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Tourism and Motivation in Cultural Destinations: towards those Visitors Attracted by Intangible Heritage

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ABSTRACT

The intangible heritage increasingly associated with tourism in a territory is today, an element that is attracting more and more visitors. However, there are still few studies that address issues such as the motivation of these tourists, especially in contexts like those of Latin America. The aim of this research is to analyze the relationship between the motivation and satisfaction obtained by tourists who have visited the places associated with the Panama hat (recognized as an Intangible Heritage by UNESCO in 2012) in the city of Cuenca (Ecuador). The work creates a segmentation of tourists based on three dimensions: the cultural, another related to leisure and the last in reference to social and labor issues. For this, it applies a factorial analysis, cluster analysis and an analysis of variance (ANOVA with post-hoc multiple comparisons). The results show that the cultural aspect of motivation is the most important, being, however, the motivation for leisure issues, which gives one a better assessment of their knowledge of the Panama hat, Cuenca's heritage or satisfaction with the trip.

Keywords: Intangible Cultural Tourism; Motivation; Satisfaction; Panama hat; Cuenca

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Introduction

Cultural tourism as relates to intangible heritage has become an interesting and growing development opportunity for territories, transforming the identity of a society into a generator of economic resources and thus enabling the promotion and dissemination of knowledge about a location (Herrero et al., 2004). Traditions, festivities, food, lifestyles and local production are elements that transform destinations into touristic sites and the demand is growing as the tourist looks for different and authentic experiences in new and unique places (Timothy and Boyd, 2006). In this sense, according to Richards (1996), cultural tourism should be considered a priority in the strategic decisions of each locality and, in accord with the World Tourism Organization (WTO-OMT, 1993), travel will be an increasingly major cultural component.

Scientific research concerning the relationship between intangible heritage and tourism has been growing in recent years as consequence of the increase in the destinations included on the list of UNESCO World Heritage Sites. Within these studies, we can find more focused research in the field of the conceptual definition of this phenomenon (Poria, Reichel and Cohen, 2013; Timothy and Boyd, 2006; MacCannell, 1976; Apostolakis, 2003) or more specific cases which seek to define the socio-demographic profile of tourists (Chen and Chen, 2010; Correia, Kozak and Ferradeira, 2013; Anton, Camarero and Laguna-Garcia, 2014; Nguyen and Cheung, 2014). Within the latter group, the interest of these works is conceived as a mechanism to improve touristic destinations which is one way of approaching the reality existing around intangible cultural tourism.

The socio-demographic profile of tourists visiting cultural destinations has been linked with high-levels of education and an equally high income, but issues such as the motivations that influence the choice of a particular destination and subsequent levels of satisfaction has not been studied extensively. Thus, there is little information about them, particularly in Europe (Pérez-Gálvez, Muñoz-Fernández and Lopez-Guzman, 2015; Lopez-Guzman, Vieira-Rodriguez and Rodriguez-García, 2014). Therefore, the objective of this -study is to identify the motivations of tourists visiting the city of Cuenca and, within it, those linked to the Panama hat (which was registered as an Intangible Heritage of Humanity in 2012), through a study together with the results of these visits through satisfaction levels.

The methodology used in this research consisted of an empirical study using the questionnaire technique. From this field work it is hoped to be able to identify the motivation of visitors to places linked to the Panama hat and tours related to their manufacture and the museums that exist in the city. An additional objective is to identify other aspects such as gastronomy, sights and entertainment, etc. For this, a factorial analysis was used to identify those homogeneous groups and finally a measuring of the level of satisfaction obtained by these groups. We will first perform a review of the literature on intangible cultural heritage and its relation to tourism, and then present an introduction to the city of Cuenca, its relationship with tourism and the making of a Panama hat, after which we will present the methodology and a

statistical interpretation of the data will be performed in this article. The paper ends with conclusions and references used.

1. Literature Review

1.1 Tourism and Intangible Heritage

In recent years, the concept of cultural inheritance and cultural heritage has evolved in two different directions (Del Barrio, Devesa and Herrero, 2012). On the one hand, there has been an increase on the list of World Heritage sites, from an initial restriction to monuments, historic buildings and archaeological sites to new perspectives focused on culture, such as gardens, stages, methods of production or rural environments. On the other hand, they have added a range of other intangible assets which recognizes different collective identities such as customs, folklore and oral traditions which are a part of the cultural heritage of the territories (Kirshenblatt-Gimblett, 2004).

Intangible or impalpable cultural heritage has been described as the practices, representations, expressions, knowledge, arts, etc. that communities, groups and individuals recognize as part of their cultural heritage (Mohd, et al., 2013). This would be transmitted from generation to generation, constantly being reworked by groups and communities in response to their environment and their interaction with nature and history. This would provide a sense of identity and continuity (Ahmad, 2006), corresponding to the peoples' cultural practices as part of their daily life, beliefs and perspectives, their ephemeral actions and events that are not tangible objects of culture (Kurin, 2004). Traditions are based on embodiments of a cultural and recognized community reflecting the expectations of it, i.e. their social and cultural identity and their living standards which are considered part of this intangible cultural heritage (Kirshenblatt-Gimblett, 2004). This concept is currently being developed regarding issues related to the cultural value of the territory and the development of tourism (Ciarcia, 2006, Timothy and Boyd, 2006).

Another important aspect of intangible cultural heritage is its connection with the identity of their creators and promulgators. Thus, this heritage does not exist as an isolated entity, but its significance depends on these actors and their propensity to transmit knowledge and know-how acquired to younger generations (Giudici, et al., 2013). In this regard, several studies indicate that the perception of a heritage as authentic is crucial when evaluating its perception and reaction from visitors (Naoi, 2004; Kolar and Zabkar, 2007; Giudici, et al, 2013). In this context, culture, has been considered since the decade of the nineties as a resource to promote tourism and even create an investment-friendly environment in this sector. From this perspective, culture is no longer an end in itself and has come to mean the local economic promotion and tourism which is now considered an incentive for the conservation of monuments and the rehabilitation of historical centers (Steinberg, 1996) thereby attracting interest from people from other places (Romero, 2005).

Cultural tourism is understood as a kind of tourism in which the cultural heritage, both past and present, is at the center of the visit, whether - tangible or intangible

manifestations of culture (Richards, 1996). This type of tourism would be inspired primarily one or more of three reasons: the growing appreciation of culture and heritage by society; the tendency to abandon the traditional and increasingly crowded model of "sun and beach"; and the process of outsourcing experienced by the economy, and the greater importance given to moments devoted to leisure (Sanz, Herrero and Bedate, 2001).

Sometimes the designation of a site as World Heritage Site (WHS) is perceived as a brand (Timothy, 2011) or as a label (Yang Lin and Han, 2010), a recognition that has a strong attraction for tourists and, on numerous occasions, it translates into a global recommendation to visit the destination (Poria, et al., 2013) as traveling tourists look for authentic experiences and one-of-a-kind places (Timothy and Boyd, 2006), it being necessary to know the relationship between tourist, motivation and destination. Among the works that analyze this relationship we read Timothy and Boyd (2006), Di Giovine (2009), Timothy (2011) and Park (2014). The reason for the significant increase in the scientific literature in this field is the importance attached to this type of tourism (Poria, et al., 2013), which has led to a proliferation of studies that seek to broaden this theme.

1.2 Tourist profile, motivation and perception of destiny

A considerable number of studies regarding the profile of tourists in cultural spaces have tried to define their sociodemographic profile (Chen and Chen, 2010 - Nguyen and Cheung, 2014, Correia, Kozak and Ferradeira, 2013; Anton Camarero and Laguna-Garcia, 2014), determining that tourists in cultural destinations have a high educational level (generally with university studies) and their income is in the average and medium-high levels. Another objective with a major trajectory has been to understand the different types of heritage-based tourists, their motivations, their behavior, their perceptions and experiences, which are the basis to better management of destinations and the elaboration of appropriate strategies.

From this perspective, there has been an effort to establish differences based on the assessment that these tourists made with regard to touristic services thereby establishing categories founded mainly on the origin of tourists (Schofield and Thompson, 2007), but also on age, gender or education (McCleary, Weaver and Hsu, 2008), with uneven results but pointing, in general, to the greater influence of origin as a differentiator (Andereck and Caldwell 1994, Kee, Wan and Ho, 2007; McCleary, Weaver and Hsu, 2008). However, there are few studies that affect the identification of typologies based on the motivation of displacement, some studies having been done in the case of gastronomic tourism (Pérez-Gálvez et al., 2015) or tourism in nature resorts (Meng, Tepanon and Uysal, 2006). Thus, McKercher (2002) notes that the types of cultural tourists may arise in relation to two criteria: the motivation for the trip or reason for it and the level of the experiences at the destination. From this perspective, there are some studies that have explored this theme, creating different categories according to the importance of these elements in each tourist and depending on the motivations for visiting a place or reason to move to that site (Sildelberg, 1995; Jansen Verbeke, 1997; Nyaupane and Andereck, 2014). Even with these precedents, the work

connected to the motivations for the visit as related to intangible cultural heritage sites are still a field which begs further exploration.

Along with the motivations of tourists, it is necessary to turn to an analysis of the attributes of the destination as a whole in order to understand why all visitors might be motivated by different reasons in their travel to the same place (Breakey, 2012). In this sense, according to Abuamoud, Libbin, Green and Alrousan (2014), the demand for places characterized by the importance of its heritage assets is also heavily influenced by the services provided by public authorities and the availability and viability of the local community to stimulate tourism in these areas. Following Vong and Ung (2012), there are four main factors related to the development of tourism in these places: [i] the history and culture of the place, [ii] the facilities which help the tourists both to reach the destination and those in situ there, [iii] the interpretation of the heritage and [iv] the attractions that this heritage offers.

In this regard, at certain tourist sites it is found that the patrimonial heritage is not indigenous to that culture, which designates them as mere observers of exceptional and universal heritage (Saipradist and Staiff, 2007). This means that it is necessary in these situations to consider the different cultural contexts in order to find ways of understanding between the visitor and the heritage, and the cultural heritage of the place (Saipradist and Staiff, 2007). Ultimately, it is necessary to strengthen the understanding of the WHS for different cultures (Poria, et al., 2013), especially when it comes to places visited by international tourists (Tucker and Carnegie, 2014).

To understand the behavior of tourists in a specific place, it is necessary to know the link between them and the latter. Today it is thought that the emphasis on studies of cultural tourism should be of a personal, subjective and sensory nature in cultural tourism, where tourists become active participants in the shaping of their own experiences in cultural and heritage sites (Gelbman and Ron, 2009). According to these authors, personal significance, life stories, etc., also have an influence when it comes to understanding this type of tourism thus resulting in different variants such as touristic legacy or inheritance, seeking personal meaning during trips undertaken and related to past tourist destinations (McCain and Ray, 2003) or spiritual tourism, where the precise meaning of the trip depends on the beliefs of tourists (Norman, 2011). In any case, it is clear that this type of cultural tourist appears as complex as are the very types of cultural tourism and with as many motivations for visiting a destination.

In relation to these aspects, the rise of cultural tourism may be due in part to increased "occasional" cultural visitors, who spend part of their vacation to visit cultural sites, in contrast to the "specific" cultural visitors expressly traveling to consume culture. But that does not mean that people are more interested in culture, the "educational distraction" being one of the motivations for a great number of those who visit cultural attractions (Richards, 2001a).

1.3 Tourist satisfaction

Tourist satisfaction is one of the main topics in the field of research in tourism (Correia, Kozak and Ferradeira, 2013) and depends largely on the attributes of these destinations as well as the facilities there, the local knowledge and its novelty (Correia, and Ferradeira Kozak, 2013). In turn, satisfaction is related to previous expectations of tourists regarding their trip (Anton Camarero and Laguna-Garcia, 2014). In this regard, satisfaction in this type of destination is determined by the overall experience that includes aspects related to four factors: leisure, culture, education and social interaction (Chen and Chen, 2010). In addition, there is a direct relationship between satisfaction with the trip and the desire to return to there, i.e. loyalty to the destination, which is understood as the intention to repeat the trip and recommend it (Anton Camarero and Laguna-García, 2014).

The key variable regarding loyalty to a destination is tourist satisfaction both as an element that directly addresses the intention of returning and recommendations to third parties or their variable role in the shaping of the relationship between the image we have of a destination and said loyalty to it. Thus, a positive experience in service, tourism, travel and other resources that a tourist destination provides can generate greater intentions on the part of tourists to repeat visits plus the resulting positive promotion of the destination (Anton Camarero and Laguna -García, 2014). In this regard, satisfaction and intent to return to a destination are partly determined by the assessment of the characteristics of the destination (Alegre and Garau, 2010), with basic elements to evaluate the performance of a place or destination (Yoon and Uysal, 2005).

According to various studies, satisfaction depends on both expectations of a destination and an appreciation of the place itself (Huh, McCleary and Uysal, 2006; Yoon and Uysal, 2005). Other authors point out the concept of "perceived value" when referring to the assessment made by a customer from the comparison between the benefits you can get from a product or service (in this case the visit to a tourist destination) and costs or sacrifices (economic and non-economic) associated with this (Forgas-Coll, et al., 2012). Joppe, Martin and Waalen (2001) point out that the search for greater quality in the tourism sector requires the development of more specific ways to measure the quality of services. There are significant differences in the ratio of satisfaction according to the origin of visitors although other attributes such as motivation could be added. From this perspective, it is essential to determine the different motivations to visit a site linked to the intangible cultural heritage as is the case study of Cuenca which is discussed below in its relationship with the Panama hat.

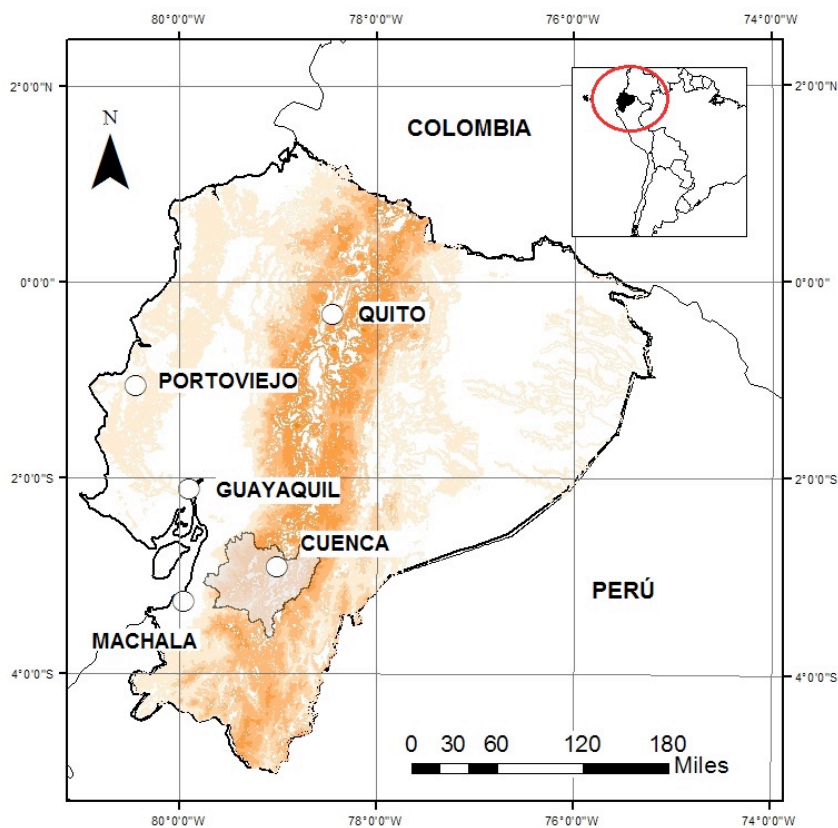
2. Description of the Geographical Area

The city of Cuenca, officially, Santa Ana of the Four Rivers of Cuenca, is a city in the southern center of the Republic of Ecuador and is the capital of the province of Azuay

(Figure 1). It is nestled in a valley 2,550 meters above sea level, surrounded by a mountain range which hosts an extensive lake system that bathes the city through its four rivers--hence its name. Its population is 331,000 inhabitants with the greater metropolitan area surpassing half a million (INEC, 2010).

This city has exceptional historical and cultural importance because of the fragments of cultures that have been left by its past inhabitation from the Cañari to the Inca expansion and then the Spanish (Vanegas, 2008) who came and collectively left behind traces of art, science and religion. Known as the "Athens of Ecuador" for its many poets and leading figures from the political arena, it is host to the Biennial (biannual celebration of contemporary art in Latin America (Poloni-Simard, 2006) and has been developed as a cultural tourist destination of great importance to the country in recent years.

Figure 1: Location of the city of Cuenca-Ecuador



Source: the authors

Its checkerboard urban planning dating from the Renaissance, the urban landscape, the merging societies and cultures and their excellent preservation as a colonial city have afforded the honorific declaration of Cultural Heritage Site by UNESCO in 1999 (UNESCO, 2005); it is the second largest city in Ecuador to hold this title after the capital, Quito. This recognition and its many traditions have contributed to making the city a cultural tourist destination of Ecuador with daily visitors who come motivated

by the Republican style architecture, their traditional religious and secular holidays, international art festivals, numerous exhibitions of film and theater, cultural expressions such as pottery products, jewelry, fabrics of different materials such as wicker and, without a doubt, the Panama hat.

The Panama hat, one of the icons of craft production in Ecuador is undoubtedly an important factor in the development of the city of Cuenca and its regional elements. Its development was born in the coastal area of Ecuador, Manabí province, circa 3500 b.C. and was later acquired by the natives of the provinces of Azuay and Cañar from around 1835 (MINTUR, 2014). Its weave and delicate finish soon transformed it into a coveted item and it became renowned internationally thus becoming an export product ranked as the first of the products exported by Ecuador in 1944, under the name Panama Hat (MINTUR, 2014).

On December 5, 2012 the Panama hat was declared as intangible cultural heritage, which has resulted in a great opportunity for the development of local tourism. Its manufacturing process as well as the wide variety of models and the wide range of colors attracts both domestic and foreign tourists motivated to know their origins. The master craftsmen who daily produce these precious items and the companies that have chosen to develop this economic sector although, as stated in the theoretical framework, it is also possible that there are other reasons to visit this element of the city of Cuenca.

3. Methodology

On the methodological level, there has been developed an empirical work with structured personal interviews aimed at tourists who visit the city of Cuenca in different tourist spots related to the Panama hat. The questionnaire form has been the tool of choice for collecting this information. Prior to its implementation, there was a pilot sampling and an improvement was made with regard to analyzing the results. The target population for this work is Ecuadorian and foreign tourists who were in the city of Cuenca visiting places linked to the Panama hat, during the months of October and November 2015. As a sampling technique, non-probability and convenience sampling were used. Tourist respondents were selected based on different sociodemographic levels in order to achieve the widest possible profile. Despite the fact that most surveys were conducted on weekdays, it has a bias in favor of foreign tourists. Table 1 shows the details of the technical aspects of the investigation.

As for the main element analyzed in this work --the motivation to visit places linked to the Panama hat from the city of Cuenca-- it is composed of a series of responses with a Likert scale from 1 to 5, (1 corresponding to "a little " and 5 to "very much" as to the reasons for the trip). The ten questions raised on this issue had to do with the following: visits to places with the Panama hat, learning how to make them, tasting the cuisine of Cuenca, visits to city museums, entertainment, relaxation, a free day, knowledge of the city of Cuenca, visiting friends or family and, finally, issues related to

their work or profession. A series of questions was applied, also with a Likert scale of 5 points specifically ascertaining satisfaction with the Panama hat, the city of Cuenca and the journey itself.

Statistical analysis has focused on the relationship between these two fundamental variables in the decision process of the visit: motivation and satisfaction with it. Thus a factorial analysis, cluster analysis and an analysis of variance (ANOVA with post-hoc multiple comparisons) have been used. To this end, it has turned to IBM SPSS Statistics 21 programs. Later, the analysis and interpretation of the main results will be seen.

Table 1: Sample design research

Universe	Tourists and hikers in the city of Cuenca
Environment	Municipality of Cuenca (Ecuador)
Collection method	Personal survey information with structured questionnaire
Sampling unit	Tourists and hikers of the city of Cuenca
Population size	Non-defined
Sample Type	Nonprobabilistic of convenience
Level of trust	95%
Sampling error	+/- 3.4%
Field work	October and November 2015
Number of valid surveys conducted	936

Source: the authors.

4. Analysis of Results

This study has conducted a factorial analysis of the scale of motivation to identify a small number of explanatory factors of motivation to visit places linked to the Panama hat. From Table 2, we can conclude that the profile is predominantly a tourist with higher education (75.7%), which confirms the conclusion of similar studies in this area (Prada-Trigo, *et al.*, 2016) about the predominance of people with higher education. There is a significantly higher proportion of men than women (7% more), and travelers tend to focus on young age groups (59.8% are under 40). They are predominantly self employed and salaried in the private sector, with a very homogeneous distribution between Ecuador, Latin America, Europe and North America. Probably, this is probably the reason of a similar incomes distribution without significant differences.

Table 2: Sociodemographic characteristics

Variable	Item	%
Gender (N= 910)	Man	53.5
	Woman	46.5
Age (N= 922)	Less than 30 years of age	32.9
	30-39 years	26.9
	40-49 years	15.9
	50-59 years	11.0
	60 years plus	13.3
Level of studies (N= 901)	Primary education	2.4
	Secondary education	21.9
	University education	75.7
Professional Category (N= 910)	Freelance/self employer	28.4
	Employed in the private sector	24.0
	Employed in the public sector	6.7
	Student	15.7
	Housewife	5.1
	Pensioner	13.3
	Other	6.9
Income (N=849)	High > 2,500 USD/month	19.3
	Middle-High > 1,501 < 2,500 USD/month	19.6
	Middle-Middle > 1,001 < 1,500 USD/month	21.8
	Middle-Low > 700 < 1,000 USD/month	19.9
	Low < 700 USD/month	19.4
Origin (N= 872)	Ecuador	27.9
	Latin America	22.5
	North America	26.1
	Europe	21.4
	Other	2.1

Source: the authors

In the results, shown in Table 3, it can be seen that there are three different reasons. Although the main interest is in the factor scores derived from such components as a tool to establish the strength of the motivations of each visitor, it is interesting to characterize each of the factors found. The first factor has been called "cultural reasons" and is related to the tourist who embarks on the visit as a way of learning of the tradition of Panama hat, visiting museums or tasting its gastronomy, being very close to the concept of the "cultural tourist" (Richards, 2001b; Sildelberg, 1995). Cronbach's alpha coefficient (0.768) for the different items that make up this dimension of motivation reveals a very reliable subscale. The importance of this factor alone explains only 31.82% of the total variance matrix for motivations. The second extracted factor, which has been called "leisure purposes" relates to a tourist who sees the visit as a tool to entertain, relax, spend a free day and escape the routine, or

familiarize themselves with the city. Cronbach's alpha coefficient (0.708) for this subscale also shows good internal consistency, explaining this factor of 17.62% being the total variance matrix for motivations. Finally, we have identified a third factor, which we will call "socio-economic reasons" to be linked to those who plan a trip to visit family and friends or for work, but took advantage of their presence to see tourist attractions. The Cronbach's alpha coefficient (0.378) for the different items that make up this dimension of motivation is less reliable, which is logical, bringing together two such disparate elements as social relations and labor issues, explaining this factor with 12,24% of the total variance matrix for motivations.

Table 3: Factorial rotated matrix components - Motivation of the visit

	Component			Factors
	1	2	3	
Visits to where Panama hats are made	0.584			Cultural Motivations
Learning how Panama hats are made	0.587			
Tasting the gastronomy of Cuenca	0.710			
Visiting museums in the city	0.673			
Entertainment		-0.369		Leisure Purposes
Relaxation		-0.463		
A free day		-0.288		
Touring the city of Cuenca		-0.285		
Visiting family and friends			0.757	Socio-economic motivations
Working trips			0.546	
% Explained variance	31.817	17.612	12.241	
% Accumulated variance	31.817	49.429	61.670	
KMO??	0.742			
Bartlett's test of sphericity	Chi-square approximate = 2251.554, Sig. < 0.001			
Extraction Method: Principal component analysis.				
a. 3 Components extracted				

Source: the authors.

This study of the motivations provides grounds for establishing target segmentation based on the motivation for differentiating between groups of visitors. For this, a nonhierarchical cluster analysis with the factorial scores of those three factors has used. Under the criterion of maximizing the variance between types and of minimizing the variance within each type, the best solution that meets the criteria is to establish the three clusters (Table 4). The characterization of clusters from the average of the variables of motivation shows that the averages compared are not equal, but does not

allow us to pinpoint where the differences detected exist. The same ANOVA test establishes that the significance of these is low and, therefore, must be established from the average of motivational variables of the three clusters compared and that they are not equal. In order to make these comparisons one cannot assume that the variances are equal populations as the critical level associated with the Levene statistic is less than 0.05 for all cases, so that equality of the variances is rejected. The ANOVA F statistic is based on the fulfillment of two assumptions: homoscedasticity and normality. On the basis that it is not possible to assume that the population variances are equal, the Brown-Forsythe and Welch statistic has been used as an alternative to the F statistic of ANOVA (Table 5). Since the critical level associated with both statistics is less than 0.05, we can reject the hypothesis of equal means and conclude that the averages of motivational variables of the three clusters compared are not equal.

Table 4: Characterization of clusters from the averages of the variables of motivation

	Clusters			ANOVA		Statistical Equality of variances	
	1	2	3	F	Sig.	Levene	Sig.
	Media	Media	Media				
Visits to where Panama hats are made	3.04	3.48	1.40	357.583	<0.001	54.484	.000
Learning how Panama hats are made	2.96	3.56	1.44	347.984	<0.001	42.077	.000
Tasting the gastronomy of Cuenca	3.31	4.56	3.41	126.562	<0.001	51.771	.000
Visiting museums in the city	3.26	4.28	3.18	87.881	<0.001	25.823	.000
Entertainment	2.47	4.39	3.68	172.633	<0.001	20.046	.000
Relaxation	2.59	4.59	4.08	222.876	<0.001	45.019	.000
A free day	2.20	4.43	3.73	193.527	<0.001	35.744	.000
Touring the city of Cuenca	3.72	4.7	4.32	52.388	<0.001	59.834	.000
Visiting family and friends	1.83	3.34	2.20	61.077	<0.001	27.143	.000
Working Trips	2.29	2.02	1.37	29.839	<0.001	92.406	.000

Source: the authors.

The first cluster has moderate values in almost every one of the motivational variables, scoring the highest in the first four items: Visiting the places where the Panama hat is made, learning how the Panama hat is made, sampling the cuisine of Cuenca and seeing some museums of the city, next is touring the city of Cuenca, which is the highlight. Therefore, this group could identify with the type of cultural tourist who

comes to town to tour Cuenca but, once there, is interested in issues related to culture to a greater extent than for entertainment, relaxation, visiting friends or relatives or labor issues. This would be the smallest cluster with 167 tourists, having a distance between conglomerates of cluster 4.374 compared to cluster 2 and of 3.524 with the third cluster.

The second cluster would relate to higher values in items linked to our free day--entertainment and relaxation, along with other cultural aspects and tasting the cuisine of Cuenca or seeing some museums. However, it is also significant that visiting family and friends and work related reasons are also relatively high and can be interpreted as the tourists who visit relatives or acquaintances or goes to the city on business but, once there, enjoys some tourist activities. The survey showed a total of 300 tourists within this group, those who maintained a distance of 3.805 with the third cluster.

Finally, the third cluster would show us a kind of tourist focused on touring the city of Cuenca, giving priority to relaxation, entertainment and a free day; it is characteristic of a type of non-cultural tourist perhaps even a hedonistic one. The goal of this group is to spend a relaxing day enjoying some characteristic elements of the city that can be linked to the culture, as is the case of gastronomy but that is their main motivation. This group, which has 303 tourists in the case of this survey, shows a significant distance from the other two.

Table 5: Robust Testing equality of average motivational variables

		Statistic ^a	gl1	gl2	Sig.
Visits to where Panama hats are made	Welch	468.464	2	365.819	.000
	Brown-Forsythe	306.998	2	417.611	.000
Learning how Panama hats are made	Welch	434.351	2	374.515	.000
	Brown-Forsythe	308.657	2	456.081	.000
Tasting the gastronomy of Cuenca	Welch	161.020	2	376.653	.000
	Brown-Forsythe	120.156	2	521.594	.000
Visiting museums in the city	Welch	102.876	2	396.318	.000
	Brown-Forsythe	81.839	2	521.911	.000
Entertainment	Welch	171.572	2	404.603	.000
	Brown-Forsythe	163.715	2	551.250	.000
Relaxation	Welch	179.821	2	381.330	.000
	Brown-Forsythe	195.194	2	441.590	.000
A free day	Welch	199.938	2	401.551	.000

	Brown-Forsythe	185.965	2	561.360	.000
Touring the city of Cuenca	Welch	48.040	2	368.248	.000
	Brown-Forsythe	45.159	2	417.917	.000
Visiting family and friends	Welch	63.278	2	464.310	.000
	Brown-Forsythe	65.712	2	743.600	.000
Working Trips	Welch	33.653	2	383.196	.000
	Brown-Forsythe	26.756	2	473.192	.000
a. F asymptotically distributed.					

Source: the authors

Finally, once the tour groups are established, it is necessary to know their level of satisfaction. To do this, three questions related to satisfaction with the acquired knowledge about Panama hats, of Cuenca as a heritage site and the trip in general were identified. The results (Table 6) reflect, among the three questions, a lower overall satisfaction with Panama hat knowledge, followed by greater satisfaction with the trip--the high note being that which refers to satisfaction with Cuenca as a World Heritage Site. Among the clusters is highlighted the fact that satisfaction with the Panama Hat is higher in clusters 1 and 2 (especially the latter) than in the case of cluster 3, possibly because their interests go in another direction. In the case of satisfaction with Cuenca as a heritage city, in contrast, the lowest satisfaction presents itself precisely in the cultural, or cluster 1 tourist, it being higher for the second cluster, which could indicate a greater enjoyment of those by tourists who come for various reasons and end up feeling very satisfied with the cultural offer. The same division also corresponds to satisfaction with the trip, which would indicate a lower rating by cultural tourists. Finally, the robustness tests in the middle of the three variables show that satisfaction of these averages in the three clusters compared are not equal (Table 7).

Table 6: Characterization of clusters from the satisfaction variables

	Clusters			ANOVA		Statistical Equality of Variances	
	1	2	3	F	Sig.	Levene	Sig.
Satisfaction w/Panama hats	4.0252	4.2424	3.5341	36.3910	0.0000	18.741	.000
Satisfaction w/ Cuenca as a World Heritage Site	4.4051	4.6121	4.4686	474530	0.0090	3.307	.037
Trip Satisfaction	4.3025	4.5946	4.3480	9.3944	0.0001	8.060	.000

Source: the authors.

Table 7: Robust Testing of Statistical Equality of Variances of Satisfaction

		Statistic ^a	gl1	gl2	Sig.
Satisfaction w/ Panama hats	Welch	34.494	2	397.071	.000
	Brown-Forsythe	36.180	2	595.408	.000
Satisfaction w/ Cuenca as a World Heritage Site	Welch	5.1180	2	414.109	.006
	Brown-Forsythe	4.8690	2	641.729	.008
Trip Satisfaction	Welch	11.128	2	430.286	.000
	Brown-Forsythe	9.8920	2	672.073	.000
a. F asymptotically distributed.					

Source: the authors.

Conclusion

Increased competition between territories has led to the search for new sources of economic development in an effort to diversify its economy and create jobs in sectors other than the traditional ones. Among these options, cultural tourism has emerged in recent years as one of the fastest growing sectors in terms of attention from tourists. However, despite this rapid development, yet there are few studies in certain areas (such as in Latin America) or on certain topics such as the motivation to visit these destinations associated with intangible heritage.

In this regard, in this article we have studied the main motivations of tourists to visit the places linked to the Panama hat, including the visit to shops, museums and other sites related to this product. The possibility of this activity in a city like Cuenca which is relatively small in size and with a high concentration of tourist attractions, can indicate that the motivation to go to these places can be varied, not necessarily to relocate *ex profeso* to Cuenca but something which can be integrated within a wider set of reasons. This article reviews the evidence on the diversity of reasons why visitors choose to include intangible cultural elements in their visit to Cuenca.

Based on these, we have identified three clear motivational dimensions when visiting the city and the sites linked to the Panama hat. The first, which has been called "cultural" and represents 31.82% of the sample is responded to by a group of tourists highly motivated by the knowledge of the culture and traditions linked to the city of Cuenca (not just the famous straw hat, but also to gastronomy or museums). The second segment, which has been called "leisure", represents 17.62% of the sample and corresponds to a tourist who is more motivated by the idea of a nice day, relaxing, being entertained, spending a day outside, touring the city and which could include a visit to a museum or cultural element or a sampling of the cuisine in Cuenca. Finally, a third segment, called "socio-economic" which corresponds to 12.24% of the sample is

characterized by a tourist who comes to town for social reasons, such as visiting family or friends or for economic reasons or work reasons. Once in the city the visitor devotes part of his time to touring Cuenca, visiting a museum or eating at a typical restaurant.

The results obtained in the degree of satisfaction is generally high, although there are significant differences between the identified tourist segments, these being clearly linked to the motivations of the visit. The greatest degree of satisfaction corresponds to the tourists who come for reasons related to leisure. The satisfaction with Panama hats and the city of Cuenca as a heritage site and the visit itself is higher than in the other two groups, the reason for this fact being that leisure carries a superior cultural weight in their motivation and so making it more generous in its assessment of the latter. Then, the other two categories reflect a similar satisfaction with the city of Cuenca and the trip in general, the most significant difference being the great satisfaction for the "cultural" tourist associating it with the Panama hat, which could indicate the importance of this gem among the attractions offered by the city of Cuenca, while amply meeting the requirements of those who come seeking to learn about the culture of a place.

The analysis of the survey information reflects, therefore, interesting differences between groups and others depending on the motivation that leads them to make the trip. However, it is necessary to extend these studies, approaching more concrete values in comparison with other cities in Ecuador and the region or through techniques that provide more information on these identified group's valuations.

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