Visitor **emotional perceptions** and **satisfaction** at the Fiesta of the Patios in Córdoba, Spain

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Abstract | The main goal of this research was to analyse the emotional perception of tourists that visit the Fiesta of the Patios in the city of Córdoba (Spain), recognised by UNESCO as an Intangible Cultural Heritage of Humanity, as well as the way in which this emotional perception conditions their satisfaction and loyalty to the event. Three types of visitors were identified according to their degree of emotional perception with the Fiesta of the Patios. The results obtained confirms that the tourists who have a greater emotional perception of the event experience greater satisfaction with the Fiesta and the city. Accordingly, this type of tourist undertakes a greater assessment of the main tourist attributes of the event. Additionally, it should be highlighted that the tendency to have a heightened emotional perception also conditions, positively, the loyalty of the tourist, with their intention of return in future and recommend the event to family members and/or friends.

Keywords | Intangible Cultural Heritage (ICH), satisfaction perception, segmentation, loyalty, Patios of Córdoba, Spain

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1. Introduction

The United Nations Educational, Scientific and Cultural Organization (UNESCO) publishes three lists every year which present the entries for World Heritage Sites (WHS), Intangible Cultural Heritage (ICH) and World Heritage sites in danger. These lists entail the recognition of a specific place, or an intangible element, as having the value of excellence that needs to be preserved for future generations. At the same time, this entry may contain a strong attraction for tourists (Adie, 2017; Io, 2019; Gao, Fang, Nan & Su, 2021; Hassan & Ekiz, 2021; Danish, 2021). In this case, one of the most discussed questions regarding this type of heritage tourism to determine whether the visitors to these sites are really considered as heritage tourist. In agreement with Nguyen and Cheung (2014), this involves, first of all, the identification of whether the visitors to a WHS are tourists attracted or not to the heritage. In fact, tourists' demand for cultural products is strengthened by other types of manifestations, for example, university buildings (Leão, 2022). In this way, the relationship between culture, heritage and tourism is strengthened through ICH inscriptions. This relationship is reinforced as a result of the structuring, also by UNESCO, of the Creative Cities, which, through seven specific fields, is committed to the sustainability of cities based on creativity. An example of this can be found in the city of Barcelos (Portugal), recognised as a Creative City of Crafts and Folk Art by UNESCO since 2017 (Goncalves & Costa, 2023).

This research is intended to complement the current academic literature on tourist experiences in a destination with ICH entries (Vidal-Matzanke, Esteve-Ibáñez & Vidal-González, 2022; Guo & Zhu, 2023; Valverde-Roda, Solano-Sánchez, García-García & Aguilar-Rivero, 2023) focusing on the Fiesta of the Patios of Córdoba which was included by UNESCO in the Representative List of the Intangible Cultural Heritage of Humanity in December 2012.

This study followed the experiential approach to heritage tourism of Poria, Butler & Airey (2003). Many current studies continue to use this approach to conceptualize and clarify the term heritage tourism (Steriopoulos, Khoo, Wong, Hall, & Steel, 2023; Valverde-Roda, Solano-Sánchez, García-García & Aguilar-Rivero, 2023; Santoso & Gjerald, 2022). This methodology brings together the concepts of emotional perception and cultural experience. This approach segments tourists on the basis of two aspects: first, the perception that the tourist has of the destination in terms of whether this cultural heritage is part of their own personal heritage; secondly, the emotional relationship between the tourist and the place visited. Therefore, Poria *et al*. (2003) differentiate three different types of visitors: first, those tourists who do not perceive any type of link between their cultural identity and the cultural heritage that is the subject of their visit; secondly, those tourists that perceive some type of connection between their cultural identity and the cultural heritage of the place they visit; third, those tourists that do not know of the existence of a possible connection between their cultural identity and the cultural heritage visited.

For the proper management of a destination that has an ICH entry, it is essential to identify the different types of tourists that form the tourist demand. This allows for the creation of tourist products that may meet the different needs of the visitors (Menor-Campos et al., 2020; Mgxekwa et al., 2019). In this sense, the identification of the different type of heritage tourists, as well as their perceptions and behavior, is crucial (Nguyen & Cheung, 2014; Prayag, Alrawadieh & Alrawadieh, 2021). Similarly, it may differentiate who is a heritage tourist or, following Adie and Hall (2017), who is the World Heritage tourist that visits a specific place. At the same time, differentiate it from other travellers who find themselves in the place as mere visitors (Saipradist & Staiff, 2007).

The goal of this study is to analyse the relationships that exists between the perception of the visitors who participate in the Fiesta of the Patios in the month of May 2021. This edition of the Fiesta of the Patios was marked by the coronavirus-disease of 2019 (COVID-19) pandemic as, at the time of it being held, the Spanish borders were practically closed and there were difficulties in terms of movement in the country. In fact, this Fiesta is one of the first events to be held in Spain after the lockdown of 2020.

Because of this, these results provide a look at the first impressions that the tourists who were travelling again after the pandemic had, with this being one of the main innovations of this research.

2. Literature Review

In this section we try to review the key aspects of the literature. On the one hand, a review of the different research on tourist segmentation is presented. Subsequently, the socio-demographic profile of tourists is defined. Finally, the following concepts are developed: satisfaction, attributes of the destination visited and loyalty to the destination.

2.1. Tourist segmentation

The segmentation of tourist demand in a destination allows for the identification of different types of tourists who visit a WHS or a destination with an ICH entry. This information shall be essential for the proper management of the destination, as well as the creation of tourist products that may meet the different needs of the visitors (Muñoz-Fernández, López-Guzmán, López-Molina & Pérez-Gálvez, 2017). In this sense, segmentation is frequently used by tourist managers to operate a destination effectively, therefore enabling the economic success of the different organisations by maximising their financial resources (Ernst & Dolnicar, 2018). To do so, one of the necessary requirements is to identify the types of heritage tourists in order to better understand their motivations, their behaviour and their perceptions (Nguyen & Cheung, 2014). This segmentation will allow us to differentiate who is the heritage tourist or even, and following Adie and Hall (2017), identify who is the tourist attracted to the World Heritage recognition. At the same time, differentiate these from other travellers who visit the place as mere visitors (Saipradist & Staiff, 2007).

In the available academic literature, we can see how, over time, different visitor types in cultural heritage destinations have been identified. In this case, the research published by Chen and Huang (2018) includes a list identifying some of the most relevant studies that propose different segments to categorize tourists with homogeneous characteristics. Some of them are mentioned below.

Silberberg (1995) identifies four different kinds of tourists based on the interest of the traveler in visiting a specific place. These types are known as: accidental tourists, adjunct tourists, in part motivated tourist, greatly motivated tourists. On the other hand, for the classification of tourist demand, McKercher (2002) considers two dimensions; the first one, focused on the cultural motivations that lead the tourist to visit a specific place. The second one, which registers the depth of the experience that tourists have regarding the cultural heritage of the destination visited. Accordingly, and based on these two dimensions, five types of tourists are identified: the purposeful cultural tourist, the sightseeing cultural tourist, the serendipitous cultural tourist, the casual cultural tourist, the incidental cultural tourist. This classification model of tourists has been applied in different research (McKercher and du Cros (2003), Nguyen and Cheung (2014), Chen and Huang (2018), Morita and Johnson (2018).

Poria *et al.* (2003) perform the segmentation

of tourist demand on the basis of the emotional perception of the tourists regarding the heritage visited, as well as the relationship between the heritage visited and their own cultural identity. Thus, they identify three different types of visitors: first, tourists who do not perceive any kind of connection between their heritage and the place that they visit; second, those tourists who visit places linked to their heritage, showing their willingness to learn about it; third, tourists who are unaware of the link between the place they are visiting and their personal heritage.

Ramires *et al.* (2018) perform the segmentation of tourist demand on the basis of two attributes of the destination: on the one hand, culture and leisure, and on the other hand, economic value. They establish three different groups: conventional, spontaneous and absorptive.

Mgxekwa *et al.* (2019) examines cultural heritage tourism by identifying and segmenting heritage site visitors according to the aspects they define as necessary for a memorable heritage site experience. These authors point out that the existence of a connection between place attributes and tourists, is essential for tourists to be willing to pay for a visit to such places. In this sense, three segments are identified: auxiliary experience seekers, convenience experience seekers and comprehensive experience seekers.

We also find studies such as that of López-Guzmán *et al.* (2019a) which analyse the relationship between the heritage recognised as a WHS and that recognised as an ICH. Accordingly, they perform a segmentation of the tourists in terms of their motivations by grouping them into four segments: the hedonic ICH-WHS tourist, the hedonic WHS tourist, the hedonic tourist and the ICH-WHS tourist.

On the other hand, we find studies that combine the two previously mentioned variables and models (McKercher, 2002; Poria *et al.*, 2003), when it comes to performing the segmentation of the tourist market demand. As such, it deals with

research that has been performed on the basis of the assessment that the tourists make regarding the emotions perceived and the cultural interest or motivation for visiting the historic heritage, identifying four types of tourists: alternative tourist, cultural tourist, emotional tourist, heritage tourist. Some of this research was that performed by López-Guzmán *et al.* (2019b), Medina-Viruel *et al.* (2019), Menor-Campos *et al.* (2020), Pérez-Gálvez *et al.* (2021), Valverde-Roda *et al.* (2021) and Roldán-Nogueras *et al.* (2021).

The academic literature has focused on various approaches for the segmentation. One of the most common techniques in tourism research is factor-cluster analysis. However, this approach has been criticized for various reasons, such as: loss of original information, abstract interpretation or erroneous assumptions (Dolnicar, 2008; Dolnicar, Kaiser, Lazarevski & Leisch, 2012; Prayag & Hosany, 2014). For this study, it has been decided to implement the segmentation recommended by Dolnicar (2008). This is based on the direct grouping of original scores, which ends up providing a segmentation of greater precision and detail due to its ability to retain a greater number of original details (Dolnicar, 2002; Prayag & Hosany, 2014).

In relation to the literature reviewed, the following hypotheses are proposed:

> H_1: Some tourists have emotional experiences that lead them to feel more than considering the place they visit.

> H_2: There are different categories of visitors at the destination based on the emotional experiences experienced with ICH listing.

2.2. Socio-demographic profile of tourists

Knowledge of the socio-demographic profile of tourists visiting a destination is one of the most important aspects for destination managers (public or private). This is because, this information will

allow them to carry out an efficient management of the destination. Due to this, one of the topics most often addressed by academic literature is the characterisation of the socio-demographic profile of the tourist who visits a destination.

Therefore, in this research has been analysed whether the gender of the visitors is a key element in terms of the attraction of tourists to a specific destination. Notwithstanding, the empirical evidence does not show conclusive results in this case. Therefore, diverse studies find evidence that it is women who choose these cultural places more often (Vong & Ung, 2012; Nguyen & Cheung, 2014; Remoaldo *et al.*, 2014; Ramires *et al.*, 2018). On the other hand, there are also studies which show the opposite and conclude that there are men who are more attracted to these destinations (Correia *et al.*, 2013; Antón *et al.*, 2017; Adie & Hall, 2017; Chen & Huang, 2018; Adie *et al.*, 2018; López-Guzmán *et al.*, 2019). However, all of these studies generally observe that there are no great differences in terms of gender.

On the other hand, the previous literature review shows different conclusion about another variable that is analysed in this type of study; age. Thus, the empirical evidence indicates quite different age sections in heritage tourists' segmentation studies. For example, Chen and Huang (2018) identify a tourist who is between 21 and 35. Antón *et al.* (2017) indicates an age from 30 to 44, Remoaldo *et al.* (2014) find that the ages range from 26 to 45. Or Correia *et al.* (2013) and Ramires *et al.* (2018) who establish an age over 45.

Regarding the education level, it should be highlighted that the academic literature indicates that the visitors who go to the destinations where an artistic and monumental heritage dominates have university-level academic education, with this group being the most representative (Silberberg, 1995; Correia *et al.*, 2013; Remoaldo *et al.*, 2014; Antón *et al.*, 2017; Ramires *et al.*, 2018; Adie & Hall, 2017; Remoaldo *et al.*, 2020). Similarly, Chen and Huang (2018) mention that it should be

considered that another important group of tourists visit these destinations are students.

Likewise, most of the empirical studies (Chen & Huang, 2018; Antón *et al.*, 2017; Ramires *et al.*, 2018) indicate that the income level held by the visitors who go to the places with an important historic and artistic heritage is medium and medium-high. These discoveries are complemented with the results found regarding the level of academic education that characterises this group of tourists (Correia et al, 2013; Antón *et al.*, 2017; Ramires *et al.*, 2018; Chen & Huang, 2018).

According to literature review, the hypotheses to be compared shall be the following:

> **H₃:** The emotional perception that a tourist feels at a destination with an ICH entry increases with the age of the tourist.
>
> **H₄:** Visitors with a greater emotional perception in a destination with an ICH entry have a higher academic education.

2.3. Satisfaction

The full satisfaction of the tourist is fundamental so that the destination and journal stay in the person's memory. Therefore, satisfaction is the precursor to loyalty to the destination (Sato *et al.*, 2018; Park *et al.*, 2019). Satisfaction is a post-purchase evaluation of the product or service by consumers, according to their prior expectations (Antón *et al.*, 2017). As a result, the customer shall be satisfied if the performance of a product/service is equal to or greater than expectations, and vice versa (Choi *et al.*, 2016; Antón *et al.*, 2017; Lee & Xue, 2020; Volo, 2021). Emotion and perception are cognitive psychological concepts that are connected by the cognitive assessment mechanism (Scott, 2020). For example, we find a growing group of studies that apply the theory of cognitive assessment (cognitive appraisal theory) to try to understand the precursor

and consequences of the emotions in the decisions of tourists (Choi & Choi, 2019; Hosany *et al.*, 2020). These studies explain that emotion is obtained as a result of the individual interpretation of the event or the individual's experience, based on a number of cognitive appraisal dimensions.

Instruments should be adopted to systematically monitor satisfaction levels in tourist destinations and use these levels as part of the evaluation criteria. The tourist's satisfaction is relevant for diverse reasons. The first one is that it can determine how the attributes and component of the destination are perceived. The second one is that it explores the perception that tourists have of the destination image. These contribute to the maintenance of the attributes or components in question and help to understand the choice of destination by tourists. The last important reason is the fact that it is one of the most essential precursors for the revisit future intention or loyalty behaviour (Yuksel, Yuksel & Bilim, 2009; Antón *et al.*, 2017; Huete Alcocer & López Ruiz, 2019; Hosany *et al.*, 2020). Satisfaction with the destination has a direct influence on the reasons for travelling (Romao *et al.*, 2015). Although the sociodemographic profile of the visitor is a key element to determining the satisfaction with the trip (Romao *et al.*, 2015; Roldán-Nogueras *et al.*, 2020).

2.4. Attributes of the destination visited

The attributes of a destination include all the distinctive and unique elements related to a destination and the journey to the location (Truong *et al.*, 2018). Actually, what customers choose are not the destination's assets, but the attributes possessed by those goods. Therefore, these are used as factors that produce attraction on tourists (Ragavan *et al.*, 2014). As such, the destination's attributes provide important factors for the experience of the place, being essential to offering visitors a valuable experience in the destination (Tung &

Ritchie, 2011; Kim, 2014). However, to shape a positive experience in a destination, a mixture of attributes is important, such as heritage, cultural exchange, the infrastructure, citizen security, shopping opportunities or gastronomy (Kim & Brown, 2012; López-Guzmán *et al.*, 2017; Hall *et al.*, 2018; Truong *et al.*, 2018; Maksüdünov *et al.*, 2019). A comprehensive assessment of the attributes of the destination provides the travellers with satisfaction, loyalty to the destination and a good promotion of the place (Ozdemir *et al.*, 2012; Kim, 2014; Chen *et al.*, 2016; Ashutosh & Rajendra, 2020; Gursoy *et al.*, 2021).

Not all attributes of the destination grant a competitive advantage to the same extent (Prayag, 2008). Therefore, some of the scientific studies help understand how the attributes provide satisfaction and create an image of the destination. For example, González-Rodríguez *et al.* (2019) confirm the influence of a good experience in a positive and direct way regarding satisfaction. This influence is carried out by means of the cognitive variable, perceived value, as well as the affective variable emotions. In this case, it has been specified which are the key attributes to perform an assessment of a destination and to be able to establish the components that these attributes gather (Chen & Chen, 2010). Among these, gastronomy and citizen security, entertainment, reasonable prices, and accommodation availability stand out (Chandralal & Valenzuela, 2013; Kim, 2014; Dabphet, 2017; Maksüdünov *et al.*, 2019). Weng *et al.* (2020) indicated how an integration of buildings or heritage sites into the natural environment of the city, as well as their care and conditioning for their introduction into recreative programmes, positively influence the perception and assessment by the visitors.

In line with the scientific literature, the hypothesis to be compared shall be the following:

> **H₅:** The combination of the tourism attributes contributes to the tourist experience

of the destination with an ICH entry visited.

2.5. Loyalty to the destination

Loyalty regarding the destination is a crucial element in marketing strategies as it is presented as the best predictor of consumer behavior (Sato et al., 2018). Visitor loyalty is associated with a higher source of income for the destination and stable profits. Loyal visitors are a key channel of positive information to persuade other people to visit the destination (Park et al., 2019) Research related to tourist loyalty usually identify between two types of loyalties: first of all, behavior loyalty, associated with the repetition of visiting the same destination; and secondly, the loyalty attitude, tied to a behavior aimed to making personalized suggestions about the tourist destination to other people (Sato et al., 2018; Almeida-Santana & Moreno-Gil, 2018).

One of the most important variables for studying tourist loyalty is tourist behaviour (Wu et al., 2021). This, in addition to being the most used by the research community, allows the elaboration of less extensive surveys in order to enable the later processing of the information (Rivera & Croes, 2010; Zhang et al., 2014). In addition to this, it is important to bear in mind the temporal dimension when it comes to specifying whether the tourist would repeat the visit. This is because repeated visits spread over time, that is to say over various years, may not mean they can be considered loyal tourists (Wu et al., 2021). Similarly, the intention of repeating is an unreliable indicator, as this would really be more linked to the satisfaction of the tourist, than with the fact that the repetition of the visit occurs (Um et al., 2006).

A loyal consumer will resist change, even similar offers from other companies. Accordingly, there are studies which indicate that there is a direct relationship between satisfaction and the intention to repeat (Antón et al., 2017; Alrawadieh et al.,

2019; Rasoolimanesh et al., 2019; Prayag et al., 2020). Therefore, the interest in analyzing satisfaction comes from the influence that this concept has with other similar variables, such as loyalty. This may be defined as the tourist's commitment to the destination and translates into the intention to repeat the visit in the future and recommend it to third parties (Sato et al., 2018). Notwithstanding, the need to look for new experiences by tourists may be in contradiction of the loyalty to a specific destination (Almeida-Santana & Moreno-Gil, 2018).

In line with scientific literature, the hypothesis to be compared is the following:

> **H$_6$:** The satisfaction of the tourist at a destination with an ICH entry is an essential requirement for the good positioning in the market of any tourist destination.

3. Methodology

In this methodology section, we explain the process of designing and drafting the questionnaire, as well as the pre-testing of the questionnaire. After the execution of the fieldwork, the data collection, processing and cleaning of the database were addressed. We also clarified the technique used in the data analysis.

3.1. Survey design

This study made use of a survey research design. The formation of the items that appear in the survey is based on different previous research (McKercher, 2002; Poria et al., 2003; Lee, Lee & Wicks, 2004; Devesa, Laguna & Palacios, 2010; Correia et al., 2013; Remoaldo et al., 2014) with the aim of ensure the validity of the survey.

The draft of the survey is done with an ini-

tial group of items, which were subject to a review and verification process using a pretest in three different phases: first, a researcher specializing in tourism analyzed the items proposed; secondly, the final survey was reviewed by different specialists in tourism management in the city of Córdoba; and third, a pilot study of 20 tourists was completed on the first day of the Fiesta de los Patios. During the review and verification stage, it was discovered that the surveyed parties did not easily understand some questions, which led to their correction. Thus, the latest fieldwork was performed once the questions were reviewed, and the viability of the survey was determined.

In the final version of the survey, maximum clarity was sought in the questions and the best adjustment for the answers to achieve the aims suggested in the research and maximum specification possible so that the interview with the visitors surveyed does not last for too long. The survey is separated into two large sections. The first section is focused on the emotional perceptions of the Fiesta of the Patios, the assessment of the main attributes related to this Fiesta, the level of satisfaction reached in terms of the experience lived and the loyalty attitude. The second section describe the socio-demographic visitors profile variables such as age, sex, economic level, profession or level of education.

The first part of the survey was formed on a Likert scale of seven points, 1 being very little and 7 being a lot. The questions were formed in yes/no formats to avoid acquiescence. The questions in the second block were closed.

3.2. Data collection

The methodology used in this study focuses on an experimental method of fieldwork where data is collected from a representative study sample of tourists who participated in the Fiesta of the Patios in the 2021 edition. This festival took place between the 3rd and 16rd of May 2021 in the city of Córdoba.

The data collection process was carried out in person while the Fiesta of the Patios was being held. At all times, the COVID regulations were followed, such as the use of masks or social distancing. Tourists are invited to participate in this survey and a QR Code (or a link) was shown to them where the survey could be found on a survey platform. At no time was there any physical contact between the surveyors and the respondents.

For the statistical analysis of the empirical study, a total of 614 surveys were carried out during the Fiesta de los Patios (597 surveys were valid). The tourist surveys were carried out at different locations during the Fiesta de los Patios. Following Correia et al. (2013) and Remoaldo et al. (2014), for the selection of the respondent it was determined that they had been in the destination for a certain period of time, so that their answers would be based on their experience. To do so, it was determined that the tourist had to have visited at least two patios in order to participate. The type of sample used in this research was convenience sampling, used with frequency in studies with similar characteristics (Finn, Elliott-White & Walton, 2000), not doing so without any type of stratification, since there are no studies to recommend it.

In terms of the sampling error, using the estimated number of people who attended the Fiesta of the Patios in 2021 as a reference (42,000 people) and, as a guide, if a simple random sample had been performed instead of a convenience sample, it would be ±3.98% with a confidence level of 95.5%.

3.3 Data analysis

The statistical analysis of the data was completed using the SPSS v. 25 computer programme. In our study, Cronbach's alpha statistic was used to

test the reliability of the scale. On the other hand, we also made use of the multivariate technique of case clustering (K-means conglomerates) with the aim of analysing the similarity that exists between the respondents. Similarly, a discriminant analysis technique was used, with the aim of verifying the suitability of the segmentation performed. Later, and on the basis of segments obtained, different statistics and association measures were used. In addition, Kruskal-Wallis H and Mann-Whitney U statistics were used to determine the existence of significant differences between the groups identified in the study.

4. Results

In this results section, we will now turn to the empirical phase, reflecting on the analyses conducted and the results obtained in order to achieve our research objectives.

4.1. Segmentation of the tourists in the Fiesta of the Patios

In order to achieve the objectives set out in this study, visitors to the event were asked to assess their emotions when visiting the Fiesta de los Patios of Córdoba, using four different questions for this in agreement with the model of Poria *et al.* (2003). The different items are gathered in Table 1. Cronbach's alpha coefficient of the final scale reaches a value of 0.867, indicative of a worthy internal consistency between the elements of the scale. The critical level (p) associated with Friedman's χ^2 statistic is 14.534 (Sig. 0.002). As such, the hypothesis that the averages of the elements are equal is rejected.

With the purpose of completing a segmentation of the tourists, a hierarchical or non-hierarchical cluster analysis was performed. The results of this analysis pointed out that three segments were the best solution. In Table 1, the types of tourists found in the sample appear, on the basis of the assessment of each one of the questions regarding their emotional perception in their visit to the Fiesta of the Patios of Córdoba. The Kruskal-Wallis H statistic allows the comparison that the compared averages are not the same among the different clusters, but does not allow to specify between the segments where the differences are located. To know which average differs from the other, the Mann-Whitney U statistical (1947) is used. Each one of the segments has been classified using the Poria *et al.* (2003) model: (1) tourist with low emotional perception; (2) tourist with medium emotional perception; and (3) tourist with high emotional perception.

Table 1 | Typology of respondents according to their emotional perception

	Tourist Clusters			Kruskal Wallis H	
	1	**2**	**3**	**χ^2**	**Sig.**
During the visit to the Patios, I felt like part of the cultural heritage of the city of Córdoba	3.67$^{(*)}$	4.94$^{(*)}$	6.50$^{(*)}$	304.597	< 0.000
The visit to the Patios particularly excited me	3.20$^{(*)}$	4.96$^{(*)}$	6.51$^{(*)}$	369.111	< 0.000
The visit to the Patios has contributed to increasing my level of knowledge regarding the culture and traditions of the city	3.34$^{(*)}$	4.84$^{(*)}$	6.50$^{(*)}$	340.049	< 0.000
The visit to the Patios made me relax	2.18$^{(*)}$	4.93$^{(*)}$	6.44$^{(*)}$	330.568	< 0.000
(*) The values in italic type present significant differences in two of three of the means clusters. In order to be able to test for the significant differences between the different means, the Mann-Whitney U test was applied.					

Source: Own elaboration

The first segment detected registers the lowest values in all the questions, being formed by 10.22% of the tourists surveyed. This cluster has been called tourists with low emotional perception. The second group represents 34.67% of the sample and is characterised by grouping the tourists who register medium values in all the items used to measure emotional perception. This cluster has been called medium emotional perception. The third group is formed by 55.11% of the respondents, annotating the highest scores in all the items. This cluster is called tourist with high perception.

The results of the analysis have been validated using discriminating analysis to know the percentage of objects that are correctly assigned. This discriminant analysis shows that 98.5% of the individuals are correctly classified. Therefore, we can say that the segmentation carried out is correct.

The previous results allow the acceptance of the first 2 research hypotheses suggested in this study: Some tourists have emotional experiences that lead them to feel more than seeing the place they visit (H1); There are different types of tourists based on the emotional experiences of the cultural heritage visited (H2).

4.2. Analysis of the socio-demographic profile of the foreign tourist and their trip to the Fiesta of the Patios

Of the 597 respondents surveyed, 46.3% were men, 51.9% women and the remaining 1.8% were non-binary. The visitors are, on average, young (more than 60% of those surveyed are under the age of 40). Regarding this, no significant differences are detected in the age of the tourist according to their emotional perception (Kruskal Wallis H statistical = 4.221; p = 0.121). Based on this result, it is not possible to accept our third research hypothesis: The emotional perception felt in a destination with an ICH entry increases with the tourist's age (H$_3$).

Regarding the type of work occupation of the people participating in the study, salaried employees, civil servants and students stand out, followed by independent professionals and/or executives.

As reflected in table 2, the academic training of the tourist analyzed is higher. The high percentage of university graduates must be highlighted – almost 80% of those surveyed state having a university degree or a post-graduate degree -. In this case, differences were detected per clusters (Kruskal Wallis H statistical= 11.756; p = 0.003). In this sense, the low emotional perception segment is characterised by a greater presence of tourists with post-graduate studies, followed by the tourist with a medium emotional perception. The results would not support the hypothesis (H$_4$): Travellers with a greater emotional perception with a destination with an ICH entry have greater academic training.

In terms of place of origin, Spanish respondents represent 85.4% of the sample, the remaining 14.6% correspond to international respondents. It is important to remember that when this edition was held in May 2021, there were restrictions on movement at both national and international level. The analysis of the monthly level of income shows that 18.8% of the visitors surveyed state having an income of less than 1,000 euros per month compared to 35.3% who state they earn more than 2,500 euros per month (19.2% state having an income greater than 3,500 euros). This detail shows that the tourists who visit the city of Córdoba to participate in the Fiesta of the Patios have a high purchasing power, there are significant statistical differences in terms of the emotional perception of the tourist (Kruskal Wallis H statistical = 7,929; p = 0,019). The average level of income stated by the tourists with low emotional perception is greater than the rest of tourists.

Table 2 | Socio-demographic profile of foreign tourists in the Fiesta of the Patios (Córdoba)

Variables	Categories	Respondent Clusters			Total
		Low TEP	Medium TEP	High TEP	
Sex **(N = 549)**	Man	47.4%	53.2%	41.7%	46.3%
	Woman	42.1%	45.3%	57.9%	51.9%
	Non-binary	10.5%	1.6%	0.3%	1.8%
Age **(N = 519)**	Under 30 years of age	44.4%	36.5%	31.4%	34.5%
	30-39 years old	25.9%	29.2%	30.3%	29.5%
	40-49 years old	9.3%	13.5%	11.8%	12.1%
	50-59 years old	16.7%	15.7%	18.1%	17.1%
	60-69 years old	1.9%	5.1%	7.3%	6.0%
	70 years old or more	1.9%	-----	1.0%	0.8%
Education level **(N = 546)**	Primary education	1.8%	2.1%	3.0%	2.6%
	Secondary education	10.5%	17.6%	20.3%	18.3%
	University education	35.1%	43.6%	47.5%	44.9%
	Master/PhD	52.6%	36.7%	29.2%	34.2%
Occupational category **(N = 543)**	Independent professional/executive	8.9%	9.0%	7.0%	7.9%
	Civil servant	30.4%	29.3%	25.8%	27.4%
	Salaried employee	28.6%	36.2%	35.1%	34.8%
	Freelance	5.4%	2.7%	6.0%	4.8%
	Student	17.9%	13.3%	13.7%	14.0%
	Unemployed	1.8%	5.3%	4.7%	4.6%
	Retired	7.1%	3.2%	7.0%	5.7%
	Housewife	-----	1.1%	0.7%	0.7%
Tourist origin **(N = 597)**	Spain	82.0%	86.5%	85.4%	85.4%
	Rest of world	18.0%	13.5%	14.6%	14.6%
Income **(N = 496)**	Under €700	9.3%	7.8%	8.4%	8.3%
	From €700 to €1,000	-----	9.0%	13.5%	10.5%
	From €1,001 to €1,500	18.5%	17.4%	19.3%	18.5%
	From €1,501 to €2,500	22.2%	30.5%	26.5%	27.4%
	From €2,501 to €3,500	14.8%	18.6%	14.9%	16.1%
	Over €3,500	35.2%	16.8%	17.5%	19.2%

Source: Own elaboration

4.3. Satisfaction of the visit

For the analysis of the satisfaction level of the respondents and their perception of quality at the event and their visit to the city of Córdoba, three items were used: first, my satisfaction level with the Patios has been very important; second, my choice to visit the Patios has been correct; and third, Córdoba is a quality tourist destination.

In order to obtain the internal consistency of this variable, we determined the Cronbach's alpha coefficient to be 0.924. The results show a high degree of satisfaction from the tourist who visits the event. 86.9% of the sample stated that their satisfaction level with the event was high with a mark equal to or greater than 6. Similarly, 89.7% of the respondents, with a score equal to or greater than 6, stated that their choice for participating in the event was correct and 96.30% of the sample perceived the city of Córdoba to be a quality destination. As a whole, it can be asserted that 34.0% of the sample state their complete loyalty – full score in the three items-. Therefore, as shown in Table 3, it is the tourist with a higher emotional perception with the destination who feels a greater satisfaction with their participation in the event within the host city. For their part, the tourist with a low emotional perception is the one that gives a lower score for this satisfaction.

Table 3 | Satisfaction analysis of respondent clusters

	Tourist Clusters			Kruskal Wallis	
	Low TPE (Average)	**Medium TPE (Average)**	**High TPE (Average)**	**χ2**	**Sig.**
My satisfaction level with the Patios has been very important	*3.52*(*)	*5.38*(*)	*6.58*(*)	302.927	<,000
My choice to visit the Patios has been correct	*3.52*(*)	*5.71*(*)	*6.74*(*)	285.531	<,000
Córdoba is a quality tourist destination	*5.31*(*)	*6.10*(*)	*6.80*(*)	173.071	<,000
Average satisfaction	*4.12*(*)	*5.73*(*)	*6.71*(*)	332.663	<,000
(*) The values in italic type present significant differences in two of three of the means clusters. In order to be able to test for the significant differences between the different means, the Mann-Whitney U test was applied.					

Source: Own elaboration

4.4. Assessment of the attributes of the Fiesta of the Patios

For the analysis of the event attributes, a question was asked which had different items related to event attributes (Table 4). Likewise, to determine internal consistency, we again determined the Cronbach's alpha coefficient. In this case it would be 0.865. On the other hand, as the critical level (p) associated with Friedman's χ^2 statistic (2.128,261) is less than 0.001, which allows to compare that the averages of the elements are not equal.

Table 4 | Values tourism attributes of the Fiesta of the Patios

Tourism attributes			Mean	Ranking
Services	Cronbach's alpha (0.644) Mean (5.421)	Friendliness and hospitality of the residents	6.33	5
		Availability of restaurants and bars in the surrounding areas	5.69	7
		Opportunity to make interesting purchases: handicrafts, etc.	5.68	8
		Waiting time to start the visit	3.98	11
Historical and Monumental Heritage	Cronbach's Alpha (0.809) Mean (6.413)	Overall beauty of the patios and their environment	6.51	3
		Preservation status of the patios visited	6.59	2
		Diversity and variety of the patios that may be visited	6.13	6
Infrastructure	Cronbach's Alpha (0.680) Mean (5.972)	Care and cleanliness	6.66	1
		Information points and tourist signage	5.28	10
		Safety during the visit	6.43	4
		Accessibility to the patios and spaces of the environment	5.52	9

Source: Own elaboration

Once the different attributes of the Fiesta of the Patios have been analysed, these attributes will be grouped into different motivations. Specifically, this research has been carried out in three dimensions: services, infrastructure, and monument and historical heritage, and infrastructure. When all three dimensions are taken into account dimensions reveals the reliability of the sub-scales Among the attributes that contribute to tourist satisfaction and the image of the Fiesta of the Pa-

tios, "Care and cleanliness", "Preservation status of the patios visited" and "Overall beauty of the patios and the environment" stand out. Among the points that provide a lesser competitive advantage and that is necessary to work on to improve the

image of the Fiesta of the Patios of Córdoba as a tourist destination, "Time waiting to start the visit" and "Tourist signage and information points" stand out.

Table 5 | Tourist attributes and clusters

Tourist attributes	Tourist Clusters			Kruskal Wallis	
	Low TPE (Average)	Medium TPE (Average)	High TPE (Average)	χ2	Sig.
Services	3.98[*]	4.97[*]	5.95[*]	235.683	<,000
Historical and Monumental Heritage	5.26[*]	6.20[*]	6.75[*]	200.876	<,000
Infrastructure	4.55[*]	5.68[*]	6.40[*]	207.394	<,000
(*) The values in italic type mean that there is a significant difference in at least two of the three groups created. To do this, different measures, such as the Kruskal Wallis U test, were applied.					

Source: Own elaboration

The analysis by segment reveals, once more, that the assessment is higher among the tourists with high emotional perception (Table 5).

4.5. Loyalty to the Fiesta of the Patios

Visitor loyalty to a destination is strongly related to satisfaction. An analysis of loyalty to this ICH is presented below. To do so, an item that measured the intention to the tourists to return in future editions to the Fiesta of the Patios and three others which deal with the intention to recommend it are included in the questionnaire. Cronbach's alpha coefficient of the scale reaches a value of 0.965, which indicates a worthy internal consistency. As discussed above, there is a direct relationship between loyalty and satisfaction. The results obtained in this research in relation to the loyalty show a high degree of loyalty in the tourist that visits the Fiesta of the Patios. 93.1% of the sample stated that they would speak positively of

their experience in the Fiesta of the Patios - scores ≥ 5 -. 83.9% of the sample stated that after this experience, they would return in future editions of this event – scores ≥ 5 -. Similarly, 91.1% of the respondents - score ≥ 5 – stated that they will encourage their friends and/or family members to visit in later years the Fiesta of the Patios, and 90.5% will recommend the Fiesta of the Patios if someone asks for advice. As a whole, it may be asserted that 43.5% of the sample show complete loyalty – maximum score in the four items.

In the analysis per tourist segments, as it happens with satisfaction, the levels of attitude loyalty tourists towards this ICH are significantly higher among the tourists included in the segment that presents a high emotional perception (Table 6). These differences show evidence that the level of satisfaction obtained by tourists visiting a certain destination or participating in such events, recognised as ICH is a key element to correctly position these ICH and the destinations where they are held (H$_6$).

Table 6 | Loyalty analysis of tourist clusters

Tourist attributes	Tourist Clusters			Kruskal Wallis	
	Low TEP (Average)	Medium TEP (Average)	High TEP (Average)	χ2	Sig.
When I speak about the Patios, I'll say positive things	4.18(*)	6.07(*)	6.82(*)	234.422	<,000
I will encourage family members and friends to visit the Patios	4.03(*)	5.94(*)	6.85(*)	250.327	<,000
After my experience, I believe I will return	3.54(*)	5.37(*)	5.86(*)	213.218	<,000
I would recommend visiting it if someone asked me for advice	4.02(*)	5.98(*)	6.82(*)	225.734	<,000
Average loyalty level	3.92(*)	5.84(*)	6.77(*)	264.386	<,000
(*) The values in italic type mean there are differences in at least two of the three groups created. To do this, different measures, such as the Kruskal Wallis U test, were applied.					

Source: Own elaboration

5. Conclusions

The recognition of a specific place as a WHS or an ICH entry by UNESCO means, in addition to cultural recognition and an obligation for its preservation, an important attraction to promote a destination where a ICH for a specific type of tourist interested in cultural expressions, both material and immaterial and, as such, it also implies the need to properly manage un ICH, management, which is different from tangible assets, this place both by the public authorities and private companies. The importance of tourism in the city of Córdoba, especially in relation to culture, implies the need for research with the aim of obtaining results and to seek keys which shall be essential when it comes to making plans for improving, encouraging and promoting the city through this type of events. In this case, not only is it necessary to know the socio-demographic profiles of the attendees at this type of events, but also it is necessary to know the motivations, perceptions, valuation of ICH attributes, satisfaction with the ICH and loyalty both to that destination and to the ICH in particular.

This research contributes to the academic literature regarding the links between the tourist and holding the Fiesta of the Patios. Addressing the emotions perceived when visiting destination with a an important the historic and monumental heritage of places that even develop activities recognised as ICH (Poria et al., 2003; Prayag, Alrawadieh & Alrawadieh, 2021) has obtained empirical evidence regarding the presence of three types of tourists in relation to the holding of the Fiesta of the Patios: (1) tourist with low emotional perception; (2) tourist with medium emotional perception; and (3) tourist with high emotional perception.

In this research, one of the main results has been the determination of a satisfaction level with an event recognized as an ICH and at a given destination. This satisfaction level is closely related to the emotional perception felt by visitors who participate in this type of events. Additionally, it should be highlighted that it is precisely the cultural dimension which is more related to the tourists' level of satisfaction regarding this ICH. Notwithstanding, the emotional perceptions that tourists are going to have been very much related to the different attributes detected in this cultural expression.

This research also has a series of practical applications. In fact, one of the main applications obtained in this research is to contribute to understanding the emotional perceptions of the three different groups of visitors identified and the assessment that they make of the destination with the aim of conceiving different types of attractions, both tourist and cultural, that best satisfy

their needs of the visitors and, at the same time, that are compatible with an environmental management that improves the preservation of the heritage, both tangible and intangible, of the city of Córdoba. It is necessary to reinforce the understanding of the heritage, especially intangible, so that the visitors properly understand this type of events recognised as ICH and they may obtain a complete tourist experience. Similarly, these results allow the public administrations involved in the management of tourism in Cordoba and private companies to know the different types of tourists and to design tourism products adapted to each of these types.

Like any other research, this research also presents a series of limitations. Among these limitations, we would highlight that this research is that it was performed during an edition marked by the COVID-19 pandemic, with important restrictions on movement, both nationally and internationally. On the other hand, the use of a convenience sample means that the results extracted cannot be applied to the whole population, so it is a realistic approximation to the characteristics of the tourists who participate in the Fiesta of the Patios. As a future line of research, it is recommended to reinforce the research that addresses the study of the Fiesta of the Patios from the point of view of the offer.

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