

Influence of UNESCO designation on tourist expectations for heritage in Lisbon

Using the Expectancy-Disconfirmation Theory

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Abstract

This article explores if the UNESCO designation influences the level of tourist satisfaction, focusing on heritage tourism in Lisbon. The possible relation between these elements will be examined by applying the Expectancy-Disconfirmation Theory of Oliver(1980) This theory argues that the level of satisfaction can be measured by comparing the expectations tourists had before visiting a heritage site with the fulfillment of those expectations after the experience. A dichotomy is made between UNESCO and non-UNESCO heritage sites. According to existing literature it is assumed that being on the UNESCO World Heritage List, increases the level of expectations. The higher the expectation level, the harder it becomes to fulfill those expectations and to satisfy tourists. This research tries to explore if this theory is also valid for heritage sites in Lisbon by conducting a short questionnaire among heritage tourists in Lisbon. In this questionnaire a direct approach is used, which measures directly to which extent tourist expectations were fulfilled. The collected data were analyzed with SPSS20 and according to the derived cross tabulation and results of the Chi-Square test, no significant relation was found between the knowledge that a heritage site is included on the UNESCO World Heritage List and the extent of the fulfillment of tourist expectations in Lisbon. So on behalf of this it cannot be assumed that the UNESCO designation influences the level of expectations and therefore does not influences the level of satisfaction for heritage sites in Lisbon.

Key terms: heritage tourism, Lisbon, level of tourist expectations, level of tourist satisfaction, Expectancy-Disconfirmation Theory, UNESCO WHS and non-UNESCO heritage sites.

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1. Introduction

1.1 Backgrounds of the research topic

Almost immediately after the second World War in November 1945 thirty-seven countries founded the United Nations Educational, Scientific and Cultural Organization (UNESCO World Heritage Centre, 2013). By establishing an *“intellectual and moral solidarity of mankind”* this organization wanted to prevent the outbreak of another world war (UNESCO World Heritage Centre, 2013). Nowadays according to UNESCO WHC (2013) their main purpose is *“to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity”*. This is embodied in an international treaty called the *‘Convention concerning the Protection of the World Cultural and Natural Heritage’*, adopted by UNESCO in 1972 (WHC, 2012). Heritage sites that are considered by UNESCO to be of outstanding value to humanity are subscribed to the UNESCO World Heritage List by the World Heritage Committee. This fast growing list already includes 962 properties, consisting of cultural and natural heritage from all over the world (UNESCO World Heritage Centre, 2013).

This research will focus on the cultural heritage sites, which are in much of the world, closely linked to cultural tourism (Seale, 1996). With the upcoming of cultural tourism, the UNESCO World Heritage List has become highly popular (Frey & Steiner, 2011). Nations consider it as a great honor if a heritage site is designated as UNESCO World Heritage and the proclamation is accompanied by a lot of media attention. This arises awareness among a large public, which will cause an increasing number of visitors to the heritage site and the place where it is located. The empirical study of Yang et al. (2009) shows that being on the UNESCO World Heritage List has a significant tourist-enhancing effect. But the research of Frey and Steiner (2011) points out that people should have a more critical view towards the inclusion of a site on the UNESCO World Heritage List, because of the possible negative consequences. One of these possible consequences is the substitution effect burdening non-listed cultural sites. A lot of attention is directed to the sites included on the UNESCO List, which makes the sites not listed as UNESCO World heritage rather second rate (Frey & Steiner, 2011). This implicates that ‘first rate’ UNESCO World Heritage sites are of higher quality, which could create a higher level of expectation among tourists. In the article of Yüksel & Yüksel (2001) they argue that *“it would be difficult to satisfy tourists as expectations will never be met or exceeded”*. The level of tourist satisfaction is based on the extent of fulfillment of consumer expectations. The most widely applied method to measure consumers satisfaction, is the expectance-disconfirmation theory of Richard Oliver (Yüksel and Yüksel, 2001).

The Expectancy-Disconfirmation Theory of Richard Oliver (1980) provides a fundamental framework for the study of consumer satisfaction. This theory assumes that consumers have a certain expectation about the performance of a good or service before using it. This level of expectation becomes a standard against which the product is judged. Afterwards the actual experience can be compared with this expectation level. In this way it can be measured. If the outcome matches, their expectations will be confirmed and if they do not match, they will be disconfirmed. A positive or negative difference between expectation and perceptions either result in a satisfied or dissatisfied customer (Yüksel & Yüksel, 2001). According to the article of Pizam & Milman (1993) the Expectancy-Disconfirmation Theory can also be applied to tourist's satisfaction with their destination.

The capital city of Portugal, Lisbon, is a highly popular destination among tourists. Over the past few years Lisbon won several reputable awards, like the award for Europe's Leading Destination and Europe's Leading City Break Destination rewarded by the organization for World Travel Awards (Deloitte Consultores, 2011). These World Travel Awards are recognized globally as the ultimate hallmark of quality and excellence across all sectors of the tourism industry (World Travel Awards, 2013). Cultural tourism is a major growth market in global tourism (WTO, 2004). And heritage sites are a major attraction for cultural tourism (Shackley, 2006). When you walk through Lisbon it is not surprising that this city is a very popular destination for cultural tourism. Lisbon contains many heritage sites like ancient buildings, palaces, churches, monuments and castles, which are legacies from its glorious past. Some of those heritage sites are even listed as UNESCO World Heritage. This UNESCO World Heritage Site designation, could influence the level of expectations tourists have and thereby the level of satisfaction.

1.2 Research goal and research questions

This research explores if there is a relation between the knowledge of heritage sites being included on the UNESCO World Heritage List, the expectations tourists hold about these heritage sites and the extent to which those expectations come true. A comparison will be made between the extent of fulfillment expectations among tourists for UNESCO and non-UNESCO heritage sites. From this comparison conclusions will be drawn about influence of the UNESCO designation on the level of tourist satisfaction with heritage sites in Lisbon, since satisfaction could be directly linked to the extent of fulfillment expectations. The following research questions will be explored;

Is there a relation between the UNESCO World Heritage Site designation and the extent of fulfillment of tourist expectations?

1. Is there a difference between the levels of tourist expectations for UNESCO and non-UNESCO heritage sites?
2. To which extent are the expectations of tourists fulfilled and what are the main reasons for this?
3. In what way does the UNESCO designation influences the level of tourist satisfaction?

1.3 Outline

First the most important terms and theories used in this research will be defined in the theoretical framework. Second the instrument for data collection, the process of data collection and the instrument for data analysis are described in the methodology. In the following chapter the results of the analyze of the collected data will be shown, and answers to the research questions as mentioned above will be found. Finally, the conclusions derived from this research will be summarized in the last chapter.

2. Theoretical framework

The most important terms and theories used in this research are heritage, heritage tourism, UNESCO and non-UNESCO heritage sites, the level of fulfillment of expectations and the level of satisfaction. Since this research focuses on heritage tourism, first the definition of heritage is defined and after this the term heritage tourism is specified. Then the difference between UNESCO and non-UNESCO heritage sites is determined. Finally this chapter describes the existing theories about the level of expectation, the level of satisfaction and the relation between these two.

Heritage can be seen as contemporary objects from the past that we perceive as heritage and therefore want to preserve for the future (Ashworth et al., 2007). Although the past is according to Graham et al. (2000) not a precondition, because the creation of heritage is more about how we currently use the past and how we preserve it for the future. In the last century the definition of heritage has become more complex (Weaver, 2010). What is called heritage depends on what people see as heritage. This research will only focus on the tangible heritage sites, which include buildings and historic places, monuments, artifacts etcetera (UNESCO World Heritage Centre, 2013).

According to Poria et al. (2003) the first and most common approach of heritage tourism, is *“to regard it as tourism in places categorized as heritage or historic places”*. This approach is also used in international conventions that identify heritage from the point of view of supply (Poria et al., 2003). Nowadays a lot of researches apply a much more complex approach, from the demand point of view. They define tourism as a very diverse market segment, because of all the various reasons that attract tourists to a destination (Pizam & Milman, 1993). The multiplicity of reasons, are supposed to lead to different market segments. This would cause an uncertainty in the results of this research, just like it was the only uncertainty in the research of Pizam & Milman (1993). They found out that , because of the variety in market segments, it was difficult to measure how much each of those segments contributed to the overall satisfaction with the destination. This uncertainty will be excluded in this article since not the overall satisfaction with the destination is examined, but only tourist satisfaction with heritage sites. These tourists will be seen as one market segment in this article. This segment will be represented by tourists who are visiting the heritage sites (Poria et. al., 2003). This article will follow the idea that every tourist who visits heritage sites, is interested in heritage and therefore (maybe next to different travel reasons) also belongs to the segment of cultural tourism (Pizam & Milman, 1993). Heritage tourism can be seen as an element of cultural tourism (Seale, 1996). In this article Seale (1996) also states that *“all visitors of heritage sites are called heritage consumers”*. Therefore heritage tourists can be seen as consumers of the product heritage. The article of Yüksel et

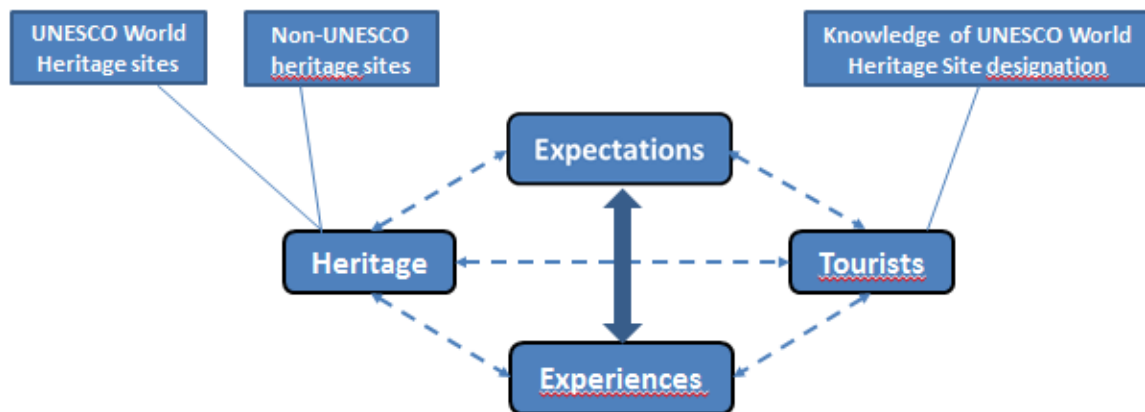
al. (2010) links this consumption to the level of satisfaction by stating that *“in the consumer behavior literature satisfaction is defined as ‘the consumers’ fulfillment response”*.

In this research a dichotomy will be made between ‘UNESCO’ and ‘non-UNESCO’ heritage sites. The former includes all heritages sites that are included on the *UNESCO World Heritage List* (further referred to as UNESCO WHL) and the latter includes all the other sites that are perceived as heritage, but not mentioned on the UNESCO WHL. In this research the selected UNESCO World Heritage Sites (further referred to as UNESCO WHS) will be Torre de Belém, which is since 1983 listed as UNESCO WHS and the selected non-UNESCO heritage site is Castelo de São Jorge. Both heritage sites are located in the capital city of Portugal, Lisbon (Appendix II). Heritage sites listed as UNESCO are *“considered to be of outstanding value to humanity, which should be protected and preserved for future generations”* (UNESCO World Heritage Centre, 2013). This UNESCO label suggests, like said before, that those sites are of higher value to mankind and therefore assumed to be of higher quality. According to the article by Frey and Steiner (2011) this increases the level of expectations that tourists hold about UNESCO WHS. The higher the expectation level, the harder it is to fulfill those expectations (Yüksel & Yüksel, 2001). This fulfillment of expectations is closely related to the satisfaction level of consumers. In the article of Pizam & Milman (1993) they even suggested that *“it would be more beneficial to create a modest and even below realistic expectation”*, to increase the chance of having a satisfied customer. Most theories suggest that consumer satisfaction is a relative concept, which is always judged in relation to a standard (Yüksel & Yüksel, 2001). In this research the widespread definition from Howard & Sheth (1969) that *“satisfaction is a function of the degree of congruency between expectations and perceived reality of experiences”* will be used as a standard. This definition is also used in the widely applied method of measuring consumer satisfaction, namely the Expectancy-Disconfirmation Theory of Richard Oliver (1980). This theory measures the satisfaction level of tourists, by comparing the level of expectations tourists had before visiting a heritage site, with the extent of fulfillment of those expectations after they had visited the heritage site (Pizam & Milman, 1993). A positive or negative difference between expectations and experience results in either a satisfied or dissatisfied customer (Yüksel & Yüksel, 2001).

3. Conceptual model

The conceptual model (figure 1) shows the relation between the central elements of this research. This visual representation of the prevailing theories and terms, helps to clarify the relations between these elements. This research will examine the relation between the *expectations* tourists hold about *heritages* sites and the level of fulfillment of those expectations after the *experience*, making a comparison between UNESCO and non-UNESCO heritage sites.

Figure 1: Conceptual model



4. Methodology

To examine if there is a relationship between the extent of fulfillment of expectations and the knowledge of a heritage site being listed as UNESCO WHS, quantitative data were collected among heritage tourists in Lisbon. First the selected instrument for data collection will be discussed. Second the process of data collection and finally the statistical method used for analyzing the collected data is discussed.

4.1 Instrument for data collection

In this research the most suitable instrument to collect data, is a short questionnaire. This questionnaire was developed in combination with another research, to enlarge the achievable sample size. The target was to query more than one hundred participants. The questionnaire (Appendix I) consists of two parts of which the first is dedicated to the research of L. Kapinga. The last part, called '*Fulfillment of expectations*', contains questions that are of relevance for this research. The last question about the UNESCO label overlaps and is of importance for both researches.

The lay-out of the questionnaire is well thought over in its composition. The questionnaire starts with a foreword, which explains it will only take a few minutes and guarantees the anonymity of the participant. It also indicates shortly that the results are used for a research of students from the University of Groningen, to ensure that they do not think it is commissioned by the management of the heritage site, which could bias their answers. The indicated logos of the involved Universities, must ensure that the participants take the research seriously. The questionnaire was also translated into other languages, to overcome the bias of only English speaking tourists answering the questionnaire. A selection has been made to translate the questionnaire into Spanish and Portuguese. The former because this is the second World language and because Spain is the neighbor country. The latter language was selected because many tourists come from Brazil due to the strong ties Portugal still has with his former colony. The icons of the flags are an easy way to show the tourist that they can participate, even if they do not understand a word of English.

The part '*Fulfillment of expectations*' as said before, is exclusively relevant for this research. It contains one closed and one open-ended question, both discussed below.

The closed question gives an answer on the research question, by measuring to which extent the expectations of tourists are fulfilled. According to the article of Yüksel & Yüksel (2001) this can be measured with two different methods. The first method is called the inferred approach and the

second method is called the direct approach. The inferred approach entails that two questionnaires have to be conducted, one before visiting the heritage site, to examine the prevailing expectations, and a second questionnaire should be conducted after the experience of visiting the heritage site, to investigate the afterwards evaluation of the experience. These scores need to be compared to each other, which will form a third variable containing the confirmation-disconfirmation score. The second method, the direct approach, skips the part of interviewing the participants before and after visiting the heritage site, by approaching the participants only after they visited the heritage site and asking them directly about the extent to which the experience exceeded or fell short of expectations (Yüksel & Yüksel, 2001). Because it is difficult to question the same participant before and after their visit, a lot of missing values are expected with this inferred approach. Therefore this research will use the direct approach. According to this the formulation of this closed question was constructed in a way that measures directly the discrepancy between the level of expectations and the afterwards evaluation of the experience.

The given answer possibilities are based on the 'Likert' scale. This is a bipolar scaling method, which measures either positive or negative responses to a statement (Malhotra, 2006). In this research an even-point 'Likert' scale was used, the so called 'Forced scale'. This scale is best suited, because this scale has an even number of answer categories, so the neutral option is excluded. Participants have to choose between two levels of 'disappointing' and two levels of 'better than expected'. This forces the participants to really think about what they had expected and to which extent those expectations are fulfilled. The number of scale categories used in this research is four, because this gives sufficient information to answer the question to which extent the expectations of tourists are fulfilled. With more scale categories the data would become too detailed and it would be harder to discover a relationship. The two levels of positive answers will be formulated as '*it was better than expected*' and '*it was much better than expected*'. The two levels of negative answers will be formulated as '*it was a bit disappointing*' and '*it was very disappointing*'.

An open-ended question follows this closed question, which gives the participants the opportunity to indicate shortly what the main reason was for their positive or negative evaluation of the experience. Because of the multiplicity of answer possibilities, an open-ended question suites the best. To prevent that people write down a very extensive answer, only one blank line is given as answer space. Some other researches use a list of possible reasons and try to capture all the possible answers in a few statements. This was for example the case in the research of Pizam & Milman (1993) in which "*Respondents were asked to express their agreement or disagreement with each*

statement on a 4-point forced scale". In this research it was especially chosen not to make such a list because it limits the answer possibilities and could push participants in a certain answer direction.

The last question gives insight in how many tourists were aware of the fact that Torre de Belém is listed as UNESCO WHS and that Castelo de São Jorge is not on this list. This question is used to examine what the influence is of the knowledge that something is listed as UNESCO WHS, on the level of expectations and hereby the level of satisfaction among tourists. By formulating the question as neutral as possible, with a yes or no answer possibility, the participants were not pushed into a certain direction. And to include people who do not know for sure if it is an UNESCO WHS or not, there has been deliberately chosen to formulate the question as what the participant 'thinks'. This question is saved as final question, to prevent it from biasing the other questions in the research.

4.2 Process of data collection

Before starting to collect data, the permission of both managements of the heritage sites was obtained to question their visitors, by handing in a credential from the University Nova (Appendix III). After this a strategy for collecting the data was composed. Four working days with the same weather forecast were selected, to ensure the parity of the test population. The followed strategy was to ask every tourist who came out of the exit and had visited the heritage site friendly if he/she would like to participate and to ensure the voluntary participation, not to pursue them. A bias could be that tourists who were especially negative about the experience also did not feel like filling in a questionnaire about it. The target was to survey over one hundred participants.

Since a dichotomy between UNESCO and non-UNESCO heritage sites is made in this research, the questionnaire was conducted at both types of heritage sites. This to ensure the parity of the collected data. The UNESCO WHS, Torre the Belém, was the first location for data collection. *Torre de Belém* is since 1983 included on the UNESCO WHL. The second location for data collection was the non-UNESCO heritage site, Castelo de São Jorge. *Castelo de São Jorge* is selected because it is in Lisbon the most comparable heritage site to *Torre de Belém*. These sites share that they represent both a very important period in the history of Portugal. Nowadays they also share that they are both highly popular among tourists, easy accessible and do charge an entrance fee. Due to these similarities the participants of this research are considered as one population. The questionnaires were conducted in front of the heritage sites among tourists who just came out of the exit. There has been specifically chosen to not conduct the questionnaires inside the heritage sites, because then

the all over experience of tourists is not completed yet. And the participants could think we were linked to the management of the heritage site, which could also cause a bias.

Collecting the data went very well and in the end 161 tourists participated. The two closed questions were understood and filled in by all the participants, so no missing values occurred there. For the open-ended question this was a different case and a lot of participants (28,6%) did not fill in any reason. This could be caused by different reasons of which no sure statement can be made. Some of them explained they missed the neutral answer option and therefore had no reason for filling in a negative or positive evaluation. Others could maybe not grasp what the particular reason was for their evaluation or some just did not feel like thinking too long about it. Also other reasons could have played a role, but since this was not examined no statements can be made.

4.3 Instrument for data analysis

The data collected with the questionnaire will be statistically analyzed with the program SPSS20. Because the collected data include an ordinal satisfaction scale, the percentages in the descriptive statistics will be useful to make statements about the test group. Therefore first the descriptive statistics from both heritage sites separately will be analyzed to see the differences between collected data at Torre de Belém and Castelo de São Jorge. Next to the bar charts about UNESCO designation and extent of fulfillment expectations, there will also be a bar chart based on the question *'Main reasons why?'*. All the answers obtained from this open-ended question, will be categorized into subgroups combining all the participants who answered almost the same. By means of a bar chart it can be easily seen which main reason was the most influential on the extent of fulfillment expectations.

To analyze if the UNESCO designation influences the level of tourist satisfaction, a cross tabulation and the Chi-Square test will be used. A cross tabulation will be used, to count the number of times various combinations of values of the two variables occur (Norusis, 2010). This is the most suitable, because this research examines the relation between two variables that have both a small number of values or categories. These two variables are on the one hand the independent variable, whether or not participants think it is listed as UNESCO WHS, and on the other hand the dependent variable, to what extent the expectations tourists had were fulfilled. The relation between these two variables is analyzed by running the Chi-Square test. The Chi-Square test tells us how likely we are to see a difference in the percentages by chance.

5. Results

This chapter will discuss the results derived from the data analysis. First a reflection will be made on which assumptions are prevalent in the existing literature about the possible difference between the levels of tourist expectations for UNESCO and non-UNESCO heritage sites. Secondly the collected data will be displayed per site. Thirdly the collected data will be analyzed and with reference to this analysis this article tries to explore if the existing assumptions are also applicable for heritage tourism in Lisbon and if there is indeed a significant relation.

5.1 Different expectations for UNESCO and non-UNESCO heritage sites?

Shackley (2006) stated that the majority of tourists who visited UNESCO WHS, do this out of interest for heritage and culture and they expect it to be a more intellectual experience than visiting an amusement park. The designation of a heritage site to the UNESCO World Heritage List changes the way people feel about those sites, because they are now informed by an expert that it is a cultural heritage site that should be protected (Frey & Steiner, 2011). This designation makes people aware of the high cultural value, since UNESCO WHS are considered to be of outstanding value for humanity. The proclamation of a site as UNESCO WHS goes along with a lot of media attention, which rises worldwide the awareness among people of the high cultural value of these heritage sites (Frey & Steiner, 2011). This also increases the expectations people have of those heritage sites, because if it is according to experts so valuable for humanity, it is supposed to be something extraordinary. The term UNESCO WHS is according to Shackley (2006) *“instantly recognized as designating something very special, in tourism terms a definite ‘must see’”*. This implies that tourists hold higher expectations for UNESCO WHS, than for other non-UNESCO heritage sites. These other heritage sites are generally getting less media attention and are not hyped as ‘being of high value to humanity’. The research of Frey and Steiner (2011) also points out some negative effect of the UNESCO List. One of those negative effects is *“the undesired substitution effect burdening non-listed cultural sites”*, which causes to steal away the attention and financial resources of other non-UNESCO heritage sites. According to Frey and Steiner (2011) a heritage site not included on the UNESCO World Heritage List, is by the general public and potential donors seen as rather second rate than first rate. This also implicates that the general public, in this case tourists, have a lower expectation of non-UNESCO heritage sites. So based on the existing literature there can be argued that the UNESCO WHS designation has a negative effect on tourist satisfaction .

5.2 Extent of fulfillment expectations and main reasons

The extent of fulfillment expectations was measured with the direct approach. This means that the results of the questionnaire do not show how high the expectations were before visiting the heritage site, but only to which extent the expectations were fulfilled afterwards. The open-ended question in the questionnaire tried to find out what the main reasons were for this extent of fulfillment.

First the results of the question about 'fulfillment of expectations' will be discussed per site. None of the participants answered that the experience was very disappointing, so this answer option is not showed in the bar charts. At the first location, Torre de Belém, the questionnaire was conducted among 80 participants. In the bar chart (figure 1) is shown that the majority of the participants (81,3%) thought the experience was better than expected. But the participants were not really blown away by the experience of visiting Torre de Belém, just a few participants (3,8%) had not expect it to be so beautiful and experienced it as much better than expected. The group that gave a negative evaluation included 15% of the participants. On basis of their expectations formed by all sorts of media, they had expected more of the visit and found it a bit disappointing.

At the non-UNESCO heritage site, Castelo de São Jorge, the questionnaire was conducted among 81 participants. The bar chart (figure 2) shows that the majority of the participants (70,4%) answered that the experience was better than expected, which is almost similar as in the case of Torre de Belém. But if you look at the other answer possibilities you can see that Castelo de São Jorge was evaluated a bit more positive than Torre de belém. As shown in figure 2, 24,7% of the participants found the experience much better than expected, the participants had expected less and therefore the visit

Figure 1

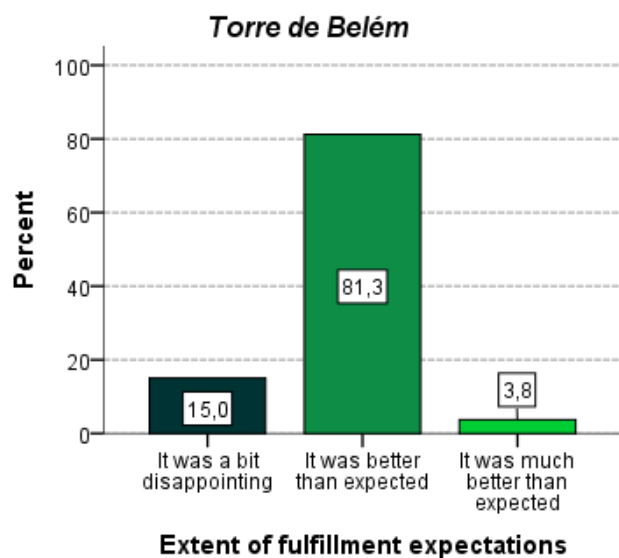
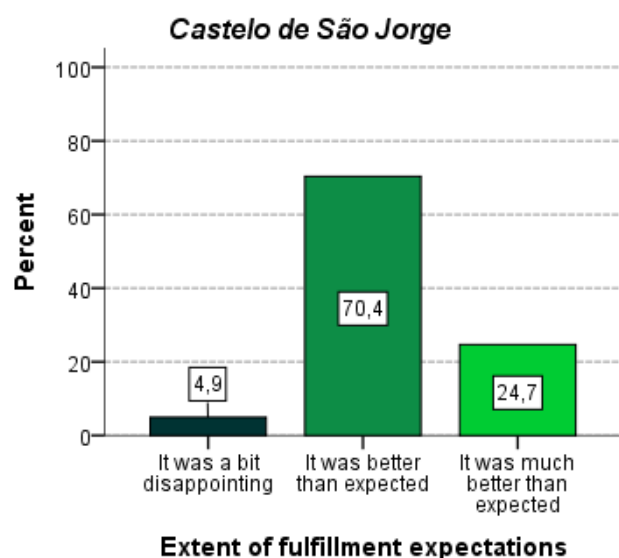


Figure 2



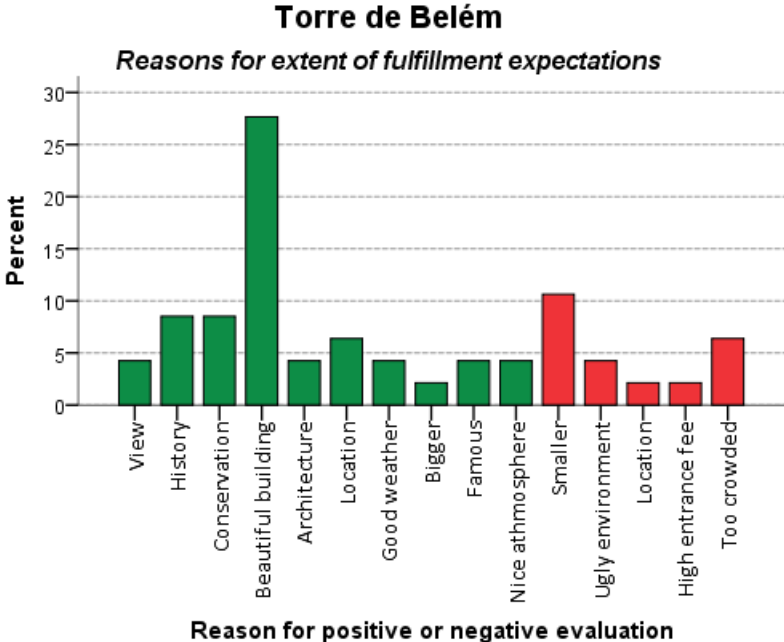
exceeded their expectation more. In comparison to Torre de Belém only a small group of participants (4,9%) found it a bit disappointing experience.

Looking at the overall results of the fulfillment of expectations for each site separately (figure 1 & 2), shows that at Torre the Belem 85,1% of the participants gave a positive evaluation and at Castelo de São Jorge 95,1% did this. Which implies that visiting Castelo de São Jorge exceeded the expectations of tourists slightly more positively than visiting Torre de Belém.

The main reasons for the mainly positive evaluation, will be discussed per site. At the first location, Torre the Belém, only 58,8% of the participants filled in a reason why the visit was better or worse than expected. In total 47 participants filled in a reasons, which leads to 33 missing values. Most of those missing values were caused by participants not filling in the question. As mentioned before the cause of this could be that some participants missed the neutral value, so did not had a good reason for their evaluation. It was also speculated that some participants could not grasp what the particular reason was for their evaluation

or that some just did not feel like thinking too long about it. A few other missing values were caused by participants who did fill something in, but misunderstood the intension of the question or turned out to have unreadable handwritings. All the other reasons that participants gave, were coded and ranged into overarching categories. In figure 3 the main reasons for tourists their evaluation of Torre de Belém are presented. The biggest category included 27,7% of the

Figure 3



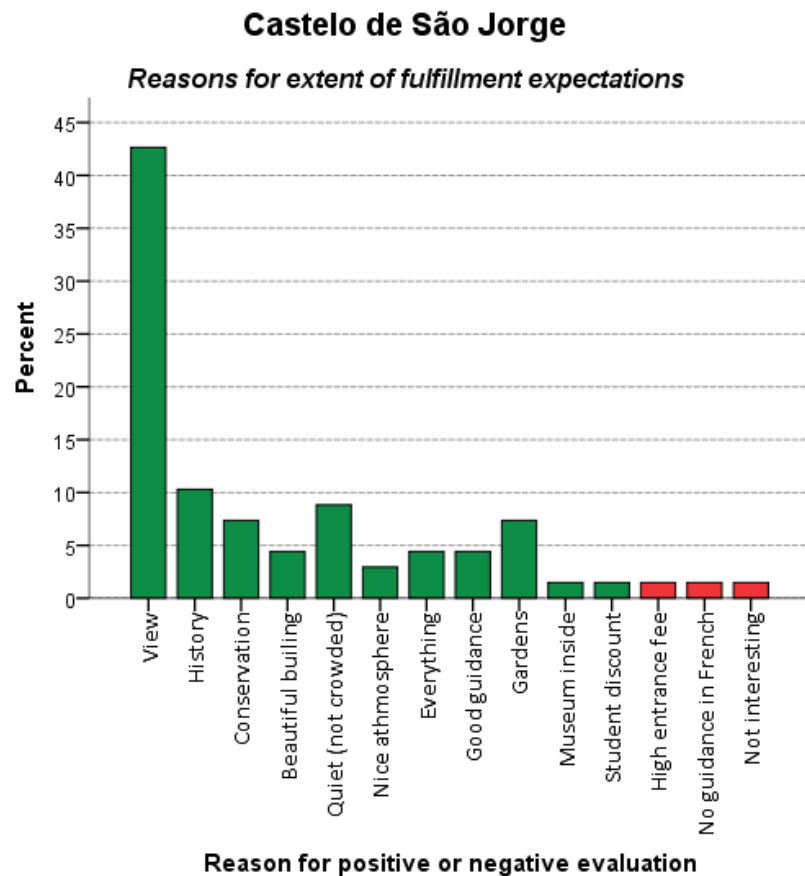
participants, who gave as main reason that their expectations were exceeded because the building was more beautiful than expected. For Torre the Belém 12 participants filled in a reason for their negative evaluation. Although the number of answers is too small to draw conclusions from, it is still notable that for this heritage site almost half of the participants with a negative evaluation, gave as main reason that Torre de Belém is smaller than expected. There could be a slight relation with the

idea that tourists have higher expectations of UNESCO WHS, so expect it to be bigger, but further research needs to be done to examine this, because the test group is too small.

For Castelo de São Jorge 68 participants filled in a reason for their evaluation of the experience. So in this case there were only 13 missing values. For Castelo de São Jorge the majority of the participants (42,7%) answered that

especially the beautiful view from the castle over Lisbon made their expectations to be exceeded positively. This reason cannot be linked to the heritage site itself, because the expectations of tourists were exceeded due to the beautiful view over the city around the castle. For the negative evaluations is it useless to distinguish a main reason, because for Castelo de São Jorge only 3 participants filled one in.

Figure 4



If you look at the results of the question about 'fulfillment expectations' for both heritages sites together, there can be concluded that almost all the participants (90,2%) were positive and answered that the experience was better or much better than expected. Although tourists evaluated the extent of fulfillment of expectations for Castelo de São Jorge a bit more positive, no further conclusions can be drawn from this slightly better evaluation in relation to the influence of the UNESCO WHS designation. This possible influence will be examined in the next paragraph by making a dichotomy between participants who thought the heritage site was on the UNESCO WHL and participants who thought the heritage site was not listed as UNESCO.

5.3 Influence of UNESCO label on satisfaction tourists

Finally this paragraph examines the relation between the knowledge of heritage sites being included on the UNESCO WHL, the extent to which those expectations are fulfilled and the level of tourist satisfaction.

In the existing literature, as mentioned before, it is argued that tourists have higher expectation of an UNESCO WHS compared to the expectations for non-UNESCO heritage sites. These high expectations are harder to fulfill and make it more difficult to satisfy tourists. To examine this relation a dichotomy will be made between tourists who thought the heritage site was listed as UNESCO and tourists who thought the heritage site was not listed as UNESCO.

The descriptive statistics derived from the collected data, show us how many participants knew whether or not the heritage site was listed as UNESCO WHS. At the selected UNESCO WHS, Torre de Belém, the majority of the participants (81,3%) thought it correctly and only 18,8% thought it was not listed as UNESCO (figure 5). At the non-UNESCO Heritage Site, Castelo de São Jorge, the majority of the participants did not gave the correct answer. Although Castelo de São Jorge is not listed as an UNESCO World Heritage, the majority of the participants (70,4%) thought it actually was listed as UNESCO WHS (figure 6). Only 29,6% of the participants filled in the correct answer that it is not listed as UNESCO WHS. It is surprising that so many tourists were not aware whether or not a heritage site was listed as UNESCO WHS, especially in the case of Castelo de São Jorge.

Figure 5

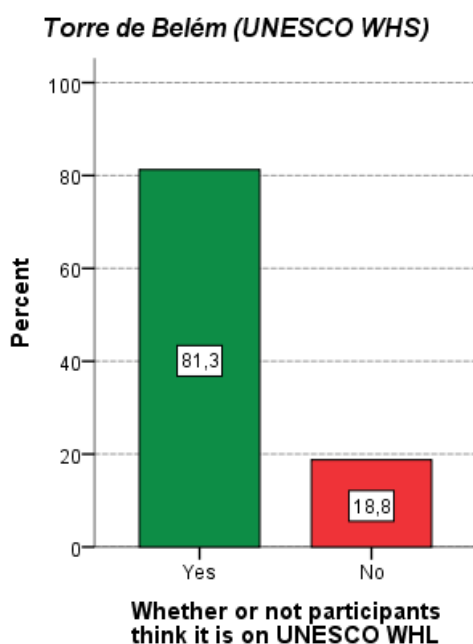
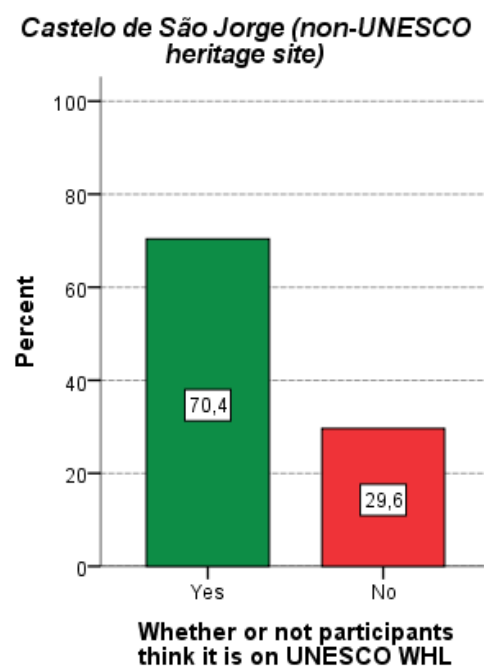


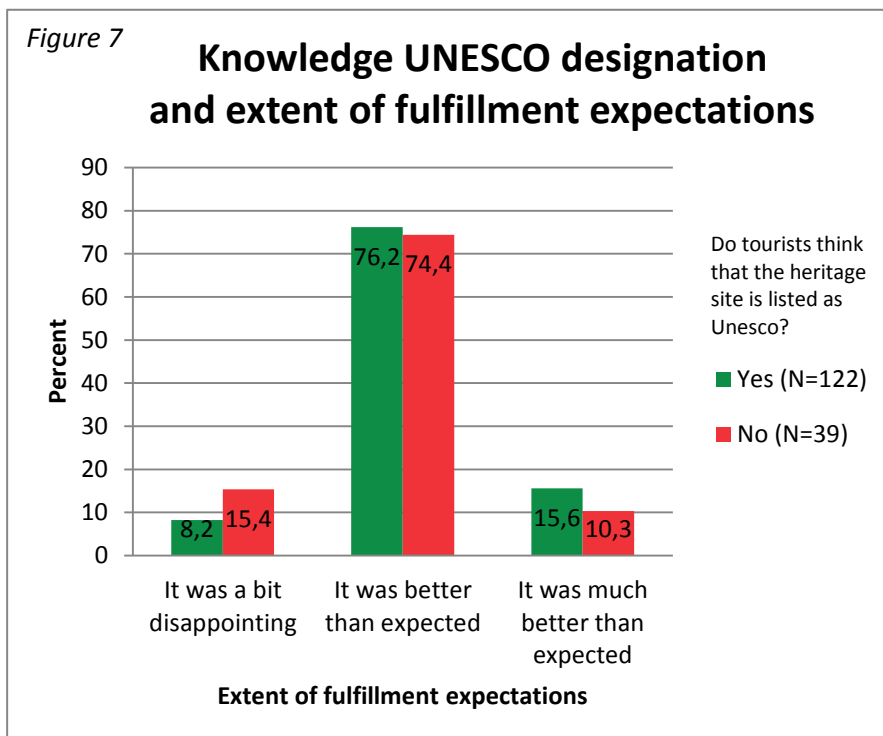
Figure 6



To examine if the UNESCO designation influences the extent of fulfillment expectations a comparison is made between participants who thought that the heritage site was listed as UNESCO WHS and participants who thought that the heritage site was not listed as UNESCO. All the participants who answered 'Yes' to the last question of the questionnaire (Appendix I) are put together in one group and all the participants who answered 'No'. As you can see in figure 5 and 6 the group who thought it was not listed as UNESCO and answered 'No' is much smaller than the group who answered 'Yes'.

A statistical test will show if the assumptions made in the existing literature are applicable to heritage tourism in Lisbon. The cross tabulation between the two test groups and the extent of fulfillment expectations is shown in Appendix IV (table 1). If the assumptions are true the cross tabulation (Appendix IV, table 1) would show a less positive evaluation of fulfillment expectations for UNESCO WHS than the evaluation of non-UNESCO heritage sites. The percentages shown in this cross tabulation are exemplified in the bar chart (figure 7). As you can see the percentages in the bar chart

(figure 7) actually show a slightly better evaluation of tourists who thought that the heritage site was listed as UNESCO, which is the opposite of what is assumed in existing literature. The Chi-Square test examined if there is indeed an relation between participants knowledge of something being listed as UNESCO



and the level of fulfillment expectations. As is shown in Appendix IV (table 2) all the conditions needed for the Chi-Square test are met, since only 1 cell has an expected count less than 5 and the minimum expected count is 3,88. The observed significance level is 0,344, which is greater than the customary level of 0,05. So it can be concluded that there is no significant relation between the two variables. Which means that in this case there is not enough evidence to conclude that the assumptions made in existing literature about the influence of the UNESCO designation are correct. There can be concluded that the UNESCO label has probable no negative influence on the extent of

fulfillment expectations and thereby no influence on the level of satisfaction of tourists in Lisbon. Further research need to be done to find out if there are maybe other reasons why in this case there is no relation between the UNESCO WHS designation and the extent of fulfillment of expectations.

6. Conclusion

In the existing literature about tourism and heritage it is theorized that the UNESCO WHS designation goes along with an increased level of tourist expectations. Since UNESCO WHS are considered to be of outstanding value to humanity and experts argue that they should be protected and preserved for future generations, people all over the world become aware of the high cultural value of these UNESCO WHS. This increases the level of expectations tourists hold about these sites. Yüksel & Yüksel (2001) argue in their article that the higher the expectations the harder they are to fulfill. A widely applied method of measuring consumer satisfaction is the Expectancy-Disconfirmation Theory of Oliver (1980). In this research this theory was applied to measure the level of tourist satisfaction with heritage sites, making a dichotomy between UNESCO and non-UNESCO heritage sites. This theory argues that the level of satisfaction can be measured by the extent of fulfillment of expectation. This research first explored the extent of fulfillment of expectations for each heritage site separately, by which a slightly more positive evaluation of fulfilled expectations was found for Castelo de São Jorge. Looking at the test population of both heritage sites together the majority of the participants (90,2%) had a positive evaluation. The reasons for this positive evaluation were found to be very diverse and for each heritage a different main reason was determined. For Torre de Belém the biggest category included 27,7% of the participants, who gave as main reason that their expectations were exceeded because the building was more beautiful than expected. For Castelo de São Jorge the majority of the participants (42,7%) answered that especially the beautiful view from the castle over Lisbon made their expectations to be exceeded in a positive way.

The, in the existing literature assumed, influence of the UNESCO WHS label on the extent of fulfillment expectations was examined by making a crosstabulation of these two variables and running the Chi-Square test. To measure the influence of the UNESCO label a dichotomy was made between participants who thought the heritage site was included on the UNESCO WHL and participants who thought that it was a non-UNESCO heritage site. The observed significance level for the Chi-Square test was found to be greater than the customary 0,05. The only conclusion that can be drawn from this is that there is not enough evidence to conclude that there is a relation between the two variables. So in this case a relation between the knowledge of a heritage site being listed as UNESCO and the extent of fulfillment of expectations is not found. This implies that there is also no relation with the level of satisfaction for heritage tourists in Lisbon. Further research needs to be done to investigate if there are maybe other reasons why in this case there is no relation between the UNESCO WHS designation, the extent of fulfillment of expectations and the level of satisfaction among tourists. There can be concluded that in this case the Expectation-Disconfirmation Theory does not give enough information about the influence of the UNESCO WHS designation on heritage

tourists in Lisbon, but this does not say anything about the correctness of the application of this theory in other researches.

Reflecting back on the research process the results would have been more meaningful if the test population would have been larger and the test groups more balanced. Especially the test group who thought that the heritage sites were not listed as UNESCO was in comparison to the test group, who thought that they were, very small. Because of this small test population, no significant conclusions can be drawn about the influence of the UNESCO WHS designation on the level of expectations. I expected that the Expectance-Disconfirmation Theory would show a clear difference in fulfilled expectations for UNESCO and non-UNESCO heritage sites, but no such difference was found.

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Appendixes

I. Questionnaire



Thank you for participating, this questionnaire will only take two minutes of your time. The results will be used in our research about heritage for University of Groningen (The Netherlands). The information will only be used for this purpose and your anonymity is guaranteed. The local involved university is Universidade Nova de Lisboa.

<p><i>Select only one option in each category</i></p> <p>How do you appreciate <i>Castelo de São Jorge</i>?</p> <p><input type="checkbox"/> - <input type="checkbox"/> + <input type="checkbox"/> ++ <input type="checkbox"/> +++</p> <p>Tourist characteristics</p> <p>Age</p> <p><input type="checkbox"/> 18-35 years old <input type="checkbox"/> 36-55 years old <input type="checkbox"/> 56 > years old</p> <p>Gender</p> <p><input type="checkbox"/> Woman <input type="checkbox"/> Man</p> <p>Education</p> <p><input type="checkbox"/> Basic/Primary <input type="checkbox"/> Degree/Certification <input type="checkbox"/> Higher Degree</p>	<p>Number of pleasure vacations abroad per year</p> <p><input type="checkbox"/> 0-1 <input type="checkbox"/> 2-3 <input type="checkbox"/> 4 ></p> <p>Hometown: _____</p> <p>Home country: _____</p> <p>Fulfillment of expectations Based upon your knowledge about <i>Castelo de São Jorge</i> beforehand, how do you evaluate your visit?</p> <p><input type="checkbox"/> it was very disappointing <input type="checkbox"/> it was a bit disappointing <input type="checkbox"/> it was better than expected <input type="checkbox"/> it was much better than expected</p> <p>↳ And what is the main reason for this? _____</p> <p>Do you think that <i>Castelo de São Jorge</i> is included on the List of UNESCO World Heritage sites?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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**Exactly the same questionnaire lay-out was used for Torre de Belém and for both heritages site there was also a Spanish and Portuguese version available.*

II. Map of Lisbon: location of the heritage sites



(source map: Camara Municipal de Lisboa, 2013. Source added Logos: Official websites of the heritage sites)

III. Credential

This credential is written by Pedro Casimiro, supervisor from the 'Universidade Nova of Lisboa', and aimed at Castelo de São Jorge. The management of Torre de Belém did not requested one.



Assunto: Credencial – Declaração

Data: 16 de Maio de 2013

Serve a presente para declarar que as alunas Geertje Besier e Laura Kapinga, da Universidade de Gröningen, se encontram a estudar ao abrigo do Programa ERASMUS, no Mestrado de Gestão do Território do Departamento de Geografia e Planeamento Regional da Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa. Realizam um projecto de investigação sobre património e turismo em Lisboa, tendo escolhido como casos de estudo a Torre de Belém e o Castelo de São Jorge.

Como responsável ERASMUS do Departamento e Tutor da sua investigação, agradece a Vossa colaboração e apoio ao projecto das alunas, ficando ao dispor para mais esclarecimentos. Junto em anexo síntese do projecto de investigação e questionário.

Com os melhores cumprimentos

FACULDADE DE CIÊNCIAS SOCIAIS E HUMANAS

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Breve explicação acerca da pesquisa sobre a valorização do património

Esta pesquisa tem como objectivo descobrir se a valorização do património pelos turistas em Lisboa está relacionada com as características desses turistas. Será feita uma distinção entre património da UNESCO e locais de património não-UNESCO. A principal questão de pesquisa é: Qual é a relação entre as características dos turistas que visitam o património em Lisboa e sua apreciação da experiência dessa visita? A literatura existente e a realização dos questionários devem deixar claro quais as características dos turistas que têm maior influência sobre a valorização do património urbano.

Concepção do questionário

Obrigada por participar, este questionário levará menos de cinco minutos do seu tempo. Os resultados serão utilizados na nossa pesquisa sobre o património para a Universidade de Groningen (Holanda). A informação será usada apenas para essa finalidade e o seu anonimato seja garantido. A universidade local envolvida Universidade Nova de Lisboa, Faculdade de Ciências Sociais e Humanas.

<p><i>Selecione só uma opção em cada categoria</i></p>  <p>Como avalia o Castelo de São Jorge?</p> <p><input type="checkbox"/> -</p> <p><input type="checkbox"/> +/-</p> <p><input type="checkbox"/> +</p> <p><input type="checkbox"/> ++</p> <p>Características do Turista</p> <p>Idade</p> <p><input type="checkbox"/> 18-35 Anos</p> <p><input type="checkbox"/> 36-55 Anos</p> <p><input type="checkbox"/> 56 > Anos</p> <p>Sexo</p> <p><input type="checkbox"/> Feminino</p> <p><input type="checkbox"/> Masculino</p> <p>Educação</p> <p><input type="checkbox"/> Primária</p> <p><input type="checkbox"/> Secundária</p> <p><input type="checkbox"/> Universitária</p>	<p>Número de férias no estrangeiro por ano</p> <p><input type="checkbox"/> 0-1</p> <p><input type="checkbox"/> 2-3</p> <p><input type="checkbox"/> 4 ></p> <p>Cidade de origem: _____</p> <p>Pais de origem: _____</p> <p>Cumprimento das Expectativas</p> <p>Com base no seu conhecimento prévio do Castelo de São Jorge, como avalia a sua visita?</p> <p><input type="checkbox"/> foi muito decepcionante</p> <p><input type="checkbox"/> foi decepcionante</p> <p><input type="checkbox"/> foi melhor do que esperava</p> <p><input type="checkbox"/> foi muito melhor do que esperava</p> <p>Qual é a principal razão para isso?</p> <p>_____</p> <p>Pensa que o Castelo de São Jorge está incluído na lista de Património Mundial da UNESCO?</p> <p><input type="checkbox"/> Sim</p> <p><input type="checkbox"/> Não</p>
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IV. Chi-square tests

Table 1

			Whether or not participants think it is on UNESCO WHL		Total
			Yes	No	
Extent of fulfillment expectations	It was a bit disappointing	Count % within Whether or not participants think it is on UNESCO WHL	10 8,2%	6 15,4%	16 9,9%
	It was better than expected	Count % within Whether or not participants think it is on UNESCO WHL	93 76,2%	29 74,4%	122 75,8%
	It was much better than expected	Count % within Whether or not participants think it is on UNESCO WHL	19 15,6%	4 10,3%	23 14,3%
Total	Count % within Whether or not participants think it is on UNESCO WHL	122 100,0%	39 100,0%	161 100,0%	

Table 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,135 ^a	2	,344
Likelihood Ratio	2,035	2	,361
Linear-by-Linear Association	1,911	1	,167
N of Valid Cases	161		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 3,88.