

# Cultural tourism: A methodological approach based on the knowledge of its demand

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## Abstract

The aim of this research is to propose and validate a conceptual model that measures the degree of satisfaction of cultural tourists. The model could help us to better understand this segment of the market and identify factors that explain the degree of customer satisfaction. In terms of methodology, a hypothetical-deductive method has been applied. After reviewing the literature, five hypotheses have been proposed, integrated into an exploratory model. The model has been validated by a structural equations model (SEM) and estimated with data from the Survey on Resident Tourism/FAMILITUR, conducted by the Spanish National Statistics Institute (INE). The results assess the significance of sociocultural variables and tourist experience, and the null influence of satisfaction as a predictor of repeat visits. The model permits confirming a set of appropriate variables to analyze the satisfaction of Spanish internal demand with a cultural motivation, on local trips. Given the growing importance of cultural tourism worldwide, the proposed model can become an interesting tool for the management of the touristic positioning of destinations with a cultural heritage, as it helps us to understand the satisfaction and loyalty of the tourist flow.

## Key words

Cultural tourism; satisfaction; tourism demand; structural equation modeling (SEM); FAMILITUR; tourism management.

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## A conceptual model of satisfaction is proposed for Spanish tourists with cultural motivations

### 1. Introduction

Spain has an important cultural heritage that has allowed it to diversify its tourism offering, which since the 1960s has been based on the sun-and-beach model, focusing now on new types of tourism, such as cultural tourism. This type of tourism is on the increase as the result of the economic and social transformations that have occurred in post-modern societies (Valiente, Forga & Romero, 2016).

During 2017, trips with a cultural motivation taken by residents in Spain accounted for around 12.5 million tourists, who spent a total of €6.7477 billion (INE, 2018). The data show the economic importance of cultural tourism in our country, for which our cultural resources have been key. One example of this is that UNESCO has recognized 15 Spanish historic city centers as World Heritage Sites. In 2018, this group of cities, positioned within the national and international commercial circuit for cultural tourism, received 5.4 million visitors, exerting a tourist pressure of 3.7 visitors per inhabitant. Managing this massification is precisely one of its objectives (GCPHE Tourism Observatory, 2019).

However, many other cultural resources have not been integrated into the national tourism market, such as in the case of medium-sized and small Spanish cities with a rich cultural heritage (Barrera & Hernández, 2016). Various studies on cultural tourism have revealed the spatial concentration of visitors in certain destinations and cultural resources (De la Calle Vaquero, 2003; Troitiño & Troitiño, 2009).

As a result, nowadays there is a great deal of competition among the different tourist destinations in order to attract visitors (Mariani & Baggio, 2012). This necessitates the implementation of marketing strategies focused on different segments of the demand, aimed at developing specific promotional and marketing policies (Molina, Martín-Consuegra, Esteban & Díaz, 2007).

In this sense, taking into account the current context of Spanish tourism, an analysis has been carried out on the need to implement, by destination, strategies of specialization in certain segments of the demand, offering a greater opportunity for commercial positioning (Gómez Patiño, Medina & Puyuelo Arilla, 2015). In brief, the goal is to achieve a greater competitive advantage on behalf of the cultural touristic destinations within the immense tourism offering. Finding competitive advantages that would permit both attracting the flow of tourism, in the case of emerging destinations, and maintaining it, in the case of mature destinations, is crucial in order to position a tourism destination over the rest. In this manner, the attempt to obtain the satisfaction of travelers for the various tourism destinations, and their loyalty to the destination, comes through understanding the influence of tourist behavior in both cases. As indicated by Butnaru, Miller, Nita and Stefanica (2018:1420): “The basis of the evaluation of service quality lies in the individual experience of each client.” These same authors argue that the affluence of tourism in destinations is the result of their behavior.

Therefore, this study responds to the need to contribute more data that would allow us to better understand the behavior of the demand for Spanish cultural tourism. To do this, this study focuses on generating a metric, a model that would make it possible to measure the congruence between the value perceived by tourists and the heritage of the Spanish cultural destinations.

We start with the identification of those factors that can explain the cultural tourism consumption experience and its influence on the satisfaction of this type of tourist,

**Of interest  
is the negative  
causal  
relationship  
between repeat  
visits and  
satisfaction**

analyzing the value related to the use or consumer experience (Pine & Gilmore, 1998; Schmitt, 1999; Brida, Nogare & Scuderi, 2017; Lončarić, Perišić Prodan, & Dlačić, 2019), in this case, tourism, and the satisfaction with the object of consumption, i.e., the destination.

Following the review of the academic literature on the variables that would make up the customer experience (Homburg, Jozić & Kuehnl, 2017; Garduño & Cisneros, 2018), as the theoretical foundation of the variables studied, an empirical analysis is carried out based on data concerning tourism demand for cultural reasons provided by the *Encuesta de Turismo de Residentes/FAMILITUR* (Survey on Resident Tourism/FAMILITUR) conducted periodically by the National Institute of Statistics (INE), which provides detailed information on the number of trips and visitor profiles, as well as their motivations for resident households in Spain.

To establish the factors that have an influence on the satisfaction of a visitor to a cultural destination, some of the main precedents and consequences of satisfaction considered in the academic literature and found on the FAMILITUR questionnaire are analyzed. The activities that are performed at the destination are studied, the expenditure, the socioeconomic profile of the tourist, the level of organization of the trip and the relationship between these factors and the satisfaction of Spanish cultural tourists, as well as the influence this has on destination loyalty. This thus allows us to propose a model explaining the satisfaction of cultural tourists with the destination, which is later validated by means of structural equation models (SEM).

Furthermore, among other scientific reasons for this work, which is focused on creating a model to analyze the satisfaction of cultural tourists and which will allow us to better understand the tourism demand of clients who consume cultural heritage, we can highlight that it could also provide more data on this segment of the demand, consisting of different typologies and behaviors, in order to implement relational marketing strategies that allow competitive advantages to be obtained based on differentiation. “With the currently increasing global level of competence, offering new emerging destinations, and with tourists who are more aware of their choice and the desire to have a variety of options, relational marketing offers a considerable potential to achieve competitive advantages” (Fyall, Callod & Edwards, 2003:645).

There is also a reason relating to offering information to the agents involved in tourism management, which helps them develop, design and implement tourism management policies that generate social and economic profitability at the destination (Bote & Álvarez, 1998; Molina et al., 2007). The satisfaction of the informational demand required to maintain a sustainable competitive advantage as a destination and to become a desired tourist destination necessitates having information that can be used to integrate tourism strategies over both the short and long term (Balagué & Navines, 2012).

## **2. Conceptual framework**

### **2.1. Review of the literature: satisfaction**

Defining satisfaction is not easy. In service marketing, customer satisfaction and perceived service quality are two closely related concepts that may even appear to be the same thing (Liljander, 1994). However, they are two entirely different concepts, perceived service quality being the component with the biggest impact on customer satisfaction (Cronin & Taylor, 1992; Bloemer & De Ruyter, 1995).

## The data evidence the economic importance of cultural tourism in our country

In the area of leisure and tourism, the studies conducted conceptualize service quality as the quality of the result, understood as the perceptions by the visitor of the attributes of the service being offered, or expressed differently, the quality of the experience, determined by the psychological components that the visitor forms after consuming a service or destination.

Therefore, satisfaction would be a broader concept that is not only affected by benefits-rewards, but also by consumer-related factors (cultural, personal or experiential elements) and situational factors that are beyond the control of the service provider (Zeithaml & Bitner, 2002; Devesa Fernández, Laguna García & Palacios Picos, 2008).

In the case of tourists, their satisfaction is determined by a group of activities-experiences that have proven positive not only during their stay at the destination, but also during the preparation for the trip. In this way, the final satisfaction would be a set of several gratifying actions that occur at different times during the trip, including during the organization before it even takes place. As a result, satisfaction will depend on both the expectations of the consumers-visitors and the evaluation they make of the experiences with the product-destination once it has been “consumed” (Kotler, Cámara, Grande & Cruz, 2000; Mkono, 2016).

To the above, we must add the fact that in the tourism sector, we find the need to include both tangible and intangible elements that have an effect on satisfaction. Among the first group are the tourism resources at the destination, the tourism infrastructures, accessibility, etc. The intangible elements include the emotions that tourists experience, the perceived quality of services and the level of compliance with expectations (Gómez Patiño, 2012). These are factors that are difficult to quantify, but that can have a much greater influence on the satisfaction of tourists than the tangible elements (Bourdeau, 1985; Picos & Fernández, 2005).

In short, there are different variables that have an influence on the ultimate satisfaction of tourists, such as those related to the socioeconomic profile of the visitor (Valls, 2003), their main motivation for travel (Yoon & Uysal, 2005) or those intrinsic to the destination itself (Chen & Chen, 2010).

### 2.2. Variables that influence the satisfaction of the cultural tourist

Below is a review of the conceptual basis for the different factors that have an influence on the satisfaction of tourists, focusing only on those variables of the FAMILITUR study of the demand that have served as a basis for the proposed conceptual model of satisfaction.

#### 2.2.1. Sociodemographic variables

Within the sociodemographic variables of tourists, age is important. The studies that have been conducted indicate that the age segment corresponding to cultural tourists is between 25 and 55 years of age, with the most frequent travelers being those members of the 30-44 year old age range, due primarily to their economic stability and family-related independence (Valls, 2003; Lara de Vicente & López-Guzmán, 2004; Royo & Serarols, 2005; Pulido-Fernández & Sánchez, 2010).

With regard to cultural motivation by age, the latest research conducted in the city of Madrid indicates that there are different degrees of motivation. Accordingly, tourists older

**This research focuses on generating a metric or a model**

than 45 years of age present lower levels of motivation than the 18-44 age group (Bautista, Duque, Fernández & Da Silva, 2015).

Among the personal characteristics of tourists most commonly identified in the literature as affecting the perception of the destination is gender. Several studies indicate that gender is a discriminating factor in client perception and motivations. Women tend to have a more positive perception of the tourist experience. “Women have greater expectations than men when they choose hotels or judge their quality, particularly in relation to the service being offered and the staff’s attitude and behavior” (Callan & Bowman, 2000:108).

This factor would also have a certain significant influence on the motivations to travel. When it comes to visiting the destination, the motivations of women are more closely linked to knowledge than are those of men (Gil, Beerli & De León, 2012).

However, other authors have failed to find significant differences by gender in terms of cultural motivation, nor have they found any differences in terms of satisfaction with resources or infrastructures at the destination (Bautista et al., 2015).

In terms of the educational level of cultural tourists, those with university studies or secondary school are the most numerous (Lara de Vicente & López-Guzmán, 2004; Royo & Serarols, 2005), which is also shown by field studies conducted in different Spanish cities that have been declared World Heritage Sites (Troitiño, Brandis, Del Río, De la Calle, Gutiérrez & Martín, 2000).

The high level of studies would positively affect satisfaction, by permitting better comprehension and interpretation of the cultural resources visited at the destination. This would also influence how demanding each tourist is, which is reflected in his/her level of satisfaction (Valls, 2003).

Derived from the high level of training, some studies indicate that cultural tourists have a medium-high level of purchasing power (De la Calle Vaquero, 2003); this implies greater expenditures at the destination.

In accordance with the previous arguments outlining the variables of the sociocultural profiles of tourists, it is possible to offer the following hypothesis:

**H1. The different sociodemographic and cultural variables of a cultural tourist (age, gender, level of education and purchasing power) influence their level of satisfaction.**

### **2.2.2. Variables related to the experience of the tourist**

In relation to the influence of the variables associated with the experience of the tourist (within this concept are indicators related to the activities performed, the organization of the trip and the expenditure made) and his/her level of satisfaction, several studies have analyzed the positive relationships that arise at a cultural destination between the quality of the tourism experience and satisfaction and loyalty to the destination.

Chen and Chen (2010) substitute the variables related to service quality with the quality of the experiences in order to explain the level of satisfaction and loyalty, as they consider that this variable better explains the relationships that exist in the consumption of tourism.

## Creation of a model to analyze the satisfaction of cultural tourists

Experiences had at the destination, through activities performed, are one of the aspects that tourists will value the most, once the trip is over, comparing it to their expectations beforehand, which results in their level of satisfaction (Kotler, et al., 2000). Clients – and even more so, tourists, due to the very nature of tourism – seek experiences that complete their identity, which is why the experiences must be authentic, not artificial, in order to generate satisfaction. The creation of value will be determined by the quality of the experiences, which translated into the biographical imagination of the tourist, increase destination loyalty or expenditure (Alcoba, Mostajo, Paras & Ebron, 2017).

Other works (Bigné, Sánchez & Sánchez, 2001; Chen & Chen, 2010) emphasize that the capacity of a destination to provide the visitor with an experience in line with his/her expectations and needs will generate a varying level of loyalty on behalf of the tourist to the destination, manifested in both the intention to recommend the destination and to repeat the visit.

The tendency to repeat the visit has been demonstrated when the tourist feels satisfied with the attributes of the destination during the first visit (Kozak, 2000, 2001). Boo, Busser and Baloglu (2009) correlate those attributes of a product associated in marketing with perceived value, translating them to the attributes of a destination and its perceived value as fundamental criteria in terms of destination loyalty.

Yoon and Uysal (2005) also positively confirmed, by means of a structural equations model, the relationship between the level of satisfaction as a mediating variable and the tourist's motivations and his/her destination loyalty.

With regard to the positive influence of the organization of the trip on tourist satisfaction, several different studies have been carried out (Kozak, 2001; Hui, Wan & Ho, 2007). In relation to the expenditure, the work carried out on different urban cultural destinations shows a correlation between tourist satisfaction and tourist expenditure at the destination (Cárdenas, Pulido & Pulido, 2016).

As a result of this, the following hypotheses are proposed:

**H2. The organization of the trip has a positive impact on overall satisfaction.**

**H3. The activities performed at the destination have a positive impact on overall satisfaction.**

**H4. The expenditure incurred before and during the trip positively influences overall satisfaction.**

**H5. Satisfaction has an influence on repeat visits to the destination.**

**Empirically  
verified with  
the data  
provided by  
the Survey  
on Resident  
Tourism/  
FAMILITUR**

The interrelation of these hypotheses will provide positive or negative confirmation of the level of satisfaction and loyalty to the tourist destination.

Figure 1 below shows a summarized version of the five proposed hypotheses.

Table 1  
**Research hypotheses**

HYPOTHESIS	RELATIONSHIP	EFFECT
H1	Sociodemographic profile → Satisfaction	+
H2	Organization of the trip → Satisfaction	+
H3	Activities performed → Satisfaction	+
H4	Expenditure before and during the trip → Satisfaction	+
H5	Satisfaction → Loyalty	+

### 3. Proposed model

Taking into account everything that has been discussed with regard to the concept of satisfaction, this study proposes a conceptual model of satisfaction for Spanish tourists whose main motivation is of a cultural nature. It has been empirically verified against the data provided by the Survey on Resident Tourism/FAMILITUR, conducted by the INE to study the touristic movements of Spanish residents in the domestic market and abroad, since this statistic constitutes a basic reference to establish the general framework of the tourism demand in Spain, providing detailed information on the number of trips taken, the profile of the traveler and his/her motivation (Prado-Masculano, 2013). Table 2 shows a summary of its main characteristics.

Table 2  
**Characteristics of the sample (Instituto Nacional de Estadística, 2018)**

Type of survey	Ongoing, every quarter.
Scope of the population	Population over age 15 who lives in the main household.
Scope	All of Spain.
Reference period	Monthly.
Sample size	Around 16,400 interviews administered each month.
Data collection	Telephone interviews, and in some cases, personal interviews.

The main objective is to discover the main variables that can contribute to satisfaction with cultural tourism.

Based on theoretical foundations presented in the scientific literature, we have structured the proposed conceptual model, identifying the most significant elements and proposing the system of interdependencies that relate them to one another.

In doing so, we have primarily identified those variables of the Survey on Resident Tourism/FAMILITUR that are considered to influence the satisfaction of cultural tourists, based on the review of the scientific literature on the topic. Next, several hypotheses were proposed

that are intended to be verified by means of the relationships established in the causal model.

As a result, a total of 23 variables are included in the exploratory model: 4 are related to the sociocultural profile, 6 to the organization of the trip, 4 to activities performed at the destination, 8 to the expenditure incurred and 1 variable refers to loyalty.

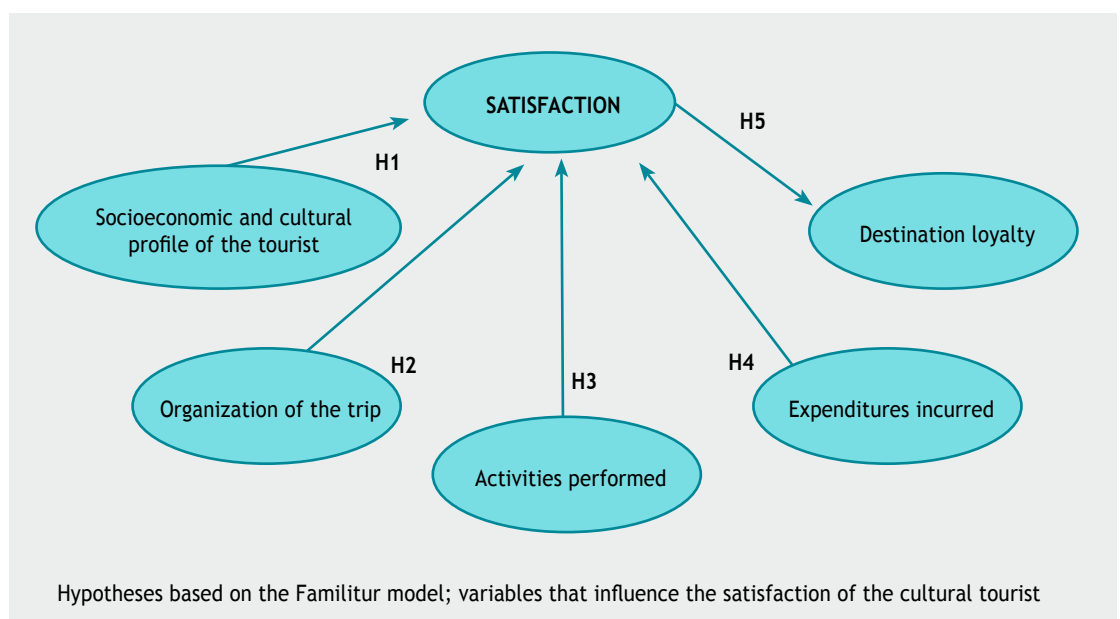
Next, the factors are presented that would determine the model of behavior whose structure we intend to verify by means of the relationships established within the proposed causal model.

The proposed model identifies the following factors that would determine the level of satisfaction.

- Factor 1. Referred to as the *Socioeconomic and cultural profile of the tourist*, it is made up of four indicators: age, gender, level of education and household income.
- Factor 2. Referred to as *Organization of the trip*, it consists of six variable indicators grouped according to the type of organized trip (or if the trip is not organized and the services used at the destination).
- Factor 3. Referred to as *Activities performed at the destination*, it is made up of four variable indicators: cultural visits, cultural performance attendance, city visits and culinary activities.
- Factor 4. Referred to as *Expenditures incurred*, it includes eight indicators grouped into expenditures made before and during the stay and their amount.
- Factor 5. Referred to as *Destination loyalty*, it is measured in terms of repeat visits.

The model in Figure 1 shows a chart of the hypotheses listed above. The interrelation of these hypotheses will provide positive or negative confirmation of the level of satisfaction and loyalty to the tourist destination.

Figure 1  
**Proposed causal model**





A total of 23 variables are included in the exploratory model

## 4. Study method

The data used for the study were obtained from the data from the Survey on Resident Tourism/FAMILITUR administered by the Spanish National Institute of Statistics (INE), to study the tourism trips and excursions taken by residents in the main households in Spain, during the period between February 2015 and September 2016. The sample size was  $n=18024$ . Data were analyzed for those whose main purpose for taking the trip was of a cultural nature.

The research framework used intends to demonstrate the causal relationships between the following five factors or latent variables related to the *socioeconomic and cultural profile of the tourist, the organization of the trip, the activities performed at the destination, the expenditures incurred and loyalty to the destination or type of destination*, related to the variable satisfaction, estimated by means of structural equations modeling (SEM).

Given the exploratory nature of this study, it was decided that the use of structural equations was the most appropriate methodology, as it is especially useful in situations in which researchers intend to analyze relationships between latent variables in studies focused on prediction. Structural equations are a technique that is very commonly used to contrast causal models, since it makes it possible to create exploratory models consisting of latent variables (theoretical concepts) and indicators (empirical concepts) that are related to one another through hypotheses (Henlein & Kaplan, 2004).

The parameters of the model were estimated using SmartPLS 3 statistical software (Ringle, Wende & Becker, 2015). The model presented is made up of two submodels: a reflexive measurement model and a structural model. The confidence intervals for their parameters were evaluated using the bootstrap method, correcting for bias and extracting 5,000 samples (Chin, 1998; Hair, Hult, Ringle & Sarstedt, 2017). The sample size was 12,129.

The model was estimated by means of the Partial Least Squares (PLS) algorithm (Wold, 1975), which attempts to identify the relationships among latent variables. Their selection was made according to the following criteria: the modeling of the problem being investigated is in an emerging state; minimum PLS requirements in terms of sample size; precision of the prediction and comparatively low requirements as compared to other techniques, and in terms of the multinormality of data (Joreskog & Wold, 1982; Henseler, Ringle, & Sinkovics, 2009).

## 5. Results

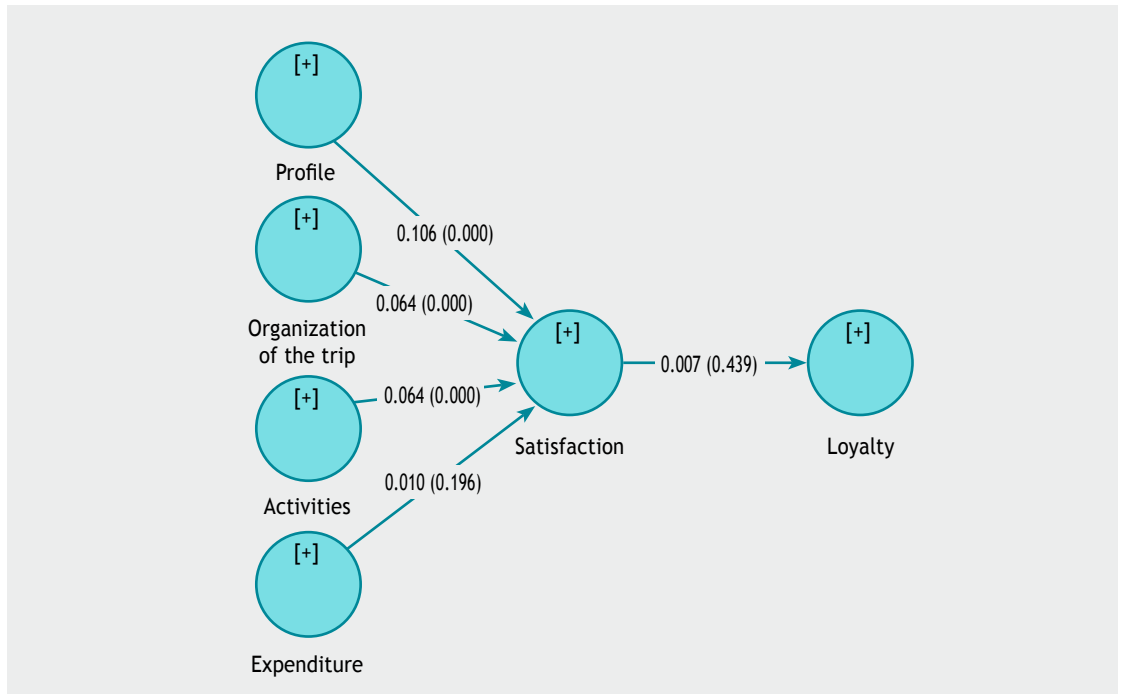
Next, and based on the aforementioned theory, the values and signs are interpreted that result from the estimated coefficients of the structural equations with the causal relationships of the different latent variables present in the model. This analysis served to verify the previously proposed hypotheses.

The diagram of the estimated causal model shown in Figure 2 reflects the graphic expression by means of a path diagram of the relationships between the latent variables (constructs) that constitute the proposed hypotheses.

Table 3 shows the values of the parameters and their p-values. The relationship between satisfaction and destination loyalty is clearly non-significant ( $p=0.437$ ), while the relationship between expenditure and satisfaction is significant at a level of 80.9% ( $p=0.191$ ), which is

These hypotheses will provide a positive or negative confirmation of the satisfaction with and loyalty to the destination

Figure 2  
**Estimated causal model (SmartPLS 3 Statistical Software, 2019)**



lower than the generally accepted level of 95%. The rest of the relationships are significant, with p-values clearly below 0.05. Colinearity presented a value of less than 3, the value generally accepted as demonstrating low colinearity (Mason & Perreault, 1991; Becker, Ringle, Sarstedt & Völckner, 2015).

Table 3  
**Structural model. Values of the parameters and their p-values**

Relationship	Parameter value	p-value
Activities → Satisfaction	0.064	p=0.000
Expenditure → Satisfaction	0.010	p=0.191
Organization of the trip → Satisfaction	0.064	p=0.000
Profile → Satisfaction	0.106	p=0.000
Satisfaction → Loyalty	0.007	p=0.437

Therefore, the estimates of the proposed model confirm the causal relationships that were proposed between the sociocultural profile of the tourist and satisfaction, the organization of the trip and satisfaction, the activities performed and satisfaction and the expenditures incurred and satisfaction.

Specifically, the results of the estimated model make it possible to state that the variables within the *Socioeconomic and cultural profile of the tourist* factor have an influence on the level of satisfaction of the cultural tourist ( $p < 0.000$ ), (H1).

### Women had a more positive perception of the tourism experience

The variables analyzed within the *Organization of the trip* factor have a direct influence on overall satisfaction ( $p < 0.000$ ), (H2). This underscores the fact that the organization of the trip, alone or accompanied by other people, the level of organization of the trip, seen as the advanced purchase of packages and tourism services used at the destination, condition the ultimate satisfaction of the cultural tourist.

The *activities performed* at the destination exert a direct influence on overall satisfaction ( $p < 0.000$ ), (H3). The tourism offering thus becomes important, in this case understood as the cultural offerings that are available at the destination.

The *expenditures incurred* during the trip also have a direct influence on overall satisfaction (H4). We can therefore establish relationships between the well-being of the tourist and the expenditures incurred at the destination.

The remaining hypothesis made about the influence of satisfaction on the loyalty of the tourist to the destination (H5) was not confirmed by the data. A significant relationship is not observed, therefore, between the satisfaction of cultural tourists and repeat visits ( $p = 0.043$ ) (H5). Even though the scientific literature establishes the positive influence that overall satisfaction has on the loyalty of tourists (Hui et al.; Kozak, 2001), its relationship would not be as relevant as expected. It is therefore necessary to consider other studies that indicate that satisfaction may not have a linear effect on loyalty and repeat buying (Fullerton & Taylor, 2002; Moll de Alba Cabot, Prats & Coromina, 2017).

## 6. Conclusions

The results analyzed in the previous section reveal the importance that the type of trip organization manifested by cultural tourists, their socioeconomic characteristics, the activities performed and the expenditures incurred have on the overall satisfaction of the cultural tourist, as well as the null relationship between satisfaction and loyalty.

The relationship between the organization of the trip and satisfaction (H2) is a confirmed hypothesis. Therefore, those responsible for marketing tourist destinations of a cultural nature must take into account the way in which cultural tourists organize their trips. The Survey on Resident Tourism/FAMILITUR shows little use of vacation packages and the prevalence of trips that tourists organize themselves. It therefore becomes necessary to promote services and tourism resources that can offer greater attractions, in response to the needs derived from this way of organizing travel, which can increase their satisfaction.

The relationships between the sociodemographic profile (H1) and the activities performed (H3) and satisfaction are also confirmed hypotheses. In the case of activities performed, its confirmation suggests the importance of the diversity of tourist attractions and complementary offers at the destination in terms of the level of overall satisfaction of cultural tourists.

Attention should be called to the results obtained in terms of the negative causal relationship between repeat visits and satisfaction (H5). We must thus keep in mind regarding the marketing strategies of the destination, the fact that the visitor's satisfaction cannot be expressed in terms of repeat visits over the short term, but rather with regard to their recommendation to others.

To increase the number of repeat visits, the possibilities offered by the destination to engage in different activities and its available cultural tourism offerings are important. If the possibilities to engage in new activities are exhausted at the destination, it may be that even though the

## The results are therefore relevant for the planning and management of cultural tourism destinations

tourism experience has been positive, the visit will not be repeated. However, if tourists believe that they might be able to engage in others, in other words, have new experiences during the next visit or they find the performance of the same activities to be attractive, they might return to the destination.

With regard to satisfaction and its positive causal relationship to expenditure (H4), the lesser influence of the expenditure on satisfaction could be explained by the possibility that the cultural tourist will pay a price for which the exchange value does not correspond to the satisfaction of that need. This highlights the importance, within the marketing actions, of the design of certain products or tourism services with high added value, which respond to a segment of the demand that, because of its sociodemographic characteristics, has a high level of purchasing and educative power.

### 6.1. Contribution of the study

A city can position itself as a tourist destination according to the level of satisfaction of its visitors. In doing so, it is crucial to know about the behavior of the tourists that visit it. The study of the variables found in any direct survey on the tourism demand after the conclusion of the visit is fundamental to obtain data that would allow us to expand our knowledge about their behavior and how it influences their level of satisfaction.

Generally speaking, the results of this initial exploratory study have confirmed a model that would make it possible to establish actions to increase the satisfaction of visitors whose main motivation is of a cultural nature.

The results obtained in this research based on the Survey on Resident Tourism/FAMILITUR enable us to identify a set of indicators that influence the satisfaction of the cultural tourist. These results are therefore relevant for planning and managing cultural tourism destinations.

In this sense, being able to identify different profiles of cultural tourists based on their level of satisfaction would enable us to implement specific policies to promote and market cultural destinations. It would also allow us to identify the cultural resources and tourism services at the destination, which could help increase their level of satisfaction or loyalty.

### 6.2. Limitations of the study

The limitations that have been identified in this study are primarily related to the variables present in the Survey on Resident Tourism/FAMILITUR, framed within the more general approaches given by the World Tourism Organization for the study of demand, certain variables of which were not given a more operational adaptation.

This is the case of the loyalty construct, which only includes one item, as it is considered from a behavioral perspective, such as repeat visits, and not an attitudinal one, i.e., satisfaction, which is not analyzed by attributes, but rather in a more global manner. It is for this reason that the use of these statistics establishes a general framework and not a specific one, such as that which would be required for a more segmented study of the demand, such as the flow of cultural or rural tourism.

This implies that, for a more in-depth analysis of the demand for cultural tourism, it would be necessary to integrate more operative concepts or variables that are adapted to the needs of the area being studied, in this case cultural tourism. This would provide specific data on the different segments of the demand, making it possible to determine differentiated marketing strategies, among other actions.

Visitor satisfaction can be expressed in their recommendations of the destination to others

### 6.3. Future lines of research

In order to complete a broader study of the behavior of cultural tourists in Spain, in the future it would be recommended to develop the lines of research considered, expanding the analysis of the relationship that exists between the satisfaction of the cultural tourist and future intentions to make repeat visits and their influence on the recommendation of the destination to others. The model applied to cultural tourists could also be applied to another type of tourists and destinations, such as health, nature or sun and beach tourism.

## 7. Declaration of Conflicting Interests

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