

# Urban tourists and their different appreciation towards urban heritage

Comparing UNESCO World Heritage Sites and non-UNESCO heritage in Lisbon

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## Abstract

The topic of this research is the appreciation of heritage by urban tourists, it specifically focuses on the urban area of Lisbon. The tourists visiting urban heritage constitute a research population that is not uniform. Underpinned by literature, it is likely that all the visitors attracted by at least one of the various urban facilities, will not value the heritage sites in the same way. The tourists will be subdivided based on some demographic, socioeconomic and geographical characteristics. This research tries to find a relation between on the one hand the differences between tourists and on the other hand the difference in their appreciation of the heritage experience. The main research question is deduced from this; *what is the relation between the characteristics of tourists visiting heritage in Lisbon and their appreciation of the experience of that visit?* An important additional element of this research is that the answer on this question will be compared for visitors that associate the heritage site with the UNESCO World heritage label and visitors that do not have this association. In this way will be showed if the label influences the appreciation. Short questionnaires at an UNESCO World Heritage site and a site that is not, provided the data. Multiple Chi-Square tests, cross tabulations and the generated appreciation score are used to explore relationships. The results do not show a reliable statistical significant relation, but remarkable figures make it still possible to presume relationships.

*Key terms: Appreciation, urban heritage, urban tourists, tourist characteristics, UNESCO World Heritage Sites, Lisbon.*

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## Chapter 1: Introduction

### 1.1 Research background and justification

Deepening in Lisbon, the capital city of Portugal, the numerous tourist attractions will be one of the first things you notice. The history of the city contains remarkable periods and events that are still visible in the appearance of Lisbon. The explorers discovering the trade route from Lisbon to India and the colonial history are one of the things represented in the cityscape. The many tourist brochures about Lisbon indicate the various possibilities to visit. View the city from the tops of the seven hills, go sightseeing by 'electrico 28', get in the Santa Justa elevator, visit the old city district and Fado-cafés are just a few examples. This diversity of tourist attractions is what Lisbon has to offer to more than four million tourists visiting the region of Lisbon in 2010. In the same year, Lisbon was chosen as best destination for tourists (Câmara municipal de Lisboa, 2010). So it will be clear that Lisbon is an excellent example of a city where heritage and tourism interrelate.

Many different fields relating to urban tourism are covered in academic research, but some aspects of this discipline need more attention. Timothy and Boyd's (2008) article explains that, "*Tourism is a complex system of supply and demand*". Besides them, also Weaver (2010) argues that heritage tourism research had a dominant focus on the supply side and underexposed the demand side. But Weaver (2010) recognized a further development; recently the focus shifted towards a postmodern approach. One of the articles that focused on the demand side is the research by Herbert et al. (1989), in the broadest sense it is about the segmentation of the heritage tourism market. But what is missing, due to Timothy and Boyd (2008), is a deeper understanding of human experiences at heritage sites. They will be content to notice the recognition of Weaver (2010) a view years later.

So nowadays, the approach in researching the use of heritage by tourists is more valuable if it is demand-orientated (Timothy & Boyd, 2008), and if it provides a more complex picture of the segmented market system (Weaver, 2010). Knowledge about tourist experiences is valuable for institutes engaged with urban tourism and heritage, especially because tourism management is shifting from a top-down strategy towards a more democratic bottom-up approach (Timothy & Boyd, 2008). In this way a more specific marketing strategy can be developed to attract and satisfy tourists, making the tourism market more stable. The agency that plays a central role in making Lisbon a sustainable tourist attraction is the 'Association Lisboa Tourism' (ALT). It is also responsible for the promotion of the city as tourist destination with regards to the different products that tourists can consume, including heritage (Câmara municipal de Lisboa, 2010).

According to the literature, another important shift in heritage tourism research is the increased interest in the link between heritage tourism and other sectors within tourism research - like shopping tourism (Timothy & Boyd, 2008). Lisbon's heritage sites are located in or around the multifunctional urban area, where tourists are not only attracted by heritage. They make use of various facilities that the urban area offers. Activities as sightseeing can be combined with for example shopping or enjoying the nightlife (Ashworth & Page, 2010). This makes the tourist population that visit heritage in Lisbon diverse.

A notable development in tourism and the heritage industry is the introduction of the World Heritage List. The list is made by the World Heritage committee that is part of the United Nations Educational Scientific and Cultural Organization (UNESCO). UNESCO argues that World Heritage Sites are of *"outstanding universal value to humanity"*. Labeling heritage as World Heritage must ensure that it is *"protected for further generations to appreciate and enjoy"*. Every country that signed the UNESCO-convention of 1972 can give suggestions for the list (UNESCO, 2013). The inclusion of a site suggests that it is more unique and important than other sites, in that sense the sites are labeled as high quality. It can be assumed that the experiences of the visitors are higher valued at the appointed places than at places that are not selected.

So decisions must be made; not every unique building can be named World Heritage or is even received as heritage. Publications by Ashworth often incorporate this issue of decision making. One of the main problems he addresses has to do with pluralizing societies and heritage that occurs to represent society's identity. It is a delusion that heritage represents the same for each individual, whereby you can ask yourself: 'Whose heritage is it?'. The central point that Ashworth (2007) makes is that heritage is about power. His concept of pluralizing societies points at the plurality of tourists that visit heritage and of the different meanings that they attach to that heritage experience. Their origin, past experience and other personal characteristics can influence their appreciation of their experience.

## **1.2 Research goal and research questions**

This research project aims to find out if the appreciation of heritage by tourists in Lisbon is related to the characteristics of urban heritage visitors. So the research tries to find relations between certain characteristics of tourists in Lisbon and their appreciation of the experience of the heritage visit. The main research question stems from this objective; *what is the relation between the characteristics of tourists visiting heritage in Lisbon and their appreciation of the experience of that visit?*

The answer on this main question will be explored using three research questions;

1. Which characteristics of urban tourists, according to literature, can affect the appreciation of urban heritage?
2. Do urban tourists appreciate the UNESCO WHS and non-UNESCO sites in Lisbon differently? If so, why?
3. Which urban tourist characteristics have the strongest influence on the appreciation of the urban heritage experience?

These questions will be answered in a structural way. The first question will be answered in the theoretical framework; chapter 2. Besides that, the theoretical framework defines the central terms of this research. The design of the questionnaire, method of data collection and discussion of the quality of the data will be described in the methodology, chapter 3. Thereafter, chapter 4 deals with the outcomes of the data analysis in order to answer the second and third question. Ultimately, in the final chapter, conclusions can be drawn.

## **Chapter 2: Theoretical framework**

### **2.1 Starting points and definitions**

The many urban tourists that Lisbon attracts represent the demand side of this research, but they cannot be approached as one uniform population. Urban tourists are pluralized in many ways. The scientific classifiers that tried to determine the diversity were often focused on the categorization of all tourists. Cohen (1972) developed for example a model that divided tourists in four types, classifying them on how independent of travel agencies people traveled. But when the tourism market became more diverse, this classification was not considered adequate anymore (Urry, 1994). Furthermore, categorization on the central activity of the trip, like business or leisure fails to show how diverse a tourist population can be (Williams, 2009). Lots of adjectives can be added to 'Urban tourists', like 'shopping' or 'nightlife' (Edwards et al., 2008). And the 'shopping urban tourist' will probably not only do shopping, but is attracted by other facilities a city has to offer. There is another pluralizing factor in the tourist population of urban heritage sites addressed by Ashworth (2003). According to him, urban tourists cannot be easily distinguished from residents; they use the same facilities, like shops, restaurants, parks and even tourists attractions. So the definition of a 'tourist' in this study refers to many types of people. Basically every visitor of urban heritages in Lisbon is part of the research population. The term 'visitor' and 'tourist' will be used as synonyms in this research.

The other central term is 'heritage'. Heritage is the *"Present day use of the past"*, so heritage can be both intangible and tangible (Ashworth, 2003; Graham et al., 2000; Timothy and Boyd, 2008). Tourism is one of the present day uses of heritage, so heritage is a tourist industry and thereby heritage can be seen as an economic activity (Graham et al., 2000). Weavers (2010) postmodern interpretation, in line with this understanding, can be summarized by quoting him: *"Heritage is essentially that what the visitor perceives as heritage"*. So heritage can be seen as a social-cultural construct. It is not a fixed entity, because it does not exist if nobody considers anything as heritage.

The heritage that Lisbon offers represents the supply side of this research. Consumption is not only an economic process, but also socially and culturally constructed. This means that even by consuming mass products, people will impart individual meanings to it (Crang, 2005). Like the demand side, the supply side can be divided in different segments as well. Weaver (2010) highlights the increasing diversity of heritage, in which Las Vegas is called 'tourism heritage'. Also, research has been done that already focused on tourists and their perceptions of a heritage site. Poria et al. (2008) explored in which category – world, national, local or own heritage – tourists classify a specific heritage site. The results were far from uniform. In this research project, the link between tourists and heritage is made by appreciation instead of perception of scale. Williams (2009) argues that: *"Different people will apply different meanings and significance to the same heritage sites or objects"*. In relation with tourist appreciation, making a dichotomy between UNESCO and Non-UNESCO is most obvious, because of the quality label that UNESCO gives with naming it a World Heritage Site. An abbreviation (UNESCO WHS) is used in the rest of this research.

## 2.2 Defining the tourist characteristics

In order to explore the relation between these different meanings and different tourists, the relevant characteristics that may have an influence on the appreciation must first be determined. On the basis of literature, the overarching categories of these characteristics are selected. They derive from an academic discussion with the central question; 'What has more affect on the valuing of urban attributes; the dominant culture or the subculture of a tourist?'. Suh and Gartner (2004) argue that subcultures induce different perceptions. With their research they suggest that not the culture of the country is a determinant for the differences, but that subcultures cause the various perceptions. For example demographic characteristics could explain the difference in ranking of urban attributes comparing two groups of tourists from the same geographical area. Besides this demographic characteristic they argue that socioeconomic characteristics determine the subculture. Turner et al. (2002) state that; *"culture determines perception of service quality and thus satisfaction with social interaction in a service delivery"*. Cultural background ensures that some elements are considered

more important than others, they found for example that Australian tourists attach more value to personal safety in the tourist attributes than others. In contrast with Suh and Gartner (2004), they argue that the dominant culture, like Australian, determines the differences in satisfaction the most proper. They acknowledge the existence and influence of different subcultures, but argue that the differences are smaller than that of dominant cultures when it comes to the satisfaction of tourists.

Primarily, the purpose of addressing this discussion is to indicate the several dimensions that are useful in relation with the appreciation of the tourist experience. So the characteristics are defined on the basis of both approaches. Those can be divided by three groups; demographic, socio-economic and geographical. In the description of the used method it is explained how these groups are transformed in more specific characteristics and how these are elaborated in the instrument of data collection.

### 2.3 Conceptual model

The conceptual model <sup>figure 1</sup> shows the central elements of this research and the relations between them. Visualizing the concepts composition should provide a deeper understanding of the relationship discussed in this research. It is obvious that the relation, expressed in appreciation, divides the concepts into two parts that can be named the supply and demand side. The supply side refers to place and products, the demand side to people and consumers.

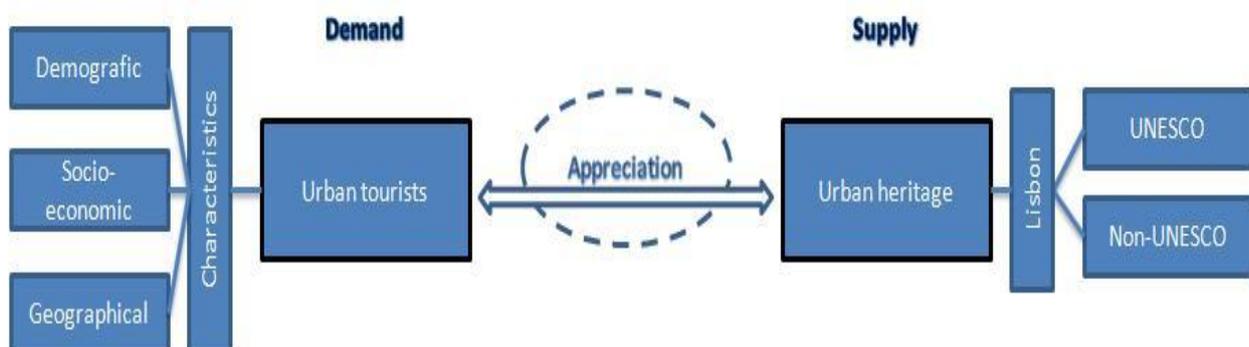


Figure 1 Conceptual model

## Chapter 3: Methodology

In this research, primary data are collected and analyzed in a quantitative manner. First the instrument for data collection will be discussed. The second part exemplifies the way in which data is collected. Finally, the method of data analysis is shortly addressed.

### 3.1 Instrument for data collection

The instrument to collect the most useful data in answering the research questions is a short questionnaire. In this way characteristics can be easily and efficiently asked using closed questions and a large sample can be obtained in comparing to other instruments. The questionnaire consists of

three parts <sup>Appendix 1</sup>. The first part deals with the appreciation of the tourist experience, the second with the tourist characteristics and the last one refers to the UNESCO-label. The question about expectation refers to the research of another student, G. Besier. A pilot is conducted to optimize the way of questioning.

The question that covers the first part is formulated in such a way that the participants will not give a valuation to a specific element of the heritage site, like accessibility or aesthetics. The value of the visitor must be based on the whole experience of the visit. Therefore the term appreciation is used, it does not point to a specific part of the tourist experience. For the same reason the options to choose from are not indicated with words but plus and minus signs. The scale is based upon a five-point Likert scale. But because the question referring to the other research project required the removal of the neutral option, the appreciation-question includes four options to ensure consistency. The unusual choice for one negative and three positive options in this first question stems from the expectation that few participants will appreciate the heritage negatively. Furthermore it is likely that only two positive options are not specific enough to show a relation with the tourist characteristics, replacing one negative for one positive option will improve this chance.

The second part addresses the tourist characteristics. Despite the fact that the types of characteristics are already determined, specification is needed to transform them into questions. The demographic, socio-economic and geographical characteristics contain each two specific questions as the questionnaire shows <sup>appendix 1</sup>. Suh and Gartner (2004) addressed that gender is an important subculture that influence the valuation of city attributes. Besides gender, the question of age belongs to the demographic characteristics. Age is often included in marketing strategies. The marketing plan for tourism in Lisbon distinguished six categories (Deloitte consulting, 2011), this amount is reduced to three: young, middle aged and older visitors. This will limit the plethora of data and can in the end be compared with or used by existing marketing plans. The educational level and the amount of vacations abroad per year must give an indication of the socio-economic status of the visitors. Opting for these questions instead of a question about wage is because the latter will give unreliable results. Firstly, it is more likely that people will be dishonest or will not fill in such a personal question. Secondly, wage is a form of relative data; the same amount of money is not worth the same in every country. And thirdly, some people do not have a job because they obtained enough money in another way. The two questions belonging to the geographical characteristic are open short questions, because of the many possibilities and the ease with which categories can be made afterwards. The participants are asked for their hometown and home country. Despite the fact that they could have moved to that place recently, the bias is expected to be smaller when asking for

place of birth when the culture will be deduced. Subsequently, it is decided that the results of this part will be divided on the basis of the dominant culture. The division on home country results in groups that are large enough to compare. Furthermore, European people will be distinguished from tourists from other continents. Non-European participants are merged because there were too few in number to make a comparison. Comparing the level of urbanization or making another comparison related to the hometown question is not considered reliable, because many participants may have filled in the largest town in the surrounding area or used an unclear abbreviation of the city name.

The third part contains a question to verify if the participants are aware of the fact that selected heritage sites are whether or not included on the World Heritage List. It is important that this question is the final one, because it is likely that reading this question influences the appreciation. Also, filling in the tourist characteristics can influence the answer on the appreciation-question, because visitors may think about which value is appropriate for people with similar characteristics.

The layout of the questionnaire is well thought also. The introductory story and the logos of the university must ensure that the research is taken seriously; that anonymity is guaranteed; that the research is not commissioned by the heritage management of Lisbon; and that it will just take a few minutes to participate. The questionnaire is translated in three different languages; English, Spanish and Portuguese Appendix I, so the tourists are not selected on their English language skills. A Spanish version is included, because it is the second world language and the language of the neighboring country. The Portuguese version is not only useful for the locals, but is also adequate for the many visitors from Brazil, the former colony of Portugal. Because approaching people that speak only Spanish or Portuguese is difficult, the flags of Portugal and Spain show people in a glance that they are able to participate.

### **3.2 Data collection: strategy and reflection**

Tourists are asked to participate on the streets near the exit of the heritage sites. Questioning people inside the buildings may influence the results because visitors could think, in spite of the layout, that the study is commissioned by the management of the sites. The objective was to attain a total sample of more than 100 tourists. In order to explore the affect of the UNESCO-label on the appreciation, two heritage sites are included in the sample. Their locations are displayed in appendix II.

The selected WHS is the Tower of Belém. It is a popular tourist attraction located on the Westside of the city centre on the edge of the Tagus. It was built in the beginning of the 16th century as a fortified tower from where trade routes were explored. In 1983 UNESCO labeled it as WHS (UNESCO, 2013). The selected non-UNESCO heritage site is 'Castelo de São Jorge', a national heritage site (ECEAC, 2010). It was originally a fort, built in the 6th century BC and rebuilt in the 12th century as residence of kings (Capitool reisgidsen, 2011). Both of the heritage sites are well known tourist attractions and easily accessible, contain a viewpoint, have an entry fee and despite the age gap they represent both an important historical period in Portuguese history. Even though the tourists were approached outside of the buildings, approval of the management of the heritage sites was requested and received. A copy of the questionnaire and the credential Appendix III, issued by Universidade de Nova de Lisboa, ensured that the data collection could take place in week 21, 2013. Four working days with the same weather forecast were selected. As much as possible tourists that left the heritage site were asked to participate.

Ultimately, 161 visitors participated in the research and they understood the questions properly, causing only one missing value. The only question that is not filled in as intended is the hometown-question, like discussed in the preceding paragraph. Including this question in the analysis will lead to a bias. What still can be considered as a possible bias is the fact that the tourists that refused to participate, may be the one with the bad experiences. Also the people that joined organized sightseeing tours refused to participate, they left the places collectively to get to the touring cars. They did not have time to fill in the questionnaire. These biases will not influence the quality of the data, but exclude certain groups of visitors.

### **3.3 Methodology of data-analysis**

In order to analyze the 161 usable questionnaires, cross tabulations and Chi-Square tests with a significance level of 5% are used to explore the relation between the characteristics and the appreciation levels. In addition, the 'appreciation score' (AS) is generated. It indicates the mean appreciation level of different groups of participants. Even when this variable is ordinal, it is appropriate indicator which can provide an organized summary of data in order to compare the extent of appreciation of tourists with a specific characteristic. Coupling the ordinal levels to numbers (Excellent=3, very good=2, good=1), makes it possible to calculate the mean. The negative value is not coupled, because it does not occur in the results. The chi-square tests are conducted on the entire sample and on two different parts of the sample in order to explore the influence of the UNESCO-label. The choice to do multiple separate tests instead of one multiple comparison test is based on the possibility that the characteristics are not completely independent.

Before analyzing the collected data a few adaptations are made. Firstly, the data about the amount of pleasure vacations abroad and the educational level are intended to indicate the socioeconomic status of the participants. That is why they are merged into one variable. The combined data are both ordinals, so will not lose their value and are even more concise together in appointing the social economic status. The highest categories of the education and amount of vacations are merged in the high economic status. This is applied to all three similar levels. The resulting high and low status contains also those visitors that filled in one high or low in combination with the middle option. The middle contains the participants that filled in one low and one high option. Consequently, the terms 'higher, middle and lower' with regard to socio-economic status are based on merged data and these relative levels cannot be compared with the level of economic status of any other source. For example the low economic status in this research is not similar to the low economic status defined by national or international institutes.

Secondly, the number of involved countries is reduced to analyze the dominant culture. Otherwise, too many unusable small groups of participants will occur. Only countries that contain the biggest amount of participants (six or more) are selected, the remaining countries are classified as 'others'. 43 participants belong to the latter group, including five Portuguese tourists. Besides that, a binominal variable is constituted that shows if participants are residential in Europe or from elsewhere. Finally, the five characteristics included in the analysis are: gender, age, socioeconomic status, home country and European or not.

## **Chapter 4: Results**

This chapter analyzes the collected data in such a way that the second and third research question can be answered. It explores if relations between the selected tourist characteristics and the level of appreciation of heritage experience exist. The chapter is structured in four parts. First, the appreciation levels are discussed regardless of the tourist characteristics. The three categories of tourist characteristics cover the other paragraphs.

Before starting to answer the research questions, the descriptive statistics of the data collection show that the entire sample of 161 participants consists of a lot of different people regarding their characteristics <sup>Appendix IV</sup>. This underpins the pluralized urban tourist population that visits heritage, like the used literature suggested (Ashworth, 2007; Edwards et al., 2008; Williams, 2009). For these reasons, Urry's (1994) research in the specific field of tourism heritage is doubtful in an urban area like Lisbon. He argues for instance that visitors of historic related heritage are marked by higher levels of education, affluence and mobility and that they are middle or older aged. The social

economic status of the population is indeed high, even considering that the categories of this variable cannot be compared with other sources as is explained before. But the statistics show that 27.9 % of the sample belongs to the younger aged tourists. So the visitors of heritage in Lisbon are more divers than the typology of Urry's (1994) 'heritage tourist' suggests.

#### 4.1 Levels of appreciation

Looking at appreciation levels of the entire sample, it is remarkable that the heritage sites are highly valued among tourists in Lisbon figure 2.

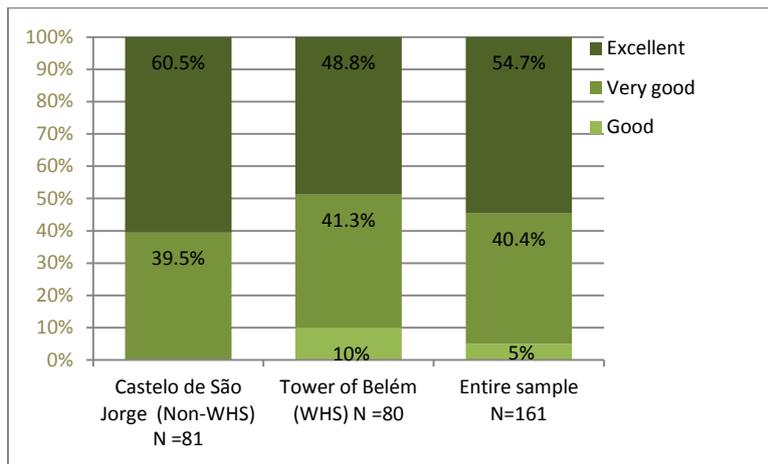


Figure 2. Appreciation of the heritage experience by tourists in Lisbon.

Not even one participant in the entire sample gave a negative appreciation. The lack of this poor rating is a reliable outcome because 95.1% appreciated the heritage sites as 'very good' or 'excellent'. Comparing the level of appreciation between the two sites, differences are observed. The bar chart of Castelo de São Jorge does not even show the 'good' category and the majority picked the highest option (60.5%). This site is a bit better appreciated comparing to the percentage of Tower of Bélem, which is on the UNESCO-list.

This can be explained by Yüksel and Yüksel's (2001) article that discusses the 'expectancy disconfirmation theory'. They address the branding of tourism products as high quality, like the UNESCO-label does (UNESCO, 2013). This branding can cause high expectations that are hard to fulfill in reality. They refer to several scientists that suggest that these products have to be promoted modest or even less than the reality shows, because if expectations are exceeded, the consumer will be easier satisfied (Yüksel & Yüksel, 2001). Nevertheless, the data of this research suite not with this theory. First, because disappointment cannot be traced; 72 of the 80 participants at the WHS picked 'very good' or 'excellent'. But also because the majority of the tourists thought that Castelo de São is an UNESCO WHS, while it is not. Figure 3 shows that this group covers 70% of the surveyed visitors at this heritage site.

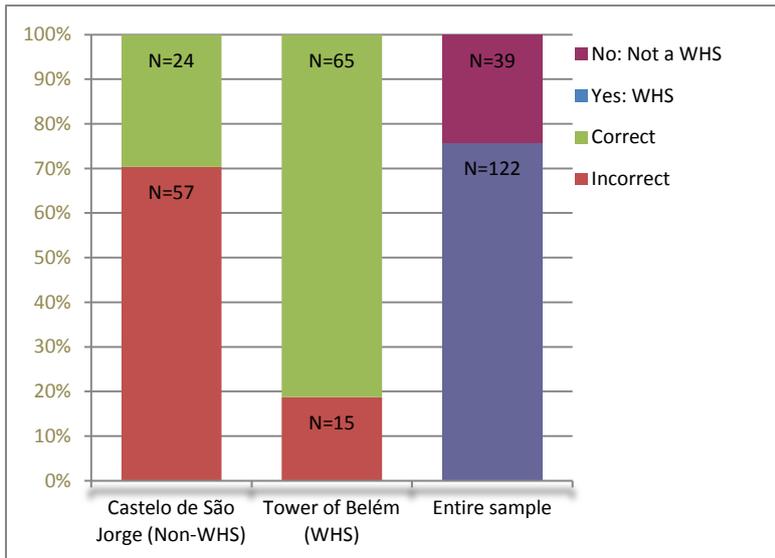


Figure 3. Correctness about the UNESCO-label among tourists in Lisbon.

The group that did not award the UNESCO-label in line with reality is that big, that the intention of selecting the two heritage sites, in order to explore the affect of the label is not adequate anymore. The last bar of figure 3 shows a better benchmark to define the two groups; the answer that they give to last question of the research is the basis for the dichotomy of the sample. 39 participants did not award the label and 122 did. So the distinction is made regardless of the place they were questioned. Comparing these two groups and their appreciation shows a remarkable pattern Figure 4-

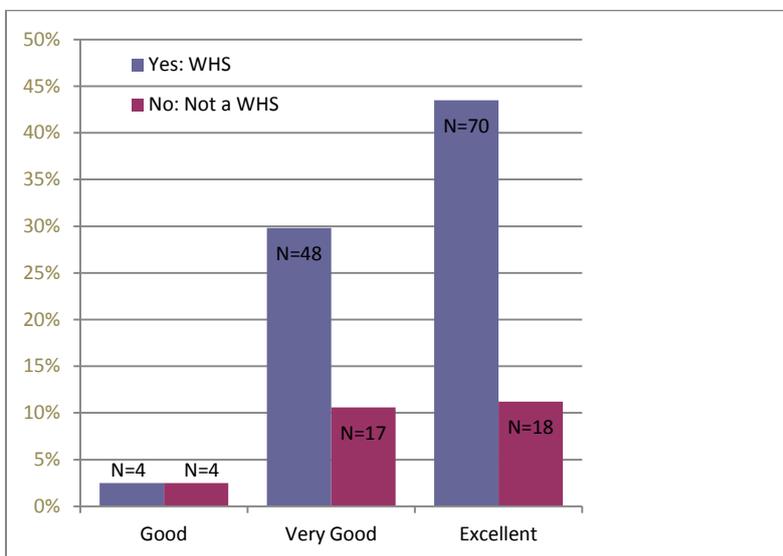


Figure 4. Appreciation levels of visitors that did and visitors that did not award the UNESCO-label to the heritage sites.

The higher the appreciation level, the more people award the UNESCO-label. Clearly a high appreciation is associated with the quality label of UNESCO. Despite the fact that many tourists are not aware of which heritage site is on the UNESCO-list, the results are in line with the purpose of

UNESCO. Due to the organization the WHS are unique places that must be preserved for future generation, so they assume a higher quality (UNESCO, 2013) and this does indeed correspond with the association of tourists in Lisbon.

A chi-square test is conducted to test if this relation is statistical significant. The relation of the level of appreciation with the designation of the UNESCO-label is not statistical proved, the p-value is 0.157, but therefore the existence of a relation is not excluded either (Smiths & Edens, 2006), this is further explained in appendix V; 1.

#### 4.2 The influence of the tourist characteristics

To explore if the tourist characteristics are related to the extent of appreciation of the heritage experience, cross tabulations are made for each included variable in combination with the levels of appreciation. Besides the entire sample, a dichotomy is made by participants that filled in 'Yes', it is a WHS, and the group that did answered 'No'. As showed before, little people did give the 'good' appreciation Figure 2 & 4, only 8 participants cover this group. So the percentages of this category in the tables are more likely to be based on coincidence, the percentage can differ while just one participant more is included. This is also the reason why a lot of chi-square tests did not meet the rule of Cochran. Merging categories or the use of another test in replacement is not adequate in this case (Norusis, 2010; IBM SPSS statistics, 2012). As a consequence, the p-values are not always reliable. 5 chi-square tests are done in each of the three samples. More information about the rule and other tests can be found in appendix V; 2. An overview of the 15 resulting p-values and the fulfillment of the test conditions are visualized in appendix VI.

##### 4.2.1 Demographic characteristics

The demographic element consists of two characteristics; gender and age group. The percentages of the first variable are distributed over the different categories table 1.

GENDER	Yes: WHS		No: not a WHS		Entire sample	
	Women AS = 2.53	Men AS=2.55	Women AS=2.46	Men AS=2.09	Women AS=2.51	Men AS=2.48
<b>Good</b>	1.6	5.2	7.1	18.2	3.3	7.2
<b>Very Good</b>	43.8	34.5	39.3	<b>54.5</b>	42.4	37.7
<b>Excellent</b>	54.7	<b>60.3</b>	53.6	<b>27.3</b>	54.3	55.1
<b>Total</b>	100	100	100	100	100	100

Table 1. Cross tabulation with column percentages; level of appreciation and gender.

54.3% of the women gave the highest appreciation level to the heritage experience, almost similar to the 55.1% of the man. No noticing can be recognized in the numbers of the entire sample. This is confirmed by the AS's that hardly differ from the overall average of 2.50.

Comparing percentage belonging to the men and women that award the UNESCO-label and the one that did not, three remarkable numbers are recognized. By far the biggest group of the men that did award the label gave the highest appreciation. The most men in the other group filled in 'very good'. The AS's confirm that man visitors in Lisbon give a less high appreciation to heritage that they do not associate with a WHS. So they do associate UNESCO-label stronger with high quality than women do. This suggests that the subculture gender is an important characteristic regarding the different values that tourists give to heritage that is a WHS or not. This is in line with the argumentation of Suh and Garner (2004); subcultures are the basis for different perceptions of tourists. Nevertheless, this relation is not significantly proven; the p-value of the 'No'-group is 0.280. But again, this does not mean that a relation is excluded Appendix V.

AGE GROUP	Yes: WHS			No: not a WHS			Entire sample		
	Young (18-35) AS=2.43	Middle (36-55) AS=2.62	Older (55+) AS=2.58	Young (18-35) AS=2.06	Middle (36-55) AS=2.60	Older (55+) AS=2.57	Young (18-35) AS=2.33	Middle (36-55) AS=2.61	Older (55+) AS=2.58
<b>Good</b>	9.1	0.0	0.0	23.4	0.0	0.0	13.1	0.0	0.0
<b>Very Good</b>	38.6	38.6	41.9	47.1	40.0	42.9	41.0	38.7	42.1
<b>Excellent</b>	<b>52.3</b>	61.7	58.1	<b>29.4</b>	60.0	57.1	<b>45.9</b>	61.3	57.9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table 2. Cross tabulation with column percentages; level of appreciation and age group.

The percentages of the subculture age group belonging to the entire sample, does not represent the expected pattern of percentages Table 2. The younger visitors give less high appreciations comparing to the other visitors, this is visualized in the 'excellent' level and in the AS's.

This pattern is stronger in the group of tourists that did not designate the UNESCO-label. The associated AS is only 2.06. An explanation for the less high appreciation of urban heritage by younger tourists in Lisbon, can be due to the fact that urban visitors are attracted by many different facilities the urban area has to offer (Ashworth & Page, 2010; Williams, 2009). It is imaginable that younger tourists have, more often than older tourists, another main purpose to come to Lisbon, than visit urban heritage. In this case, Urry's (1994) theory about the typical heritage tourist fits more with the outcomes of the analysis than previously thought. Urry's (1994) typology of the heritage tourists is not specifically directed to the urban heritage. So, it is likely that this group of younger tourists visit heritage in Lisbon is added to the population of 'the heritage tourist' when focusing on an urban

area. In combination with William’s (2009) statement, that different people will apply different significance to the same heritage sites, this significance is reflected in the extent of appreciation.

4.2.2 Socioeconomic characteristic

The pattern of percentages and AS’s in the entire sample of the tourist characteristic socioeconomic status is normal, but the other samples contain irregularities Table 3. The biggest group of the higher status that filled in ‘No’; not a WHS, appreciated the heritage experience as ‘very good’. In the group that filled in ‘Yes’, the majority among visitors with the higher status picked ‘excellent’. So visitors with a higher economic status associate the UNESCO-label with a higher appreciation than the tourist with a lower and middle status. The p-value is even significant (0.036), but not reliable; it does not meet the test conditions Appendix VI, and the p-value is probably influenced by low absolute numbers.

Socio-Economic Status	Yes: WHS			No: not a WHS			Entire sample		
	Lower AS=2.4	Middle AS=2.54	Higher AS=2.56	Lower AS=2.50	Middle AS=2.64	Higher AS=2.21	Lower AS=2.45	Middle AS=2.56	Higher AS=2.4
<b>Good</b>	0.0	2.4	4.1	25.0	9.1	8.3	9.1	3.8	5.2
<b>Very Good</b>	57.1	41.5	35.6	0.0	18.2	62.5	36.4	36.5	42.3
<b>Excellent</b>	42.9	56.1	<b>60.3</b>	75.0	72.7	<b>19.2</b>	54.5	59.6	52.6
<b>Total</b>	100	100	100	100	100	100	100	100	100

Table 3. Cross tabulation with column percentages; appreciation level and socio-economic status.

In the theory no explanation is found for this pattern, besides that it confirms again that different people does have other perceptions towards heritage (Williams, 2009; Ashworth, 2007). The level of socioeconomic status cannot be compared with other sources. In reality, the used categories of socioeconomic status used in this research project can all be gradations of the above-average status of other indicators. It can be assumed that people with a real low economic status are not represented on city trips. Urry (1994) suggestion, that visitors of heritage are higher educated underpins this reasoning. Furthermore, the selected heritage sites contain an entrance fee, but not every heritage site in Lisbon does. So it is likely the real low socioeconomic status is not represented this sample of the research population. This is a possible explanation why no relation can be assumed between this characteristics and the appreciation level.

4.2.3 Geographical characteristics

Home country is a variable in which participants are divided in many different groups Table 4. That is why the p-values of the related tests are unreliable Appendix VI. Only the entire sample is visualized in table 4, because the other samples contains even less participants and the percentage and AS’s does are not helpful anymore. That is why the tables are visualized with absolute numbers in appendix VII.

Home Country	Entire sample									
	Germany AS=2.56	Netherlands AS= 2.24	France AS= 2.53	Brazil AS= 2.58	Belgium AS= 2.30	UK AS= 2.73	Spain AS= 2.33	Italy AS= 2.33	Others AS= 2.57	
<b>Good</b>	4.0	14.3	0.0	5.3	10.0	0.0	0.0	0.0	4.5	
<b>Very Good</b>	36.0	<b>47.6</b>	47.4	31.6	<b>50.0</b>	27.3	<b>66.7</b>	<b>66.7</b>	34.1	
<b>Excellent</b>	60.0	<b>38.1</b>	52.6	63.2	<b>40.0</b>	72.7	<b>33.3</b>	<b>33.3</b>	61.4	
<b>Total</b>	100	100	100	100	100	100	100	100	100	

Table 4. Cross tabulation with column percentages; appreciation level and home country.

The percentages and AS's of the categories in table 4 are not all similar. Despite of the fact that the numbers are generated by little tourists, some countries resemble each other. Making couples of the countries show that the neighboring countries, Italy and Spain, have similar appreciation patterns, just like the Netherlands and Belgium. Although, this does not apply to all the neighbors, like the Netherlands and Germany. Nevertheless, it does point towards the importance of the dominant culture with regards to the extent of appreciation of heritage (Turner et al., 2002). He argues that the dominant culture is the most important determinant that influences the satisfaction of tourists. The high AS of Brazil and the coupling of the countries, arouses the curiosity to the last variable that will be discussed; the fact if the participant is from Europe or from another continent <sup>Table 5</sup>.

Continent	Yes: WHS		No: not a WHS		Entire sample	
	European AS=2.50	Other AS=2.68	European AS=2.37	Other AS=2.33	European AS=2.47	Other AS=2.58
<b>Good</b>	4.3	0.0	7.4	16.7	5.0	5.0
<b>Very Good</b>	41.5	32.1	48.1	33.3	43.0	32.5
<b>Excellent</b>	54.3	<b>67.9</b>	44.4	<b>50.0</b>	52.1	<b>62.5</b>
<b>Total</b>	100	100	100	100	100	100

Table 5. Cross tabulation with column percentages; appreciation level and continent.

Also the pattern of this variable is standard in the sense that in all columns, the most participants chose 'excellent' as indicator of their appreciation. But in all the samples, a bigger proportion of the visitors from outside Europe picked 'excellent' in comparison with the Europeans. These visitors are more likely to appreciate the urban heritage experience higher, but because this is a comparison of different samples, the p-value does not reflect these findings <sup>Appendix VI</sup>. A possible explanation can be that tourists from other continents are not so familiar with historic city centers, because this is typically for cities in Europe. Therefore it could be judged as a more unique experience, and like UNESCO (2013) selects the high quality places on uniqueness, visitors from other continents may do the same and attach their quality label 'excellent' to it.

## Chapter 5: Conclusion

Three categories, related to the characteristics of tourists, which may have an effect on the level of appreciation of the heritage experience, are defined by literature. From this demographic, socioeconomic and geographical dimensions are five tourist characteristics derived; Gender, age, socioeconomic status, home country and if the tourists is an European or not. These cover both parts of the subcultures and dominant cultures of the tourists.

Heritage in Lisbon is highly appreciated among the visitors. These urban tourists appreciate the heritage with an average appreciation score of 2.50.

Appreciation score		UNESCO	Non-UNESCO	Entire population
<b>Age Group</b>	Young <small>(18-35)</small>	2.43	2.06	2.33
	Middle <small>(36-55)</small>	2.62	2.60	2.61
	Older <small>(55+)</small>	2.58	2.57	2.58
<b>Gender</b>	Female	2.53	2.46	2.51
	Male	2.55	2.09	2.48
<b>Socioeconomic status</b>	Lower	2.43	2.50	2.45
	Middle	2.54	2.64	2.56
	Higher	2.56	2.21	2.47
<b>Home country</b>	Germany	2.53	2.67	2.56
	Netherlands	2.37	1.80	2.24
	France	2.50	2.57	2.53
	Brazil	2.60	2.50	2.58
	Belgium	2.44	1.00	2.30
	United Kingdom	2.75	2.67	2.73
	Spain	2.00	2.67	2.33
	Italy	2.33	-	2.33
	Others	2.68	2.20	2.57
<b>Continent</b>	European	2.50	2.37	2.47
	Non-European	2.68	2.33	2.58
<b>Total</b>		2.54	2.36	2.50

Table 6. Average appreciations scores.

Besides this average score, table 6 shows a summary of the results of this research on the basis of AS's. The table shows that visitors with certain characteristics are likely to appreciate the heritage site higher or lower. So, it is likely that different people apply different meanings to urban attributes as the literature states (Williams, 2009; Ashworth, 2007). On the other hand, the urban tourists in Lisbon appreciated the sites all very positively. Instead of different meanings, this research shows that different tourists apply different extents of positive appreciations to urban heritage sites. Although, no statistical significant evidence underpins the relationships of certain tourist characteristics with the level of appreciation of the heritage experience. Despite this, the following

relationships can be assumed on the basis of the results visualized in the cross tabulations and on the AS's.

Younger tourists in Lisbon are less likely to give an appreciation as high as the older tourists, although they are also very positive about their visit. Also, urban tourists appreciate heritage sites in Lisbon even higher if they associate the site with a WHS. UNESCO gives the quality label to certain unique places that must be preserved for future generations (UNESCO, 2013), this goal of UNESCO is reflected in the meanings of urban tourists. The AS's show that all groups of visitors evaluate heritage higher when they associate it with the UNESCO-label. <sup>table 6.</sup> All AS's that display the opposite are influenced by the small numbers of cases, like the scores belonging to the variable home country. The results show that it is likely that men, young visitors and the one with the highest socioeconomic status do associate the UNESCO-label stronger with the highest appreciation level than visitors without these characteristics. But none of these relationships is statistically proven. So this research provides some presumed relationships that can provide a basis for future studies.

In continuation of this research it would also be interesting to explore if combinations of tourist characteristics show more clear differences regarding the extent of appreciation. Further, the findings in this research on young and non-European tourists in this research can provide research questions for other studies or research projects. Focusing on the main reason to visit an urban area and past travel experiences in relation with the appreciation level of heritage sites can in this case be considered.

Looking back on the process of this research project some parts went well; searching and connecting the relevant theories and determining and designing the instrument for data collection. Other parts I would do differently in hindsight. Firstly, I would define more levels of a positive experience in order to compare the different tourist more easily. Especially when more levels are formed, it would be profitable if a larger sample can be obtained that is better balanced over the levels of appreciation. In this way the chi-square tests will be valid and the p-values more meaningful. The reason my approach was that I did not expect that the sample sizes in order to explore the influence of the UNESCO-label were so unequal. In the end, going through this research project taught me that it is important to keep a constant eye on the research questions. Keeping this in mind by working on other projects and papers will probably ensure a more efficient conducted research process.

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#### **Image - appendix II**

Camara Municipal de Lisboa (2013). *Planta area de reabilitação urbana*. Consulted on 14-06-2013 via <http://www.cm-lisboa.pt/viver/urbanismo/reabilitacao-urbana>

I Questionnaires



English

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"/> -</p> <p><input type="checkbox"/> +</p> <p><input type="checkbox"/> ++</p> <p><input type="checkbox"/> +++</p> <p><b>Tourist characteristics</b></p> <p>Age</p> <p><input type="checkbox"/> 18-35 years old</p> <p><input type="checkbox"/> 36-55 years old</p> <p><input type="checkbox"/> 56 &gt; years old</p> <p>Gender</p> <p><input type="checkbox"/> Woman</p> <p><input type="checkbox"/> Man</p> <p>Education</p> <p><input type="checkbox"/> Basic/Primary</p> <p><input type="checkbox"/> Degree/Certification</p> <p><input type="checkbox"/> Higher Degree</p>	<p>Number of pleasure vacations abroad per year</p> <p><input type="checkbox"/> 0-1</p> <p><input type="checkbox"/> 2-3</p> <p><input type="checkbox"/> 4 &gt;</p> <p>Hometown: _____</p> <p>Home country: _____</p> <p><b>Fulfillment of expectations</b></p> <p>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</p> <p><input type="checkbox"/> it was a bit disappointing</p> <p><input type="checkbox"/> it was better than expected</p> <p><input type="checkbox"/> it was much better than expected</p> <p>↳ And what is the main reason for this?</p> <p>_____</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</p> <p><input type="checkbox"/> No</p>
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Gracias por participar, este cuestionario le llevará menos de dos minutos de su tiempo. Los resultados serán utilizados en nuestra investigación sobre el patrimonio para la Universidad de Groningen (Holanda). La información será usada exclusivamente para esa finalidad y su anonimato está garantizado. Universidad local participante es la Universidade Nova de Lisboa, Facultad de Ciencias Sociales y Humanas.

<p><i>Seleccione solo una opción en cada categoría</i></p> <p>Cómo valoraría el <i>Castelo de São Jorge</i>?</p> <p><input type="checkbox"/> -</p> <p><input type="checkbox"/> +</p> <p><input type="checkbox"/> ++</p> <p><input type="checkbox"/> +++</p> <p><b>Características del Turista</b></p> <p>Edad</p> <p><input type="checkbox"/> 18-35 Años</p> <p><input type="checkbox"/> 36-55 Años</p> <p><input type="checkbox"/> 56 &gt; Años</p> <p>Sexo</p> <p><input type="checkbox"/> Femenino</p> <p><input type="checkbox"/> Masculino</p> <p>Educación</p> <p><input type="checkbox"/> E.S.O. (Educación Secundaria Obligatoria)</p> <p><input type="checkbox"/> Bachillerato</p> <p><input type="checkbox"/> Universitaria</p>	<p>Número de vacaciones en el extranjero por año</p> <p><input type="checkbox"/> 0-1</p> <p><input type="checkbox"/> 2-3</p> <p><input type="checkbox"/> 4 &gt;</p> <p>Ciudad de origen: _____</p> <p>País de origen: _____</p> <p><b>Cumplimiento de las Expectativas</b></p> <p>Con base en su conocimiento previo do <i>Castelo de São Jorge</i>, ¿cómo evalúa su visita?</p> <p><input type="checkbox"/> fue muy decepcionante</p> <p><input type="checkbox"/> fue un poco decepcionante</p> <p><input type="checkbox"/> fue mejor de lo que esperaba</p> <p><input type="checkbox"/> fue mucho mejor de lo que esperaba</p> <p>↳ ¿Cuál ha sido la principal razón para eso?</p> <p>_____</p> <p>¿ Piensa qué el <i>Castelo de São Jorge</i> está incluido en la lista de Patrimonio Mundial de la UNESCO?</p> <p><input type="checkbox"/> Sí</p> <p><input type="checkbox"/> No</p>
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Obrigada por participar, este questionário levará menos de dois 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 aprecia o <i>Castelo de São Jorge</i>?</p> <p><input type="checkbox"/> - <input type="checkbox"/> + <input type="checkbox"/> ++ <input type="checkbox"/> +++</p> <p><b>Características do Turista</b></p> <p>Idade</p> <p><input type="checkbox"/> 18-35 Anos <input type="checkbox"/> 36-55 Anos <input type="checkbox"/> 56 &gt; Anos</p> <p>Sexo</p> <p><input type="checkbox"/> Feminino <input type="checkbox"/> Masculino</p> <p>Educação</p> <p><input type="checkbox"/> Primária <input type="checkbox"/> Secundária <input type="checkbox"/> Universitária</p>	<p>Número de férias no estrangeiro por ano</p> <p><input type="checkbox"/> 0-1 <input type="checkbox"/> 2-3 <input type="checkbox"/> 4 &gt;</p> <p>Cidade de origem: _____</p> <p>Pais de origem: _____</p> <p><b>Cumprimento das Expectativas</b> Com base no seu conhecimento prévio do <i>Castelo de São Jorge</i>, como avalia a sua visita?</p> <p><input type="checkbox"/> foi muito decepcionante <input type="checkbox"/> foi um pouco decepcionante <input type="checkbox"/> foi melhor do que esperava <input type="checkbox"/> foi muito melhor do que esperava</p> <p>↳ Qual é a principal razão para isso? _____</p> <p>Pensa que o <i>Castelo de São Jorge</i> está incluído na lista de Património Mundial da UNESCO?</p> <p><input type="checkbox"/> Sim <input type="checkbox"/> Não</p>
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II Centre of Lisbon: location of the heritage sites



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

### III Credencial

This credential is aimed at Castelo de São Jorge. Another credential for questioning people at the Tower of Belém was not requested by the management.



**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  
*Pedro Cortesão Casimiro*  
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<https://www.fcsph.unl.pt/docentes/pccasimiro>

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

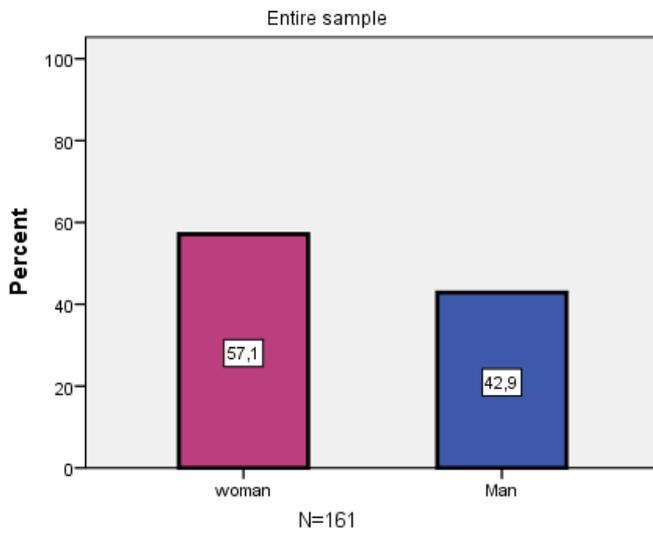
Obrigada por participar, este questionário levará menos de cinco minutos do seu tempo. Os resultados serão utilizados na nossa pesquisa sobre o património para a Universidade de Groningen (Holanda). A informação será usada apenas para essa finalidade e o seu anonimato seja garantido. A universidade local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

<p>Selecione só uma opção em cada categoria</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><b>Características do Turista</b></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 &gt; 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 &gt;</p> <p>Cidade de origem: _____</p> <p>País de origem: _____</p> <p><b>Cumprimento das Expectativas</b></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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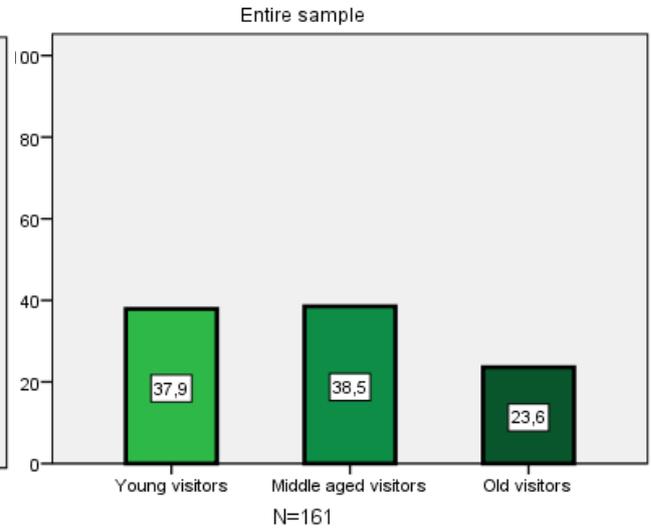
FACULDADE DE CIÊNCIAS SOCIAIS E HUMANAS  
UNL  
*[Handwritten Signature]*  
Dep. de Geog. e Plan. Regional

## IV Descriptive statistics; characteristics

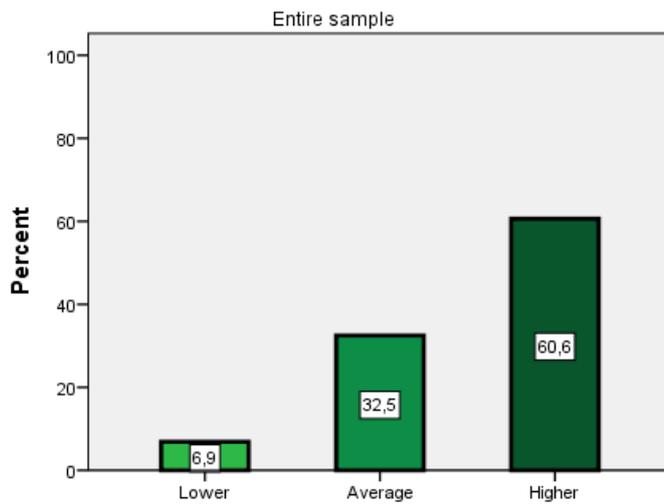
**Gender**



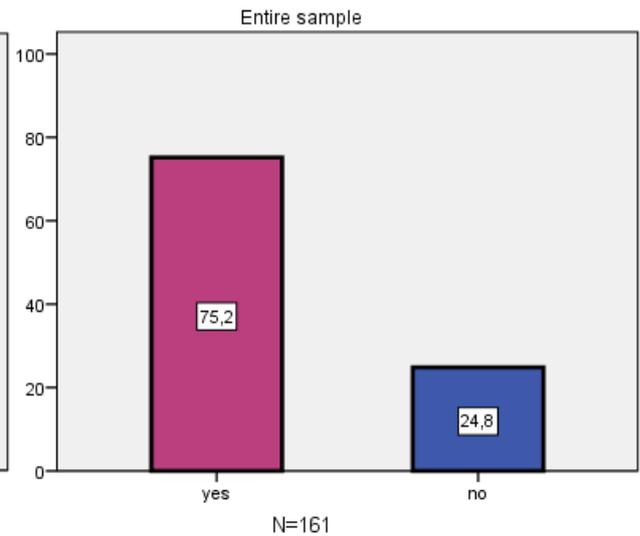
**Age group**



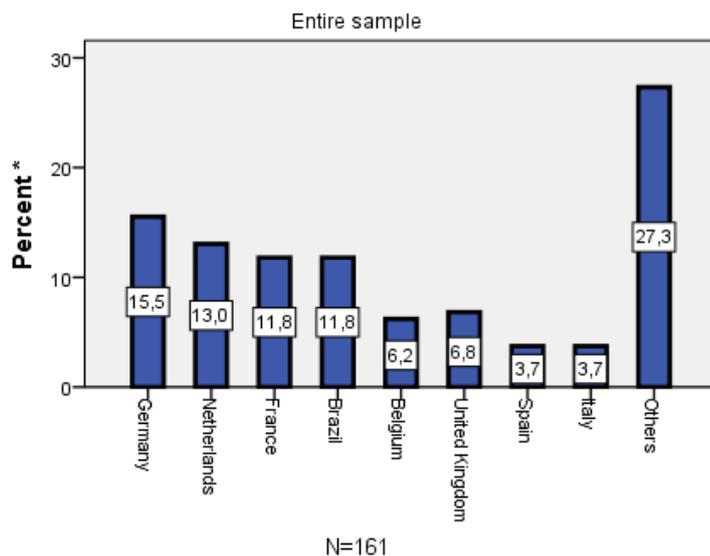
**Sociaal economische status**



**Living in Europe**



**Home country**



\* Y Axis is rescaled

## V Explanation of statistical background

This document is based on following sources: IBM SPSS statistics (2012); Norusis (2010); Smiths & Edens (2006).

### **1. Lack of statistical evidence.**

This research project uses a significance level of 5%. So, if the p-value of the chi-square is higher than 0.05, a relationship between the two included variables is not statistically proved. The lack of statistical evidence does not prove either that no association exists, but that there is not enough evidence to reject the null hypothesis (no relation exist between the two variables, they are independent from each other). Only when a very large p-value is found and test conditions are met, the conclusion that no relationship between the variables exists is reliable.

### **2. The rule of Cochran**

The chi-square test has two requirements. The minimum expected count in the cells of the cross tabulation may be lower than 1. The other one is called the rule of Cochran, it is more important for this research, because it is often not met. It means that that a maximum of twenty percent of the cells in the cross tabulation may have an expected count less than 5.

Often categories are merged to reach the 20% level of expected counts less than five if the p-value is approaching the 0.05. But in this research, the data that induce some relations will get lost. Doing another test would be the most adequate. The non-parametric tests that can replace the Chi-Square are the Fisher exact test and the Monte Carlo approximation. The Fisher test is only usable at variables that both contain two categories. And even if our sample is big enough to use the Monte Carlo approximation, it is not balanced like this test requires.

## VI Results of Chi-square tests

Chi-Square tests	Yes: WHS		Non: not a WHS		Entire population	
	<i>P-value</i>	<i>Test cond.*</i>	<i>P-value</i>	<i>Test cond.*</i>	<i>P-value</i>	<i>Test Cond.</i>
Gender	0.360	No (33.3%)	0.280	No (50.0%)	0.477	No (33.3%)
Age Group	0.111	No (33.3%)	0.130	No (55.6%)	0.006	No (33.3%)
Socioeco. status	0.789	No (55.6%)	0.037	No (66.7%)	0.889	No (44.4%)
Home country	0.369	No (63.0%)	0.100	No (100%)	0.572	No (55.6%)
Continent	0.306	No (33.3%)	0.558	No (33.3%)	0.493	Yes (16.7%)

\* These columns show if the test conditions of the Chi-square tests are met.

Her amount of cells that contains an expected count less than 5 cannot exceed the 20%.

## VII Cross tabulations of the variable home country

Home Country (Absolute Numbers)	Yes: WHS								
	Germany AS=2.56	Netherlands AS= 2.24	France AS= 2.53	Brazil AS= 2.58	Belgium AS= 2.30	United Kingdom AS= 2.73	Spain AS= 2.33	Italy AS= 2.33	Others AS= 2.57
<b>Good</b>	1	0	0	0	0	0	0	0	1
<b>Very Good</b>	7	6	6	6	5	2	3	4	9
<b>Excellent</b>	11	8	6	9	4	6	0	2	24
<b>Total</b>	19	16	12	15	9	8	3	6	34

Home Country (Absolute Numbers)	No: Not a WHS								
	Germany AS=2.56	Netherlands AS= 2.24	France AS= 2.53	Brazil AS= 2.58	Belgium AS= 2.30	United Kingdom AS= 2.73	Spain AS= 2.33	Italy AS= 2.33	Others AS= 2.57
<b>Good</b>	0	1	0	1	1	0	0	1	4
<b>Very Good</b>	2	4	3	0	0	1	1	6	17
<b>Excellent</b>	4	0	4	3	0	2	2	3	18
<b>Total</b>	6	5	7	4	1	3	3	10	100