Flamenco experience in Córdoba, Spain: Estimating tourist profiles by multilayer perceptron's artificial neural networks
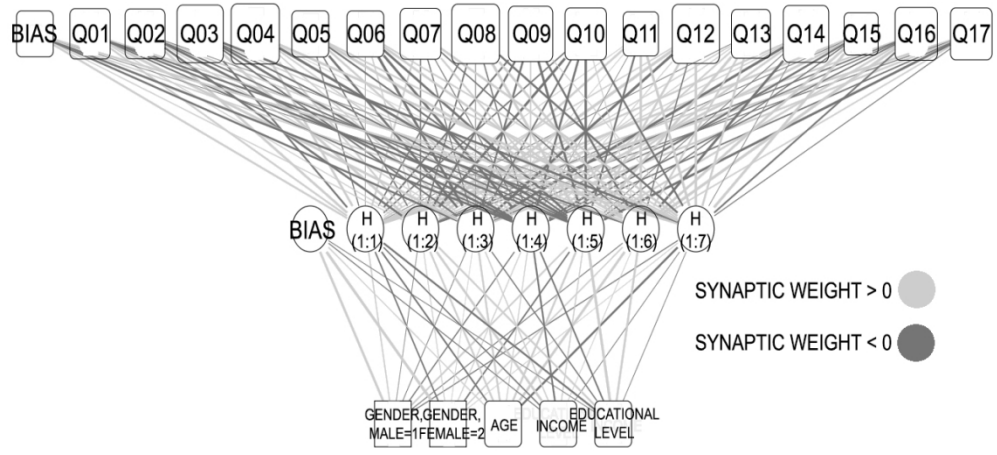
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Figure 1

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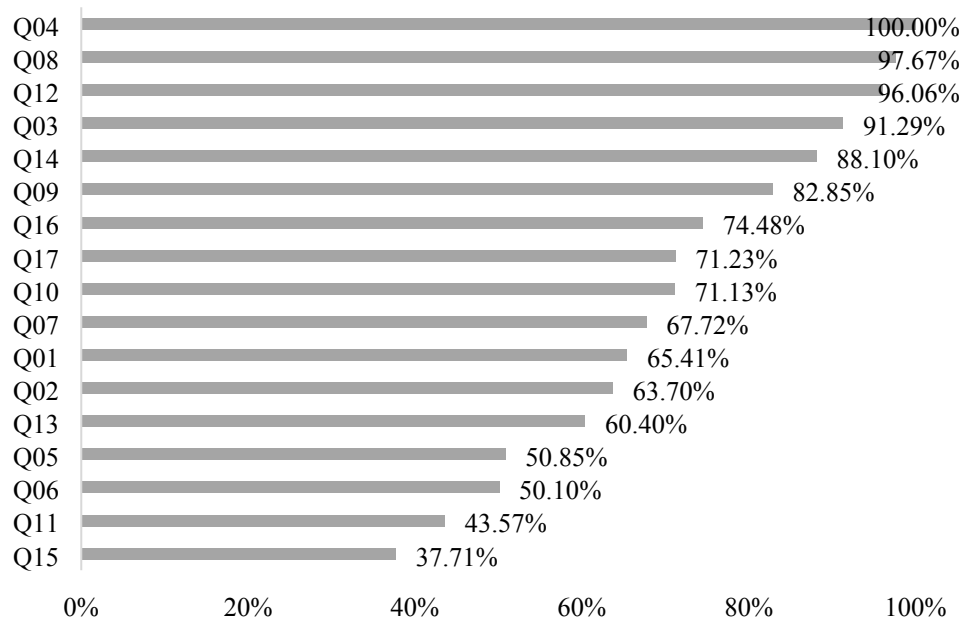
Figure 1. Normalised importance of exogenous variables in the ANN model

Table I
Sociodemographic characteristics of the surveyed

Items	%	Items	%
Gender		Educational level	
Male	44.34%	Primary education	15.57%
Female	55.66%	Secondary education	25.94%
Income (monthly)		University graduate	27.36%
Less than 700€	6.60%	Master/PhD	31.13%
701€ to 1,000€	2.83%	Age	
1,001€ to 1,500€	13.21%	Less than 30 years old	17.45%
1,501€ to 2,500€	18.87%	30-39 years old	19.81%
2,501€ to 3,500€	18.40%	40-49 years old	16.51%
More than 3,501€	40.09%	50-59 years old	22.17%
		60-69 years old	21.70%
		More than 69 years old	2.36%

Table II
Flamenco and tourism in Córdoba questions.

Code	Question	Mean	Std. Dev.
Aspects related to Flamenco			
Q01	Show and staging	4.22	0.88
Q02	Live flamenco show	4.47	0.76
Q03	Dancing	4.56	0.72
Q04	Attire	4.16	0.94
Q05	Feelings expressed by performers	4.38	0.85
Aspects related to Córdoba as a tourist destination			
Q06	Live music show quality	3.97	0.94
Q07	Historic and monumental quarter	4.48	0.75
Q08	Staff attention and quality of tourist accommodation	4.03	0.88
Q09	Gastronomic diversity and quality	4.00	0.84
Q10	Opportunity to buy handicrafts	3.92	0.87
Q11	Additional leisure offer	3.58	1.02
Q12	Value for money of the city	4.16	0.81
Touristic experience after visiting Córdoba and Flamenco shows			
Q13	I have a great level of satisfaction with Córdoba	4.38	0.76
Q14	I would recommend its visit if someone asked me for advice	4.52	0.69
Q15	I will encourage my family and friends to visit Córdoba	4.42	0.77
Q16	After my experience, I think I will come back again	4.02	1.06
Q17	My choice to attend Flamenco shows was right	4.37	0.85

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Table III
Network architecture

Input Layer	**Covariates**	Q01
		Q02
		Q03
		Q04
		Q05
		Q06
		Q07
		Q08
		Q09
		Q10
		Q11
		Q12
		Q13
		Q14
		Q15
		Q16
		Q17
	Number of Units (excluding bias)	17
Hidden Layer	Rescaling Method for Covariates	Standardised
	Number of Hidden Layers	1
	Number of Units in Hidden Layer (excluding bias)	7
	Activation Function	Hyperbolic tangent
Output Layer	Dependent Variables	Gender, male=1
		Gender, female=2
		Age (from 1 to 6)
		Income (from 1 to 6)
		Educational level (from 1 to 4)
	Number of Units	5
	Rescaling Method for Scale Dependents	Standardised
	Activation Function	Identity
	Error Function	Sum of Squares

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Table IV
Model summary

Training (N=149; 70.28%)	**Sum of Squares Error**		**236.376**
	Average Overall Relative Error		0.914
	Percent Incorrect Predictions for Categorical Dependents	Gender	40.27%
	Relative Error for Scale Dependents	Age	0.988
		Income	0.897
		Educational level	0.834
	Stopping Rule Used		1 consecutive step(s) with no decrease in error (based on the testing sample)
	Training Time		0:00:00.08
Testing (N=63; 29.72%)	Sum of Squares Error		106.824
	Average Overall Relative Error		0.953
	Percent Incorrect Predictions for Categorical Dependents	Gender	44.44%
	Relative Error for Scale Dependents	Age	0.934
		Income	0.955
		Educational level	0.937

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Table V
Adjustment of the ANN obtained

	Gender	Age	Income	Educational level	Overall
R^2	89.18%	17.33%	10.59%	23.30%	35.10%
MAPE	37.03%	58.37%	42.88%	40.37%	44.66%

Table VI

Questions with the most direct influence in profiles' sociodemographic characteristics

	Question	Sociodemographic characteristic	Variation
Q08	Staff attention and quality of tourist accommodation	Educational level	31.93%
Q08	Staff attention and quality of tourist accommodation	Age	27.77%
Q13	I have a great level of satisfaction with Córdoba	Educational level	24.78%
Q12	Value for money of the city	Educational level	22.60%
Q16	After my experience, I think I will come back again	Educational level	20.37%
Q03	Dancing (flamenco)	Income	20.24%
Q16	After my experience, I think I will come back again	Age	17.76%
Q03	Dancing (flamenco)	Educational level	14.28%
Q12	Value for money of the city	Income	13.87%
Q13	I have a great level of satisfaction with Córdoba	Age	13.54%

Table VII
Questions with the most inverse influence in profiles' sociodemographic characteristics

Question		Sociodemographic characteristic	Variation
Q09	Gastronomic diversity and quality	Age	-29.68%
Q04	Attire (flamenco)	Educational level	-26.68%
Q09	Gastronomic diversity and quality	Educational level	-26.16%
Q01	Show and staging (flamenco)	Educational level	-25.22%
Q14	I would recommend its visit if someone asked me for advice	Age	-25.15%
Q07	Historic and monumental quarter	Age	-22.58%
Q17	My choice to attend Flamenco shows was right	Educational level	-21.26%
Q04	Attire (flamenco)	Age	-19.77%
Q01	Show and staging (flamenco)	Age	-18.36%
Q14	I would recommend its visit if someone asked me for advice	Educational level	-17.56%

Flamenco experience in Córdoba, Spain: Estimating tourist profiles by multilayer perceptron's artificial neural networks

Abstract

Purpose - This research aims to demonstrate the possible link between the sociodemographic profile of visitors motivated by the visit to flamenco shows and the city of Córdoba (Spain), and the preferences and sensations regarding these experiences.

Design/methodology/approach - The methodology used (multilayer perceptron) is based on the development of an artificial neural network.

Findings - The results show that the variables age and educational level are determining factors in the profile of the visitor. Also, as the level of income increases, does the interest in flamenco, a fact that can be useful to determine the target audience for this type of shows.

Originality - Flamenco is an art originated in the Andalusian region that arouses the interest of the visitor, due to its music, way of singing and dance. Flamenco is a popular art that excites and awakens the senses of those who attend this dance, song and guitar show. Its recognition as Intangible Heritage of Humanity by UNESCO since 2010, makes it a tourist product that motivates visitors to travel to the city of Córdoba (Spain), being also one of the flamenco's places of origin. Córdoba includes this art in its tourist offer so that the identity of the city has two aspects: patrimonial and immaterial, among the flamenco highlighted.

Keywords flamenco; tourists' profiles, cultural tourism, sentiment analysis, multilayer perceptron, artificial neural networks

Paper type Research Paper

1. Introduction

There is a type of tourist who travels motivated by music (Revilla and Ramírez, 2015) and for the participation in musical events (Getz and Page, 2016). The interest in festivals that has manifested itself in recent years has given rise to the phenomenon known as festivalization (Richards, 2015; Devesa *et al.*, 2010; Négrier *et al.*, 2013). This tourist appreciates the memorable and different things (Prebensen *et al.*, 2016). Visitors are invaded by the need to connect with the physical place and their personal history (Bolderman and Reijnders, 2017). The current cultural tourist is changing his/her way of perceiving tourism, approaching increasingly experimental tourism. His/her motivation is knowing a destination place in the same way to what he/she had imagined before visiting it, -in the pre-trip stage- a preconceived idea that will be present in his/her mind, either from previous experiences, from word of mouth, from advertising, etc. (Buhalis, 2000).

Flamenco is a Spanish sign of identity known outside its borders, which has motivated the image of flamenco to be considered as a brand "Spain" (Palma *et al.*, 2017). It is a living art form by singing, dancing and guitar playing, which excites those who witness a show. It is recognised for its expressiveness, being a way of expressing feelings such as pain, loneliness, love, love lost or joy. Each flamenco style expresses a different type of feeling, from joy to tragedy (Machin-Autenrieth, 2015). Its richness and variety can be perceived from its principal artistic manifestations such as *cante* (singing), *toque* (guitar playing), and dance (Manuel, 2010; Palma *et al.*, 2017; Heredia *et al.*, 2019). Considered as a living art, a way of living, a way of perceiving and interpreting daily existence (Leblon, 2003), claimed to be composed of a mixture of North African, Latin American, Indian influence and the contribution of the gypsy

people of the region of Andalusia, where it keeps its roots and identity (Aoyama, 2009; García-García, 2020).

Nowadays, flamenco is known, valued and practised around the world, reaching great popularity in Japan, the United States, Latin America and in Europe, in countries as France, United Kingdom, or Italy (Palma *et al.*, 2017). Currently, attendance at flamenco festivals or concerts is numerous, as well as their contribution to dance or guitar courses. Flamenco is a "*Powerful dynamizing factor of tourist activity, capable of attracting more than six hundred thousand tourists each year, many of them international, who seek the authenticity, the emotional tear and the beauty of an art exclusively ours, which identifies us and places us favourably compared to other competing tourist destinations*" (Consejería de Turismo y Deporte de la Junta de Andalucía, 2004).

Thus, it is interesting to recognise the different types of cultural visitors, their motives and impressions for effective management of destination strategies, since heritage and culture are related factors (Vong and Ung, 2012). In this sense, this work aims to assess the association between the sociodemographic characteristics (as income, age, gender and educational level) of profiles attracted for visiting flamenco shows and the city of Córdoba (Spain), with their preferences and feelings about these experiences. Córdoba is recognised as a World Heritage City, making it a main destination for cultural tourism.

This work employs a multilayer perceptron (MLP), that is, a type of artificial neural network (ANN) (Rumelhart *et al.*, 1986) to get an estimation of a visitor's sociodemographic profile based on predetermined input values consisting of responses to questions (Likert type) previously made using a questionnaire. In this way, once the network has been obtained and the travellers' responses personalised, a "composite picture" of this type of tourist can be achieved that meets these sociodemographic characteristics based on those previously established responses; as the travellers' study is key to the development of the destination (Robinson *et al.*, 2018). Additionally, the ANN obtained allows quantifying the variations produced in each of the analysed characteristics of the sociodemographic profile concerning the difference between the minimum and the maximum of the Likert scale of each question.

2. Literature review

The theoretical framework of this research is distributed as follows. First, a conception of flamenco as a tourist resource is proposed. Second, a knowledge of the sociodemographic profile of the tourist interested in music will be developed. Finally, the role of the tourist experience and emotions is related to flamenco.

2.1. Flamenco as a tourist resource

For the successful development of tourism in World Heritage Sites (WHS), it is necessary three key factors: (1) history and culture of the place, (2) facilities, and (3) the attractions that this heritage legacy entails (Vong and Ung, 2012). Sometimes, the designation of a place as a WHS makes the tourist attraction appears and it often means a suggestion to visit this destination (Poria *et al.*, 2013). In addition, there are different characteristics in the motivations according to the destination is WHS or not (Poria *et al.*, 2011; Forgas-Coll *et al.*, 2012).

It is very useful to support the understanding of Cultural Heritage for different cultures (Poria *et al.*, 2013), which becomes more important in destinations whose visitors are foreigners (Tucker and Carnegie, 2014). The motivations of the tourist have been analysed, counting as a moderating effect on the recognition of the place as a WHS, specifically, the case of the Sagrada Familia (Forgas-Coll *et al.*, 2012). In similar terms, flamenco, recognised as Intangible Heritage of Humanity by UNESCO, encourage tourists to discover it again (Matteucci, 2013; Vergopoulos, 2016).

There is a perception of flamenco outside Spain, known as an art capable of being learned and enjoyed. The fusion with other cultural music and its instruments is another opportunity to attract new enthusiasts (Lara and Fuentes, 2016). The role of the guitar often remains an accompaniment to the *cantaor* (singer), as the dance is the best known and internationally recognized component of flamenco. Outside of Andalusia it is infrequent to see a performance without a dancer (Martin, 2020). In line with the above, flamenco has both a local and a global factor (Palma *et al.*, 2017).

Many artists offer their knowledge and performances at flamenco festivals far from Spain. In Japan, there are about 600 academies in which around 80,000 people studied (Matteucci, 2018). As for the festivals related to folklore (among others) in the province of Córdoba, it is possible to highlight the pilgrimages, a tourist attraction along with the flamenco week that Palma del Río (a town from Cordoba's province) celebrates: a unique performing arts market in Andalusia (Lanquar, 2018).

The foreign flamenco cultural tourist usually carries out active participation, as they often already have some knowledge of flamenco, although in a significant number of cases it is only "by ear" (García-García, 2015). When visitors who have enjoyed a flamenco experience return to their places of origin, they remember everything they have experienced through their emotions. When they hear a flamenco guitar chord again or feel a *taconeo* (heel shoe tapping while dancing), those emotions reappear, reminding them the feelings they experienced at that time (García-García *et al.*, 2019).

2.2. Sociodemographic profile of the tourist interested in music

The influence of music on mood, through emotions and emotional states, is considered one of the most common reasons for listening to music (Juslin and Sloboda, 2011). According to Manolika *et al.* (2021), the emotional and social use of music is predicted by gender. In the case of experimenting with positive emotions and escaping from the routine (such as stress reduction) and socialise with other people, women are more predisposed to listen to music than men. There is a tendency for young women to play instruments more than young men (Hallam, *et al.*, 2020). Experiencing positive emotions or reducing exhaustion are preferred actions for extroverts when listening to music (Chamorro-Premuzic and Furnham, 2007). People with more predisposition to discover new experiences are more perfectionists when choosing a type of music (Chamorro-Premuzic *et al.*, 2009; Rentfrow and Gosling, 2003).

Furthermore, the search for emotions through music is more characteristic in women than in men (Chamorro-Premuzic *et al.*, 2009; Chamorro-Premuzic *et al.*, 2012). While women enjoy music to escape from routine (Chamorro-Premuzic *et al.*, 2012; Weaver, 2003; Yolal *et al.*, 2009), men listen to music with a motivation of knowledge (Chamorro-Premuzic *et al.*, 2014; Chamorro-Premuzic *et al.*, 2012).

2.3. Tourist experience and emotions with flamenco

The scientific literature agrees on different aspects between emotions and tourism, with a relationship among satisfaction, behavioural intentions and positive emotions (Yuskel *et al.*, 2010; Grappi and Montanari, 2011; Han *et al.*, 2014; Prayag *et al.*, 2013), as well as the affective dimension is a variable to study (Ritchie and Hudson, 2009; Tung and Ritchie, 2011) stimulation of the senses, cognitive understanding and affective responses constitute tourist experiences (Gretzel *et al.*, 2006; Wang and Pizam, 2011).

The link between emotions and tourist experiences has been highlighted, focusing it on the affective feelings experienced by the tourist and directly associating the success of a destination in the tourist's mind with the favourable moments lived during the experience of the trip. In this line, the influence of the stimulation in the affective factor of the tourist (Hosany

et al., 2010; Hosany, 2012; Kim *et al.*, 2012; Li and Cai, 2012; Nawijn *et al.*, 2013; Mackenzie and Kerry, 2013; Nicoletta and Servidio, 2012; Servidio, 2015; Servidio and Ruffolo, 2016).

In addition, from the point of view of tourism, the existence of an experience needs social behaviours, time and space (Vergopoulos, 2016). The experience comes from the interactive process between the tourist and space, with characteristics perceptible by the consumer, smells or luminosity (Taheri and Jafari, 2012; Larsen and Laursen, 2012). Time is another of the variables to take into account: time outside of everyday life and leisure time (Major and McLeay, 2012; Henning, 2012; Liutikas, 2012). Sociability is the third variable, the experience usually happens when it is shared (Fijalkow *et al.*, 2015) being among tourists (Smed, 2012) or tourists and locals (Fijalkow *et al.*, 2015; Prebensen *et al.*, 2016).

Preferences in tourism refer to the evocation of emotional dimensions which are established in the image that is received in the place. When the tourist seeks information about new destinations, he/she does so base on the images that can influence the thinking of tourists (Page, 2014).

The relationship between the emotional implications and the memory of tourist experiences has been researched, based on the behaviour of the tourist during the four stages of the travel: preparation, trip to the destination, stay and return (Servidio and Ruffolo, 2016). Furthermore, nowadays, the first experience with destiny occurs in the preliminary stage and tends to be showy through the digital world (Korneliussen, 2014). In the post-trip stage, is usual to share travel experiences to transmit the experience to others through social networks (Yuksel and Yanik, 2014).

In similar trends, the success of a destination in the tourist's mind is associated with the beneficial moments experienced. The last, from the tourist's perception, will depend on multiple stimuli from the senses, which trigger favourable feelings and emotions (Braidot, 2010). Therefore, the stimulation of the senses in the tourist is necessary, the more senses are stimulated in the tourist when being in contact with the destination, the greater the memory (Álvarez, 2011). How the heart and brain of the tourist connect will affect the perception that the tourist has of the destination or attraction visited (Álvarez, 2011).

There is a direct relationship between the emotional response of the tourist, satisfaction in the destination, and behavioural intentions. Both positive and negative emotions exert a direct effect on satisfaction. Positive responses will generate positive return visit intentions and word of mouth recommendations, having a direct effect on the publicity of the place. Emotion and satisfaction influence behaviour, while satisfaction act as an intermediary between behavioural intentions and emotions (Prayag *et al.*, 2013).

Emotion is considered a necessary factor in the memories of the tourists. To measure the variety and magnitude of the emotional responses to them, three dimensions were used: fun, love and positive surprise (Hosany and Gilbert, 2010). The emotions obtained through visits are mostly remembered, both positive or negative (Larsen and Jenssen, 2004; Wirtz *et al.*, 2003); however, pleasantness and positive emotionality help to better remember the experiences lived (McGaugh, 2004; Wood and Conway, 2006).

For the leisure experience to be more fascinating, there needs to be a link between the emotion experienced and the place (Mitas *et al.*, 2012; Nawijn *et al.*, 2013). When emotion occurs in an event, it is more likely to be remembered (Zimmerman and Kelley, 2010).

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3. Data and methodology

3.1. Survey design

This research begins with a survey made on a representative sample of the tourists attending flamenco *tablaos* (traditional flamenco scenario) of the city of Córdoba. After a prior analysis of existing literature related to cultural tourism (Charters and Ali-Knight, 2002; Dawson *et al.*, 2011; Pérez-Gálvez *et al.*, 2015), a first questionnaire was designed. For the construction of the satisfaction scale, steps similar to those taken with the previous scale were followed concerning the previous bibliographic review (Yuksel and Yuksel, 2002; Devesa *et al.*, 2010; Truong and Foster, 2006).

The survey is divided into four blocks. The first includes questions related to a flamenco show itself. The second part focuses on the motivations that brought the tourist to the city and its evaluation. A third block concerned the impressions of the city's image and the flamenco shows and handicrafts after the visit. In these last three parts, a five-point Likert scale was used to present the questions. Finally, to complete the analysis, and in order to characterise the visitors a set of sociodemographic classification questions were formulated, combining numeric and multiple-choice type of answers.

3.2. Data obtention

The fieldwork was carried out between February and June 2016. A total of 324 surveys was filled in, of which 212 were valid. The surveys were carried out in different *tablaos* in the city of Córdoba. Prior to the first questionnaire, a pre-test and a pilot study were carried out. The pre-test (consisting of 20 surveys) was filled in by people related to flamenco and tourism in the city of Córdoba. This corrected several misunderstandings for the final questionnaire. The rate of refusal to fill in the questionnaire by the respondents was very low and not significant concerning any variable. It was decided to carry out a convenience sampling, usually used in these types of research, where the surveyed visitors are present in a specific space and time (Finn *et al.*, 2000). Lastly, it should be noted that it was not stratified by educational level, gender, purchasing power, age, marital status, or any other variable as there was no previous research that supported this stratification.

3.3. Multilayer perceptron development

The ANN can be defined as a network composed of nodes with a certain information storage capacity (Rumelhart and McClelland, 1986). These nodes -also called process element or (PE)- are conformed by an input vector $(x_1, x_2, …, x_n)$, with their corresponding synaptic weights $(w_1, w_2, …, w_n)$ and which are applied to those input vectors using a propagation rule (based on its corresponding linear combination). The application of an activation function to this result determines the value of these PEs, grouped in layers, such as input, intermediate (aka hidden layer or layers), and output.

The employ of the MLP in social sciences based on the use of surveys is still scarce. De Esteban *et al.* (2018) propose the use of this methodology in the management of services and experiences enjoyed by hotel clients in Madrid (Spain) using surveys answered by these hotel users. For their part, Eyvazlou *et al.* (2020) estimate the probability of developing metabolic syndrome among employees of an oil refinery in Iran, through surveys completed by them about their sociodemographic profile, medical record and habits. Finally, Mansour *et al.* (2021) use the MLP to determine whether a company that already has ISO 14031 certification will be able to obtain ISO 14001, using surveys carried out in companies from different sectors. As analysed, there are no studies that relate the use of ANN with the sociodemographic items of the profiles with interest in flamenco shows, so the present study aims to initiate a line of research in this regard.

Thus, an MLP is used, taking the Likert's answers obtained in the survey as the input values, and the outputs to the estimations that the MLP draws up on the different items of the sociodemographic profile of the "flamenco tourist" and other factors associated with cultural tourism. To obtain numerical values as a response, the data is previously coded. During the network development process, different topologies and activation functions are tested, finally preserving the ANN that presents a greater degree of adjustment in terms of mean relative error (*MAPE*) and coefficient of determination (R^2). The software used is SPSS Statistics v.23.

The arithmetical process of the ANN is described as follows. First, the input values (the Likert questions replies) and are standardised and bias (which takes value=1) is added, then multiplying these items (propagation rule) by every synaptic weight. The sum of all these results conforms the value of the first neuron of the hidden layer. The process is repeated to obtain all the values of the rest of the PEs of the hidden layer, with are later processed with an activation function (hyperbolic tangent, in this case), adding bias again. These last values are multiplied by its respective synaptic weights to obtain the first output value, repeating the process to get all of them. Finally, these results are de-standardised to obtain the real numerical estimations of the sociodemographic profile.

4. Results

4.1. Data and variables

The sociodemographic profile of the respondents is presented in Table I. Approximately 60% of the sample obtained are at least university graduates with monthly family income above 2,500€; and over 40 years. A slight majority of women surveyed is also observed. To summarise, the average profile of those surveyed corresponds to a woman with university studies and high income over 40 years.

Table I

The questions of the survey and its basic statistics are displayed in Table II. First, it is shown the questions related to flamenco. The most valued refer to dance, as well as interest in live shows. Second, questions about the motivations of Córdoba as a tourist destination, highlighting its historical and monumental centre and the value for money of the city. Finally, the questions referring to the tourist experience after visiting the flamenco show and the city of Córdoba are shown, where an interest in recommending the city and encouraging family and friends to visit it appear. The reliability of the scale has been tested through Cronbach's Alpha, obtaining a value of 0.947, being well above the minimum limits set by reference authors (Nunnally and Bernstein, 1994), so the scale presents optimal reliability.

Table II

4.2. Multilayer perceptron performance

An ANN of the MLP type is obtained with a topology of 17, 7, 5; that is, 17 PE in the input layer (referring to the questions asked), 7 in the intermediate layer (also known as the hidden layer) and 5 in the output layer, corresponding to the different elements of the sociodemographic profile of the respondents. The latter is previously coded to obtain numerical values as estimations. Following De Esteban *et al.* (2018), the ANN achieved presents a hyperbolic tangent as an activation function in the hidden layer and an identity function (that is, without additional transformation) in the output layer (Table III).

Table III

Graphically, the ANN obtained is shown in Figure 1, where the different layers are represented, the PEs that make it up, and the different synaptic weights that relate them.

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Figure 1

Figure 1. Graphic representation of the ANNs obtained

Table IV presents a summary of the elaboration of the ANN obtained. To obtain it, the sample is divided into the training (70.28% of the cases) and testing groups (29.72% remaining), in which the errors obtained are presented, and in the case of the first group, the training time and the stopping rule used.

Table IV

The degree of adjustment obtained by the ANN in the different elements of the sociodemographic profile and its overall are presented in Table V. In terms of the coefficient of determination (R^2), gender stands out as a factor in which the variability of its variance can be explained by almost 90% in the estimation of the visitor profile based on the questions answered in the survey -which supposes a very good fit-, although the rest of the elements present lower percentages. In terms of *MAPE*, all the components reach values around 40%.

Table V

In the detailed analysis of the variables (Figure 2), the MLP-type ANN developed presents the normalised importance that each of the inputs PEs contributes to the network, that is, to show to what extent the questions influence the estimation of the different output values that make up the sociodemographic profile. This type of analysis is usual in the literature that follows this type of methodology (Mansour *et al.*, 2021). Four items essentially stand out: Q04 (attire in flamenco shows), Q08 (Staff attention and quality of tourist accommodation), Q12 (Value for money of the city) and Q03 (flamenco dance). Among those that contribute with less relevance are Q15 (I will encourage my family and friends to visit Córdoba), Q11 (Additional leisure offer in Córdoba), Q06 (Live music shows quality in Córdoba) and Q05 (feelings expressed by Flamenco performers).

Figure 2

The ANN developed also calculates the particular incidence that each of the questions (input values) have on each of the elements of the sociodemographic profile of the respondents (output values). To obtain these variations, and while the rest of the inputs remain at their average values, the output values of the network are taken when the question to be analysed takes its minimum value, and later these output values are collected again when it takes its maximum value. Once the process with all the questions in the survey is finished, it can be seen which questions have the greatest influence on the different output values. In this way, the ten questions are shown (following a criterion of simple representativeness) that present both a greater direct relationship (Table VI) and an inverse relationship (Table VII) with the different elements of the sociodemographic profile.

Thus, Table VI reflects a growing motivation in flamenco dance (Q03) and the value for money of the city (Q12) as the surveyed level of income and educational level becoming higher. There is also a greater interest in the attention and quality of tourist accommodation (Q08), the desire to return (Q16) and a high level of satisfaction with the city (Q13) as the age and educational level of the profile of the respondent increases.

Table VI

Conversely, there is a decreasing interest as the age of the respondent advances in the gastronomy of the city (Q09), the interest in recommending it (Q14), the historical quarter (Q07) and, regarding flamenco, the attire (Q04) and the show and staging (Q01). The increase in the educational level of the surveyed implies a loss of interest in questions shared by the older profiles such as Q04, Q09 and Q01. Finally, it is worth mentioning that both the questions

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highlighted in Table VI (Q08, Q03, Q16 and Q12) and Table VII (Q09, Q14 and Q04) appear in the first positions of Figure 2 as the questions that contributed most relevance to the ANN.

Table VII

5. Conclusions

Important changes are taking place in the behaviour of new travellers, as they seek new experiences to discover, in order to connect with the people and traditions of destinations (Park and Santos, 2017). In short, it is a new profile of a tourist who wants to enjoy with all his senses, where the crucial thing is not the materiality, but the lived experience (Gándara *et al.*, 2013). So, it can be stated that material tourism is being complemented, if not replaced, by experimental tourism. In this sense, it is necessary to know how to define the typology of this tourist, in the case of an expression of popular intangible heritage, such as the flamenco, for better management of the destination.

The main conclusions that are drawn from this research highlight age and educational level as key factors in the visitor interested in flamenco shows and cities known for their cultural tourism such as Córdoba. Although these older and highly educated profiles show a growing interest in issues not directly related to flamenco such as the quality of the accommodation, the level of satisfaction with the city and the consequent desire to return; respondents' income increases implies also an interest rose in matters directly related to flamenco such as dance, a fact that can present this type of shows as interesting and profitable businesses, capable of attracting a target audience with high purchasing power.

Additionally, these older profiles with a high educational level reflect a decreasing interest in issues related to flamenco, such as attire, show and staging, and others outside the topic as gastronomy. It is relevant to add that the gender of the respondent was not shown as a particularly relevant component in determining their preferences. Summarizing, the ideal profile of the Flamenco show attendant seems to correspond with young men and women of high income and an intermediate educational level.

The main practical application of this study resides in the fact that the ANN obtained allows estimating a profile of the potential visitor interested in flamenco and Córdoba through questions that can be easily customised by the researcher. Thus, a specific collection of answers will give rise to a specific profile of potential visitors, being useful for the tourism sector in this area can adapt its offer to the profile of its client.

Finally, there are two main limitations of this work. First, the time span in which it was developed and second, the year on which the fieldwork was carried out (2016). As a future line of research, it is proposed to develop a second study comparing the profile of this flamenco cultural tourist with the profile of the current flamenco cultural tourist (in a post-COVID scenario) and it could be considered a similar investigation carried out in other cities of the Andalusia region.

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Reviewer: 1	
Recommendation: Accept	
Comments: The article, with the changes suggested by the reviewers, is better exposed. Congratulations to the authors for the great work done.	
Additional Questions: 1. Originality: Does the paper contain new and significant information adequate to justify publication?: The research topic of this article is original.	
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes.	
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes.	
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes.	Authors want to thank you for all your appreciable comments.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes.	
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes.	
Reviewer: 2	
Recommendation: Minor Revision	
Comments: Congratulations	
Additional Questions: 1. Originality: Does the paper contain new and significant information adequate to justify publication?: Ok	Authors want to thank you for all your appreciable comments. Pre-test and pilot study have been described in the manuscript following your recommendation. Text modification have been coloured in blue.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Ok	
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other	

ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: I would recommend strengthening the methodology section. In this sense, I recommend reinforcing how the pre-test was done and how the pilot study was carried out.	
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Ok	
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Ok	
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Ok	