



This is the peer reviewed version of the following article which has been published in final form article and may be used for non-commercial purposes in accordance with Emerald terms and conditions.

## QUERY FORM

**JOURNAL:** Journal of Cultural Heritage Management and Sustainable Development  
**VOL/ISSUE NO:** 00/00  
**ARTICLE NO:** 614191  
**ARTICLE TITLE:** Studying World Heritage visitors: the case of Cuenca, Ecuador  
**AUTHORS:** Tomas Lopez-Guzman, Jesús Claudio Pérez Gálvez, Guzmán Antonio Muñoz Fernández and Leonardo Torres León

**Note to Editors:** The queries listed in the table below are for the Author. Please ignore these queries.

**Note to Authors:** During the production of your article we came across the following queries listed in the table below. Please review the queries and insert your reply or correction at the corresponding line in the PDF proof of the article which follows this query page.

No.	Queries
Q1	Please check the change in spelling from Pereira Roders and van Roers (2012) to Pereira Roders and van Oers (2012) as per the reference list in the sentence “As such, it is necessary...from different activities”. Else provide complete publication details for Pereira Roders and van Roers (2012).
Q2	References Bright and Carter (2016) is cited in the text but not included in the reference list. Please provide complete publication details to include in the reference list; else confirm the deletion of the text citation.
Q3	Please provide the volume number, issue number and page range in references: Adie <i>et al.</i> (2017); Chen and Huang (2018); Ramirez <i>et al.</i> (2017).
Q4	Please provide the issue number in references: Lee <i>et al.</i> (2004); Oliver (1980); Poria <i>et al.</i> (2003, 2013) .
Q5	Please provide the significance of “***” in Table III.
Q6	Please provide the initials of author “Segura-García del Río” in reference: Cervelló-Royo <i>et al.</i> (2012).

# Studying World Heritage visitors: the case of Cuenca, Ecuador

Tomas Lopez-Guzman and Jesús Claudio Pérez Gálvez  
*Applied Economics, University of Cordoba, Cordoba, Spain*

Guzmán Antonio Muñoz Fernández  
*Business Administration, University of Cordoba, Cordoba, Spain, and*

Leonardo Torres León  
*University of Cuenca, Cuenca, Ecuador*

Received 1 March 2018  
Revised 12 May 2018  
Accepted 26 June 2018

## Abstract

**Purpose** – The purpose of this paper is to explore the existing relations between three fundamental constructs (motivation and satisfaction) and the type of travellers in a World Heritage Site (WHS) tourist destination, the city of Cuenca (Ecuador).

**Design/methodology/approach** – The methodology used consisted of a fieldwork to determine the motivations and satisfaction of the visitor in the city of Cuenca, and then their segmentation.

**Findings** – The relationship between the study of motivation and satisfaction is a fundamental element in the development of WHSs. Similarly, it presents four different types of tourists obtained from their motivational variables. The results show the existence of three motivational dimensions for visiting Cuenca: cultural, circumstantial and convenience. Similarly, and using the motivation scenarios, four types of visitor have been identified: a cultural tourist, a cultural convenience tourist, a cultural circumstantial tourist and an alternative tourist.

**Practical implications** – The principal practical application of this research is to contribute to understanding the motivations of the visitors in relation to the city of Cuenca as a WHS for the purpose of designing tourist and cultural products that better satisfy the needs of the tourists and that, at the same time, are compatible with the sustainable management of the destination.

**Originality/value** – This paper seeks to contribute to promoting the relationship between tourism, sustainability and heritage in Latin America.

**Keywords** Cultural tourism, Cultural heritage, World Heritage, Historic cities, Site management

**Paper type** Research paper

## Introduction

Cultural tourism is acquiring a great importance that is reflected in the economic flows of the destination cities and in other less quantifiable aspects that affect their image, their prestige or even the creation of new cultural and social events derived from these new tourism flows. But these flows, which traditionally are confined to large monumental cities, have extended to many others, especially those with recognition as a World Heritage Site (WHS), not only with historic heritage, but also with other intangible heritage.

This recognition has allowed many of these cities to make efforts to promote cultural tourism, although it is true that, in some cases, without prior planning, producing phenomena such as inadequate management or the attempt to reproduce successful formulas of other places that cannot be applied to the destination, or the lack of adequate services for the needs of today's tourists. The success of any initiative of a cultural tourism destination is its public, and their satisfaction will be conditioned, besides on purely aesthetic aspects such as its heritage, on others, such as the degree of interest awakened, its capacity of communication, of covering expectations, etc. Accordingly, correct planning, and in this case, regeneration, is important for the historic centres of WHSs (Cervelló-Royo *et al.*, 2012).

But for a city or a territory to design a cultural tourism product, it must meet the expectations that visitors have of knowledge of the heritage and of the culture, since it is the principal motivation for deciding on a certain destination (Correia *et al.*, 2013) and of quality



in general, since they are usually demanding, and it is necessary to take into account their interests and needs. For this reason, the question is posed of whether we know the visitors who travel to these cities.

The United Nations Education, Science and Cultural Organisation (UNESCO) publishes a list of WHS in recognition of the outstanding universal value of a specific place which must be preserved for future generations. So, according to Saipradist and Staiff (2007), the recognition of a specific geographic area or zone as World Heritage guarantees the identification, conservation, presentation and passing on to future generations of places or monuments that have a universal value from the perspective of history or art. As such, it is necessary to properly manage the place so as to avoid any impact on the heritage derived from different activities (Pereira Roders and van Oers, 2012), above all the tourism-related ones. While the objective of the UNESCO list is to preserve and conserve these places, in many cases, it also leads to a significant increase in visitors, above all international ones, creating a strong relationship between the list published by UNESCO and tourism (Breakey, 2012). It could be argued as contradictory that while UNESCO's objective in designating a place as a WHS is to encourage its protection, some geographic areas are placing greater priority on tourist development (Su and Wall, 2011; Adie *et al.*, 2017). This is especially true in those locations that have been included more recently and are relatively unknown for tourists. Initially, there is the encouragement of national tourism and afterwards they reinforce this trend with global tourist flows (Su and Wall, 2011). On occasions, the designation as a WHS is perceived as a brand (Timothy, 2011), or label (Yang *et al.*, 2010), since such recognition has a strong appeal for tourists and in a number of instances signifies a recommendation to visit the destination (Porja *et al.*, 2013). Thus, it is necessary to organise the proper management of these cities, unifying the necessary preservation and the correct relationship between the local community and the tourists (Pereira Roders and van Oers, 2011). Tourists now travel looking for authentic experiences and exceptional locations (Timothy and Boyd, 2006), and UNESCO recognition reinforces this relationship.

The awareness of a location's heritage and culture is one of the principal motivations for tourists when deciding on a destination (Correia *et al.*, 2013). Di Giovine (2009) defines these destinations as Heritage-Scape, owing to the importance of heritage and culture in attracting tourism. Therefore, recognition as a WHS signifies both the protection of that area for future generations and tourism development within it (Landorf, 2009). As a consequence, it is necessary to know the capacity for tourism of the location, the socio-demographic profile of the visitors and their motivations. In fact, being able to segment the different types of tourists and know their motivations are key elements for the correct development of the tourism policies in the different destinations.

Ecuador is becoming an important tourist destination, with its combination of rich heritage (with two World Heritage cities: Quito and Cuenca), its cuisine, its natural parks (with the Galapagos being the most well-known) and its important cities in the world of business (as is the case with Guayaquil). The number of foreign tourists who came to Ecuador in 2017 was 1,617,914, a figure which represents a 50 per cent increase on the last five years (Ministry of Tourism of Ecuador, 2018). Tourist activity is, currently, one of the biggest driving factors behind the country's economy, contributing US\$1.4bn in 2016 (Ministry of Tourism of Ecuador, 2018), only bettered in the balance of payments by the export of bananas and prawns, though this does not take into account products derived from oil. The importance of this economic sector is reinforcing academic research in this field, highlighting, among others, the contributions of Everingham (2015), Gascón (2016) or Rivera (2017). At the moment, Ecuador is a politically stable country, with a controlled economy and good indexes of citizen safety, which, as mentioned previously, is encouraging the influx of foreign tourists to the country. As such, the country risk is currently within a



---

range of between 400 and 700 points. In fact, these data are a basic consideration for the relationship between tourist activity and economic growth (Cervelló-Royo *et al.*, 2016).

The principal objective of this paper is to analyse the different motivations that the tourists have for visiting the city of Cuenca, Ecuador, a WHS with very important cultural values (Rey-Pérez and Siguencia Ávila, 2017). It will then use these motivations as a basis to segment the tourists into four different clusters. The initial hypothesis of this research is that visitors have different motivations to visit the city and, therefore, these will affect satisfaction with their tourist experience.

---

## **Theoretical background**

### *Tourism and heritage*

The relationship between tourism and heritage is one of the main topics addressed over recent years in the academic literature relating to tourism, and this is where the concept of heritage tourism has been introduced. The interest shown by tourists in learning about the heritage of certain places has led to one of the most significant and fastest growing areas of tourist flows (Poria *et al.*, 2003). However, there is a wide range of geographic zones and different variables that affect the development of each of these places (Breakey, 2012; Ribaudó and Figini, 2017). The concept of heritage tourism refers to activities relating to visiting these sites and having first-hand experiences in these areas (Nguyen and Cheung, 2014).

The identification and understanding of the types of heritage tourist, their motivation, behaviour, perceptions and experiences is fundamental in order to better manage destinations and define the corresponding strategies. As such, Vong and Ung (2012) cite four factors related to heritage tourism: first, history and culture; second, the facilities and services at the cultural sites; third, the interpretation of the heritage; and fourth, the heritage attractions. Destinations exist where tourists find that the heritage is not part of their own history or culture and they feel that they are just visitors (Saipradist and Staiff, 2007). This implies that it is necessary for the private companies and public managers working in the sector to consider the transcultural context of a visit to these sites (Saipradist and Staiff, 2007). As a result, knowledge of the tourist's socio-demographic profile and their behaviour is fundamental for the correct management of tourism in these destinations (Nguyen and Cheung, 2014), given that tourism can affect both the historical heritage and the local culture (Abumoud *et al.*, 2014). In addition to strengthening the brand of the destination, the increase in the number of tourists at the WHS also implies the need to understand the type of tourists visiting the destination. However, there is still little scientific information about the characteristics of both the cultural/heritage tourist and the heritage tourist (Nguyen and Cheung, 2014). In fact, scientific information in this field is practically non-existent for the majority of Latin American countries. This paper seeks to contribute to promoting this field, in the study of WHS tourism in Latin America.

### *Socio-demographic profile*

The analysis of the socio-demographic profile of tourists who visit a WHS is a recurring theme in scientific literature. This derives from the need of the administrators of these cities to better know the profile of their visitors. In this regard, aspects such as gender, age, education and income level are considered basic information for correctly managing these places.

In terms of gender, the scientific literature does not specify precisely if WHS are more attractive for women or for men. In this case, there are studies which show that they are preferred by women (King and Prideaux, 2010; Vong and Ung, 2012; Nguyen and Cheung, 2014; Remoaldo *et al.*, 2014; Ramires *et al.*, 2017), while other studies show that they are

preferred by men (Correia *et al.*, 2013; Antón *et al.*, 2017; Chen and Huang, 2018; Adie *et al.*, 2017). However, in the majority of the research, the differences between genders are of little significance.

In relation to the age of tourists that visit a place characterised by heritage elements, the majority of case studies analysed by scientific literature show that they are generally young tourists. Chen and Huang (2018) indicate that this age group is between 21 and 35 years. However, Antón *et al.* (2017) and Remoaldo *et al.* (2014) raise this age. Thus, Antón *et al.* (2017) believe that the most important age group is that between 30 and 44 years of age, while Remoaldo *et al.* (2014) sets it as between 26 and 45 years of age. In turn, Huh *et al.* (2006) place it between the ages of 38 and 47. Nevertheless, there is other previous research that indicates that the age of the tourists is even higher. Correia *et al.* (2013) indicate that the group of tourists most interested in the cultural-historic heritage of Lisbon is older than 45 years of age. Similarly, Ramires *et al.* (2017), in their research of another WHS city in Portugal, Porto, also find that the tourists were older than 45.

Regarding the educational level, in this aspect, the majority of the research is in agreement and the conclusion is that the educational level of a tourist who visits places characterised by historic heritage is a person with university-level education (Silberberg, 1995; Huh *et al.*, 2006; Correia *et al.*, 2013; Remoaldo *et al.*, 2014; Antón *et al.*, 2017; Ramires *et al.*, 2017; Adie *et al.*, 2017). However, and as a result of these places receiving a lot of students, it is also necessary to highlight the importance of this group in terms of the level of academic education (Chen and Huang, 2018).

Finally, in relation to the income level of the tourists surveyed, the academic literature agrees that the income level is usually medium or medium-high due to, logically, the important academic education of the tourists (Huh *et al.*, 2006; Correia *et al.*, 2013; Bright and Carter, 2016; Chen and Huang, 2018; Antón *et al.*, 2017; Ramires *et al.*, 2017).



### *Motivation and satisfaction*

Motivation has become an aspect of great importance in relation to tourist activity since it is considered a driver of human conduct and an explanatory factor for some aspects related to tourist activity. Its analysis helps to provide an understanding of the reason why someone visits a tourist destination and what they wish to achieve. The academic literature related to motivation (Prayag and Ryan, 2011; Correia *et al.*, 2013; Ramires *et al.*, 2017) suggests that this variable is influenced by changes in the environment and variations in societal behaviour. As such, motivation is a dynamic process through 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 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, recreational activities, etc. (Crompton, 1979). In the case of the city of Cuenca, it is easy to understand that the city's inherent characteristics play an important role for those tourists whose motivations are cultural.

Satisfaction can be defined as the overall assessment that the client gives the service received compared with the service expected (Oliver, 1980). This definition fundamentally 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). Thus, all tourist destinations must adopt, along with other elements, systematic monitoring of visitor satisfaction levels and use these as part of the evaluation criteria. Tourist satisfaction is

---

important for many reasons. One of the main reasons is that it allows us to identify how the attributes and components of the destination are perceived and explore what image the destination transmits, the purpose being to encourage and preserve its maintenance. Furthermore, the level of satisfaction is basic when the intention to return to the destination and its recommendation are analysed (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 (Chen and Huang, 2018). 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 *et al.* (2003), 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 hypotheses to examine would be the following:

- H1. 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.
- H2. According to the different motivations for visiting a certain destination, there are different types of tourists.
- H3. The motivation affects the satisfaction of the tourist experience, with the satisfaction level being higher among the tourists with greater cultural motivation.

## **Methodology**

### *Questionnaire and procedure*

The working data were obtained from a questionnaire carried out on a representative sample of people visiting the city of Cuenca. From an initial basis of items, a refinement process was conducted in three phases: first, a researcher who specialises in tourism analysed the proposed items; second, the resulting questionnaire was revised by several members of those responsible for tourist activity in the city; and third, a pre-test was conducted on 15 foreign tourists. The questionnaire surveys were carried out at different points in the city, located in the historic centre, 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 *et al.*, 2014). These places are the most visited by the tourists. The survey used in this research is based on different previous works (Poria *et al.*, 2003; McKercher and du Cros, 2003; Lee *et al.*, 2004; Yuan and Jang, 2008; Devesa *et al.*, 2010; Correia *et al.*, 2013; Remoaldo *et al.*, 2014). The survey was distributed in two languages (Spanish and English).

The data and conclusions presented in this paper refer to the results obtained from the research in relation to the motivations or reasons for visiting the city of Cuenca and the level of satisfaction with the experience of the 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). The interviews were conducted by a team of interviewers who were fully qualified and trained for the occasion, linked to the Tourism Faculty of the University of Cuenca. They were coordinated and managed by the authors of the research. The tabulation of the data was carried out by the collaborating team using the software SPSS v. 22.

A total of 746 surveys were carried out from October 2014 to February 2015, of which 723 were valid. The surveys took place at different points in the city, on different days and at different times in order to collect information from the widest possible range of people and situations. A non-probabilistic sampling technique was used, which is commonly employed with this type of research, where interviewees are available to be interviewed in a determined place at a certain time (Finn *et al.*, 2000). The interviewees were not stratified either for gender, age, education, nationality or for any other variable due to a lack of previous studies to support this stratification. The questionnaire rejection rate was low and insignificant with regard to any variable. In no case did the time taken to complete the survey exceed 15 minutes.

#### *Sampling and sampling error*

The specific framework of the research is tourists visiting the city of Cuenca, regardless of whether they stay in the city overnight or not, or whether they visit other places in the Azuay province. With regard to the number of tourists that visit the city, no reliable data exist due to a lack of official statistics about tourist activity and hotel occupancy in Cuenca. The only information available is that provided by the local entity, Cuenca Municipal Tourism Foundation (Fundación Municipal Turismo para Cuenca, FMTC). According to this source, over the last few years, the number of tourists visiting the Azuay province each year has been approximately 800,000 people. Of this number, FMTC estimates that on average some 200,000 visitors come to Cuenca each year. There are no other sources available which provide an approximate number of the tourists that visit the city of Cuenca every year. While the exact size and characteristics of the reference population is unknown, the study sample in the research is taken to be the average figure provided by the FMTC. Therefore, starting from the figure of 200,000 visitors annually, the sample error for a 95% confidence level would be  $\pm 3.6$  per cent. Regardless of the estimated figure by FMTC, even if the number of tourists visiting the city was known, the sampling error would be identical. As such, the size of the sample used in the study is considered valid and representative of the tourist who visits the city of Cuenca.

### **Results of the research and discussion**

#### *Socio-demographic characteristics and characteristics of the trip*

The analysis of the socio-demographic profile of the tourist who visits Cuenca reveals that it is a young person, under 40 years of age, with a good level of education. Of the surveyed visitors, 24 per cent were Ecuadorians and the remaining 76 per cent were foreigners. The group between 40 and 49 years of age usually travelled accompanied by their spouse and children. The younger visitors usually travelled with their partner or accompanied by friends or colleagues. The level of education of the visitors is high: 65 per cent of those surveyed declared being a university graduate or post-graduate. The level of studies is higher in the case of foreign visitors, with 71 per cent declaring they have university studies, compared to 47 per cent of the Ecuadorians. The origin of the tourists is quite heterogeneous. Among the Ecuadorians, Guayaquil and Quito stand out as principal cities of origin, and among the foreigners, those coming from the USA. and Columbia. It is

---

precisely the foreign tourists who have a higher level of income, although they do not spend much more than the Ecuadorians. The index of repeating the visit is high: one out of every two people surveyed has visited the city of Cuenca previously. As is logical, the national tourists show the higher number of visitors that return, with 79 per cent of the Ecuadorian tourists repeating their visit compared to 38 per cent of the foreign tourists. The degree of overnight stays is consistent with the fact that the city is usually the final destination of the trip, with 92 per cent of the surveyed visitors spending at least one night. The mean overnight stay index is 3.5 nights; with significant differences among the national and foreign visitor, the rate of foreign stays is 26 per cent higher than the national. The most common type of lodging is the 1-star hotel, hostel or guesthouse, followed closely by the 2- or 3-star hotels, with the foreign tourists being the ones that most use this latter type of lodgings. The mean planned daily expenditure of the Ecuadorian tourists is \$71, while that of the foreigner is somewhat greater, i.e. \$75 per day. The demand generated is estimated at around \$63m per year, of which 83 per cent is derived from the foreign visitors. These figures allow for the conclusion that the richness and diversity of the heritage of Cuenca has a positive and relevant impact on its economic activity. With regard to how they had knowledge of the city of Cuenca as a tourist destination, the results show that the visitors used the recommendation of friends and family members, their own experience from a previous visit and the information found in the internet as principal sources. The data reveal that a high degree of satisfaction of the people who visit the city along with the new information and communication technologies are key factors in the promotion of the city of Cuenca as a tourist destination.

With respect to the attributes most highly valued by the visitors of the city of Cuenca as a tourist destination, the overall beauty of the city, its neatness and cleanliness, the hospitality of its residents, its richness and diversity of its historic and monumental heritage, as well as its preservation stand out. Among the worst assessed, we find the public transportation service, the tourist information, the complementary offer of leisure, and the attention and quality of the tourist guides.

#### *Motivation for the visit*

One fundamental aspect in relation to tourism in the city of Cuenca is knowing what the traveller is looking for or expects when they visit. Motivation conditions the selection made because it is thought to be one of the main deciding factors for tourists when taking a holiday. There could be many reasons for tourists to choose a destination like Cuenca and travel to it. As a result, a question containing different items was included in the survey in an attempt to cover the most frequent and relevant motivations for travel identified in previous research (Lee *et al.*, 2004; Yuan and Jang, 2008; Devesa *et al.*, 2010), adapting them and taking into account the specific characteristics of this tourist destination and its visitors. After carrying out a pre-test, a total of 12 items were selected and measured on a five-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. Both internal and external factors were included, reflecting Crompton's (1979) theory of pull factors and push factors. The Cronbach's  $\alpha$  coefficient of the scale stood at 0.773, indicating good internal consistency between the scale's elements. The critical level ( $p$ ) associated with the  $F$  statistic (82.305) 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 uphold the hypothesis that the means of the elements are the same. It is worth noting that an item-item correlation analysis identified a total of three that, generally speaking, showed low correlations. These items have been omitted from the following analysis, without this resulting in a significant reduction in the level of consistency between the motivation variables (Cronbach's  $\alpha = 0.747$ ;  $F = 85.102$ ,  $< 0.001$ ).



Starting from the motivation reasons or variables shown in Table I, a factor analysis has been carried out which has allowed for the extraction of three dimensions of the motivation for visiting Cuenca. Carrying out of this analysis provides us with an indirect indicator of the importance that travellers place on the different attributes of the destination. 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 of the factors found explains slightly more than 23 per cent of the total variance of the matrix of motivations, with significant weight for cultural motivations, learning about the history and heritage, attending cultural events, among others. This is a common factor for tourist destinations that have a large amount of historical and/or artistic heritage, as is the case for Cuenca. The Cronbach's  $\alpha$  coefficient (0.714) for the four items that make up this dimension of motivation shows the reliability of the sub-scale. The second factor found is related to motives that can be classified as circumstantial, and correspond to a visitor arriving from a short distance, who views the trip as a means to visit family and/or friends, or for work purposes. The Cronbach's  $\alpha$  coefficient (0.646) of these items also shows a reliable sub-scale. This second dimension explains 21 per cent of the total variance of the matrix of motivations. The third factor extracted, referred to as convenience motivations, relates to visitors looking for a destination that is suitable, given the itinerary of their journey and the family budget. This component explains 15 per cent of the variance total of the matrix of motivations, also representing a reliable scale with a Cronbach's  $\alpha$  of 0.605.

These results highlight the existence of diverse motivational scenarios for the city of Cuenca as a tourist destination. The results obtained are in keeping with the central element of Crompton's (1979) motivational theory that categorises the motives that impact on tourist behaviour into two blocks: first, socio-psychological motives, where the trip or visit is a means to satisfy the social or psychological needs of individuals or groups; and second, cultural motives, in which the satisfaction obtained is in relation to the attributes of the tourist destination itself.

In line with the core of the motivational theory of Crompton (1979), 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 (*H1*).

Motivations variables	Components			Motivations factors
	1	2	3	
To know the city's wealth of monuments and history	0.803			Cultural
To attend cultural events: exhibitions, festivals, concerts, etc.	0.691			
To make purchases interest: local crafts, etc.	0.675			Circumstantial
To taste Cuenca's gastronomy	0.653			
Work or business trip (meeting, congress, etc.)		0.788		
To visit friends and relatives		0.743		
Short distance to my home		0.738		Convenience
Because it is a tourist destination that suits my budget			0.834	
To increase my tourist itinerary			0.571	
Eigenvalues	2.099	1.899	1.366	
% variance explained	23.319	21.103	15.174	
% variance cumulative	23.319	44.421	59.595	
KMO	0.757			
Bartlett's test of sphericity	$\chi^2 = 695.021$ , sig. < 0.001			

**Notes:** Extraction method: principal component analysis; rotation method: Varimax with Kaiser

**Source:** Own elaboration

**Table I.**  
Factor analysis:  
motivation variables  
to visit Cuenca

The study of motivations provides a basis on which to create a segmentation for Cuenca as a tourist destination. For this, a non-hierarchical cluster analysis was conducted using the factor scores of the three dimensions extracted. Using the criterion of maximising the variance between types and minimising the variance within each of them, we consider that the best solution that meets the aforementioned criteria is that of establishing four clusters or groups. Table II shows the characterisation of the clusters using the means of the motivation variables.

The first of the clusters that appears in Table II makes up 23.5 per cent of those interviewed. This cluster shows the lowest scores in the variables related to the cultural and convenience dimensions. Likewise, it is interesting to note that registering low scores implies that it is not clearly related to any of the three motivational areas identified. As a result, this cluster could correspond to an alternative tourist with other tourist motivations, or one of another psycho-social type that this study was unable to identify. The second of the clusters makes up 24.8 per cent of the sample and the highest values with significant differences are observed in two motivations; being an affordable tourist destination and another visit along a planned tourist route. On being related to a greater extent to the third dimension of the factor analysis, this cluster has been called a cultural convenience tourist. That is, these are visitors coming from a long distance who as well as increasing their cultural level look for a travel option that fits in with the itinerary of their trip and their income level. The third cluster accounts for 24.4 per cent of those interviewed, showing low significant scores in the variables not associated with the cultural dimension. This cluster is characterised by visitors coming from a long distance, given that the city of Cuenca is found in the Andes mountain range, it is difficult to access and it is far from the main population centres of Ecuador. This is why tourists specifically plan the visit to enjoy Cuenca's attributes as a tourist destination, or to put it another way, a cultural tourist. The last of the clusters is characterised by showing the highest significant scores in seven of the nine variables considered. This cluster has the highest number and includes 27.3 per cent of those interviewed. This is a convenience visitor from nearby who takes advantage of the stay to visit family and/or friends or to work. The clear relationship with all the motivational dimensions identified allows us to view them as a cultural circumstantial and convenience tourist.

Motivations variables	Cluster				ANOVA F	ANOVA Sig.
	1 Average	2 Average	3 Average	4 Average		
To know the city's wealth of monuments and history	2.3*	3.6*	4.4*	4.1*	91.405	< 0.001
To attend cultural events: exhibitions, festivals, concerts, etc.	2.2*	2.5*	3.6*	4.0*	78.362	< 0.001
To make purchases interest: local crafts, etc.	2.3*	3.3*	3.6*	4.1*	59.582	< 0.001
To taste Cuenca's gastronomy	2.7*	3.6*	3.9*	4.1*	42.846	< 0.001
Work or business trip (meeting, congress, etc.)	2.4*	1.2*	1.4*	3.8*	163.106	< 0.001
To visit friends and relatives	2.9*	1.6*	1.8*	3.9*	131.653	< 0.001
Short distance to my home	2.1	1.7	1.8	3.9*	119.879	< 0.001
Because it is a tourist destination that suits my budget	2.8*	4.5*	3.0*	4.3*	82.826	< 0.001
To increase my tourist itinerary	2.2*	4.1*	2.4*	4.2*	123.606	< 0.001

**Table II.** Characterisation of the clusters using the means of the motivation variables

**Notes:** \*Italic values are significant differences in two of the means of the four clusters in the ANOVA *post hoc* analysis; In order to contrast the significant differences between the different averages, Games-Howell test has been implemented  
**Source:** Own elaboration

The results obtained by this research are in relation to that posed by McKercher and du Cros (2006) in the sense that around 11 per cent 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 and Andereck, 2014; Alonso *et al.*, 2015), the segmentation obtained allows verifying the posed research hypothesis: according to the motivations there are different types of tourists (H2).

#### *Motivation and satisfaction with the visit*

The satisfaction of visitors to the city of Cuenca is very high. Satisfaction was measured on a scale from 1 to 5 (1 being strongly disagree and 5 strongly agree) through two items related to the experience they had. The Cronbach's  $\alpha$  coefficient of the scale is 0.779. Therefore, this shows good internal consistency between the items since the critical level ( $p$ ) associated with the  $F$  statistic (5.416) of the analysis (ANOVA) is less than 0.020, it therefore being impossible to uphold the hypothesis that the means of the elements are the same. The results show that 95 per cent of the visitors were very satisfied (scores of between 4 and 5 in both items). 90 per cent of the interviewees said that they had thoroughly enjoyed their visit and 87 per cent that the decision to visit the city had been the correct one.

Starting from the basis that visitors left Cuenca very satisfied, the possibility of a relationship between the motivational dimensions found in the factorial analysis and the average degree of satisfaction expressed by those surveyed was analysed so as to determine what motivations impact on the satisfaction felt by visitors to a World Heritage city such as Cuenca. The results show that cultural and circumstances reasons create significant differentiation with regard to the perceived level of satisfaction for the visit. No differences in the level of satisfaction exist in relation to the reasons or motives of convenience (Table III). The correlation indices, whilst not being very high, confirm the level of consistency between the average level of satisfaction and the motivational dimensions. The value of the cultural dimension shows that the greater the presence of reasons related to this, the greater the perception of satisfaction. This is in contrast to the circumstantial dimension, where the perceived level of satisfaction seems to decrease when proximity to the place of residence, visiting friends and/or family and work/business have a greater weight in the motivational scale for the visit to the city.

From the segmentation carried out, it is important to analyse the relationships that the clusters identified could have with perceived satisfaction. The results show a very positive evaluation of the experience by the four segments or groups of visitors identified. Of all of them, the evaluation is greatest in the third cluster, which confirms the greater importance of the cultural dimension, so the satisfaction with the visit seems to increase to the extent that the culture and cuisine of Cuenca prevail over the rest of the reasons or motives to visit the city. The first cluster shows that those visitors showing motivational reasons different to those dimensions identified value their tourist experience to a lower degree (Table IV).

Motivation dimension	ANOVA		Variances' homogeneity		Pearson correlation
	$F$	Sig.	Levene	Sig.	
Cultural	5.945	< 0.001	0.948	< 0.477	0.30**
Circumstantial	5.125	< 0.001	1.295	< 0.244	-0.21**
Convenience	0.673	< 0.715	1.270	< 0.257	-0.03***

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

**Source:** Own elaboration

**Table III.**  
Differences average  
degree of satisfaction  
and motivational  
dimensions

The results obtained show that visitors give a significantly different evaluation of their experience in Cuenca 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 (H3).

This fact has a clear management implication for tourism companies and for 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.

**Conclusions**

Tourism that has a deep or superficial cultural motivation is experiencing an important increase in recent decades, and is becoming an instrument of regional development from the socio-economic viewpoint. The WHSs are increasingly more associated with tourism, although this reality can pose new problems such as the preservation of the heritage, which this recognition is intended to protect, or the culture of the site due to the tourist flows.

The knowledge of what the tourists who visit a destination are like, what is their motivation and satisfaction is fundamental for the search for sustainable management models. In this regard, this study intends to cover the deficit existing in the literature regarding Ecuador. Thus, in this research, it is detected that there exists an important group of tourists (national and foreign) under 40 years of age, who travel accompanied, who have university studies and who demand a specific response from the local tourism sector, in accordance with their socio-demographic characteristics.

The results of the study, in addition to providing an interpretation of the variables analysed, offer information about the type of visitor that travels to Cuenca as a tourist destination. From the motivation point of view, the city of Cuenca is a tourist destination principally visited for cultural reasons such as to learn about the rich history and heritage, attend cultural events or sample its cuisine. The fact that it is a World Heritage City places it in an excellent position to try to consolidate its role as a cultural destination both in Ecuador and in Latin America in general. The availability to tourists of attractive tangible and non-tangible heritage leads us to highlight the need to increase efforts to ensure that this is preserved, and, in particular, that its value is promoted. Therefore, the efforts destined to reassess the values, the customs, the traditions and the local tangible and intangible achievements make complete sense.

In this research, the existence of three different motivational dimensions when visiting the city is suggested. They should be considered for its management as a tourist destination. As such, the first motivational group would be related basically to culture and heritage; a second group would consist of purely circumstantial motivations, that is to say, they do not have any relationship with the culture or the heritage; and in the third group, the

Satisfaction variables	Cluster				ANOVA		Average
	1 Average	2 Average	3 Average	4 Average	F	Sig.	
Visiting Cuenca was the right decision	<i>4.04*</i>	4.53	<i>4.76*</i>	4.38	12.505	< 0.001	4.43
My level or satisfaction with Cuenca is high	<i>4.21*</i>	4.57	<i>4.72*</i>	4.48	8.127	< 0.001	4.50
Medium level	<i>4.13*</i>	4.52	<i>4.74*</i>	<i>4.42*</i>	11.918	< 0.001	4.46

**Table IV.** Characterisation of the clusters using the means of the satisfaction variables

**Notes:** \*Italic values are significant differences in two of the means of the four clusters in the ANOVA *post hoc* analysis. In order to contrast the significant differences between the different averages, Games–Howell test has been implemented

**Source:** Own elaboration



motivations bring together the desire to travel and the financial limitations of the tourist. With these motivations, the existence of four types of visitors has been shown, where the existence of two types of cultural tourists can be seen. The first is purely cultural, where the distance to this WHS located in the Andes mountain range is not an obstacle to visiting it, while the second one is a culturally close tourist, where the financial limitation leads to a conditioning of the choice of destination. Also, the presence of visitors of a tourist route and tourists who visit the city due to different reasons other than mere tourist visits.

In relation to the satisfaction variable, the results show that there is a relationship between culture motivation and satisfaction expressed by the tourist leading to it being reported that they enjoyed their time in the city of Cuenca, considered that they had been right in choosing the destination and reported a high level of satisfaction with their experience. Equally, it can be seen that the visitors give a significantly different evaluation of their experience depending on whether this is more or less related to the reasons that were the motivation 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 products. Public administration, companies, tourism professionals and even the host population must make a coordinated effort and each must take on their responsibility for tourist satisfaction—an essential element in the success of any destination.

We consider that the principal practical application of this research is to contribute to understanding that there is an important tourist flow, in this WHS city, whose motivation is mainly cultural. As such, public and private tourist management groups should make an effort to design tourist and cultural products that better satisfy the needs of the tourists, which help to create a destination brand and that, at the same time, are compatible with the sustainable management of the destination.

The main limitation of this research relates to the data collected which have been obtained from a sample of visitors during a specific period in the city of Cuenca and the lack of previous data in this fieldwork. As for future lines of research, we propose the analysis of the final satisfaction with the visit through indicators of the tourist options related both to the motivations of the tourists and to other aspects not related to these motivations.

## References

- Abuamoud, I.N., Libbin, J., Green, J. and Alrousan, R. (2014), "Factors affecting the willingness of tourists to visit cultural heritage site in Jordan", *Journal of Heritage Tourism*, Vol. 9 No. 2, pp. 148-165.
-  Adie, B.A., Hall, C.M. and Prayag, G. (2017), "World heritage as a placebo Brand: a comparative analysis of three sites and marketing implications", *Journal of Sustainable Tourism*.
- Alonso, A.D., Sakellarios, N. and Pritchard, M. (2015), "The theory of planned behaviour in the context of cultural heritage tourism", *Journal of Heritage Tourism*, Vol. 10 No. 4, pp. 399-416.
-  Antón, C., Camarero, C. and Laguna-García, M. (2017), "Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivation", *Current Issues in Tourism*, Vol. 20 No. 3, pp. 238-260.
- Breakey, N.M. (2012), "Studying world heritage visitors: the case of the remote riversleigh fossil site", *Visitor Studies*, Vol. 15 No. 1, pp. 82-97.
- Cervelló-Royo, R., Garrido-Yserte, R. and Segura-García del Río (2012), "An urban regeneration model in heritage areas in search of sustainable urban development and internal cohesion", *Journal of Cultural Heritage Management and Sustainable Development*, Vol. 2 No. 1, pp. 44-61.
- Cervelló-Royo, R., Peiró-Signes, A. and Segarra-Oña, M. (2016), "How do country risk ratings affect tourism activity?. An indirect measure of the environmental awareness of countries", *Environmental Engineering and Management Journal*, Vol. 15 No. 7, pp. 1489-1499.

- 
- Chen, G. and Huang, S. (2018), "Towards and improved typology approach to segmenting cultural tourists", *International Journal of Tourism Research*, online published.
- Correia, A., Kozak, M. and Ferradeira, J. (2013), "From tourist motivations to tourist satisfaction. International journal of culture", *Tourism and Hospitality Research*, Vol. 7 No. 4, pp. 411-424.
- Crompton, J.L. (1979), "Motivations for pleasure vacation", *Annals of Tourism Research*, Vol. 6 No. 4, pp. 408-424.
- Cronin, J.J., Brady, M.K. and Hult, T.M. (2000), "Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments", *Journal of Retailing*, Vol. 76 No. 2, pp. 193-218.
- Devesa, M., Laguna, M. and Palacios, A. (2010), "The role of motivation in visitor satisfaction: Empirical evidence in rural tourism", *Tourism Management*, Vol. 31 No. 4, pp. 547-552.
- Di Giovine, M.A. (2009), *The Heritage-Scape*, UNESCO, World Heritage, and Tourism, Lexington Book, Lanham.
- Everingham, P. (2015), "Intercultural Exchange and mutuality in volunteer tourism: the case of intercambio in Ecuador", *Tourist Studies*, Vol. 15 No. 2, pp. 175-190.
- Finn, M., Elliott-White, M. and Walton, M. (2000), *Tourism and Leisure Research Methods: Data Collection, Analysis and Interpretation*, Pearson Education, Harlow.
- Gascón, J. (2016), "Residential tourism and depeasantisation in the Ecuadorian Andes", *Journal of Peasant Studies*, Vol. 43 No. 4, pp. 868-865.
- Huh, J., Uyal, M. and McCleary, K. (2006), "Cultural/heritage destinations tourist satisfaction and market segmentation", *Journal of Hospitality and Leisure Marketing*, Vol. 14 No. 3, pp. 81-99.
- King, L.M. and Prideaux, B. (2010), "Special interest tourists collecting places and destinations: a case study of Australian World Heritage Sites", *Journal of Vacation Marketing*, Vol. 16 No. 3, pp. 235-247.
- Landorf, C. (2009), "Managing for sustainable tourism: a review of six cultural World Heritage Sites", *Journal of Sustainable Tourism*, Vol. 17 No. 1, pp. 53-70.
- Lee, C.K., Lee, Y.K. and Wicks, B. (2004), "Segmentation of festival motivation by nationality and satisfaction", *Tourism Management*, Vol. 25, pp. 61-70.
- McKercher, B. and du Cros, H. (2003), "Testing a cultural tourism typology", *International Journal of Tourism Research*, Vol. 5 No. 1, pp. 45-58.
- McKercher, B. and du Cros, H. (2006), "Culture, heritage and visiting attractions", in Buhalis, D. and Costa, C. (Eds), *Tourism Business Frontiers: Consumers, Products, and Industry*, Elsevier, Amsterdam, pp. 211-219.
- Ministry of Tourism of Ecuador (2018), *Statistical Data*, Publication Services, Quito.
- Nguyen, T.H.H. and Cheung, C. (2014), "The classification of heritage visitors: a case of Hue City, Vietnam", *Journal of Heritage Tourism*, Vol. 9 No. 1, pp. 35-50.
- Nyaupane, G.P. and Andereck, K.L. (2014), "Visitors to cultural heritage attractions: an activity-based integrated typology", *Tourism Culture & Communication*, Vol. 14 No. 1, pp. 17-26.
- Oliver, R.L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. 27, pp. 460-469.
- Pearce, P.L. (1982), "Perceived changes in holiday destinations", *Annals of Tourism Research*, Vol. 9 No. 2, pp. 145-164.
- Pereira Roders, A. and van Oers, R. (2011), "World Heritage cities management", *Facilities*, Vol. 29 Nos 7/8, pp. 276-285.
- Pereira Roders, A. and van Oers, R. (2012), "Guidance on heritage impact assessments. Learning from its application on World Heritage site management", *Journal of Cultural Heritage Management and Sustainable Development*, Vol. 2 No. 2, pp. 104-114.
- Poria, Y., Butler, R. and Airey, D. (2003), "The core of heritage tourism", *Annals of Tourism Research*, Vol. 30, pp. 238-254.



- Poria, Y., Reichel, A. and Cohen, R. (2013), "Tourists perceptions of World Heritage Site and its designation", *Tourism Management*, Vol. 35, pp. 272-274.
- Prayag, G. and Ryan, C. (2011), "The relationship between the push and pull factors of a tourist destination. The role of nationality-an analytical qualitative research approach", *Current Issues in Tourism*, Vol. 14 No. 2, pp. 121-143.
- Ramires, A., Brandao, F. and Sousa, A.C. (2017), "Motivation-based cluster analysis of international tourists visiting a World Heritage City: the case of Porto, Portugal", *Journal of Destination Marketing and Management*, online published.
- Remoaldo, P.C., Vareiro, L., Ribeiro, J.C. and Santos, J.F. (2014), "Does gender affect visiting a World Heritage Site?", *Visitor Studies*, Vol. 17 No. 1, pp. 89-106.
- Rey-Pérez, J. and Siguencia Ávila, M.E. (2017), "Historic urban landscape: an approach for sustainable management in Cuenca (Ecuador)", *Journal of Cultural Heritage Management and Sustainable Development*, Vol. 7 No. 3, pp. 308-327.
- Ribaudó, G. and Figini, P. (2017), "The puzzle of tourism demand at destinations hosting UNESCO World Heritage Sites: an analysis of tourism flows for Italy", *Journal of Travel Research*, Vol. 56 No. 4, pp. 521-542.
- Rivera, M. (2017), "The synergies between human development, economic growth, and tourism within a developing country: an empirical model for Ecuador", *Journal of Destination Marketing & Management*, Vol. 6 No. 3, pp. 221-232.
- Saipradist, A. and Staiff, R. (2007), "Crossing the cultural divide: western visitors and interpretation at Ayutthaya World Heritage Site, Thailand", *Journal of Heritage Tourism*, Vol. 2 No. 3, pp. 211-224.
- Silberberg, T. (1995), "Cultural tourism and business opportunities for museums and heritage sites", *Tourism Management*, Vol. 16 No. 5, pp. 361-365.
- Su, M.M. and Wall, G. (2011), "Chinese research on World Heritage Tourism. Asia Pacific", *Journal of Tourism Research*, Vol. 16 No. 1, pp. 75-88.
- Timothy, D.J. (2011), *Cultural Heritage and Tourism: An Introduction*, Channel View Publications, Bristol.
- Timothy, D.J. and Boyd, S.W. (2006), "Heritage tourism in the 21st century: valued traditions and new perspectives", *Journal of Heritage Tourism*, Vol. 1 No. 1, pp. 1-16.
- Vong, L.T.-N. and Ung, A. (2012), "Exploring critical factors of Macau's heritage tourism: what heritage tourists are looking for when visiting the city's iconic heritage site", *Asia Pacific Journal of Tourism Research*, Vol. 17 No. 3, pp. 231-245.
- Yang, C.H., Lin, H.L. and Han, C.C. (2010), "Analysis of international tourist arrivals in China: the role of World Heritage Sites", *Tourism Management*, Vol. 31 No. 6, pp. 827-837.
- Yuan, J. and Jang, S. (2008), "The effects of quality and satisfaction on awareness and behavioral intentions: exploring the role of a wine festival", *Journal of Travel Research*, Vol. 46 No. 1, pp. 279-288.

### Further reading

- Bright, C.F. and Carter, P. (2015), "Who are they? Visitors the Louisiana's River road plantations", *Journal of Heritage Tourism*, Vol. 11 No. 3, pp. 262-274.

### About the authors

Tomas Lopez-Guzman holds a PhD in Economics and Business Studies and is Associate Professor in Applied Economics at the University of Cordoba, Spain. He has undertaken various exchanges with universities in Europe, Latin America and Africa. His main areas of interest are the economics of tourism and environmental economics, and he has successfully published several articles in this field. Tomas Lopez-Guzman is the corresponding author and can be contacted at: tomas.lopez@uco.es

Jesús Claudio Pérez Gálvez holds a PhD degree from the University of Córdoba, Spain. His graduate studies are in Economics and Finance. He is now Professor in Applied Economics. He is the author of more than 25 research papers of national and international interests such as *Annals of Applied*

---

JCHMSD

*Economics, Mediterranean Journal of Social Science and Tourism & Management Studies*. He has also written six books as a co-author and two of his own authorship. His main interests are in Applied Economics, Statistics, Econometrics and Business Management. The research interest is related to the analysis of tourism and cultural activities in the economic development.

Guzmán Antonio Muñoz Fernández is Lecturer of Business Organization at University of Córdoba, Spain. He has a PhD in Economics. He has more than 20 papers published in different journals, such as *CEPAL* or *Regional and Sectoral Economic Studies*. He has conducted different research stays in France, Czech Republic, UK and Greece. His main lines of research are heritage tourism and management in tourism destinations.

Leonardo Torres León is Professor and Researcher at the Faculty of Hospitality and the Research Department of the Faculty of Philosophy of the University of Cuenca in Ecuador. He is Bachelor of Education Sciences and post-graduate in Latin American Integration.

---

For instructions on how to order reprints of this article, please visit our website:

[www.emeraldgroupublishing.com/licensing/reprints.htm](http://www.emeraldgroupublishing.com/licensing/reprints.htm)

Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)