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TRIP CULTURAL ACTIVITIES AND TOURISM EXPENDITURE IN EMERGING URBAN-CULTURALDESTINATIONS

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ABSTRACT

Although tourism expenditure is determined by different factors, the literature has not analysed the extent to which trip cultural activities affect tourism expenditure in the destination. The focus of this paper is a microeconomic analysis performed in 14 emerging urbancultural destinations in Andalusia (Spain). The results confirm that there are activities related to cultural visits, attendance at events or gastronomic activities that determine tourism expenditure. These results guide the implementation of specific actions by the policy-makers in these destinations aimed at increasing the economic impact of tourism, based on the creation of high value-added tourism products to overcome their mere dependence on built heritage. Copyright © 2015 John Wiley & Sons, Ltd.

KEY words: Andalusia; cultural activities; emerging urban-cultural destinations; Poisson regression analysis; tourism expenditure

INTRODUCTION

Culture, in general, is increasingly becoming an object of tourism consumption (Pulido-Fernández & Sánchez-Rivero, 2010), to the point that for many territories, culture is their *raison d'être* as a tourism destination. In fact, in recent years, there has been an explosion of tourism destinations trying to enhance the value of their resources, attractions and cultural identity in order to generate interest among potential tourists (Richards & Smith, 2013).

Nowadays, it is generally accepted that in many cases and, obviously, given the necessary conditions, tourism can become a tool with the potential to generate income, create employment or increase tax revenues (Lee & Chang, 2008; Dritsakis, 2012; Castro et al., 2013; Massidda & Mattana, 2013). In this regard, in recent years, it is common to find countries, regions or destinations giving priority to tourism so that it becomes the cornerstone of their economic policies. The core around which all these economic impacts revolve is tourism expenditure (Cárdenas-García, 2012). Therefore, it is considered a key variable in the analysis of the tourism market, even though its assessment is becoming increasingly complex (Aguiló & Juaneda, 2000).

In fact, there are specific characteristics such as the socioeconomic profile and motivations of the tourist, the frequency and characteristics of the trip or the knowledge of the destination that usually determine the tourism expenditure linked to a particular tourism activity. Thus, the study of the underlying causes explains that expenditure becomes crucial to guide both the private sector and those responsible for setting tourism policy, inasmuch as it would be possible to know in advance the tourism expenditure incurred by a consumer according to his or her specific characteristics (King & Woodside, 2001; Woodside & Dubelaar, 2002).

Given that there are often different groups of factors affecting expenditure by tourists, which leads to a large number of items that make the overall analysis difficult due to their large scope, the authors decided that the variables analysed in this paper should be exclusively limited to those related to trip cultural activities.

In this sense, it is essential for tourism destination managers to be aware of the activities undertaken by tourists, since each type of activity is associated to a different level of expenditure (Kruger & Saayman, 2014). Besides, as regards cultural activities, it has been found that certain activities lead to a higher expenditure by tourists in the destination. However, not all cultural activities have the same impact on the total expenditure incurred by tourists (Pulido-Fernández & Sánchez-Rivero, 2010). Indeed, as shown by different studies (Chang, 2006; Felsenstein & Fleischer, 2003; Hausmann, 2007; Marrero & Abdul-Jalbar, 2012; among others), the cultural activities undertaken at the destination, for instance, cultural visits, attendance at shows or gastronomic activities, influence tourism expenditure in urban-cultural destinations. Having justified the need to understand the determinants of tourism expenditure, the scientific literature has provided analytical frameworks that allow for answers to this question. In this sense, the trend of research in recent years has been to analyse tourism expenditure on the basis of the different attributes of tourism demand – socio-demographic characteristics, motivations or trip characteristics – by means of various econometric tools (Brida & Scuderi, 2013).

However, most of these research works merely provide a vision of the determinants of tourism expenditure from a quantitative perspective, lacking tourism policy proposals that

would allow for the improvement of the economic management of the destinations based on the results obtained (Zhang et al., 2012).

So far, with the exception of some work that has dealt with expenditure in the destination (Mehmetoglu, 2007; Medina-Muñoz & Medina-Muñoz, 2012; Brida et al., 2013a), most research studies have analysed total expenditure by tourists. This limits the ability to develop effective proposals that improve the management of the tourism destination, as only a part of tourists' total budget is spent there. In addition, unlike with other factors analysed such as the socio-economic features of tourists or the characteristics of the trip, very few studies have analysed the activities undertaken by tourists at the destination, especially cultural activities, as determinants of tourism expenditure.

Therefore, the aim of this study is to identify, by means of a Poisson regression analysis (PRA), the determinants of expenditure incurred by tourists exclusively while visiting a destination according to the cultural activities undertaken by tourists visiting the medium-sized cities of Andalusia (Spain). To this end, we used the results obtained from more than 2122 surveys to tourists who have visited this tourism destination during 2013. The main academic contribution of this work is thus the development of an explanatory model of expenditure by tourists while visiting the destination, based on the cultural activities that tourists engage in during their stay. In this way, once the factors explaining this expenditure are identified, it will be possible for destination managers to implement practical policy proposals aimed at increasing expenditure in emerging urban-cultural destinations and, consequently, at improving their tourism management.

In order to achieve this objective, there are two hypotheses to be tested in this research. The first one is that those tourists whose main activity in the destination is related to cultural issues spend more money than those undertaking other kinds of activities. The second one is that, within the segment of tourists who participate mainly in cultural activities, expenditure varies depending on the type of activity in which they engage. Then, it is possible to identify these activities in order to promote them, consequently increasing the level of expenditure in the destination and the economic impact of tourism in that territory.

This paper contributes to fill the existing gap in the literature on the determinants of tourism expenditure in relation to emerging urban-cultural destinations and the activities undertaken by tourists at these destinations, since this is a key issue in the strategic planning of destinations (Mehmetoglu, 2007; Mok & Iverson, 2000).

CULTURAL ACTIVITIES AND TOURISM EXPENDITURE

Many contributions to the literature on tourism have analysed whether the psychological factors (motivation, need or perception), the demographic factors (age, origin or income) or the characteristics of the trip themselves (length, distance to destination or means of transport used) affect tourism expenditure (Wu et al., 2013). By identifying these factors, the aim is to provide the public and the private managers responsible for the management of destinations with detailed and useful information to enable an adequate assessment of the economic benefits of tourism (Aguiló & Juaneda, 2000; Jang & Ham, 2009; Zhang et al., 2012).

According to these explanatory variables, tourism expenditure has been studied from different points of view: (i) research works dealing with total expenditure per tourist in

each tourism destination; (ii) studies analysing total expenditure in the destination; and (iii) studies that attempt to explain the daily expenditure per tourist in the destination (GarcíaSánchez et al., 2013).

In all these approaches, tourism expenditure is explained by means of three different research methods: quantitative, qualitative and combined (Frechtling, 2006). While quantitative approaches generally use econometric or regression models in order to explain tourism expenditure based on the behaviour of a number of independent variables, qualitative models use the opinion of experts through a Delphi process that helps determine which variables explain tourism expenditure patterns (Var & Lee, 1990).

To date, the literature that has tried to determine the explanatory variables of tourism expenditure from a quantitative point of view has addressed this issue in two distinct ways: using either specific surveys on tourist behaviour or data from structural surveys dealing with household budgets (Alegreet al., 2013). Although household budget surveys provide information on tourism expenditure regarding both the persons involved in tourism activities and those who do not participate in such activities, in order to determine the factors that explain visitors' expenditure in a destination, it is necessary to use specific surveys on the behaviour of tourists who visit that particular destination (Nicolau & Mas, 2005).

As evidenced by the works of Brida and Scuderi (2013) and Frechtling (2006), a great number of econometric models, which analyse the determinants of tourism expenditure, have begun to emerge, using, mainly, models for metric response (Wang & Davidson, 2010; Marcussen, 2011) or models for categorical response (Kim et al., 2010; Brida et al., 2012).

So far, few studies have analysed the cultural activities undertaken by tourists at the destination, as opposed to other factors such as the socio-economic features of tourists or the characteristics of the trip itself, which have been analysed in a large number of studies (Mehmetoglu, 2007).

However, in many cases, the motivations of tourists and the activities undertaken at the destination have become more important than socio-economic variables in explaining the expenditure of tourists visiting a cultural destination (Lee et al., 2004; Chang, 2006). Among the most studied activities are cultural visits, attendance at events, gastronomic activities and shopping. Except for shopping, these are the variables chosen for this research.

Over the last few years, the number of research papers dealing with the analysis of such factors has increased since it is crucial for managers of all destinations to identify the activities undertaken by tourists in their territory and the level of expenditure associated with each one of them (Table 1).

(Table 1)

Therefore, there is some consensus in the literature on the influence of the activities undertaken at the destination on tourists' level of expenditure. In this regard, most studies have considered the activities undertaken by tourists at the destination as determinants of tourism expenditure as, in addition to the expenditure on accommodation and restaurants, these activities become one of the main components of total expenditure during their stay.

However, when analysing tourism expenditure in urban-cultural destinations, the activities undertaken and the influence of each one of them on total tourism expenditure have shown different results depending on the specific factor analysed.

On the one hand, those tourists who participate in cultural visits within the destination show a higher level of consumption than other tourists, which implies a higher level of expenditure in the destination (Chen et al., 2010; Pulido-Fernández & Sánchez-Rivero, 2010). On the other hand, comparative studies of different destinations have shown that the impact of cultural visits on tourism expenditure differs according to the specific characteristics of these types of activities (Brida & Scuderi, 2013).

Other authors have demonstrated that tourists who visit an urban-cultural destination and attend an event held in that territory show a higher level of expenditure than the average for all tourists visiting that destination (Saayman & Saayman, 2006; Pulido-Fernández & Sánchez-Rivero, 2010). Nevertheless, the types of events – cultural, musical, religious, etc. – that affect tourists' expenditure are heterogeneous (Karvonen & Komppula, 2013).

Obviously, the idea that expenditure by tourists is determined by their cultural visits as well as by their attendance at different events is justified by the fact that the attendance and participation in these activities involve, in most cases, tourists spending a considerable amount of money (Chang, 2006; Brida et al., 2013b).

Furthermore, recent studies looking at the influence of these types of factors on tourist expenditure in the destination go beyond the simple analysis of the types of activities that influence such expenditure and study the effect that the authenticity of the resource, event or festival visited has on tourism expenditure (Chang, 2006; Brida et al., 2013b). These works have revealed that the greater the originality of these activities, the higher the level of tourism expenditure.

In addition to these factors, which have been traditionally analysed in order to explain tourism expenditure according to the activities undertaken at the destination, gastronomic activities and the purchase of local products have recently begun to be used as variables for analysis in this kind of study. Indeed, there is a large number of tourists whose main motivation is participating in gastronomic activities at the destination visited, so the tourism expenditure of the segment of tourists who taste local cuisine is substantially higher in cultural destinations (Kim et al., 2008). Certainly, those tourists who participate in any kind of gastronomic activity at the destination visited, either enjoying local cuisine at recommended restaurants or going out for tapas to the typical local bars, spend more money than those who do not engage in these kinds of activities (Kim et al., 2008; Saayman & Krugell, 2009; Brida et al., 2014).

However, unlike the previously mentioned factors, shopping at the destination visited does not seem to have a significant impact on the total tourism expenditure at the destination when analysed in cultural destinations (Abbruzzo et al., 2014; Ahn & Mc Kercher, 2014). These results are explained by the fact that shopping is not a key motivation for the tourist since such activity does not bring any cultural value (Brida et al., 2014). Furthermore, cultural tourists visiting these destinations devote just the end part of their stay to this activity (McHone & Rungeling, 1999).

Finally, other factors are beginning to be addressed in this kind of study, which attempt to explain tourism expenditure on the basis of the activities undertaken by tourists in urban-

cultural tourism destinations, although they are still in a nascent stage, for instance, the cultural distance between the activities in which tourists can engage in their hometowns and those activities in which they can engage at the destination (Ahn & McKercher, 2014), the prior interest of tourists in the cultural activity to be undertaken at the destination (Marrero & Abdul-Jalbar, 2012) or the fact that the cultural activity undertaken involves doing again a previous similar activity (Lee et al., 2015). These new variables, along with the factors that have been commonly analysed, constitute the body of analysis in the studies that attempt to explain tourism expenditure based on the cultural activities undertaken at the tourism destination.

Therefore, the studies that have developed explanatory models of tourism expenditure in urban-cultural destinations based on the analysis of the activities undertaken by tourists are still in their infancy. This is due to the fact that, in addition to the factors that have been unanimously reported in the literature such as cultural visits, attendance at events, gastronomic activities or shopping, other variables are emerging, which are being incorporated into these studies, even though there is not the same degree of consensus as to their influence on expenditure patterns. Moreover, the analysis of the implications of these studies for tourism policy has been so far insufficient (Jang & Ham, 2009; Zhang et al., 2012).

METHODOLOGY

The ultimate goal of this study is to determine the cultural activities undertaken by tourists during their stay that influence their expenditure levels while in emerging urban-cultural destinations, exclusively, which would allow for the development of tourism policy proposals aimed at increasing the economic impact generated by this activity in those destinations.

Conceptual approach

Our research, whose results are presented in this paper, focuses on what have been called emerging urban-cultural destinations. Before proceeding to the analysis, it is worth providing a brief statement of the contents of this term and the characteristics of this type of destination. Although in principle, it might seem redundant, it must be remembered that cultural tourism is not only developed in urban destinations and that cities do not exclusively attract tourists because of their cultural attractions. Besides, it is not always convenient for a city to seek to position itself as a tourism destination through the use of cultural attractions.

The first issue to be addressed is the concept of urban destination. The delimitation of the concept of city is not easy. Pearce (2001) notes that there are four generally accepted qualities of cities: (i) high density of structures, people and functions; (ii) social and cultural heterogeneity; (iii) economic multifunctionalism; and (iv) centrality within regional and interurban networks. Meanwhile, Martos and Pulido-Fernández (2010), after conducting a Delphi analysis with a panel of experts, argue that cities are characterized by the following: (i) centrality within the urban network; (ii) transport infrastructures that allow easy access to other urban centres;

(iii) a certain lifestyle, more anonymous, individualistic and cosmopolitan; (iv) being a cultural melting pot; and (v) being a trade centre.

Therefore, the focus of this paper is on urban destinations, i.e. cities. But not just any cities, as they may specialize as tourism destinations through the enhancement of different types of resources, which in turn lead to a different specialization (cultural, business and conference, shopping, sports, etc.). This paper addresses urban-cultural destinations, i.e. those cities with a strong cultural focus as a tourism destination whose competitive market position is based on the enhancement of their cultural resources and attractions.

It is clear that there are urban-cultural destinations with very different characteristics, some of which have been, and still are, thoroughly studied (global icons, World Heritage Sites, historic cities, etc.). Yet, the interest of this paper is that research focuses on emerging urban-cultural destinations, on the basis of the study of a number of cases in Andalusia. That is, it examines cities that are still in an early stage of development as tourism destinations to which little research has been devoted so far, let alone the factors that influence expenditure by tourists there.

These cities show a significant potential as tourism destinations, given that they often have a significant number of cultural tourism resources and attractions, high quality and varied. However, these cities have not completed their production cycle yet, where some of the links in the value chain are significantly broken or where stakeholders' relational dynamics are still very weak. In short, tourism destinations where policy-makers and destination managers still need to make major efforts to turn those cultural resources and attractions with potential into attractive tourism products with capacity to compete in the markets.

Data collection

Those studies analysing whether the cultural activities undertaken at the destination influence tourism expenditure agree to some extent, with the most studied variables being as follows: cultural visits, attendance at events, gastronomic activities and shopping. These are the variables that have been used in this research work, except for shopping.

This study focuses on some medium-sized cities of the centre of Andalusia (Alcalá la Real, Antequera, Arcos de la Frontera, Baeza, Carmona, Écija, Estepa, Loja, Linares, Lucena, Osuna, Priego de Córdoba, Ronda, and Úbeda). This set of cities share a broad cultural heritage, including museums, music or theatre, together with a rich architectural and historical heritage, has in some cases, as Ronda, Carmona, Úbeda-Baeza. This has allowed the configuration of an offer targeted at the urban-cultural tourism segment, which is beginning to be recognized in the markets and is highly appreciated for its quality and singularity. These cities are still at a very early stage of tourism development but have a major potential for a future full of opportunities in the urban-cultural tourism segment (Pulido-Fernández & Sánchez-Rivero, 2010).

In view of the impossibility of identifying all subjects of this study, i.e. all tourists who visit these cities, a simple random sampling has been suggested in which the only selection criterion was having spent, at least, one night in the destinations in which the survey was conducted. The study focuses on a subset of 2122 respondents who travelled to one of the medium-sized cities of Andalusia analysed. The survey was conducted between January and December of 2013. A total of 3835 responses were obtained, of which only 2122 were considered valid (maximum sampling error $\pm 2.1\%$ /confidence level: 95% [$p = q = 0.50$]). The sample selection was by a stratified sampling proportional

to the value of an index published by La Caixa (2013)¹ synthesizing tourism development that is available for all the municipalities of Spain. Therefore, a cross-sectional series has been used, as the values correspond to different subjects at the same moment in time.

The survey is structured in five main sections that make it possible to quantify the expenditure in the destination and define the tourist visiting these cities, as well as the type of trip. These sections analyse the following information:

Expenditure associated with tourism activities, indicating the expenditure per person per day in the destination;

Socio-economic features of tourists, through the study of variables such as age, sex, educational level or professional status;

Characteristics of the trip, through the analysis of the type of accommodation used, the reason for travel, the way of getting to know the destination or the planning of the trip;

Activities undertaken at the destination, studying the type of cultural activity undertaken, the shows attended or the participation in gastronomic activities; and

Tourist satisfaction with the destination, by analysing the degree of satisfaction with the tourism offer, the public infrastructure or the value for money of the destination.

This information has been obtained through closed questions that facilitate the standardization and subsequent processing of the data. Different types of questions have been used: dichotomous, for sex or the use of the Internet; categorical, for educational level or the type of accommodation; or numerical, for expenditure level or the length of stay.

Therefore, as can be seen, this survey provides basic information, among other issues, on the cultural activities of tourists with different expenditure levels. Therefore, the extent to which different factors such as cultural visits, attendance at events and gastronomic activities affect tourism expenditure can be studied. As a result, differences in the level of expenditure between the different groups can be determined.

It is clear that there are other factors that influence expenditure by tourists, such as level of income, type of accommodation used or level of satisfaction with the tourism offer. However, the joint analysis of all these items is complex due to their large scope, which has led us to focus this paper on examining the cultural activities undertaken by tourists and their influence on the expenditure incurred by tourists while in the destination.

Different perspectives could have been chosen in order to try to explain tourism expenditure, as indeed in most of the literature reviewed (socio-economic features, characteristics of the trip, satisfaction with the destination, etc.), but we decided to analyse trip cultural activities precisely because of the possibility to explore a new approach to the study of this topic.

¹ La Caixa is a Spanish bank that, since 1996, publishes a statistical yearbook, which includes, among others, an index that synthesizes the tourism development in the municipalities of Spa.

Poisson regression analysis

As already mentioned in a previous section, there are three approaches to the definition of tourism expenditure in the destination: total expenditure per tourist, total tourism expenditure per group and daily expenditure per tourist.

This paper is included in the third research group, since for the development of effective proposals for the development of the destination, it is necessary to analyse exclusively the amount of budget that is spent there. Given that total tourism expenditure includes products and services in origin like transport or intermediaries, which do not affect destination management, the variable to be analysed in this paper is daily expenditure per tourist in the destination exclusively. This includes, among other items, accommodation, food, gifts, excursions or leisure activities.

In order to try to explain daily expenditure per tourist according to the cultural activities undertaken by tourists, it must be considered that this endogenous variable always takes positive values, so that standard regression models cannot be used in this case (Cameron and Trivedi, 2013). Therefore, this study uses PRA, which allows the researchers to deal with the discrete, non-negative nature of the data used. PRA is obtained from the link function of the general linear model in which the relationship between the mean and the explanatory variables is fitted, since the independent variables are related to the increase or decrease in the endogenous variable, in this case, daily expenditure per tourist (Artal et al., 2011).

The choice of PRA instead of Tobit model is justified by the fact that the data available in this study are truncated, not censored. Tobit model assumes that zeros represent censored values of an underlying normally distributed latent variable that theoretically includes negative values. It is clear that this assumption is not satisfied by our data due to the existence of negative values that are normally distributed. In addition, Tobit model applies when there is an accumulation of values in the limit, as Tobin (1958) indicates, which does not occur in our case.

In this sense, the analysed data meet the assumptions of distribution for Poisson regression, insofar as that the sample mean (expectation) of tourist spending is similar to the sample variance, having reduced the standard error of the estimates, which means that many of the differences in tourist expenditure are attributed to the values of the explanatory variables. Furthermore, the independence assumption is fulfilled, since the occurrence of the event (tourism expenditure by tourists) in a given interval does not change the probability of occurrence of another event in another non-overlapping interval.

The formulation of the model that makes it possible to explain tourism expenditure according to the cultural activities undertaken requires, on the one hand, a response variable (Y) based on counts, in this case daily expenditure per tourist, for which a Poisson distribution is assumed; and, on the other hand, a set of explanatory variables X_1, \dots, X_p , the cultural activities undertaken by tourists at the destination that determine the value of the observation.

The Poisson regression model has three components (Kleinbaum et al., 2008; Cameron and Trivedi, 2013; Weisberg, 2014):

- Systematic component (η_i). It expresses the linear combination of the explanatory variables, being a scalar notation:

$$\eta_i = \sum_{i=1}^k X_i \beta,$$

where k are independent variables, where there are $(k - 1)$ variables; X_i is the value shown for each individual in each one of the independent variables; and β are the parameters of the model.

- Random component (ε). The variability of Y not explained by η follows a Poisson distribution:

$$\varepsilon \sim \text{Poisson}(\mu)$$

where ε is a random component that reflects the variability of the endogenous variable not explained by the linear predictor η .

- Link function. The function that relates η to μ is:

$$\eta_i = \log(\mu_i)$$

where μ is the mean value of Poisson distribution.

As the mean response should be positive, it does not seem appropriate to use an additive model, given that, by building the ratio $\mu = \exp(\eta)$, the parameter μ will always be positive for any η . Besides, the use of the exponential function ensures that the predictive values will be always positive, as well as the expected response $[E(Y) = \mu]$ (Weisberg, 2014). Furthermore, the data analysed were collected over an extended time – January–December 2013 – so the observations have been obtained over a heterogeneous period between values of the explanatory variables. In this case, it is advisable to include an additional term in the model: the exposure variable also referred to as ‘offset’, which is symbolized by t (Kleinbaum et al., 2008). In this case, the logarithm of the number of people travelling to the tourism destination has been added as an ‘offset’ term.

In addition, the Poisson regression model assumes equidistribution. That is, the conditional variance equals to the conditional mean; however, the heterogeneity of the sample, with respect to the average daily expenditure per tourist, may cause the estimates of standard errors to be biased, which might lead to errors in the inferences from the parameters of the regression model (Weisberg, 2014). In order to solve this problem, the standard error of the estimates has been scaled to the value of the Pearson’s chi-square test.

Finally, as the model includes explanatory variables of categorical content, it is necessary to include dummy variables (Wooldridge, 2009). In this sense, all the adjustment variables x_j have been treated as dummy variables. That is, x_{ij} (value of variable j on the individual i) takes values 0 and 1, the reference category for each one of them being the first position shown in each of the descriptive tables below (Tables 4 and 6).

Thus, the general equation of the model is as follows (using a significance level of 0.05):

$$\begin{aligned} \text{Log } E[Y_i | \beta, X_i] = & \log R_i + \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} \\ & + \dots + \beta_k x_{ik}, \quad i = 1, \dots, n, \end{aligned}$$

where E is the expected value of the response variable for each combination of predictors; Y_i is the number of euros spent per day in the destination corresponding to the individual $i = 1, \dots, n$; R_i is the number of people who travel corresponding to the individual $i = 1, \dots, n$, which has been scaled using the logarithmic function; and β are the parameters of the model.

Furthermore, there are other groups of variables which, despite not being the focus of the current paper, can influence expenditure by tourists, such as the socio-economic features of tourists, motivations or the attributes of the trip. Therefore, it has been considered that it may be interesting to compare these results with those obtained from these other explanatory variables. In order to do so, the model has been re-estimated, including, this time, these new independent variables.

However, the estimation of the model including the new explanatory variables reduces its reliability significantly, according to the adjusted determination coefficient (R^2) – a test that is immune to the incorporation of new variables (Cameron & Windmeijer, 1996).

RESULTS AND DISCUSSION

The results obtained have allowed us to understand the behaviour of the respondents regarding expenditure in the destination, as well as the cultural activities determining such expenditure, identifying those which boost it or, on the contrary, contain it.

In a first approach, before analysing tourism expenditure, Table 2 lists the individual features of tourists on which this study is focused.

(Table 2)

This first descriptive approach has made it possible to identify the features of the average tourist visiting these destinations: male, Spanish, middle-aged (31–40 years old), highly educated and with an income level between 1500 and 3000 euros.

The interesting thing about this analysis is that average daily expenditure per tourist amounts to 78.2 euros (Table 3), which can be considered a high amount, taking into consideration that in 2012, the average total expenditure (in origin and in the destination) was 108 euros in all Spain (based on the latest – tourism expenditure survey – data available) and 97 euros in all Andalusia (tourism expenditure survey). Moreover, if we consider the Andalusian Tourism Survey as the data source, tourists who visited Andalusia show an average daily expenditure of 60.39 euros, so that the level of expenditure by tourists who visited these cities is also higher. Even, according to these data, the amount resulting from our analysis has been higher than the expenditure by the tourists who visited any of the provincial capitals, except for Jaén (which amounted to 96.98 euros).

(Table 3)

From Table 4, we proceed to analyse the activities undertaken by tourists during their stay in the cities studied, as well as the expenditure that they imply. In this regard, considering the ‘cultural expertise’ of these destinations and the type of activities that they offer, first of all, respondents were asked to choose the main kind of activity they engage in at the destination, from these three options: (i) cultural visits, which would lead to the profile of a cultural tourist, whose main motivation is culture, in general; (ii) attendance at shows, typical of those tourists motivated by leisure and entertainment; and (iii) gastronomic activities, which defines the gastronomic tourist. The vast majority of tourists (84.7%)

engaged in cultural activities during their visit to the city in which the survey was conducted. Only 12.7% participated in gastronomic activities, while attendance at shows decreases to only 2.6% of respondents (Table 4).

(Table 4)

As can be seen in Table 5, in principle, average daily expenditure by tourists on gastronomic activities during their visit is substantially higher (100.2 euros) than that of the tourists who engage in cultural visits (75.1 euros) and even higher than that of those attending shows (67.6 euros).

(Table 5)

Tourists who reported undertaking one of these three activities as their main activity were later asked to specify the main cultural activity undertaken during their stay in the destination although, of course, they had engaged in more than one activity there.

A categorical question was used in which respondents could only choose a single response. In order to prioritize the activities undertaken in the destinations analysed, tourists could only choose the main activity in which they engaged during their stay, which explains why the total percentage in Table 6 is 100%.

Finally, it is worth noting that the cities analysed are emerging destinations so their tourism offer is still limited and unstructured and they are not yet able to hold major cultural and/or entertainment events. This narrows down the options proposed to a short list of activities characteristic of this type of destination (Sánchez-Rivero & Pulido-Fernández, 2012). However, an open final option was incorporated into the survey, referred to as 'other', for tourists to specify in it the main activity undertaken, in case it was not included in the list provided. But this option was chosen by only 1.4% of respondents, whose responses were very heterogeneous and, therefore, of little significance.

Table 6 breaks down the different types of cultural activities that tourists undertake while visiting these cities. The reading of the table reveals that the profile of this tourist is quite generic, even basic. In fact, 37.9% of the respondents make occasional visits to the core elements of the built heritage of the destination chosen, followed by those participating in guided or self-guided city tours (15.6%) and those visiting museums and/or site interpretation centres (14.2%). Other activities, closely related to the character of the place (like purchasing local arts and crafts and/or products) or to a deeper knowledge of the destination visited (e.g., buying books, travel guides and CD-DVD) are undertaken by a very low percentage of respondents.

(Table 6)

This behaviour is reflected, of course, in the average daily expenditure of tourists at the tourism destination. As shown in Table 7, the expenditure by those tourists making occasional visits is below average (64 euros), while those tourists buying books, travel guides, CD/DVD or other audiovisual material relating to the destination spend 187.5 euros. Likewise, those who buy regional crafts or products spend 130.5 euros, and even those who enjoy local cuisine as a cultural activity (not as the main activity of the trip) spend 105.2 euros per day.

(Table 7)

The question arises, in any case, as to whether the consumption behaviour of tourists regarding cultural activities is a result of their socio-economic profile or the limited tourism offer available at these cities which, it must be remembered, are still emerging destinations. In order to answer this question, the educational and income level of these tourists, included in other questions of the survey, have been

verified. First, it is shown that over 60% of tourists are university graduates. That is, their intellectual level is pretty decent. And second, over 50% of the respondents reported having a medium-high level of income, ranging from 1500 to 3000 euros. Therefore, the fact that tourists concentrate their expenditure on more general cultural activities of lower added value and thus cheaper does not seem to be a problem related to the lack of expenditure capacity of tourists, but rather a problem of limited or, at best, unattractive tourism offer at the destinations.

Consequently, these first results show that these destinations are not exploiting all the expenditure potential of their current visitors. This is a serious issue that must be taken into account by the managers of these destinations, in order to develop strategies enabling action on those factors that may increase tourist expenditure in the destination and, consequently, the economic impact of tourism in the territory.

Table 8 contains the results obtained after the model has been fitted, which confirm the above observations and facilitate the adoption of strategies. Indeed, as can be seen, the average daily expenditure of tourists attending shows is 26.3% lower than that of tourists engaging in cultural visits. Yet, the latter spend slightly less than those tourists who participate in gastronomic activities (by 2.1%). It seems clear, therefore, that destination managers should focus their product strategies on the creation of a tourism offer of cultural content, which may be linked to gastronomic aspects. In the same vein, marketing strategies should be oriented towards tourists motivated by culture and gastronomy, avoiding those tourists whose major motivation is leisure and fun.

(Table 8)

Regarding the content of these cultural products, it has become clear that it is necessary to move beyond generic tourism offers, which are broadly (in most cases, solely) based on built heritage and seek product differentiation. For that purpose, the characteristics and distinguishing intangible tourism resources of each destination should be used. As concluded by Eusébio et al. (2013), all those elements linked to traditions and hospitality (i.e. intangible culture) guarantee that tourists have a much more interesting, appealing and immersive experience, and ensure their willingness to pay more for this type of product.

Consequently, destination managers should not design tourism activities on the assumption that all tourists visiting their tourist attractions share an identical profile (i.e. they are equally motivated by culture) (Hughes, 2002). The product provided should not be homogeneous, as this would imply missing, indeed, a great opportunity to increase the economic impact of tourism in these areas (by isolating those who want to delve into the genuine cultural identity and cultural aspects of the destination they are visiting).

Certainly, the main tourist attraction of these cities is built heritage, although it is not the

only tourism resource on which to build an attractive tourism offer. For instance, Van Loon et al. (2014: 272) refer to the need for cities to invest in urban amenities in order to generate an offer since 'urban recreation, for which recreational shopping trips, bar and tavern visits, and eating out trips in restaurants are considered, is a recreational activity type that yields high participation rates, but also generates considerable expenditures, and the combination of these two factors underlines its importance for the functioning of local markets'.

As seen in Table 2, the lack of action is generating significant loss in revenue for these destinations. A large proportion of tourists visiting these cities engage in occasional visits to the core elements of their built heritage (churches, castles, etc.). However, the average daily expenditure of tourists visiting museums and/or interpretation centres, for instance, is higher by 30.3%, as well as that of those participating in guided tours, by 31.9%.

The major challenge is, therefore, to create a more complete cultural tourism product, including not only visits to the built heritage but also guided tours and entrance to museums and/or visitor centres; especially, it must offer the possibility of learning about the rich local culture and products. Thus, tourists will be encouraged to buy local crafts and products, which generates an average daily expenditure that is more than twice the amount spent in a simple cultural visit; or audiovisual materials related to the trip and the city, which generates an average expenditure by 184.6% higher than that of tourists on an occasional visit.

Furthermore, as previously stated, the rich and varied gastronomic offer of these cities must be integrated into its cultural tourism offer. Gastronomy is part of the culture of a nation, and although it is not the main motivation for travel, it is a perfect complement. In the case analysed, it seems that enjoying the local cuisine at recommended restaurants generates a higher level of expenditure than occasional visits by 67.1%, whereas going out for tapas generates a higher level of expenditure by 26.8%. Even visiting wineries of oenological interest as a part of the gastronomic culture of these cities generates an average daily expenditure of 13.8% higher than the expenditure generated by tourists in occasional visits. Finally, it should be noted that several tests have been performed to check the goodness of fit of the model used. The model deviance has yielded a value $D = 265146.5$ with 2108 degrees of freedom, corresponding to a ratio $D/df = 125.8$. Regarding the omnibus test aimed at assessing the overall fit of the model, the statistic chi-square likelihood ratio (chi-square [13] = 23906.0; $p < 0.001$) has been applied, which indicates that the model has a good fit to the data relative to the null model.

CONCLUSIONS

The literature reviewed has revealed that tourism expenditure is related to socio-economic factors such as age, educational level or income level; psychographic aspects such as motivation; and trip characteristics such as trip duration or the use of the Internet. However, few studies on tourism in general, and virtually none on cultural tourism, have specifically examined the relationship between tourists' trip activities and their expenditure behaviour.

This paper, which estimates the effect of cultural activities on the amount and probability of tourism expenditure at microeconomic level, helps fill this gap. Our study makes it possible to understand which factors explain that expenditure in tourism destinations with a special feature: urban destinations specializing in cultural tourism, although emerging.

The two hypotheses proposed at the beginning of this paper have been confirmed, although the first one was only partially verified. Indeed, it has been shown that tourists engaging in cultural visits show a higher average daily expenditure than those attending shows, although slightly lower than those tourists participating in gastronomic activities. Therefore, our first hypothesis is true only in the first case. The second hypothesis, however, is confirmed in all cases: within the segment of tourists mainly engaging in cultural activities, the level of expenditure varies according to the kind of activity undertaken. It is found that expenditure is higher for tourists participating in cultural activities of higher added value, i.e. those who go beyond the mere occasional visit to the core elements of the built heritage of a city.

The activities identified in this research study have an impact on the expenditure incurred by tourists in the destination, exclusively. It is true that total expenditure by tourists visiting the destinations analysed could be also influenced by these or other activities. However, the aim of this study is to improve destination management itself, in which only a part of the tourists' total budget is spent, so the use of this endogenous variable as the unit of analysis is justified.

In this sense, the results obtained can be highly useful for policy-makers and managers of these tourism destinations. On the one hand, they allow us to identify the segments of tourists with a higher average daily expenditure, so that decision processes on the type of products to be created to respond to these profiles are facilitated. The aim would be to develop a portfolio of products that would enable each city to maximize its productivity in terms of expenditure.

On the other hand, the results facilitate the development of more effective promotion and marketing strategies in the analysed cities, which, as already noted, are not at the same level of tourism development. This would make it possible to target specific products to specific segments, without squandering the good amount of money that is devoted to generic promotion actions, which are often ineffective.

In fact, as mentioned by Jang et al. (2004), travel expenditure patterns are vital to tour operators and destination promoters. For instance, a tourism policy that is compatible with sustainable tourism must include the daily expenditure per tourist as a marketing goal, rather than trying to achieve the maximum possible number of tourists. Consequently, the results obtained in this paper will facilitate the implementation of tourism strategies, either public or private, aimed at seeking an increase in expenditure per capita, rather than in the absolute number of tourists.

The results indicate that cultural activities are indeed a reliable predictor of tourists' expenditure behaviour in emerging urban-cultural destinations. The results obtained show that the higher the interest of visitors in activities related to the local culture of the destination (traditions and hospitality) and to gastronomy, the higher the likelihood of spending more money on it, when compared with those tourists interested in generic cultural activities based exclusively on built heritage.

Consequently, beyond the generic culture component, linked primarily to the occasional visit to the built heritage (the city itself as a 'container', the church, the castle, etc.), the destinations analysed should expand their offer on the basis of the identifying features of their territory. Museums, shops, souvenirs, literature, crafts, paintings, gastronomy and so on should be incorporated into that offer in order to add value to the visitor experience

and attract an increasingly specialized demand with a higher average daily expenditure. Therefore, a higher level of specialization of the tourism offer in these destinations is needed. This would require, for example, contacting international tour operators and designing products for those markets.

Similarly, policy-makers and managers of these cities need to accept that the positioning of any tourism destination in the market depends on the ability to create value perceived by the potential tourist. What the tourist actually values is not the product itself but the experience generated by its consumption. Consequently, it is necessary to identify the capacity of each destination to generate value, and for this purpose, it is essential to include the concept of value chain to the destination management process (Pulido-Fernández & Sánchez-Rivero, 2013). As suggested by Gallego (2009: 243), the value chain is a very useful tool in destination management, as it helps the following:

- (1) Focus efforts on those activities that generate greater value for the tourist;
- (2) Identify key factors that encourage the generation of value;
- (3) Manage the destination as a whole, as perceived by tourists;
- (4) Influence all stages of the tourist consumption itinerary; and
- (5) Achieve the satisfaction of tourists, whose prescriptive capacity will contribute to the improvement of the destination image.

Finally, although this paper has focused on analysing the cultural activities undertaken by tourists and their influence they have on tourism expenditure in the destination, it is clear that there are other variables that have an impact on tourism expenditure in the destination, such as socio-demographic features, characteristics of the trip or level of satisfaction with the destination. This limitation does not, in any case, invalidate the results, since cultural activities are among the most important variables that explain expenditure by tourists visiting a cultural destination (Lee et al., 2004; Chang, 2006). On the contrary, it suggests new lines for future research.

In conclusion, this paper has shown that trip cultural activities are key factors in determining cultural visitors' expenditure. However, to date, little attention has been paid to this issue by the literature on tourism. Identifying the activities undertaken by tourists during their stay and the expenditure associated with them has important implications for the management of cultural destinations and attractions in understanding the economic impact that a certain type of tourism products can generate. In this regard, we hope this paper serves as a catalyst for other researchers to further research on this aspect.

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Table 1. Analysis of tourism expenditure according to the activities undertaken

Literature	Destinations analysed			Activities
	Coast	Nature	Cultural	
Ahn & McKercher, 2014			•	✓
Alegre & Pou, 2004	•			✓
Brida & Scuderi, 2013			•	✓
Brida et al., 2013b			•	✓
Chang, 2006		•		✓
Chen et al., 2010		•		✓
Eusébio et al., 2013			•	×
Imler, 2011	•			✓
Karvonen & Komppula, 2013			•	✓
Kruger & Saayman, 2014		•		✓
Kruger et al., 2012		•		✓
Marrero & Abdul-Jalbar, 2012			•	✓
McHone & Rungeling, 1999			•	×
Mehmetoglu, 2007		•		✓
Pulido-Fernández & Sánchez-Rivero, 2010			•	✓
Saayman & Krugell, 2009		•		✓
Saayman & Saayman, 2006			•	✓

Source: authors' own.

Table 2. Composition of tourists' individual characteristics

Features	Category	Count	Percentage (%)
Gender	Man	1220	57.5
	Woman	902	42.5
Nationality	National	1708	80.5
	Foreigner	414	19.5
Age (years)	18–30	478	22.5
	31–40	641	30.2
	41–50	519	24.5
	51–80	484	22.8
Education level	Primary education	186	8.8
	Secondary education	578	27.2
	University education	1358	64.0
Group size	1	151	7.1
	2	1522	71.7
	3	202	9.5
	4	166	7.8
	≥5	81	3.8
Income level	<1500 euros	607	28.6
	1500–3000 euros	1117	52.6
	>3000 euros	398	18.8
Total		2122	100.0

Source: authors' own.

Table 3. Daily expenditure per traveller

Peercentiles						
5%	10%	25%	50%	75%	90%	95%
15	20	32.5	55	93.8	150	225
Mean	78.2					
Standard deviation	82.5					
Skewness	4.2					
Kurtosis	28.1					

Source: authors' own.

Table 4. Main activities undertaken at the destination

Main Activities	n	(%)
Cultural visits	1797	84.7
Attendance at shows	55	2.6
Gastronomic activities	270	12.7

Source: authors' own.

Table 5. Average daily expenditure according to the main activities undertaken at the destination

Main Activities	Average Daily Expenditure per Person	Confidence Level 95%	
Cultural visits	75.1	71.2	78.9
Attendance at shows	67.6	53.5	81.8
Gastronomic activities	100.2	92.2	110.3

Source: authors' own.

Table 6. Cultural activities undertaken at the destination

Cultural Activities	n	%
Visit occasionally the core elements of the built heritage (church, castle, etc.)	805	37.9
Visit museums and/or interpretation centres	301	14.2
Tour the city, guided or self-guided	331	15.6
Tour the cultural areas of nearby cities	157	7.4
Visit wineries (oenological interest)	49	2.3
Go to the typical tapas bars in the city	197	9.3
Buy regional crafts and/or products	85	4.0

Source: authors' own.

Table 7. Average daily expenditure according to the cultural activities undertaken

Cultural Activities	Average Daily Expenditure per Person	Confidence Level 95%	
Visit occasionally the core elements of the built heritage (church, castle, etc.)	64.0	60.7	67.3
Visit museums and/or interpretation centres	78.9	66.6	91.1
Tour the city, guided or self-guided	78.3	69.1	87.4
Tour the cultural areas of nearby cities	66.6	56.8	76.5
Visit wineries (oenological interest)	84.2	56.1	112.3
Go to the typical tapas bars in the city	83.7	72.2	95.1
Buy regional crafts and/or products	130.5	110.9	150.2
Enjoy the regional cuisine at recommended restaurants	105.2	88.1	122.3
Buy books, travel guides, CD/DVD, or any other material about the area	187.5	66.1	308.9
Attend a concert, festival, play, etc.	65.2	36.0	94.4
Go for a drink (pubs, clubs, terraces, etc.)	61.3	29.9	92.8
Other	177.7	114.1	241.2

Source: authors' own.

Table 8. Results of the fitted model

Main Activities Undertaken at the Destination	Exp (beta)	p-value	Confidence Level 95%	
Attendance at shows	0.737	0.048	0.545	0.998
Gastronomic activities	1.021	0.886	1.176	0.886
Cultural Activities Undertaken at the Destination				
Visit museums and/or interpretation centres	1.303	0.000	1.138	1.493
Tour the city, guided or self-guided	1.319	0.000	1.159	1.501
Tour cultural areas of nearby cities	1.007	0.940	0.834	1.217
Visit wineries (oenological interest)	1.138	0.415	0.834	1.551
Go to the typical tapas bars in the city	1.268	0.004	1.080	1.489
Buy regional crafts and/or products	2.101	0.000	1.715	2.573
Enjoy the regional cuisine at recommended restaurants	1.671	0.000	1.387	2.014
Buy books, travel guides, CD/DVD, or any other material about the area	2.846	0.000	1.854	4.368
Attend a concert, festival, play, etc.	1.118	0.721	0.606	2.063
Go for a drink (pubs, clubs, terraces, etc.)	1.127	0.679	0.639	1.989
Other	3.047	0.000	2.409	3.855

Source: authors' own.