UNIVERSIDAD DE SEVILLA

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EL DESTINO TURÍSTICO DE COIMBRA PATRIMONIO DE LA HUMANIDAD: LA RELEVANCIA DE LAS SINERGIAS CULTURALES Y EDUCATIVAS

WORLD HERITAGE COIMBRA AS A TOURIST DESTINATION: THE RELEVANCE OF CULTURAL AND EDUCATIONAL SYNERGIES

Doctoranda:

Vivina Almeida Carreira

Directoras:

Dra. Maria del Rosario González-Rodríguez

Dra. Maria del Carmen Díaz-Fernández

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To my son, Luís Filipe, and my daughter, Viviana

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The present doctoral tesis, in accordance with the quality criteria for defense of doctoral thesis by compendium of publications, authorized by the Thesis Director and the Doctoral Program Commission, is presented as a compendium of three published scientific papers and one accepted for publication. The full references of the scientific papers that constitute the thesis are as follows:

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CONTENTS

LIST OF ACRONYMS AND ABBREVIATIONS

ATLAS – Association for Tourism and Leisure Research Association

DMOs – Destination Marketing Organizations

EU – European Union

GCET – Global Code of Ethics for Tourism

GDP – Gross Domestic Product

ICOMOS – International Council of Monuments and Sites

NGO – Non-governmental organization

OECD – Organization for Economic Co-operation and Development

PPP – Public-private partnerships

SDG – Sustainable Development Goals

UN – United Nations

UNESCO – The United Nations Educational, Scientific and Cultural Organization

UNWTO – United Nations World Tourism Organization

WHP – World Heritage Program

WHS – World Heritage Site

WHSTP – World Heritage Sustainable Tourism Program

WTO – World Tourism Organization

CHAPTER 1

INTRODUCTION AND OBJECTIVES

1. Introduction

This doctoral thesis is the result of several research works carried out around the creation of synergies between culture, education, and tourism in the broader framework of valorizing cultural heritage for tourism.

Three preliminary studies were conducted and published (but not incorporated in this compendium) that somehow paved the way to the development of a more extensive research work. The first, on the importance of formal education in tourism regarding the need for higher training of professionals operating in this area (Carreira & Bingre, 2017). Another (Gomes & Carreira, 2016) explored the ways of making a peripheral region, with cultural elements of its own, to benefit from the higher attraction of a near big city. A third study (Carreira, Azeredo, González-Rodríguez & Díaz-Fernández, 2021) aimed at demonstrating how cultural tourism can be a driver of local development, specifically, the educational trend in tourism wherein adequately designed non-formal educational tourist programs can foster an in-depth knowledge of destinations. A proposal of a walking route for cultural interpretation intended for young visitors draws on the importance of designing tourism products that will engage families in quality time and that heritage interpretation products for young visitors can also create an awareness of the importance of cultural heritage and its conservation.

These studies were not incorporated in this thesis, although they are related to the main topics approached here and were carried out within the period of enrolment in this doctoral Program on Tourism.

The point of departure for the studies that make up this compendium of articles is Coimbra, in Central Portugal, which is home to one of the oldest universities in Europe whose history goes back to the century after the foundation of the Portuguese nation, since it was created in 1290. In June 2013, Coimbra saw the University of Coimbra - Alta and Sofia inscribed on the UNESCO World Heritage list, an ensemble composed of many medieval colleges, cathedrals, churches, museums, a baroque library, modern buildings, and a Botanical Garden. In July 2019, the Machado de Castro National Museum was integrated into this classified group. This World Heritage Site (WHS) classification was due both to its material heritage, and for its intangible legacy, notably for the role it played in the spreading of the Portuguese language and culture throughout the world. Its global

significance is noticeable in the growing number of visitors in recent years, which also poses critical challenges to cultural tourism managers.

An empirical research used a survey which took place between June 2018 and September 2019, with a total of 582 validated questionnaires collected. The questionnaire was designed with a wide panel of variables intended to assess the socio-economical, cultural, and attitudinal impacts caused by the UNESCO listing of the University of Coimbra, Alta, and Sofia as World Heritage. Besides questions about the sociodemographic profile of tourists visiting the tourist destination of Coimbra, as a WHS, a high number of questions were designed with variables targeted at collecting data regarding tourists' prior image and knowledge about the city, the importance of its UNESCO status for their decision to visit it, the importance of the UNESCO seal for the development of tourism, both in the city and in the adjacent region, other motivations and satisfaction, as well as the kind of activities they preferred to engage themselves in.

It seemed important to identify the profiles of cultural tourists in post-UNESCO Coimbra so as to understand what they look for in their visit, which are their main motivational factors, whether they are interested in participatory activities within the places they visit or in other activities which call for cognitive, intellectual or affective engagement as well as their degree of satisfaction with what the city offers. Data were collected in the surroundings of Coimbra University, the listed buildings, museums as well as in several hotel units. The questionnaire was provided in Portuguese and in English. The analysis and interpretation of data was conducted throughout the elaboration of the different studies.

2. Culture, education, and tourism: reasons for a trialogue

The concept of culture as, among others, attests Terry Eagleton (2005: 9) is one of the most complex words to describe and define. For the elucidation of this concept, the contributions of Raymond Williams (1968, 2001), in relation to the concept of culture, were invaluable, and now form the basis of the modern disciplinary field of cultural studies.

The term derives etymologically from the Latin word *colere*, used to designate things as distinct as housing, religious worship, and manual labor such as farming. Thus, a word which formerly designated a specific material activity becomes, especially from the 18th century onwards, an abstract noun, which designates the general cultivation of

the intellect, both in the individual and in the collective sense. Eagleton (2005: 10-11) states that the word "culture" incorporates, in its semantic unfolding, the historical shift from the very humanity of rural to urban existence, from the creation of pigs to Picasso, from tilling the soil to the division of the atom [...] and that the word "culture" also encodes several fundamental philosophical questions.

The term "culture" brings together distinct, sometimes opposing ideas and is seen as a way of grasping complex and contradictory social relations. It is then convenient to recall the different concepts of culture. For the topic under study, it is very important to consider the humanist, the anthropological and the sociological perspectives (Ariño Villarroya, 2005).

In the Enlightenment (18th century), "culture" refers to the result of the cultivation process of the human being, that is, the state of mind cultivated by education and refinement and the sum of knowledge accumulated by humanity throughout history. In short, the creations and achievements of human beings and human societies. In this context, the concept of "culture" appeared closely associated with the ideas of progress, education, and reason. Progress arises from the light, that is, from culture or civilization, which were synonymous concepts.

The underlying ideology is that of liberal humanism which postulates a universal conception of culture as the best human society has produced in the fields of the arts, science, and knowledge. It is, therefore, a selective conception of culture because it is elitist (only some activities or their results are considered as culture, which requires levels of formal education), hierarchical (it allows for distinguishing between "educated" and "uneducated") and normative or canonical (it advocates an ideal to be reached through the educational process).

The complexification of modern societies brought about by phenomena such as industrialization, urbanization, the democratization of the educational system, and the outbreak and power of the mass media, forced to reformulate the approach of the "cultured" / "uncultured" dichotomy and to adopt other classification systems. Anthropology (a scientific attempt to understand the variety of human life forms) brings to the equation the ways of living, that is, the way human beings think, say, do, and manufacture become important, thus, affirming the equivalent dignity of all cultures, the universalism of human culture and the particularism of cultures in respect for differences.

The anthropological perspective of culture denies the reduction of culture to the "Fine Arts" and argues that culture pervades all human activities (Pereiro, 2009).

As a reaction to the napoleonic, expansionist, and universalist campaigns, a 'particularist' concept of culture emerges in Germany, associated with the concept of nation. Herder (*Apud* Denby, 2005) introduces the idea of "national culture" or a people and pluralizes the term (cultures): it is the recognition of the diversity of paths followed by distinct peoples and the recognition that each nation has its own culture and its own destiny, considering that in this diversity lays the very essence of humanity.

Between 1860 and 1870, Edward Tylor (1871) conducted extensive research on the history of mankind and the development of civilization that led to the first scientific definition of "culture," that is, how humans solve the problems of their existence, encompassing all manifestations of the way of living of a human group – "Culture (…) is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by [a human] as a member of society." The different degrees must be considered stages of development or evolution, each one being the result of the previous one and collaborating with its contribution to the construction of the history of the future.

According to the anthropological concept, culture is not a random cluster of scattered elements, but a dynamic cluster, endowed with some internal coherence. It is not reduced to a refined, urbanized or supposedly spiritual way of life of some social groups, but it is generic and universal. It cannot be identified exclusively with qualities or deeds of individual persons but has a group character (being acquired by the human being as a member of society). Culture is not the result of genetic or racial factors, but social factors and therefore it is learned and specific. It cannot be understood as a finished and static essence, but as a process and as a complex network of elements that satisfy the adaptive requirements of human existence, express the creativity of human beings through the manipulation of symbols and reflect the experiences transmitted from generation to generation.

With Cultural Anthropology modern societies learned how to recognize the plurality of forms of human life, their coherence and authenticity and showed that they have a sociocultural and historical character, while recognizing the importance of education, acculturation and socialization, and the constitutive character of culture.

Glenn & Weedon (1995) put forward 4 postulates about culture which sum up the main theoretical advancements made within this concept in the last century:

1. Culture as a general process of individual, spiritual and aesthetic development.

2. Culture as the works and practices of intellectual and artistic activity – music, literature, painting, sculpture, theatre and film.

3. Culture as a particular way of life within a particular collective.

4. Culture as a signifying system through which social order is communicated, reproduced, experienced, and explored – material practices which constitutes meanings, values, and subjectivities.

The first postulate represents the humanist concept of culture; the second represents the anthropological concept; the third comprehends both and pluralizes the term; and the fourth is comprehensive and emphasizes dynamic processes.

A definition of 'culture' based on the previous premises allows us to understand culture as a dual constitutive of social structure, composed of rules (a code or system of principles) and resources (cultural goods that can be produced, reproduced, accumulated, exchanged, sold…). Culture is understood as a field of knowledge of human groups (such as economics or politics); culture is understood as production and consumption of cultural activities (dependent on cultural policies); culture is understood as a "cultural industry" (which aims to distract / entertain the human being as opposed to the classical culture that aimed to elevate a person).

It is, therefore, in this epistemological synthesis that recognizes both the particular and the universal, that moves away from a dichotomous thought and understands culture in its interfaces with other areas of knowledge, always in the process of construction, that it is also possible to conceive of it as resource that can be used for tourism.

It is also important to recognize the role of the United Nations Educational, Scientific and Cultural Organization (UNESCO) which, already in the 20th century, in different intergovernmental meetings, expanded the concept of culture, in the sense of an anthropological meaning, so that the concept could understand the manifestations of all civilizations on the planet.

By this the UNSECO is approaching less traditional built heritage elements and has come to broaden its approach to intangible heritage. Within the same line, and

according to Zhang (2017: 1), there also emerges a shift from viewing heritage as something fixed and "already there" to seeing it as something "in a state of becoming". As Butcher also puts it:

> (…) The notion of a singular culture, often linked to nation, and positioned in the liberal humanist tradition, has in recent decades been challenged by cultures in the plural, linked to multiple identities, often critical of the supposed elitism of liberal humanism. This is a broad trend that has influenced social and political thought, and shaped debates about culture and cultural policy. It is a trend reflected in policies related to cultural tourism, such as the importance of cultural diversity in the development and marketing of 'cultural cities', the evolution of museums to reflect a wider variety of historical experience and the trend in UNESCO to promote a diversification away from economically developed countries and towards traditional cultures in its choice of World Heritage Sites (Butcher, 2005: 21-22).

Educational tourism or pedagogical tourism is a trend in tourism and not a tourism product. This consumption trend is based on learning through new experiences and, in most cases, learning activities on destinations are carried out as extra to the purpose of the trip. In other cases, the purpose of the trip is learning itself, as in study trips.

By way of example, tourist routes in rural or natural areas can, if they integrate cultural resources into their design, constitute themselves as cultural projects. If they aim to be mediators in the learning of contents about the natural and cultural resources, through interpretation, they can also be considered projects of pedagogic scope, that is, educational tourism projects.

Taking as a reference the problem of education as one of the basic principles of the development of societies and the possibility that this tendency of consumption can be promoted and developed throughout the year, educational tourism is one of the strategic development policies of some countries, as is the case of Portugal.

One of the most pressing questions regarding the objectives of educational tourism has to do with the critical view of the reality visited. If we "remember 90% of what we do, 74% of what we see and 20% of what we hear" (Vallejo-Nágera & Colom Marañón, 2004 *apud* Robertson, 2008: 70), it becomes imperative that tourists do, or participate actively in the learning process itself. The complexity of this process requires, on the part

of those who promote the visit, the adoption of effective methodologies to provide the tourist with enough autonomy to understand the object. One of these strategies of mediation in learning between the tourist object and the tourist is interpretation. In this line of thought educational tourism should promote interpretation as a work tool. Highly related to this, it remains to be said that the guides or authors of the content presented, appropriate to the different audiences, should be trained to do so in a specialized and competent manner (Carreira & Bingre, 2017).

Many researchers and practitioners have approached and developed many definitions of interpretation, some of which being rather similar or at least presenting it as a set of tools sharing common denominators such as education, communication, information, entertainment, exhibition and enrichment (Puczkó, 2005: 229). Moreover, interpretation is understood as seeking:

- To increase the visitor's understanding, awareness, and the appreciation of nature, of heritage and site resources.
- To communicate messages relating to nature and culture, including natural and historical processes, ecological relationships, and human roles in nature.
- To involve people in nature and history through first-hand (personal) experience with the natural and cultural environment.
- To affect the behavior and attitudes of the public concerning the wise use of natural resources, the preservation of cultural and natural heritage, and the respect and concern for the natural and cultural environment.
- To provide an enjoyable and meaningful experience; and
- To increase public understanding and support for the agency's role, its management objectives, and its policies (Rennie, *apud* Knudson *et al*., 1995: 13).

In the context of research and practice in visitor sites, Freeman Tilden is one of the researchers with the most significant impacts on interpretation theory. According to Tilden (1977), interpretation should have the following goals.

- Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.

- Information as such is not interpretation. Interpretation is revelation based upon interpretation. But they are entirely different things. However, all interpretation includes information.
- Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is to some degree teachable.
- The chief aim of interpretation is not instruction, but provocation.
- Interpretation should aim to present the whole rather than a part and must address itself to the whole person rather than any phase.
- Interpretation addressed to children (say, up to the age of 12) should not be a dilution of the presentation to adults but should follow a fundamentally different approach. To be at its best it will require a separate program (*Apud* Smith & Robinson, 2005: 230-231).

Interpretation is a form of education as it provides visitors with data, stories, historical information about cultural and natural assets, but it should not be considered as an equivalent of education. The word "edutainment" emerged as a way of accommodating that difference. Interpretation involves the use of modalities of learning that render the process of learning an entertaining, relaxing, nonobligatory new experience.

Tourist routes designed to be drivers of local development through adequately designed non-formal educational tourist programs to foster an in-depth knowledge of destinations are other ways of working through education to raise awareness, particularly among the youth, towards sustainable development and educate the sense of oneness between environmental sustainability and cultural creativity (Ramadoss & Poyyamoli, 2011; Mammadova, 2018). On the other hand, nowadays new stimulating and more flexible learning environments that facilitate social collaborative learning (Hsu, 2017: 3) are expected to increase in the future.

Closely linked to education is the topic of sustainability. The sustainability of a region depends not only on the resident community, but also on tourists, who have their role to play in sustainable development, aimed at minimizing the environmental impacts and promoting benefits to the community. There is a strong need for responsible conduct in the destinations visited since their conservation is essential to the continuity of tourist activity. Managing and controlling the number of visitors will not be enough, rather we need to consider the attitudes and behaviors of tourists, and change them if necessary,

which can be done through education-oriented strategies based on the history of the territory and its heritage. For Kastenholz (2004: 388) interpretation is one of the soft measures of visitor management.

3.   Sustainable tourism

Growth in the world population, particularly in the more developed countries that produce more tourism, increased environmental awareness of growing levels of exploitation and degradation of natural resources, as well as mass urbanization and increasing consumerism have caused feelings of mismatch between man and Nature. These phenomena, with increasing globalization, have led to the conducting of leisure activities and contemplation of nature, which are associated with conservation and environmental education as important instruments for the economic development of local communities in line with the United Nations 2030 Agenda.

The practice of responsible tourism has been given a few names, which provide for a common relationship with nature, ecology, and the natural environment, such as nature-based tourism, ecotourism, environmental tourism or travel to see ecosystems in their natural state, wildlife, or indigenous populations. The concept of ecotourism, because of its semantic scope, lends itself to a preferential designation in operative terms, also because, as some authors argue, it is not a designation for a certain product but is, above all, a principle, that is, a way of being in tourism (Cunha & Abrantes, 2013: 206). Based on a responsible and sustainable way of looking at natural heritage, this way of making tourism promotes the development of an environmental awareness through environmental interpretation and education.

The conservation of cultural and natural heritage requires an interdisciplinary approach with the involvement of various public, private and non-governmental stakeholders. Conservation actions need to be incorporated into social, environmental and economic development strategies, which include financial mechanisms to encourage and facilitate public-private and third-sector contributions. The third sector, also known as the voluntary or community sector, are usually non-profit organizations that represent social interests, and may also include the community of residents. The primary motivation of this sector is the conservation of the heritage site.

Governments face significant challenges in their efforts to conserve and manage their cultural heritage assets. Today public resources are deficient in supplying the

necessary funding, personnel, skills, and resources required to achieve all their conservation goals. While traditional conservation theory understood government to be the primary guardian of a community's heritage resources, because of pressure to fulfill other public demands, combined with global development trends, community commitment and private engagement are needed in order to help governments retain heritage assets for future generations. The private and third sectors are thus becoming more involved in delivering conservation outcomes that have traditionally been achieved by government (Macdonald *et al*., 2014: 2).

Given the growing recognition of heritage as a community asset of collective interest, there is considerable interest in the role of the third sector in public-private partnerships (PPPs), an area that can expand. The relationship between the private sector and the third sector is poised to grow as an emerging mechanism for carrying out conservation projects, particularly for urban sites and monumental heritage sites.

As identity-building public assets, heritage buildings, sites, and areas play a vital role in the community's social, cultural, and economic health. For city planners and developers, PPPs have the potential to revitalize neighborhoods and produce revenue through long-term leases and other income-generating activities. For conservationists, PPPs can attract funding and focus attention on the value of conserving a community's past. When the third sector is involved, PPPs may also provide a mechanism for engaging local communities in the care and conservation of their heritage places (Macdonald *et al*., 2014: 32).

According to a study carried out on the cultural and creative sector in Portugal (Mateus, 2010), the promotion of territorial cohesion requires the development of decentralized partnerships between various public, private and social actors, where culture emerges as a catalyst, and it is therefore crucial to select and build differentiated cultural products that adequately represent territories and induce returns in terms of reputation, renown and prestige, capable of triggering diverse economic flows and of generating revenues.

Regional competitiveness should confer on the built heritage a criterion of "mobility, relating it to forms of immaterial valorization, by accentuating its quality, uniqueness, differentiation and historical identity, and complementing it with a range of services rendered (thematic circuits, historical information, artistic animation) that catalyzes the dynamics of loyalty and positive dissemination" (Mateus, 2010: 125).

Local development strategies that explicitly embrace elements of cultural identity stimulate the concerted efforts of different public and private bodies and institutions and contribute to the enhancement of the social cohesion of these territories, i.e., the valorization, reuse and animation of the historical and cultural heritage bring greater probability of success to economic strategies (Mateus, 2010: 125).

According to the UNWTO Report (2018), developing public-private partnerships was seen by a number of experts that participated in the study as a way of aligning stakeholder objectives. Any future cultural tourism policy should take into account the progress made in working with the private sector, and answer questions on who pays for the marketing and promotion, who benefits most from cultural routes, etc. We have moved from strategic issues and policy concerns to mainly heritage and cultural tourism management issues (UNWTO, 2018: 62).

According to the same Report, the cultural tourism shift towards intangible and creative content, with place-based activities, as it needs the provision of content, it will have to rely more on the commercial sector. "Embedding creative content in the destination means that more of the benefits of cultural and creative tourism development can be secured for the local community" (UNWTO, 2018: 95).

Partnerships are also important in developing new technology and innovation in cultural tourism. The technical skills required for new systems of interpretation, visualization or data retrieval are not generally available in the tourism sector, and the creative skills needed to generate effective storytelling and narratives related to cultural tourism experiences are more likely to be found in the cultural sector or the creative industries than the tourism sector (UNWTO, 2018: 96).

But the role of the third sector is not limited to partnerships between the public and private sectors. The sustainability of a region depends not only on the resident community, but also on tourists, who have a role to play in sustainable development, with a view to minimizing ecological impacts and promoting benefits for the community.

The behavior of tourists has a great impact on the destinations they visit. This impact can be positive or negative, depending on the attitudes and behavior of those involved. There is evidence of the need for a responsible behavior in the destination visited, since its conservation is fundamental for the continuity of the tourist activity. One

cannot continue to deal with the management of the impact of tourism simply as a matter of number of visitors, but rather to consider the attitudes and behavior of tourists.

4. New directions for future development of tourism and culture

Synergies and interconnections between culture and tourism can generate mutual benefits, as the OECD Report on *The Impact of Culture on Tourism* (2009) observed:

> Culture and tourism are linked because of their obvious synergies and their growth potential. Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations. The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images, and a growing range of cultural elements are being employed to brand and market regions (*Apud* UNWTO, 2018: 81).

Culture is then a resource that allows for the creation of differentiated content for tourism and tourism, in turn, offers new opportunities for cultural institutions and products. Many countries are positioning their local and national cultures in their policies of tourism development and promotion. The development of creative economy has also given a strong impulse to the idea of valorizing places through their cultural images and narratives. The OECD Report on *Tourism and the Creative Economy* (2014) reveals many synergies between tourism and the creative industries:

The link with the creative industries offers interesting opportunities for tourism destinations to:

- Develop and diversify tourism products and experiences.
- Revitalize existing tourism products.
- Use creative technology to develop and enhance the tourism experience.
- Add atmosphere and 'buzz' to places; and
- Overcome the limitations of traditional cultural tourism models.

Tourism is also important for the creative industries because it has the potential to:

- Valorize cultural and creative assets.
- Expand the audience for creative products.

- Support innovation.

- Improve the image of countries and regions.

- Open up export markets; and

- Support professional networks and knowledge development (*Apud* UNWTO, 2018: 82).

Synergies between culture and tourism can go beyond the referred economic benefits and support deeper ones. At the UNWTO/UNESCO *World Conference on Tourism and Culture* in Siem Reap, Cambodia, in 2015, the UNWTO Secretary-General Taleb Rifai pointed out to other possible ways of taking advantage of the articulations between culture and tourism:

- Tourism and culture can work together for economic growth, as the responsible use of cultural assets for tourism creates new employment opportunities and generates income for local communities.

- Tourism and culture can work together for social development and stability by exposing people to different ethnicities, religions, and lifestyles. First-hand experience of living traditions supports global dialogue and increases understanding and mutual respect; and

- Tourism and culture can work for heritage protection and preservation through carefully managed tourism that promotes education among tourists and host communities and ensures coordination and cooperation between conservation and tourism (*Apud* UNWTO, 2018: 87).

The concept of cultural policy is very critical when we speak of cultural goods that are part of the collective memories of social groups and the places they inhabit, constituting a cultural capital that is important to preserve, increase and even promote in order to attract visitors. Built heritage, cultural events, exhibitions, museums are all part of a collective and public sphere, thus clearly justifying the need for regional and national governments to support them. With the growth of the demand in cultural tourism, these assets are sought for by tourists and are thus also a vehicle for guaranteeing revenue that will economically develop the places and contribute to their preservation.

The OECD report on *The Impact of Culture on Tourism* (2009) indicated that the main drivers for developing culture and tourism policies are:

- Valorizing and preserving heritage.

- Economic development and employment.
- Physical and economic regeneration.
- Strengthening and/or diversifying tourism.
- Retaining population.
- Developing cultural understanding.

The growth of cultural tourism demand has also caused the development of new, high quality level cultural attractions and events to meet international competition standards. It can be said that the afore mentioned shift from a universal, liberal humanist concept of culture to a particular and pluralistic concept of (different and diverse) cultures also operated in the field of cultural tourism, which went from a demand for grandiose built heritage and museum and galleries' elitist content to a search for cultural sites, activities and events that reflect particular and different ways of living. At the same time, this change has influenced the ways cultural policies are looked upon and implemented.

More than two decades have passed over the work of Hall (1994), but some statements remain true as the one that says that "the political nature of this massive global industry [tourism], at both macro and micro political levels, is underacknowledged" (p. 4). Tourism is a complex human and business activity able to provide development in the sphere of economy by generating income, growth, and employment in any country. It can be perceived as the third greatest socio-economic activity in the European Union (EU) after commerce and distribution, as well as the construction segments. European hospitality and catering services make up for over 10 % of EU Gross Domestic Product (GDP)

The OECD report on *Tourism and the Creative Economy* (2014) reveals that creativity is also linked to cultural tourism in recent years, driven by a high demand for creative skills and a growing number of creative producers who have started to respond to this market, opening opportunities for niche tourism products to appear and thrive. An evolving perspective of culture and cultural tourism considerably broadens the range of demand for cultural practices and lifestyles of all peoples in the world.

The changes in cultural tourism demand were recently confirmed by the UNWTO Report on *Tourism and Culture Synergies* (2018) which included surveys providing empirical evidence for the dimension of the cultural tourism market. Over the years, many definitions of cultural tourism and cultural tourists have been advanced by scholars (*inter alia* Richards, 1996; Du Cros & McKercher, 2014; Barbieri & Mahoney, 2010), but

cultural tourism has been the object of a new definition from the UNWTO at the 22nd Session of the General Assembly held in Chendu, China, which considerably broadens the scope of cultural tourism and, in full agreement with the UNWTO Report (2018), the emphasis is shifting from the classic demand for monuments and sites to a broader range of cultural practices and lifestyles.

This is in line with the evolving paradigm of cultural (tourism) consumption wherein culture evolved from a by-product of industrial growth to being "industrialized" through the growth of cultural and creative industries to a concept of "culture" as a source of new values alongside economic ones, such as a means of creating identity, stimulating social cohesion and being a platform for tourism (and vice versa) (UNWTO, 2018: 66; Sacco *et al.*, 2018; Richards, 2014).

The shift from phase 1.0 to phase 3.0 has caused tourism and cultural operators to develop more creative cultural and tourist products. The increasing demand of the experience economy is linked to a growing interest in intangible heritage. The UNWTO publication *Tourism and Intangible Cultural Heritage* (2012) defines intangible cultural heritage as "practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals, recognize as part of their cultural heritage." The publication refers to such forms as traditional craftsmanship; gastronomy and culinary practices; social practices, rituals and festive events; music and the performing arts; oral traditions and expressions, including language; and knowledge and practices concerning nature and the universe (UNWTO, 2012: 3).

5. The UNESCO listing

When the first UNESCO's World Heritage Program first started, and for a long time, the diverse declarations and programs of action were targeted at creating a "culture of peace", ensure the security of the nominated sites which would lead to recognition of unity in diversity, the reverence, recognition and tolerance that comes from knowing and respect other cultures' unique features. The 1972 Convention clearly embodies a notion of governance, according to Di Giovine (2015: 91), "in the true sense of the term: the inculcation of a particular ideology, articulated through discourses of security, and regulated through norms and expert judgements. Evidence (tangible objects and intangible practices) of cultural heritage become vehicles for such a process." And it

appeals to a sort of collective responsibility to safeguard humanity's treasures that were mainly material, built pieces of heritage.

The World Heritage Program gradually expanded its reach both quantitative and qualitatively; that is, it expanded geographically but also in depth through "reconceptualizing the very elements of heritage that could be considered to be universally valuable, thereby appealing to diverse populations within a particular geographic area" (Di Giovine, 2015: 95). In its gradual expansion, at the turn of the millennium, UNESCO added one more stakeholder to the equation – the tourists – when in 1999 hosted the first workshop at an international tourism industry trade fair – The International Tourism Exchange. In 2001, the World Heritage Committee created a framework to "engage in dialogue and actions with the tourism industry to determine how the industry may contribute to help safeguard these precious treasures" (UNESCO, *Apud* Di Giovine, 2015: 101) and in 2011 founded the World Heritage Sustainable Tourism Program (WHSTP) at the World Heritage Center for a better engagement and efforts with States-Parties. From then on, many issues have come to the fore to be addressed by all the stakeholders involved, including tourists, who were first regarded as the principal cause of damage of sites, and are now seen as an important element with whom there must emerge space for more even if complex ethical relationships, articulation of interests and negotiation.

Tourism is often praised for its ability to reconcile conservation and development goals in or near protected areas (Ashworth & van der Aa, 2006; Figgis & Bushell, 2007). According to Borges *et al.* (2011), from a conservation perspective, tourism can raise funds for protecting natural areas, enhance local and tourist awareness of biodiversity and conservation issues as well as discourage local people from unsustainable livelihoods. From a development perspective, tourism revenue may reduce poverty by stimulating business development and job creation that is in principle compatible with biodiversity conservation as well as enhancing local services, and through improved education empower local people to advocate for the protection of the natural environment. However, if tourism is badly planned and not managed responsibly, it can on the contrary lead to biodiversity loss, ecosystem degradation and negative impacts to local communities (p. 7).

In World Heritage Sites tourism development can be beneficial when planned and managed in a sustainable way (Ballart Hernández & Tresserras, 2008). Social, economic,

and environmental benefits are all achieved when appropriate site protection mechanisms are in place and tourism planning is integrated with site management planning. For instance, economic benefits from tourism development are often vital for managing the site and used for conservation and monitoring activities. World Heritage inscription has "stimulated the creation of a new identity" and this has revitalized the economy in several ways. This included increased investment, increased national and international media coverage, stimulated new infrastructure, services, businesses and products and hence new employment and educational opportunities (Borges *et al.*, 2011: 10).

As mentioned above, the creation of the World Heritage Sustainable Tourism Program, in 2011, was meant to involve tourists directly through a public exchange platform called "People Protecting Places" appealing to everyone's sense of responsibility, saying: "World Heritage sites belong to us all, and depend on all of us. Join UNESCO in the new travel and tourism movement to help these irreplaceable treasures continue to inspire future generations" (UNESCO, s/d).

Approaching the concept of ethics becomes highly necessary in this context. In 1995, Hultsman already defended that ethics courses should be made a requirement for tourism management degrees as this is an area of studies that must foster true interactions between different cultures. And UNESCO through the various programs and conventions and campaigns involves both governments of Nation-States but also individuals as a way of taking ahead the goal of creating awareness to the importance of perceiving the values of WHS and the universal value of cultural diversity that the sites and monuments represent.

The Global Code of Ethics for Tourism (GCET) was adopted in 1999 by the General Assembly of the World Tourism Organization and its acknowledgement by the United Nations two years later expressly encouraged UNWTO to promote the effective follow-up of its provisions. As it can be read on the official site: As a fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of 10 principles covering the economic, social, cultural and environmental components of travel and tourism and designed to guide key-players in tourism development. It is addressed to governments, the travel industry, communities, and tourists, aiming to help maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage, and societies across the globe. (…) UNWTO is guided by the belief that tourism can make a

meaningful contribution to people's lives and our planet. This conviction is at the very heart of the Global Code of Ethics for Tourism, a roadmap for tourism development (UNWTO, s/d).

Based on the obligations, rights, freedom, and principles established and explained there, the ten articles of the Code contemplate the contribution of tourism as a vector for the preservation of society's moral values and for individual and collective development, as a factor of sustainable development and as a factor of preservation and enrichment of the cultural heritage of humanity. The idea that tourism can be seen as an instrument of individual and collective development concerns what can also be called the pedagogical action of Tourism. Education for tourism, based on an awareness of the importance of preserving the environment and the historical and cultural legacy of the past, must begin by involving local populations in the first place.

The Code can be considered as the first normalizing step in preparing both host and tourist communities. It is desirable for State or private entities, tourism agents or the policies and strategies they implement to prepare and raise awareness among the local inhabitant to act as a defender of the heritage of their village or city, recognizing the social, economic and cultural benefits that tourism generates but also being alert to the risks it entails. The existence of conscious and informed indigenous communities can lead to sustainable sociocultural development that is important for regional development. Sociocultural sustainability presupposes knowledge and appreciation of the cultural and historical heritage that includes respect and preservation of the regions' traditional customs in their various expressions: from music to dance, theater, handicrafts, gastronomy, etc.

Any tourist activity or project in a region cannot fail to contemplate these aspects, which will be those that end up making the enterprise viable. The characteristics of the region, whether natural, built, or intangible, that arouse tourist interest will have to be converted into a factor of economic success and thus contribute to improving the lives of local populations. Tourism should therefore exercise a protective role for local cultures, promoting appreciation and respect by those who visit and enjoy them. The promotion of harmonious relations between locals and tourists favors cultural exchange, which makes Tourism an educational tool for mutual tolerance and the learning of differences between peoples and cultures. To the extent that it depends on the reconciliation between local culture and that of visitors, sociocultural sustainability also becomes a factor of social

inclusion with the consequent appreciation of the historical and heritage legacy and the cultural values of the population.

To be successful, tourism pro jects will also have to guarantee their economic sustainability, that is, they will have to create or capture the means and resources essential for their continuity. For this, it is important to involve civil society, to value private initiatives, to count with associations of interest groups, with non-governmental organizations and, fundamentally, to establish diverse partnerships. These guidelines for sustainable tourism are based on the notion of ethics that runs through the entire text of the *Global Code of Ethics for Tourism*. The quality of the tourist experience is based on the good practices set out in the Code's text.

Later, in 2015, the United Nations issued the 2030 Agenda which is structured around 17 Sustainable Development Goals (SDGs) and 169 Targets connected to these goals which provide a framework for policy design and implementation at the local, national, and international levels. The 17 SDGs are grouped into "5 Ps" of People, Planet, Prosperity, Peace and Partnerships, reflecting the economic, social and environmental dimensions of sustainability (people, planet, and prosperity), as well as its two underlying important conditions (peace and partnerships). The 2030 Agenda, thus, reflects a broad, holistic approach to sustainable development that puts forward linkages and synergies between different policy areas.

This Agenda has recognized the role of culture in sustainable development as the attainment of these goals implies a broad approach to culture that encompasses the contribution of culture to sustainable development including through cultural heritage, the creative industries, local products, creativity and innovation, local communities, local materials, and cultural diversity. As a transversal contribution to the SDGs culture contributes both as a sector of activity in itself and as an intrinsic component present in other sectors.

In the dramatic moment caused by the Covid-19 pandemic, a study entitled *Rebuilding Europe* (GESAC & EY, 2021) demonstrates how cultural and creative industries play a leading role in Europe's recovery and reconstruction in the period following the pandemic.

6. Objectives

The overall objectives of this doctoral thesis are:

- To explore the interconnections between the three concepts: tourism, education, and culture, presenting and justifying the reasons for their articulation in today's modern and environmentally responsible society.
- To provide evidence-based results of the transversal role of culture's contribution to achieve the UN 2030 Agenda SDGs as evidence gathered will inform policies and decisions as well as operational actions.

7. Thesis structure

After an introductory chapter that exposes the interconnections between the three concepts: culture, education, and tourism, presenting and justifying the rationale of their articulation in the context of today's modern and environmentally responsible society, this compendium of articles presents four chapters corresponding to the articles published or accepted for publication.

The chapter entitled "**The relevance of motivation, authenticity and destination image to explain future behavioural intention in a UNESCO World Heritage Site"** falls under the scope of heritage tourism and approaches aspects related to the factors that are involved in the decision making of visiting a WHS. Aspects such as prior knowledge of the place, tourists' affective motivation toward the place, its authenticity, its favorable image, and its UNESCO status are researched.

The chapter entitled **"An approach to cultural tourists' segmentation in post-UNESCO Coimbra"** intends to capture the features characterizing cultural tourists in post-UNESCO Coimbra to understand if there are identifiable groups revealing common characteristics or interests. Some of those inquired areas being what they look for in their visit, which are their main motivational factors, whether they are interested in participatory activities within the places they visit or in other activities which call for cognitive, intellectual or affective involvement.

The chapter entitled "**Cultural and Knowledge seeking by visitors at WHS: The case of Coimbra"** intends to demonstrate the importance of perceiving cultural tourists' preferences when visiting a WHS in order to allow for organizing entities and

decision-makers to design comprehensive different cultural tourist products which can meet their expectations.

The chapter entitled "**A systemic stakeholder perspective on cultural heritage in the Schist Villages Network (Portugal)**" aims to identify the perceptions of different stakeholders: tourists/visitors, residents, economic operators, and public and associative entities, regarding the use of endogenous heritage and cultural elements of a wider region in Central Portugal for purposes of enhancing a tourist destination.

Lastly, chapter 6 presents a discussion of results, final and general conclusions, practical implications of the studies carried out as well as reveals a few limitations and future lines of research that are suggested by the present one.

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Chapter 2

The relevance of motivation, authenticity, and destination image to explain future behavioural intention in a UNESCO World Heritage Site

Reference

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The relevance of motivation, authenticity and destination image to explain future behavioural intention in a UNESCO World Heritage Site

Abstract

This paper falls within the scope of heritage tourism studies, focusing particularly on one UNESCO World Heritage Site. It seeks to contribute to tourism literature by achieving a better understanding of which cognitive and affective factors are behind tourists' decisions to travel to these sites, their experiences during their visit and behavioural intention after the visit. A self-administered questionnaire focusing on the variables included in the proposed research model was given to tourists. A composite-based structural equation modelling approach was employed for the analysis. The findings revealed a significant and high correlation between travel attitude and perceived authenticity, travel motivations and destination image, and authenticity and destination image, but it goes beyond those relations by analysing them in an integrated manner and at different stages of the visit to comprehend tourist behavioural intention after the visit. Besides the theoretical advancements with this study, the practical and managerial implications must be emphasized particularly for entities responsible for destination marketing that may be able to use the outcome of our research to work on proper promotion strategies.

Keywords: Prior Knowledge, Authenticity, Tourist Destination Image, World Heritage Sites, Tourists' Visit Intention, UNESCO Status, Coimbra

1. Introduction

Tourism focused on visits to historic and cultural locations is often referred to as heritage tourism. It relates to travelling with the intention of experiencing the places, activities, and artefacts that reflect the cultural history and stories of each location, in an authentic way (Chaudhary & Aggarwal, 2012). Thus, one of the main objectives of heritage tourism is to provide tourists with reliable knowledge of the site, so they can appreciate local art, architecture and traditions. Heritage tourism destinations are considered key drivers that contribute significantly to national tourism revenues, with substantial influence on both regional and national development (Basaran, 2016). Therefore, an appropriate branding strategy for these heritage sites that further boosts their image and competitiveness, will, in turn, extend throughout the region or country

where it is located (Ghazi & Ammar, 2018). This competitiveness has been viewed as both a positive and negative influence on the tourism sector, its stakeholders and society in general. While a positive image is becoming widely accepted and encouraged, the competitiveness factor is increasingly rejected by both practitioners and theorists. The unwelcome effects of competitiveness are often related to increasing business investment in cities, with unsustainable practices such as the remodelling of historic neighbourhoods, the modification of original architecture and even the eviction of local residents, as well as the over-commercialisation of local culture (Lu, Chi, & Liu, 2015; Molinillo, Liébana-Cabanillas, Anaya-Sánchez & Buhalis, 2018; Park, Choi & Lee, 2019). These negative impacts on the heritage of many cities have been attributed to a lack of reliable information on issues such as the tourists' quality experience, authenticity, the tourist destination image and, finally, the behaviour of tourists when visiting historical districts, which has been described in many cases as displaying an "inappropriate" attitude to cultural heritage (García-Hernández, la Calle-Vaquero, & Yubero, 2017; Du Cros, & McKercher, 2020). All these elements have led to unsuitable and unsustainable management of tourist destinations by politicians and tourism managers, who are widely criticised, particularly in cultural heritage locations (Yap & Saha, 2013; Bennet & Dearden, 2014; Bąkiewicz, Leask, Barron & Rakić, 2017). Consequently, a better understanding of the abovementioned topics is desirable. Arguments such as the following explain and support this: 1) They are all strongly linked to tourists' satisfaction with their visits to historical districts and the subsequent impact on the cultural heritage destination (Chen & Rahman, 2018); 2) It is commonly agreed that this merits further research to provide meaningful suggestions for the development of realistic, sustainable, and accessible tourism policies and strategies more in line with the current state-of-the-art heritage tourism, according to the latest research in this field (Henderson, 2009; Nicholas & Thapa, 2013; Jamal, Al-Haddad, Safdar & Wan, 2020), and 3) Topics such as prior knowledge of the location, authenticity, destination image, or eventual tourist behaviour are interesting for both theorists and practitioners, as they are considered key factors for the sustainable and successful management of heritage tourism (Lu et al, 2015; Xu & Huang, 2018).

In addition, while it is commonly accepted that prior knowledge is a fundamental factor influencing individuals' knowledge and search behaviour before travelling, this topic is still under debate with regard to which elements should fall within the concept

(Kerstetter & Cho, 2004; Choi, Hickerson & Kerstetter, 2018). As noted by these researchers, although there is agreement that familiarity with a location has an impact on the destination image in advance of a visit, more research is needed.

Heritage authenticity is a significant driver, highly valued by both scholars and Destination Marketing Organisations (DMOs), due to its positive influence on behavioural intentions towards a destination (Domínguez-Quintero, González-Rodríguez & Paddison, 2020). Hence, a good understanding of how authenticity is perceived in heritage sites is very valuable for tourism managers, to enable them to develop adequate strategies and tactics for proper destination management. However, despite the above arguments, authenticity is considered a complex issue, and even though most researchers have discussed authenticity in relation to other topics, such as tourist motivation, tourism image and sense of place, only a few have stressed the need to empirically test and discuss the relationships between authenticity and these other relevant variables before and during visits to heritage sites (Zhou, Zhang & Edelheim, 2013).

The significance and value placed on research into the tourist destination image has grown among theorists and practitioners, due mainly to the need to understand how tourists' positive perceptions influence their behaviour (Lu et al., 2015). Many researchers recognise that tourists' destination image perception is a multidimensional construct (Oktadiana, Pearce & Chon, 2016; Martin et al., 2017). However, many studies focus solely on the cognitive dimension of the destination image (Prayag & Hosany, 2014; Basaran, 2016). Only a few have approached the destination image considering both its affective and cognitive dimensions (Fischer & Zeugner-Roth, 2017; Caber et al, 2020). In this way, the present paper has answered the call to recognise the cognitive and affective dimensions of destination image in a World Heritage Site (WHS).

UNESCO WHS status implies a high quality standard and unique *in situ* experiences. It gives tourists the confidence to take the final decision to visit, decreasing their perceived risk of choosing this WHS against another natural or cultural destination (Halpenny, Kono & Moghimehfar, 2018). These tourists' decisions and actions also have significant implications for the local communities and businesses that will, directly or indirectly, experience the benefits and costs associated with satisfying World Heritage-inspired travel expectations (Jimura, 2011). Thus, mixed support for the influence of WHS status on tourists' visit intentions has been observed (Poria, Reichel & Cohen, 2013; Wang et al., 2015). Furthermore, there is a need to address some deficiencies in current

tourism studies regarding these issues (Halpenny et al., 2018), especially regarding how destination image perception is influenced during a visit, not just in advance.

The paper falls within the scope of heritage tourism studies, focusing particularly on a UNESCO WHS. It attempts to understand which cognitive and affective factors are behind tourists' decisions to travel to such places, their experience during their visit and behavioural intention after the visit. This research provides a deeper analysis of the complex relationships between topics such as motivation, authenticity, destination image, UNESCO status and behavioural intention, from a cognitive and affective approach at different stages of a visit (Bagri & Kala, 2016; Piramanayagam, Rathore & Seal, 2020). Building on previous research, this study tests the moderating effect of UNESCO status on the destination image, as well as the mediating effect had by the twofold concept of authenticity on the relationship between travel motivations and destination image. A research model has been presented and a set of hypotheses have been developed to reflect these direct and indirect relationships. The aforementioned gaps in the literature gaps and calls from earlier researchers (Kolar & Zabkar, 2010; Stylos, Bellou, Andronikidis & Vassiliadis, 2017; Zhang, Wu & Buhalis, 2018) fully justify this study.

The following research questions are also addressed: (1) Does affective and cognitive motivation towards a destination influence object-based and existential authenticity? (2) Does the double dimension of authenticity influence destination image as perceived from its affective and cognitive dimensions? (3) Does UNESCO World heritage status moderate the relationship between destination image and behavioural intention?

The paper is organised as follows: after the introduction section, a literature review section supporting the research model and hypotheses proposed is included. Next, the research design and methodology applied are described in detail, followed by an empirical data analysis and study results. Finally, a general conclusion is drawn, some managerial implications and limitations derived from the study are discussed, and future research avenues to cover the paper's limitations are proposed.

2. Theoretical Background

2.1. Motivation, Authenticity and Destination Image

Motivation

Tourist motivation has been a topic of interest both for scholars and tourism practitioners, to the point of being considered significant for improving tourist behaviour and in tourism analysis (Bashar, & Abdelnaser, 2011; Chikuta, du Plessis & Saayman, 2017; Omran & Kamran, 2018). Moreover, "for several decades, clarification of tourists' motivations has been at the centre of tourism research", there being several frameworks provided in this academic context (Caber et al., 2020). Although several motivational theories have been proposed, the Push-Pull Theory (Dann, 1977; Crompton, 1979) has been the most widely accepted and adopted by researchers in tourist motivation studies (Beltramo, Rostagno & Bonadonna, 2018; Giachino et al., 2019; Tseng, Lin, Lin, Wu & Sriphon, 2019). According to this theory, motivation can be described as the needs or desires that push an individual to act in order to obtain satisfaction (Bashar, & Abdelnaser, 2011; Komalasari & Ganiarto, 2019). Therefore, this theory states that people travel based on push factors from internal forces and pull factors from external forces, made up of a destination's attributes (Mohammad & Som, 2010; Kesterson, 2013). With this in mind, Crompton (1979) classified tourist motivations into push and pull tourism factors in order to determine the significance of the destination in attracting tourists (Nikjoo & Ketabi, 2015; Yousefi & Marzuki, 2015). Push motivational factors originate from Maslow's hierarchy of needs and are considered intrinsic motivations (Guha, 2009). They relate to the needs of the tourist and include examples such as the desire for escape, rest and relaxation, adventure, prestige, health and fitness, and social interaction (Klenosky, 2002).

Prior knowledge is widely recognised in tourism literature as a key factor influencing individuals' information search behaviour before travelling (Sharifpour, Walters, Ritchie & Winter, 2014). Since prior knowledge represents tourists' cognitive motivation, the issue becomes a vital driver, capable of influencing tourists' decision-making and final behaviour (Gursoy & McCleary, 2004a). This information search process is defined by Engel, Blackwell, and Miniard (1995) as 'the motivated activation of knowledge stored in memory or acquisition of information from the environment', and can be classified as internal and external (Yamashita & Takata, 2020). Accordingly, prior

knowledge is initially comprised of two dimensions: familiarity and expertise, as argued by researchers such as Alba & Hutchinson (1987). They define the first dimension as 'the number of product-related experiences that have been accumulated by the consumer', and the second as 'the ability to perform product-related tasks successfully'. In particular, it highlights the role familiarity plays, due to the specific knowledge it provides of the target attractions (object-based authenticity) that determine tourist preferences for certain destinations (Ho, Lin, & Chen, 2012).

Based on previous findings, many other researchers have widely defended, in parallel, the multidimensional character of prior knowledge, including three main aspects: tourists' familiarity with the attraction via acquired information (Park & Lessig, 1981; Diallo, Chandon, Cliquet, & Philippe, 2013; Sharifpour, Walters, Ritchie, & Winter, 2014); tourists' expertise related to their level of knowledge and skills (Mitchell & Dacin, 1996; Zehrer, 2011; Peña, Jamilena & Molina, 2013) and tourists' past experience gained during previous visits (Moore & Lehmann, 1980; San Martin, Collado & Rodriguez del Bosque, 2013; Karimi, Papamichail & Holland, 2015).

Furthermore, most of these earlier studies, far from studying prior knowledge in the context of all the above dimensions, have studied them in isolation (Kerstetter & Cho, 2004; Sharifpour, Walters, Ritchie, & Winter, 2014). However, to date, there is no consensus regarding one research activity over another. Prior knowledge is the main focus of interest for researchers, but it has not been analysed taking in consideration its various dimensions, nor has it been regarded as such an important factor or in connection with other variables related to tourist behaviour (Marchiori & Cantoni, 2015; Huang, Afsharifar, & Veen, 2016; Prayag, Gannon, Muskat, & Taheri, 2020). Srull (1983) conceptualised the familiarity dimension of prior knowledge, defined as an individual's perception of a product/service that is not necessarily derived from a personal experience. Later, Milman and Pizam (1995) described familiarity as the number of times individuals have visited a destination. Baloglu and Brinberg (1997) added that this familiarity was composed of an individual's indirect experience gained through acquired information of the tourist location and direct tourism experience obtained in the location. The authors advance this line of thought by referring indirectly to the role played by authenticity, both object-based and existential, in the relationship between familiarity as a dimension of prior knowledge and tourist destination image.

Other scholars have provided results that show how familiarity generates an adequate image of a tourist destination, and even more so, how it has a positive influence on the destination image and enhances interest in travelling to these sites to reveal objective information on a tourism destination's product attributes (object-based authenticity) (Ahmed 1991; Wright & Lynch 1995; Huang, Lurie & Mitra, 2009; Del Chiappa, Napolitano & Atzeni, 2019). Thus, as far as tourism agents, such as museums, are concerned, it is extensively recognised that prior knowledge exerts a positive influence on visitors' choice and perceptions of the potential rewards they intend to gain during their visits, ultimately favouring the tourist destination image (Falk & Storksdieck, 2010; Sheng & Chen, 2012; Camarero, Garrido & Vicente, 2015). Moreover, these visitors can gain a more enjoyable, enriching and suitable experience, enhancing their prior knowledge of the museum they intend to visit, by gathering data in advance from various sources capable of giving them an adequate level of familiarity, and thus determining their final choice. Similarly, Black (2012) demonstrated that visitors with higher levels of museum experience, acquired through suitable prior knowledge, based on greater familiarity with the museum content and its exhibitions, are more likely to experiment a higher level of engagement and, thereby, enjoyment, during the visit. This improves, definitively, the tourist destination image through elements later identified by some scholars as object-based authenticity and existential authenticity. There are similar assumptions and findings related to historic district context, Lu, Chi, & Liu (2015), heritage tourism destination, Alvarez & Korzay (2011) or WHS, Frost (2006) and Laing, Wheeler, Reeves & Frost (2014). There is a high level of agreement between researchers, who mostly hypothesise that it is likely that the knowledge tourists acquire through available information on a heritage location, might have a relevant impact on tourists' perception of authenticity, and thereby reinforce the formation of a positive image.

Authenticity

Authenticity was introduced by MacCannell (1973) from a sociological perspective to understand tourists' travel experiences at historic sites. Later, more specifically, under a heritage tourism context, authenticity has been considered by Boyd (2002) as a key issue and valuable principle capable of contributing to sustainable tourism. Accordingly, some scholars have attributed pivotal significance to authenticity in heritage tourism, since this topic connects tourists to destination attractions related both to object-based authenticity and existential authenticity (Kolar & Zabkar, 2010; Girish &

Chen, 2017). While object-based authenticity derives from the properties of the object itself, existential authenticity is lived by the individual as a participant in experiences that activate their existential state (Wang, 1999; Zhou et al, 2013). Hargrove (2002) already argued that, in the heritage context, authenticity is essential for a meaningful experience, highlighting the existential character of this issue.

Overall, in the context of heritage tourism, both types of authenticity are considered value issues that significantly improve the tourists' quality experience and, in turn, satisfaction (Curran et al., 2018; Domínguez et al., 2020), as well as a favourable perception of a tourism destination image (Chhabra et al., 2003; Chen & Chen, 2010; Tavitiyaman & Qu, 2013). In fact, authenticity motivates tourists to engage in heritage tourism, which allows them to meet their expectations, thereby enhancing the destination image. Accordingly, in the heritage tourism context, some scholars have conducted their research to test the positive influence that authenticity exerts on the tourist destination image (Connell, 2012; Bryce et al., 2016). However, despite these previous studies, the results provided regarding the relationship between authenticity and the image of the tourist destination are considered insufficient today in the tourist context. Consequently, these findings can neither be conclusive nor have universal acceptance, and many researchers (Domínguez et al, 2020) have made a case for the need for greater in-depth research into this relationship. Therefore, for example, Curran et al (2018), corroborate this need for further research between different types of authenticity and destination image, while also considering other tourism issues such as tourists' motivation or loyalty, which are in turn influenced by aspects of the tourism culture and context. In line with the above arguments and findings, this paper intends to further understand this association between object-based and existential authenticity and their influence on destination image, a relationship that has not been sufficiently studied so far, as mentioned above.

Following the consumer-based approach by Kolar and Zabkar (2010), authenticity is analysed in this paper as an evaluative judgment that pertains to tourist experiences taking place in a real site, culture, object or destination, in this case, the city of Coimbra, as a tourism destination with UNESCO´s World Heritage Status. Here, authenticity refers to the tourists' enjoyment and their perceptions of genuine cultural experiences. These tourists' perceptions encompass both types of authenticity (object-based and existential) since, in line with Kolar and Zabkar (2010), this research considers that they must be tested as two separate issues in the model proposed. Thus, also based on Waitt's (2000)

and Reisinger & Steiner's (2006) arguments, as "tourists' existential experiences are not 'object- and context-free'" (p. 655), object-based authenticity positively influences existential authenticity. Based on their results, other works have also approached this relationship by using other models and statistical techniques, applied in different tourism contexts (Yi, Lin, Jin & Luo, 2017; Domínguez-Quintero, González-Rodríguez & Roldán, 2019).

Destination Image

The real value of tourism destination image relies on its large, direct impact on other significant tourism issues, as revealed by previous research. Thus, significant relationships have been established between tourism destination image, tourists' quality experience, motivation, satisfaction, and visit intention (Albayrak, Caber, González-Rodríguez & Aksu, 2018). So, it is increasingly assumed that positive perceptions concerning a tourist destination help to create a favourable tourism destination image, which leads to greater motivation and satisfaction (Sun, Chi & Xu, 2013; Gursoy, Chen & Chi, 2014). Consequently, the likelihood of visiting or re-visiting the locations also seems to improve through a favourable destination image (Stylos et al, 2017; González-Rodríguez, Díaz-Fernández & Pino-Mejías, 2020).

Following this stance, many authors have also conducted research which largely reveals how the tourist destination image influences tourist behaviour before and during their visit, since a positive perceived destination image is a key contributor to tourist loyalty (Prayag & Ryan, 2012; Agapito et al, 2013; Wu, 2016). Thus, some authors such as Stylos et al (2017), attribute these results to the fact that tourists tend to classify their travel alternatives based on a series of criteria, such as personal motivations (push factors), cognitive motivations (pull factors), destination images (attraction factors), and availability of time and funds (situational restrictions) (Gilbert, 1991; Goodall, 1991; Pike & Page, 2014; Sharpley, 2018). The intention of tourists to visit or re-visit a tourist destination due to favourable previous experiences, is considered as a proxy for the real behaviour of tourists (Loureiro, 2014; Song, Lee, Park, Hwang & Reisinger, 2015) and their loyalty (Yoon & Uysal, 2005; Lee, Kyle & Scott, 2012).

Based on the previous arguments, a positive direct effect of both cognitive and affective images on tourists' intentions to re-visit a destination has been increasingly tested (Bigné, Sánchez & Blas, 2009; Chew & Jahari, 2014). In addition, Stylos et al. (2016) have recognised a positive effect of cognitive images. Therefore, as claimed

earlier, for scholars such as Echtner and Ritchie (2003) and Prayag (2009), in a general way, tourists are more likely to choose and visit a tourism destination if these sites have a well-known positive image. Similarly, more recently, Zhang, Wu and Buhalis (2018) tested how a memorable tourism experience has a direct positive effect on tourists'-visit intention.

However, although the influence of destination image on travellers' decision making widely acknowledged (Chen & Tsai, 2007; Chen & Chen, 2010), it is also necessary to consider other factors that might influence tourists' initial intentions and eventual behaviour. Thus, as stated by Li and Vogelson (2006), since a tourist destination image is a tourist-based image, constructed by a personal and subjective impression of the tourism site, the destination image these tourists have in mind might not be akin to the image projected by marketers (marketer-based image). Consequently, developing a suitable image is critical to properly promote a tourism destination and, in turn, to capture the tourists' interest and their intention to visit. Accordingly, as established by Yüksel & Akgül (2007), tourist destination marketers must use previous results to develop effective promotion strategies, to make potential travellers go from ignorance to awareness of the benefits that visiting the tourist destination would bring. Thus, only favourable awareness through effective tourist destination promotion, can influence their intention, condition their final behaviour, and guarantee that they visit and even re-visit these tourist locations (Becken, Jin, Zhang & Gao, 2017; Jiménez, Rubio & Campo, 2019; Ragb, Mahrous & Ghoneim, 2020). As such, the consideration of World Heritage Sites (WHS) as tourist destinations, as noted by Halpenny et al. (2018), might play a significant role in increasing visitor numbers, since the status improves the tourist destination's overall image. Furthermore, according to these researchers, the brand equity associated by tourists with the WHS classification of a tourist destination by reputable organisation like UNESCO, together with the social influence exerted, can be considered strong positive predictors of these tourists' intentions to visit this tourist destination in the future.

2.2 The relationships between motivation, authenticity, destination image, behavioural intention and hypotheses

Based upon the findings in the literature review, the following hypotheses related to motivations, authenticity and destination image are formulated:

- H1a: Familiarity as a dimension of prior knowledge, determines tourists' cognitive motivation, positively influences object-based authenticity

- H1b: Familiarity as a dimension of prior knowledge positively influences existential authenticity

- H1c: Prior knowledge positively influences destination image perception through object-based authenticity

- H1d: Prior knowledge positively influences destination image perception through existential authenticity

- H1e: Affective motivation positively influences object-based authenticity,

- H1f: Affective motivation positively influences existential authenticity,

- H1g: Affective motivation positively influences destination image perception through object-based authenticity

- H1h: Affective motivation influences destination image perception through existential authenticity

From the literature review, an understanding how authenticity perceptions can achieve a favourable destination image appears to be relevant for the whole tourism sector: DMOs, stakeholders, and developers of historic tourism districts (Li et al, 2010; Stoffelen & Vanneste, 2018). According to previous discussions, the following hypotheses are formulated:

- H2a (+): Objective authenticity positively influences the perception of the destination image

- H2b (+): Existential authenticity positively influences the perception of the destination image

- H2c (+): Object-based authenticity positively influences the perception of the destination image through existential authenticity

Despite the arguments in the literature, and although there seems to be sufficient evidence of the link between tourism destination image and behavioural intention, the relationship between tourist destination image and tourists' visit intentions in a heritage tourism context still needs to be confirmed, especially regarding the formation of destination image during the visit. Drawing on previous researchers' results, the following hypotheses are formulated:

- H3a: Destination image positively influences tourist behavioural intention

-H3b: UNESCO WHS moderates the relation between destination image and behavioural intention

The hypotheses are summarised in the research model proposed in Figure 1
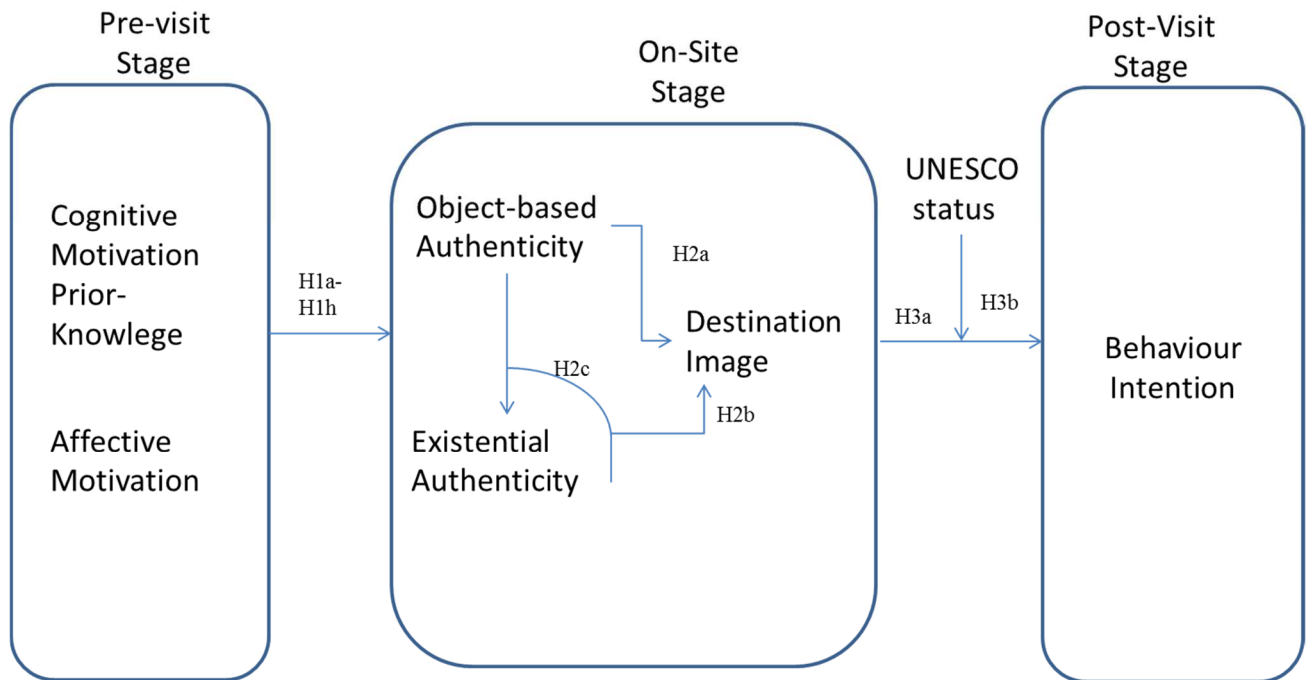
Figure 1. Research Model

3. Methods

3.1. Study site and Context

Coimbra, in central Portugal, is home to one of the oldest universities in Europe, dating back to 1290, the century following the foundation of the Portuguese nation. The University of Coimbra - Alta and Sofia comprises many medieval colleges, cathedrals, churches, museums, a baroque library, modern buildings and a Botanical Garden, and in June 2013, it was registered on the UNESCO World Heritage list. In July 2019, the Machado de Castro National Museum was integrated into this classified group. This classification was due both to its material heritage, given the exceptional nature of its architectural features, and its intangible legacy, notably for the role it played in the dissemination of the Portuguese language and culture. Its global significance is noticeable in the growing number of visitors in recent years, which also poses critical challenges to cultural tourism managers. According to official data (National Statistical Institute),

Coimbra received 202,490 tourists in 2013, year of the UNESCO classification. The University ensemble, being the most popular centre in the region, registered an increase of 31% in visits from 2012 to 2013 (Menezes, 2017). From data provided by the University of Coimbra, in 2016 the University welcomed 450,000 tourists, which represents an increase of 26% comparing to the figures in 2015. The University registered 538,000 visitors in 2017 and 581,040 visitors in 2018, of which 54% came from Portugal and 46% from other countries, mainly France (22%), Spain (10%), Italy (10%), Germany (8%) and USA and Japan (5%).

3.2. Data Collection

Over 2019, visitors to Coimbra city were asked to answer a self-administered questionnaire which consisted of questions related to the respondents' socio-demographic profile, information about their visit (length of stay, attractions visited, or events attended, the main purpose of the trip) and information related to the variables included in the research model (discussed further in the measurement section). Data were collected in the surroundings of Coimbra University, the classified buildings, museums, as well as in several hotel units. The questionnaire was provided in Portuguese and in English. Since Common Method Bias (CMB) may be a concern in self-report surveys (Lindell & Whitney, 2001; Podsakoff, McKenzie, Lee & Podsakoff, 2003), the CMB issues were addressed in the questionnaire at the design stage, by applying proposed procedural remedies (Podsakoff, MacKenzie & Podsakoff, 2012). Furthermore, before data collection, a pilot survey was conducted in the heritage destination to ensure the validity of the questionnaire. To minimise response bias, potential respondents were targeted at different times (morning, afternoon and evening) and during both weekdays and weekends. During the period of data collection, 815 visitors were approached, and 582 valid answers were obtained.

3.3. Description of the variables

The variables involved in the research model were measured by adapting the relevant measurement scales from the literature. The indicators of the variables used in the analysis are displayed in Table 2.

Prior knowledge constitutes the cognitive attitude to travel and represents the familiarity dimension of subjective knowledge. Prior knowledge has been measured with 5 items based on the study of Ho et al. (2012) and Kerstetter and Cho (2004). The variable affective motivations (or push motivations) represent the internal or psychological factors

of one's own person, which traditionally have been considered useful to explain a person's internal desire to travel. Push motivations have been used to represent the affective attitude to travel and it has been adapted from the affective dimension of motivation in the studies by Yoon and Uysal (2005) and Nowacki (2009). The pre-visit cognitive and affective attitudes were measured on a seven-point Likert scale (1-Not relevant at all to 7-Fully relevant).

The measurement of the authenticity variable in its double perspective – object-based authenticity and existential authenticity – has been adapted from the study by Kolar and Zabkar (2010). The object-based authenticity – tourist perception of architectural features, feeling of the sense of antiquity, long history and harmony with the environment, as opposed to a site being overcrowded by modern civilization and over-commercialized – was measured with five items. Existential authenticity, associated with tourists' feelings and emotions, unique spiritual experience and intimate feeling of human history and culture, feeling "closer to history", was measured with six items. Objective and existential authenticity were measured on a seven-point Likert Scale (1-Competely disagree to 7-Competely agree).

The variable UNESCO Status, which affects destination image, recognises the value of preservation and instills pride in residents (Su & Wall, 2014), was measured with 8 items on a seven-point Likert scale (1-Completely disagree to 7-Completely agree).

The measurement of destination image is based on the seminal work of Baloglu and McLeary (1999). It is measured as a second-order composite with four dimensions: quality of experience, attractions, value/environment and affective image. Destination image attributes were measured on a seven-point Likert scale (1-Not good at all to 7-Excellent).

The variable behavior intention was adapted from the measurement scale employed by Yoon and Uysal (2005) and Lam and Hsu (2006). Statements for assessing behaviour intention are measured on a seven-point Likert scale (1-completely disagree to 7-completely agree).

3.4. Statistical method

The research model displayed in Figure 1 was tested using a composite-based structural-equation modelling approach, the Partial Least Squares (PLS) technique (Trinchera & Russolillo, 2010; Rigdon, 2013). The selections are motivated by the following reasons: (i) the goal is to estimate a model of composites, either in mode A or

B (Rigdon, Sarsted & Ringle, 2017); (ii) the complexity of the research model and the different effects established between the variables (direct, mediation and moderation relations) (Hair et al., 2017b); (iii) the skewness values of latent variables' indicators are not over -1.3, which reveals that the degree of skewness is not severe, showing PLS-SEM is suitable for estimating the model (Hair et al., 2017a). To conduct the analysis, SmartPLS software (Ringle, Wende, & Becker, 2015) was used.

4. Results

4.1. Description of the sample

Table 1 presents the profile of respondents. Most visitors came from Portugal, followed by visitors from the European Union. There were no large differences regarding gender: 51.20% were female and 48.80% were male. The majority of visitors were between 18 and 34 years old (62.72%) with a high level of education, 62% with a college education. 51.8% of the visitors declared an income level of between €1501 and €5000. The main motivations for visiting Coimbra were leisure and vacation (31.2%), and visiting a UNESCO WHS (33.1%), and most were visiting the city with family members or individually (90.8%).

Table 1. Social demographic information.

	Coimbra's Visitors (%)
Gender	
Female	51.20%
Male	48.80%
Age	
18-34	52.92%
35-49	24.23%
50-64	14.95%
Over 65	7.90%
Level of Education	
Primary	1.7%
Secondary/Vocational Education	34.6%
College Education	62%
Level of Income	
Up to 1500 €	28.5%
1501-3000€	33.4%
3001-5000€	28.8%
Over 50001	7.5%
Origin	
Portugal	46.48%
European Union	36.95%
Rest of the world	16.57%
Type of trip	
Individual or family trip	90.8%

	Coimbra's Visitors (%)
Travel on tours	5.8%
Main purpose of the visit	
Leisure and Vacation	31.2%
Rest and health reasons	1.7%
Visit UNESCO World Heritage Site	33.1%
Cultural and recreational events	14.2%
Visit friends or relatives	7.3%
Others	10.8%

4.2. Measurement Model

The analysis starts by conducting a confirmatory analysis of the saturated model (Henseler et al., 2016; Henseler, 2018) based on the standardised room mean square residual (SRMR) index (Hu & Bentler, 1998). The saturated model displays a SRMR value of 0.072, which is below the threshold value of 0.08 (Hu & Bentler, 1999). This result supports the composite model, since the composites do not appear to act as individual indicators, but rather within a nomological net.

To assess the measurement models, composites estimated in mode A and Mode B are distinguished depending on the theoretical nature of the constructs. While composites in mode A are expected to be used for those constructs with high correlated indicators, composite measurements estimated in mode B are preferred when the correlation of their indicators is not presupposed (Henseler, 2017a). The constructs cognitive and affective motivations, objective authenticity, existential authenticity and UNESCO status, have been defined as composite mode A. Destination image has been defined as second-order composite in mode B, and its dimensions have been defined as composites mode A.

The individual items: reliability, construct reliability, convergent validity (Table 2) and discriminant validity, (Table 3) were obtained in order to assess the measurement model for composites mode A. Table 2 shows that all indicators have a factor loading greater than 0.70, the correlation weights are significant, and the composite reliability for these composites is higher than 0.80. Therefore, the measurement models have internal consistency and reliability. Secondly, average variance extracted (AVE) values greater than 0.50 also confirm the existence of convergent validity. Table 3 shows that all mode A composites achieve discriminant validity following the Hetrotrait-Monotrait (HTMT) ratio of correlations criterion of 0.85, HTMT85 (Henseler et al., 2015) and the Fornell

and Lacker discriminant validity criterion (Fornell & Larcker, 1981). To assess the measurement model for mode B composites, the constructs' discriminant validity, the indicators' collinearity and the statistical significance of the indicators' weights are evaluated. The variance inflation factor (VIF) values are lower than the threshold of 3.3 (Table 2), which means no multicollinearity issues between the indicators of each composite. Table 2 also shows the magnitude and statistical significance of the composites' indicators, revealing the relative importance of each indicator on its composite (Henseler et al., 2009). Discriminant validity is confirmed since the correlation between composite B and the rest of the constructs (Table 3) is less than 0.7 (Urbach & Ahlemann, 2010).

Table 2. **Measurement model.**

Construct/Dimension/Indicator	Weight	Load	CR	AVE
Affective Motivation: Push Motivation (MOV_AF) (Composite, Mode A)			**0.807**	**0.603**
Leisure/Vacation	0.214*	0.785		
Relaxation/Escape	0.113*	0.723		
Excitement/Adventure	0.133*	0.822		
Affection and Sympathy of locals	0.341*	0.783		
Social	0.262*	0.771		
Prestige	0.141*	0.742		
Cognitive Motivation: Prior Knowledge(MOV_CO) (Composite, Mode A)				
History of the City	0.245*	0.824	**0.901**	**0.705**
History of the University	0.326*	0.801		
Students' traditions	0.289*	0.789		
Coimbra Fado	0.128*	0.822		
Museums and Parks	0.121*	0.815		
Objective Authenticity (OA) (Composite, Mode A)				
Restoration of historic buildings respects the same style (Architecture, furniture, utensils, etc).	0.231*	0.831	**0.922**	**0.677**
I liked the peculiarities about the interior design and furnishing	0.251*	0.843		
I liked the way the site blend with the attractive landscape,	0.237*	0.851		

Construct/Dimension/Indicator	Weight	Load	CR	AVE
Scenery, historical ensemble, the town.	0.253*	0.832		
I liked the information about the site and I found it interesting.	0.231*	0.783		
Existential Authenticity (EA) (Composite, Mode A)				
I liked special arrangements, events, concerts, celebrations	0.201*	0.783		
Connected to the site			**0.885**	**0.658**
The visit provided a thorough insight into different historical	0.236*	0.768		
Periods of the city.				
During the visit I sensed the related history, legends and	0.231*	0.827		
Historical personalities				
I enjoyed a unique experience that allowed me to be in contact with	0.212*	0.831		
Local people, their traditions and custom				
Destination Image (second-order Composite, Mode B) (DI)			**n.a.**	**n.a.**
Qualitative of experience (Composite, Mode A)	0.342*	0.843	**0.872**	**0.671**
Attractions (Composite, Mode A)	0.205*	0.835	**0.892**	**0.722**
Value/Environment (Composite, Mode A)	0.293*	0.821	**0.869**	**0.705**
Affective Image (Composite, Mode B)	0.367*	0.845	**0.801**	**0.718**
Behaviour Intention (Composite, Mode B) (BI)				
Likelihood to visit Coimbra in the next 12 months	0.342*	0.856	**0.832**	**0.725**
Intend to visit Coimbra in the next 12 month	0.316*	0.889		
Want to visit Coimbra	0.372*	0.903		
UNESCO STATUS (Composite, Mode B) (US)			**0.886**	**0.795**
It improves the image of the city	0.334*	0.832		
It alerts for the need of conservation and monuments protection	0.372*	0.806		
It promotes the development of tourism	0.321*	0.817		
It contributes to the pride of residents	0.352*	0.857		
It encourages the networking of the various entities and operators				

CR: Composite Reliability; AVE: Average Variance Extracted; *p<0.001; n.a: not applicable for Composite Mode B

Table 3. **First-Stage Measurement Models. Discriminant validity (HTMT$_{85}$). First-Stage Measurement Models. Discriminant validity**

	HTMT criteria								Fornerll-Lacker criteria							
	MOV_AF	*MOV_CO*	*OA*	*EA*	*UN_ST*	*DI_QE*	*DI_AT*	*DI_V*	*MOV_AF*	*MOV_CO*	*OA*	*EA*	*UN_ST*	*DI_QE*	*DI_AT*	*DI_V*
MOV_AF									**0.853**							
MOV_CO	0.622								0.413	**0.817**						
OA	0.643	0.768							0.433	0.523	**0.880**					
EA	0.789	0.739	0.783						0.329	0.509	0.762	**0.874**				
UN_ST	0.657	0.629	0.789	0.728					0.237	0.638	0.682	0.667	**0.887**			
DI_QE	0.698	0.697	0.747	0.767	0.727				0.661	0.538	0.567	0.667	0.727	**0.883**		
DI_AT	0.734	0.729	0.742	0.695	0.627	0.720			0.554	0.439	0.573	0.698	0.747	0.756	**0.868**	
DI_V	0.684	0.704	0.723	0.726	0.719	0.723	0.705		0.534	0.414	0.441	0.576	0.719	0.765	0.635	**0.854**
DI_AF	0.688	0.713	0.728	0.789	0.704	0.713	0.774	0.720	0.688	0.560	0.423	0.689	0.704	0.693	0.674	0.689

Notes: MOV_AF: Affective Attitude; MOV_ CO: Cognitive Attitude; OA: Objective Authenticity; EA: Existential Authenticity; UN_S: UNESCO Status. DI_QE: Destination Image Quality of Experience; DI_ AT Destination Image Attractions; DI_V: Destination Image Value/environment; DI_A: Destination Image affective.

Diagonal elements (bold) (Fornell-Lacker criteria) are the square root of the variance shared between the constructs and their measures (AVE). Off-diagonal are the correlations among constructs.

4.3. Structural Model

First, the SRMR is obtained to assess the structural model. The SRMR value is below the cut-off value of 0.08 (Hu & Bentler, 1999), which means the goodness-of-fit of the overall performance of the PLS models is adequate. Then, the path coefficients, the f^2 values, the R^2 and Q^2 of endogenous latent variables, are assessed. Additionally, the bootstrapping procedure with 5000 resamples (Hair et al., 2011) was used to generate t-statistics, together with the percentile bootstrap 95% confidence interval (Chin, 2010) to evaluate the statistical significance of the path coefficients.

Table 4. Structural Model Estimates

	Direct Effect					
	Coeff. Direct effect	t-value	p-val	Conf. Interval	f^2	Supported
Objective Authenticity						
R^2=0.358						
Q^2=0.213						
H1a(+): Cognitive motivation→Object-base Authenticity	0.269	2.95	0.002	0.170-0.355	0.153	Yes
H1b (+): Affective motivation→Object-base Authenticity	0.221	2.89	0.002	0.143-0.348	0.124	Yes
Existential Authenticity						
R^2=0.520						
Q^2=0.247						
H1c(+): Cognitive motivation→Existential Authenticity	0.195	2.65	0.002	0.009-0.289	0.174	Yes
H1d(+): Affective motivation→ Existential Authenticity	0.247	3.79	0.000	0.094-0.288	0.173	Yes
Destination Image						
R2=0.569						
Q2=0.336						
H2a(+): Object-base Authenticity→Destination Image	0.587	6.12	0.000	0.321-0.693	0.254	Yes
H 2b (+): OA→EA→Destination Image	0.301	4.23	0.000	0.241-0.453	0.187	Yes
H2c(+): Existential Authenticity→Destination Image	0.526	7.65	0.000	0.383-0.651	0.237	Yes

	Direct Effect					
	Coeff. Direct effect	t-value	p-val	Conf. Interval	f²	Supported
Behaviour Intention						
R2=0.565						
Q2=0.313						
H3a(+): Destination Image→Behaviour Intention	0.423	5.83	0.000	0.218-0.541	0.263	Yes
H3b(+): Destination Image* Unesco Status→Behaviour Intention	0.156	2.64	0.004	0.072-0.304	0.276	Yes

	Indirect Effect			
Indirect relations	Coeff. Indirect effect	t value	p-value	Confidence Interval
Destination Image				
H1e (+):Cognitive motivation→OA→ Destination Image	0.1579	3.324	0.000	[0.062;0.195]
H2d(+)Affective attitude→OA→Destination Image	0.1297	3.091	0.000	[0.057;0.256]
H1f(+)Cognitive motivation→EA→Destination Image	0.1026	2.88	0.000	[0.048; 0.161]
H1g(+):Affective motivation→EA→Destination Image	0.1299	3.54	0.000	[0.673¸0.1821]

*p<0.001. Bootstrapping based on n=5000 subsamples. A one-tailed test for a t-Student distribution is applied for direct and mediation effects. .

CI- bias corrected 95% confidence interval based on 5000 bootstrap subsamples.
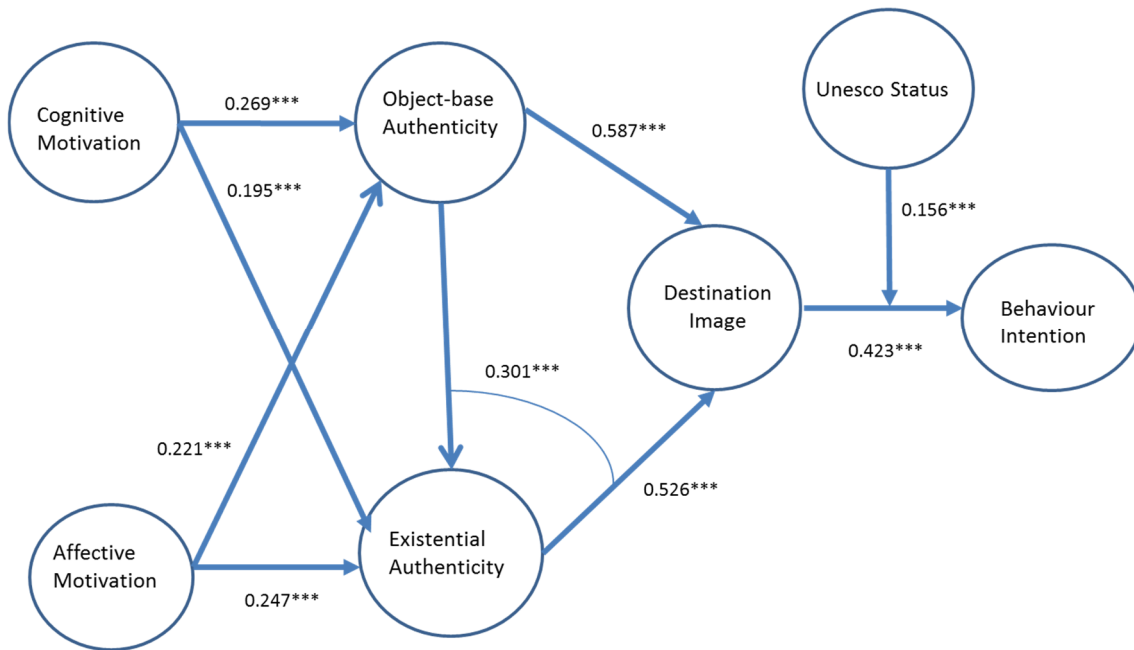
Figure 2. Estimated Model

From Table 4 and Figure 2, t-statistic, p-values, and confidence intervals show the statistical significance of the main (or direct) effects and the mediating (or indirect) effects in the research model.

Focusing on the main (direct) effects, the following results have been achieved: cognitive motivations based on prior-knowledge influence positively the objective authenticity ($\beta=0.269$, $p<0.01$). Affective motivations toward visiting Coimbra as a WHS exert a positive and significant influence on the perception of the objective authenticity ($\beta=0.221$, $p<0.01$). Similarly, cognitive positively influences the perception of the existential authenticity ($\beta=0.195$, $p<0.01$), and affective motivation positively influences the perception of the existential authenticity ($\beta=0.247$, $p<0.01$). Hence, hypotheses H1a and H1b are confirmed. A positive and significant effect of objective authenticity on destination image ($\beta=0.587$, $p<0.01$) and existential authenticity on destination image are also observed ($\beta=0.526$, $p<0.01$). Thus, hypotheses H2a and H2b are supported. A favourable destination image when visiting Coimbra positively influences the tourists' future behavioural intention as expected ($\beta=0.423$, $p<0.01$). In addition, Coimbra's UNESCO status exerts a positive and moderating effect in the relation established between destination image and future behavioural intention ($\beta=0.156$, $p<0.01$). Therefore, hypotheses H3a and H3b are confirmed.

Table 4 also reports the mediating (indirect) relationships in the model as the product of the coefficients of each of the causal relationships in the mediating chain (Hayes, Preacher, & Myers, 2011). Based on the one-tailed t-test, the indirect effect of objective authenticity (OA) through existential authenticity (EA) on destination image (DesImage) is significant: OA→EA→DestImage (β=0.301, p<0.01). Hypothesis H2c is supported. Cognitive motivation (CM) towards visiting Coimbra positively influences destination image through objective authenticity: CM→OA→DesImage (β=0.1579, p<0.01). Affective motivations (AM) towards visiting Coimbra positively influence destination image through objective authenticity: AM→OA→DestImage (β=0.1579, p<0.01). Hypotheses H2d and H2e are confirmed. Likewise, cognitive motivations towards visiting Coimbra positively influence destination image through existential authenticity: CM→EA→DesImage (β=0.1026, p<0.01). Furthermore, affective motivations towards visiting Coimbra positively influence destination image through existential authenticity: AM→EA→DesImage (β =0.1299, p<0.01). Hypotheses H2f and H2g are supported.

In addition, the main effects have f^2 values above the medium effect of 0.15, as suggested by Cohen (1992). The research model also displays an appropriate predictive power (in-sample prediction) for the endogenous variables, since the Q^2 values are larger than zero (Hair et al., 2016).

Additionally, the predictive performance of the model checked the robustness of the results achieved. The predictive performance of a model is based on the accuracy of predictions from new observations, that are not the hold-in sample, used to estimate the model path coefficients. The study employed the PLS predict algorithm in SmartPLS software to evaluate the model predictive relevance, both at the endogenous construct and constructs' indicator levels (Shmueli et al., 2016). Table 5 displays the root mean squared error (RMSE), the mean absolute error (MAE) and Q^2 values at the endogenous constructs level. Those values at the indicator values are assessed but not displayed due to the number of indicators. Findings show positive Q^2 values and low prediction errors, based on RMSE and MAE for both at the construct level, as presented in Table 5 and at the indicator levels. Thus, the model presents a satisfactory predictive performance, supporting the robustness of the results achieved.

Table 5. Model Predictive Relevance

Endogenous construct	RMSE	MAE	Q²_predict
Objective authenticity	0.675	0.485	0.560
Existential authenticity	0.626	0.481	0.601
Destination Image	0.758	0.564	0.388
Behaviour Intention	0.535	0.458	0.327

5. Discussion and Implications

The paper responds to a call-in tourism literature to investigate the relationships between motivation, authenticity, destination image, UNESCO status and behavioural intention, from a cognitive and affective approach at different stages of a visit (Bagri & Kala, 2016; Piramanayagam, Rathore & Seal, 2020). The present research observes that certain aspects related to a heritage destination, such as prior knowledge of the place, tourists' affective motivation toward the place, its authenticity, its favourable image and its UNESCO status, appear to be essential for the development and sustainability of a World Heritage Site (Bagri & Kala, 2016; Pavlić, Portolan & Puh, 2017).

The findings show that cognitive and affective travel motivation factors have a direct and significant influence on how the authenticity of a WHS is perceived from an objective (object-based) and a subjective (existential) approach, and on perceived destination image. This finding supports previous studies, which revealed a significant and high correlation between travel attitude (motivation) and perceived authenticity (Lin & Liu, 2018; Submitter, Chang & Kuo, 2019), between travel motivations and destination image (Pan et al., 2014; Khan et al., 2017; Arya, Sharma, Sethi, Verma & Shiva, 2018), and between authenticity and destination image (Shams, 2016; Jiang, Ramkissoon, Mavondo & Feng, 2017). Moreover, this paper goes beyond previous studies by analysing these relationships jointly at different stages of a visit, to understand tourist behavioural intention after the visit.

Although the influence of UNESCO WHS status has been analysed through a direct or main effect on the destination image before the visit and, therefore, on the choice of destination (Hamid, Abdulla & Lee, 2018), the present research has focused on the moderating effect of UNESCO status on the destination image, as formed during the visit and future behavioural intention. Furthermore, the mediating effect of the two dimensions

of authenticity on the relation between travel motivations and destination image has not been explored in tourism literature so far. The results showed positive and significant mediating effects of both cognitive (object-based) and affective authenticity (existential authenticity), on the relationships between cognitive motivation (prior-knowledge), and between affective motivation and destination image.

5.1 Theoretical implications

There are some theoretical implications that arise from this study. In tourism research, prior knowledge appears to be a vital driver, capable of influencing tourists' decision to travel. However, the relevance of prior knowledge, defined as tourists' familiarity with the attraction or place, achieved by means of acquired information before the visit (Park, Mothersbaugh & Feick, 1994; Kerstetter & Cho, 2004; Gursoy & McCleary, 2004b), has not been sufficiently explored in literature. This paper highlights, in particular, the role played by familiarity, as a dimension of prior knowledge, due to the specific information it provides tourists about target attractions (object-based authenticity), and determining their preference for a certain tourist destination (Ho, Lin, & Chen, 2012; Chen, Shang & Li, 2014).

This paper also highlights the relevance of authenticity in its cognitive and affective dimensions, when analysing its influence on tourist behavioural intention. Unlike other research (Naoi, 2004; Lu et al., 2015), this paper highlights the influence of both cognitive and affective authenticity on the mental construction process of destination image. Although there is not a single and universal way of measuring tourism destination image in tourism literature, this study employs a multidimensional approach that includes both the cognitive/perceptive and affective aspects of destination image (Kim & Park, 2015) to reach a better comprehension of tourists' behaviour, with the aim of developing the potential pull of a tourism destination.

The UNESCO status attributed to World Heritage Sites has been considered in academic literature as a valuable indicator, that gives tourists good expectations of potential memorable experiences (King & Halpenny, 2014; Hamid, Abdullah & Lee, 2018; Lee, Phau & Quintal, 2018). Despite the relevance of understanding WHS status, and specifically, the potential influences that it might exert on tourists' expectations and, therefore, on their subsequent visit intention to certain tourism destination with the UNESCO designation, scholars have increasingly revealed complex relationships among the above variables, particularly, between these, tourism demand and WHS status

(Halpenny et al, 2018). This paper answers this appeal to provide better knowledge of the role of WHS status during the "on site" stage of the visit, through its moderating effect on the destination image and, hence, on its influence on future behavioural intention.

Even though the relationships involved in the research model, such as travel motivation and authenticity, travel motivation and destination image, and authenticity and destination image, have been examined in similar contexts (Lu, Chi and Li, 2015; Domínguez-Quintero, González-Rodríguez and Paddison, 2020), the present research analyses all those relationships in the research model proposed. Thus, the present research model is an attempt to consider simultaneously different stages of the visit: the "pre-visit" and "on site" stages of a visit. Furthermore, those relations have not been analysed using cognitive and affective approach for those variables. As seen from the results, both cognitive and affective dimensions of travel motivation and authenticity are relevant to destination image, as defined as a composite with cognitive and affective elements, which in turn will influence the future behavioral intention at the post-visit stage.

The mediating effect of object-based authenticity and existential authenticity on the relationship between travel attitude and perceived destination image has not been studied so far in tourism literature. This paper, therefore, has contributed to a better understanding of the direct and indirect effects of the perceived authenticity in the construction of the destination image, as well as the moderating effect of UNESCO status on destination image, which undoubtedly explains the mechanism to adopt a positive behavioral intention after the visit.

5.2 Managerial Implications

There are several managerial implications derived from the research. Despite the increase in visitor numbers since the year of the UNESCO classification, the problem of how to retain tourists in the city for a long stay remains. Nevertheless, the average stay continues to be around 1.5 days. This means that DMOs still have a role to play in the strategic and sustainable planning of destination management, through anticipating scenarios and reacting accordingly. These organisations' main goal is to foster economic growth with an integrated approach, that takes into consideration resident communities and tourist interests, which implies being able to foresee and meet market opportunities.

In the case under study, there are four DMOs that have to coordinate and share a vision for all the stakeholders involved and aim towards collective interest: The National

Tourism Association, Turismo do Centro (Regional DMO), Turismo de Coimbra (local / municipal DMO), and Turismo da Universidade de Coimbra (site DMO). These organisations facilitate dialogue between stakeholders and above all function as a vehicle for competing and attracting visitors to a differentiated space, achieving a competitive advantage for tourist destinations.

The increase in visitor numbers demonstrates that the UNESCO seal is a powerful motivation factor in attracting tourists, as it also acts as an authenticity warrant. Moreover, the results of the survey confirm that UNESCO's designation also improves the image of the city and advocates conservation and protection of monuments. Furthermore, the results also show that tourists value participatory activities (theatre, music, dance, exhibitions), and if there were a stronger activity offering, it would take them more time to engage in such activities, which would make their stay longer. At the same time, both those programs and other cultural activities, such as guided tour visits that enhance personal knowledge and valorise heritage, that can be participated in *in situ*, as well as broadcast or streamed in view of the pandemic situation, is certainly a line of action to be followed.

Special attention should be paid to authenticity perceived in objects, artefacts and customs, as well as interactions with the local community and the environment that surrounds visitors, because it will undoubtedly influence the perceived WHS image. During the visit, efforts must be focused on providing an unbeatable cultural experience, through the perceived authenticity on how buildings are faithfully restored and how heritage blends with the town in harmony. Universal design must be present in the access and communication of the emblematic sites, which allow visitors to immerse themselves in different times with detailed and accurate information. For those sites that are not accessible due to architectonical or heritage reasons, applications based on augmented reality or virtual reality might be used to be enjoyed by everyone. Furthermore, the visitor experience would improve if DMOs joined efforts to integrate visitors with local people, their traditions and customs and promoted a relaxed and respectful environment.

The current Covid-19 pandemic and all that evolved from it, economically, socially and politically, has further increased the use of innovation and technologies in tourism. The aim is to keep tourists motivated to travel, by generating prior knowledge of a heritage destination, and helping to construct a favourable destination image (Hosteltur.com). The new scenario from COVID-19 has given stronger evidence that

generating motivations (cognitive and affective) and a preconceived idea of the authenticity of the place to visit in WHS, as well as the construction of a destination image is essential to promote the site. Promotion of the UNESCO WHS through the use of disruptive technologies, both in advance as well as during the stay, especially under the health crisis scenario, has gained a high degree of acceptance by potential tourists. In fact, these technologies would provide potential tourists prior knowledge about the UNESCO site, aiming to keep the desire to travel alive through cognitive and affective motivations before the visit, and to offer new ways of enjoyment while at a destination, in spite of the current restrictive mobility measures imposed by the Covid-19 pandemic.

Design the right strategies will undoubtedly give visitors prior knowledge and help form a favourable destination image through the perception of authenticity, which in turn will influence future behavioural intentions to re-visit or to visit other UNESCO World Heritage Sites. Tourist managers would also be able to boost authenticity perception through innovative concepts that help tourists have memorable experiences, which leads to a better destination image and higher likelihood that they will re-visit (Moutinho et al., 2012; Han, tom Dieck and Jung, 2018; González-Rodríguez et al, 2020b).

6. Limitations of this study and suggestions for future research

Further research to consider the affective and cognitive dimensions of the variables, as well as the different stages of a visit, is of great relevance for DMOs with regard to promotion and providing visitors with memorable experiences, and in turn stimulating the demand for cultural tourism.

The analysis of the causal relationships involved in the research model has been restricted to the city of Coimbra and therefore limits the generalisation of the study's findings. Future research that might test the relationships explored in the research model with other UNESCO World Heritage Sites is necessary. A multigroup analysis could be employed to detect differences across UNESCO World Heritage Sites, relating to the influence of the affective and cognitive dimensions of motivation on the perception of authenticity and destination image. Furthermore, differences in the moderating effect of the WHS status on the relation between destination image and behavioral intention could be also analysed.

Recognising differences in the cognitive and affective dimensions at different stages of the visit and across cultures might help to extend the generalisability of the model. This may also offer insightful information to DMOs for appropriately managing a UNESCO WHS from the beginning to the end of the visit, to meet visitors' expectations, adjusting the offering and customising visitors' experience.

To conclude, we would like to highlight that the data was collected before the Covid-19 outbreak. We consider that the current scenario of the tourism sector opens a research line to understand how this affects motivation (cognitive and affective) to visit a heritage destination, as well as the experience in terms of authenticity perception, destination image when visiting a destination under health restrictions and the behavioural intention if the health crisis continues. The Covid-19 context may be cause to extend the research model by incorporating new variables and new relationships that have emerged that can influence our research aims and findings.

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An approach to cultural tourists' segmentation in post-UNESCO Coimbra

Reference

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An approach to cultural tourists' segmentation in post-UNESCO Coimbra

Abstract

This paper falls within the scope of cultural tourism studies, focusing on a World Heritage Site and intends to contribute to tourism literature by trying to better understand the differences between the tourists visiting it. A survey was conducted by self-administered questionnaires designed to identify different types of cultural tourists in post-UNESCO Coimbra (Portugal) so as to understand what they look for, the importance they assign to motivational factors, whether they are interested in participatory activities which call for cognitive, intellectual or affective engagement and their degree of satisfaction. A hierarchical cluster analysis was carried out based on age, education, family income, nationality, and length of stay. To perform this analysis of identification of homogeneous groups, Ward's method and the Squared Euclidean distance were used as a measure of similarity. The variables were standardized to avoid bias due to the different scales. The results of this analysis allowed the identification of two groups. Chi-square analyses and Mann-Whitney U tests were also carried out for better characterizing the clusters. Results seem to be useful for destination managers to provide what tourists seek, to enhance their experiences and satisfaction, and strengthen this destination competitiveness and value creation.

1. Introduction

The University of Coimbra, Alta and Sofia became a World Heritage Site (WHS) in 2013 and since then this tourist destination has undergone remarkable changes which pose difficult management challenges. An empirical research was conducted aiming at better understanding the characteristics, attitudes, and perceptions of cultural tourists about Coimbra, as the designation itself may impact visitors' perception of the site and their on-site experiences. (Poria, Reichel & Cohen, 2013)

Literature review focused on existent typologies of cultural tourists and studies based on tourism market segmentation. An empirical research used a survey which took place between June 2018 and September 2019, with a total of 582 validated questionnaires from a simple random sampling to ascertain what are cultural tourists looking for in post-UNESCO Coimbra.

Although it can be very difficult to put cultural tourists into groups or typologies as consumers, it is important to understand the way they make decisions and engage in tourism activities – it is important to the management of tourism and for the marketing of tourism products and services (Heitman, 2011: 31). Moreover, to identify what cultural tourists look for in post-UNESCO Coimbra, through a segmentation study highlighting the main characteristics, consumption motivations and cultural practices of visitors, allows for the enhancement of their experiences and satisfaction, and thereby strengthen this destination competitiveness and value creation.

2. Theoretical framework

2.1 Cultural Tourism

The World Tourism Organization (WTO, 1985: 2) defines tourism as trips that "satisfy the human need for diversity, leading to raise the cultural level of the individuals and give rise to new knowledge, experience, and encounters" supporting the idea that all tourist trips may be considered cultural.

Some authors use the expression "heritage tourism" (Chhabra, Healy & Sills, 2003) and others, for example, Timothy (2011: 5) argue that no significant difference can be identified between cultural tourism and heritage tourism characteristics, since "consuming living and built culture in rural or urban contexts and their own personal experiences, including education and cultural edification, are an important part of the heritage tourism experience ". In full agreement with Timothy's point of view, this study considers heritage tourists as cultural tourists.

As a social practice cultural tourism can be considered to foster encounters between cultural systems, which will produce mutual changes. Europe is the world's top tourist destination due to its cultural and historical heritage, natural assets, diversity of sceneries and landscapes, high quality services and good accessibility. Cultural tourism has been a very attractive and disputed economic market since it is a high-spending type

of tourism, practiced by highly qualified people who stimulate various types of activities in the visited areas. Stakeholders involved in this tourist activity generate a lot of income providing subsequently a high job creation rate.

Local populations welcome the results of cultural tourism, among which we can highlight examples such as boosting local incomes and subsidies for local cultural organizations. The increase of cultural tourism demand has generated the development of several new cultural attractions and cultural tourism marketing strategies, as there is fierce competition among countries and regions.

To acknowledge the concept of cultural tourism is to recognize at the same time the role of tourism as a process that involves a set of behavior practices that societies develop as well as learning and transmitting meanings that are embodied in objects or traditional cultural activities. The beginning of cultural tourism as a social phenomenon and an object of academic study can be traced back to the boom of post-World War 2 leisure travel. (Richards, 2018:12)

As mentioned above, the definition of "cultural tourism" is neither easy nor consensual, with more than one approach – from the perspective which considers that all forms of tourism involve cultural practices and experiences to more restrictive ones. Several entities have presented definitions of "cultural tourism", from the International Council for Monuments and Sites (ICOMOS) to the World Tourism Organization (WTO) (now United Nations World Tourism Organization - UNWTO), the International Coalition of Tourism Partners (ICTP), the Association for Tourism and Leisure Education (ATLAS), Universities, and researchers and all of these definitions have, over time, broadened the scope of what is considered cultural tourism.

Many definitions have also been advanced by scholars over the years of cultural tourism and cultural tourists (*inter alia* Richards, 1996; Du Cros & McKercher, 2014 and Barbieri & Mahoney, 2010) but cultural tourism has been the object of a new definition from the UNWTO at the 22nd Session of the General Assembly held in Chendu, China, which considerably broadens the scope of cultural tourism and, in full agreement with the UNWTO Report (2018), the emphasis is shifting from the classic demand for monuments and sites to a broader range of cultural practices and lifestyles. According to that definition,

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions. (UNWTO, 2017: 18)

To define cultural tourism, it is paramount to focus on the motivations of demand. Culture, seen from a comprehensive and holistic perspective, embodied in a set of symbols, namely in architecture and art, among others, and manifested in language, folklore and in daily life, sustains the diversity of motivations behind these trips whose interest lies, among others, in values, symbols and meanings of the material and intangible assets of the communities. Interest in cultural tourism has been growing and a few segments have emerged such as arts tourism, film tourism, gastronomic tourism, religious tourism, literary tourism.

A new trend, the 'creative turn' in cultural tourism, is "driving a shift towards less tangible tourism assets and more actively involved forms of tourism consumption" (Richards & Marques, 2012), opening up a growing range of cultural tourism niches related to specific aspects or dimensions of culture that destinations are developing (Novelli & Benson, 2005; Richards & Raymond, 2000; Richards, 2018; Quinteiro, Carreira & Gonçalves, 2020; Carreira, Azeredo, González-Rodriguez & Díaz-Fernández, 2021).

2.2 The double-edged sword of the UNESCO seal – motivation and impacts

Some author experts are skeptical about the changes that can be witnessed nowadays wherein the noble original principles underlying the UNESCO idea for safeguarding and preserving humanity heritage may have become of secondary importance as political and economic interests are overwhelming (Meskell, 2014: 236-237; Frey, Pamini & Steiner, 2013) and that an objective re-evaluation of the UNESCO 1972 Convention is overdue (Cleere, 2011; Meskell, 2012, 2014). "For local and regional politicians, heritage thus turns into a tricky arena indeed. It is hard to clearly separate cultural historical, economic, ecological and aesthetic arguments." (Bendix, 2009: 262)

Being on the UNESCO list is highly desirable by many sites as it brings prominence and monetary revenue (Santa-Cruz & López Guzmán, 2017) to increase communities' income and also take part in conservation costs (Jimura, 2019); besides, it also raises interest in WHS-related issues of identity and sustainability (Landorf, 2009; Bourdeau, Gravari-Barbas & Robinson, 2016). It is an attractive brand for cultural tourism and a guarantee of quality and singularity. Giving an image of prestige at international and national levels, it can also influence decisions on local planning (Smith, 2002). A renewal of interest of residents in their town and people's pride on their culture have been identified. (Evans, 2002; Jimura, 2011)

Nevertheless, WHS listing almost always results in increasing tourist influx, with heavy impacts (Yang, Lin & Han, 2010; Kim, 2016; Silva & Carvalho, 2017) having to be faced in managing WH cultural sites regarding organization structures, the mitigation of pressure, overload and threats (Seraphin, Sheeran & Pilato, 2018; Carreira et al., 2021; Quinteiro et al., 2020) through programs and strategies or policies to generate sustainable economic and social impacts for the residents in and around WHS in the way of a proper balance between conservation, sustainability, development and creation of value. Timothy & Boyd (2003: 281) state that "the significance and value that lie within heritage is not in how it is defined, but in how it is used to create meaningful experiences for tourists"; an overloaded site, threatened in the qualities that precisely make it distinctive, can hardly provide good and memorable experiences.

Segmentation is, then, a tool for managing demand and provide sustainable tourism development. Comprehending motivations is key to understanding tourists' decisions and behaviors (Iso-Ahola, 1982; Kolar & Zabkar, 2010; Ribeiro, Vareiro & Santos, 2014; Ramires, Brandão & Sousa, 2018). Taheri, Jafari & O'Gorman (2014) argue that better engagement with an attraction and its contents enhances the overall tourist experience and concomitantly it valorizes the attraction itself.

The authors found three main drivers of visitor engagement: prior knowledge, multiple motivations, and cultural capital. Poria, Reichel & Biran (2006) examine the relationship between tourists and the heritage visited and identify three categories of heritage visit motives: the desire to feel connected to the history presented, the desire to learn, and motives not linked to the historical attributes of the site, such as tourists' perception of heritage settings as part of their own heritage (Poria, Butler & Airey, 2001). Timothy (1997: 1) spoke of personal experience – millions travel for the purpose of

experiencing a "heritage of a more personal nature", to feel connected to ancestors (Bryce, Curran, O'Gorman & Taheri, 2015) and nostalgia (Chhabra et al, 2003). Richards mentions search for knowledge and learning from the past and engage in active creative activities, of which he highlights intellectual creativity. (Richards, 2011: 1239)

Many scholars have addressed the issue of heritage management whose big challenge is perhaps to achieve a balance point of sustainability by managing tourists in a way that enhances the quality of their experiences and at the same time preserves heritage properties and resources for the future (Alazaizeh, Halo, Backman, Norman & Vogel, 2016; Mckercher, Ho & du Cros, 2005). According to Alazaized et al. (2016) one group of stakeholders is being ignored: the tourists. They argue that to achieve sustainability in heritage tourism it is essential to involve and understand value orientations of different stakeholders including tourists in decision-making; therefore, this study tries to fill-in this gap in literature.

2.2.1 Cultural tourists in post-UNESCO Coimbra

It is important to collect information through scientific studies to analyze and characterize in general the demand of a tourist destination. Understanding tourist behavior and cultural identity and diversity were given highest importance by experts responding on cultural tourism development and culture partnership (UNWTO, 2018: 60):

> Understanding tourist behavior was seen as most important specific policy area, followed by diversification, and then balancing promotion and protection of culture. Those countries that prioritize product development and marketing also rank understanding tourist behavior and diversification highly. For the experts the development of integrated approaches to tourism and culture and community empowerment and inclusion were seen as the main policy priorities. (UNWTO, 2018: 94-95)

Many authors have come to differentiate between cultural tourists' categories that place them in the spectrum of coming to culture more by accident, a complementary activity or an activity specifically sought after or desired (*inter alia*, McKercher & du Cros, 2002, McKercher et al., 2005; Richards & Wilson, 2007; Richards & van der Ark, 2013; Nguyen & Cheung, 2014). Heitman (2011: 33-37) summarizes some of the attempts that scholars have done in proposing tourists' roles and typologies, from Gray's to Plog's to Cohen's and Smith's and has identified overlaps between the different

theories, particularly if a spectrum familiarity – novelty is used. Moreover, he has concluded that, despite these theories' usefulness, in knowing tourists' characteristics and personal traits for identifying market segments and develop adequate products and services, they are rather simplistic as they don't tell us anything about the underlying reasons differentiating types (p. 36).

The most prevailing typology of cultural tourists is probably the one advanced by McKercher (2002) which categorizes cultural tourists according to their depth of experience as well as the importance of culture, as a motivator, in their travel. The first three types of cultural tourists – the purposeful, the sightseeing and the serendipitous types – can, arguably, be considered as the primary cultural tourists due to their main motivator and experience for choosing a destination for the sake of cultural values. These three can be considered as specialized and the other two – casual and incidental types – are within the category of general cultural tourists.

The spectrum of cultural tourists is very wide ranging from recreational tourists who happen to participate in some cultural tourism activity to enhance their experience to those who explicitly travel in search of cultural tourism activities (McKercher & du Cros, 2003).

This model considers two dimensions: centrality of cultural tourism in the decision to visit a destination and the depth of experience. When segmenting the cultural tourism market, the level of engagement is important and depends on several factors: different abilities to engage due to level of education, awareness of the site previous to the visit, preconceptions on the site, interest in the site, its meaning to them, time availability, the presence or absence of competing activities (McKercher, 2002).This model has recently been questioned and the typology reduced, due to the argument that a much more balanced segmentation of cultural tourists can be reached "after eliminating the determination effect of cultural centrality on depth of cultural experience." (Chen & Huang, 2017: 253)

Most past and recent research (Santa-Cruz & López-Guzmán, 2017; López-Guzmán, Pérez Gálvez, Muñoz-Fern & Medina-Viruel, 2018; Ramires et al., 2018) on cultural tourists' typologies have categorized cultural tourists on a continuum of different factors ranging from cultural interest, motivation and engagement in cultural activities and coming up with different numbers of clusters. All the typologies proposed coincide in characteristics that allow for the consideration of two large groups: i) Tourists who

consume culture because itis their main motivation and ii) Those for whom culture is only a complement or secondary or even accidental element.

The present research intends to identify some characteristics of tourists visiting Coimbra after the UNESCO listing, to understand the types of cultural tourists, their motivations, behaviors, perceptions, experiences that in turn will help in designing management strategies having as main priority the protection and conservation of the heritage features that make the site unique. (Zhu, 2012; Uriely, 2005; Cutler & Carmichael, 2010; Tiberghien, Bremner & Milnec, 2017)

3.Method, sample, and data

3.1 Study site and context

Coimbra, in Central Portugal, is the seat of one of the oldest universities in Europe whose history goes back to the 13th Century. In June 2013, Coimbra saw the University of Coimbra - Alta and Sofia inscribed on the UNESCO World Heritage list, an ensemble composed of many medieval colleges, cathedrals, churches, museums, a baroque library, modern buildings, and a Botanical Garden. In July 2019, the Machado de Castro National Museum was integrated into this classified group. This classification was due both to its material heritage, given the exceptional nature of its architectural features, and for its intangible legacy, notably for the role it played in the dissemination of the Portuguese language and culture. Its global significance is noticeable in the growing number of visitors in recent years, which also poses critical challenges to cultural tourism managers.

According to the National Statistical Institute, Coimbra received 202,490 tourists in 2013, year of the UNESCO classification. The University ensemble registered an increase of 31% in visits from 2012 to 2013 (Menezes, 2017). From data provided by the University of Coimbra, in 2016 the University welcomed 450,000 tourists, which represents an increase of 26% comparing to the figures in 2015. The University registered 538,000 visitors in 2017 and 581,040 visitors in 2018, of which 54% came from Portugal and 46% from other countries.

3.2 Data collection

Surveys by questionnaire (Smith, 2017) are an important tool for gathering information, since it is about involving people in the collection of a multiplicity of elements – opinions, attitudes, perceptions, experiences, and behavior. The development

and implementation of this tool improves the quality of the research with an original matrix of information. In the field of tourism research, the questionnaire survey technique is one of the most used. (Chi & Qu, 2008; Smith, 2017, Veal, 2017)

The questionnaire was designed with a wide panel of variables intended to assess the knowledge of tourists about the city, the image of the tourist destination of Coimbra, as a WHS, regarding motivations and tourists' satisfaction, as well as assess the most sought-after elements in the sites and the kind of activities they preferred to engage themselves in.

Questionnaires were administered between June 2018 and September 2019, every day of the week, even on weekends, at different hours of the day, for more than one year, at different monuments of the city. We used a simple random sampling to collect the data and from information provided by the University of Coimbra about visitors' profiles in Coimbra, we chose a representative sample across different ages, gender, and nationalities. The final sample consisted of 582 validated questionnaires.

The empirical research displayed here is part of a broader research project on the areas classified by UNESCO in the city of Coimbra. In the present study, the analysis focuses on the profiles of visitors. The article also aims to identify homogeneous groups of tourists who visit the city of Coimbra according to their distinct characteristics and activities carried out during the trip. Data were collected in the several buildings and areas of the UNESCO-classified parts of the city of Coimbra as well as in accommodation units. The interviewees were asked to collaborate, filling-in the questionnaire according to their interests and opinions.

Respondents were also asked to provide information about: i) the number of visits and places visited in the city of Coimbra; ii) the way they found out about the city of Coimbra and their degree of knowledge about a set of items, such as the history of the city, the University, students' traditions, Coimbra Fado (a different version of the national song), museums and parks; and iii) their socioeconomic profile.

3.3 Description of sample

Segmentation and identification of targeted publics is a fundamental analysis tool, namely in the analysis and marketing approach of a tourist destination. In this sense, the concept of segmentation has been presented as a process of dividing a market into homogeneous subsets of people, travelers, or tourists. An analysis of these subgroups

allows the definition, design and promotion of strategies aimed at meeting the identified needs of the target groups (Loker & Perdue, 1992). Moreover, according to these authors, an efficient market segmentation research can provide relevant and valuable operational information for direct use in the design of strategies.

When defining a segmentation base, sociodemographic characteristics, such as age, family income, academic training and nationality, are pointed out as frequent variables, as being the most useful due to the ease of their collection and evaluation (Lawson, 1995; Kastenholz, 2004), in addition to others related to tourist behavior.

In the context of cultural tourism, the educational level of the tourist can be considered particularly relevant, but differences in age may also have different impacts on tourist behavior; the level of family income also seems to be an important determinant in the consumption pattern in the context of cultural tourism (Kastenholz, Carneiro & Eusébio, 2005).

To evaluate respondents' answers, a 7-point Likert scale was used, where 1 corresponds "I completely disagree"/"Not important at all"/ or "Not satisfied at all"; 2, "I disagree"/"Not very important" or "Not satisfied"; 3, "I disagree to some extent"/"Important to some extent" or "Satisfied to some extent"; 4, "Neither agree nor disagree"/ "Quite important" or "Quite satisfied"; 5, "I agree to some extent"/ "Important" or "Satisfied"; 6, "I agree"/"Important" or "Satisfied"; and 7, "I totally agree"/"Very important" or "Very satisfied".

To select the sample, a random approach was used, casually inviting tourists who were on the places mentioned above to participate in the survey. For data analysis, version 23 of the SPSS statistical application was used.

Table 1 – Sociodemographic and economic profile of the sample of tourists and visitors to Coimbra

Variables	Description	N	%
Gender	Male	284	48,8%
	Female	298	51,2%
	Total	582	100,0%
Age	Less than 19 years old	84	14,4%
	Between 20 and 34 years	224	38,5%
	Between 35 and 49 years	141	24,2%
	Between 50 and 64 years	87	14,9%
	More then 65 years old	46	7,9%
	Total	582	100,0%
Level of education	Basic education	10	1,7%
	Secondary education	204	35,2%
	Higher education	366	63,1%
	Total	580	100,0%
Net monthly household income	Up to 1.500€	168	29,0%
	From 1.501€ to 3.000€	197	34,0%
	From 3.001€ to 5.000€	170	29,4%
	More than 5.001€	44	7,6%
	Total	579	100,0%
Nationality	Portuguese	268	46,0%
	Foreigner	314	54,0%
	Total	582	100,0%
Economic status / Sector of professional activity	Agriculture, handicrafts, fishing	34	5,9%
	Industry	87	15,1%
	Trade, hotels and restaurants	115	20,0%
	Public sector and services	178	30,9%
	Retired	38	6,6%
	Student	109	18,9%
	Unemployed	6	1,0%
	Other	9	1,6%
	Total	576	100,0%
First time in Coimbra?	No	239	41,1%
	Yes	343	58.9%
	Total	582	100,0%
Hosted in Coimbra?	No	88	15,2%
	Yes	492	84,4%
	Total	580	100,0%
Main reason / motivation to stay in Coimbra	Leisure and vacation	184	31,7%
	Rest and health reasons	10	1,7%
	Visit UNESCO World Heritage	195	33,6%
	Cultural and recreational events	84	14,5%
	Visit friends or relatives	43	7,4%
	Other	64	11,0%
	Total	580	100,0%

Source: questionnaires administered by the authors

The sample comprises a relatively balanced distribution between men (48.8%, n = 284) and women (51.2%, n = 298); there is a greater concentration of respondents in the middle age groups, with 38.5% of respondents aged 20 to 34 years (n = 224) and 24.2% in the age group 35-49 years (n = 141). Most respondents had higher/college education (63.1%, n = 366). As far as average monthly family income, 34.0% (n = 197) declared to receive from € 1,500 to € 3,000 and 29.4% (n = 170) from € 3,001 to € 5,000. A majority of 54% (n = 314) were foreign tourists against 46% (n = 268) of national tourists. Likewise, a majority of tourists were visiting Coimbra for the first time (58.9%, n = 343) and were also hosts in accommodation units (84.8%, n = 492). The sample also shows that 33.6% (n = 195) of the respondents visited the city because it is a UNESCO World Heritage Site, and 31.7% (n = 184) did it for vacation and leisure.

4. Results and discussion

A hierarchical cluster analysis was carried out based on age, education, family income, nationality, and length of stay. To perform this analysis of identification of homogeneous groups, Ward's method and the Squared Euclidean distance were used as a measure of similarity. The variables were standardized to avoid bias due to the different scales. The results of this analysis allowed the identification of two groups. Chi-square analyses and Mann-Whitney U tests were also carried out for better characterizing the clusters and identifying the main differences between them (Tables 2 and 3).

Cluster 1 is composed of tourists and visitors of younger ages, mostly students, with a higher level of education and a lower economic level, they are mostly Portuguese and have already been to Coimbra several times. On the other hand, cluster 2 is formed by people of older age groups, also with higher education, who tend to work in the services and industry sectors, have a higher level of economic income, are mostly foreigners and travelling to Coimbra for the first time.

Table 2 – Differences between the two groups of cultural tourists surveyed in Coimbra - socioeconomic characteristics.

Variables	Description	Cluster 1 N= 255 (44,8% of respon-dents)	Cluster 2 N= 314 (55,2% of respon-dents)	Level of signifi-cance p	Chi-square	d.f.
Gender	Male	51,4	47,1	0,314	1,01	1
	Female	48,6	52,9			
Age	Less than 19 years old	30,2	1,9	0,000	259,49	4
	Between 20 and 34 years	58,8	21,7			
	Between 35 and 49 years	8,2	37,3			
	Between 50 and 64 years	0,8	26,8			
	More then 65 years old	2,0	12,4			
Level of education	Basic education	2,4	1,0	0,000	5,52	2
	Secondary education	30,6	38,9			
	Higher education	67,1	60,2			
Economic status / Sector of professional activity	Agriculture, handicrafts, fishing	0,0	10,8	0,000	224,77	7
	Industry	4,7	23,6			
	Trade, hotels and restaurants	16,1	22,9			
	Public sector and services	29,8	32,2			
	Retired	2,0	10,2			
	Student	42,0	0,3			
	Unemployed	2,0	0,0			
	Other	3,5	0,0			
Net monthly household income	Up to 1.500€	54,5	8,3	0,000	202,54	3
	From 1.501€ to 3.000€	36,5	32,2			
	From 3.001€ to 5.000€	6,3	48,4			
	More than 5.001€	2,7	11,1			
Nationality	Portuguese	70,2	26,8	0,000	106,85	1
	Foreigner	29,8	73,2			
First time in Coimbra?	No	61,6	24,5	0,000	79,76	1
	Yes	38,4	75,5			
Hosted in Coimbra?	No	14,1	16,6	0,423	0,64	1
	Yes	85,9	83,4			

Source – questionnaires administered by the authors

These segments were subsequently analyzed in relation to other aspects of the sociodemographic profile and travel decisions and exhibited significant differences. The results from the analysis of the clusters reveal that in cluster 1 there is a prevalence of students, with a high level of education and a lower level of average monthly income. It seems that this can be explained to a certain extent by the fact that Coimbra is known as the "city of knowledge and the city of students", constituting a pole of attraction for young people from all over the country. On the other hand, cluster 2 shows a greater

concentration of individuals in the older age groups, who are more professionally active, exhibit a higher level of wealth and travel to Coimbra for the first time.

Table 3 – Differences between the two groups of cultural tourists surveyed in Coimbra - characteristics of the trip

Variables	Description	Cluster 1 N= 255 (44,8% of respon-dents)	Cluster 2 N= 314 (55,2% of respon-dents)	Level of significan-ce p	Chi-square	d.f.
Accommoda-tion modality	Hotel	20,1	54,2	0,000	123,95	7
	Hostel	11,9	8,0			
	Rural Tourism	9,1	8,8			
	Guest house	3,2	14,5			
	Camping	0,9	0,4			
	Friends house	11,9	7,3			
	Owned house	32,9	5,0			
	Rented house	10,0	1,9			
Length of stay	Less than 2 days	33,9	41,2	0,000	86,10	3
	From 2 to 5 days	50,0	39,6			
	From 5 to 7 days	8,1	9,2			
	More than 7 days	8,1	10,0			
Image of Coimbra before the trip	Not good or unfavorable	19,6	30,3	0,000	56,48	6
	Neither adverse nor favoravle	23,1	39,2			
	Favorable or excelent	57,3	30,6			
Main reason and motivation to stay in Coimbra	Leisure and vacation	32,4	31,5	0,000	48,25	5
	Rest and health reasons	2,0	1,3			
	Visit UNESCO World Heritage	23,7	42,0			
	Cultural and recreational events	12,6	15,9			
	Visit friends or relatives	10,3	4,8			
	Other	19,0	4,5			
How they came to know about Coimbra	Advertisement in media	11,0	7,3	0,000	77,73	5
	Tourism flyers	3,5	2,5			
	Travel agency	9,8	21,0			
	Internet	14,2	38,5			
	Social networks	6,3	4,8			
	Friends and relatives	30,7	17,2			
	Other	24,4	8,6			

Source – questionnaires administered by the authors

Regarding travelling decision making, previous image, length of stay, main motivation and source of information while respondents in cluster 1 tend to extend their stay up to 5 days, respondents in cluster 2 tend to stay overnight in hotels and be in the city for very short periods, up to 2 days. As far as the variable previous image they had of Coimbra before their visit, there also seems to be differences between the two groups; in fact, while cluster 1 concentrates on an excellent or very favourable image, respondents in cluster 2 are distributed almost evenly between images that are not at all favourable or

very favourable. Cluster 1 tourists are moved more for reasons of vacation and leisure and have friends and family as their main source of knowledge; cluster 2 respondents' main motivation for visiting Coimbra is the UNESCO WHS status, and resorted to internet to getting to know the city and its heritage.

Table 4 – Differences between the two groups of cultural tourists surveyed in Coimbra – importance of motivational factors

Variables	Description	Cluster 1 N= 255 (44,8% of respondents)	Cluster 2 N= 314 (55,2% of respondents)	Level of significance *p*	Chi-square	d.f.
Motivational importance - Coimbra World Heritage UNESCO	Unimportant or not important	8,7	3,3	0,000	79,668	6
	Neither important nor unimportant	10,7	2,8			
	Relevant or totally important	80,6	94,0			
Motivational importance - Increase historic knowledge	Unimportant or not important	5,6	1,9	0,000	47,538	6
	Neither important nor unimportant	4,8	4,2			
	Relevant or totally important	89,6	93,9			
Motivational importance - Historic architecture and preservation	Unimportant or not important	6,4	3,5	0,000	55,121	6
	Neither important nor unimportant	12,9	3,5			
	Relevant or totally important	80,7	92,9			
UNESCO World Heritage designation is valid to Coimbra	Disagree or completely disagree	2,4	1,9	0,000	28,802	5
	Neither agree nor disagree	6,3	0,6			
	Agree or completely agree	91,3	97,4			
UNESCO World Heritage designation benefits local economy	Disagree or completely disagree	3,6	2,2	0,003	18,134	5
	Neither agree nor disagree	4,8	9,6			
	Agree or completely agree	91,6	88,2			
UNESCO World Heritage promotes the development of tourism	Disagree or completely disagree	1,6	1,0	0,057	10,725	5
	Neither agree nor disagree	4,5	1,6			
	Agree or completely agree	93,9	97,4			
Surrounding region UNESCO World Heritage - Increases tourism	Disagree or completely disagree	10,1	10,0	0,092	10,890	6
	Neither agree nor disagree	14,2	9,0			
	Agree or completely agree	75,7	81,0			

..../....

Variables	Description	Cluster 1 N= 255 (44,8% of respondents)	Cluster 2 N= 314 (55,2% of respondents)	Level of significance p	Chi-square	d.f.
UNESCO World Heritage Coimbra - During the visit I sensed the history	Disagree or completely disagree	8,1	4,2	0,001	21,971	6
	Neither agree nor disagree	17,0	6,7			
	Agree or completely agree	74,9	89,1			
UNESCO World Heritage Coimbra - I enjoyed a unique experience	Disagree or completely disagree	10,2	4,8	0,000	31,424	6
	Neither agree nor disagree	19,9	7,1			
	Agree or completely agree	69,9	88,1			
My overall satisfaction with the visit	Unsatisfied or not satisfied	3,2	2,9	0,031	13,863	6
	Neither satisfied nor dissatisfied	11,6	4,8			
	Satisfied or fully satisfied	85,2	92,3			
The visit holiday was better than expected	Disagree or completely disagree	5,2	3,6	0,000	28,898	6
	Neither agree nor disagree	17,7	5,5			
	Agree or completely agree	77,0	90,9			
I recommend the visit to WHS Coimbra to family and friends	Disagree or completely disagree	4,3	2,9	0,019	15,160	6
	Neither agree nor disagree	5,9	3,2			
	Agree or completely agree	89,8	93,9			

Source: questionnaires administered by the authors

Cluster 2, composed of older tourists, assigns a greater degree of importance to the UNESCO WHS status of Coimbra, this being even their main motivating factor for visiting the city; concomitantly, they consider it very relevant for eliciting knowledge of local history. These are also the respondents who see historic architecture and its preservation as a motivational factor for visiting the city. However, it is cluster 1, composed of the youngest and the students, who recognize that the UNESCO classification can bring greater economic benefits to the region; the older group doesn't show much conviction in this regard. On the other hand, both clusters tend to bring their perceptions closer as to the fact that UNESCO's classification promotes and increases the development of tourism, as well as it may extend this development to the surrounding region. Cluster 2 visitors showed greater sensitivity than cluster 1 visitors when it comes to learning about history, legends, and outstanding personalities from the Coimbra region,

as well as by expressing greater appreciation for the experiences they had during their trip and stay. This tendency of cluster 2 in valuing the experiences provided by tourist activities led to a greater appreciation of their satisfaction with the visit or vacation as well as the feeling that the visit or vacation in Coimbra exceeded their initial expectations.

Despite some differences, the analysis of the results in table 4 seems to indicate that the classification of World Heritage by UNESCO has a positive impact on the motivations of tourist demand, which reflects globally on benefits and synergies on all local cultural elements. Finally, and derived from the cluster 2 travel decision making and main motivation factors already analyzed, they are the ones who have shown more loyalty to the WHS tourist destination, in recommending it to friends and family.

5. Conclusion

Cultural tourism undoubtedly constitutes an important segment of the tourism industry and has indeed generated interest among scholar and practitioners. Some studies point to specific characteristics and trends in the cultural tourism market, the emergence of some cultural tourism sub-segmentation into niches, etc. (*inter alia* Novelli & Benson, 2005; Richards & Raymond, 2000; Richards & Wilson, 2007; Richards, 2018; Quinteiro, et al., 2020). The present study clearly highlights the existence of different cultural tourist segments within that market. The two segments identified through cluster analysis based on age, education level, income level, nationality, and length of stay in Coimbra, revealed significant differences regarding other sociodemographic and attitudinal variables associated with the trip.

Cluster 1 includes the younger respondents, with lesser economic means, mostly comprised of students displaying a greater and longer contact with the city of Coimbra; on the other hand, cluster 2 includes older, wealthier respondents who travelled for the first time to Coimbra, their trip being the first contact with the city and its history. Cluster 1 includes many nationals; in cluster 2 there is a high majority of foreigners.

As mentioned above, on the one hand, tourists in cluster 2 are more likely to value and engage in cultural activities that relate to the places visited; they are interested in learning and appreciate their experiences, leading them to feel greater satisfaction and loyalty. On the other hand, possibly due to their longer and most diverse life experiences, they tend not to see great economic benefits for the region simply because UNESCO classifies it as a WHS, in opposing stance with cluster 1 respondents.

McKercher & du Cros (2003: 56) found out that of the many shades of cultural tourists, "the coveted purposeful cultural tourist is the exception rather than the norm, representing only a small minority of all people who participate in cultural tourism". The majority want to be entertained and don't look for deep learning experiences. This research doesn't confirm this theory as it demonstrates a greater maturity of cultural tourism, where a relevant importance is attributed to WHS classification by the UNESCO, as a motivational element to the increase of tourist demand and *in situ* activities. It is, therefore, established by this research that for visitors, mostly foreigners belonging to cluster 2, it is important to interact and participate in cultural tourist experiences, leading them to the manifestation of a higher degree of satisfaction.

5.1 Implications for managers

To know the great diversity of the cultural tourism market and the potential size of segments and niches determines the types of cultural tourism products that are more suited to each segment. Consequently, special efforts should be encouraged to promote the cultural activities offered within the scope of the classification of places and monuments in the city of Coimbra. The promotion of initiatives should seek to involve and invite the participation of tourists so that they can learn about and deepen their learning about the places and their history. Bearing in mind the distinction between the characteristics of visitors' profiles, guided tours, the use of targeted technology tools, such as digital maps, and the offering of differentiated creative tourism products are examples of what can be done in order to encourage the participation of tourists.

The increase in visitor numbers demonstrates that the UNESCO seal is a powerful motivation factor in attracting tourists. Moreover, the results also show that tourists value participatory activities (theatre, music, dance, exhibitions, etc.) and other cultural activities, such as guided tour visits that enhance personal knowledge and valorize heritage, that can be participated in the premises, as well as broadcast or streamed in view of the pandemic situation. The current Covid-19 pandemic and all that evolved from it, at the economic, social and political levels, has further increased the use of innovation and technologies in tourism. Promotion of the UNESCO WHS through the utilization of digital technologies would provide potential tourists prior knowledge about the UNESCO site, aiming to keep the desire to travel alive to the destination.

Results reveal that there is a group of cultural tourists (cluster 2) for whom the WHS status is the main motivation for the trip, who value and prefer to engage in cultural

activities that relate to the places visited; they are interested in learning and appreciate their experiences, leading them to feel greater satisfaction and loyalty. This is also the cluster composed of foreign visitors, with more money, but despite all that they are the ones with very short stays in the city, up to two days. This information can be very important for decision-making organizations and tour operators to ask themselves the reasons behind this behavior. Probably, these visitors lack the necessary previous information about all the activities that are offered in the sites at the time when they are planning their trip. Thus, a stronger performance on the part of organizations and entities in publicizing the cultural offer existing in the city and, more specifically, in the places that are heritage of humanity, would lead these tourists to plan a longer stay in the city.

In conclusion, this segmentation work, based on very relevant determinants of behavior, may bring advantages for those responsible for planning cultural tourist destinations and for tour operators and managers as it highlights the existence of clusters of identifiable characteristics, which differ not only in sociodemographic aspects, but also in attitudinal stance and preferences. With this knowledge, new tools can be provided by those responsible for planning and tourism managers, directing their attention to increasing the attractiveness of cultural destinations through the creation and design of new products and marketing strategies directed to each of the identified segments.

5.2) *Limitations of this study and suggestions for future research*

Despite the practical contributions of the present study, some limitations are recognized. This research was carried out only in a city in Central Portugal and focused on some strategic points in the city, mainly through a quantitative approach. Even considering the cultural relevance of the city, namely as a UNESCO WHS, a similar analysis could also be implemented in other cities in the country as well as in foreign cities. A similar analysis in other cities in the country also classified by UNESCO would be of high interest for a combined analysis of segments based on the behavior of tourists. It should be noted that the present work is based on a matrix of quantitative approach, so qualitative approaches to the themes explored in the research can be useful for understanding the reasons, activities and behavior of tourists, providing relevant information for anticipating the future cultural tourism market preferences and expectations.

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Chapter 4

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Cultural and Knowledge seeking at World Heritage Sites: The case of Coimbra

Reference

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Cultural and knowledge seeking by visitors at World Heritage Sites: The case of Coimbra

Abstract

This paper develops within cultural tourism studies, focusing on a World Heritage Site (WHS) and demonstrates the importance of perceiving cultural tourists' preferences so that organizing entities and decision-makers can design different cultural tourist products to meet their expectations. A survey was conducted by self-administered questionnaires designed to identify, among other characteristics, the degree to which cultural tourists are interested in highly demanding travel experiences that will enhance their knowledge of local culture and history, with participatory activities with interpretation, and other events that require a high level of engagement, through immersive intellectual and emotional activities. Results seem to reveal perceptions of culture as a source of new values and the preference for innovative, intellectually challenging site presentation and interpretation

Keywords: Culture, heritage, non-formal education, motivations, satisfaction.

JEL Codes: Z32; Z39

A procura de cultura e conhecimento pelos visitantes nos Sítios de Património Mundial: o caso de Coimbra

Resumo

Este artigo insere-se no âmbito dos estudos de turismo cultural, centrando-se num Sítio de Património Mundial e demonstra a importância de perceber as preferências dos turistas culturais para que as entidades organizadoras e decisoras possam conceber diferentes produtos turístico-culturais para atender às suas expectativas. Foi realizada uma pesquisa por meio de questionários destinados a identificar, entre outras características, o grau de interesse dos turistas culturais por experiências de viagem altamente exigentes que melhorem o seu conhecimento da cultura e história locais, com atividades participativas com interpretação e outros eventos que exigem um elevado nível de envolvimento intelectual e emocional. Os resultados parecem revelar perceções da cultura como uma fonte de novos valores e a preferência por apresentações e interpretações inovadoras e intelectualmente desafiadoras dos sitios visitados.

Palavras-chave: Cultura, património, educação não-formal, motivações, satisfação.

Códigos JEL: Z32; Z39

1. Introduction and state of the art

The United Nations World Tourism Organization (UNWTO) has in several Reports emphasized the notion that tourism, which is already a very strong and coveted industry sector, will continue to raise its numbers, specifically the cultural tourism segment (Richards, 2018). Many targeted destinations are those that have been distinguished by the United Nations Educational, Scientific and Cultural Organization (UNESCO), because the distinction draws attention to its significance and singularity.

Coimbra, in Central Portugal, has been listed as a World Heritage Site (WHS) in 2013 and parts of the classified ensemble are already struggling with excess of tourists and with difficult management challenges. There are solutions that can be tried such as the creation of alternative differentiated tourism products in peripheral places and neighboring small towns (Carreira et al., 2021b) or the design of tourism products which can also be offered in some parts of the city that are less visited because they are not UNESCO listed, thus, dispersing tourists and visitors from the main sites in overload. (Quinteiro et al., 2020)

Literature review takes into consideration the evolving paradigm of culture and cultural tourism focusing on the main recent trends. An empirical research used a survey which was conducted between June 2018 and September 2019, having resulted in 582 validated questionnaires. The variables used for the purpose of this study are specifically targeted at finding out cultural tourists' interest in having activities performed or experienced in historical sites (Zhu, 2012; Uriely, 2005; Tiberghien et al., 2017; Noor et al., 2014) and whether their interests fall within the present paradigm of cultural tourism that calls for the creation of differentiated cultural tourism products that will provide them authenticity and memorable emotional experiences.

1.1 Theoretical background

Since the World Tourism Organization (WTO, 1985) offered its first definition of 'cultural tourism' more recent and comprehensive definitions have been given by either organizations or scholars (*inter alia* Barbieri & Mahoney, 2010; Du Cros & McKercher, 2014; Richards, 2018). The current UNWTO (2017: 18) definition emphasizes that "the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination". And it goes on saying that tourists want to experience "arts and architecture, historical and cultural

heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions." (UNTWO, 2017:18)

Massification eventually was felt in cultural tourism models which yielded a reaction wherein tourist destinations began to give more importance to cultural tourism sub-segments or niches and the last decades have witnessed an increase in the use of culture and creativity to market tourist destinations, as culture has come to be seen as a resource that allows for the creation of differentiated content for tourism. The UNWTO *Report on Tourism and Culture Synergies* (2018) confirms this by revealing that 89% of national tourism entities target cultural tourism because of the dimension it gained and the number of people it mobilizes.

UNESCO has also broadened the concept of 'heritage' covering now a much wider range of elements. Zhang (2017: 1) goes as far as saying that visitors may not view heritage as something that is "already there" but as something in a "state of becoming", an idea that calls to mind the concept of existential authenticity, wherein authenticity is lived by the individual as a participant in experiences that activate his existential state (Wang, 1999; Zhou et al., 2013). More important than definitions, however, is the proposal of practical examples of activities that will be used to create meaningful experiences for tourists.

1.2 New opportunities derived from tourism and culture synergies

Synergies and interconnections between culture and tourism can generate mutual benefits, as the Organisation for Economic Co-operation and Development (OECD) Report on *The Impact of Culture on Tourism* (2009) observed: "The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images, and a growing range of cultural elements are being employed to brand and market regions" (Apud UNWTO, 2018: 81; see also Ekinci et al., 2013; González, 2008).

The apparent expansion of a form of tourism that began with the 19th Century *Grand Tour*, in which the young, mainly English, aristocrats finished their education with a long trip throughout Europe, to put it in simple terms, highlights one of the main issues in the study of cultural tourism in recent decades – the tendency for the scope of cultural tourism to expand along with an evolving notion of 'culture'. Again, this new balance reflects broader trends in the development of cultural tourism, which have progressively

swung away from the consumption of tangible sites towards experiences based on intangible culture and creativity. This experiential approach is embodied in Smith's new definition of cultural tourism as: "passive, active and interactive engagement with heritage, arts and the culture(s) of communities, whereby the visitor gains new experiences of an educational, creative and/or entertaining nature." (Smith, 2016: 17)

A substantial part of cultural tourists was no longer satisfied with contemplating culture or heritage, the so called 'experience society' required that "the raw materials of culture had to be developed into holistic experiences through theming, animation, interpretation and packaging" (UNWTO, 2018: 67).

Nevertheless, the distinction between tangible and intangible heritage is really not meaningful and even artificial as Luxen (2003) argues because "Physical heritage only attains its true significance when it sheds light on its underlying values. Conversely, intangible heritage must be made incarnate in tangible manifestations, in visible signs, if it is to be conserved" (Apud UNWTO, 2018: 69). Monuments and heritage sites are given more life and appreciation by visitors when they are "animated", whether with music, poetry, performing arts or interpretation.

This is in line with the evolving paradigm of cultural (tourism) consumption wherein culture evolved from a by-product of industrial growth to being "industrialized" through the growth of cultural and creative industries to a concept of "culture" as a source of new values alongside economic ones, such as a means of creating identity, stimulating social cohesion and being a platform for tourism (and vice versa) (UNWTO, 2018: 66; Sacco et al., 2018).

Being on the UNESCO list starts to be a very controversial issue because there are many stakeholders' interests to be taken into consideration – residents, tourists, economic operators, official governing authorities, and associative entities. For many scholars (Moscardo, 2003; Mckercher et al., 2005), the big challenge in heritage managing is to reach a balance point of sustainability by being able to meet tourists' expectations and enhance their tourist experiences while preserving resources for the future generations. For that, all the stakeholders' interests and opinions should be heard, including tourists themselves.

Scholars have thus been studying the demand of WHS in the last decades departing from many perspectives and approaches, of which the following come to mind,

among others. From the perspective of assessing the economic and social impacts of a UNESCO designation (VanBlarcom & Kayahan, 2011; Santa-Cruz & López Gusmán, 2017); from the stance of identifying tourists' motivations, behaviors and perceptions as a way to help managers to understand their behaviors (Kolar & Zabkar, 2010; Poria et al., 2013; Remoaldo et al, 2014); from the perspective of authenticity perception (Wang, 1999; Zhou et al., 2013; Chhabra et al., 2003; Bryce et al., 2015; Domínguez-Quintero et al., 2020; Carreira et al., 2021a); from the point of view of the benefits of having interpretation-based activities in the sites which call upon mindfulness and promote sustainability (Moscardo, 2003; Weiler et al., 2016; Ababneh, 2018; Noor et al., 2014; Landorf, 2009); from the point of view of identity issues, better engagement with the places, personal experience, cultural identity, connection with ancestors and nostalgia (Chhabra et al., 2003; Gonzalez, 2008); from the perspective of considering the UNESCO status as a guarantee of quality and singularity, attaching an image of prestige at international and national levels, causing thus a new look and interest of residents in their town and people's pride on their culture and its conservation (Evans, 2002; Jimura, 2019), and finally, there is a group of authors approaching this issue from the perspective of education, searching for knowledge and proposing immersion in memorable experiences through participating in activities within the sites, stimulating intellectual creativity and co-creation experiences (Richards, 2011, 2018; Richards & Wilson, 2006; Stone & Petrick, 2013; Richards & van der Ark, 2013; Zhang, 2017; Quinteiro et al., 2020; Sacco et al., 2018). The present research lies within the scope of this perspective.

1.3 Alternative products to meet cultural tourists' demand in Coimbra

As already mentioned above, difficult management challenges are posed by a greater influx of visitors to UNESCO listed areas. Some of the solutions proposed by scholars to mitigate the problem of over-tourism in certain sites are to diversify destinations and activities, redirecting tourist flows to areas not visited so often, incorporating educational approaches that include knowledge of the destination, its mores and traditions, involving some degree of experiencing and creativity. In the case of Coimbra, some suggestions have been advanced to attract tourists to other than the main nuclear parts of the classified ensemble and promote development in other parts of the city, such as developing the literary tourism niche, a differentiated cultural tourist product capable of re-orient tourists and visitors from the sites in overload and highlight the potential for tourism on the left bank of the Mondego River, which is currently less visited

and valued, and where the places most associated with literature are located (Quinteiro et al., 2020).

Other possible solutions for the case in question would be thematic routes designed to be drivers of local development through adequately designed non-formal educational tourist programs to foster an in-depth knowledge of destinations. Education is critical in raising awareness towards sustainable development and cultivate the sense of oneness between environmental sustainability and cultural creativity. (Mammadova, 2018)

Culture assets are multi-valued; they are valued for what they are and stand for and they are valued as testimony and legacy for future generations. And, according to Saavedra-Ordinola (2016: 167) there are several other benefits of cultural heritage and its dissemination through routes with interpretation. "Among them we have: a) added value of intangibility, b) transition from the sectorial chain to value networks, c) new models of consumption and leisure, d) dynamic role of micro and small companies, e) use and experimentation with current technologies, and f) a broad sectorial spectrum involved." (our translation)

1.4 Interpretation as communication

One of the controversial issues regarding the objectives of educational tourism has to do with providing a critical view of the visited reality, so it is essential that tourists actively participate in their own process of learning. This is a complex process and requires, on the part of those who promote the visit, the use of competent and well-designed pieces of information based on local real elements as well as the adoption of effective methodologies to provide tourists with enough autonomy for the understanding of the object. One of these learning mediation strategies between the tourist object and the visitor is interpretation, a tool to be promoted by educational tourism (Saavedra-Ordinola, 2016; Tilden, 1977).

Interpretation techniques can be applied to any tourist project, being particularly important in activities such as guided tours, visits to museums, art galleries, zoos or other theme parks, protected areas, historic buildings, and archaeological sites. Regarding the case of either guided or autonomous tourist routes and considering that these projects are not just a sequence of visits but can be an important reading framework of the site, the value of interpretation is even stronger. In both cases, mediation between the tourist and the cultural heritage is essential; in guided tours the guide is fundamental, in autonomous

visits, the materials supporting the visit, either in digital form or written support, are very important.

These conveying elements can motivate the audience or fail to. Recreational and educational activities will promote awareness, in both visitors and local people, about the need to utilize sustainably natural and cultural resources. Saavedra-Ordinola (2016: 162) defines a guided tour with interpretation as:

> (…) a journey where the use of various senses, a message structured with simplicity, brevity and relevance to the ego, as well as the active participation of the visitor are key pieces, achieving the goals of contact between the person and the heritage, greater efficiency in its administration and better achievements in its conservation and daily social presence. (our translation)

The work of a guide with such responsibilities is huge as these professionals have to be able to identify the heritage, to create the educational and creative content and activities to "educate" visitors, and local people, in promoting the awareness about natural and cultural assets, which will in turn generate the necessary awareness for its protection and sustainable utilization. Besides needing a cross-disciplinary training, these professionals need to differentiate messages according to their public. If we think of young visitors, for example, the message needs to be accessible to them; and the young public is very demanding nowadays and their very awareness is a guarantee of sustainability.

1.5 The way to sustainability

Focusing on the definition developed by Freeman Tilden, he considers interpretation of heritage as an educational activity "which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information" (Tilden, 1977: 9). Later, on a Conference, Tilden added that interpretation is also a recreative activity.

Some authors (Moscardo, 2009; Noor et al., 2014, among others) refer to the concept of "mindfulness" – "the state of mind in which the tourist is actively engaged with the site or event and mentally processing information pertinent to the experience" (Noor et al., 2014: 140). "Actively engaged" visitors tend to better appreciate the sites and are more permeable to conservation and sustainability concerns. One of the factors

that can induce the state of "mindfulness" is the information and interpretation given to visitors.

The success of the tourist experience associated with tourist itineraries is largely based on the type of resource, on which the itinerary is built, as well as on its features. However, it must be emphasized that the content presented must be appropriate to the different audiences, and guides should be trained to do so in a specialized and competent manner.

Heritage and cultural assets can then be used for sustainable development in various sectors. However, indicators and quantifying elements such as figures and statistics become paramount to support decision-makers and developers.

The following quantitative research and data analysis will give answers to the six questions this study intends to enlighten:

1) How motivated are visitors by different activities, including those approaching cultural, historical, and literary topics that provide knowledge and education?

2) Are visitors more interested in only visiting heritage sites and museums per se or in sites which offer participatory activities?

3) How is authenticity of sites and performances perceived by visitors?

4) What is the degree of overall satisfaction with the attractions, activities, and experiences?

5) Does cultural motivation influence the perception of authenticity (object-based and existential authenticity) of the UNESCO heritage site?

6) Do authenticity perceptions (object-based and existential authenticity) of the heritage site influence tourists' overall satisfaction with the experience?

To answer questions 5) and 6) the following hypotheses are formulated:

H1: Cultural motivation influences positively authenticity perception.

H1a: Cultural motivation influences positively object-based authenticity perception.

H1b: Cultural motivation influences positively existential authenticity perception.

H2: Authenticity influences positively tourists' overall satisfaction.

H2a: Object-based authenticity perception influences positively tourists' overall satisfaction with the visit.

H2b: Existential authenticity perception influences positively tourists' overall satisfaction with the visit.

H3: Object-based authenticity perception influences positively existential authenticity perception.

H4: Object-based authenticity influences satisfaction positively through existential authenticity.

2. Method, sample, and data

2.1 Study site and context

Coimbra, in Central Portugal, houses one of the oldest universities in Europe whose history goes back to the 13th Century. In June 2013, the ensemble University of Coimbra - Alta and Sofia, composed of many medieval palaces, churches, a baroque library, museums, and a Botanical Garden, was inscribed on the UNESCO World Heritage list. In July 2019, the Machado de Castro National Museum was integrated into this listed group. This designation was due both to its material heritage and for its intangible legacy. The increase in the number of visitors is remarkable, which also poses critical challenges to cultural tourism managers.

2.2 Data collection

The research took place between June 2018 and September 2019. The methodology used was the questionnaire survey, with a total of 582 validated questionnaires being collected.

The questionnaire was designed with a diversified panel of variables within the scope of a wider research project to assess the tourist destination of Coimbra as a WHS both in terms of socio-economic, cultural and attitudinal impacts, its image, motivation and tourist satisfaction and knowledge of the different monuments of the city, and to evaluate impacts in the peripheral areas.

Based on the total study population – total number of tourists visiting Coimbra, according to the National Statistics Institute (INE) – the maximum margin of error associated with a sample of 582 respondents is 4.1%, with a 95% confidence level.

The sample obtained is characterized by a similar distribution between sexes, 51% female and 49% male; a balanced age distribution, with 38% of respondents falling in the 20-34 age group, 24% in the 35-49 age group, 15% in the 50-64 age group, 14% were up to 19 and the remaining 7% were over 65 years. 54% of respondents were foreign tourists

and 46% national tourists. In addition, 59% of respondents were visiting Coimbra for the first time and 41% had done so before.

The variables used in this study intended to assess the respondents' main motivation factors, to find out what they looked for in their visit, to assess their perception of the authenticity in places visited and their degree of satisfaction. In the analysis of results, variables valued on the 7-point Likert scale were used, where 1 meant "completely in disagreement", and 7 meant "totally in agreement".

A survey by questionnaire was implemented – a technique most used in the field of tourism studies, improving the quality of the research with an original matrix of information.

3. Analysis of results

To obtain answers to the first two questions – what motivates visitors to come to WH Coimbra, monuments and museums per se or do they value participatory activities in them that would provide knowledge and education? – they were asked three questions: what is the importance of 12 motivational elements for the choice of Coimbra, what did they look for in their visit and which monuments they visited as well as the degree of satisfaction they derived from the visit. The answers are displayed in Figures 1, 2 and 3.

Figure 1. Importance of motivational elements for the choice of Coimbra

Source: questionnaires administered by the authors

Answers to the first question reveal that the two most important motivational factors were "to increase historic knowledge" and "to know the culture and cultural events" and the "UNESCO designation" comes in the third place, immediately followed by interest in "historic architecture and its preservation".

Figure 2. What do you look for in your visit?

	Value
Visit historical places with UNESCO status	6,01
Participate in activities and events	5,60
Authentic experience	5,56
Knowledge	5,33
Entertainment	4,55
Exotism	3,80
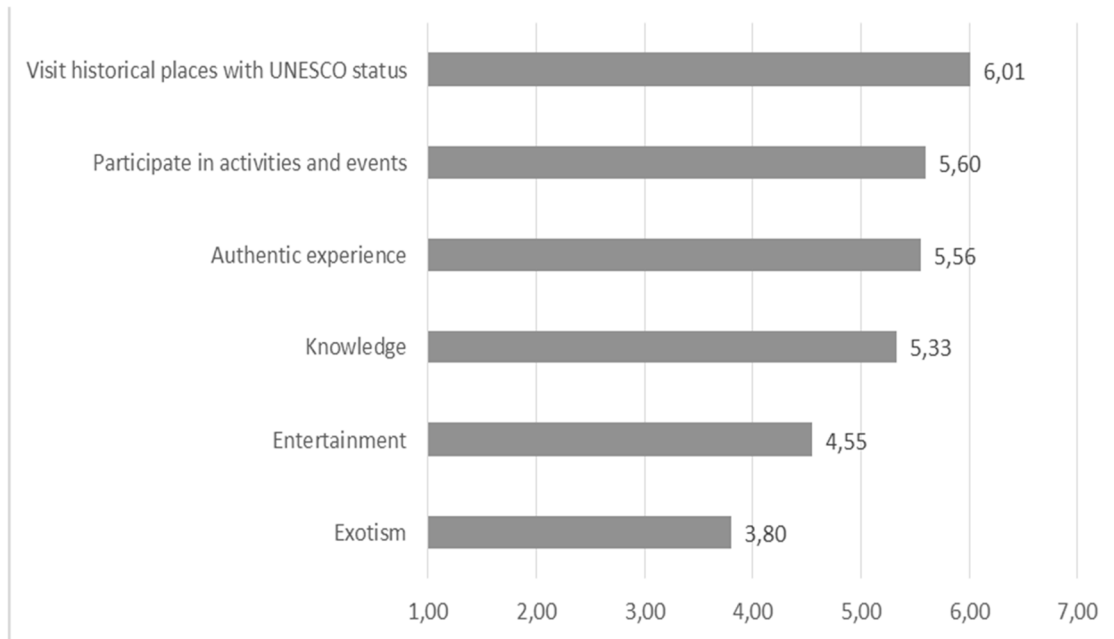
Source: questionnaires administered by the authors

It is interesting that in the answers to the question "What do you look for in your visit?" (Figure 2), "to visit historical places with UNESCO status" comes first. It is interesting; however, not surprising, because it is expected that when visiting a WHS for the first time the listed assets be the prevailing motivational element. And, in fact, the research showed that 59% were visiting Coimbra for the first time.

We can only speculate that the other 41% had that priority in their first visit, and then revealed interests that are very much in line with the three most important motivational elements for those coming for the first time: "participate in events", live "authentic experiences" and obtain "knowledge".

To the question "Are visitors interested in only visiting heritage sites and museums per se or in sites which offer participatory activities?", a list of sites was given which usually offer participatory activities and their degree of satisfaction with those activities was also enquired.

Figure 3. Visited monuments with participatory activities and degree of satisfaction
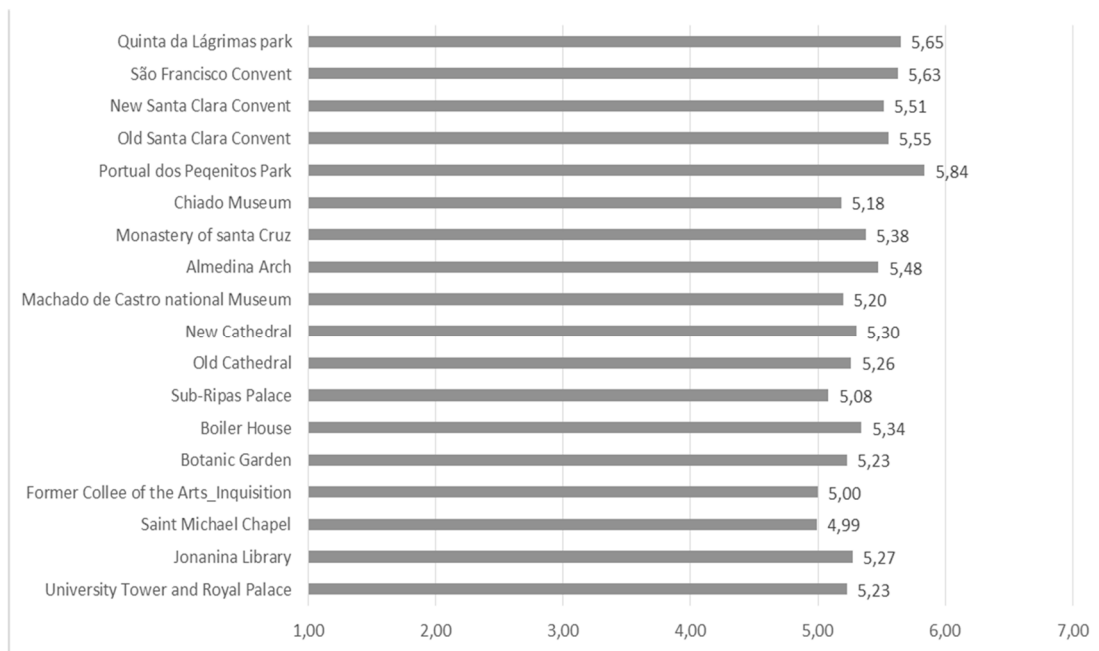
Source: questionnaires administered by the authors

The average results reveal a very close percentage of visits and degree of satisfaction with participatory activities in two places – a thematic park "Portugal dos Pequenitos" and the "Quinta das Lágrimas park" – both with innovative activities indoors and outdoors. Moreover, the "Quinta das Lágrimas park" also has an exquisite five-star hotel, a modern spa, a top-ranked restaurant, an outdoor amphitheater for concerts and many symbolic places that celebrate a real and royal forbidden love story.

Most of the other places highly ranked also provide concerts, art exhibitions or performing arts. The fact remains, however, that on a scale from 1 to 7, the satisfaction rate never reaches 6, which must mean that much can still be done to satisfy these visitors.

Visitors' engagement can be influenced by their motivations, perceptions of authenticity, attitude (preconceived ideas, previous awareness) and their notions of authenticity are largely driven by connection and association with the place and quality of experience of the site (Bryce et al., 2015; Zhou et al., 2013; Kolar & Zabcar, 2010). The answers to the question "What is your perception of authenticity of sites and activities performed?" are displayed in Figure 4.

Figure 4. Perception of authenticity

Source: questionnaires administered by the authors

The concept of authenticity has been a central topic within the framework of cultural tourism research studies and many scholars and researchers have often approached it from different ideological stances, among others Wang, 1999; Zhu, 2012; Zhou et al., 2013; Bryce et al., 2015; Kolar et al., 2010; Chhabra et al., 2003; and it still remains a concept that has not reached consensus and whose limitations and functionalities continue to be explored.

Wang's three-fold typology of authenticity in tourist experiences has reached a high level of acceptance having been used in many researches. Wang (1999: 352) identifies three types of authenticity: 'objective authenticity' which is based on the properties of the object itself; 'constructive authenticity' (or symbolic authenticity) which refers to the authenticity projected over toured objects by tourists or tourism producers in terms of their expectations, beliefs, preferences or desires; and 'existential authenticity' (activity-related) which refers to a potential existential state of being that can be activated through immersion in tourist activities, regardless of the authentic features of toured objects.

Objective authenticity derives then from visitors' perception of architectural features, when the site maintains a strong identity character be it through landscape or building materials, from a feeling of a sense of antiquity, long history, and harmony with

the environment. Existential authenticity has to do with the subjective experience lived by the visitor. It is associated with tourists' feelings and emotions when the site provides a unique spiritual experience and intimate feeling of human history and culture or when it is perceived in experience – cultural, gastronomic, involvement with the landscape or the local people.

Judging from the answers given and displayed in Figure 4, authenticity was perceived, either from the physical places visited, from knowledge/information gained/communicated or from an activation of an existential state that allowed visitors to experience the place through the resources, the culture and contact with people, their traditions and mores.

The perceived value and authenticity concur to a feeling of satisfaction and an attitude that describes a person's favorable feeling about a site, an object, or a destination. Although visitors may not visit again, they provide positive word-of-mouth (Ekinci, 2013). The answers about overall satisfaction with the attractions, activities and experiences are displayed in Figure 5.

Figure 5. Degree of overall satisfaction with the experience
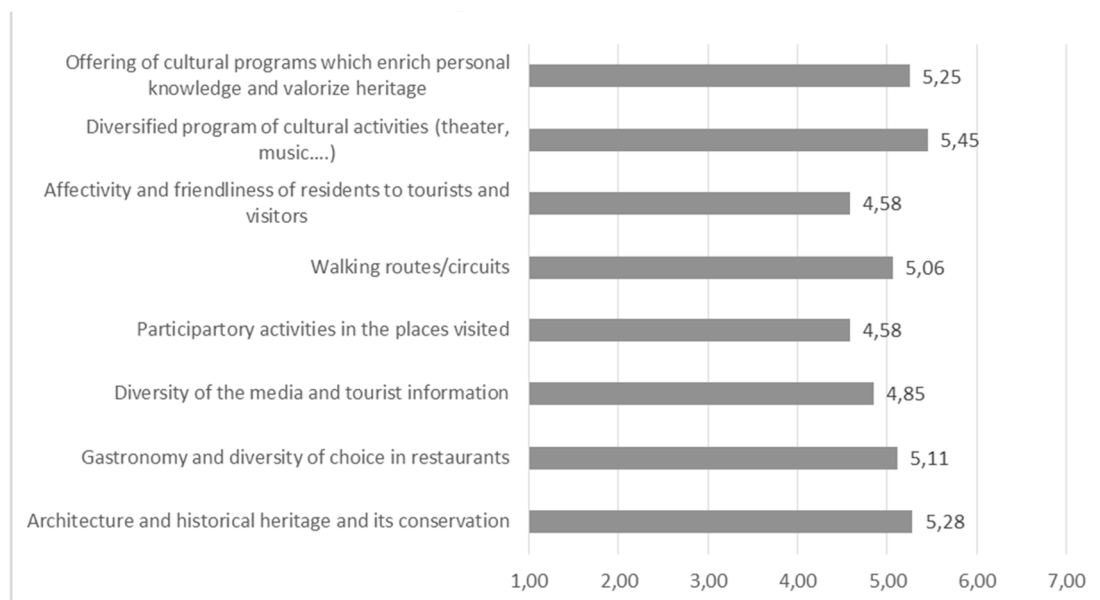
Source: questionnaires administered by the authors

The three better-ranked activities were "diversified program of cultural activities", "architecture and historical heritage and its conservation", and "cultural programs which

enrich personal knowledge and valorize heritage", followed by two other cultural experiences: gastronomy and walking routes.

To respond to the questions 5) and 6) two analyses were conducted. First, an exploratory factor analysis has been carried out to check for the dimensionality of the variables, cultural motivation, authenticity, and satisfaction. Second, a regression analysis based on Partial Least Squares (PLS), a variance-based structural equation modelling technique, has been employed to test the hypotheses H1 to H4.

Results from the exploratory factor analysis with varimax rotation reveal that the indicator loadings higher than 0.7 support the one-factor structure for the variables, cultural motivation, and satisfaction. In fact, the indicators used to describe the factor structure of these variables, strongly load on the same, stand-alone factor. Indicator loadings higher than 0.7 for the variable authenticity seem to support the two-factor structure, named as object-based authenticity and existential authenticity in accordance to Kolar and Zabkar (2010) research. For the purpose of our study, we have decided to keep the two dimensions of authenticity as two variables with a one-factor structure each as also observed when running the exploratory factor analysis for each dimension separately. The reliability of the latent factors structure is tested calculating Cronbach's alpha (Cronbach, 1951). All latent factor scales present a very good internal consistency, with alpha coefficients always higher than 0.80. Thus, the one factor structure of the variables suggests defining the latent variables as reflective variables for the subsequent analysis based on PLS regression analysis.

A PLS regression model must be analysed and interpreted in two stages: the measurement model and the structural model. The measurement model allows evaluating if the latent variables are measured correctly through the items observed. The structural model is assessed through the magnitude, sign, and significance of the regression coefficients.

Measurement model. The assessment of the measurement model for reflective contructs entails an evaluation of reliability and validity (Hair et al., 2017). The indicators of the four reflective constructs meet reliability requirements since, in general, the factor loadings are higher than 0.7 as also observed from the exploratory factor analysis. Composite Reliability for the constructs are greater than 0.7 and the Average Variance Extracted of the constructs are higher than 0.5, therefore, convergent validity is acceptable

for all constructs (Hair et al., 2017). Furthermore, variables achieve discriminant validity following the Hetrotrait-Monotrait ratio of Correlations (HTMT) criteria. HTMT inference tests show that none of the confidence intervals contain the value one, hence this result suggests that each construct is distinct from other constructs (Henseler, Ringle, & Sarstedt, 2015).

   Structural model. In the second stage of analysis, the structural model was assessed. Table 1 shows the path coefficients and the hypotheses testing by using 10,000 bootstrap resamples. From Table 1, it can be observed that cultural motivation influences signifcantly and positvely object-based and existential authenticity (β_1= 0.217 and β_2= 0.197). Hence, Hypotheses H1a and H1b are confirmed. Object-based and existential authenticity exert a positive and significant influence on satisfaction (β_3= 0.564 and β_4= 0.324). Thus, Hypotheses H2a and H2b are confirmed. It is also observed that object-based authenticity has a significant and positive influence on existential authenticity (β_5= 0.564). Thus, Hypothesis H3 is confirmed. Hypothesis H4 is also supported since a positive and significant effect of object-based authenticity on satisfaction through existential authenticity is observed (β_6= 0.183). The Standardized Root Mean Square Residual (SRMR), as an approximate fit of the factor model (Henseler, Hubona, & Ray, 2016), is also calculated. SRMR model fits values of 0.081, below 0.10, considered as acceptable for PLS structural equation modelling.

Table 1: Structural Model results

Relationships	$R^2_{SAT} = 0.542**$	t-student pvalue	Hypotheses
Direct Effect			
H1a: Cultural motivation →Objec-based Authenticity ($\beta_1 > 0$)	β_1= 0.217*	t=2.57 pvalue=0.0052	Supported
H1b: Cultural motivation→Existential Authenticity ($\beta_2 > 0$)	β_2= 0.197*	t=2.05 pvalue=0.0204	Supported
H2a: Object-based Authenticity -→Satisfaction ($\beta_4 > 0$)	β_4= 0.324**	t=3.86 pvalue=0.00006	Supported
H2b: Existential Authencity→ Satisfaction ($\beta_5 > 0$)	β_5= 0.315**	t=3.25 pvalue=0.000611	Supported
H3: Object-based Authenticity-→Existential Authenticity ($\beta_3 > 0$)	β_3= 0.564**	t=4.68 p<0.00001	Supported

Mediation effect			
H4: Object-based Authenticity➔Existential Authenticity➔Satisfaction ($\beta_6 > 0$)	$\beta5=0.183*$	t=1.986 pvalue=0.0238	Supported

** p<0.01 *p<0.05. Bootstrapping based on n=10000 subsample. A one-tailed for a t-student distribution is applied.

3.1 Discussion and conclusions

The results of the research carried out seem to sustain the hypothesis stated in the theoretical part wherein cultural tourists who visit Coimbra in the post-UNESCO fit into the current new paradigm of culture, a concept in which the cultural tourist seeks knowledge about the places, experiences through participation in "edutainment" activities in the places visited, interpretation of the places visited, cultural routes or itineraries in which well-prepared guides provide access to the collective history of the place, its events, characters, spaces and also legends.

Interpretation activities are essential to assign value and meaning, because meaning is generated when connections are made between certain spaces, the events that took place there and the people involved.

Our results from the regression analysis are in accordance with Bryce et al. (2015) research. As observed from our study, Bryce et al. (2015) demonstrated that cognitive attitude such as knowledge or ignorance of the history of the visited place affects the perception of its authenticity. From the findings, the perception of authenticity (both objective and existential) determines the visitors' degree of satisfaction with the experience. These relationships are also observed in Bryce et al (2015) study. Furthermore, the influence of objective authenticity on existential authenticity analyzed in our study has also been showed in Kolar and Zabkar (2010) research. This last result is interesting since this relationship determines a higher influence of the objective authenticity on satisfaction when considering the indirect effect of objective authenticity on satisfaction through existential authenticity (total effect=direct effect-0.324- + indirect effect-0.183- = 0.507).

3.2 Implications, limitations, and future research

Information about the perceptions of authenticity by visitors or tourists and their degree of satisfaction with whatever is offered is a tool with implications for the tourism

industry as far as marketing and segmentation are concerned. It is also important for the municipal and cultural entities, and private businesses, because it can provide an opportunity to foster new sustainable forms of territorial fruition, which require the design of methods and technical tools, oriented towards promoting and safeguarding resources.

The dangers associated with badly managed tourism development are real: loss of some of the attributes for which properties have been inscribed on the UNESCO List; destruction of certain aspects of urban landscape by allowing overcrowding and indiscriminate commercialization of culture, among others.

This study revealed that the WH sites and the cultural offer around them as well as in other parts of the city correspond to visitors' expectations, allowing them to perceive authenticity to a great degree and feel satisfaction to a certain degree but never to its maximum, not even close. Thus, although many other studies remain to be conducted to enlighten this topic, it seems that visitors are culturally very demanding which makes it a very challenging task for those entities responsible to create alternative products, more educational contents, resorting to interpretation techniques, and creative utilization of resources.

Digital humanities, for example, are a new way of communicating content and a possibility to show resources in different ways. Educational digital contents may provide visitors as well as residents and professionals such as teachers with material to be used creatively.

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Chapter 5

A systemic stakeholder perspective on cultural heritage in the Schist Villages Network, Portugal

Reference

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A Systemic stakeholder perspective on cultural heritage in the Schist Villages Network, Portugal

Abstract:

In a context of global changes in societies, the cultural elements of a tourist destination can determine the sustainability of the territories. Nowadays, the discussion about the preservation and management of cultural heritage as differentiating features of territories as tourist destinations is an emerging topic in international debates. The development of cultural tourism has attracted the interest of researchers, materialized in the publication of numerous works that analyze the increasing centrality of cultural tourism and the growing concerns with the impacts of tourism activities in the environment, local communities and possible distortion of the essence of cultural roots. The results of our research show the existence of significant differences in the perceptions of the various stakeholders regarding motivations, adjustment to the impacts of the tourist activities, and satisfaction with the different characterizing elements of the Schist Villages destination, in Portugal, especially regarding cultural items.

Keywords: Cultural tourism; Stakeholders; Schist Villages, Portugal

1. Introduction

The present article aims to develop a comparative analysis of the perceptions of stakeholders regarding the use of endogenous heritage and cultural elements of a region for purposes of its identification as a tourist destination. Cultural tourism, currently recognized as an important tool for socio-economical changes, is concerned with culture, roots, architectural heritage and the history of people and their lifestyles within a geographical area.

A close relationship is established between tourism activities and the management of cultural heritage (Cross, 2001), which currently gains greater visibility regarding the sustainability of cultural tourism. Reconciling the heritage elements with the specificities of tourism is a process with significant risks, but with important potentials for both areas. In this context, the connection of tourism with management, conservation and preservation of cultural heritage appears, more than ever, in international debates (Carbone, 2016).

It is believed that the management, preservation, and dissemination of heritage and culture may provide socio-economical potential for the host regions, but it is not without serious risks and threats. The results of the research point out that the appropriation of the region's cultural heritage by tourist activities has significant potential for the development of the region but, on the other hand, it exposes cultural identity to the danger of distortion of authenticity of its traditional roots.

The results indicate the need for public policies that will accomodate cultural heritage in its multiple aspects, taking into consideration the challenges that the mobility of current societies throws on regions that hold cultural heritage, whose local identities must be valorized and protected. The tourist activity reflected in these public policies must take the form of intercultural dialogue and mutual relations (Carbone, 2016), emphasize the involvement of local populations as well as that of other local actors resulting in benefits and advantages for both parties.

2. Bibliographical review

The concept of cultural tourism includes historical sites, arts, crafts, traditional and popular events, museums, visual arts and other types of built heritage, where tourists and visitors seek different cultural experiences (Tighe, 1986).

In the various definitions of cultural tourism, a substantial part of the focus lays on the motivation that encourages visitors or tourists to go to a tourist destination to satisfy their interests in historical, artistic, material or immaterial heritage, endogenous elements to an institution, a community or a region (Silberberg, 1995). These endogenous resources are the material and immaterial elements present in the territory, interacting with each other, and making up a proper identity. When recognized as a motivational phenomenon, cultural tourism provides tourists with the experience of knowledge and interpretation of different material and imaterial heritage, distinguishing it from other forms of tourism (Cros, 2001).

Cultural tourism involves a process encompassing various behavioural practices developed by societies, including learning and transmitting meanings incorporated in objects or cultural activities and has been the subject of many tentative definitions advanced by many scholars and by the then World Tourism Organization (WTO) defining it for the first time in 1985. More recent definitions have been advanced by scholars (*inter*

alia Barbieri and Mahoney, 2010; Du Cros and McKercher, 2014, and Richards, 1996).
The current UNWTO definition is as follows:

> Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (UNWTO, 2017: 18).

As a reaction to the massification tourism models, tourist destinations began to give more importance to cultural tourism and the last decades have witnessed an increase in the use of culture and creativity to market tourist destinations, as culture has come to be seen as a resource that allows for the creation of differentiated content for tourism. Changes in the demand for cultural tourism were recently confirmed by the UNWTO *Report on Tourism and Culture Synergies* (2018). These changes derive from the different uses or approaches to culture: from Culture 1.0 / Cultural Tourism 1.0 *(Grand Tour* and consumption by a small elite) to Culture 2.0 / Cultural Tourism 2.0 (culture as industry and mass cultural tourism) to Culture 3.0 / Cultural Tourism 3.0 (culture as a platform for tourism and vice versa as well as a means of creating identity, stimulating social cohesion and supporting creativity) (UNWTO, 2018). This Report also reveals that 89% of national tourism entities specifically focus on cultural tourism and it provides empirical evidence for the dimension of the cultural tourism market, which accounted for 39% of all international holiday travel in 2017, or around 516 million journeys.

As it happens, dissatisfaction with traditional tourism development models and the trend towards massification of traditional cultural tourism has paved the way for the concept of "cultural tourism" underlying this study which also falls within the scope of tourism approaches that have been characterized as alternative forms of tourism practices concerned with ecological sustainability, fair exchange between locals and tourists that promote more genuine engagement with places, cultures, nature and peoples – in full accordance with the UNWTO definition. Slowness has been working as a metaphor that brings into question modern hurried lifestyles and embraces an approach to life that values

time in terms of relationships between people and place. As stated by Conway and Timms (2010), slow tourism foregrounds the notion of convivial hospitality as being crucial elements in the slow tourism experience and as such strengthens the relations between local and visitor (also Martínez-Roget and Moutela, 2013).

Seen in the light of the afore mentioned premises, tourism can also be an opportunity to foster new sustainable forms of territorial fruition, which requires the design of methods and technical tools, able to support decision-makers, oriented both towards safeguarding and promoting territorial resources (Fistola and La Roca, 2018). That is, political and administrative strategies based on integration among stakeholders involved in territorial development, as well as being oriented towards promoting tourist attractiveness, are faces of a challenge for which studies like this one intend to contribute.

The reinvention of local spaces not only creates new opportunities, but also brings increased concerns (Kolar and Zabkar, 2010). Parallel to the threats, there are growing criticisms of the negative impacts that the increase in tourist demand can have in the conservation of cultural and natural assets of local spaces (Cecil *et al*, 2008).

For a few decades, particularly since the 1980s, the regional development agenda in the context of recovering the memory of peoples and returning to the identity elements is associated with the notions of sustainable development, incorporating social, demographic, environmental and cultural problems of the regions receiving new tourist sectors (Cohen, 2010). Traditions, mores and local identity are endogenous resources that increasingly integrate local cultural experiences sought by a highly demanding segment of tourists (Carvalho *et al*, 2014).

The cultural importance of a place can include its built heritage, its social and educational system, its history, aesthetics and science, or the combination of several or all these elements, and whose relevance and prestige to the community translates into tangible and intangible cultural values.

Authors like Valene Smith (1991), Erik Cohen (2002; 2010; 2012), Scott Cohen (2012), John Tribe (2010), as well as Celeste Eusébio (2014), Nuno Carvalho (2014), Elisabeth Kastenholz (2014), Zélia Breda (2014) and Paulo Carvalho (2009), among many others, have been discussing issues such as identity factors of host communities and other cultural and socio-economical aspects in the context of sustainable development.

3. Method, sample and data

The territory and the empirical study

This empirical study is part of a broader research project on the Schist Villages Network involving the analysis of four different stakeholders and revealing possible convergences and divergences in their perceptions and attitudes towards this tourism destination. For this study, a restricted panel of cultural variables has been extracted aiming at analyzing these four stakeholders' perceptions regarding the appropriation of the endogenous heritage and cultural elements by tourist activities.

The stakeholders selected are tourists and visitors; local residents; economic operators; and public and associative entities. The interests of a local resident may differ from those of the tourist and visitor who travels to the region; the interests of an economic operator may differ from those of the local policy maker. The knowledge and study of the heterogeneity of the behaviours of these stakeholders suggests the development and application of strategies with a view to the convergence of different claims. In this way, identifying the convergences and divergences in the attitudes and ambitions of the stakeholders of a tourist destination, particularly in the context of cultural tourism, can help the success of strategies for that territory, for its sustainability and guarantee of future existence.

The profiles of the mentioned target groups of the study are presented in Tables 1 to 4. The relevance of the analyzed information and the multiple comparisons that can be extracted from the set of common variables, considering the profile of each stakeholder, permits to perceive the divergent and convergent elements in the relations established among them.

The Schist Villages Network, located in the centre of Portugal (Fig. 1) is an integrated project for sustainable regional development launched in 2000, being supported by a public financing program. Under the name of the Schist Villages Program, a set of local development initiatives was implemented, supported by the Integrated Territorial Base Actions, within Axis II of the Operational Program of the Centre Region (2000-2006), in the context of the III Community Support Framework of the European Union (EU). Subsequently, the Schist Villages development program was followed up within the framework of the National Strategic Reference Framework, also with the support of EU community funds (2007-2013).

In order to implement and coordinate the public and private investment program, the ADXTUR (Agency for the Tourist Development of the Schist Villages) was created, an agency that establishes multiple partnerships between official entities represented in the territory, economic operators and private individuals.

The project has evolved over the years, strengthening its main lines of action: a) preservation and promotion of the cultural landscape of the territory; b) valorization of the built architectural heritage; c) fostering the socio-economic fabric; d) renewal of the arts and crafts. In the pursuit of these objectives, ADXTUR implements and streamlines various activities, among which, the creation of the "Aldeias do Xisto" brand and the involvement of the various stakeholders in the territory, with special emphasis on local populations, economic operators and public entities.

Fig. 1 - Location of the Schist Villages Network in the territory of Portugal.

The Schist Villages Network has established itself in recent years as a differentiated tourist destination with a multiple tourist offer, predominantly for the segments of nature tourism and slow tourism (Martinez and Moutela, 2013).

Several researchers (*inter alia* Carneiro *et al*., 2013 and Figueiredo *et al*., 2013) have already analyzed tourism in rural areas with low population density, having demonstrated that these territories have a high potential for an attractive tourist offer.

Specifically about the "Schist Villages" as a differentiating brand in the tourism market, authors such as Carvalho (2004), Kastenholz and Lima, (2013), Martinez and Moutela, (2013), and Eurico and Oliveira, (2015), underline the importance of landscape,

cultural and architectural values of the region and its population as an important pole of tourist attraction. They highlight the authentic values of endogenous resources such as the intangible cultural heritage translated in their customs and mores very traditionally rooted. They also consider that the Schist Villages encourage the permanence of the local population, attracting visitors and captivating private investment.

Despite several constraints, such as isolation, lack of accessibility, and depopulation, considering the endogenous resources with undeniable cultural relevance, the region of the Schist Villages as a tourist destination has a high potential both at national and international levels. If properly planned, tourism is one of the socio-economical activities that can contribute to the economic growth of the destination regions (Eusébio *et al*, 2008) and to the well-being of the populations.

Factors such as the diversity of natural and cultural heritage, the hospitality of residents, the authenticity of cultural and architectural roots, handicrafts, affordable prices and the safety of people and goods, are highlighted as elements of prominence and tourist potential within the Network of the Schist Villages.

Table 1 - Some indicators of tourist resources in the territory of the Schist Villages

Description	Years and variation		
	2009	2014	Variation
Schist Villages	24	27	13%
Schist Villages Shops	10	18	80%
Accomodation Units	26	70	169%
Hotels	1	7	600%
Beds	114	920	707%
Restaurants	7	13	86%
Tourist entertainment companies	6	12	100%
Total pedestrian paths (kms)	140	700	400%

Source: ADXTUR – Provere Evaluation Report of the Collective Efficiency Strategy of the Schist Villages Network, June 2015

The socioeconomic performance of the Schist Villages Network has been increasing, and it can be said that it has a high growth potential as a tourist destination, the exploitation of which will depend on initiatives and the involvement of public and private entities. The sustainability of this region as a tourist destination is explicit in the declaration of the objectives of the Schist Villages, which encompass the preservation and promotion of the cultural landscape of the territory, the valorization of the built architectural heritage, the dynamism and identity of mores, traditional roots, as well as

the renewal of arts and crafts. Studies that allow for the understanding of visitors, the attitudes of residents, the actions, options and strategies of economic operators, knowing and participating in public policies for the territory, are of the highest interest and importance for the region, and they can strengthen the performance of tourist activities.

The empirical research applied four different questionnaires each to a different stakeholder, as the best means of obtaining primary information, oriented to the objectives of the study. In addition, as a differentiating and innovative feature, the research includes a set of variables common to all four questionnaires. Surveys by questionnaire (Smith, 2017) are an important tool for gathering information, since it is about involving people in the collection of a multiplicity of elements – opinions, attitudes, perceptions, experiences and behaviour. The development and implementation of this tool improves the quality of the research with an original matrix of information. In the field of tourism research, the questionnaire survey technique is the most used (Chi and Qu, 2008; Kayat, 2008, Martinez *et al*., 2015, Veal, 2006), despite the limitations pointed out by Fortin (2009).

The sample

Data were collected between July and November 2015, within the geographical scope of the Schist Villages Network. The interviewees were asked to collaborate, completing the respective questionnaire, according to their interests and opinions. A wide range of questions was put in the four questionnaires, in order to evaluate the image, motivation, satisfaction and loyalty, regarding the attributes of the Schist Villages as a tourist destination. The process of designing the research necessarily reflected the characteristics and adaptations to each type of stakeholder.

For the group of tourists and visitors, a questionnaire survey was conducted with the objective of obtaining data and evaluating the tourist experience in the Schist Villages Network in four dimensions: image, motivation, satisfaction and loyalty, including interaction with residents and economic operators. In order to obtain a sufficiently representative sample of the set of visitors, the questionnaires were administered for four months, covering the entire territory of the Schist Villages. The questionnaires were administered in person and the respondents were selected at random.

In order to assess and understand the perceptions of residents of the whole 27 villages, regarding the impacts of tourist activities, their awareness and vision of the

territory and their well-being perceived by the possible contributions of local development programs, the study methodology adopted was based on a questionnaire survey. Given the sensitive nature of the practical application of this methodology to local populations, the collaboration of political and associative representatives from different villages was requested, in order to facilitate, interpret, clarify and obtain the best collaboration from residents.

The local entities contacted to provide this assistance responded positively, making it possible to apply the questionnaires to the resident population over 18 years of age, according to a sample by age groups and the representativeness of the population of each village in the whole Schist Villages Network, and whose implementation process also took place over four months. The contacted local public authorities were the City Councils, Parish Councils and Tourist Offices; the associative entities contacted were Cultural, Recreational and Sports Associations as well as Parish and Social Centers. Despite the limitations of the applied methodology, namely by the participation of entities external to the research, it was possible to build a sufficiently sound sample, which allowed an understanding of the residents' visions, attitudes and perceptions regarding the region of residence, the appropriation of endogenous resources for tourist activities and their impacts on local communities.

As for the collection of data to assess the perceptions and attitudes of economic operators, a questionnaire survey was also applied, covering the entire region of the Schist Villages Network and, in general, cooperation was requested from all economic operators with commercial establishments in the territory. Economic operators are all those who exercise an economic activity, such as businessmen in the commercial and industrial sectors, self-employed professionals, service providers, artisans, farmers and tourism managers. The questionnaires were administered in person to each operator, having their scope and objectives been explained and collaboration in the research requested.

Finally, the collection of perceptions, attitudes and opinions from public and associative entities was based on interviews and a questionnaire survey.

In total, 751 validated questionnaires were collected with the following distribution by each stakeholder: tourists, 411, residents, 218, economic operators, 51, and, official and associative entities, 41 surveys. Considering the total population for each of the groups of stakeholders, the dimensions of the collected samples imply working with the following sampling error for each group: 4.6% for tourists, 6.1% for residents,

7.6% for economic operators, and 6.9% for official and associative entities and, as a whole, for a global level of confidence of 95%.

Table 2 – Empirical research on stakeholders of the Schist Villages Network

Description	Tourists (T)	Residents (R)	Economic Operators (O)	Entities (E)
Research period	From July 15 to November 30, 2015			
Type of research	personal interviews by questionnaire			
Total population under study	14 637	1 378	73	50
Total responded questionnaires	441	218	51	41
Maximum sample error	4,60%	6,10%	7,60%	6,60%
Trust level	95%			

Source: Authors/Empirical research.

The sample of tourists and visitors obtained (Table 3) is characterized by a similar distribution between the sexes, 50.8% of men and 49.2% of women and a relative proportionality in the distribution by age groups, with 41.5% of the respondents up to 34 years, 37.4% between 35 and 49 years and 21.1% over 50 years of age. Regarding the level of education, about half (50.5%) of tourists and visitors had college education, 41.8% had secondary education and only 7.7% had primary education.

Table 3 – Characterization of the sample of tourists and visitors

Variable	Description	N	%
Sex	Male	224	50,8%
	Female	217	49,2%
Age group	Under 19	31	7,0%
	20-34	152	34,5%
	35-49	165	37,4%
	50-64	80	18,1%
	Over 65	13	2,9%
Education	Primary	34	7,7%
	Secondary / vocational	184	41,8%
	College	222	50,5%
Sector of professional activity	Agriculture, handicrafts, forest	11	2,5%
	Industry	53	12,0%
	Trade, hotels and restaurants	49	11,1%
	Public sector and services	213	48,3%
	Retired	24	5,4%
	Student	65	14,7%
	Unemployed	26	5,9%
	Other	-	0,0%
Household monthly income	Up to 1.500€	230	54,2%
	From 1.501€ to 3.000€	160	37,7%
	More than 3.001€	34	8,0%
Origin of tourists	National	382	86,6%
	International	59	13,4%

Source: Authors/Empirical research.

In terms of market origins, 86.6% of tourists and visitors come from the domestic market and 13.4% from the external market. In particular, of the national travellers, the largest number comes from the central region, with 41.6%, followed by the Lisbon and Tagus Valley region with 38.2% and the North region with 15.4%; with less representation stand the regions of the Azores and Madeira Islands, with 2.9% and the Alentejo and Algarve region, with 1.8% of respondents. Of the foreign travellers, France is the most represented country with 18.6%, followed by England with 18.6%, Spain and Germany with 13.6% each, being the remaining 15.3 % of foreign respondents from other countries.

The sample of residents obtained (Table 4) shows a higher percentage of women (51.4%) than men (48.6%). Age distribution, as expected for an interior region of the country, was concentrated in the highest age groups, with 32.6% of residents surveyed over 65 years old, 28.9% in the 50-64 age group, 26.6% between 35 and 49, and 12.0% under 34 years of age.

Table 4 – Characterization of the sample of residents

Variable	Description	N	%
Sex	Male	106	48,6%
	Female	112	51,4%
Age group	Under 19	3	1,4%
	20-34	23	10,6%
	35-49	58	26,6%
	50-64	63	28,9%
	Over 65	71	32,6%
Education	No schooling	10	4,6%
	Primary	106	48,6%
	Secondary / Vocational	79	36,2%
	College	23	10,6%
Household monthly income	Up to 500€	47	21,6%
	From 501€ to 1.000€	77	35,3%
	From 1.001€ to 1.500€	49	22,5%
	From 1.501€ to 2.000€	35	16,1%
	From 2.001€ to 3.000€	3	1,4%
	More than 3.001€	7	3,2%

Source: Authors/Empirical research.

To corroborate the isolation and desertification of the studied region, the sample of residents indicated that about 34.9% of the residents surveyed were retired and without any professional activity; and 12.8% were engaged in agricultural and forestry activities.

The sample of economic operators (Table 5) consisted of 47.0% of limited liability companies or sole proprietors, 39.3% of self-employed workers and 13.7% of other

commercial or industrial organizations; the sample counted 37.3% of operators in rural tourism, with 19.6% of commercial and industrial units, 9.8% of catering / restaurants, 7.8% of hotels and similar establishments, the same percentage of small businesses of cafes and pastry shops, as well as 7.8% of handicraft production units.

Considering the annual volume of business to categorize the size of economic operators, the sample shows a high concentration of small units, with 31.3% of respondents whose annual turnover didn't exceed 10 thousand euros / year, the same percentage for units ranging between 10 and 30 thousand euros / year, with 12.5% of units between 30 and 75 thousand euros / year, and the remaining 25% declared annual turnover of more than 75 thousand euros.

Table 5 – Characterization of the sample of economic operators

Variable	Description	N	%
Type of company	Limited liability company	24	47,0%
	Self-employed workers	20	39,3%
	Other	7	13,7%
Sector of economic activity	Rural Tourism / Guesthouse	19	37,3%
	Hotel/Hostel	4	7,8%
	Catering / Restaurants	5	9,8%
	Coffee and pastry shops	4	7,8%
	Trade	10	19,6%
	Recreation, sports and leisure	1	2,0%
	Crafts production	4	7,8%
	Other	4	7,8%
Distribution by turnover (year 2014)	Up to 10.000.00€	15	31,3%
	From 10.001€ to 30.000€	15	31,3%
	From 30.001€ to 75.000€	6	12,5%
	From 75.001€ to 150.000€	5	10,4%
	From 150.001€ to 300.000€	5	10,4%
	More than 300.001€	2	4,2%

Source: Authors/Empirical research.

Finally, the sample of official and associative entities consisted of 31.7% of Parish Councils, the same percentage of Town Councils and 36.6% of local Associations.

Table 6 – Characterization of the sample of official and associative entities

Variable	Description	N	%
Entities	Parishes	13	31,7%
	Town Councils	13	31,7%
	Associations	15	36,6%
Geographic location	Serra da Lousã	11	26,8%
	Serra do Açor	10	24,4%
	Zêzere	12	29,3%
	Tejo -Ocreza	8	19,5%

Source: Authors/Empirical research.

For this work and considering the evaluation within the scope of cultural tourism, we selected a panel of 8 variables, which aimed to evaluate the perceptions of the respondents about the endogenous resources identifying the heritage and culture of the region, putting into perspective the satisfaction of the different stakeholders with certain components. The study was conducted in a comparative perspective among stakeholders. To evaluate respondents' answers, a 5-point Likert scale was used, where 1 corresponds to "Not important at all" or "Not satisfied at all"; 2, "Not very important" or "Not satisfied"; 3, "Important" or "Satisfied"; 4, "Very important" or "Very satisfied"; and 5, "Totally important" or "Completely satisfied".

4. Results

To evaluate the existence of statistically significant relationships ($\alpha < 0.05$), the ANOVA tests were performed. The results point to statistically relevant differences in 6 of the 8 variables analyzed. The results of the research (Table 7), reveal differences between stakeholders' perceptions regarding the motivation that the cultural and traditional heritage exerts as a captivating and differentiating element of the territory as a tourist destination. With greater emphasis, stakeholders differ from one another in a relevant way when asked about their perception of their satisfaction with traditional architecture, built heritage and its conservation, with cultural heritage and its traditional roots, local products and handicraft, and with the availability of cultural programs and heritage valorization.

For two analyzed variables, the *Scheffe* test results highlight the convergence of the perceptions of the four stakeholders. In fact, these groups seem to converge in their perceptions regarding the motivation that the traditional architecture of the region and the implementation of programs of recovery and conservation contributes to the

differentiation of the tourist destination Schist Villages. The stakeholders also converge in their satisfaction with the development of cultural programs that promote the region and valorize heritage as well as its promotion to tourists and visitors. Such similarity of perceptions is explained by the fact that everyone can benefit from tourist development of cultural activities: tourists for seeing their expectations met, as one of their main motivations for participation, learning and involvement in local culture; residents for the feeling of pride; economic operators for seeing economic income increase; and public entities for perpetuating the success of their local development strategies.

Table 7 – Tests of significance to the averages between stakeholders: tourists, residents, economic operators, and official and associative entities (*one-way analysis of variance whith Sheffe test*)

Variables	Averages – Likert scale 1 to 5 points				Probability	Scheffe test (p < 0,05)	Scheffe test (p < 0,10)
	Tourists (T) n = 441	Residents (R) n = 218	Ec. operators(O) n = 51	Entities (E) n = 41			
The cultural and traditional heritage is a motivation and a differentiation factor of the Schist Villages region	4,05	4,30	4,08	4,27	0,003	R > T	
The traditional architecture and restoration and conservation programs are a motivation and a differentiation factor of the Schist Villages region	4,14	4,30	4,22	4,46	0,023	-	-
Satisfaction with the traditional architecture, the built heritage and its conservation	4,06	3,43	3,39	4,07	0,000	T > R E > R T > O E > O	
Satisfaction with cultural heritage and its traditional roots	3,93	3,42	3,39	3,83	0,000	T > R T > O	E > R
Satisfaction with regional products and handicraft	3,76	3,50	3,53	3,61	0,007	T > R	
Satisfaction with the offer of cultural programs promoting the region's knowledge and heritage valorization	3,11	3,01	2,61	3,17	0,009	T > O	R > O
Satisfaction with the harmony of the architecture of new constructions and recovery of the built heritage, with respect to the traditional characteristics	3,72	3,10	3,32	3,63	0,000	T > R E > R	T > O
Satisfaction with the development of cultural activities and their promotion to tourists and visitors	3,73	3,60	3,41	3,63	0,075	-	-

Source: Authors/Empirical research.

The tests show that the satisfaction with the traditional architecture, the built heritage and its conservation, was the one with the highest levels of differences. In fact,

the stakeholders that inhabit the interior of the territory reveal a lesser degree of satisfaction with one of the most distinctive endogenous resources of the territory, its traditional architecture, when comparing to outsiders; the official and associative entities naturally tend to demonstrate a high valorization of these endogenous resources, given their political nature and representative character of the region.

Stakeholders differ significantly when we compare their perceptions about the satisfaction with the endogenous resources constituted by cultural heritage and its traditional roots; on this, both residents and economic operators, in showing less satisfaction, seem to want a better and more valorized use of these resources. Tourists and visitors, coming from outside, and taking contact for the first time with the local culture and traditions, tend to value their satisfaction to a greater degree.

Regarding satisfaction with the promotion of the region's cultural activities to tourists and visitors, stakeholders globally converge in their perceptions, and tourists value their satisfaction a little more, indicating a more positive perception of the importance of local culture for tourism. In a global analysis, although all stakeholders valorize positively the various cultural and heritage components of the territory, the highest level of satisfaction is evident in tourists, indicating that they have a more positive perception of tourism.

The different interests represented in the research by the four stakeholders should be understood as contributing to the idea that the development of tourism has a greater probability of success (Byrd *et al*., 2009), when it contributes to the enhancement of the region and the well-being of its populations, always avoiding the distortion of traditional roots and local cultural manifestations.

Overall, the findings show four groups with very different interests: i) the tourists and visitors, who travel to the tourist destination for different purposes, including learning or improving their knowledge about new cultures, heritage and ways of life or simply to relax and enjoy nature and the social environment in their vacation; ii) the residents who, living in the territory, wish to offer those who visit them the best of their land and its people; iii) the economic operators who, by developing and living on economic activities, see the increase in tourism, directly or indirectly, as a beneficial source of revenue; and finally, iv) a more restricted group of people, the political and associative leaders, who see in the development of tourist activities the promotion of their territory and the success of their policies.

5. Conclusion

The increasingly specific and differentiated segmentation of tourist demand, meeting the interests and motivations of tourists, assigns cultural tourism a unique role that is clearly distinguished in the tourist market offer. In the case of the Schist Villages Network, it is important to understand to what extent the appropriation of endogenous resources of cultural elements contributes not only to the enhancement of the tourists' experience, but also to the qualitative differentiation of the region as an integrated tourism product within the scope of an increasingly globalized world, without ever neglecting the identity and well-being of the resident population.

The results of the research suggest that there are differences in the perceptions and attitudes among the four stakeholder groups regarding the diverse cultural and heritage elements of the Schist Villages Network. In the context of this analysis and considering the need to conserve and respect the endogenous resources and identity elements of the territory, it is important to identify and understand these differences, with a view to a more sustainable development of tourism activities (Byrd *et al*. 2009).

The study also revealed the convergence among stakeholders in at least two types of perceptions. In this way, we would say that the appropriation of cultural elements by tourism, with the most appropriate involvement of stakeholders and planning of local activities, identified by Healey (1998), can motivate stakeholders, especially those who inhabit the territory, to valorize more the tourist activities, recognizing in them some benefit and advantages.

Indeed, the statement that traditional architecture and heritage restoration and preservation programs are motivation and differentiation elements of the Schist Villages region, and the feeling of satisfaction with the development of cultural activities and their promotion to tourists and visitors, according to the results of the research that show no significant differences between the stakeholders, seem to suggest that there is a convergence of perceptions in the 4 groups studied.

With this convergence in mind, action programs may be designed to develop the cultural tourism product within the Schist Villages Network, with a better understanding between cultural institutions, local populations and tourism promoters.

On the other hand, the appropriation of cultural elements by tourist activities, according to the success criteria of the tourist market, will not always be in line with the

standards of conservation and preservation of the local responsible entities, who are responsible for the main role of guardians of the heritage, or in harmony with the cultural identity requirements of the populations. In the present study, this differentiation of perspectives and attitudes is identifiable, due to the way in which the stakeholders diverge. The tests reveal significant differences in the averages between groups, namely, in the affirmation of satisfaction with traditional architecture, the built heritage and its preservation and in the affirmation of satisfaction with cultural heritage and its traditional roots.

In these statements, residents and economic operators, as they are in direct and permanent contact with the heritage and cultural elements of the region, tend to value their satisfaction with these items to a lesser extent, exercising a higher level of demand in their conservation and preservation. Public and associative entities, by somehow seeing themselves as representatives and ambassadors for heritage and cultural resources, tend to manifest a more optimistic position in their satisfaction. Tourists and visitors, who get in touch with and experience the heritage and cultural resources spontaneously and for a limited time, tend to value the satisfaction of their tourist experiences.

Considering the noble objectives of the local development programs implemented in the Schist Villages Network, with a view to improving the quality of life of residents, and, taking into account that tourism is an essential economic activity and a source of income and well-being for a wide range of local populations, the development of cultural tourism in the Schist Villages must become a strategic imperative for managers and public officials in the region.

Despite the contributions of this work to the theoretical and practical knowledge of the analyzed theme of cultural tourism and the region studied, some limitations are worth pointing out. The survey was conducted in only a limited region of the central interior of Portugal, thus focusing on the domestic tourism market segment, mainly through a quantitative approach. A similar analysis in other rural regions would be interesting from a comparative point of view, both among stakeholders and between the arguments and activities analyzed. On the other hand, similar research in other countries with similar rural characteristics would be useful for comparative studies and possible conclusions about stakeholders, based on identical cultural activities. Furthermore, the importance that a more qualitative and, eventually, complementary approach to quantitative approaches, involving the opinions of different stakeholders, could be useful

for understanding motivational factors, degrees of satisfaction and loyalty, helping in the design of strategies and predicting future demand.

Finally, the model purpose of this article is reinforced wherein the holistic study of the divergences and convergences of perceptions and attitudes of different stakeholders towards a territory, constitutes a fundamental instrument in the definition of strategies of sustainable development of a tourist destination, with respect for what distinguishes and characterizes its cultural and heritage elements.

Considering the set of variables related to the territory, its socio-economic and cultural environment, this work identified significant differences between the four stakeholders studied. These differences result from the dissimilar interests and behaviors of each group. By knowing the convergent and divergent factors that determine the perceptions of stakeholders, decision makers, managers and the entities that manage territorial governance will be better equipped to design and implement positive measures for the territory. These measures will meet a greater degree of satisfaction and conciliation of the different interests, while contributing to the future sustainability of the region, promotion and respect for the integrity of local culture.

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CHAPTER 6

Discussion, general conclusions, implications, limitations and future lines of research

1. Introduction

The encouragement and development of tourism based on World Heritage Listing, which has become increasingly intensive in recent decades, can be seen to have in an unanticipated and undesirable -ex post facto- impact which has in some cases become seriously counter-productive (Cleere, 2011: 521).

Dissatisfaction with traditional models of tourism development and the trend towards the massification of traditional cultural tourism have set in motion a search for alternative cultural tourism products, in particular, products that aim to involve the tourist in participatory actions, in activities that require some form of involvement – affective, artistic, cognitive, social, etc.

At the same time, the idea behind the development of the creative tourism niche is that creative tourism can produce more and more sustainable benefits for both destinations and inhabitants, tourists, and the places. The concept of creative tourism was defined by Greg Richards and Crispin Raymond (2000, p. 18) as "tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are."

In the paradigm shift from traditional cultural tourism to creative cultural tourism (Sacco *et al*., 2018), there is also a shift from "looking" to "becoming" (Richards & Wilson, 2007) or a transforming gaze – "it allows tourists to become in a way changed by their experience" (Binkhorst *et al*, 2007) – which translates into more lasting and more authentic experiences, in the sense of "existential authenticity" (Wang, 1999), which is lived by the individual as a participant in experiences that activate his or her existential state.

2. Discussion of results and general conclusions

The previous studies approached and demonstrated the importance of articulating education, culture and tourism to build synergies among them. Chapter 2 approached the concept of authenticity in its relation to tourism which has been treated from different philosophical approaches and the study presented here further demonstrates there is a generalized growing desire to go through experiences that are original and authentic either by performing activities or by consuming products. In an "experience economy" (Pine *et*

al., 1999), authenticity is becoming a selection criterion as consumers/tourists decide on buying or not based on how real or authentic they perceive the product/service is.

As the experience economy matures, a shift is identified by which consumers search for and buy a real experience rather than something that is false, fake or manufactured. Here, the consumer searches for a destination that offers a sense of real place, rather than a theme park constructed solely for the tourist (Yeoman *et al*., 2007: 1131).

The study in the second chapter provides a better knowledge of the role of WHS status on the "on site" stage of the visit through its moderating effect on the destination image and, hence, on its influence on future behavior intention. The relations involved in the research model such as travel motivation and authenticity, travel motivation and destination image and authenticity and destination image have been examined in previous research, but separately and not in an integrated model when considering the "pre-visit" and "on site" stages of a visitation. Furthermore, those relations have now been analyzed using cognitive and affective approach for those variables. As pointed by the results, both cognitive and affective dimensions of travel motivation and authenticity play a relevant role on destination image as defined as a composite with cognitive and affective elements which in turn will influence the future behavior intention in the post-visit stage. This study has, therefore, contributed to a better understanding of the direct and indirect effect of the perceived authenticity in the construction of the destination image as well as the moderating effect of UNESCO status on destination image, which undoubtedly explains the mechanism to adopt a positive behavior intention after the visit.

Chapter 3 approached an also important issue which was to characterize in general the tourist demand of the city of Coimbra and the profile of the cultural tourist or visitor. Further knowledge about how the tourist perceives the destination image or how he values the tourist experience and the satisfaction with it allows for the assessment of tourism promotion policies and can work as a general base instrument to adapt the policies of supply, disclosure and promotion of the "Coimbra" product to tourists' expectations and opinions.

According to the experts participating in the study conducted by the UNWTO,

Understanding tourist behavior was seen as the most important specific policy area, followed by diversification, and then balancing promotion and

protection of culture. Those countries that prioritize product development and marketing also rank understanding tourist behavior and diversification highly. For the experts the development of integrated approaches to tourism and culture and community empowerment and inclusion were seen as the main policy priorities (UNWTO, 2018: 95).

Cultural tourism constitutes undoubtedly an important segment of the tourism industry and has indeed arisen interest among scholar and practitioners. Some studies point to specific characteristics and trends in the cultural tourism market and the emergence of some cultural tourism sub-segmentation into niches.

As ascertained in chapter 3 there is a group of cultural tourists (cluster 2) who are more likely to value and engage in cultural activities that relate to the places visited; they are interested in learning and appreciate their experiences, leading them to feel greater satisfaction and loyalty.

To know the great diversity of the cultural tourism market, the potential size of segments and niches, determines the types of cultural tourism products that are more suited to each segment. Consequently, special efforts should be encouraged to promote the cultural activities offered within the scope of the classification of places and monuments in the city of Coimbra. The promotion of initiatives should seek to involve and invite the participation of tourists so that they can learn about and deepen their learning about the places and their history. Bearing in mind the distinction between the characteristics of visitors' profiles, which this segmentation work provided, those responsible for planning cultural tourist destinations, such as tour operators and managers can resort to guided tours, the use of targeted technology tools, such as digital maps, and the offering of differentiated creative tourism products in order to encourage the participation of tourists.

The results of the research carried out in chapter 4 seem to sustain the advanced hypothesis wherein cultural tourists who visit Coimbra in the post-UNESCO fit into the current new paradigm of culture, a concept in which the cultural tourist seeks knowledge about the places, experiences through participation in "edutainment" activities in the places visited, interpretation of the places visited, cultural routes or itineraries in which well-prepared guides provide access to the collective history of the place, its events, characters, spaces and also legends. Interpretation activities are essential to assign value

and meaning, because meaning is generated when connections are made between certain spaces, the events that took place there and the people involved.

Chapter 5 enlarged the area of enquiry and sought for answers from four groups of stakeholders – not only tourists, but residents, economic operators and private associations as well – regarding the importance attributed to cultural assets being used by tourism in the Schist Villages Network in Central Portugal.

The increasingly specific and differentiated segmentation of tourist demand as well as the need to meet the interests and motivations of tourists assigns cultural tourism a unique role that is clearly distinguished in the tourist market offer. This research reinforces the idea that the holistic study of the divergences and convergences of perceptions and attitudes of different stakeholders towards a territory, constitutes a fundamental instrument in the definition of strategies of sustainable development of a tourist destination, with respect for what distinguishes and characterizes its cultural and heritage elements (Moutela *et al*., 2018).

This work identified significant differences between the four stakeholders studied. The differences result from the dissimilar interests and behaviors of each group. By knowing the convergent and divergent factors that determine the perceptions of stakeholders, decision makers and managers will be better equipped to design and implement positive measures for the territory. These measures will meet a greater degree of satisfaction and conciliation of the different interests, while contributing to the future sustainability of the region, promotion, and respect for the integrity of local culture.

3. Practical implications

Other research works such as Bryce *et al*. (2015) have demonstrated that cultural motivation and heritage-related activities in WH sites may have a strong influence on visitors' perception of objective and existential authenticity. Kolar and Zabkar (2010) have confirmed that objective authenticity affects existential authenticity. Bryce *et al*. (2015) showed that the cognitive attitude affects the perception of authenticity in places. And the perception of authenticity determines the visitors' degree of satisfaction with the experience. Chhabra *et al*., (2003) demonstrated that a staged or recreated tradition can be perceived as authentic and determinant of tourists' satisfaction.

To retain tourists, attractions must offer innovative presentation and interpretation techniques – in line with educational and recreational roles of heritage (Puczkó, 2005). Cultural routes inspired by landscapes, places, personalities, literature, arts, gastronomy, etc., can contribute to the affirmation of a collective memory, adding value to existent heritage resources while providing intercultural dialogues and interaction with the visited community and its distinctive values.

Regarding the research conducted in the Schist Villages Network, the results suggest that there are differences in the perceptions and attitudes among the four stakeholder groups regarding the diverse cultural and heritage elements of the territory. In the context of this analysis and considering the need to conserve and respect the endogenous resources and identity elements of the territory, it is important to identify and understand these differences, with a view to a more sustainable development of tourism activities (Byrd *et al*. 2009).

The study also revealed the convergence among stakeholders in at least two types of perceptions. In this way, we would say that the utilization of cultural elements by tourism, with the most appropriate involvement of stakeholders and planning of local activities, identified by Healey (1998), can motivate stakeholders, especially those who inhabit the territory, to valorize more the tourist activities, recognizing in them some benefits and advantages.

Considering the noble objectives of the local development programs implemented in the Schist Villages Network, with a view to improving the quality of life of residents, and, considering that tourism is an essential economic activity and a source of income and well-being for a wide range of local populations, the development of cultural tourism in the Schist Villages must become a strategic imperative for managers and public officials in the region.

Information about the perceptions of authenticity by visitors or tourists and their degree of satisfaction with whatever is offered is a tool with implications for the tourism industry as far as marketing and segmentation are concerned. It is also important for the municipal and cultural entities, and private businesses, because it can provide an opportunity to foster new sustainable forms of territorial fruition, which require the design of methods and technical tools, oriented towards promoting and safeguarding resources.

One of these studies revealed that the WH sites and the cultural offer around them as well as in other parts of the city correspond to visitors' expectations, allowing them to perceive authenticity to a great degree and feel satisfaction to a certain degree but never to its maximum. Thus, although many other studies remain to be conducted to enlighten this topic, it seems that visitors are culturally very demanding which makes it a very challenging task for those entities responsible to create alternative products with more educational and interpretative contents and creative utilization of resources.

Digital humanities, for example, are a new way of communicating content and a possibility to show resources in different ways. Educational digital contents may provide visitors as well as residents and professionals such as teachers with material to be used creatively.

The role of education and culture is reflected in the practice of differentiated, responsible and sustainable tourism, playing an active part in the preservation and conservation of nature, landscapes and heritage sites, minimizing negative impacts of tourism activities and, in the same ethical way, respecting the culture and values of local populations, using heritage interpretation as a way of valorizing destinations. The recognition of a culturally evolved international tourism demand for responsible tourism is significant as a contribution to reduce asymmetries in the development of territories and destinations, by promoting their environmental, economic, and social sustainability.

A study conducted by Mateus (2010) on the cultural and creative sector in Portugal concluded that the territories must build competitive foundations around culture by insertion in international tourist circuits, by insertion in scientific development and research networks applied to the cultural domains and by insertion in communities that create cultural contents. Moreover,

> Regions should focus on development and competitive affirmation projects that establish linkages between culture and education, encouraging creativity, inducing innovative initiatives, and catalyzing new activities. The production of culturally based content should be fostered within a framework of national / regional / local competitiveness, provoking additional demand of new national and international tourism flows, where the overwhelming majority of projects should function as a platform for international dissemination and competitive affirmation of Portuguese arts, culture, language and identity (Mateus, 2010: 124).

The United Nations 2030 Agenda postulates a transversal contribution of culture to the Sustainable Development Goals (SDGs). The safeguarding and promotion of culture represents an end in itself, but it also contributes transversally to many of the SDGs – including those on sustainable cities, decent work and economic growth, reduced inequalities, the environment, innovation, and peaceful and inclusive societies. The role of culture can also be addressed as a driver that contributes directly to economic and social benefits.

Culture contributes transversally to each of the five dimensions of sustainable development – People, Planet, Prosperity, Peace, and Partnerships. In turn, the economic, social, and environmental dimensions of sustainable development contribute to promoting the safeguarding of cultural heritage and creativity. Furthermore, some Goals, such as education, are human development goals that can be more effectively achieved through culture.

Culture can contribute in multiple ways to the economic, social, and environmental dimensions of development, strengthening the transversal visibility of culture in the 2030 Agenda. The Culture|2030 Indicators (UNESCO, 2019) will help build a coherent and strong narrative on culture and development, that is evidence-based and supported by key messages. This narrative will directly support efforts at the global, national or local levels, with a view to convincing decision-makers and partners to include culture across their national and urban policies and programs and to better direct public and private funding towards the culture sector.

The studies conducted through the chapters included in this thesis clearly provide evidence-based results to inform policies and actions to be implemented at the local and regional levels. Evidence collected will inform policies and decisions as well as operational actions, both within the cultural sector and across other sectors transversally.

4. Limitations and future lines of research

Despite the practical contributions of the present studies, some limitations are recognized. Further research to consider the affective and cognitive dimensions of the variables, as well as the different stages of a visit, is of great relevance for Destination Marketing Organizations (DMOs) regarding promotion and providing visitors with memorable experiences, and in turn stimulating the demand for cultural tourism.

A multigroup analysis could be employed to detect differences across UNESCO World Heritage Sites, relating to the influence of the affective and cognitive dimensions of motivation on the perception of authenticity and destination image. Furthermore, differences in the moderating effect of the WHS status on the relation between destination image and behavioral intention could also be analyzed.

Most of the research was carried out only in a city in Central Portugal and focused on some strategic points, mainly through a quantitative approach. Even considering the cultural relevance of the city, namely as a UNESCO WHS, a similar analysis could also be implemented in other cities in the country as well as in foreign cities. A similar analysis in other cities in the country also classified by UNESCO would be of high interest for a combined analysis of segments based on the behavior of tourists. It should be noted that the present work is based on a matrix of quantitative approach, so qualitative approaches to the themes explored in the research can be useful for understanding the reasons, activities and behavior of tourists, providing relevant information for anticipating the future cultural tourism market preferences and expectations.

Regarding the research on the Schist Villages Network, despite the contributions of this work to the theoretical and practical knowledge of the analyzed theme of cultural tourism and the region studied, some limitations are worth pointing out. A similar analysis in other rural regions would be interesting from a comparative point of view, both among stakeholders and between the arguments and activities analyzed. On the other hand, similar research in other countries with similar rural characteristics would be useful for comparative studies and possible conclusions about stakeholders, based on identical cultural activities. Furthermore, the importance that a more qualitative and, eventually, complementary approach to quantitative approaches, involving the opinions of different stakeholders, could be useful for understanding motivational factors, degrees of satisfaction and loyalty, helping in the design of strategies and predicting future demand.

Finally, the model purpose of this article is reinforced wherein the holistic study of the divergences and convergences of perceptions and attitudes of different stakeholders towards a territory, constitutes a fundamental instrument in the definition of strategies of sustainable development of a tourist destination, with respect for what distinguishes and characterizes its cultural and heritage elements. Thus, in the future a similar research model could be used to ascertain the arguments and opinions of other stakeholders than

the tourists for the WH city of Coimbra, namely those of residents, tourist operators and official entities and associations.

To conclude, we would like to highlight that the data were collected before the Covid-19 outbreak. We consider that the current scenario of the tourism sector opens a research line to understand how this affects motivation (cognitive and affective) to visit a heritage destination, as well as the experience in terms of authenticity perception and destination image when visiting a destination under health restrictions and the behavioral intention if the health crisis continues. The Covid-19 context may be a cause to extend the research model, by incorporating new variables and new relationships that have emerged which can influence the research aims and findings. It is also important to have in mind the results of a previously mentioned Report (GESAC & EY, 2021) which demonstrate how cultural and creative industries can play a leading role in Europe's recovery and reconstruction in the period following the pandemic.

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ANNEXES

ANNEX 1

Questionnaire in Portuguese

Bom dia,

Este inquérito faz parte de um estudo que pretende indagar sobre os impactos socioeconómicos, culturais e atitudinais causados pela classificação da *Universidade de Coimbra, Alta e Sofia* como património mundial da humanidade pela UNESCO. Solicitamos a sua colaboração neste projeto e muito agradecemos que possa dispensar alguns minutos no preenchimento deste questionário. As suas respostas serão tratadas confidencialmente e com fins unicamente de investigação académica e estatísticos.

Antecipadamente grata pela sua colaboração.
*Vivina Almeida Carreira (*vivina@esac.pt*)*

Assinale com uma "***X***" a sua resposta a cada questão.

1. É a primeira vez que vem à cidade de Coimbra?

1. Sim	
2. Não	

→ Se respondeu "Sim" Passe á questão **2**.

1.1. Se respondeu **Não**, à questão anterior, quantas vezes visitou a cidade anteriormente?

1. Apenas uma vez	
2. De 2 a 5 vezes	
3. Mais de 5 vezes	

1.2. Se respondeu **Não**, indique quando é que realizou a sua última visita:

1. Este ano	
2. No ano passado	
3. Há 2 anos e menos de 5	
4. Há 5 anos ou mais	

2. Indique a forma de conhecimento que o levou a escolher a cidade de Coimbra como destino turístico:

1. Publicidade por meios audiovisuais (imprensa, rádio, TV …)	
2. Folhetos turísticos	
3. Agências de Viagens	
4. Pesquisa na Internet	
5. Redes sociais (ex. Facebook; Twitter; Vimeo; …)	
6. Amigos e familiares	
7. Outros	

3. Encontra-se hospedado na cidade de Coimbra?

1. Sim	
2. Não	

→ Se respondeu "Não" **Passe à questão 4**

3.1. Se **Sim**, em que modalidade?

1. Hotel	
2. Estalagem/Pensão/Residencial	
3. Alojamento local	
4. Turismo de Habitação	
5. Parque de Campismo	

3.2. Qual a duração da sua estadia?

1. até 2 dias	
2. 3 a 5 dias	
3. 6 a 8 dias	
4. mais de 8 dias	

6. Casa de amigos ou familiares	
7. Casa arrendada	
8. Outra	

4. Visitas a monumentos e sítios da cidade de Coimbra.

4.1. Assinale os monumentos/sítios que **já visitou** até ao presente momento, e no caso de ter participado em atividades no monumento ou sítio, qual o seu grau de Satisfação:

Monumentos/Sítios	Visitado	Participação atividades		Nada Satisfeito					Totalmente Satisfeito	
		Sim	Não	1	2	3	4	5	5	7
1 Torre da Universidade e Palácio Real										
2 Biblioteca Joanina										
3 Capela de São Miguel										
4 Antigo Colégio das Artes - Inquisição										
5 Jardim Botânico										
6 Casa das Caldeiras										
7 Palácio de Sub-Ripas										
8 Sé Velha										
9. Sé Nova										
10 Museu Nacional Machado de Castro										
11 Arco de Almedina										
12 Mosteiro de Santa Cruz										
13 Museu do Chiado										
14 Portugal dos Pequenitos										
15 Convento de Santa Clara-a-Velha										
16 Convento de Santa Clara-a-Nova										
17 Convento de São Francisco										
18 Quinta das Lágrimas										

4.2. Assinale os monumentos/sítios **que pretende ir visitar** até final das suas férias ou estadia:

1 Torre da Universidade e Palácio Real			10 Museu Nacional Machado de Castro	
2 Biblioteca Joanina			11 Arco de Almedina	
3 Capela de São Miguel			12 Mosteiro de Santa Cruz	
4 Antigo Colégio das Artes - Inquisição			13 Museu do Chiado	
5 Jardim Botânico			14 Portugal dos Pequenitos	
6 Casa das Caldeiras			15 Convento de Santa Clara-a-Velha	
7 Palácio de Sub-Ripas			16 Convento de Santa Clara-a-Nova	
8 Sé Velha			17 Convento de São Francisco	
9. Sé Nova			18 Quinta das Lágrimas	

5. Em relação à sua viagem e estadia:

5.1. Como descreveria a IMAGEM que tinha da cidade de Coimbra como destino turístico <u>antes de iniciar a sua viagem</u>?

	Nada Favorável						Totalmente Favorável
	1	2	3	4	5	6	7
Assinale com um "X"							

5.2. Como descreveria a **IMAGEM prévia** que tinha acerca dos seguintes aspetos deste destino?

	Nada Favorável						Totalmente Favorável
	1	2	3	4	5	6	7
1. Como Cidade do Conhecimento							
2. Atividade e eventos							
3. Alojamento							
4. Acessibilidades							
5. Lugares de interesse							
6. Ambiente urbano e cultural							
7. Hotelaria e Restauração							

5.3. O seu grau de conhecimento da cidade e sua cultura antes da visita.

(assinale com "X" os seus graus de perceção e conhecimento para cada um dos itens)	Nada Conhecedor (a)						Totalmente Conhecedor (a)
	1	2	3	4	5	6	7
1. História da cidade							
2. História da Universidade							
3. Tradições estudantis							
4. Fado de Coimbra							
5. Museus e parques							

5.4. O que procura na sua visita?

(assinale com "X" os seus graus de relevância para cada um dos itens)	Nada Relevante						Totalmente Relevante
	1	2	3	4	5	6	7
1. Exotismo							
2. Distração							
3. Conhecimento							
4. Experiências autênticas							
5. Participar em atividades e eventos							
6. Visitar locais com história - UNESCO							

6. Qual a **importância** dos seguintes elementos na eleição da cidade de Coimbra como destino da sua visita e/ou férias?

6.1. **Importância dos elementos de motivação para a escolha** da cidade de Coimbra:

(assinale com "**X**" o seu grau de importância da sua motivação para cada um dos seguintes fatores, se aplicável)	Nada Importante					Totalmente Importante	
	1	**2**	**3**	**4**	**5**	**6**	**7**
1. Classificação como património da humanidade pela UNESCO							
2. Para conhecer a cultura e eventos culturais							
3. Enriquecer os conhecimentos históricos							
4. Arquitetura histórica e sua conservação							
5. Gastronomia e diversidade de escolha dos serviços de restauração							
6. Descanso, ócio e relaxamento							
7. Sentimento de segurança e conforto							
8. Produtos locais e artesanato							
9. Interesse histórico							
10. Disponibilidade e simpatia dos operadores turísticos							
11. Sinalização dos lugares, recursos e demais atrações turísticas							
12. Programa diversificado de atividades culturais							
13. Desfrutar dos espaços históricos, verdes e naturais							

6.2. Em relação à sua viagem e estadia em Coimbra, indique uma das seguintes motivações:

Assinale apenas a sua principal razão:

1. Lazer e férias	
2. Repouso e razões de saúde	
3. Por ter a classificação como Património Mundial	
4. Acontecimentos culturais e recreativos	
5. Visita a familiares e amigos	
6. Outra (especifique)	

7. Como classifica, **em grau de concordância**, cada um dos seguintes fatores, tendo em conta a classificação como património da humanidade pela UNESCO.

(assinale com "**X**" o seu grau de concordância, para cada um dos itens)	Nada Concordante					Totalmente Concordante	
	1	**2**	**3**	**4**	**5**	**6**	**7**
7.1. A minha opinião e grau de concordância sobre o que significa a classificação como património da humanidade pela UNESCO para a cidade de Coimbra:							
1.Considero válida a atribuição do estatuto de património da humanidade pela UNESCO							
2. Melhora a imagem da cidade							
3. Beneficia a economia local							
4. Alerta para a necessidade de conservação e proteção dos monumentos							
5. Promove o desenvolvimento do turismo							
6. Contribui para o orgulho dos residentes							
7. Aumenta o nível de insegurança social							
8. Motiva o trabalho em rede das diversas entidades e operadores							

7.2. A minha opinião e grau de concordância sobre o que significa a classificação como património da humanidade pela UNESCO para a região periférica de Coimbra:

(assinale com "X" o seu grau de concordância, para cada um dos itens)	Nada Concordante						Totalmente Concordante
	1	2	3	4	5	6	7
1. Aumenta o turismo nas zonas periféricas da cidade de Coimbra							
2. Aumenta o tempo de estadia na cidade de Coimbra							
3. Beneficia a economia da região							

7.3. A minha opinião e perceção sobre a autenticidade do destino turístico de Coimbra como património da humanidade classificado pela UNESCO:

(assinale com "X" o seu grau de perceção, para cada um dos itens)	Nada Concordante						Totalmente Concordante
	1	2	3	4	5	6	7
1. A arquitetura global dos locais e edifícios históricos inspiraram-me							
2. A conservação dos edifícios históricos respeita o estilo da época							
3. Gostei da singularidade do design e artes decorativas dos interiores							
4. Gostei da forma como o local combina com o conjunto histórico, a paisagem, a cidade							
5. Gostei da informação sobre o sítio e achei-a interessante							
6. Gostei dos eventos, concertos e celebrações ligadas ao sítio							
7. A visita forneceu uma visão completa sobre os diferentes períodos históricos da cidade							
8. Durante a visita senti a história, as lendas e as personalidades históricas relacionadas com o local							
9. Desfrutei de uma experiência única que me permitiu estar em contacto com a população local, suas tradições e costumes							
10. Gostei da atmosfera calma e pacífica durante a visita							
11 Senti-me ligado/a à história e civilização humanas							

8. Com base na sua opinião sobre a importância atribuída nos itens anteriores, manifeste **o seu grau de satisfação** para cada um dos seguintes fatores, com os quais tenha tido experiência:

(assinale com "X" o seu **grau de satisfação** para cada um dos itens, se aplicáveis)	Nada Satisfeito						Totalmente Satisfeito
	1	2	3	4	5	5	7
8.1. Satisfação em termos das atrações:							
1. Recursos históricos, naturais e paisagísticos							
2. Envolvimento com a história dos locais visitados							
3. Arquitetura e património histórico e sua conservação							
4. Espetáculos e artes							
5. Gastronomia e diversidade de escolha dos serviços de restauração							
6. Descanso, ócio e relaxamento							
7. Sentimento de segurança e conforto							
8. Produtos locais e artesanato							
8.2. A sua satisfação em termos sociais e socioculturais:							
1. Diversidade dos meios de comunicação e informação turística							
2. Realização de atividades participativas nos locais visitados							
3. Visitas aos monumentos/sítios							
4. Percursos/circuitos pedestres							
5. Afetividade e simpatia dos residentes para com os turistas e visitantes							

	1	2	3	4	5	6	7
6. Disponibilidade e simpatia dos operadores turísticos							
7. Sinalização dos lugares, recursos e demais atrações turísticas							
8. Programa diversificado de atividades culturais (teatro, música, …)							
9. Oferta de programas culturais enriquecedores do conhecimento pessoal e valorização do património							

8.3. A sua satisfação em termos de alojamento turístico:

1. Diversidade de escolha de tipos de alojamento							
2. Níveis dos preçários							
3. Simpatia no acolhimento e conforto das instalações							

8.4. A sua satisfação global:

1. Este é um dos melhores destinos que eu poderia ter visitado							
2. Em geral, estou satisfeito/a com a minha decisão de visitar o património cultural em Coimbra							
3. A minha satisfação global com a visita ao património cultural							

8.5. Tendo em conta a sua satisfação global com a visita, em que medida está de acordo com as seguintes afirmações:	Nada Concordante						Totalmente Concordante
	1	2	3	4	5	6	7
1. A visita/férias foram melhores do que o esperado							
2. Recomendo a visita a familiares e amigos							
3. Voltarei a visitar a cidade de Coimbra num futuro próximo sem estadia							
4. Voltarei a visitar a cidade de Coimbra num futuro próximo com estadia de 1 a 5 dias							
5. Voltarei a visitar a cidade de Coimbra num futuro próximo com estadia de mais de 5 dias							

Sobre o inquirido:

9. Sexo

1. Masculino		2. Feminino	

10. Idade

1. Menor de 19 anos		4. Entre os 50 e os 64 anos	
2. Entre os 20 e os 34 anos		5. Mais de 65 anos	
3. Entre os 35 e os 49 anos			

11. Grau de instrução/ensino

1. Ensino Básico	
2. Ensino Secundário/Profissional	
3. Ensino Superior	

12. Situação e setor da sua atividade profissional

1. Agricultura, artesanato e floresta		5. Reformado	
2. Industria		6. Estudante	
3. Comércio, hotelaria e restauração		7. Desempregado	
4. Serviços e Sector Público		8. Outro; qual?	

13. Rendimento mensal líquido do agregado familiar

1. Até 1.500€	
2. De 1.501€ a 3.000€	
3. De 3.001€ a 5.000€	
4. Mais de 5.001€	

14. Região de residência

14.1. Para os turistas **nacionais**:

1. A norte do rio Douro	
2. Grande Porto	
3. Centro, entre o Douro e Tejo	
4. Lisboa e Vale do Tejo	
5. Alentejo e Algarve	
6. Ilhas Madeira e Açores	

14.2. Para os turistas **estrangeiros**:

1. Espanha	
2. França	
3. Holanda	
4. Alemanha	
5. Inglaterra	
6. Estados Unidos	
7. Brasil	
8. Outros países	
Qual?	

15. Quem o acompanha nestas férias/viagem?

1. Viajo sozinho		6. Amigos e conhecidos	
2. Cônjuge		7. Cônjuge e amigos	
3. Cônjuge e filhos		8. Colegas de trabalho	
4. Filhos		9. Cônjuge e colegas de trabalho	
5. Outros Familiares		10. Outras situações	

16. Número de pessoas que viajam consigo:

17. Tipo de viagem

1. Viagem própria ou familiar	
2. Viagem em excursão	

18. Ao terminar, se pretender, pode deixar a sua opinião sobre a cidade de Coimbra como destino turístico, aspetos positivos, sugestões e recomendações …

_____

_____

_____

_____

Poderá entregar este formulário diretamente ao entrevistador. Obrigada.

ANNEX 2

Questionnaire in English

POLITÉCNICO DE COIMBRA   130 ANOS Agrária de Coimbra   UNIVERSIDAD DE SEVILLA   Turismo Centro Portugal Um país dentro do País

Good morning,

This questionnaire is part of a research study that aims at finding out the socio-economical, cultural and attitudinal impacts caused by the UNESCO listing of the University of Coimbra, Alta and Sofia as world heritage. We are asking you to participate in this project and we are very thankful for your time spent in answering this questionnaire. Your answers are confidential and they will only be used in this academic statistic study.

Thank you for your collaboration and best regards,
Vivina Almeida Carreira (vivina@esac.pt)

In each question, put an "X" in your answer.

1. Is this your first time in Coimbra?

1. Yes	
2. No	

→ If your answer was **Yes** skip to question **2**.

1.1. If you answered **No** to the previous question, how many times have you been in this region?

1. Only once	
2. From 2 to 5 times	
3. More than 5 times	

1.2. When was the last time you visited this region?

1. This year	
2. Last year	
3. 2 years ago or less than 5 years	
4. More than 5 years ago	

2. How did you come to know about Coimbra as a tourist destination?

1. Advertisement in media (press, radio, Television…)	
2. Tourism flyers	
3. Travel Agency	
4. Research on the Internet	
5. Social networks (e.g. Facebook; Twitter; Vimeo; …)	
6. Friends and relatives	
7. Other	

3. Are you currently hosted in Coimbra?

1. Yes	
2. No	

→ If you answered **No**, skip to question 4

3.1 If **Yes**, in which modality?

1. Hotel	
2. Hostel	
3. Rural Tourism	
4. Guest House	
5. Camping	
6. Friends or relatives' house	

3.2. What is the period of stay?

1. Less than 2 days	
2. From 2 to 5 days	
3. From 5 to 7 days	
4. More than 7 days	

7. Owned house	
8. Rented house	
9. Other	

4. Visits to monuments and sites in Coimbra.

4.1. Check the monuments / sites you **have visited so far**, and if you have participated in activities at the monument or site, what is your degree of Satisfaction:

Monuments/Sites	Visited	Participation in activities		Not Satisfied at all						Fully Satisfied
		Yes	No	1	2	3	4	5	5	7
1 University Tower and Royal Palace										
2 Joanina Library										
3 Saint Michael Chapel										
4 Former College of the Arts - Inquisition										
5 Botanic Garden										
6 Boiler House										
7 Sub-Ripas Palace										
8 Old Cathedral										
9. New Cathedral										
10 Machado de Castro National Museum										
11 Almedina Arch										
12 Monastery of Santa Cruz										
13 Chiado Museum										
14 Portugal dos Pequenitos Park										
15 Old Santa Clara Convent										
16 New Santa Clara Convent										
17 São Francisco Convent										
18 Quinta das Lágrimas Park										

4.2. Check the monuments / sites you **want to visit** until the end of your holiday or stay:

1 University Tower and Royal Palace		10 Machado de Castro National Museum	
2 Joanina Library		11 Almedina Arch	
3 Saint Michael Chapel		12 Monastery of Santa Cruz	
4 Former College of the Arts - Inquisition		13 Chiado Museum	
5 Botanic Garden		14 Portugal dos Pequenitos Park	
6 Boiler House		15 Old Santa Clara Convent	
7 Sub-Ripas Palace		16 New Santa Clara Convent	
8 Old Cathedral		17 São Francisco Convent	
9. New Cathedral		18 Quinta das Lágrimas Park	

5. Regarding your trip and stay:

5.1. How do you describe the **IMAGE** that you had of Coimbra as a tourist destination **before** the start of your journey?

Not good at all						Fully pleasant
1	2	3	4	5	6	7

Put an "X" in your							

5.2. How do you describe your **previous IMAGE** of the following aspects of this destination?

	Not good at all						Excelent
	1	2	3	4	5	6	7
1. As the city of knowledge							
2. Activities and events							
3. Accomodation							
4. Accessibilities							
5. Places of interest							
6. Urban and cultural environment							
7. Hotels and restaurants							

5.3. Your degree of knowledge of the city and its culture **before the visit**:

(Mark with "X" your degree of perception and knowledge for each of the items)	Not cognizant						Very cognizant
	1	2	3	4	5	6	7
1. History of the city							
2. History of the University							
3. Students' traditions							
4. Coimbra Fado							
5. Museums and parks							

5.4. What do you look for in your visit?

(Mark with "X" your degree of relevance for each of the items)	Not Relevant at all						Fully Relevant
	1	2	3	4	5	6	7
1. Exotism							
2. Entertainment							
3. Knowledge							
4. Authentic experiences							
5. Participate in activities and events							
6. Visit historical places with UNESCO status							

6. What is the importance of the following elements in the choice of Coimbra as the destination of your visit and / or vacation?

6.1. Importance of the motivational elements for the choice of Coimbra:

(Mark with "X" the degree of importance of your motivation for each of the following factors, if applicable)	Not important at all						Totally Important
	1	2	3	4	5	6	7
1. UNESCO designation of World Heritage							
2. To know the culture and cultural events							
3. To increase historic knowledge							
4. Historic architecture and its preservation							
5. Gastronomy and diversity of choice in restaurants							
6. Rest, leisure and relaxation							
7. Feeling safe and comfortable							
8. Local products and crafts							

9. Affection and sympathy of the locals							
10. Availability and sympathy of the tour operators							
11. Signage of places, resources and tourist attractions							
12. Diversified program of cultural activities							
13. Enjoy the historic, green and natural areas							

6.2. Regarding your journey and stay in Coimbra, select one of the following motivations:

Check your main reason:

1. Leisure and vacation	
2. Rest and health reasons	
3. Visit UNESCO World Heritage	
4. Cultural and recreational events	
5. Visit friends or relatives	
6. Other (such as…)	

7. How do you classify, in degree of agreement, each of the following factors, taking into account UNESCO's designation as a World Heritage site.

(Mark with "X" your degree of agreement, for each of the items)	Completely disagree						Completely agree
	1	**2**	**3**	**4**	**5**	**6**	**7**
7.1. My opinion and degree of agreement on what the designation as a World Heritage site by UNESCO means for the city of Coimbra:							
1. I believe that the UNESCO designation of World Heritage is valid							
2. It improves the image of the city							
3. It benefits local economy							
4. It alerts for the need for conservation and protection of monuments							
5. It promotes the development of tourism							
6. It contributes to the pride of residents							
7. It increases the level of social insecurity							
8. It motivates the networking of the various entities and operators							

7.2. My opinion and degree of agreement on what the designation as a World Heritage site by UNESCO means for the surrounding region of Coimbra:

(Mark with "X" your degree of agreement, for each of the items)	Completely disagree						Completely agree
	1	**2**	**3**	**4**	**5**	**6**	**7**
1. It increases tourism development in adjacent region							
2. It increases stay time in Coimbra							
3. It benefits the region economy							

7.3. My opinion and perception of authenticity of Coimbra as a tourist destination designated by UNESCO as World heritage Site:

(Mark with "X" your degree of agreement, for each of the items)	Completel disagree						Completely agree
	1	**2**	**3**	**4**	**5**	**6**	**7**
1. The overall architecture and impression of the buildings inspired me							
2 Restoration of historic buildings respects the same style (architecture, furniture, utensils, etc.)							
3. I liked the peculiarities about the interior design and furnishings							
4. I liked the way the site blends with the attractive landscape, scenery, historical ensemble, the town							
5. I liked the information about the site and I found it interesting							
6. I liked special arrangements, events, concerts, celebrations connected to the site							

	1	2	3	4	5	6	7
7. The visit provided a thorough insight into different historical periods of the city							
8. During the visit I sensed the related history, legends and historical personalities							
9. I enjoyed a unique experience that allowed me to be in contact with the local people, their traditions and customs							
10. I liked the calm and peaceful atmosphere during the visit							
11. I felt connected with human history and civilization							

8. Based on your opinion on the importance given in the previous items, express your **degree of satisfaction** for each of the following factors with which you have had experience:

(Mark with "X" your degree of satisfaction for each of the items, if applicable)	Not at all satisfied						Completely satisfied
	1	2	3	4	5	5	7
8.1. Satisfaction with the attractions:							
1. Natural and landscape resources							
2. Involvement with the history of the visited sites							
3. Architecture and historical heritage and its conservation							
4. Shows and arts							
5. Gastronomy and diversity of choice in restaurants							
6. Rest, leisure and relaxation							
7. Feeling of safety and comfort							
8. Local products and handicrafts							
8.2. Your satisfaction in social and sociocultural terms:							
1. Diversity of the media and tourist information							
2. Participatory activities in the places visited							
3. Visits to monuments / sites							
4. Walking routes / circuits							
5. Affectivity and friendliness of residents to tourists and visitors							
6. Availability and friendliness of tour operators							
7. Signage of places, resources and other tourist attractions							
8. Diversified program of cultural activities (theater, music, ...)							
9. Offering of cultural programs which enrich personal knowledge and valorize heritage							
8.3. Your satisfaction with tourist accomodation:							
1. Diversity of choice of accomodation types							
2. Pricing levels							
3. Friendliness and comfort of facilities							
8.4. Your global satisfaction:							
1. This is one of the best destinations I could have visited							
2. Overall, I am pleased with my decision to visit the cultural heritage in Coimbra							
3. My overall satisfaction towards visiting Coimbra's cultural heritage							

8.5. Given your overall satisfaction with the visit, to what extent do you agree with the following statements:	Completely disagree						Completely agree
	1	2	3	4	5	6	7
1.The visit / holiday was better than expected							
2. I recommend the visit to family and friends							
3. 1 I will return to visit the city of Coimbra in the near future without a stay							
4. I will return to visit the city of Coimbra in the near future with a stay of 1 to 5 days							
5. I will return to visit the city of Coimbra in the near future with a stay of more than 5 days							

About you:

9. Sex

1. Male		2. Female	

10. Age

1. Less than 19 years old		4. Between 50 and 64 years old	
2. Between 20 and 34 years old		5. More than 65 years old	
3. Between 35 and 49 years old			

11. Education

1. Basic education	
2. Secondary/Vocational education	
3. College education	

12. Situation and sector of professional activity

1. Agriculture, handicrafts, fishing		5. Retired	
2. Industry		6. Student	
3. Trade, hotels and restaurants		7. Unemployed	
4. Public sector and services		8. Other; which?	

13. Household monthly income

1. Up to 1.500€	
2. From 1.501€ to 3.000€	
3. From 3.001€ to 5.000€	
4. More than 5.001€	

14. Residence

14.1. For **national** tourists:

1. North of the Douro River	
2. Porto region	
3. Center, between the Douro and Tagus	
4. Lisbon and Tagus Valley	
5. Alentejo and Algarve	
6. Madeira and Azores Islands	

14.2. For **international** tourists:

1. Spain	
2. France	
3. Netherlands	
4. Germany	
5. United Kingdom	
6. United States of America	
7. Brazil	
8. Other country	
Which?	

15. Who accompanies you on this journey/vacation?

1. Travel alone		6. Friends and acquaintances	
2. Spouse		7. Spouse and friends	
3. Spouse and children		8. Work colleagues	
4. Children		9. Spouse and work colleagues	
5. Other relatives		10. Other situation	

16. Number of people traveling with you?

17. Type of trip:

1. Individual or family trip	
2. Travel on tour	

18. Finishing this questionnaire, if you want, you can leave your opinion on Coimbra as a tourist destination, positive and negative aspects, suggestions and recommendations…

_____

_____

_____

_____

You may deliver this form to the inquirer. Thank you.