



Tourist loyalty and Intangible Cultural Heritage: the case of Popayán, Colombia

Journal:	<i>Journal of Cultural Heritage Management and Sustainable Development</i>
Manuscript ID	JCHMSD-06-2019-0062.R1
Manuscript Type:	Research Paper
Keywords:	tourism, intangible cultural heritage, PLS-SEM, mediation analysis, Popayán, Colombia

SCHOLARONE™
Manuscripts

Tourist loyalty and Intangible Cultural Heritage: the case of Popayán, Colombia

Purpose – The aim of this research is to analyse the loyalty of the tourists who visit a city with an important heritage event: The Holy Week Processions in the city of Popayán (Colombia), recognised by UNESCO as Intangible Cultural Heritage.

Design/methodology/approach – This research focuses on determining the mediating effect of the perception of the processions and the evaluation of the elements of the destination during a visit to the city by using a sample of 615 tourists. The software tool used in this research is the Smart Partial Least Squares (PLS).

Findings – Results show that the motivations of the visitor are not enough by themselves to guarantee loyalty regarding the destination, but other variables are needed such as the perception of the processions and the evaluation of the elements of the destination, through which the motivation acquires a true meaning to secure the tourist's loyalty.

Practical implications – The principal practical implication of this research is offering to the stakeholders involved in the promotion and organisation of this event an opportunity to undertake and review actions for improvement.

Originality/value – This research seeks to highlight the interaction between heritage, sustainability and heritage in Latin America.

Keywords: tourism; intangible cultural heritage; PLS-SEM; mediation analysis; Popayan; Colombia

Introduction

The identity of different peoples is defined by the slow passage of generations. Thus, some of the elder customs and ways of living that have been revived by and have revived the different communities that generated them (providing them with a clear cultural identity) are currently in danger, given the speed of the prevailing globalisation

1
2
3 in the societies of the twenty-first century. This situation is made even clearer in the
4
5 intangible cultural heritage of local communities, defined by their own customs,
6
7 representations, knowledge, celebrations and festivities. In this case, the United Nations
8
9 Educational, Scientific and Cultural Organization (UNESCO), at the Paris Convention
10
11 in 2003, asserted the importance of protecting an Intangible Cultural Heritage (ICH) as
12
13 part of the cultural heritage of the peoples (UNESCO, 2003).
14
15

16
17 The recognition of a legacy or heritage, categorised as an ICH by UNESCO, is a
18
19 stamp of authenticity, which gives it an unparalleled power in terms of attracting
20
21 tourists (Indera & Yahaya 2016; Scott & Chhabra 2017; Williams 2016). This has
22
23 already happened with World Heritage Sites. UNESCO (2003) indicates the need to
24
25 balance the preservation of an ICH for the future generations with the economic
26
27 development of the local community, encouraging the tourist to feel attracted to the
28
29 intangible heritage. In any case, it should always be taken into consideration that an
30
31 excessive amount of tourists could result in damaging the authenticity of an intangible
32
33 heritage (UNESCO 2007). Therefore, a balanced and symbiotic management is required
34
35 among the scientific, historic and educational evaluation of an ICH. Its correct tourist
36
37 management is also required in order to generate economic income for the local
38
39 community where these expressions take place (Del Barrio, Devesa, & Herrero 2012;
40
41 Sotiriadis 2017).
42
43
44
45

46
47 This research is focused on one of the most noteworthy displays of a religious
48
49 and cultural nature in the Latin American continent: The Holy Week Processions in the
50
51 city of Popayán (Colombia). These have been registered by UNESCO on the
52
53 Representative List of the Intangible Cultural Heritage of Humanity since 2009. This
54
55 celebration shows the life of a community with the maximum expression of feeling,
56
57 fervour and respect. It has its origins in the sixteenth century, with processions during
58
59
60

1
2
3 the nights of the Holy Week, which possess a deep relationship with the conquest by
4
5 and settlement of the first European inhabitants and religious communities of this
6
7 Colombian city. The displays of this ICH have been formed over the passage of time,
8
9 generation after generation, in accordance with the political and religious aspect of each
10
11 age. However, the fundamental essence of this celebration remains intact. As a result, it
12
13 is one of the main representations of the cultural tradition and identity of the city of
14
15 Popayán.
16
17

18
19 We can also see that UNESCO, as a way of making cities cooperate in different
20
21 areas, created in 2004 the “Creative Cities Network”. The main aim of this network is to
22
23 incentivise the creativity and the innovation through the implementation of urban
24
25 cooperation strategies which allow cities to have a more sustainable and inclusive
26
27 development (UNESCO, 2006). This way, Popayan also possesses the international
28
29 recognition of its rich culinary heritage by UNESCO as a Creative City of Gastronomy
30
31 in 2005 (it was the first city to obtain this recognition). This recognition created another
32
33 tourist attraction that allows for sustainable local development (Pearson & Pearson
34
35 2017).
36
37
38

39
40 In addition to these UNESCO inscriptions, Popayan has other many cultural
41
42 attractions like the Festival of Religious Music, The Small Holy Week, Kings’ Holiday
43
44 (known also by “Blanquitos y Negritos”) and the routes for museums and churches. In
45
46 the culinary aspect, we must highlight their Gastronomical Congress and the Maize
47
48 (corn) itinerary. It also offers thermal waters, birds watching and hiking activities in its
49
50 exuberant nature.
51
52

53
54 In any case, said inscriptions on behalf of UNESCO mean the managers of a
55
56 tourist destination (local, regional or national) have to let this supranational organisation
57
58 some authority and implication over their tourist resources when it comes to study them,
59
60

1
2
3 implant actions or plans and evaluate the main aspects for the sustainable management
4
5 of the heritage: holistic and long-term vision, as well as governance from the various
6
7 agents that participate from it and preserve it (Landorf, 2009). From Popayan´s City
8
9 Hall, the “Corporación Mixta De Turismo Del Cauca” and the Ministry of Cultures and
10
11 Tourism of Colombia must coordinate themselves with UNESCO to preserve this
12
13 intangible heritage.
14
15

16
17 As well as the two previous UNESCOs´ s acknowledgements highlighted before,
18
19 in 2016 the Accords of the Peace Process in Colombia were agreed. This offers a unique
20
21 opportunity for reconciliation in this Latin American country, allowing for the ex-
22
23 combatants (currently reintegrated into society) as well as the victims of this conflict to
24
25 collaborate in the fair economic and social development of the Valle del Cauca, where
26
27 the city of Popayán is located. All these aspects are what truly give this research its
28
29 innovative character as well as it being carried out in a developing country such as
30
31 Colombia. Unfortunately, this innovation also highlights the lack of research there is
32
33 done about these affairs in Latin-America compared to other continents where these
34
35 researches are more common. This research is one of the first research in this field in
36
37 that geographical area.
38
39
40

41
42 The fundamental goal of this article is to contribute to the study of the
43
44 perceptions that the tourist has of the city of Popayán in relation to the Holy Week
45
46 Processions (ICH). In order to attain this goal, first the direct relationships between
47
48 tourist motivation and loyalty associated with a visit to this heritage event are examined.
49
50 Later, the intermediary influence of the perception of the processions and/or the
51
52 evaluation of the elements in relation to visiting this Colombian city is analysed.
53
54
55

56 57 **Literature review** 58 59 60

1
2
3 The cultural legacy of a community is generated by tradition and the shared beliefs of
4
5 its inhabitants who have passed it on to new generations, allowing for the structure of a
6
7 rich and singular identity, far from the current standardising tendency of globalisation.
8
9
10 The fragility of this cultural heritage is clearer if it is intangible heritage, as it is no
11
12 longer connected to something physical but to customs, celebrations or festivities of
13
14 those who live on in time without worrying about the difference between tangible and
15
16 intangible (Ahmad 2006; Anh 2017; Kurin 2004, 2007). The singularity of these
17
18 displays also suggests an attraction for the visitor interested in cultural expressions,
19
20 which is seen by some authors as a way to democratise the heritage and, by other
21
22 researchers as a way of endangering its own authenticity (Greenop, Jukes & Landorf
23
24 2016; West & Carrier 2004).
25
26
27

28
29 The World Tourism Organization (UNWTO) (2012), determines a series of
30
31 strategies for the conversion of ICH into cultural products, although, at the same time it
32
33 recognises and warns of the risks that await its safeguarding, especially in developing
34
35 countries. This dichotomy derives from the need to find a balance between the tourist
36
37 enjoyment of the ICH, allowing for the prosperity of the local community, and the
38
39 maintenance of adequate levels of sustainability in the tourist flows attracted to this
40
41 heritage. Because of this, UNWTO indicates the need to conduct scientific research that
42
43 allows for the analysis of the effects of these new tourist types on destinations
44
45 recognised as ICH (UNWTO 2012). All of this has the goal of determining guidelines
46
47 and improvements that will allow for the understanding of the ever-complex
48
49 relationships between tourist enjoyment and heritage protection.
50
51
52

53
54 **When we speak about tourist sustainability related to a specific heritage (in**
55
56 **economic, social and environmental terms), we are referring to the concept of load**
57
58 **capacity or reception capacity (Coccosis, 2017; O'Reilly, 1986; Zelenka & Kacatl,**
59
60

2014). This determines the maximum number of tourist that can visit a place or event (in our case, the Holy Week Processions), so that its impact does not cause deterioration in the cultural and allow the protection of what gives it authenticity and, to at the same time, get full visitor satisfaction (Salerno, Viviano, Manfredi, Caroli, Thakuri & Tartari, 2013). Hence, these thresholds would ensure the safekeeping of this cultural good for present and future generations. In any case, these analyses must be dynamic and relative, since they depend on different variables that, in many cases, are changing. Some researches (among others McCool, & Lime, 2001; Muler Gonzalez, Coromina & Gali, 2018; UNESCO, 2007) indicate that such capacity must take into account three key aspects: ecology, landscape and perception. The first of them is based on the intensity of the visit related to the available natural resources. The second is related to the analysis of the capacity the heritage has to absorb the visitors it receives without implying, in the case of an intangible asset, the alteration of its traditional representation. The last variable is based on psychosocial tolerance about the presence of visitors by the local community and the tourists that assist to the heritage event.

In any case, the majority of the empirical studies that analyse the relationship between heritage and tourism have been focused on areas that have a tangible UNESCO recognition, i.e. the World Heritage Sites. And this is due to the enormous difficulty in the completion of academic research into the involved intangible displays, in the majority of occasions for a short, specific and finite period (Vidal González 2008). Among other research related to tourism and ICH, the study by Aoyama (2009) can be highlighted as it analyses the relationship between tourism and flamenco as an ICH in the region of Andalusia, Spain. Similarly, Gómez Schettini, Almirón & González Bracco (2011) study the tango as a tourist resource in the city of Buenos Aires. In turn, Bille (2012) goes further and examines the relationship of the Bedouins of Petra and the

1
2
3 Wadi Rum in Jordan – ICH – and its tourist synergy with the declaration of the city of
4
5 Petra as a World Heritage Site. More recently, López-Guzmán & González Santa Cruz
6
7 (2017) conducted research that analyses the tourist experience of travellers during the
8
9 celebration of an ICH, in this case, the Fiesta of the Patios in Córdoba (Spain).
10
11
12

13 14 *Motivations and loyalty*

15
16
17 For the appropriate and sustainable management of a destination, it is fundamental to
18
19 study the relationships between the motivation and the degree of loyalty of the tourists
20
21 that visit it. Therefore, motivation is one of the most important factors in choosing a
22
23 tourist destination prior to visiting it (Breakey 2012). In any case, the academic research
24
25 related to the analysis of the motivations for acquiring a product or service indicates that
26
27 its structure is subject to the variations of the environment, such as behavioural changes
28
29 that society itself produces. As such, the structure of the motivation is formed as a
30
31 dynamic process that is changed by questions such as the consumer's experience, status
32
33 or age (Pearce 1982). In this case, the motivations involved in the choice of a cultural
34
35 destination such as Popayán, specifically within the dates of its Holy Week Processions
36
37 (ICH), may be defined as diverse and constantly evolving. On the other hand, it is
38
39 currently producing an intensification of the competition among the destinations with an
40
41 important tangible or intangible heritage legacy, mainly in reference to foreign tourists
42
43 (Remoaldo, Vareiro, Ribeiro & Santos 2014) for which, additionally, a prior work of
44
45 cultural understanding is necessary as many of them come from different cultures
46
47 (Tucker & Carnegie 2014).
48
49
50
51
52
53

54 In the tourist environment, the structure of the motivations for the visit has
55
56 different determining factors, with the culture of the place visited being one of the most
57
58 important (Correia, Kozak & Ferradeira 2013). In this way, for Abuamoud, Libbin,
59
60

1
2
3 Green & Alrousan (2014), the tourist attraction of these cultural destinations is
4
5 conditioned by aspects such as the services offered by the public and private
6
7 organisations responsible for their management and by the local community's own
8
9 involvement in the development of this destination. Vong & Ung (2012) indicate four
10
11 determining elements in the management of this tourism type: (1) the historic and
12
13 cultural legacy of the destination; (2) the assistance services that are offered in this
14
15 place; (3) the interpretation of this legacy; and (4) the different tourist attractions that
16
17 are offered to visitors.
18
19
20

21
22 Vareiro, Freitas Santos, Remoaldo & Cadima Ribeiro (2016) classify the
23
24 motivations into four different groups: historic heritage and accessibility, entertainment
25
26 and shopping, efficiency, and convenience. For Romao, Neuts, Nijkamp & van
27
28 Leeuwen (2015), tourist motivations can be classified into three main blocks: culture;
29
30 business; and entertainment. In turn, Almeida-Santana & Moreno-Gil (2018) group the
31
32 different motivations into the following dimensions: rest and relaxation; knowledge and
33
34 culture; prestige and social display; sports; entertainment; and meeting new people. In
35
36 the most specific area of cultural tourism, other research (Nguyen & Cheung 2014)
37
38 distinguishes between tourist motivations and heritage motivations. Thus, among the
39
40 tourist motivations, we find: entertainment purposes; personal attachment; and
41
42 knowledge pursuit, among others. And among the heritage motivations, we have: enrich
43
44 personal knowledge; learn about the city; learn about the culture and heritage city; or
45
46 increase knowledge regarding the site.
47
48
49
50

51
52 On the other hand, the loyalty variable regarding the destination requires an
53
54 elemental construct for the development of the appropriate marketing strategies, given
55
56 that it is considered to be the best predictor of shopping behaviour or the acquisition of
57
58 consumers (Chen & Chen 2010). Thus, loyalty towards a destination visited determines
59
60

1
2
3 a guarantee of sustainable income for any local community. Additionally, loyalty is not
4
5 only based on the desire to return to visit a geographical zone but also based on a source
6
7 of positive information and communication for other possible visitors (Baker &
8
9 Crompton 2000). The research about tourist loyalty usually finds two different types:
10
11 (1) behavioural loyalty, associated with a desire to repeat the visit; and (2) loyal
12
13 attitude, associated with a positive predisposition to recommend the destination to other
14
15 individuals, in addition to the desire to repeat this visit (Almeida-Santana & Moreno-Gil
16
17 2018; Barroso, Armario & Ruiz 2007; Chen & Tsai 2007; Oppermann 2000; Sato,
18
19 Gipson, Todd & Harada 2018). Likewise, loyalty towards a destination is related to the
20
21 different tourist resources that the destination has to offer, including, meaningfully,
22
23 cultural ones (Almeida-Santana & Moreno-Gil, 2018).

24
25
26
27
28 In line with the literature review, this leads us to propose the following
29
30 hypothesis:

31
32
33 H₁: The motivations of the visitor shall have a positive and direct influence on
34
35 their loyalty to the destination.

36 37 38 *Motivations, perceptions and loyalty*

39
40
41 In scientific literature, one of the most discussed topics is the analysis of the relationship
42
43 between tourism and the cultural heritage of a destination. This tourism type is known
44
45 as 'heritage tourism', that is to say, tourism associated with places, monuments,
46
47 experiences, celebrations, etc., in these destinations. All of this suggests, according to
48
49 Poria, Reichel & Biran (2006), that the trip becomes something more than a recreational
50
51 practice, entering into the area of comprehension and understanding of the cultural
52
53 heritage that the destination transmits to each individual, deriving a unique perception
54
55 and a different experience from that which other destinations could offer.
56
57
58
59
60

1
2
3 The destination is perceived as being part of the heritage legacy of the
4
5 community. This perception is connected to its visit patterns (Poria, Butler & Airey
6
7 2003). Even the visitors can understand that this legacy is part of their culture, which
8
9 implies that the traveller is behaving in a noticeably different way from the tourists who
10
11 do not have this perception. This conclusion is extremely interesting for the analysis of
12
13 tourist behaviour and the development of an appropriate management of the heritage
14
15 destinations, allowing for the planning and implementation of appropriate strategies on
16
17 behalf of the public and private bodies that participate in its promotion. Thus,
18
19 McKercher & du Cros (2003) analyse the tourists according to the experience sought
20
21 and the effect the culture and traditions of the destination has on them.
22
23
24
25

26 In line with the literature review, this leads us to propose the following
27
28 hypothesis:
29

30 H₂: The influence of the motivations in loyalty regarding the destination is found
31
32 to be measured by the perception that the tourists have of the Holy Week Processions in
33
34 Popayán.
35
36
37
38

39 *Motivations, evaluation of the elements of the visit and loyalty*

40
41

42 Tourist destinations are characterised by a series of attributes or elements that define
43
44 their attraction to the tourist (Lew 1987). In this sense, the complex of elements in a
45
46 destination is based on the different aspects that are key for the structure of the
47
48 relational experience with the place visited and, as such, for the determination of the
49
50 different factors key to the tourist's experience (Kim 2014; Tung & Ritchie 2011). This
51
52 experience shall be perceived as memorable if the combination of the different elements
53
54 of the destination, such as the heritage preservation, the cleanliness of the place,
55
56 security, mobility and accessibility or gastronomy (Chi & Qu, 2008; Kim & Brown
57
58
59
60

2012) have an evaluation highlighted by the tourist. As such, an unforgettable tourist experience shall generate satisfaction in the traveller, loyalty towards a visited destination, and its promotion (Ozdemir, Aksu, Ehtiyar, Çizel, Çizel & İçigen 2012).

Nevertheless, some of the elements that define a tourist destination do not provide competitive advantages or they performed with the same intensity (Prayag 2008). In this way, the scientific literature analyses the different elements that provide the tourist assessment of a destination, as well as the analysis of their corresponding evaluation. It is also essential to determine the attributes that suggest areas for improvement in the evaluation that the travellers award to the place visited (Beerli & Martin 2004; Chandralal & Valenzuela 2013; Chi & Qu 2008; Crouch 2011; Kim 2014; Kim & Brown 2012; López-Guzmán, Torres, Pérez & Carvache 2019) and how these elements may define the satisfaction of the tourist and their loyalty to the destination.

In line with the literature review, this leads to the following hypothesis:

H₃: The influence of motivations in loyalty regarding the destination is found to be measured by the evaluation of the elements in the destination.

Below, in Figure 1, the approach of the different hypotheses and the proposed model are presented.

[Insert Figure 1]

Methodology

Area of study and completion process

In order to maintain the sustainability of cultural heritage over time, it is essential to provide the visitor with a quality experience that ensures adequate levels of satisfaction (Brida, Meleddu & Pulina, 2016). All this being able to maintain the balance between the need to preserve traditions while avoiding the cultural appropriation and giving

1
2
3 tourist a memorable experience according to what they came looking for. This research
4
5 is developed with the aim of analysing the perception that tourists have of the
6
7 celebration of the Holy Week Processions in Popayán (ICH). In this regard, this section
8
9 provides a methodological framework that allows the visitor's experience to be related
10
11 to the level of loyalty developed. In this way it can be examined how important is the
12
13 care of the context and the sustainability work developed during the Holy Week
14
15 Processions.
16
17
18
19

20 The target population of this research is the tourists who visited the Holy Week
21
22 Processions when they were held in 2018. For the collection of the information,
23
24 fieldwork was carried out. This was conducted with a structured questionnaire that was
25
26 answered by a sample of tourists that were found on the different routes of the Holy
27
28 Week Processions. Questionnaires were only given to tourists that had already seen the
29
30 processions and, therefore, could give an informed opinion of this cultural event
31
32 (Correia et al. 2013; Remoaldo et al. 2014).
33
34
35

36 The questionnaire consists of two blocks. The first block analyses the
37
38 motivations the tourist has for visiting the city in Holy Week, the evaluation of the
39
40 attributes or elements associated with this ICH, the tourist perceptions of this intangible
41
42 heritage and the loyalty shown towards the destination. The second block focuses on the
43
44 study of the socio-demographic profile of the tourists surveyed.
45
46
47

48 The fieldwork was carried out between the 25th of March and the 1st of April
49
50 2018, at the same time as the Holy Week Processions. The group of surveyors was
51
52 linked to the University of Cauca (Colombia).
53
54

55 *Measurements*

56
57 The questions of the first block of the questionnaire were answered with a Likert scale
58
59 of five points. The questions were given in positive and negative forms to avoid
60

1
2
3 acquiescence. The questionnaires were provided in two languages – Spanish and
4
5 English – chosen according to the mother tongue and place of origin of the visitors, so
6
7 as not to exclude anyone.
8
9

10 The questionnaire used is based on the previous scientific literature (Correia et
11
12 al. 2013; López-Guzmán & González Santa Cruz 2017; McKercher 2002; Poria et al.
13
14 2003; Remoaldo et al. 2014). With the aim of attaining a valid and consistent
15
16 questionnaire, a refinement process was carried out in three different phases: (1) review
17
18 of the questionnaire on the part of a researcher specialising in heritage tourism; (2)
19
20 analysis of the questionnaire by some of the tourist managers of the city who, in turn,
21
22 participated in the organisation and promotion of this ICH; (3) completion of a
23
24 validation pre-test of 50 tourists who were representative of the population being
25
26 surveyed.
27
28
29

30 31 *Sampling and data collection* 32

33
34
35 The target population were the tourists who visited the city of Popayán, during the Holy
36
37 Week Processions of 2018, regardless of whether they stayed overnight or not or
38
39 whether they visited other places in the department of Cauca (Colombia). A non-
40
41 probability sampling technique was chosen, usually used in this type of research, where
42
43 tourists surveyed are in the same space and time (Finn, Elliott-White & Walton 2000).
44
45 In relation to the size of the target population, the figure of 22,560 tourists was
46
47 considered, this being the number of visitors who visited the different tourist
48
49 information points during the Holy Week Processions of 2017. A total of 643 surveys
50
51 were received, of which 615 were valid. This figure, according to Cohen (1992), is valid
52
53 as a minimum required sample in the design and later analysis of the SEM-PLS model.
54
55 Additionally, this type of data establishes the possibility of exploring the minimum
56
57 sample size according to the number of relations proposed by the model – in this case,
58
59
60

1
2
3 five (Figure 1). Therefore, a G* Power test (Faul, Erdfelder, Lang & Buchner 2007) is
4
5 used for a significance level of $\alpha=0.05$, an effect size of $f^2=0.15$ and, with three
6
7 predictors, gave a level of 95.09% as a result with a minimum sample of 128
8
9 individuals. As such, the value was appropriate (far above the level of 80%) according
10
11 to that recommended by Araujo & Froyland (2007).
12
13

14 15 *Global measurement model*

16
17
18 To confirm the accuracy of the setting of the global measurement model, the root mean
19
20 square error correlation value (hereafter RMSttheta) is calculated, applying a
21
22 bootstrapping process (the technique of re-sampling gives the generation of 4,999
23
24 samples as a result), allowing for the difference between good and bad specified models
25
26 (Henseler, Hubona & Ray 2016). The result proved to be the appropriate one, as
27
28 RMSttheta = 0.106, and it is considered that a model has a good setting when RMSttheta
29
30 <0.12 (Henseler, Ringle & Sarstedt 2015).
31
32
33
34
35

36 *Validation of measurement model and data analysis*

37
38
39 The proposed structural model has been assessed by the application of the
40
41 approximation of Partial Least Squares (PLS) (Chin & Newsted 1999). The Smart PLS
42
43 V.3 was used to complete the model estimations. In Table 1, the factorial loads for the
44
45 reflective scales are shown, as well as the corresponding reliability measures. In relation
46
47 to the reflective scales, the convergent validity is confirmed as the average variance
48
49 extracted (AVE) shows values higher than 0.5 in all cases. In relation to the composite
50
51 reliability (CR), the values surpass the minimum limit of 0.6 in every case and
52
53 Cronbach's alpha is higher than 0.7 for every latent variable.
54
55
56

57 [Insert Table 1]
58
59
60

1
2
3 Additionally, the discriminating validity was confirmed through the use and
4
5 calculation of the heterotrait-monotrait ratio (HTMT) (Henseler et al. 2015) among the
6
7 reflective composites. The HTMT has a value lower than 0.90 (Table 2). As such, the
8
9 value is appropriate according to Gold, Malhotra & Segars (2001).

10
11
12 [Insert Table 2]
13
14

15 **Results of the research**

16
17 This section presents the results of the study. First of all, the distribution of the sample
18
19 from a socio-demographic point of view is described, which is divided into almost equal
20
21 parts between men (52.8%) and women (47.2%). By age, the surveyees were divided in
22
23 the following way: under 30 years of age (47.5%); between 30 and 39 years of age
24
25 (32.2%); between 40 and 49 years of age (10.4%); between 50 and 59 years of age
26
27 (6.2%); and over 60 years of age (3.7%). With respect to the level of education, the
28
29 tourists surveyed show a high level of studies. Thus, 6.5% have only primary education,
30
31 10.8% have secondary education, 62.7% have university education and 20.0% have a
32
33 master's degree or a doctorate. In terms of professional occupation, the surveyees are
34
35 divided as: students (25.5%); employed by another party (21.7%); self-employed
36
37 (19.6%); business owners (14.4%); civil servants (8.2%); housewives (5.6%); retirees
38
39 (3.8%); and unemployed (1.2%). In terms of their nationalities, 86.6% of the tourists
40
41 surveyed were Colombian and 13.4% were foreigners. Among the latter, European
42
43 tourists comprised the highest number (45.3%), followed by Latin Americans (32.3%)
44
45 and North Americans (21.2%). Finally, with respect to the income level of the family
46
47 unit, those with less than \$525 (36.6%) were the largest group, followed by those with
48
49 between \$526 and \$1,050 (30.1%), then those with an income of between \$1,051 and
50
51 \$1,575 (15.1%), between \$1,576 and \$2,625 (12.2%), between \$2,626 and \$3,675
52
53 (4.1%) and, finally, an income of over \$3,675 (1.9%).
54
55
56
57
58
59
60

1
2
3 Next, in the following sections, the results of the analysis of the structural
4
5 equation are presented. This analysis mainly develops the measurement of the structural
6
7 model (Henseler, et al. 2016).
8
9

10 11 *Structural model*

12
13 Having tested the validity and reliability of the measurement models, possible problems
14
15 of collinearity were identified. The hypotheses proven in the structural model were
16
17 assessed by means of the analysis of path coefficients and the predictive power
18
19 measures of said structural model (Stone–Geisser’s R2 and Q2).
20
21
22

23 24 *1. Valuation of collinearity*

25
26 In agreement with Hair, Hult, Ringle & Sarstedt (2014), there are multi-collinearity
27
28 indexes when the variance inflation factor (hereafter, VIF) value is less than 5. As seen
29
30 in Table 3, all of the values are found below this figure and move specifically between 1
31
32 and 1.755.
33
34

35
36 [Insert Table 3]
37

38
39 The trajectory coefficients may be interpreted as coefficients of standardised
40
41 regression (Hair et al. 2014). In Table 4, the coefficients of the five relationships or
42
43 paths appear (1; 2a; 2b; 3a; 3b). These results suggest that the motivations do not imply
44
45 by themselves an increase in the loyalty of the visitor to the destination. Therefore,
46
47 hypothesis 1 (H₁) is rejected. However, there is an indirect double effect between the
48
49 motivations and the loyalty toward the destination. First of all, there is an indirect effect,
50
51 which relates the perception of the processions with loyalty to the destination, where H₂
52
53 presents coefficients of 0.490 (p<0.01) for path 2a and 0.712 (p<0.01) for path 2b,
54
55 respectively. In second place, it is possible to speak about an indirect second effect that
56
57 associates the evaluation of the elements of the visit with loyalty to the destination,
58
59
60

where H_3 presents coefficients of 0.574 ($p < 0.01$) for path 3a and 0.169 ($p < 0.01$) for path 3b.

[Insert Table 4]

2. *Predictive power*

In this section, the R^2 coefficient of determination and Stone–Geisser’s Q^2 test is calculated. The first of these represents a measure of predictive power, while the second is used as criteria for measuring the predictive relevance of the reflective dependent constructs (loyalty, perception and evaluation). In Table 5, the results can be seen. Thus, for R^2 , the results may be seen as acceptable from a predictive point of view (Chin 1998). On the other hand, if $Q^2 > 0$, it could confirm that the composite models have a predictive power (Chin 1998). In accordance with the results obtained, loyalty, perceptions and evaluation have values above zero.

[Insert Table 5]

3. *Mediation analysis*

For the confirmation of the mediation effect, a bias-corrected bootstrap confidence interval was applied as the most reliable test (Hayes & Scharkow 2013). SmartPLS 3.2 software was used with the aim of testing the mediating effects of the model. To obtain the confidence intervals, 5,000 samples were executed, and the bias-corrected method percentile generated a confidence interval of 95%. In Table 6, the results of the mediating effects are detailed. In this case, Nitzl, Roldan & Cepeda’s (2016) two-stage model is used. This consists of establishing the meaning of the indirect effects first of all and, secondly, determining the effects and/or the mediation.

In accordance with the phases of the mediation model, the first step determines the meaning of the indirect effects. The results are shown in Table 6 with a significant

1
2
3 indirect double effect (positive) with a confidence level of 95%. On the one hand, the
4 motivations towards the destination (DM) and regarding loyalty towards the destination
5 (LD), through the perception of the processions (PP) (non-standardised estimations =
6 0.349; $p < 0.05$), confirm hypotheses 2 (H_2). On the second hand, hypothesis 3 (H_3)
7 (Table 6, panel A) is confirmed, as there is a relationship among the motivations
8 towards the destination (DM) and regarding loyalty towards the destination (LD),
9 through the evaluation of the visit elements (VEE) (non-standardised estimations =
10 0.039; $p < 0.05$). With these results, the mediating effect can be confirmed.
11
12
13
14
15
16
17
18
19
20
21

22 Second of all, in table 6 panel B the type of effect and/or mediation that PP and
23 VEE have is determined. Therefore, the inexistence of a direct effect between DM and
24 LD (path 1) means that hypothesis 1 cannot be supported (non-standardised estimations
25 = 0.097; $p < 0.05$). As such, it can be concluded that the mediation that exerts, in terms of
26 the perception of the processions as well as the evaluation of the visit elements, is
27 complete in the relationships between the motivations and loyalty to the destination.
28 Additionally, in order to prevent the possible discrepancies in relation to the result of
29 the mediation (Rucker, Preacher, Tormala & Petty 2011), we consider the sample size
30 to be sufficiently large (see methodology section) so as to consider that there is a
31 complete mediation and this cannot be confused with a partial mediation.
32
33
34
35
36
37
38
39
40
41
42
43
44

45 [Insert Table 6]
46
47

48 **Conclusions**

49
50
51 The recognition by UNESCO of a tradition, a festivity or a celebration as an ICH
52 supposes, in addition to its first-class cultural recognition and its primordial obligation
53 of protection, its promotion as a tourist product, one that is especially attractive to a
54 specific type of tourist, those known as heritage tourists. As such, this implies the need
55 for the completion of scientific studies, as is the case of the Holy Week Processions in
56
57
58
59
60

1
2
3 the Colombian city of Popayán, which look to discover the possible relationships that
4
5 exist between tourist motivation and loyalty. The aim is to provide a tourist offer that is
6
7 adapted to what the tourist desires but prioritising, logically, the protection of this
8
9 ancestral legacy. Additionally, in the case of this city, another tourist attraction stands
10
11 out in its UNESCO recognition as a Creative City of Gastronomy, without forgetting
12
13 the recent Peace Accords of Colombia, which establish a more hopeful future for this
14
15 Latin American country.
16
17

18
19 The results of this research show that the (positive) influence of the motivations
20
21 regarding loyalty to the destination is mediated completely by the perception that
22
23 tourists have of the processions and by the evaluation of the motivations that lead to
24
25 their visit. In this respect, this research shows how even when the motivations of the
26
27 visitors are high in relation to the destination, this does not necessarily imply that
28
29 loyalty to the destination afterwards is more likely. As such, the relationship of the
30
31 motivations regarding the destination is explained in its entirety (Nitzl et al. 2016)
32
33 (without taking into consideration other possible explanations away from the model) by
34
35 means of determining elements during the visit, such as the acquisition of a positive
36
37 perception of the processions, as well as a positive evaluation of the experience of the
38
39 visit. In conclusion, the visitor will not be loyal to the destination if, during their stay in
40
41 the city, they perceive and evaluate negatively elements that accompany them during
42
43 the visit.
44
45
46
47
48

49 This study intends to examine in more depth research which relates tourism and
50
51 ICH, and is one of the first academic works regarding this material in Latin America.
52
53 From a practical point of view, the results contain important implications for
54
55 management. In this case, the results offer the organisations involved in the promotion
56
57 and organisation of this event (among those that can be listed: the Permanent Council
58
59
60

1
2
3 for Holy Week of Popayán; the Mayor's Office of Popayán; and the Regional
4 Government of Cauca) and other groups of interest (such as local businesses) an
5 opportunity to undertake and review actions for improvement and, specially, when it
6 comes to the development of synergies with other important resources (like the
7 declaration of Creative City of Gastronomy), that allows to exploit the loyalty levels
8 generated during the Holy Week Processions. Thus, increasing the potential of the city
9 with the ulterior motive of developing business and tourist projects and agendas that
10 generate work positions which allow the local community to have an active role in the
11 sustainable development of the activities taking part in their city (e.g. developing a city
12 brand; partnership agreements).

13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

These actions should not only be focused on the implementation of preliminary actions of promotion that develop a feeling or a motivation in the visitor, but also the need to introduce specific plans or activities that make the stay of the tourist in the destination become a key vehicular element that allows for the creation of a multiplying effect. This way, it would be possible to improve the loyalty of the visitor and have the tourist become an active promoter in their area of influence after their visit to the city.

Additionally, to improve the equitable and inclusive use of this ICH the creation of meeting and coordination spaces between the public organizations responsible for its management and the local community itself is proposed, thereby facilitating the development of entrepreneurship and educational improvement strategies. To this end, workshops and specific courses can be designed to encourage heritage interpretation. In this way the inhabitants of Popayan would have the possibility to implementing cooperative entrepreneurship experiences so they can raise the economic and social value of their heritage. Thus, businesses dedicated to guided tours and heritage

1
2
3 interpretation, recreation, symbolism, cultural animation and local cuisine would
4
5 blossom.

6
7 The main restriction of this research is that there are no previous data which
8 could have been used as the basis for the completion of this research. Due to the
9
10 purpose of our research, the field work was only carried out during the Holy Week
11
12 Processions. As a future line of research, the completion of studies focused on the
13
14 perspective of tourist activity is proposed, from another perspective, during the Holy
15
16 Week Processions. It would also be necessary to delve deeper in the tourist reception
17
18 capacity that this ICH could have, all this done through charge thresholds or indexes. It
19
20 is necessary too to analyse deeper the concept of tourist symbolic social appropriation.
21
22 With this, we would be able to improve the economic use on behalf of the local
23
24 community (through the tourist income generated), as well as guarantee its cultural,
25
26 environmental and social safekeeping.
27
28
29
30
31
32
33

34 References

- 35
36
37 Abuamoud, I.N., Libbin, J., Green, J. and Alrousan. R. (2014), "Factors Affecting the
38
39 Willingness of Tourists to Visit Cultural Heritage Sites in Jordan", *Journal of*
40
41 *Heritage Tourism*, Vol. 9 No. 2, pp. 148–165. doi:10.1080/1743873X.2013.874429.
42
43
44 Ahmad, Y. (2006), "The Scope and Definitions of Heritage: From Tangible to
45
46 Intangible", *International Journal of Heritage Studies*, Vol. 12 No. 3, pp. 292–300.
47
48 doi:10.1080/13527250600604639.
49
50
51 Almeida-Santana, A. and Moreno-Gil, S. (2018), "Understanding Tourism Loyalty:
52
53 Horizontal vs. Destination Loyalty", *Tourism Management*, Vol. 65, pp. 245–255.
54
55 doi:10.1016/j.tourman.2017.10.011.
56
57
58
59
60

- 1
2
3 Anh, D.T.P. (2017), "The Relationship Between Intangible Cultural Heritage and
4
5 Community Development: A Case Study of Kite Playing in Vietnam's Red River
6
7 Delta", *VNU Journal of Social Sciences and Humanities*, Vol. 3 No. 2, pp. 203–220.
8
9
- 10 Aoyama, Y. (2009), "Artists, Tourists, and the State: Cultural Tourism and the
11
12 Flamenco Industry in Andalusia, Spain", *International Journal of Urban and*
13
14 *Regional Research*, Vol. 33 No. 1, pp. 80–104. doi:[10.1111/j.1468-](https://doi.org/10.1111/j.1468-2427.2009.00846.x)
15
16 [2427.2009.00846.x](https://doi.org/10.1111/j.1468-2427.2009.00846.x).
17
18
- 19 Araujo, P. and Froyland, L. (2007), "Statistical Power and Analytical Quantification",
20
21 *Journal of Chromatography B*, Vol. 847 No. 2, pp. 305–308.
22
23 doi:10.1016/j.jchromb.2006.10.002.
24
25
- 26 Baker, D.A. and Crompton, J.L. (2000), "Quality, Satisfaction and Behavioral
27
28 Intentions", *Annals of Tourism Research*, Vol. 27 No. 3, pp. 785–804.
29
30 doi:[10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5).
31
32
- 33 Barroso, C., Armario, E.M. and Ruiz, D.M. (2007), "The Influence of Market
34
35 Heterogeneity on the Relationship Between a Destination's Image and Tourists'
36
37 Future Behaviour", *Tourism Management*, Vol. 28 No. 1, pp. 175-187.
38
39 doi:[10.1016/j.tourman.2005.11.013](https://doi.org/10.1016/j.tourman.2005.11.013).
40
41
- 42 Beerli, A. and Martin. J.D. (2004), "Factors Influencing Destination Image", *Annals of*
43
44 *Tourism Research*", Vol. 31 No. 3, pp. 657–681. doi:10.1016/j.annals.2004.01.010.
45
46
- 47 Bille, M. (2012), "Assembling Heritage: Investigating the UNESCO proclamation of
48
49 Bedouin Intangible Heritage in Jordan", *International Journal of Heritage Studies*,
50
51 Vol. 18 No. 2, pp. 107–123. doi:10.1080/13527258.2011.599853.
52
53
- 54 Breakey, N.M. (2012), "Studying World Heritage Visitors: The Case of the Remote
55
56 Riversleigh Fossil Site", *Visitor Studies*, Vol. 15 No. 1, pp. 82–97.
57
58 doi:10.1080/10645578.2012.660845.
59
60

- 1
2
3 Brida, J. G., Meleddu, M., & Pulina, M. (2016). "Understanding museum visitors'
4 experience: a comparative study", *Journal of Cultural Heritage Management and*
5
6 *Sustainable Development*, 6(1), 47-71. doi: 10.1108/JCHMSD-07-2015-0025
7
8
9
10 Chandralal, L. and Valenzuela, F.R. (2013), "Exploring Memorable Tourism
11 Experiences: Antecedents and Behavioural Outcomes", *Journal of Economics,*
12 *Business and Management*, Vol. 1 No. 2, pp. 177–181.
13
14
15
16
17 doi:10.7763/JOEBM.2013.V1.38.
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Chen, C.F. and Chen, F.S. (2010), "Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists", *Tourism Management*, Vol. 31 No. 1, pp. 29–35. doi:10.1016/j.tourman.2009.02.008.
- Chen, C.F. and Tsai, D. (2007), "How Destination Image and Evaluative Factors Affect Behavioral Intentions?", *Tourism Management*, Vol. 28 No. 4, pp. 1115–1122. doi:[10.1016/j.tourman.2006.07.007](https://doi.org/10.1016/j.tourman.2006.07.007).
- Chi, C.G.Q. and Qu, H. (2008), "Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach", *Tourism Management*, Vol.29 No. 4, pp. 624–636. doi:[10.1016/j.tourman.2007.06.007](https://doi.org/10.1016/j.tourman.2007.06.007).
- Chin, W.W. (1998), "The Partial Least Squares Approach to Structural Equation Modeling", *Modern Methods for Business Research*, Vol. 295 No. 2, pp. 295–336.
- Chin, W.W. and Newsted, P.R. (1999), "Structural Equation Modeling Analysis with Small Samples Using Partial Least Squares", In Hoyle, R.H. (Ed.) *Statistical Strategies for Small Sample Research*, Sage, Thousand Oaks, Canada, pp. 307–341.
- Coccosis, H. (2017), Sustainable tourism and carrying capacity: a new context. In "*The Challenge of Tourism Carrying Capacity Assessment*" (pp. 19-30), Routledge, London, UK.

- 1
2
3 Cohen, J. (1992), "A Power Primer", *Psychological Bulletin*, Vol. 112 No. 1, pp.
4
5 155–159. doi: 10.1037/0033-2909.112.1.155.
6
7
8 Correia, A., Kozak, M. and Ferradeira, J. (2013), "From Tourist Motivations to Tourist
9
10 Satisfaction", *International Journal of Culture. Tourism and Hospitality Research*,
11
12 Vol. 7 No. 4, pp. 411–424. doi:10.1108/IJCTHR-05-2012-0022.
13
14
15 Crouch, G.I. (2011), "Destination Competitiveness: An Analysis of Determinant
16
17 Attributes", *Journal of Travel Research*, Vol. 50 No. 1, pp. 27–45.
18
19 doi:10.1177/0047287510362776.
20
21
22 Del Barrio, M.J., Devesa, M. and Herrero, L.C. (2012), "Evaluating Intangible Cultural
23
24 Heritage: The Case of Cultural Festivals", *City, Culture and Society*, Vol. 3 No.
25
26 4, pp. 235–244. doi:10.1016/j.ccs.2012.09.002.
27
28
29 Faul, F., Erdfelder, E., Lang, A.G. and Buchner, A. (2007), "G* Power 3: A Flexible
30
31 Statistical Power Analysis Program for the Social, Behavioral, And Biomedical
32
33 Sciences", *Behavior Research Methods*, Vol. 39 No. 2, pp. 175–191.
34
35 doi:10.3758/BF03193146.
36
37
38 Finn, M., Elliott-White, M. and Walton, M. (2000), *Tourism and Leisure Research*
39
40 *Methods: Data Collection, Analysis and Interpretation*, Pearson Education, Harlow,
41
42 United Kingdom.
43
44
45 Gold, A.H., Malhotra, A. and Segars, A.H. (2001), "Knowledge Management: An
46
47 Organizational Capabilities Perspective", *Journal of Management Information*
48
49 *Systems*, Vol. 18 No. 1, pp. 185–214. doi:10.1080/07421222.2001.11045669.
50
51
52 Gómez Schettini, M., Almirón, A. and González Bracco, M. (2011), "La Cultura como
53
54 Recurso Turístico de las Ciudades, el Caso de la Patrimonialización del Tango en
55
56 Buenos Aires, Argentina", *Estudios y Perspectivas en Turismo*, Vol. 20 No. 5, pp.
57
58 1027–1046.
59
60

- 1
2
3 Greenop, K., Juckes, E. and Landorf, C. (2016), "King George Square's Citizens: Social
4
5 Media and the Intangible Cultural Heritage of a Brisbane Icon", *Historic*
6
7 *Environment*, Vol. 28 No. 2, pp. 26–43.
- 8
9
10 Hair, J.F., Hult, G.T., Ringle, C.M. and Sarstedt, M. (2014), *A Primer on Partial Least*
11
12 *Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Thousand
13
14 Oaks, Canada.
- 15
16
17 Hayes, A.F. and Scharkow, M. (2013), "The Relative Trustworthiness of Inferential
18
19 Tests of the Indirect Effect in Statistical Mediation Analysis: Does Method Really
20
21 Matter?", *Psychological Science*, Vol. 24 No. 10, pp. 1918–1927. doi:
22
23 10.1177/0956797613480187.
- 24
25
26 Henseler, J., Hubona, G. and Ray, P.A. (2016), "Using PLS Path Modeling in New
27
28 Technology Research: Updated Guidelines", *Industrial Management & Data*
29
30 *Systems*, Vol. 116 No. 1, pp. 2–20. doi:10.1108/IMDS-09-2015-0382.
- 31
32
33 Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A New Criterion for Assessing
34
35 Discriminant Validity in Variance-Based Structural Equation Modeling", *Journal of*
36
37 *the Academy of Marketing Science* Vol. 43 No. 1, pp. 115–135. doi:10.1007/s11747-
38
39 014-0403-8.
- 40
41
42 Indera S.M.R. and Yahaya, A. (2016), "Assessing Cultural Heritage Potential: A
43
44 Framework to Incorporate Incentives Programme into Heritage Management
45
46 Strategies", *The Social Sciences*, Vol. 11 No. 12, pp. 2916–2921.
47
48 doi:10.3923/sscience.2016.2916.2921.
- 49
50
51 Kim, A.K. and Brown, G. (2012), "Understanding the Relationships Between Perceived
52
53 Travel Experiences, Overall Satisfaction, and Destination Loyalty", *Anatolia*, Vol.
54
55 23 No. 3, pp. 328–347. doi:10.1080/13032917.2012.696272.
- 56
57
58
59
60

- 1
2
3 Kim, J.H. (2014), "The Antecedents of Memorable Tourism Experiences: The
4
5 Development of a Scale to Measure the Destination Attributes Associated with
6
7 Memorable Experiences", *Tourism Management*, Vol. 44, pp. 34–45.
8
9 doi:10.1016/j.tourman.2014.02.007.
10
11
- 12 Kurin, R. (2004), "Safeguarding Intangible Cultural Heritage in the 2003 UNESCO
13
14 Convention: A Critical Appraisal", *Museum International*, Vol. 56 No. 1–2, pp.
15
16 66–76. doi:[10.1111/j.1350-0775.2004.00459.x](https://doi.org/10.1111/j.1350-0775.2004.00459.x).
17
18
- 19 Kurin, R. (2007), "Safeguarding Intangible Cultural Heritage: Key Factors in
20
21 Implementing the 2003 Convention", *International Journal of Intangible Heritage*
22
23 Vol. 2 No. 8, pp. 9–20.
24
25
- 26 Landorf, C. (2009), "Managing for sustainable tourism: a review of six cultural World
27
28 Heritage Sites", *Journal of Sustainable Tourism*, Vol. 17, No. 1, pp. 53-70. doi:
29
30 [10.1080/09669580802159719](https://doi.org/10.1080/09669580802159719)
31
32
- 33 Lew, A.A. (1987), "A Framework of Tourist Attraction Research", *Annals of Tourism*
34
35 *Research*, Vol. 14 No. 4, pp. 553–75. doi:10.1016/0160-7383(87)90071-5.
36
37
- 38 López-Guzmán, T. and González Santa Cruz, F. (2017), "Visitors' experiences with
39
40 Intangible Cultural Heritage: A Case Study from Córdoba, Spain", *Journal of*
41
42 *Heritage Tourism*, Vol. 12 No. 4, pp. 410–415.
43
44 doi:[10.1080/1743873X.2016.1195834](https://doi.org/10.1080/1743873X.2016.1195834).
45
46
- 47 López-Guzmán, T., Torres, M. Pérez, J.C. and Carvache, W. (2019). "Segmentation and
48
49 Motivation of Foreign Tourists in World Heritage Sites. A Case Study, Quito"
50
51 (Ecuador). *Current Issues in Tourism*, Vol. 22 No. 10, pp. 1170-1189.
52
53 doi:10.1080/13683500.2017.1344625.
54
55
56
57
58
59
60

1
2
3 McCool, S. F., and Lime, D. W. (2001), "Tourism carrying capacity: tempting fantasy
4 or useful reality?", *Journal of sustainable tourism*, Vol. 9 No. 5, pp. 372-388. doi:
5
6 10.1080/09669580108667409
7
8

9
10 McKercher, B. (2002), "Towards a Classification of Cultural Tourists", *International*
11
12 *Journal of Tourism Research*, Vol. 4 No. 1, pp. 29–38. doi:10.1002/jtr.346.
13

14 McKercher. B. and du Cros, H. (2003), "Testing a Cultural Tourism Typology",
15
16 *International Journal of Tourism Research*, Vol. 5 No. 1, pp. 45–58.
17
18 doi:10.1002/jtr.417.
19
20

21 Muler Gonzalez, V., Coromina, L., and Gali, N. (2018), "Overtourism: residents'
22
23 perceptions of tourism impact as an indicator of resident social carrying capacity-
24
25 case study of a Spanish heritage town", *Tourism Review*, Vol. 73 No. 3, pp. 277-296.
26
27 doi: 10.1108/TR-08-2017-0138
28
29

30
31 Nguyen, T.H.H. and Cheung, C. (2014), "The Classification of Heritage Visitors: A
32
33 Case of Hue City, Vietnam", *Journal of Heritage Tourism*, Vol. 9 No.1, pp. 35–50.
34
35 doi:10.1080/1743873X.2013.818677.
36

37
38 Nitzl, C., Roldan, J.L. and Cepeda, G. (2016), "Mediation Analysis in Partial Least
39
40 Squares Path Modeling: Helping Researchers Discuss More Sophisticated Models",
41
42 *Industrial Management & Data Systems*, Vol. 116 No. 9, pp. 1849–1864.
43
44 doi:10.1108/IMDS-07-2015-0302.
45
46

47 O'Reilly, A. M. (1986), "Tourism carrying capacity: concept and issues", *Tourism*
48
49 *management*, Vol. 7, No. 4, pp. 254-258. doi: 10.1016/0261-5177(86)90035-X
50

51 Oppermann, M. (2000), "Tourism Destination Loyalty", *Journal of Travel Research*,
52
53 Vol. 39 No. 1, pp. 78–84. doi:[10.1177/004728750003900110](https://doi.org/10.1177/004728750003900110).
54
55

56 Ozdemir, B., Aksu, A., Ehtiyar, R., Çizel, B., Çizel, R.B. and İçigen, E.T. (2012),
57
58 "Relationships Among Tourist Profile, Satisfaction and Destination Loyalty:
59
60

Examining Empirical Evidences in Antalya Region of Turkey”, *Journal of Hospitality Marketing & Management*, Vol. 21 No. 5, pp. 506–540.

doi:10.1080/19368623.2012.626749.

Papayannis, T. (2017), *Tourism carrying capacity in areas of ecological importance. In “The Challenge of Tourism Carrying Capacity Assessment”* (pp. 167-178), Routledge, London, Uk.

Pearce, P.L. (1982), “Perceived Changes in Holiday Destinations”, *Annals of Tourism Research*, Vol. 9 No. 2, pp. 145–164. doi:10.1016/0160-7383(82)90044-5.

Pearson, D. and Pearson, T. (2017), “Branding Food Culture: UNESCO Creative Cities of Gastronomy”, *Journal of Food Products Marketing*, Vol. 23 No. 3, pp. 342–355. doi:10.1080/10454446.2014.1000441.

Poria, Y., Butler, R. and Airey, D. (2003), “The Core of Heritage Tourism”, *Annals of Tourism Research*, Vol. 30, pp. 238–254. doi:10.1016/S0160-7383(02)00064-6.

Poria, Y., Reichel, A. and Biran, A. (2006), “Heritage Site Management. Motivations and Expectations”, *Annals of Tourism Research*, Vol. 33, pp. 162–178. doi:10.1016/j.annals.2005.08.001

Prayag, G. (2008), “Image, Satisfaction and Loyalty – The Case of Cape Town”, *Anatolia*, Vol. 19 No. 2, pp. 205–224. doi:10.1080/13032917.2008.9687069.

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. doi:10.1080/10645578.2014.885362.

Romao, J., Neuts, B., Nijkamp, P. and van Leeuwen, E. (2015), “Culture, Product Differentiation and Market Segmentation: A Structural Analysis of the Motivation and Satisfaction of Tourists in Amsterdam”, *Tourism Economics*, Vol. 21 No. 3, pp. 455–474. doi:[10.5367/te.2015.0483](https://doi.org/10.5367/te.2015.0483).

- 1
2
3 Rucker, D.D., Preacher, K.J., Tormala, Z.L. and Petty. R.E. (2011), “Mediation
4
5 Analysis in Social Psychology: Current Practices and New Recommendations”,
6
7 *Social and Personality Psychology Compass*, Vol. 5 No. 6, pp. 359–371.
8
9 doi:10.1111/j.1751-9004.2011.00355.x.
10
11
- 12 Salerno, F., Viviano, G., Manfredi, E. C., Caroli, P., Thakuri, S., and Tartari, G. (2013),
13
14 “Multiple Carrying Capacities from a management-oriented perspective to
15
16 operationalize sustainable tourism in protected areas”, *Journal of Environmental*
17
18 *Management*, Vol. 128, pp. 116-125. doi: 10.1016/j.jenvman.2013.04.043
19
20
- 21 Sato, S., Gipson, C., Todd, S. and Harada, M. (2018), “The Relationship Between Sport
22
23 Tourists’ Perceived Value and Destination Loyalty: An Experience–Use–History
24
25 Segmentation Approach”, *Journal of Sport & Tourism*, Vol. 22 No. 2, pp. 173–186
26
27 doi:10.1080/14775085.2017.1348967.
28
29
- 30 Scott, K. and Chhabra, D. (2017), “Economic Viability of Heritage Festivals in
31
32 Wickenburg, Arizona (USA)”, *Anatolia*, Vol. 28 No. 3, pp. 432–443.
33
34 doi:10.1080/13032917.2017.1335647.
35
36
- 37 Sotiriadis, M. (2017), “Pairing Intangible Cultural Heritage with Tourism: The
38
39 Case of Mediterranean Diet”, *EuroMed Journal of Business*, Vol. 12 No. 3, pp.
40
41 269–284. doi:10.1108(EMJB-07-2016-0019).
42
43
- 44 Tucker, H. and Carnegie, E. (2014), “World Heritage and the Contradictions of
45
46 ‘Universal Value’”, *Annals of Tourism Research*, Vol. 47, pp. 63–76.
47
48 doi:[10.1016/j.annals.2014.04.003](https://doi.org/10.1016/j.annals.2014.04.003).
49
50
- 51 Tung V.W.S. and Ritchie, J.R. (2011), “Investigating the Memorable Experiences of the
52
53 Senior Travel Market: An Examination of the Reminiscence Bump”, *Journal of*
54
55 *Travel & Tourism Marketing*, Vol. 28 No. 3, pp. 331–343.
56
57 doi:10.1080/10548408.2011.563168.
58
59
60

1
2
3 UNESCO (2003), “*Convention for the Safeguarding of the Intangible Cultural*
4
5 *Heritage*”, Paris: UNESCO.

6
7 UNESCO (2006), “*Towards sustainable strategies for creative tourism*”, Paris:
8
9 UNESCO.

10
11 UNESCO (2007), “*UNESCO-EIIHCAP Regional Meeting. Safeguarding Intangible*
12
13 *Heritage and Sustainable Cultural Tourism: Opportunities and Challenges*”, Paris:
14
15 UNESCO.

16
17 UNWTO (2012), “*Tourism and Intangible Cultural Heritage*”, Madrid: UNWTO.

18
19 Vareiro, L., Freitas Santos, J., Remoaldo, P.C. and Cadima Ribeiro, J. (2016),
20
21 “Evaluating the Guimarães 2012 European Capital of Culture: National and
22
23 International Tourists’ Behaviors and Perceptions”, *Event Management: An*
24
25 *International Journal*, Vol. 20 No. 1, pp. 88–98.
26
27 doi:10.3727/152599516X14538326025152.

28
29 Vidal Gonzalez, M. (2008), “Intangible Heritage Tourism and Identity”, *Tourism*
30
31 *Management*, Vol. 29 No. 4, pp. 807–810. doi:10.1016/j.tourman.2007.07.003.

32
33 Vong, L.T.N. and Ung, A. (2012), “Exploring Critical Factors of Macau’s Heritage
34
35 Tourism: What Heritage Tourists are Looking for when Visiting the City’s Iconic
36
37 Heritage Sites”, *Asia Pacific Journal of Tourism Research*, Vol. 17 No. 3, pp.
38
39 231–245. doi:10.1080/10941665.2011.625431.

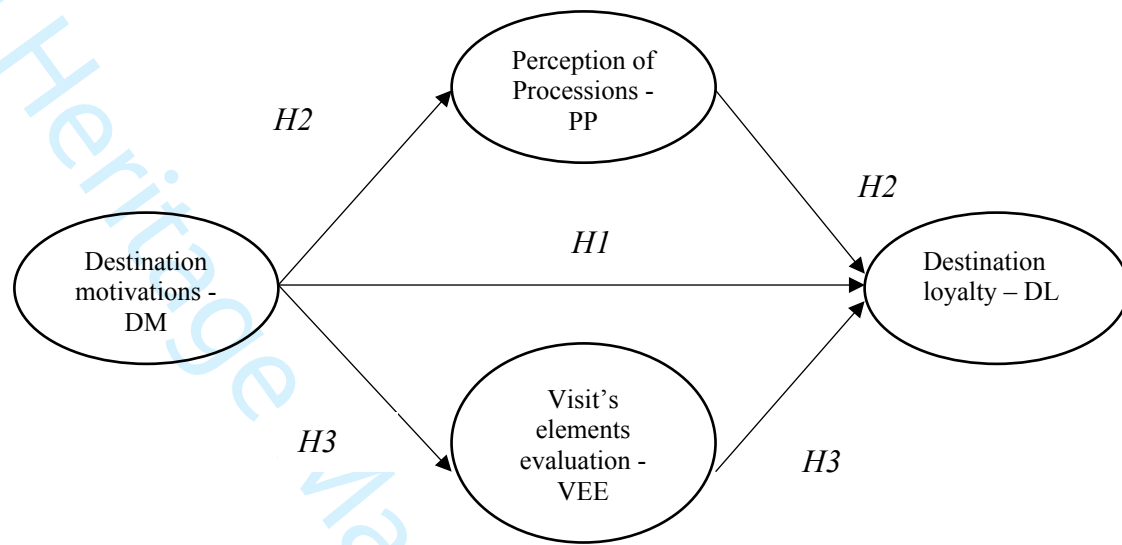
40
41 West, P. and Carrier, J. (2004), “Ecotourism and Authenticity”, *Current Anthropology*,
42
43 Vol. 45 No. 4, pp. 483–489. doi:10.1086/422082.

44
45 Williams, K. E. (2016), “Memorializing Authentic Heritage: An Examination of the
46
47 UNESCO Representative List of the Intangible Cultural Heritage of Humanity”,
48
49 Master's Thesis, University of Tennessee, USA.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Zelenka, J., and Kacetl, J. (2014), "The concept of carrying capacity in tourism",

Amfiteatru Economic Journal, Vol. 16, No. 36, pp. 641-654.

Figure 1. Proposed model.1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Table 1. Analysis of the measurement model.

Indicators	Loading	AVE	CR	Cronbach's- alpha
Motivations		0.513	0.913	0.894
Q7.1: To attend cultural events: exhibitions, festivals, concerts, etc.	0.623			
Q7.2: To know the Holy Week of Popayán	0.686			
Q7.3: To know the city's wealth of monuments and history	0.758			
Q7.4: To taste the gastronomy	0.723			
Q7.5: To break away from daily routine	0.694			
Q7.6: To know new places	0.712			
Q7.8: The city's tourist attraction and reputation	0.776			
Q7.9: To get a deeper knowledge of the city's heritage	0.763			
Q7.10: Because it is a tourist destination that suits my budget	0.743			
Q7.11: To increase my tourist itinerary	0.669			
Perception of processions		0.804	0.942	0.918
Q9.1: During my presence in the Holy Week Procession I felt a part of the heritage	0.873			
Q9.2: My presence in the Holy Week Procession moved me	0.907			
Q9.3: My presence in the Holy Week Procession has contributed to increasing my knowledge about the culture of the city	0.889			
Q9.4: My presence in the Holy Week Procession made me feel good	0.916			
Visit's elements evaluation		0.589	0.94	0.93
Q8.1: Accessibility to the processions	0.763			
Q8.2: Hospitality of residents	0.757			
Q8.3: Beauty of the city and the processions	0.798			
Q8.4: State of conservation of the environment where the processions took place	0.817			
Q8.5: Cleanliness and maintenance of the city	0.823			
Q8.6: Availability of restaurants and bars	0.741			
Q8.7: Diversity of processions	0.765			
Q8.8: Tourist information	0.71			
Q8.9: Opportunity to purchase traditional craftwork and food	0.714			
Q8.10: Citizen security	0.796			
Q8.11: Time to wait to access the processional areas	0.751			
Destination loyalty		0.513	0.913	0.894
Q10.1: My presence at the Holy Week of Popayán was the right decision	0.883			
Q10.2: My level of satisfaction with the Holy Week is high	0.889			

Q10.3: I will encourage my relatives and friends to visit Popayán during the Holy Week	0.911
Q10.4: If someone asked me, I would recommend the Holy Week of Popayán	0.899
Q10.5: After my experience, I will definitely come back	0.866

All loads of the reflective measurement model are significant at the 1% base on a two-tailed test [t (0.01;4999) =2.577].

Table 2. Evaluation of discriminant validity.

Heterotrait-Monotrait Ratio (HTMT)				
	Destination loyalty	Motivations	Perception of processions	Visit's elements evaluation
Destination loyalty	1			
Motivations	0.516	1		
Perception of processions	0.888	0.529	1	
Visit's elements evaluation	0.627	0.617	0.602	1

N/A: not applicable.

Table 3. VIF values of the structural model.

	Destination loyalty	Motivations	Perception of processions	Visit's elements evaluation
Destination loyalty				
Motivations	1.591		1	1
Perception of processions	1.550			
Visit's elements evaluation	1.755			

Table 4. Structural model (N = 615).

Path	Coefficient	T - test
Motivations -> Destination loyalty (1)	0.039	1.329
Motivations -> Perception of processions (2a)	0.490*	12.998
Motivations -> Visit's elements evaluation (3a)	0.574*	14.919
Perception of processions -> Destination loyalty (2b)	0.712*	20.795
Visit's elements evaluation -> Destination loyalty (3b)	0.169*	4.559

Note. Significant coefficients. * $p < 0.01$.

Table 5. Predictive power of the structural model.

	R ²	R ² adjusted
Destination loyalty	0.706	0.705
Perception of processions	0.241	0.239
Visit's elements evaluation	0.329	0.328
	Q ²	
Destination loyalty	0.521	
Motivations		
Perception of processions	0.182	
Visit's elements evaluation	0.180	

Table 6. Mediation analysis.

Panel A: Indirect effect								
Indirect effects	Original	Sample	Bias	P. 95, CI	Bootstrapping BC		Sig.	
	sample	mean			P. 95, CI	P. 95, CI		P. 95, CI
	(O)	(M)		2.50%	97.50%	2.5%	97.5%	
path 2a x path 2b	0.097	0.349	-0.253	0.301	0.398	0.048	0.146	yes
path 3a x path 3b	0.349	0.098	0.251	0.063	0.137	0.314	0.388	yes
Panel B: Mediation								
<i>Direct effect</i>			<i>Indirect effect</i>		<i>Type of mediation</i>		VAF	
path 1	95% sig	+/-	path 2a x path 2b	95% sig	+/-			
0.039	no		0.349	yes	+	Total mediation	0.920	
			path 3a x path 3b	95% sig	+/-			
			0.097	yes	+			

Notes: P-percentile; CI-confidence intervals; BC-bias corrected; Sig-significance; 5,000 bootstrap samples.