

Cultural dimension and tourist satisfaction: the case of Valencia (Spain). Some notes for European urban tourism.

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Abstract

Clients' satisfaction affects directly tourism sphere and has a key relationship with the tourist's perception regarding the chosen destination. Tourists' satisfaction leads to the success of the tourism industry and consequently to the success of tourist destinations. In this paper we try to identify the effects of "cultural attitude" and cultural behavior on tourist satisfaction.

The increasing worldwide tourism is constantly questioning European urban destinations competitiveness, especially the one of emerging countries. Therefore, culture implications in tourists' satisfaction can become a key element in the management of European urban destinations. Valencia (Spain) is a city that has been involved in a very deep transformation process since the end of the 20th century. It has become a touristic destination in a short time, departing from a confusing culture brand.

Data analysis is supported by the conceptual model constructed around the idea that a tourist's satisfaction comes from a complex balance of 4 groups of variables: a) tourists socio-demographic characteristics, b) typology of the trip made, c) the previous attitude tendencies of the tourist and d) the destination attributes. In this work we focus on the effect of the attitude showed by the urban tourist about the tourist destination on its perceived satisfaction level, which is measured through three variables: cultural attitude, cognitive attitude and hedonic attitude. For this purpose, we analyze a sample of 1309 people who visited Valencia (Spain). The initial results show that the three typologies of attitudes about the tourist destination have a positive effect over the tourist satisfaction probability.

Keywords: urban tourism, cultural tourism, logit regression model

1. Introduction

Urban tourism is an emerging touristic phenomenon and one with the highest impact and importance for the European touristic system. Obviously tourism generates considerable economic impacts over European cities and tourists engage in an intensive use of the facilities and urban services. However, cities have not been designed specifically for a touristic use. There is thus certain critical asymmetry (Ashworth & Page, 2011), since the touristic sector needs the different, flexible and accessible touristic products the cities offer, but it is not so clear that cities need tourism... Because of that, the urban structure of cities shows an indulgence towards touristic sector needs, although many times imply a privatization of the public space, the “McDonaldization” of historical city centers, the gentrification or the displacement of other economic activities more productive and less aggressive with the urban commons. From the point of view of productive specialization, the touristic sector offers activities with low labor productivity, and with jobs perceived as low or medium quality occupations (waiters, security, cleanliness...).

Other approach focused on the growing capacity of urban economy, and less indulgent or more critical with the touristic phenomenon, considers the importance of tourism as an indicator of the territory attractiveness. This attractiveness finally influences investment flows, attraction and retention of human capital and production specialization more or less oriented to the ICT society. The touristic flows are understood as the “quota of screen” of the worldwide attention over certain urban spaces. Therefore, relationships between urban tourism, culture and city reach a high degree of complexity.

Tourists’ satisfaction in urban destinations is the reference literature for our paper, which is focused on these issues in Valencia City. Clients’ satisfaction affects directly tourism and it is closely related to tourist’s perception towards the chosen destination. Tourists’ satisfaction yields to the success of touristic industry (Stevens, Knutson, & Patton, 1995), and touristic destination success (Pizam, Neumann, & Reichel, 1978). Some authors state that the image of the touristic destination is the perspective most intensely related to tourists’ satisfaction since it is the most influencing factor for the fidelity of the tourist with the destination and the main factor of the destination’s positioning in the final tourist’s mind (Fakeye & Crompton, 1991) (Echtner & Ritchie, 2003) (Baker & Crompton, 2000) (Kozak, 2001) (Fallon & Schofield, 2003) (Yoon & Uysal, 2005) (Ibrahim & Gill, 2013) (Troitiño Vinuesa, García Marchante, & García Hernández, 2008).

It is common sense that, for tourists, it will be easier to recommend a destination or coming back to it as long as they have experienced satisfaction in that place (Chen & Chen, 2010) (Lee, Lee, & Choi, 2010). Similarly, it will be easier to express loyalty towards that destination when they have obtained a satisfying previous experience in that place (Yuksel, Yuksel, & Bilim, 2010). These papers share implicitly the idea that the destination can be considered as the collection of individual attributes and experiences’ opportunities that are combined to create a total experience of the visited area (Blumberg, 2005). However, understanding the main factors for which a tourist find satisfaction in a destination is a complex task. A deep research in this matter requires a multiple analysis.

It is also reasonable to assume that the concept of satisfaction is widely related with quality and, specifically, with the quality of tourists’ urban destination. Therefore, several authors state that the clients’ satisfaction is a direct consequence of the received services’ quality (Chen & Chen, 2010). Nevertheless, other authors consider satisfaction as a wider concept than quality, with a possible origin in an emotional pleasure (de Rojas & Camarero, 2008) or even, appearing in the tourist as a consequence of the perceived value, which many times comes as a result of several

destinations' comparison (Chen & Chen, 2010). Expectations have also a relevant role. Other papers highlight the influence of the perceived image in the satisfaction they obtain when visiting the destination (Bigné, Sánchez, & Sánchez, 2001).

Tourists' perceived value after the visit to a destination depends on the attributes of that destination and the availability of activities in those destinations (Bigné et al., 2001; Chadee & Mattsson, 2006), the objective benefits in each destination and their perception of the destinations (Hui, Wan, & Ho, 2007), etc. The discussion is whether the attributes are independent or are perceived partly as a result of the experience instead (Ross, 1994; Smith, 1994).

There is a wide agreement among specialists regarding the idea that the destination's attributes take part in the creation of the touristic destination image. Moreover, they take part in the importance of the destination image for the "purchase" decision making by the tourists. This destination image can be define as the combination of beliefs, ideas and impressions of a destination (Crompton, 1979), and 5 decades ago Reynolds pointed out that this image depended on the information flow (Reynolds, 1965). This image is formed in a specific individual's mind after a continuous process in which different agents and information sources interact (Gartner, 1989).

Nowadays, most of authors state that the tourist creates the destination image previously to the visit itself, from different information sources, promotional catalogues, relatives and friends opinions and advertisements in media. Some researchers note that an anticipation of the experience can be formulated from external sources (Gopalan & Narayan, 2010), but point out that a tourist cannot contrast his/her expectation until he/she is not in the place. Certainly, image perceived by visitors can be different from the initial image once the destination is visited, as a consequence of experiences lived there. For different authors, the destination image is presented as a key element (Echtner & Ritchie, 2003) and it is related or depends highly on the positioning of the tourist towards each destination. This particular topic has been studied since several decades ago, but nowadays is still studied more deeply, in particular regarding the factors which determine different positionings and their importance to adequately manage perceptions or images of a potential tourist towards a destination (Stepchenkova & Morrison, 2008).

Marinao-Artigas et al. consider benefits perception as the antecedent of the satisfaction (Marinao-Artigas, Torres-Moraga, & Chasco-Yrigoren, 2014) and this relationship can be very important for the touristic destination to be considered as more familiar than other alternative destinations. According to their studies, they suggest that there is a mediator role between satisfaction, benefits perceived by tourists and familiarity of the destination. Some of their conclusions suggest a higher implication by the authorities in order to consider that relationship as an important base to stablish marketing strategies to enhance satisfaction and thus the generation of benefits for all the agents involved.

The academic literature about the factors that intervene in the destination assessment process by the tourist, trying to identify which of them determine his/her satisfaction level for both the destination and the touristic services offered is not scarce. In this destination assessment process, two main aspects of the tourist's behavior are highlighted: his/her expectations previously to the visit and the satisfaction decision about his/her global experience in the destination (Chon, 1990; Font, 1997; Litvin & Ng Sok Ling, 2001). This perspective is studied in some papers that analyze how tourists' expectations around their future experience are formed with the base of the destination perceived image (Chon, 1990; Coshall, 2000; Echtner & Ritchie, 2003; Gartner, 1989; MacKay & Fesenmaier, 1997; Metelka, 1986). These expectations contribute to anticipate their future touristic experience (Goossens, 2000; Jenkins, 1999) and influencing then, in a certain way, their final assessment of the destination. Millán Campos et al.

analyze tourist's satisfaction towards the different components that create a touristic destination, his/her loyalty to the destination and the communication of the destination to other people (Millán Campos, Díaz Sánchez, & Esteban Talaya, 2010). The relationship between satisfaction and future behavior intention is also analyzed, depending on the type of tourist and the specific touristic motivations that can be identified in each case.

Another relevant aspect to assess the touristic destination is the variables considered to choose the destination, very relevant from an empirical perspective. The measurement scale of the destination image and the components considered is important (Gómez, García, & Molina, 2013). This topic is conditioned by the chosen assessment type in each case: cognitive assessment (functional or tangible) or affective assessment (psychological or intangible). From an operational point of view a cognitive assessment is more advantageous (Baloglu & McCleary, 1999), which is focused on the destination attributes, since it allows knowing convictions of interest groups regarding the destination functional attributes.

During last years, some efforts have been devoted to study the influence degree of four factors: cultural and natural resources, infrastructures and socioeconomic environment, social conditionings and, finally, atmosphere. The objective was to identify the ones with the highest explanatory capacity of tourists' decision in the election of the destination, the first time and following visits. Luque-Martinez et al. conclude that social conditionings (residents self-perception, security and pollution) are, jointly with architectural attractions, the most important dimensions (Luque-Martínez, Del Barrio-García, Ibáñez-Zapata, & Rodríguez Molina, 2007). San Martín and Rodríguez del Bosque find a more intense relationship between infrastructures and socioeconomic environment and the destination image (San Martín & Rodríguez del Bosque, 2008), which is relevant in those who visit the destination more than once (Beerli & Martín, 2004). Regarding the infrastructures and socioeconomic context, some authors state that experiences with the destination are formed after the contact with different services offered such as accommodation, restaurants and transport and also the accessibility and leisure attractions (museums, theatres, etc.) (White, 2004; Zouni & Kouremenos, 2008).

2. Culture, city and urban tourism

Only in last decades theoretical support has been given to the economic functionality of symbolic dimension of urban spaces and gathering different approaches we can distinguish four of them (Sorribes, 2012):

- a) *Culture as a subject* that has the intrinsic value of culture, either as a support of human rights or as a role sector in urban development processes.
- b) *Culture as a context or background*, in which symbolic dimension is limited to serve as a reference space where economic processes are developed and not necessarily related with culture.
- c) *Culture as a pretext or excuse*, in which the assessment of economic or politic processes are based on the reputation and legitimation of creative and cultural activities.
- d) *Culture as a resource*, when cultural dimension becomes an input of different productive processes.

From the perspective of public policies implementation, these different approaches yield several orientations of policies aimed at managing policies dimension (see Table 1).

Table 1. Socioeconomic functionality in urban space of the different culture concepts.

Approaches	Policies / type	Culture concept
Culture as a subject	Cultural policy	Culture as a citizenship right and part of human rights. ¹ It requires urban policies tools to satisfy and guarantee these aforementioned rights, which respond to human necessities of having resources to create individual and collective identities, taking part, expressing, communicating, sharing, feeling, and so on. All levels of government, including local ones, are obliged to satisfy these desires.
	Creative-based and development policies.	Cultural and creative activities are an economic sector of high productivity that is clustered specially in urban spaces and it gets adapted easily to cities' attributes. Besides, it points out to cities' specialization against the fall of craftworks and industrial activities in the 70's and the 80's. It is in this context where the emerging concept of creative city appears, still not definitely consolidated (Cooke & Lazzeretti, 2008; Scott, 2006). Departing from initial papers by Jacobs (Jacobs, 1986) and later developments by Richard Florida (Florida, 2002), culture approaches of cities' capacities to create "lifestyles" (soft attributes) with the ability of attracting human capital (creative class) which finally facilitates the urban growing and influence economic localization processes. Technical change and its effect in the economic process has been one of the factors that triggered new urban developments. In this way the importance of knowledge as a productive factor is highlighted.
Culture as a context or background	Urban regeneration policies	Culture as a narrative argument that justifies the cities' multidimensional redefinition/regeneration/renovation. It can come from the construction of iconic cultural facilities or following cultural mega events. It establishes the path, the way and the model of urban transformation in its architectonic, urbanistic, economic and social dimension (Evans, 2001).
Culture as a pretext or excuse	Communication or advertising policy	Culture as an ornamental ritual legitimized of the manifestation of economic, politics and religion powers. It is shown differently in urban spaces as <i>Pharaonic</i> scenarios (Rius & Sánchez-Belando, 2015).
Culture as a resource	Touristic policy, social policy	Culture as a stock variable, accumulated in built patrimony or symbolic capital (historical discourse, landscapes, narrations, folklore manifestation). It can be used either as an input in the urban production function, especially in the touristic flows markets, or as an internal legitimation factor from the reinforcement of cohesion, membership feeling and identity.
	City Marketing, territorial branding	Culture as a differentiated brand of urban space. It summarizes complex realities meanings as the cities are in a simplified way, as brands usually do. Culture as the central element of place marketing or territorial branding which determines worldwide urban hierarchy (Jensen, 2005).
	Innovation policy	Cultural ecosystem as a base of the innovation system and that affects not only the innovation in artistic creativeness but also the innovation in social and political contexts, and the technological and scientific innovation (Potts, 2011).

Source: Own elaboration.

¹ Cultural rights are stated in the *Friburg declaration* and call for their enforcement and respect in all levels, including the local level.

3. Valencia as a touristic destination.

In the 70s, a sharp journalist defined Valencia as an “anti-touristic city” (Monfort-Mir, 2014). But in the last 15 years, Valencia has experimented a significative transformation as a touristic destination, since its 800,000 tourists have become 1.6 million nowadays, showing one of the highest growth rates in Europe, specially between 2000 and 2007. The touristic peak in Valencia was the celebration of the America’s Cup in 2007, which attracted 1.9 million visitors. This differential growth is partly explained by the emerging of urban tourism as a global phenomenon, but also by the low departing point and essentially for the orientation of several public policies aimed at enhancing urban tourism in Valencia. Several authors have referred to it as a “great events” strategy. According to Rausell (Rausell Köster, 2006), the tourists’ profile Valencia receives started to change in the 90s, since they showed higher interest in cultural and leisure city offer. In 2003 Valencia reached one million tourists and the city was ranked the fifth province capital not related to *sun and beach* tourism in Spain. However, during these years of change in Valencia’s tourist profile the top position was for the business tourist. The cultural demand growth rised with the construction of different infrastructures as the *Ciutat de les Arts i les Ciències* (CAC, Arts and Sciences City) and the organization of some sport events of international interest, the America’s Cup and the F1. Santamarina Campos stated that “In a short period of time Valencia has collected monumental environments and a considerable museum offer; events and elite competitions widely shown in international mass media; has increased its hotel rooms, overnights and visitors; it has multiplied the publication of touristic guides and editions in several languages and it has achieved to enter in the exclusive Lonely Planet list” (Santamarina Campos, 2014). Thus, in a few years Valencia has got monumental projects (CAC, *Marina Real Juan Carlos I*, Conference Building, *Veles e Vents*, and so on), it has been the host city of exclusive competitions (America’s Cup, Global Champions Tour, Valencia Street Circuit, Valencia Open 500, MTV Winter Festival, V World Meeting of Families) and it has tripled its museum offer (Martí, 2010). It can be stated that something has occurred in the last 30 years in the “imageenering” of Valencia City. The processes related to cities repositioning looking for the global tag detected by the literature are accomplished. Projects such as the re-building of the maritime façade, insistence in emblematic architectural plans, the reorganization of productive structure to issues related with ICT society, the use of festival and sports events, etc. Nevertheless, there are lot of loose ends to imagine Valencia as an entrepreneurial city, related to knowledge, experience, creativity and leisure.

One of the first lacks comes from the fact that it has been no planning, it is a sequence of events responding to different agents’ logic (local government, regional government, development companies, universities, citizen movements) instead, which are difficult to combine without being against the coherence of a collective planning will. Not even today, despite being in a moment in which an active urban planning discourse can be detected, the discourse can be considered as having the least influence in urban interventions more than just an ex-post justification. Decision making processes respond to spontaneous logics which cover short term expectations and are highly related to specific lobbies’ interests (political parties, economic agents, sports clubs, etc.).

Touristic policy in Valencia.

Touristic policy in Valencia City is structured through a public/private collaboration Foundation known as *Valencia Turismo Convention Bureau* (FVTCB). Regarding the organizational model the FVTCB has a management area (with general management, institutional relationships, law services, and quality and market intelligence) and two subareas. The first subarea is devoted to

the areas of communication, promotion and marketing, while the second subarea deals with financial area, general services, business development and attention to the visitor, which coordinates the activity of the different visitor attention points and the business development functions (direct and online marketing).

It started in 1991 and it was initially oriented only to Conference tourism. From the first years in the 21st century it is in charge of the promotion of general tourism and it becomes in the executing arm of the city touristic policy. In fact, it is almost impossible to find resources oriented to the touristic policy apart from the funds of FVTCB. Despite the political weight of the foundation being divided between the Chamber of Commerce, Valencia Fair, firm manager associations and Valencia City Hall, more than 90% of the funding comes from Valencia public funds. That is, the political control of public policy development is distributed over some private agents, but not its costs. Valencia City Hall funds in 2013 for the touristic policy were €4.4 million which is approximately 0.6% of global budget.² Up to the tourism peak of the America's Cup in 2007 there is no strict tourism planning, it is more a reactive model front the management of events and facilities in the city responding to spontaneous decisions. The exhaustion of events and the crisis implies that there is a standardized strategic planning from 2008, which is composed by a 4-5 years strategic plan and annual plans. The 2008-2012 plan had these strategic objectives:

- Keeping the main markets and products demand (especially from mature segments as the conference tourism and national market).
- Searching of the highest increases in the international holiday's tourism.
- Developing the connectivity, keeping the actual structure and intensifying the work around aerial transport as the fundamental one for the promotion of the destination.
- Developing of the brand, reaching an increase in its notoriety, knowledge of the destination and tourists' attraction.

Quantitative objectives were reaching 2 million visitors and 4 million overnight stays. Despite the official discourse declares to have reached these objectives, it is a distant figure since the demand is stabilized around 1.6 million visitors. Annual plans present interventions regarding the improvement of touristic governance, providing higher intelligence to the market, increasing the brand notoriety, efficiently managing the demand and finally keeping the excellence of the visitor's experience.

4. Database description and methodology

This work relies on data of more than 2000 interviews to tourists in Valencia. The data was collected with face-to-face interviews. A depuration process has been conducted to reach a database of 1300 interviews, where incomplete or inconsistent responses have been deleted. There are questions related to sociodemographic characteristics of the tourists, type of trip, attitudes towards tourism, characteristics of destination and finally satisfaction and recommendation of the destination. Each one of these dimensions is collected in interviews with several variables.

In order to analyze the effect of tourists' attitudes in the probability of being a prescriptor of the destination the following variables have been considered:

² These figures are similar to the ones from Barcelona in absolute terms, although in Barcelona funding from the City Hall to the *Consorci Barcelona Turisme* are only 7% of the total available resources for the touristic policy, while in Valencia they are more than 60%. (This data belong to the declaration of FTVCB, which is difficult to verify given the opacity degree about information regarding the Foundation).

Dependent variable

The objective of this paper is to analyse when a tourist becomes an active prescripator of the destination and how much cultural factors contribute to this process. It is obvious that the aim of prescribing the destination is correlated with the satisfaction level, as common sense indicates.

We consider a dependent variable that is dichotomic: the tourist is a prescripator of the destination (Y=1) or the tourist is not a prescripator of the destination (Y=0). This variable takes value 1 when the tourist declares a level of satisfaction of 4 or greater than that (in a scale from 1 to 5, where 5 is the maximum level of satisfaction) and also recommends the destination for sure; and takes value 0 otherwise. This is maybe a strict definition of satisfaction, but it allows discarding inconsistent responses, since it is not only the satisfaction level reported but also the recommendation of the destination for sure the conditions to describe a satisfied-prescripator tourist. Besides, from the point of view of policy makers, they are interested precisely in tourists who are not only satisfied but who become prescripators of the destination, that is, they recommend the visit with no doubt. Therefore, this leads to a binary choice model: who is a satisfied-prescripator tourist and who is not.

Independent variables

Independent variables used in this model are described in detail in Table 2:

Table 2. Independent variables in the logit model

Variable	Mean	Standard deviation	Description
Cult_att	3.18	1.09	Cultural attitude. Mean of disagree-agree of 2 statements in a 1 to 5 scale: "I am especially interested in knowing more about Valencia's culture" and "Mainly I'm in Valencia to visit monuments and museums".
Hedonic_att	3.8	1.02	Hedonic attitude. Mean of disagree-agree of 2 statements in a 1 to 5 scale: "Basically my visit to Valencia is to have fun and scape from daily routine" and "I would feel the atmosphere of the city".
Cog_att	3.52	1.21	Cognitive attitude. Disagree-agree of 1 statement in a 1 to 5 scale: "An important purpose of my visit is to learn new things".
Sex	60% men 40% women		Gender. =1 if respondent is male; 0 if female.
Group1	18.45%		Grouptrip dummy variables, the kind of group. =1 alone; 0 otherwise
Group2	17.83%		=1 with friends; 0 otherwise
Group3	50.65%		=1 with family and/or partner; 0 otherwise
Group4	13.07%		in an organized group or business (not included in the model as a base category)
Known	7.83	3.04	Number of sites from a proposed list of 19 sites that the tourist declares to know.
Over	3.53	2.82	Number of overnights.
Bad	2.33	0.62	Perception of bad attributes of the destination. Mean of disagree-agree of several statements in a 1 to 5 scale about problems of destination, hospitality of residents, public transport, noise, security, cleanliness, quality of restaurants or professionalism of workers in tourism sector.
Comp	1.01	0.55	Comparative perception of the destinations. Composite Index that compares Valencia with Madrid, Barcelona and Paris as standard referents.
Percep	17.22% 82.78%		Who prescriped the election of the destination. =1 recommended by friends and/or family; 0 recommended by others

Source: Own elaboration.

Given the dependent variable, a logistic regression model is considered. Let X be a vector of explanatory variables $\{X_1, \dots, X_k\}$, logit model can be expressed as:

$$P = P(Y = 1 | X_1, \dots, X_k) = \frac{\exp(\beta_0 + \beta_1 X_1 + \dots + \beta_k X_k)}{1 + \exp(\beta_0 + \beta_1 X_1 + \dots + \beta_k X_k)} \quad [1]$$

where P is the conditioned expectation of Y , the probability that a tourist is a satisfied-prescriptor tourist, given the values the explanatory variables take.

However, since P in [1] is not linear either in the X 's or in the β parameters, logit model is usually expressed as the following:

$$\text{Ln} \left(\frac{P}{1-P} \right) = \beta_0 + \beta_1 X_1 + \dots + \beta_k X_k \quad [2]$$

5. Results and discussion.

The estimated model is:

$$\begin{aligned} \text{Ln} \left(\frac{P}{1-P} \right) = & \beta_0 + \beta_1 \text{Cul}_{att} + \beta_2 \text{Hedonic}_{att} + \beta_3 \text{Cog}_{att} + \beta_4 \text{Sex} + \beta_5 \text{Group1} \\ & + \beta_6 \text{Group2} + \beta_7 \text{Group3} + \beta_8 \text{Known} + \beta_9 \text{Over} + \beta_{10} \text{Over}_2 + \beta_{11} \text{Bad} \\ & + \beta_{12} \text{Comp} + \beta_{13} \text{Percep} \end{aligned}$$

The goodness of fit tests for the logit estimation show that it is a good model. Likelihood ratio (LR) is highly significant ($\chi^2 = 259.1$, $df = 13$, $p < 0.001$), which means that there is a good fit. Hosmer and Lemeshow test ($\chi^2 = 7.3677$, $df = 8$) has a p-value of 0.4975, thus the model is adequate. Besides, the area under the ROC curve is equal to 0.7503, which can be interpreted as a model with an acceptable discrimination feature (Hosmer and Lemeshow, 2000).

Since in the logit model parameter coefficients have not a direct interpretation, Marginal effects have been computed at mean values of variables as it is shown in Table 3.

Table 3. Marginal effects of variables affecting the probability of being a satisfied-prescriptor tourist in a logit model.

Variable	dF/dx	Std. Err.	z	P> z	
<i>Cult_att</i>	0,0546	0,0190	2,868	0,0041	**
<i>Hedonic_att</i>	0,0559	0,0195	2,871	0,0041	**
<i>Cog_att</i>	0,0336	0,0155	2,163	0,0305	*
<i>Sex</i>	-0,1254	0,0310	-4,048	0,0000	***
<i>Group1</i>	0,2243	0,0482	4,649	0,0000	***
<i>Group2</i>	0,1342	0,0559	2,399	0,0164	*
<i>Group3</i>	0,1321	0,0507	2,607	0,0091	**
<i>Known</i>	0,0163	0,0052	3,165	0,0015	**
<i>Over</i>	0,0459	0,0131	3,497	0,0005	***
<i>Over2</i>	-0,0014	0,0005	-2,609	0,0091	**
<i>Bad</i>	-0,2376	0,0268	-8,870	0,0000	***
<i>Comp</i>	0,0864	0,0316	2,732	0,0063	**
<i>Percep</i>	-0,0526	0,0423	-1,243	0,2136	

* Significant at 5%, ** significant at 1%, *** significant at 0.1%

Source: Own elaboration.

Satisfaction that leads to a prescription of the destination is a complex process that is affected significantly by several elements, as the results confirm following the designed model. An initial exploratory analysis yields that sociodemographic aspects such as the education level, the income level or the employment situation do not have significant effects over the satisfied-prescriptor tourist.

Attitudes are a group of elements which have effects over a satisfied-prescriptor tourist. Individual motivations and perceptions contribute to the formation of attitudes (Chon, 1989). Attitude can be defined as the visitor's tendency to the hedonic, cultural or cognitive dimension of the tourist. Having a cognitive, hedonic or cultural attitude with high values have significant effects over the satisfied-prescriptor tourist. The hedonic and cultural attitudes have pretty similar marginal effects on the probability of being a satisfied-prescriptor tourist. Considering the Attitudes group, the probability of being a satisfied-prescriptor tourist increases in 5.46% for increases in *Cultural attitude* and 5.59% for increases in *Hedonic attitude*, while the probability increases only a 3.4% in case of the *Cognitive attitude*.

Note that if we consider jointly these two dimensions with similar marginal effects (cultural and hedonic attitudes), more than a fourth of the sample (27%) report high values in both attitudes (≥ 4); 30% show high hedonic motivations but low cultural ones, who are younger people than the average age of respondents and with a lower proportion of men than the whole sample; 36.4% present both cultural and hedonic attitudes with low values, who are middle-aged people and high proportion of men. We can check that the low attitude motivation is connected with the fact that the principal reason for the trip is due to business, fairs or conferences.

Table 4. Distribution of values for hedonic and cultural attitudes depending on proportion in the sample, age, gender and principal reason for the trip.

		Hedonic attitude	
		Low	High
Cultural attitude	Low	36.4% of sample, Age: 39.5, Male 68%, Business 55%	30.1% of sample, Age: 35 Male 57%, Business 5%
	High	5.9% of sample, Age: 46.3, Male 48%, Business 8%	27.5% of sample, Age: 42.4, Male 55%, Business 4%

Source: Own elaboration.

From the point of view of the destinations management logic, the problem with attitude aspects is whether these values should be considered as variables or data. If we consider them as data, obviously resources are quite limited, in policy terms. The only possible strategy is to form products that attract those visitors with a more positive attitude propensity, identifying the profiles that fit best. It is clear that either a higher *Cultural attitude* (the level of interest in knowing cultural aspects of the territory and visiting its patrimony), *Hedonic attitude* (less related with cultural dimension and more with entertainment and the *soul* of the city) or *Cognitive attitude* (more related with learning new things and increasing knowledge of the city) have significant effects in the satisfaction that prescribes the destination. In that sense, culture seen under multiple shapes from the demand side, takes part in the complex recipe of the satisfaction which ends in prescription.

An increase in *Knownsites* implies a 1.63% increase in the probability of being a satisfied-prescriptor tourist. The knowledge/acknowledgement of a higher number of touristic resources

in the destination has also a positive and significative marginal effect over the prescriptive satisfaction, in line with papers commented in the state of the art about the relationship between familiarity of the destination and satisfaction (Marinao-Artigas et al., 2014).

Regarding the *Sex* variable, the probability of being a satisfied-prescriptor tourist is 12.5% lower in case of men compared to women. The visitor's gender has also a substantial effect on the prescriptive satisfaction, and this opens the question of touristic policies to the gender perspective, approach which is scarcely found in the literature (Carvalho, Baptista, & Costa, 2014; Chan, 2014; Ramires, Sousa, & Marques, 2014). From the perspective of touristic urban policies would be convenient to define what aspects make an urban destination become *women friendly*. Variables such as the security perception, sociability models, access technologies and ways to use social networks (*Gender Considerations in Online Consumption Behavior and Internet Use*, 2016), or the amount of cultural offer (Moreno Cobos, 2009) and the shopping offer can be relevant to form a city attractiveness from a gender perspective.

The Type of trip has also an effect on the probability of interest. Taking the Grouptrip category of business group or organized group as the reference category in every case, we can state that *doing the trip alone* increases 22.43% the probability of being a satisfied-prescriptor tourist, while the effects are increases of 13.42% in case of a *trip with friends*, and 13.21% in a *family trip and a trip with a partner*. In consonance with results above, clearly any model different from organized or business tourism imply a significative increase in the prescriptive satisfaction, and the differential effect is higher for the individuals doing the trip alone.

An increase in the number of *Overnights* increases the probability of being a satisfied-prescriptor tourist in 4.59%. However, this variable squared (*Over2*) has a negative marginal effect of 0.14%, which indicates that a high number of nights in the city decreases the probability of interest. The amount of nights which marks this inflexion point is 16.25 nights, not a low number. Thus, the number of overnights has a significative effect. We can interpret this fact as "the more time devoted to know the city, the higher the prescriptive satisfaction", but it has obviously a saturation point, although this threshold is beyond 15 days. These both elements can point out that the destination captivates more because of the sociability and interaction proposal in longer stays than the spectacular resources and direct or immediate impacts of its patrimony attributes or purely touristic resources.

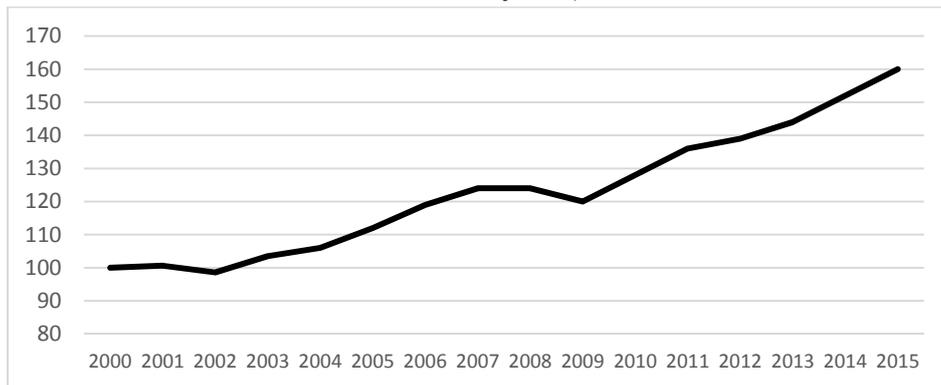
There are also two dimensions that, according to the estimated model, affect the prescriptive satisfaction which are related to the subjective perception of the negative attributes of the local touristic system. The *Bad* variable reflects the perception of bad attributes of the destination, an increase in its value implies a decrease of 23.76% in the probability of being a satisfied-prescriptor tourist. These negative attributes are referred to hospitality of residents, public transport, noise, security, cleanliness, restaurants' quality or lack of professionalism in tourism sector workers. The higher the value for this "bad perception", the lower the probability will be of the visitor becoming a satisfied-prescriptor tourist. The marginal effect is considerably intense, thus in touristic policy terms, to improve the attributes of the destination appears as a necessary strategy to boost tourists' satisfaction. In the case of Valencia the general perception of these bad attributes is not very high (2.33 in a 1 to 5 scale).

Urban touristic destinations are assessed in comparative terms. The *comp* variable collects a comparative perception of the destination in relation to other destinations such as Madrid, Barcelona or Paris, creating a composite index for this relative comparison. The higher the value of this variable, the higher the visitor's perception of Valencia's assessment, compared with these three reference destinations. Consistently, an increase in this variable increases the probability of being a satisfied-prescriptor tourist in 8.64%.

6. Some final considerations.

Urban tourism is a growing phenomenon in Europe. The estimated increase in demand from Asiatic markets has the ability to reshape destinations' hierarchy. It can be an opportunity for some destinations, especially for those middle destinations that have appeared recently in the touristic system, such as Valencia, due to high investments in events and facilities with touristic aim.

Figure 1. Evolution of the urban tourism in Europe (bednights in all forms of paid accommodation in city area) 2000=100.



Source: TourMis.

Therefore, tourists' satisfaction level becomes a strategic variable for prescription of the destination, and as we have seen in this paper satisfaction is structured in a complex way. "Cultural attitude" of visitors, considered as a wide concept and also the hedonic and cognitive dimensions are all of them quite determinant variables. However, from the public policies point of view, we face the difficulty of influencing these variables which are formed in an individual psychology frame. Further research is needed in this topic.

Another possible successful strategy is to analyze in more detail what aspects make a destination become *women friendly* since gender perspective factors are also important in prescriptive satisfaction. There are aspects that can reshape urban destinations in terms of perceived security, sociability models, social networks use and technologic models associated to them.

Obviously these new orientations should not imply other aspects related with the most traditional attributes such as the quality of human resources, the cleanliness, transports or prices.

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