiences when they visit a WHS destination.

H2: Based on the emotional experiences and the cultural interest towards a destination recognised as WHS, different types of tourists can be identified.

2.2. Motivation

Current tourism passes through a series of motivations in terms of the choice of the destination to visit, with the cultural and heritage component of the chosen place being one of the most important for this movement (Correia, Kozak & Ferradeira, 2013). At the same time, tourists may analyse the destination from other fields, as there is already a great diversity of tourist offerings and different factors that feature them (Breakey, 2012). The scientific literature that studies the motivations why an individual, generally, requests a specific product or service concludes that it deals with a decisional factor subject to variations influenced by its environment and by the evolution of the behaviour that it develops in society itself. As such, we are in the midst of a construct, that of motivations, of a clearly dynamic nature which is influenced by and modelled on the consumer's experiences together with diverse variables such as age, socio-economic status, or educational and cultural level (Pearce, 1982).

This study intends, among other objectives, to study the motivations of tourists who choose to travel to a WHS such as the Historic City of Sucre. Currently, there is clear competition among different destinations with an important heritage component as a highlighted tourist attraction, especially for those visitors who come from countries that are different than the one where the heritage is found (Remoaldo, Vareiro, Ribeiro & Santos, 2014).

In the study of motivations, the scientific literature is usually based on three alternative frameworks (Yolal, Woo, Cetinel & Uysal, 2012): Iso-ahola's escaping seeking dichotomy (Iso-Ahola, 1982), the travel career ladder (Pearce & Lee, 2005), and the push-pull model (Crompton, 1979; Dann, 1977). Among these, the push-pull model is the one that is most studied (Maumbe & Arbogast, 2015) and used in the academic field for analysing tourist motivations (Antón, Camarero & Laguna-García,

2017). This research follows this model, defining two motivational blocks that also influence tourist conduct (Crompton, 1979), the push factors and the pull factors, which were included in the questionnaire that was used as the basis for this research. With this, the study attempts to discover the most frequent and relevant motivations for the completion of the journey. This is based on previous research (Correia et al., 2013; Devesa, Laguna, & Palacios, 2010; López-Guzmán, Torres-Naranjo, Pérez-Gálvez & Carvache-Franco, 2019; Moreno, Pérez-Gálvez, Ortuya,& López-Guzmán, 2016) but adapted to the nature of the WHS studied.

In line with the literature review, a third hypothesis is the following:

H3: Visiting a WHS is conditioned by push and pull factors.

2.3. Satisfaction

A tourist destination aims to achieve the satisfaction of the tourists who visit it through the different services and products that it offers, being a construct whose understanding is fundamental for the tourist agents who participate in its management (Jang & Feng, 2007; Prayag, Hosany, Muskat & del Chiappa, 2017). Satisfaction, in general, is regarded as the result of a comparison between the service expected by the customer and the overall assessment that this involves in terms of that actually received (Oliver, 1980). The previous definition focuses on the concept of the cognitive component of satisfaction, but it is necessary to add, especially in the tourist field, the perceived emotional component (Cronin, Brady & Hult, 2000). Thus, this emotional analysis is part of the premise that feelings are fundamental components of the experience, and these conform with the enjoyment and sensory pleasures (Decrop, 1999);these include the previous cultural motivation of the visitor (López-Guzmán et al., 2019), specifically, in the WHS.

The study of the satisfaction levels of tourists who visit a destination should be a constant in the analysis of its quality, with this level being a criterion of first magnitude for its assessment (Bigné, Font, & Andreu, 2000). Through the research regarding tourist satisfaction, we can discover to what extent the differentiating attributes of the destination may be evaluated, and, after that, we evaluate them. Jiang, Zhang, Zhang and Yan (2018) analyse this regarding the relationship that exists between the previous image of a place and the attitudes that tourists develop in their interaction with it. Another basic reason to study tourist satisfaction is the fact that it is one of the most highlighted backgrounds in relation to the loyalty of the visitor regarding the destination visited (Chi & Qu, 2008; Yoon & Uysal, 2005; Yuksel, Yuksel, & Bilim, 2009, among others). As such, it deals with a first-order construct for any tourist destination, involving a variable source of economic development for the community that hosts it (Çoban, 2012). In any case, dissatisfaction with rejection of fate (Yap, Ahmd & Zhu, 2018) should not be confused because, in any case, dissatisfaction with fate does not in itself generate its rejection but a reduction in the perceived value of the place and is therefore no longer considered the best of the possible choices.

In line with the literature review, a fourth hypothesis is the following:

H4: Tourist satisfaction is an essential requirement for a good market position for every WHS destination

3. Methodology

3.1. Questionnaire and procedure

This research used a methodology based on the carrying out of fieldwork where a structured questionnaire was given to a representative sample of tourists visiting the Historic City of Sucre (Bolivia) WHS. To obtain the necessary information, a closed

questionnaire design was chosen. Its validity was guaranteed given that its items were based on previous research (McKercher and du Cros, 2003; Poria et al., 2003; Correia et al., 2013; Remoaldo et al., 2014).

The initial combination of items was subject to a three-stage refinement process: first, it was reviewed by a local researcher who specialises in the tourist environment; second, various people responsible for tourism in the city checked its validity and adequacy; and third, a pre-test was given to 40 tourists who were found visiting this WHS. In this refinement phase of the questionnaire, several questions which were not easily understandable were identified by the recipients themselves, leading to their reformulation so that, once it was validated again, a questionnaire that was adequate for the stated aims of the specific fieldwork was attained.

The questionnaire was divided into three blocks. The first block aimed to collect the characteristics of the journey and the visit to Sucre, using the work of Remoaldo *et al*., 2014 for reference. The second block looked to research the motivations for visiting this specific WHS (adaptation of the study by Correia *et al*., 2013) the perceptions regarding the heritage visited (Poria *et al*., 2003), as well as the evaluation of the historic-monumental site and the level of satisfaction with the experience (adaptation of the study by Remoaldo *et al*., 2014). The third block was focused on knowing the socio-demographic details of the visitors. On the other hand, the questionnaire had open and closed questions and questions with a response on a 5-point Likert scale. The questions were formed in positive and negative senses to avoid acquiescence.

The survey was carried out in different emblematic places of Sucre, with the premise that the tourist who completed the questionnaire had spent an adequate amount of time in the monumental sites of the city, thus giving an opinion based on visiting the place (Correia et al., 2013, Remoaldo et al., 2014).

The fieldwork was carried out by a team of researchers with some kind of connection with the Universidad Mayor, Real y Pontifica de San Francisco Xavierin Chiquisava (Bolivia). The questionnaires were prepared and distributed in both Spanish and English, with the respondent having the freedom to choose the language. The rejection rate was very low and non-significant in terms of any variable. Each survey did not last for more than 10 minutes, in any case.

A total of 567 surveys were completed, of which 529 were valid. The fieldwork was carried out between November 2017 and March 2018. The questionnaires were completed on different days over the course of five months to try to collect the widest range possible of tourists and situations. A non-probabilistic sampling technique was used, one that is commonly used in this type of research where the tourists surveyed are available to be interviewed in a specific space and time (Finn, Elliott-White & Walton, 2000). The instrument was not stratified by any socio-demographic variable because there are no previous studies to support this stratification.

3.2. Sampling and sampling error

The specific respondents were national and foreign tourists who visited the WHS of the Historic City of Sucre, regardless of whether they stayed overnight in the city or not, or whether they were visiting other places of the department of Chuquisaca or not. For the best adjusted representation of the tourists who travel to the city, the number of tourists who stayed in hospitality establishments in the city during 2017 was used. According to the *Instituto Nacional de Estadísticas de Bolivia* (National Institute of Statistics of Bolivia), a total of 143,294 tourists stayed in hospitality establishments in the city in 2017. Thus, and with an approximate nature, if this research had used random sampling, the sampling error for a confidence level of 95% would be ± 4.25%.

3.3. Data analysis

The statistical handling of the fieldwork data, as well as its previous tabulation, was developed using SPSS v. 23. Statistics which look to determine the reliability of the questionnaire replies were applied (Cronbach's alpha, 1951). This coefficient reaches positive values consisting of between 0 and 1, where zero indicates a complete absence of internal consistency and one indicates the complete redundancy among the items. Vallejo, Sanz and Blanco (2003) consider a minimum score a value of 0.5 if it is basic research, as in our case, and over 0.85 if it is diagnostic research. Thus, and with the aim of studying the similarity among the people surveyed, multi-variant techniques for case grouping (K-means clustering) were applied.

The academics have relied on various approaches for the segmentation. One of the most common techniques in the research of tourism is factor-cluster analysis (Park and Yoon, 2009; Prayag, 2010). However, this approach has been criticised due to various deficiencies, loss of original information, abstract interpretation and erroneous suppositions (Dolnicar, 2008; Dolnicar et al., 2012; Prayag y Hosany, 2014). This study uses the segmentation approach recommended by Dolnicar (2008),that implies the direct grouping of the original scores. The use of the original scores provides a more precise or detailed segmentation because of its capacity to retain a higher degree of original data (Sheppard, 1996; Dolnicar, 2002; Prayag and Hosany, 2014). Similarly, the academics recommend the use of a method of hierarchical grouping followed by a non-hierarchical method (Hair *et al*., 2010). Therefore, two hierarchical algorithms, the complete link and the Ward method, were initially applied using squared Euclidean distances to identify possible groupings in the data. Both techniques prevail in the tourism literature regarding market segmentation (Dolnicar, 2002). Its application shall allow for the identification of groups of tourists with similar interests, considering the

highest or lowest cultural motivation and experience had, in relation to the destination they visit. Four items were used for this, based on the model of Poria *et al*. (2003), and two questions regarding the cultural motivation of the visitor were based on the model of McKercher and du Cros (2003). The aim is to identify groups of tourists that are very similar in terms of the emotional perceptions derived from visiting a monumental heritage and their cultural motivations or interests for visiting the destination.

On the other hand, and for the validation of the case grouping obtained in the cluster analysis, the discriminant analysis technique was used. From the groups or segments achieved, the statistics and means of association that provide the necessary information to study the possible existing associations among the variables were applied, using a table of bi-dimensional contingencies. In the same way, non-parametric statistical procedures were applied (Kruskal-Wallis, 1952 and Mann-Whitney, 1947) with the aim of analysing the significant differences among the different sample groups.The Kruskal-Wallis' H statistic shows that the means of the used items were not the same among the groups. However, this test does not show the segments where there are possible differences or similarities. The Mann-Whitney U statistic was used for this.

4. Results

4.1. Segmentation

With the aim of studying the characteristics of the tourists and grouping them into homogeneous segments, they were asked to evaluate their perceived emotions in their visit to the historic and monumental heritage of the city (Table 1). The Cronbach's alpha coefficient for the final scale reached a value of 0.793, indicative of an internal meritorious consistency among the elements of the scale. The critical level (p) associated with Friedman's χ^2 statistic (262.723) was less than 0.001. Thus, there was no equality means among the elements used in the analysis.

For the completion of the segmentation of the study population and to discover its characteristics, an analysis of hierarchical clusters was completed. An exam of the resulting grouping and dendrograms, suggested four cluster solutions – fgure-1 -. A more detailed examination of the group assignment and the size of the group, and the later analysis using an algorithm of non-hierarchical K-means grouping, confirmed that the solution of four clusters was the most appropriate.

INSERT FIGURE 1

Subsequently, to verify the suitability, the Kruskal-Wallis H test was carried out, given that, with this test, it is not necessary to establish the assumptions of the normality and equality of the variances of the variables. This test indicated that the solution in four clusters provided the best values for the Kruskal-Wallis statistic.

Table 1 shows the resulting segments and their characterisation, through the means of the four items that measure the emotional perception of the visitor and of the two items that assess their cultural motivation for the visited place. This resulted in four segments: alternative, cultural, emotional, and heritage tourists.

The first segment (alternative tourists) comprised 15.9% of the visitors who participated in the study. This segment contains low registers in each of the items. The segment represents tourists whose cultural identity is not related to the heritage of the city that they visit. The second segment (cultural tourists) comprised 24.2% of tourists, characterised by a high cultural interest in the visited place and for having a medium-high perception of the historic heritage. The third segment (emotional tourists) comprised 26.5% of the tourists surveyed, with intermediate scores in the questions related to the perception of the historic heritage and medium-low scores in the items related to the cultural interest of the visited place. The last segment (heritage tourists) comprised 33.4% of the tourists surveyed. This segment is characterised by an elevated

emotional relation with the heritage of the visited place and the cultural interest in the tourist destination.

INSERT TABLE 1

The results of the analysis have been validated by means of a discriminating analysis in order to know the percentage of subjects that are correctly assigned. Table 2 shows a contingency square among the individuals belonging to each cluster and those that are correctly classified according to this analysis. Even though, from all the individuals (140) of the emotional clusters, there are eleven that the analysis places among the rest of the clusters, the relevant part is that the classification into four groups is valid as 94.9% of the individuals are correctly classified.

INSERT TABLE 2

4.2. Motivations

Once the necessary pre-test was completed, 13 items were chosen and measured on a 5-point Likert scale (with 1 being of little importance and 5 being very important), with the aim of determining the importance of specific factors related to the decision to visit the place. These items are shown in Table 3. The Cronbach's alpha coefficient of the final scale reached a value of 0.725, which indicates an internal meritorious consistency among the elements of the scale. The critical level (p) associated with Friedman's χ^2 statistic (1,093.792) was less than 0.001. This allows for the affirmation that the averages of the elements were different from each other.

The different reasons for travelling to the city were grouped into four motivational dimensions: hedonic, cultural, convenience, and circumstantial. The Cronbach's alpha coefficient of the four dimensions shows the reliability of the sub-scales. The results show that the main reasons for visiting the city can be grouped in the

hedonic category. Additionally, among the main motives for visiting Sucre, we may highlight the following: "to know new places", "to break away from the daily routine", "to taste Sucre's gastronomy", and "because it is a tourist destination that suits my budget". The circumstantial dimension is the one which shows a lower importance. In terms of the reasons of least importance for visiting Sucre, the following are highlighted: "Sucre is close to my place of residence", "to learn the language", "work or business trip (meeting, congress, etc.)", and "to visit friends and relatives".

INSERT TABLE 3

The study by segments allows for the verification of the existence of significant differences in the motivational dimensions (Table 4). The heritage group presented the highest values in three of the four dimensions. In this case, it was significantly higher than the other segments in the cultural and convenience dimensions. It deals with visitors who travel searching for new experiences and having better knowledge in terms of the culture of the visited place. On the opposite side was the alternative segment, registering lower scores in the motivational dimensions.

INSERT TABLE 4

4.3. Satisfaction of the visit

The average satisfaction shown by visitors to Sucre was high (3.94 points on a 5-point Likert scale), with more than 20% of the tourists declaring themselves to be fully satisfied. Within this group, mainly, the cultural and heritage tourist segments were found (26.6% and 24.9%, respectively, indicating 5 points). On the other hand, there were very few unsatisfied tourists; only 4.6% of the respondents provided a score less than or equal to 2.

In the following, we focus on analysing the possible relationship of satisfaction with the motivations for visiting the destination. The aim is to identify the motivations which cause satisfaction for the visitor to Sucre. The results, shown in Table 5, indicate that the reasons for visiting Sucre are, mainly, motivations of a cultural and hedonic type and significantly discriminate in terms of the satisfaction perceived by the tourist.

INSERT TABLE 5

As can be seen in Table 5, the Spearman correlations reflect a significant and positive relationship among the cultural and hedonic motivations and the perceived satisfaction of the visitor to Sucre, despite the correlation indexes not being overly high.

INSERT TABLE 6

5. Discussion

This research presents a new segmentation of tourists that visit the city of Sucre, on the basis of their emotional perception as well as their interest in culture. Previous research has been focused on one of these factors to segment visitors. McKercher's study (2002) focuses on the cultural interest of the tourist and the research of Poria et al. (2003) in the emotional perception of the tourist in relation to the place visited. The novelty of this study is based on the joint consideration of these two factors – cultural and emotional –. In this way, a new type of tourist segmentation is presented, bearing these elements in mind. And, on this basis, segmentation into four groups is established: alternative, cultural, emotional, and heritage tourists.

The division of tourists into homogeneous groups for their later individualised analysis has been studied by various authors (Chen & Huang, 2018; McKercher, 2002; Poria et al., 2003; Silberberg, 1995). In this different research, as well as in this study, it is established that tourists display different attitudes towards the heritage, as an interest

variable in the choice of the place visited. Additionally, the majority of the research highlights the existence of a tourist segment that is extremely interested in the heritage of the destination, as well as another segment with a lower interest. For tourists who are extremely interested in the heritage, previous research has given them different names: greatly cultural tourists (Silberberg, 1995), absorptive (Ramires, Brandao, & Sousa, 2018), or those tourists who visit a place because it is part of their heritage (Poria et al., 2006). The results allow for the acceptance of the first two hypotheses (Table 1): Some visitors have emotional experiences when they visit a WHS destination (H1); and based on the emotional experiences and the cultural interest ina destination recognised as WHS, different types of tourists can be identified (H2). This research reinforces the results obtained in previous studies (Silberber, 1995; Cheung, 1999; Mckercher and Du Cros, 2003; Poria *et al.*, 2003; Poria *et al.*, 2006).

The results of this study indicate that the motives for visiting a WHS are heterogeneous on the tourists' part. These motivations have been grouped into four dimensions: hedonic, cultural, convenience, and circumstantial. Previous studies analysed the motivations in terms of the perception of these places through different dimensions (Almeida-Santana & Moreno-Gil, 2018; Nguyen & Cheung, 2014; Romao, Neuts, Nijkamp, & Van Leeuwen, 2015; Vareiro, Freitas, Remoaldo,& Cadima, 2016). Vareiro et al. (2016) brought these motivations together in four components (historical references and accessibility, shopping and entertainment, convenience, and efficiency). Nguyen and Cheung (2014) differentiated between tourist motivations and heritage motivations. Romao et al. (2015) placed the motivations in three groups: culture, business, and entertainment. Almeida-Santana and Moreno-Gil (2018) placed the different motivations in the following groups: rest and relaxation, knowledge and

culture, prestige and social exhibitionism, sports, entertainment, and meeting new people.

The results (Tables 3 and 4) show that visiting a WHS is conditioned by push and pull factors (H3). These results are similar to those obtained in other similar research (Correia *et al.*, 2013; Moreno *et al.*, 2016; López-Guzmán *et al.*, 2019)

With regards to tourist satisfaction, this study corroborates the affirmations made in previous research (Cronin et al., 2000, Romao et al., 2015; Yuksel et al., 2009).The results establish that tourist satisfaction is an essential requirement for a good market position for every WHS destination (López-Guzmán *et al.*, 2019) (H4). The research indicates that satisfaction is higher in those tourists with a greater cultural motivation for the heritage of the destination visited (Table 6). This result reinforces the need to focus on the historic heritage of Sucre.

6. Conclusions

Designation as a WHS produces a considerable increase in an area's tourist attraction, mainly for those tourists who are especially interested in the place's heritage. This implies an obligation for the authorities to increase the tourist management of the place. The cultural tourism potential of the Historic City of Sucre (registered as a WHS by UNESCO in 1991) requires that the scientific community undertake research with the aim of obtaining the necessary information for improving its offerings and promotion. Such studies should be focused on analysing the characteristics of the visitors, not only in their socio-demographic variables but also in understanding their perception of the historic-monumental heritage visited, and their motivations, interests, and satisfaction.

This research contributes to the scientific knowledge in this subject, deepening the links between the visitor and the heritage site being visited. It is a pioneering study

regarding this topic in Latin America, and specifically in Bolivia, a country characterised by an important cultural richness. Through this line, the research indicates that, for a considerable number of tourists, visiting Sucre is related to their own history and/or culture, leading to different behaviour with respect to other tourists.

By paying attention to the perceived emotions on experiencing the historic and monumental heritage of a place, following the model of Poria et al. (2003), as well as the cultural motivation, indicated in the model of McKercher (2002), we discerned the existence of four types of tourists that may be used to segment tourism in Sucre: alternative, cultural, emotional, and heritage tourists. Among these segments, heritage tourists stand out due to their heightened connection with the visited heritage and their high cultural interest in the destination.

This research also focuses on the study of the main motivations of the tourists for visiting this WHS. These motivations are grouped into four dimensions: hedonic, cultural, convenience, and circumstantial, that include push and pull motives.

One of the most highlighted conclusions of this research is the existence of a relationship among these motivations and the tourist's degree of satisfaction. The results indicate that the cultural dimension contributes in a major way to tourist satisfaction.

With reference to the practical application of this study, we can highlight the contribution to better knowledge of these types of tourists who visit Sucre and their main characteristics, as well as the evaluation that they make of the destination, with the aim of allowing for a better adaptation of the tourist attributes to their needs.

Specifically, this study allows for the tourist sector of the city of Sucre (tourist authorities and private businesses) to check that the motivations of a cultural type do not constitute the main reasons for a visit to Sucre. However, tourists with a high interest in culture (referred to in this research as emotional and heritage tourist involve more than

50% of the total visitors). In addition, the satisfaction level of this tourist type is very high. As such, it is recommended that the cultural nature of the city of Sucre is increased through the completion of a tourist plan and by means of an increase in promotional efforts. In any case, such promotion should also deal with those motivational aspects that less contribute to the tourist attraction of the city of Sucre. This research has identified as areas of improvement the need to invest in the brand positioning of this destination in events related to congresses, professional meetings or language tourism (thinking especially of an issuing market with great potential such as the North American). This would diversify the tourist offer of the city, being able to combine different motivational aspects of visit, thus moving away from the usual seasonality associated with having a single focus of tourist attraction.

Furthermore, another practical application for the management of heritage tourism could be encouraging the cooperation and meeting of all the planners and managers and the local community, not only to educate but also to enhance entrepreneurship. This way, it would be interesting to develop a specific syllabus related to cultural heritage education that allows the citizens of Sucre and future generations to develop their knowledge and comprehension of the heritage of their city in order to enhance its abstract value, share entrepreneurial and freelance experiences and the know-how of preserving it and making it a sustainable resource for the wealth of the city and its inhabitants. This would enable the harmonisation of the economic development of this WHS and its appropriate sustainability and safeguarding.

As to study limitations, we can point to the time period of its completion. Because of this, it would be convenient to extend the study of tourist activity developed throughout the months of the year. Additionally, another limitation that was found was that the research is focused, solely, on the analysis of the demand. As such, for future

lines of research, it would be convenient to extend the study to the analysis of other stakeholder groups such as the local community or tourist businesses.

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Table 1: Characterisation from Perception of Historical Heritage and Cultural Interest

	Tourist Clusters				H-Kruskal Wallis	
	1	2	3	4	χ²	Sig.
Perception Historical Heritage (Average)						
My visit to the historical heritage of the city moved me	**2.13**(*)	3.85	**3.13**(*)	3.88	192.743	< 0.000
During my visit I felt as part of the heritage	**1.44**(*)	**2.34**(*)	**3.09**(*)	**3.94**(*)	324.826	< 0.000
My visit to the historical heritage of the city made me feel good	**2.65**(*)	**4.00**(*)	**3.54**(*)	**4.27**(*)	145.601	< 0.000
My visit to the historical heritage of the city has contributed to my education	**1.85**(*)	3.99	**2.94**(*)	3.80	239.332	< 0.000
Cultural Interest (Average)						
To know the city's wealth of monuments and history	**2.38**(*)	**4.09**(*)	**2.66**(*)	**4.28**(*)	267.590	< 0.000
To get a deeper knowledge of the city's heritage	**1.95**(*)	**3.44**(*)	**2.44**(*)	**4.05**(*)	253.657	< 0.000
(*) The values in black type present significant differences in three of four of the means clusters. To test for the significant differences between the different means, the Mann-Whitney U test was applied.						

Source: Own elaboration

Figure 1: Dendogram Ward link
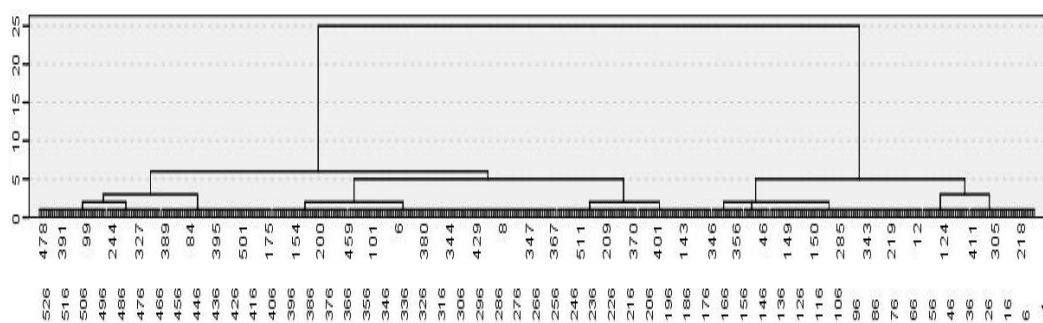
Source: Own elaboration

Table 2: Discriminant analysis synthesis

	Predicted Membership Clusters				Total
	Alternative	**Cultural**	**Emotional**	**Heritage**	
	Count				
Alternative	82	1	2	0	85
Cultural	1	121	1	4	127
Emotional	7	0	129	4	140
Heritage	0	4	3	170	177
	Percentage				
Alternative	96.4%	1.2%	2.4%	0.0%	100%
Cultural	0.8%	95.3%	0.8%	3.1%	100%
Emotional	5.0%	1.0%	92.1%	2.9%	100%
Heritage	0.0%	2.3%	1.7%	96.0%	100%

Source: Own elaboration

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Table 3: Motivational Dimensions to Visit Sucre

Motivational Dimensions			Mean	Ranking
Hedonic	Cronbach's alpha (0.485) Mean (3.74)	To know new places	4.08	1
		To break away from daily routine	3.58	2
		To taste Sucre's gastronomy	3.54	3
Cultural	Cronbach's alpha (0.670) Mean (3.23)	To know the city's wealth of monuments and history	3.50	5
		To get a deeper knowledge of the city's heritage	3.14	8
		The city's tourist attraction and reputation	3.48	6
		To attend cultural events: exhibitions, festivals, concerts, etc.	2.80	9
Convenience	Cronbach's alpha (0.495) Mean (3.05)	Because it is a tourist destination that suits my budget	3.51	4
		To increase my tourist itinerary	3.19	7
		Sucre is close to my place of residence	2.46	12
Circumstantial	Cronbach's alpha (0.433) Mean (2.52)	To visit friends and relatives	2.69	10
		To learn the language	2.64	11
		Work or business trip (meeting, congress, etc.)	2.23	13

Source: Own elaboration

Table 4: Motivation Analysis of Tourist Clusters

Motivational Dimensions	Tourist Clusters				Kruskal Wallis	
	Alternative (Average)	Cultural (Average)	Emotional (Average)	Heritage (Average)	χ2	Sig.
Hedonic	**3.16**(*)	3.94	**3.55**(*)	4.00	64.274	<.000
Cultural	**2.34**(*)	**3.51**(*)	**2.72**(*)	**3.84**(*)	259.025	<.000
Convenience	**2.52**(*)	2.98	2.91	**3.46**(*)	60.707	<.000
Circumstantial	2.30	2.30	2.60	2.70	14.579	<.002

(*) The values in black type present significant differences in three of four of the means clusters. To test for the significant differences between the different means the Mann-Whitney U test was applied.

Source: Own elaboration

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Table 5: Motivational Dimensions and Satisfaction of the Visit

Motivational Dimensions	Kruskal Wallis		Correlation Spearman
	χ2	Sig.	
Hedonic	32.629	<.000	0,164(**)
Cultural	31.607	<.000	0,195(**)
Convenience	12.727	<.013	0,040
Circumstantial	20.278	<.000	-0,184(**)
(**)The correlation is significant at the 0.01 level (bilateral).			
(*) The correlation is significant at the 0.05 level (bilateral).			

Source: Own elaboration

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Table 6: Satisfaction Analysis of Tourist Clusters

Satisfaction	Tourist Clusters				Kruskal Wallis	
	Visitor (Average)	Cultural (Average)	Emotional (Average)	Heritage (Average)	χ2	Sig.
	3.61	4.05	3.79	4.14	31.327	<.000

Source: Own elaboration