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VISITORS TO THE CITY OF ÉVORA: WHO ARE THEY?

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ABSTRACT: Nowadays, driven by multiple factors, tourist demand presents patterned behaviour which is subdivided into several typologies according to destination, product consumed and visitor profile features. In the case of cultural tourism, a good example is that of historic cities, which have their own cultural identity and heritage, and compete to make themselves different from one another through many marketing strategies. This study presents the profile of visitors to the World Heritage City of Évora, including their travel motivations and level of satisfaction with the attributes. Subsequently, the main purpose of this study is to determine the cultural profile of visitors to the World Heritage City of Évora. The data collection technique applied was a visitor survey. The process adopted for the sample definition was a probabilistic sampling, namely the adoption of a stratified sampling plan, by place of residence. Further analysis shows that the most important motivations for visitors in selecting Évora are leisure, heritage/monuments and having a new cultural experience. However they indicate the fact that Évora is considered World Heritage City by UNESCO did influence the decision to visit this destination. Several findings provide the opportunity to establish adequate managerial and marketing strategies to suit the needs of the visitors. **Key Words**: heritage site, tourist motivations, cultural tourist profile, cluster analysis, categorical principal component analysis.

RESUMEN: Actualmente debido a múltiplos factores, la demanda turística presenta un comportamiento con determinados padrones, que se subdivide en diversas tipologías, de acuerdo con el destino, el producto consumido y varias características del perfil de los visitantes. En le caso del turismo cultural, un buen ejemplo son las ciudades históricas, con su propia identidad cultural y patrimonio, que competen para que se diferencien de todas las demás, a través de varias estrategias de marketing. Este estudio presenta el perfil de los visitantes en Évora, Ciudad Patrimonio Mundial, incluyendo sus motivaciones para viajes y el nivel de satisfacción con los atributos. Con esto, el principal objetivo de este estudio es determinar el perfil cultural de los visitantes de Évora, Ciudad Patrimonio Mundial. La técnica de recoja de datos utilizada fue una encuesta a los visitantes. El proceso adoptado para la definición de la amuestra fue el de amostraje probabilística, nombradamente la adopción de un plan de amostraje estratificada, por local de residencia. El posterior análisis revela que las motivaciones más importantes para que los visitantes seleccionen Évora son el ocio, patrimonio/monumentos y para que vivencien una nueva experiencia cultural. Sin embargo, indican que el hecho de Évora ser considerada Ciudad Patrimonio Mundial por UNESCO influenció la decisión de visitar este destino. Los varios resultados posibilitan la oportunidad de definir estrategias de marketing

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y de gestión adecuadas a las necesidades de los visitantes. **Palabras-clave**: patrimonio, motivaciones de los turistas, perfil del turista cultural, análisis de aglomerados, análisis en componentes principales de datos categorizados.

Resumo: Atualmente, devido a múltiplos fatores, a procura turística apresenta um comportamento com determinados padrões, que se subdivide em diversas tipologias, de acordo com o destino, o produto consumido e várias caraterísticas do perfil dos visitantes. No caso do turismo cultural, um bom exemplo são as cidades históricas, com a sua própria identidade cultural e património, que competem para se diferenciarem de todas as outras, através de várias estratégias de marketing. Este estudo apresenta o perfil dos visitantes em Évora, Cidade Património Mundial, incluindo as suas motivações para viagens e o nível de satisfação com os atributos. Assim, o principal objetivo deste estudo é determinar o perfil cultural dos visitantes de Évora, Cidade Património Mundial. A técnica de recolha de dados utilizada foi um inquérito aos visitantes. O processo adotado para a definição da amostra foi o de amostragem probabilística, nomeadamente a adoção de um plano de amostragem estratificada, por local de residência. A posterior análise revela que as motivações mais importantes para os visitantes selecionarem Évora são o lazer, património/monumentos e para vivenciarem uma nova experiência cultural. Contudo, indicam que o fato de Évora ser considerada Cidade Património Mundial pela UNESCO influenciou a decisão de visitar este destino. Os vários resultados possibilitam a oportunidade de definir estratégias de marketing e de gestão adequadas às necessidades dos visitantes. **Palavras-chave**: património, motivações dos turistas, perfil do turista cultural, análise de aglomerados, análise em componentes principais de dados categorizados.

INTRODUCTION

In a growing context of cultural consumption two realities intimately embedded in historic cities are visible: heritage and tourism (Vaquero, 2006). Historic cities constitute a very attractive tourist destination for visitors with strong cultural motivations. They have a set of special features such as tangible and intangible cultural heritage that attract more and more often those visitors motivated to observe and experience this cultural identity. In fact, past history, traditions and ways of life that give meaning to the identity of a place in a historic city tour are elements that arouse the interest of many cultural tourists. Évora is a historic town that presents an interesting potential for tourism as far as cultural tourism is concerned because of its monumentality and cultural heritage. Its history acts as one of the main tourist attractions these days (Fortuna, 1995). On the other hand, heritage is the core of historic towns' identity and, in parallel, the basis of its main tourist attraction. The classification of Évora by UNESCO in 1986 as "World Heritage" has fostered not only the preservation of heritage but also the tourist promotion of the town. This fact led the city to consider a process of a globalization of its own culture, attracting national and international visitors with various cultural reasons. The importance of its material culture, as well as the relevant historical factors in heritage sites endowed by their historical and monumental architecture bring across the element of excellence of the identity of cities, and is also the feature that creates most interest and curiosity among visitors (Gomes, 2009). It should be noted that visitors look at all aspects and attributes of a destination that they are visiting and compare it to their own city.

This means that the singularities of places leverage the distinctive aspects of cultural sites, and allow visitors to make comparisons that would never occur to residents, for whom the city is part of their ordinary life. Évora is a historic town that appeals to a different way of looking called the tourist gaze. Cultural Tourists' motivations to travel arise when they seek something different than what exists in their area of origin. They move in search of icons which somehow characterize the local identity and collective memory. During travel, the cultural tourist seeks differences in relation to their area of origin, their habits and customs. Individuals move in search of icons that somehow characterize the local identity and collective memory of another culture. Mckercher and Cross (2003) point out that some cultural tourists are motivated to consume the cultural output of a region and are looking for a cross-cultural experience. Others may also be highly motivated for such visits, but have a very different experience in terms of quality. According to the previous general considerations and the need to know the profile of visitors to Évora, the objectives of this research are to (1) define the homogenous groups of visitors that prevail in the world heritage city of Évora, (2) determine the level of satisfactions of the various attributes of the destination and (3) to define the main profile of visitors in the city of Évora.

LITERATURE REVIEW

The tourism system is made up of three main elements: origin, destination and linkage, thus "the understanding of the consumer is relevant in the tourism system and, in particular, tourist motivations (…)" (Andreu et al., 2006: 3). Tourism is a complex economic and social phenomenon, hence the study of the behavioural aspects of its main actors (tourists) has wide dimensions for understanding their needs, motives, motivations and attitudes during the pre-decision and decision stages before they travel. Concerning destinations which are classified as heritage sites it is important to note that they are places with romantic features and their popularity as places to visit is long established. These particular destinations embrace a new visitor profile. In a general overview current visitors are motivated by local cultures, focusing their attention on a limited number of particularities of the places visited. Culture and leisure are the current basic components of cultural/heritage sites (Vaquero, 2006).

Tourist Motivation

Motivation is a starting point in studying tourist behaviour (Mill and Morrison, 1985; Gunn, 1988; Pearce and Lee, 2005). The concept of tourist motivation is discussed in the literature according to the

adoption of general theories of motivations in the context of tourism research. Several reputable authors have developed researches in the field of tourism motivations issue since the 60s and 70s of the last century, among whom, Cohen (1972); Plog (1974); Dann (1977) (Dann, , Anomie`, ego-enhancement and tourism); Crompton (1979); Mayo and Jarvis (1981); Goodall (1988)(Goodall, 1988, How tourists choose their holidays: An analytical framework. In B. Goodall & G. Ashworth. Marketing in the tourism industry. The promotion of destination regions.); MacCannell (1976); Ross & Iso-Ahola (1991); Witt and Wright (1992); Uysal and Hagan (1993); Pearce (1988, 1993); Rojek (1995); Ryan and Gledon (1998); Hanqin and Lam (1999); Wang (2000); Kozak (2002); Correia et al. (2008); Law et al. (2011). In tourism research there are two disciplines besides tourist motivation that present the greatest discussion on motivation: those of psychology and sociology. Nevertheless, other disciplines, as well as anthropology by MacCannell (1976) and from the socio-psychological point of view by Iso-Ahola (1982) produced knowledge relevant to this issue. Although none of classical theory of motivation has been designed specifically to help understanding tourist behavior, many of the needs / motivations that integrate psychological theories can be met through the tourist experience (Dias, 2009). Looking for the main researchers in the field of tourist motivations through their theoretical approach and also for their focus of discussion it is possible to understand their scope approach. Prebensen (2006) presented the main theoretical contributions of tourist motivations, as is highlighted in the following paragraphs. Pearce (1988) based on Maslow (1943; 1954) and Rapoport and Rapoport (1975) proposed the travel career leader describing tourist motivation integrated in five distinct levels, which were based on Maslow's (1943, 1954) needs-hierarchy theory of motivation. Motivations for travel change over time and are influenced by past holiday experiences. A distinction must be made between internally (self) and externally (other) directed motives. People have a range of touristic motives. Dann (1977, 1981) brought to us the Pull and Push Theory of Tourist Motivation, which discussed and explained the factors that predispose a person to travel and those that attract the tourist to a given destination. Iso-Ahola (1980, 1989) through the theoretical approach of Optimal Arousal Theory explains why people avoid overstimulation (mental or physical exhaustion) or boredom (too little stimulation). Travel is based on seeking intrinsic awards and escaping everyday problems, troubles and routines. Mayo and Jarvis (1981), starting with the theoretical approach of Need for Consistency Versus Complexity stated that as far as the need for consistency is concerned, individuals are expected to seek things that are predictable and consistent in order to reduce psychological tension. On the other hand complexity needs are viewed as

the result of tourists seeking novelty, change and unpredictability because they are inherently satisfying. Witt and Wright (1992) according to their Expectancy Theory applied to tourist motivations, reviewed content theories of motivation and applied conceptual/review expectancy theories of motivation to explain tourist motivations. Motivations may be understood as strength to practice a specific action and contain results of situation-person interactions (Gnoth, 1997). From a general perspective, every human being has needs that will give rise to a certain behaviour to accomplish and satisfy those needs. These needs are structurally ranked according to the priorities of each one of us. According to this idea Ryan and Deci (2000) assume that motivation thus implies that the individual "is moved to something". Research approaches in tourism are always related to human nature and relations. In this way the question of why people travel and what they want to apprize is the key starting point to investigate tourist motivations and also understand what could differentiate between several tourist profiles.

Cultural Visitor Profile

As far as research about cultural visitor profiles is concerned, it is clearly a consentaneous statement that traditional cultural motivations as well as a search for knowledge and learning are among the important issues for these visitors. In this way a large proportion of cultural visitors are stimulated to gather information about the destination in advance, and the use of the internet appears as an information source with very high importance for them (Richards, 2002). The concept of motivation is considered as an element in defining visitor profiles (market segmentation) in tourism, as is noted in several empirical investigations (Crompton, 1979; Card and Kestel, 1988; Ryan and Glendon, 1998; Yavuz, Baloglu, Uysal, 1998; Bieger and Laesser, 2002; Andreu et al, 2006). According to several authors, there are studies that reveal differences in motivation.

Jansen-Verbeke (1997) explores the basics of visits to European heritage sites. However the author proposes basic market segmentation concerning culture. Thus, he states three main types of cultural tourists. The *tourist with cultural motivation (1),* composed of those individuals that select their travel destination according to the cultural attractions on offer. *Tourists of cultural inspiration (2)* are those visitors who feel attracted by specific cultural manifestations. *Tourists attracted by the culture (3)* these tourists are those who are on vacation in another destination and occasionally visit heritages sites. The cultural destination is not the first option, but they could enjoy the cultural opportunities offered by this type of places.

Distinct cultures exist in different societies, therefore tourists are increasingly motivated to consume these local culture differences that

are based on the cultural heritage of a certain country, region or city. Inside the destination, the tourist gaze is focused on several attributes, such as countryside and city landscapes that differ from the experience of their ordinary daily life. This particular gaze is built through signs (Urry and Larsen, 2011). However there isn't one single tourist gaze, because it is constructed from the difference between the people (visitors) that varies according to society, social group and historical period (Urry and Larsen, 2011). According to Urry and Larsen (2011:97) "the tourist gaze is intrinsically part of contemporary experience but the tourist practices to which it gives rise are experiencing rapid and significant change. Such change cannot be separated from more wide--ranging structural and cultural developments within contemporary societies", therefore their experiences are based on this consequence. Generalizations of the tourist gaze mean that every place started to be organized according to this gaze. When people visit different places, they consider the cultural heritage as one of the major attractive components of the destination. It happens because this attribute is different from those that exist in their place of residence. Urry and Larsen (2011) noted that the consumption of places in a reflective manner can be understood as a feature of the postmodernist tourist. According to Cohen (2004) tourists today have become a cultural type with apparently clearly recognizable traits. The author stated that is necessary to distinguish tourists concerning their behaviour and motivations. Cohen (1979) developed a phenomenological typology of tourist experiences where the different meaning and valorization for the tourists of culture, social life and natural environment of other people was analyzed. Thus, five modes of tourism experience are suggested: recreational mode; diversionary mode; experiential mode; experimental mode and existential mode. The author stated that different worldviews favour different ways of tourist experience (Cohen, 2004). "The typology of modes of tourist experiences reconciles the opposing views of the tourist in the current polemic on tourism and thereby prepares the way for a more systematic comparative study of touristic phenomena" (Cohen, 2004: 80).

RESEARCH METHODOLOGY

Questionnaire design

A visitor survey was drawn up with the aim of defining the profile of tourists visiting the heritage site of the city of Évora, Portugal. The questionnaire was made up of three sections, and the dimensions for analysis consisted of three main sections, these being: socio--demographic data; background behaviour, i.e. that prior to the visit; and behaviour during the duration of the stay. The first section con-

sisted of a total of six questions. The second was centred around an evaluation of the sources of information the visitors consulted before beginning their visit, how the visitors went about acquiring the services and also assessing the impact that Évora's world heritage status had on the tourists' decision to visit the city; the reasons for visiting Évora. The final section was concerned with tourist behaviour during the visit. So as to analyse this behaviour, respondents were asked various questions: the length of their stay in Évora; the average daily amount spent during the visit; what forms of transport were used when travelling to Évora; what itinerary they had chosen to follow in the historic city centre; the attraction they considered most important; the importance of personal enrichment as a reason for their visit; how they evaluated Évora in terms of tourist attributes, and to what degree their expectations had been met after visiting Évora. A five point Likert-type scale was used for every question which dealt with the evaluation of touristic attributes, the degree of influence on their decision to visit, or information resources and expectations, with responses ranging from *very bad (1)* to *very good (5)*; *not influenced (1) to very influenced (5); very unsatisfied (1)* to *very satisfied (5)*; *far below expectations (1) to far above expectations (5)*.

Data Collection

Stage one of this research, carried out between April and May of 2009, was an applied pre-test survey of 50 questionnaires. Once the data had been analysed, necessary adjustments became clear and were made in order that the questionnaire met the objectives of the study. The data for this study was collected via a subsequent personal survey during the spring and summer of 2010 and 2011 (April-August). This period sees the greatest number of visitors to Évora, according to the statistics supplied by the tourist information office. For our research visitors to the historic centre (downtown) were targeted. The most visited monuments in the historic city centre were chosen as inquiry points. These were near S. Francisco Church / Chapel of Bones, Giraldo Square, the Cathedral of Santa Maria; the Roman Temple and the University de Évora. This stage resulted in a total of 451 usable questionnaires. This sample emerged from a universe of 148362 visitors registered at the tourism office in 2009. Based on this visitor registration we decided to adopt a stratified sampling plan, by residence. With the number of visitors divided by nationality, the sample was defined according to the weight percentage of each nationality (Table 1).

The adopted sampling method was probabilistic, with a random sample which was based upon a stratified sample by place of residence.

Table 1 – Visitor registration by country of residence (stratified sample definition)

Country of Residence	2009	% Total	Sample
Portugal	36282	24.5%	110
Spain	31438	21.2%	96
France	17515	11.8%	53
Germany	9295	6.3%	28
Brazil	8366	5.6%	25
Japan	6835	4.6%	21
USA	5920	4.0%	18
Italy	5762	3.9%	18
Netherlands	5624	3.8%	17
United Kingdom	3686	2.5%	11
Sub-Total	130723	88.1%	397
Others	17639	11.9%	54
TOTAL	148362	100.0%	451

Source: Évora Tourism Office, 2010

Data analysis procedures and study findings

The simplification of data is one of the objectives of Multivariate Statistics; it describes the information through a small number of dimensions of analysis (Reis, 2001). Hair et al. (2000) state that there are traditionally three types of segmentation techniques, being mostly of exploratory nature. Some of these techniques are in a general area of multivariate data analysis, traditionally known as data reduction or reduction of dimensionality.

Categorical Principal Components Analysis

In terms of multivariate data analysis methods, this study adopted a Categorical Principal Components Analysis (CATPCA), also known as nonlinear PCA. CATPCA has the same objective as the traditional Principal Components Analysis (PCA) in terms of its function of reducing the dimensionality of a data set. CATPCA is, nonetheless, specific for categorical variables (nominal or ordinal) (Meulman et al., 2004). Using SPSS Statistics 17.0, the first procedure (the dimension reduction) started with activated optimal scaling which consists of assigning numerical values of the categories of nominal and ordinal variables, thus allowing the use of some procedures to obtain a solution with the variables already quantified, allowing these scaled values to have metric properties. Through the reduction method for mixed

variable types for data processing, *optimal scaling* and CATPCA were applied. Thus six variables were collapsed (Travel Agent, Trade Shows, Family and Friends, Tour Desk, Travel Guides and Internet) to measure the level of satisfaction in each source of information available. After this procedure the optimal scaling procedure according to the CATPCA analysis of main components was repeated, which resulted in the confirmation of non-existence of identical measurements in the categories of each variable. Subsequently, according to Table 2, the values obtained were quite acceptable in Chronbach's Alpha test, resulting from the existence of 451 active cases with values above the second test of 0.895 for dimension 1, and 0.792 for dimension 2.

After the previous procedure, the reliability and internal consistency of the data was confirmed by testing with *Chronbach's Alpha*, which should result in acceptance values from 0.6 to 0.7. Then several transformation plots were analyzed, as these illustrate the relationship between measurements and the original categories resulting from levels of optimal scaling selected. Therefore, in the outputs of CATPCA it was confirmed that identical quantifications of variables exist in the various transformation plots, although with different levels of scales. Once this occurred, the collapsing was carried out and then a new update was conducted. This procedure was repeated until an aggregation of measurements with different scales was found.

Table 2. Visitors satisfaction atributes and components from CATPCA

Attributes and Components	Loading	Mode (*)
Physical and Immaterial attractions (Dimension 1 - Alpha = 0.895; Internal consistency $\theta^2 = 0.643$)		
A^1 - Food and Beverage Services	.766	4
A^2 – Gastronomy and Wines	.731	5
A^3 – Safety	.710	4
A^4 – Restaurants opening hours	.665	4
A^5 – Weather	.659	4
A^6 – Public Spaces for recreation	.646	4
A^7 – Museums	.644	4
A^8 – Cleanness and hygiene of public spaces	.585	4
A^9 – Museum Timetable	.576	4
A^{10} – Accommodation Services	.570	4
A^{11} – Car Parking	.542	3
A^{12} – Global Appreciation of Évora	.528	4
A^{13} – Tourist signs	.525	3
A^{14} – Price/Level of services	.507	4
Physical Attractions (Dimension 2 - Alpha = 0.792; Internal consistency $\theta2 = 0.356$)		
A^{15} – 1st visited attraction (Giraldo Square and Roman Temple)	.512	4

(*) 5 = Very satisfied | 4 = Satisfied | 3 = No opinion

From the analysis of the output, component loading (table 2) was identified for all variables associated with physical and immaterial attractions (dimension 1) and physical attractions (dimension 2). In these dimensions each variable has an absolute value associated that measures, using the *Pearson* correlation coefficient, which is the correlation that each attribute presents for each dimension. The minimum values considered to validate each attribute were based on correlations starting from 0.5. Concerning the fact that the second dimension is related to a single variable, this fact is related with the behaviour of a same-day visitor niche market in Évora: Japanese visitors. Through a plot analysis, it is possible to observe the object point labelled by case numbers and identify inside the X axis (dimension 2) almost 21 respondents from Japan. These visitors stay on average 4 hours in the city and they only do a short city tour in the historic centre. Aspects like traditions, local culture, gastronomy and wines are poorly explored by them due to the nature of their travel organization.

Two-Step Clustering

After the construction of the later dimensions, cluster analysis was applied to identify a collection of individuals, based on detailed information obtained, in relatively homogeneous groups. Finally, application of Two-Step Clustering allowed patterns to be detected in individuals through categorical and continuous variables. This is an exploration tool, designed to discover natural groups from a data set (Bacher, Wenzig and Vogler, 2004). This technique consists of the discovery of groups from a data set. In this way categorical variables were added (methods of acquiring the travel services; typology of transport, travel motivation, place of residence, travel companions, education level, gender, or unique distinctive attraction; word or image recommendation) and continuous variables (e.g. age, duration of stay; objects scores of physical and immaterial attractions dimension and physical attractions dimension) in order to ascertain how many natural groups could be observed. Thus, as shown in Table 2, two clusters were identified.

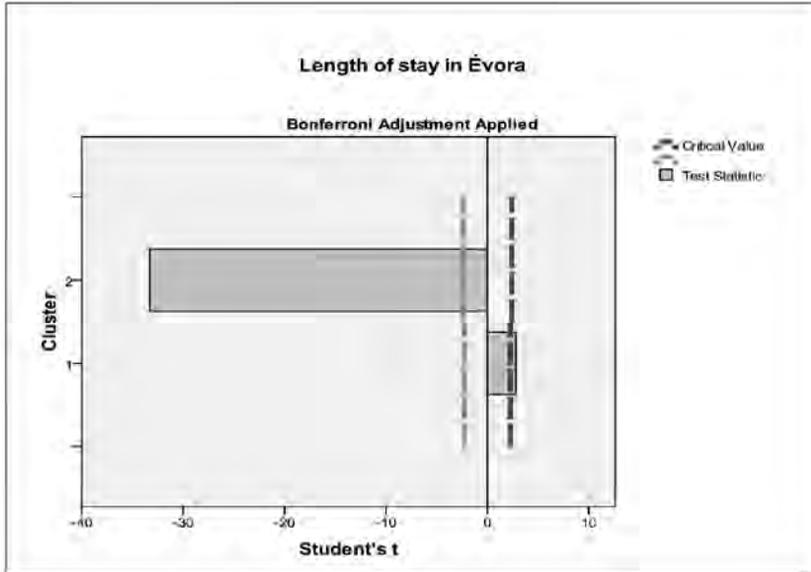### Table 2 - Cluster Distribution – Two-Step Clustering

		N	% of Combined	% of Total
	1	188	87.9%	41.7%
Cluster	2	26	12.1%	5.8%
	Combined	214	100.0%	47.5%
Excluded Cases		237		52.5%
Total		451		100.0%

To assess which variables are closer to a profile, the Bonferroni inequality test was applied. The purpose of this test was to support the decision as a result of a comparative analysis which concluded the existence of differences between the variables and determined which ones are really different among them. The Bonferroni inequality test checked if differences between the clusters were statistically significant (e.g. Figure 1). Clusters which contained variables with no statistically significant differences were not included.

Finally, table 3, which represents the profile of the clusters and from which it is possible to define the visitor profile of Évora, was set up. The degree of satisfaction in each attribute integrated in the two dimensions according to the previous results from the analysis CATPCA / Optimal scaling was also added to each cluster profile.

The results presented in table 3 reveal the most significant clusters of visitor profiles that exist in Évora. Bold variables are those which have statistical significance after the application of the Bonferroni inequality test. Comparing the results of each cluster, they reveal an existence of two groups of visitors, the postmodern short-trip tourists (Cluster 1) and the traditional same-day visitors (Cluster 2). Both cases shows some distinct features.

Figure 1 – Bonferroni test

Table 3. Clusters Profile

Variables	Cluster 1 n=188	Cluster 2 n=26
Age	40-45	60-65 1st
Length of stay	2 nights – 3 nights 2nd	< 1 night – 1 night 1st
WH influence the decision	Influence	Influence
Mean object score 1 *physical and immaterial attractions*	.3368 2nd	.0607 1st
Mean object score 2 *physical attractions*	1.9020	.1248
Place of residence	Portugal; Spain; England; Brazil; Germany	Japan; Spain; Portugal 1st
Current Position	Employee and retired	Retired and employee
Education Level	University degree	University degree 1st
type of travel organisation	Individual reservation (69%); Package (21.7%); Friends invitation (9%) 2nd	Package (100%) 1st
Transport	Own vehicle; Rent-a-car; Bus	Tourist bus; Rent-a-car 1st
Travel Motivations	Leisure (41%); Heritage/ monuments and buildings (21.8%); Finding and having a new cultural experience (17%)	Heritage/monuments and buildings (100%) 1st
Travelling with	Family (95.2%) 2nd	With a tour group (100%) 1st
First word or image that comes to your mind	History, Monuments, Walls, Landscape and Gastronomy	Cathedral 1st
The most valuable attraction	Roman Temple (47.7%); Cathedral (16.5%); Chapel of Bones (9.5%)	Cathedral (57.7%); Roman Temple (34.6%) 1st
Do you recommend?	Yes (96%)	Yes (97.4)

Summarizing, the **first cluster** can be described as visitors between 40-45 years old, whose current work position is retired or employee and whose education level is in most of cases university degree. Their place of residence is Portugal, Spain, England, Brazil and Germany; for transport they use their own vehicle, rent-a-car and bus. The main travel motivation to travel to Évora is leisure (41%); heritage/monuments and buildings (21.8%); finding and having a new cultural experience (17%) and the length of stay is between 2 and 3 nights. Unique and distinctive attractions of Évora are the Roman Temple (47.7%); Cathedral (16.5%); Chapel of Bones (9.5%).Words or images that come to the mind of visitors when they think about Évora are history, monuments, walls, landscape and gastronomy. Visitors travel with their family and organized their travel trough individual reservation (69%); Package

(21.7%). They state that the fact that Évora is considered world heritage influenced their decision to visit the town. They will recommend visiting Évora, and the attributes as well as the level of satisfaction of each one are those contained in dimension 1.

The **second cluster** consists of visitors between 60 to 65 years old, who in terms of work current position are either employees or retired, and who have a high education level (university degree). They travel with a tour group and their origin is Portuguese, and in terms of inbound tourism, most representatives are Japanese and Spanish. Their type of travel arrangements were provided by a package (100%). The transportation used is rent-a-car and tourist bus. The main motivation to travel to Évora is getting to know the heritage/monuments and buildings. The length of stay is between less than 1 and 1 night. The unique and distinctive attraction of Évora is the Cathedral (57.7%) and the Roman Temple (34.6%). The words or images that come to the mind of visitors when thinking about Évora is the Cathedral. They assume that the fact that Évora is considered world heritage influenced their decision to visit the town.

Visitors will recommend others to visit Évora, and the attributes as well as the level of satisfaction of each one are those contained in dimension 1.

Profile of cultural visitor in Évora

According to the results summarized in table 3 it is possible to obtain the main profile of visitors to Évora (*variables given by 1ˢ*). The Bonferroni test presented the statistical significance of each variable by cluster. Variables with the higher statistical significance (t-student) that belong to a certain cluster are considered to draw up the main profile of visitors to Évora. Visitors are between 60-65 years old with a high level of qualifications; travelling with a tour group and as part of a package; for transport they use tourist bus and rent-a-car and their length of stay is between less than 1 and 1 night; their origin are Portuguese, Spanish and Japanese; the main motivation for visiting Évora is to get to know heritage/monuments and buildings, and they considered the Cathedral of Sta. Maria and the Roman Temple the most valuable attractions; the Cathedral is the first image that comes to the mind of visitors when thinking of Évora. Concerning the level of visitors' satisfaction with the destination, the main attributes form part of the physical and immaterial attractions dimension.

CONCLUSIONS AND IMPLICATIONS

In general the research findings show that the traditional motivation for visiting Évora prevails and that the motivation of cultural tourism

is related to that of heritage tourism. According to Vaquero (2006) heritage tourism implies the transformation of local history into patrimony which is expressed in a tourism sense with a limited series of heritage buildings, monuments and urban landscapes. The proposed research fulfils the necessity of identifying tourist motivations to better understand visitors' choices, preferences and needs (Kozak, 2002; Bansal and Eiselt, 2004 and Andreu et al, 2006) considering this dimension in a process of visitor profiling. As an exploratory research it allows an understanding that, besides visitors' motivations for visiting Évora for leisure, learning about and tasting the local gastronomy and wines and visiting heritage, monuments and buildings, according to cluster analysis a new motivational dimension was identified, named by the visitors as finding and having a new cultural experience. As Krippendorf (1986) stated, people are motivated to travel by the desire to escape from the monotony of daily routine. Corresponding to this it is possible to suggest that the main visitor profile has the traditional cultural motivation for visiting Évora, linked to the contemplation of monuments and local heritage. According to the five typologies of tourist experience proposed by Cohen (1979) it is possible to suggest that the profile of the cultural visitor in Évora is related to the experiential mode. The former typology is related to the type of visitors who seek the meaning of living of others and want to find authenticity of local culture.

The level of satisfaction with the attributes that belong to physical and immaterial dimension confirms what Mayo and Jarvis (1981) stated, which is crucial for an understanding of the factors that influence tourist behaviour and which particular elements are seen by tourists as important. This information also confirms what Pine and Gilmore (1999) assessed about the emerging *experience economy*. These authors stated that consumers seek unique experiences beyond merely consuming products and services because the consistent, high level of product and service quality can no longer be used to differentiate choices for consumers. This new demand for unique and memorable experiences requires firms to develop a distinct value-added provision for products and services that have already achieved a consistent, high level of functional quality. Findings also confirm what (Vaquero, 2006) stated concerning the present cultural visitor profile, which is of people motivated to get to know local cultures, as is possible to confirm with the characteristics of Cluster 1, this being their main motivation for visiting Évora. This cluster also assumes words and images linked with local culture when thinking about Évora as a destination, for instance local gastronomy and history. Finally it was proved that tourist motivations are not homogenous in each identified cluster but a dynamic concept as Pearce (1993) argued, and they are an important dimension

for understanding the visitor profile. Some managerial implications are provided with this research, namely for local trade and local/regional tourism authorities. Thus this research suggests the development of stronger partnership policies between the regional and local tourism and culture authorities. A promotion of synergies between them in order to implement actions is necessary in order to promote the sustainability of cultural heritage and also creative as well as dynamic activities to meet the expectations of cultural visitors to Évora. Another proposal is highlighted by the low evaluation regarding tourist signs, so this is probably an aspect that needs to be improved by the local authorities. A brief discussion about the methodology used for an efficient tourist profile study is necessary. As an exploratory research, cluster analysis was used on a two-step basis and two clusters were found. However the study requires a confirmatory analysis to establish the discriminatory analysis of the tourist profile. However, according to the cluster distribution more than 50% of the cases were excluded, which shows the need to extend the sample. As for the discussion of limitations of the study, plenty of points can be raised. Hence, directions for future research are proposed at the same time. Although the study was based on several dimensions of tourist behaviour, the need to emphasize the difference between the motives and travel motivations may lead to a more complete understanding of tourist behaviour in Évora. Another limitation was the extent of the survey applied to the visitor, which caused a lot of non-answers and caused missing values in some questions. The above limitation could provide more dimensions to include in a cluster analysis. In future researches the survey should be restricted to a smaller number of questions. The application of this study in other world heritage sites is also proposed, the results of which could provide competitiveness analysis between these awarded destinations, and cultural tourist behaviour could also be explored.

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