

Tourism and Heritage: A Case Study*

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Abstract: Culture-related economic activity accounts for more than 2.4% of Spain's GDP. Specifically, according to the 2017 Spanish Cultural Statistical Yearbook, cultural tourism was the motivation for 16.8% of total trips within Spain taken by domestic tourists in 2016, and more than 12% of trips by foreign tourists visiting Spain. The valuation of the cultural heritage assets that attract tourists involves using, among other techniques, direct methods that account for potential visitors' preferences. The aim of this research is twofold: first, to identify the socioeconomic profile of the tourists who visit Jaén; and second, to quantitatively assess, by means of the contingent valuation method, visitors' willingness to pay for the services offered by a cultural heritage interpretation centre. The results of this case study confirm the tourism potential of the site.

Key words: contingent valuation; cultural tourism; Marroquíes Bajos

JEL codes: Q51, Z13

1. Introduction

Organization (UNWTO), and second in international tourism revenues in 2016. According to provisional 2017 figures for foreign tourists, published by the Spanish National Statistics Institute (INE), these visitors are primarily from the European countries with the highest income levels: specifically, the United Kingdom (22.96%), Germany (14.54%) and France (13.76%); followed by the Nordic countries (7.16%), with a minority coming from the United States (3.24%), Belgium (3.03%), Portugal (2.60%), Switzerland (2.52%), Ireland (2.50%) and Russia (1.40%), among others. In 2016, 8.01 million foreigners arrived in Spain for cultural reasons, representing 12.5% of the total, according to the 2017 Cultural Statistics Yearbook, published by the Ministry of Education, Culture and Sports. In 1976, UNESCO defined cultural tourism as the type of tourism aimed at exploring monuments and historical/artistic sites, and which has a positive effect on those sites insofar as it contributes to their maintenance and protection (Morère & Perelló, 2013). Cultural heritage is recognized as a resource that can justify a chain of actions capable of generating employment and wealth, when combined with the appropriate mechanisms for the production of services (Marchena & Repiso, 1999). A particularly notable initiative in this context is the Paris Declaration on Heritage as a Driver of Development, adopted at the 17th General Assembly of ICOMOS in Paris. Similarly, at the European Union level, a 2014 Communication from the Commission calls for an integrated vision

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of cultural heritage to help protect and enhance the intrinsic and social value of heritage, in order to foster its contribution to economic growth and job creation (Viñals, Martínez & Alonso, 2017).

Ever since colonial times, tourism has traditionally been related in some way to culture (Pack, 2015); indeed, it has even been said that “tourism does not exist without culture” (Pastor, 2003). However, it was in the second half of the twentieth century that we began to see the rise of tourism as a reason for travel. On the supply side, natural or cultural heritage is an irreplaceable, fundamental element of business growth, as well as being key to the interpretation and communication of the relationship between humans, nature and culture. First of all, the productive activity carried out should incorporate cultural and social aspects (Sen, 1998), which prevent damage to and even destruction of the local identity, and enable the preservation of an area’s particular features and values. As Marchena and Repiso (1999) argue, the tourist management of an area’s cultural heritage calls for an appropriate balance between the commercialization of the tourist service and heritage resource conservation. In turn, this requires education on the demand side, whereby the tourist can get a better, more-qualified introduction to the cultural asset through Heritage Interpretation (HI). Morales and Ham (2008) point to a need for a communication process aimed at ensuring that the foreigner visitor relates to the environment he/she visits, and has relevant, significant experiences that foster attitudes of responsibility and respect (Morales, Guerra & Serantes, 2009).

Against this backdrop, the aims of this study are twofold: first, to gain an understanding of the socioeconomic characteristics of foreign tourists who visit the city of Jaén, a city in southern Spain that has significant resources of historical interest, including the Cathedral, the Arab Baths and the Castle of Santa Catalina; and second, to assess foreign visitors’ willingness to pay to visit and learn about an important part of the city’s heritage, located to the north—the archaeological site Marroquíes Bajos (ZAMB by its initials in Spanish), which was declared a cultural asset in 2003. Accordingly, a commitment has been made to set up a public heritage interpretation centre that helps the visitor learn more about the city’s Neolithic origins in the latter half of the 4th millennium BC, in an area with naturally and abundantly available water (Serrano et al., 2002) (see Figure 1).

This study attempts to establish whether certain sociocultural characteristics of the foreign visitors to the city, such as their income level, sex, country of origin or educational level, influence the amount they are willing to pay to visit and learn about this heritage resource. To that end, the study uses a contingent valuation method, which has been shown to be the most widely applicable, as argued by various authors such as Riera (1999) and, more recently, Montagut (2015).

The statistical information used in this study comes from various sources: first, the data provided by institutions such as UNWTO, the Spanish National Statistics Institute (INE), the Ministry of Education, Culture and Sport, the Public Enterprise for the Management of Tourism and Sport in Andalusia, and the Institute of Statistics and Cartography of Andalusia (IECA); and second, the results of a survey of 330 foreign visitors to Jaén between March and April 2017, 67.88% of whom stayed in hotels in the city.

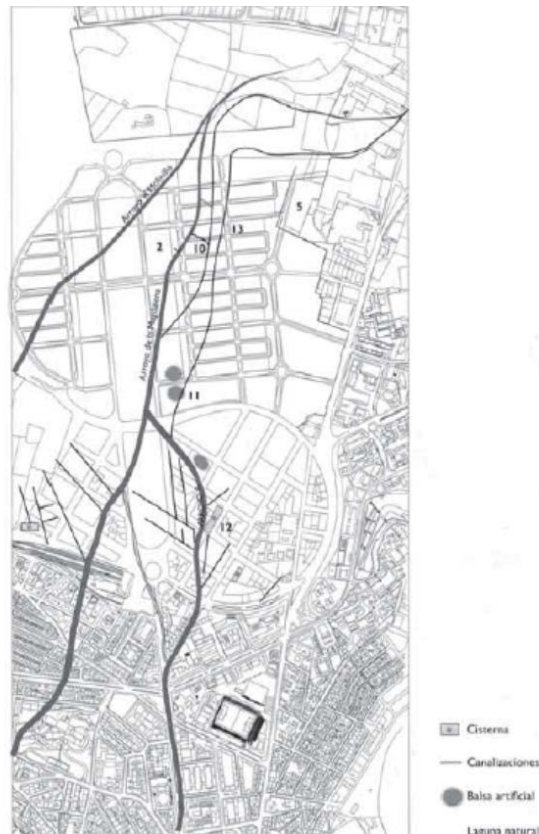


Figure 1 Map of the Archaeological Site, Marroquíes Bajos. Irrigation Structures from the Ibero-Roman Period (Serrano et al., 2002, p. 24)

The rest of the paper is organized as follows. After this introduction, Section 2 discusses the theoretical arguments for developing cultural tourism. Section 3 describes the fieldwork carried out. Section 4 focuses on the analysis of the results and, finally, the main conclusions are detailed in Section 5. The most relevant data are presented in the Appendix, as well as the English version of the questionnaire used to conduct the interviews.

2. Culture and Tourism

The prominent role played by culture¹ in economic development has been a focus of discussion for many organizations, forums, institutions and academic researchers from around the world (Rausell, 2007, 2012). Winner of the Nobel Prize in Economics, Amartya Sen, states that culture should be the basis of contemporary development and argues that there are two ways of viewing development: one relating to “opulence” and the other to “real freedom”. The first concerns the relentless pursuit of economic growth and the second people’s internal values (Sen, 1998). Under both perspectives, culture plays a leading role; however, in the first, it is only an

¹ Culture can be defined as: “...the set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of life, fundamental human rights, value systems, traditions and beliefs (Martinell, 2010:10). Although Adam Smith considered that culture-related activities contributed little to countries’ wealth, a branch of economics has focused on studying culture, distinguishing between performing arts, cultural industries and historical heritage. The first are goods or services that are consumed at the moment they are offered; the second consists of the sale of reproducible objects (books, CDs, DVDs, etc.); the last consists of a unique cultural creation from the past to preserve, which has a cultural and economic value (Herrero, 2001, pp. 153-154).

instrument to increase Gross Domestic Product (GDP), while in the second, culture itself has its own constructive, creative and evaluative value. The new perspective of sustainable development can be framed within the latter approach, as it advocates including culture as a fundamental pillar for improving well-being, along with economic growth, social inclusion and environmental improvement (Hawkes, 2001; Sachs, 2015). As such, it aims to foster both cultural activities (heritage, art, cultural tourism, cultural and creative industries, etc.) and to integrate culture in a complementary way in the public policies set out by the different administrations (education, economy, environment, etc.)².

Culture is fundamental for promoting innovation and the sustainable progress of societies. A bidirectional relationship can be observed between culture and creativity: culture generates an environment that allows creativity to flourish, while creativity is a prerequisite for culture (Rausell, 2012). This connection is vital for innovation in companies and organizations of all kinds — to find new solutions to the needs of society, to facilitate cooperation between different economic agents and to spur development that is more respectful of human beings and the environment. Indeed, cultural and creative activities have a multiplier effect in mature activities such as tourism, textiles, furniture-making, etc. There is also recent evidence of a marked correlation between the wealth of European regions and their specialization in services linked to cultural and creative activities (Herrero & Gómez, 2017). Specifically, the percentage of workers in the creative industries is the variable that best explains the per capita income of a region: the empirical study of Rausell (2012) shows that a one-point increase in that variable leads to an increase in GDP per capita of 0.6%.

In practice, we can identify four major contributions that culture makes to development (Martinell, 2010): a) a sense of belonging, which enables an appreciation of the value of a region or country's tangible and intangible heritage; b) a democratic contribution, in terms of what is valued; c) an economic contribution, to GDP, employment, companies, intellectual property, etc.; d) a multiplier effect, in cultural tourism, creation of tourist destinations, trade, urban renewal, local facilities, regeneration of run-down neighbourhoods, etc. At the local level, culture can often be employed as a strategy for the development of an area, albeit not under all circumstances (Rausell, 2007).

Recent decades have seen the strong growth of culturally-motivated tourism (McKercher & Ho, 2006; Zadel & Bogdan, 2013; Cánoves, Prat & Blanco, 2016), a tourism based on experiencing the heritage resources of an area, whether tangible (for example, museums) or intangible (for example, a way of life). In large part, this is due to visitors' higher educational level, which translates into greater, non-seasonal consumption of cultural products and increases the attractiveness of tourist destinations.

Various authors and organizations such as the European Union (EU), the Organisation for Economic Cooperation and Development (OECD), the International Council on Monuments and Sites (ICOMOS), and UNWTO, among others, consider that encouraging natural and cultural heritage tourism can contribute to national and regional development. Specifically, regarding the relationship between tourism and cultural heritage, the International Cultural Tourism Charter (Managing Tourism at Places of Heritage Significance) adopted by ICOMOS (1999, p. 2) points out that:

“Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national

² The Global Network of Cities, Local and Regional Governments (UCLG, 2016) is currently implementing the New Urban Agenda. Action 8 of this agenda specifically seeks to “Promote local heritage, creativity and diversity through people-centred cultural policies”, viewing culture as a driver and facilitator of sustainable development.

and regional economies and can be an important factor in development, when managed successfully.”

The growth in demand for tourist products linked to culture requires a rethink of the current tourism offer and the development of new destinations that have not previously competed in this market, but which have unique, inimitable heritage resources (Viñals, Martínez & Alonso, 2017). In this regard, thematic objective 6 of the EU’s Europe 2020 Strategy deals with “preserving and protecting the environment and promoting resource efficiency”, which includes “conserving, protecting, promoting and developing natural and cultural heritage”, primarily for tourism. In the same vein, Regulation N° 1301/2013 on the European Regional Development Fund (ERDF) establishes actions on heritage as investment priorities.

A consideration of the supply side should take into account the Interpretation Centres³ set up in recent decades, generally funded through local and provincial public resources, and designed to showcase the area’s natural and cultural heritage (Arcila & López, 2015). These establishments are spaces that foster culture and, as a tourist resource, they provide a boost to the region, although their results are felt over the long term. They are usually located within the surroundings of the heritage asset and seek to attract visitors from other places. However, following the 2008 economic crisis, many of them have proved to be excessively large, while others have closed down, largely due to inadequate or non-existent planning and management of the system. A number of provincial-level proposals for improvement can be set out: basic regulation of interpretation centres; the creation of a network of public centres; consolidating information on a website; renovation of existing spaces rather than building new ones; and, above all, finding new forms of financing that are not so dependent on the public purse, such as selling tickets at affordable prices with price differentiation by group (students, retired people, etc.), encouraging sponsorship, patronage or the creation of supporter associations, etc. to contribute to part of the running and maintenance costs (Arcila & López, 2015).

Heritage interpretation is a mechanism that is being used as a tourism management tool, and which can contribute to the sustainable development of this activity (Bramwell & Lane, 1993; D'Auria, 2009; Martín & Martín, 2016). Through an entertaining, relevant, structured and thematic message and using interactive interpretative techniques, visitors can enjoy a high-quality, agreeable experience, which gives the heritage asset in question a unique value. In turn, this has benefits in terms of the sustainable development framework, conservation of the asset, local identity, entrepreneurship, job creation for qualified young people—thus preventing brain drain — and promoting the region. Although there is little empirical evidence to support this hypothesis, such effects can be seen in the cases of “Sobrarbe and the route of traditions and nature” and “Tierra de caballeros-Tablas de Daimiel” (Monteserín, 2008).

3. Methodology

The aim of this section is to present the method used in this study. To that end, we first analyse the use of contingent valuation as technique for directly estimating the value of assets for which there is no market. We then present the process followed in the fieldwork, regarding the population under study and willingness to pay. The valuation of non-market goods and services can be done through indirect and direct techniques. In the case of the former, notable methods include calculating the cost of the trip or the journey, or the hedonic pricing method; in

³ Objectives of these facilities include: providing information on a cultural or natural heritage asset; publicizing the region; encouraging user participation and raising awareness regarding conservation and use of the asset; promoting products or services that are typical of the region, etc.

terms of the latter, a key method is contingent valuation. These methods have long been applied in studies around the world, and to a wide variety of goods and services primarily related to the environment and culture (Riera, 1999, p. 10; Herrero, 2001; Frey, 2004; Montagut, 2015).

3.1 Contingent Valuation

Contingent valuation is a survey-based model through which a hypothetical market is created for a good, with the offer set by the interviewer and the demand determined by the interviewee. A series of steps must be followed in the application of the contingent valuation method (Riera, 1999, p. 40; Montagut, 2015). The good in question must be defined, as well as the target population, market simulation elements, type of interview and sample size. The questionnaire must be written, interviews carried out, the answers analysed and the results presented and interpreted. The questionnaire is usually divided into three blocks: Description of the good to be valued; valuation of the good; and respondents' socioeconomic characteristics (see Appendix for the questionnaire used in this study).

In the first block, it is essential to make the description of the valuation scenario as accurate, neutral and informative as possible so that everyone will understand it in the same way, regardless of where they come from. For this reason, it is useful to trial the survey on a pre-test sample. The second block addresses respondents' willingness to pay (or to accept compensation), and how much, for a good — or, where appropriate, to maintain the status quo. The way of paying for the good should be stipulated, such as taxes, fees, cash, credit or instalments. If known, the cost of the good can be included, and the questionnaire should take into account other goods that are in competition with the one under study. A number of different, adaptable formats can be used to capture willingness to pay: guideline prices, open format, bids, discrete, continuous, price ranges, etc. The third block refers to the respondent's socioeconomic profile: level of studies, employment status, income level, country of residence, age, sex, etc. These variables can provide relevant information that help to understand the valuation of the good.

In most cases, the application of this method is straightforward. However, a variety of different biases can occur in contingent valuation (Riera, 1999, p. 74). They relate to sample size, interview format, an inaccurate perception of the context, implicit clues for the valuation, an imprecise definition of property rights, the choice between willingness to pay or willingness to accept, intentional behaviour, etc.

3.2 Fieldwork and Willingness to Pay

The work consists of preparing a questionnaire, aimed at foreign visitors to the city of Jaén, following a standard structure with three blocks on the importance of heritage, the willingness to pay, or not, and the respondent's socioeconomic profile.

The first step was to determine the study population. The decision was made to conduct a survey of foreigners visiting Jaén during the busiest possible period, which, given the deadlines set during project planning and commitments made regarding the presentation of results, was set from 1st March 2017 to 15th April 2017; the end date was later pushed back to 30th April 2017. This sample was obtained as follows: surveys were prepared (in Spanish, English, French and Italian) and distributed to the most important tourist destinations in the city; namely, Castillo de Santa Catalina Interpretation Centre, the Tourist Information Office, the Arab Baths Cultural Centre, Parador de Jaén, Hotel Xauen, Hotel Infanta Cristina, Hotel HO and Apartamentos Los Caños. Since there was no budget available for recruiting interviewers, the people in charge of these centres were contacted to request the collaboration of those working in direct contact with foreign tourists: receptionists, tour guides, University of Jaén students doing work placements, tourism specialists, etc.

The sample was selected at random, although the exact volume of foreign tourists visiting Jaén was unknown, since there is no coordination between the different administrations, companies and tourist information points in compiling statistics. The question about willingness to pay was set in an open format, establishing an acceptable price range while at the same time trying to avoid the problem of anchoring at a single indicative price, which could influence indecisive people's decision. The price scale is an attempt to help the tourist fill out the questionnaire. It should be borne in mind that extrapolating the result of two months to a whole year may introduce a seasonality bias. Table 1 shows the basic technical data of the empirical study.

Willingness to pay refers to the maximum amount of money that a visitor would be willing to pay to visit the area and learn about the significance of the Marroquies Bajos archaeological site. In total, 263 respondents provided information on this variable, of which 194 (73.76%) reported that they stayed overnight in the city. Some of the explanations given for a protest response include: "The local or regional administration should pay for it", followed by "I can't afford it" and "Residents should pay for it". Of the total of 330 surveys, 3 respondents indicated a willingness to pay more than €12 (0.91%), while 64 (19.39%) opted for "Don't know/No answer" (DK / NA). Of the 263 respondents who agreed to state their willingness to pay, 36.50% set the maximum price for the visit at €5. Other responses were concentrated fairly closely above and below this value: 11.41% indicating a price of €6, 10.27% opting for €10 and 15.59% for €3.

Table 1 Technical Data of the Empirical Study

<u>Population</u>	
Sampling units:	Foreign visitors to the city of Jaén
Total Population:	Unknown (The number of foreign visitors in hotel establishments in the province of Jaén during the months of March and April 2017 was 15,620, according to the Ministry of Tourism and Sports).
Sampling elements:	Foreign visitors to the city of Jaén in: Castillo de Santa Catalina Interpretation Centre Tourist Information Office Arab Baths Cultural Centre Parador de Jaén Hotel H O Hotel Xauen Hotel Infanta Cristina Apartamentos Los Caños
Scope:	City of Jaén.
Time period:	1st March 2017 to 30th April 2017.
<u>Sample</u>	
Type:	Simple random sample
Data collection method	Personal interview
Sample size:	330 questionnaires collected.
Valid surveys (respondents assigned a willingness to pay of between €2 and €8):	207 questionnaires. Mean: €4.80
Approximate sampling error:	8.06% for $p = q = 0.5$.
Confidence level	95%

Source: Own elaboration.

4. Analysis of the Results

4.1 Profile of the Foreign Tourist⁴ in the City of Jaén

The sample for the empirical analysis is made up of 330 foreign citizens, with different characteristics in terms of income level, area of origin, sex, etc. Figure 2 compares the results for the surveyed tourists with the basic data on foreign tourists in Andalusia for 2016, published by the Ministry of Tourism and Sports of the Junta de Andalucía. This information reveals a certain heterogeneity in sex composition when comparing foreign tourists visiting the city of Jaén and those who chose Andalusia. In contrast to the figures for the region as a whole, more men visit Jaén (55.45%). At regional level, foreign women engaging in cultural tourism in 2016 represented 52.70% of the total, whereas in Jaén they were in the minority at 40.61%.

Table 2 shows the distribution of the results by income level and gender identity⁵. For both men and women, foreigners who visit the city of Jaén and respond to this question generally have a medium or medium/high income level. Among men, more than 54% say they have a medium income level and, similarly, more than 25% have a medium/high income level. Among women, 24.63% assess their level of income as medium/high and 48.51% claim to have a medium income level. For both men and women, those claiming to have a low income are in the minority: 2.19% of men and 2.99% of women. All together, the group with medium and medium/high incomes represent more than three quarters of the total.

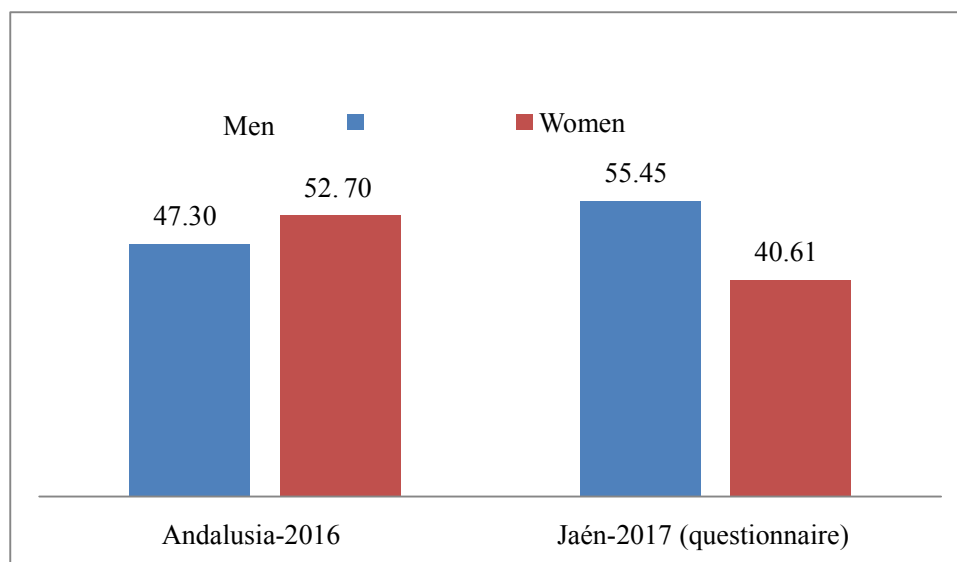


Figure 2 Foreign Tourists Visiting Jaén and Andalucía, by Sex (in Percentages)⁶

Source: Basic data on foreign tourism in Andalusia 2016. Ministry of Tourism and Sports of the Junta de Andalucía. Survey Jaén-2017 (questionnaire). Own elaboration.

⁴ According to the explanatory methodological note on tourism provided by the INE, it considers a visitor to be "... any person who travels to a place other than their usual environment, whether inside or outside their country of residence, for a duration of less than twelve months and whose primary purpose is not to engage in a remunerated activity in the place visited." The INE also identifies two categories of visitors depending on whether they spend at least one night: those that do stay overnight qualify as a tourist and those that do not are considered day-trippers. In this study, we use the term tourist for both.

⁵ In item 15 of the questionnaire, the category "Other" was not marked by any respondent.

⁶ In the questionnaire administered in Jaén, 13 of the 330 respondents (3.94%) did not report their gender identity.

By age groups, most foreigners who visit the city are in the intermediate age range of 25 to 65 years old (37.88%), as shown in Graph 3. Young people under 25 represent 16.06% of the total, and those over 65 years old account for 10.61%; together, they represent a quarter of all respondents. A high percentage of these visitors are people of working age — more than a third of the sample — which would explain why they have the resources to consume quality tourism products they have to pay for.

Table 2 Foreign Tourists Visiting Jaén by Income Level and Sex

Income level	Male	Female	No answer	Total
High	6 (3.28%)	8 (5.97%)	0 (0.00%)	14 (4.24%)
Medium/High	46 (25.14%)	33 (24.63%)	3 (23.08%)	82 (24.85%)
Medium	99 (54.10%)	65 (48.51%)	7 (53.85%)	171 (51.82%)
Medium/Low	23 (12.57%)	23 (17.16%)	2 (15.38%)	48 (14.55%)
Low	4 (2.19%)	4 (2.99%)	1 (7.69%)	9 (2.73%)
No answer	5 (2.73%)	1 (0.75%)	0 (0.00%)	6 (1.82%)
Total questionnaire	183 (100.00%)	134 (100.00%)	13 (100.00%)	330 (100.00%)

Source: Own elaboration.

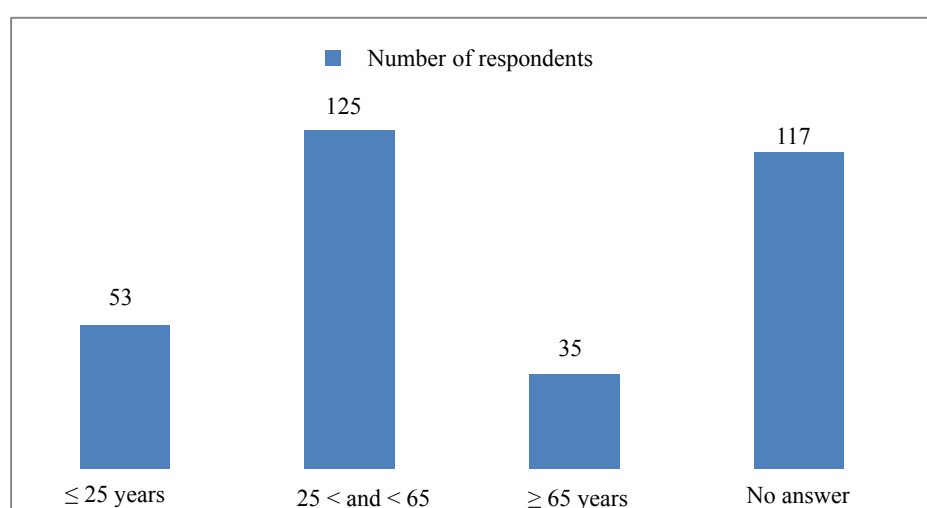


Figure 3 Foreign Visitors to Jaén by Age Range

Source: Own elaboration

Tourists' educational level influences the characteristics of their demand and the reasons behind it. In general, there is a close relationship between visitors' qualifications and their interest in gaining new knowledge, finding out about the cultural richness of the area they are visiting, and their willingness to learn. This can be clearly seen in the case of Jaén: as Figure 4 shows, the vast majority of visitors surveyed reported having completed higher education (71.82%). Only 2.73% did not progress past primary studies, while 25.15% have attained a secondary education. Therefore, it can be concluded that most foreign visitors to the city are highly qualified, which shapes their purchasing habits and influences their motivation to understand relevant aspects of their hosts' identity.

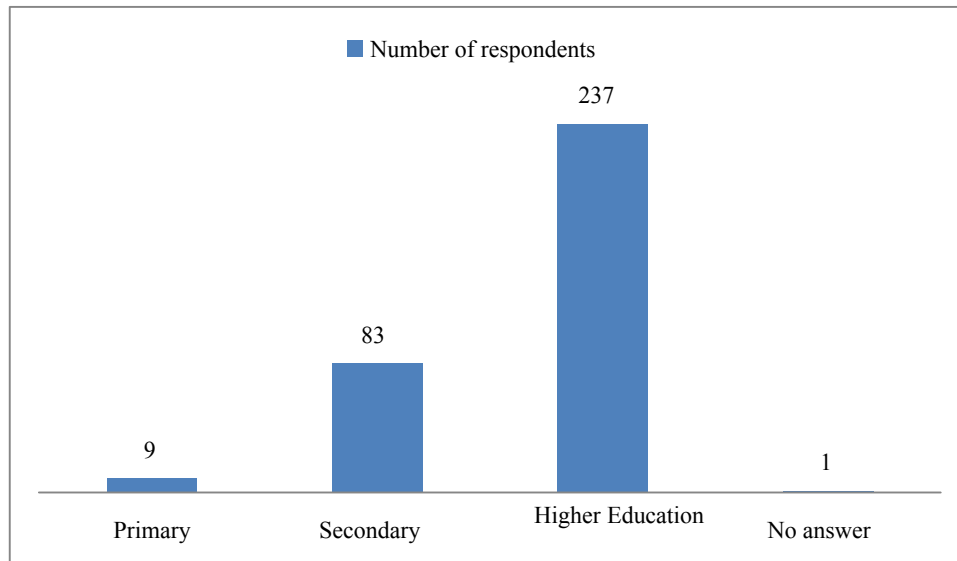


Figure 4 Foreign Tourists Visiting Jaén by Educational Level
Source: Own elaboration

The information presented in Table 3 confirms that most of the foreign tourists are working or studying. While 38.79% of respondents state that they are employed, 58.59% of those claim to have a medium income level, and 25.78% a medium/high income level. Students are the second most numerous group with 26.97% of the total, predominantly with a medium income level — 42.70% of students. In third position are the group of retirees, with a share of 24.85% and mostly medium (48.78%) or medium/high (41.46%) income levels. Homemakers represent 5.45% of the sample and unemployed people 2.12%, most with a medium income level. Therefore, we can identify three main groups of foreign tourists visiting the city of Jaén: employed, with a medium or medium/high income level; retirees with a medium or medium/high income level; and, third, students who have a medium income level.

Table 4 compares the data on tourists visiting Jaén with those on tourists visiting Andalusia and Spain in terms of the distribution by country of origin. The regional- and national-level data are obtained from the Hotel Occupancy Survey⁷ published by the official statistical offices, IECA and INE, respectively. In terms of EU countries, it turns out that in the city of Jaén, the predominant group of visitors is the French, with 14.52% of total tourists, followed by the Germans with 9.57% and the British with 7.92%. These data contrast with those for the whole of Andalusia and Spain, in which the main EU countries of origin are, in order of importance, the United Kingdom, Germany and France. Overall, visitors from EU countries make up the majority in Jaén, with a share of 53.46%, slightly lower than the corresponding figure for Andalusia and Spain. At the same time, it is significant to note the relatively greater proportion of tourists in Jaén from the United States and the Rest of America. On the other hand, a minority of visitors come from countries that are more distant geographically and culturally, as is the case of Japan and the rest of the world, an aggregate that includes Asian countries.

Table 3 Foreign Tourists Visiting Jaén by Income Level and Employment Status

Income level	Unemployed	Student	Retired	Homemaker	Employed	Other	No answer	Total
High	0 (0.00%)	2 (2.25%)	4 (4.88%)	0 (0.00%)	8 (6.25%)	0 (0.00%)	0 (0.00%)	14 (4.24%)
Medium/high	1 (14.29%)	10 (11.24%)	34 (41.46%)	3 (16.67%)	33 (25.78%)	1 (25.00%)	0 (0.00%)	82 (24.85%)
Medium	2 (28.57%)	38 (42.70%)	40 (48.78%)	13 (72.22%)	75 (58.59%)	1 (25.00%)	2 (100.00%)	171 (51.82%)
Medium/Low	2 (28.57%)	33 (37.08%)	2 (2.44%)	2 (11.11%)	8 (6.25%)	1 (25.00%)	0 (0.00%)	48 (14.55%)
Low	1 (14.29%)	6 (6.74%)	2 (2.44%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	9 (2.73%)
No answer	1 (14.29%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	4 (3.13%)	1 (25.00%)	0 (0.00%)	6 (1.82%)
Total survey	7 (100.00%)	89 (100.00%)	82 (100.00%)	18 (100.00%)	128 (100.00%)	4 (100.00%)	2 (100.00%)	330 (100.00%)

Source: Own elaboration.

Table 4. Percentage of foreign tourists visiting Jaén, Andalusia and Spain, by country of residence.

Country of Residence	Jaén	Andalusia	Spain
EU Countries	53.47	61.67	68.14
Austria	0.66	0.85	0.8
Belgium	4.29	2.83	2.42
Czech R.	0	0.22	0.33
Denmark	0	1.9	1.58
Finland	0	1.23	1.27
France	14.52	7.64	9.55
Germany	9.57	10.99	14.23
Greece	0	0.15	0.27
Ireland	2.31	1.79	1.48
Italy	4.95	4.48	5.58
Luxembourg	0.33	0.11	0.14
Netherlands	2.31	4.58	3.27
Poland	0.99	1.14	1.35
Portugal	4.62	1.81	2.35
Sweden	0	2.72	2.94
United Kingdom	7.92	17.73	18.36
Rest of EU (a)	0.99	1.47	2.22
Norway	0.33	1.16	1.36
Russia	0.33	1.1	1.33
Switzerland	0.66	1.75	1.83
Rest of Europe	1.32	1.24	2.09
Japan	0	2.86	1.88
U.S	8.91	6.51	5.55
Rest of America	32.67	5.03	6.16
African countries	0.99	2.1	1.5
Rest of the world	1.32	16.58	10.16
Total	100	100	100

Source: Hotel Occupancy Survey, INE and IECA. Own elaboration.

⁷ The Hotel Occupancy Survey is carried out in all hotel establishments in Spain. In this survey, a traveller is anyone who makes one or more overnight stays in the same accommodation

Table A.3 in the Appendix shows the data broken down by the country of residence of foreign tourists visiting Jaén. The analysis of these data reveals a high concentration of tourists from a few countries of origin, near to or belonging to the EU. The city's tourism demand is quite dependent on these countries. It is surprising, on the other hand, that there are no Chinese visitors to the city at all, despite the fact that China⁸ was the top country in terms of outbound tourism in 2016, according to the UNWTO.

The Andalusian Tourism Statistics and Analysis System (SAETA) produced by the Public Enterprise for the Management of Tourism and Sport in Andalusia, linked to the Ministry of Tourism and Sports, distinguishes 12 categories or segments⁹ of tourists in Andalusia. The categories are based on visitors' behaviour, motivations and ways of travelling. According to these categories and based on the information gathered in the survey conducted, as analysed above, it can be stated that foreigners visiting the city of Jaén in the first four months of the year can be classified as engaging in cultural and city tourism, as shown in Figure 5.

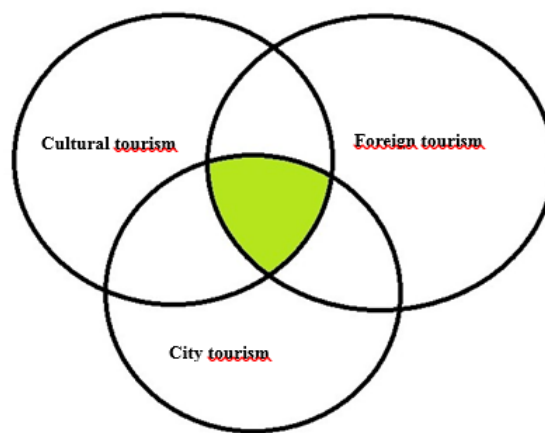


Figure 5 Characteristics of Foreign Tourism in the Province of Jaén

Source: Own elaboration.

4.2 Determinants of Foreign Tourists' Willingness to Pay for the Visit to the Marroquíes Bajos Heritage Interpretation Centre

The number of tourists who indicated their willingness to pay is shown in Table 5: there are 266 all together. Therefore, out of all 330 respondents, 64 did not answer this question and 3 believed that the price should be set above €12. Therefore, a fifth of foreign visitors who were asked about their willingness to pay for entrance into an HI centre for Marroquíes Bajos did not respond affirmatively. A total of 29.09% of respondents assigned a value of €5, followed by 12.42% indicating a value of €3 and 8.18% a value of €10. These results can be partly explained by the different socioeconomic profiles of foreign visitors to the city, as described in the previous sections.

⁸ Along with other EU countries, since 2004 Spain has enjoyed the "Approved Destination Status" (EDA) conferred by China.

⁹ The different segments of tourism are coastal, interior, cultural, golf, camping, meetings and congresses, marinas, cruises, health and well-being, city, sun and beach, and others (gastronomy, language-learning and nature).

Table 5 Foreign Tourists' Willingness to Pay to Visit ZAMB

Willingness to pay (€)	Frequency	Percentage (%)	Cumulative percentage (%)
1	5	1.52	1.52
2	9	2.73	4.25
3	41	12.42	16.67
4	23	6.97	23.64
5	96	29.09	52.73
6	30	9.09	61.82
7	17	5.15	66.97
8	11	3.33	70.30
9	2	0.61	70.91
10	27	8.18	79.09
11	1	0.30	79.39
12	1	0.30	79.69
More than 12	3	0.91	80.60
DK/NA	64	19.39	100.00
Total	330	100.00	100.00

Source: Own elaboration.

Table 6 shows the value, in ranges, assigned by foreigners to the service offered by the HI centre and the associated intervals at the 95% confidence level. For each range, the Table reports a certain number of observations, the arithmetic mean and the standard error. Among those who assign a value of between €1 and €12, the mean is €5.38 and the median is €5. It is, however, more appropriate to select results with a smaller standard error. Looking at the results of the different combinations by intervals, it can be seen that for a willingness to pay of between €2 and €8, with more than 200 observations, the mean stands at €4.80 and the standard error at 8.06%. This is more acceptable than when there is no type of limit, where the standard error is 13.72%.

Table 6 Confidence Intervals of Foreign Tourists' Willingness to Pay to Visit ZAMB

Willingness to pay range	Number of observations	Mean	Standard error	95% Confidence interval	
(3-6)	119	€4.81	3.64%	€4.734739	€4.878707
(3-7)	149	€5.05	4.88%	€4.950402	€5.143557
(3-8)	166	€5.25	6.36%	€5.121367	€5.372609
(3-9)	177	€5.42	7.79%	€5.264333	€5.571825
(2-6)	160	€4.34	6.81%	€4.209188	€4.478312
(2-7)	190	€4.61	7.22%	€4.462765	€4.747761
(2-8)	207	€4.80	8.06%	€4.643065	€4.960799
(2-9)	218	€4.96	9.01%	€4.785795	€5.140811
(1-6)	169	€4.22	7.62%	€4.068482	€4.369387
(1-7)	199	€4.49	7.90%	€4.331708	€4.643167
(1-8)	216	€4.69	8.61%	€4.515397	€4.854973
(1-9)	227	€4.85	9.47%	€4.659304	€5.032326
(1-12)	263	€5.38	13.72%	€5.113757	€5.654304

Source: Own elaboration.

In Tables A.1. and A.2. willingness to pay is broken down by income level and employment status, respectively. The highest concentration of willingness to pay responses corresponds to the medium income level, with 49 respondents choosing €5. The same value was chosen by 22 respondents with medium/low income and 19 low-income respondents. A willingness to pay of €3 was also chosen by 19 medium-income respondents. In terms of employment status, the greatest number of responses were students (34), employed (33) and retired (24) indicating a willingness to pay of €5. In any case, the analysis allows us to state that tourists visiting the city of Jaén would be willing to visit an HI centre about Marroquíes Bajos and, in addition, they are willing to pay, on average, almost €5 for the cultural services the centre may offer. This indicates that there is a demand that has not yet been met; addressing this demand would help protect this cultural heritage asset.

5. Conclusions and Final Reflections

International tourists visiting the city of Jaén have a similar socioeconomic profile to those visiting the Andalusian interior and cultural Andalusia. However, the volume of visitors is very different from that registered in other nearby heritage cities such as Granada, less than 100 km away, which receives more than 2.6 million visitors a year to the Monumental Ensemble of the Alhambra; or the city of Córdoba, with more than 1.8 million registered in the Mosque-Cathedral, less than 120 km away. The analysed data confirm that foreign tourism in the capital of Jaén can be described as city tourism — as is the principal type of tourism in other Andalusian capitals of the interior (Córdoba, Granada and Seville) — and also cultural tourism. Foreign tourists in Jaén are mainly of working age, predominantly men, with higher education, stay in hotels, visit monuments because they value cultural heritage as an experience in itself and show a low degree of loyalty.

It is essential to consider culture as one of the main pillars of sustainable development (Sen, 1998; ICOMOS, 1999; Hawkes, 2001; Rausell, 2007, 2012; Sachs, 2015; Martín and Martín, 2016; UCLG, 2016; Herrero & Gómez, 2017). Visitors' unfamiliarity with both the heritage itself and its importance as an identifying feature of the city of Jaén, is one of the challenges that arises when attempting to showcase ZAMB in the field of cultural tourism. Therefore, a number of proposals can be put forward. One recommendation is the development of an HI centre, which makes it possible to study and disseminate unique aspects of the area, and also increases the tourist offer as a driver of economic growth of the city, by generating funds that can be put back into financing the investments made. In this regard, it is interesting to note that most foreigners who travel to the city would be willing to pay around €5 to take part in a communicative experience designed to enhance their visit and teach them about the uniqueness of the Marroquíes Bajos archaeological site.

Furthermore, leaving aside inward-looking electoral opportunism, local authorities should prioritize participation in provincial and regional projects: for example with the World Heritage Renaissance cities of Úbeda and Baeza; with Granada, home to the most visited Monumental Ensemble in Spain; and with Córdoba and its Mosque-Cathedral. Above all, it is about joining forces to achieve a coordinated, comprehensive and varied cultural tourism offer that will attract more foreign tourists to the city of Jaén. This requires a firm commitment from all the agents involved (local, provincial and regional administrations, companies in the tourism sector, the local people, etc.), as well as a change in the mindset and skills on the part of decision-makers in businesses and tourism policy in Jaén.

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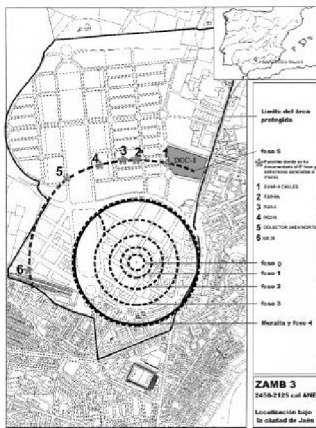
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Appendix

OPINION SURVEY

MARROQUÍES BAJOS: ECONOMIC AND CULTURAL POTENTIAL



Map of ZAMB



Some of the objects discovered in ZAMB

UJa.
Universidad de Jaén

Department of Economics

Cultural project “Export potential of Marroquíes Bajos”. Approved on 22nd September 2016 by the Vicepresident for Culture, Sports and Social Responsibility.

Survey recipients: Foreign tourists (nationalities other than Spanish or dual nationality) who visit the city of Jaén.

Period for administering the survey: 1st March 2017 to 15th April 2017.

The results of this survey will be part of an exhibition on the economic potential of the Marroquíes Bajos archaeological site.

Good morning/Good afternoon, the Department of Economics of the University of Jaén is conducting this survey of foreign tourists visiting the city of Jaén. This city has a rich historical heritage spanning the period from the 4th millennium BCE to the present day. Specifically, the Marroquíes Bajos archaeological site (ZAMB, hereinafter), declared a Cultural Heritage Asset in 2003, integrates the different cultures that have passed through the city. It is one of the largest archaeological sites of its kind in Europe. The ZAMB has been the subject of numerous archaeological interventions and studies, producing a great deal of information. It is located in an area of urban expansion of the capital of Jaén. It is characterized by the superimposed layers of settlements from different epochs. Within the prehistory of Western Europe, it stands out for its size and novel structure, with concentric systems of fortification and water channels from the Chalcolithic period. In addition, it contains the remains of two Roman oil mills (the largest in the Roman Empire) and remains of houses from the Emir and Caliphal periods, among others. The regional government plans to build an archaeological park in the reserve (approximately 6,000 m²) with a visitor reception centre and ZAMB interpretation centre, although nothing has been done so far.

BELOW, WE WOULD LIKE YOU TO ANSWER, ANONYMOUSLY AND AS HONESTLY AS POSSIBLE, SOME QUESTIONS ON THIS SUBJECT, which shouldn't take you more than 5 minutes. Mark your answer with an "x" in the corresponding box ☐ (only one).

1. Generally speaking, could you tell us how important heritage conservation is to you?:

<input type="checkbox"/> 1: Not at all important	<input type="checkbox"/> 2: Not particularly important	<input type="checkbox"/> 3: Somewhat important	<input type="checkbox"/> 4: Very important	<input type="checkbox"/> 5: Extremely important	<input type="checkbox"/> 0: Don't know/no answer
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2. Looking after and protecting heritage could boost the reputation of the city of Jaén:

<input type="checkbox"/> 1: Totally disagree	<input type="checkbox"/> 2: Disagree	<input type="checkbox"/> 3: Neither agree nor disagree	<input type="checkbox"/> 4: Agree	<input type="checkbox"/> 5: Totally agree	<input type="checkbox"/> 0: Don't know/no answer
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3. How often do you take cultural tourism trips?

<input type="checkbox"/> 1: Once a month	<input type="checkbox"/> 2: Once a quarter	<input type="checkbox"/> 3: Once every 6 months	<input type="checkbox"/> 4: Once a year	<input type="checkbox"/> 5: Less than once a year	<input type="checkbox"/> 0: Don't know/no answer
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4. On this visit to Jaén, have you or are you going to stay the night in Jaén?:

<input type="checkbox"/> 1: Yes	<input type="checkbox"/> 2: No.
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5. The visits and cultural activities that you are going to do during your stay in Jaén:

<input type="checkbox"/> 1: Are included in a tourist packet	<input type="checkbox"/> 2: You organized them yourself	<input type="checkbox"/> 3: Other.
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IF THE ZAMB ARCHAEOLOGICAL PARK WERE BUILT:

6. Would you be willing to visit ZAMB?:

<input type="checkbox"/> 1: Yes	<input type="checkbox"/> 2: No.
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7. By what means of transport would you prefer to travel to ZAMB?

<input type="checkbox"/> 1: Bus	<input type="checkbox"/> 2: Tram	<input type="checkbox"/> 3: Combination (bus and tram)
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8. If you had to pay an entrance fee to visit ZAMB, what would be the maximum amount in euros you would be willing to pay? :

1. €1	2. €2	3. €3	4. €4	5. €5	6. €6	7. €7	8. €8	9. €9	10. €10	11. €11	12. €12
13. More than €12	14. Don't know / No answer (go to question 9)										

9. Why are you not willing to pay anything, or why did you decline to answer?

<input type="checkbox"/> 1: I can't afford it	<input type="checkbox"/> 2: I don't care about ZAMB	<input type="checkbox"/> 3: Residents should pay for it	<input type="checkbox"/> 4: The local or regional administration should pay for it	<input type="checkbox"/> 5: Other.
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TO FINISH, WE WOULD LIKE TO ASK SOME QUESTIONS ABOUT YOU:

10. Highest level of studies completed:

<input type="checkbox"/> 1: Primary	<input type="checkbox"/> 2: Secondary	<input type="checkbox"/> 3: Higher education.
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11. Current employment status:

<input type="checkbox"/> 1: Employed	<input type="checkbox"/> 2: Student	<input type="checkbox"/> 3: Retired	<input type="checkbox"/> 4: Homemaker	<input type="checkbox"/> 5: Unemployed (seeking work)	<input type="checkbox"/> 6: Other.
--------------------------------------	-------------------------------------	-------------------------------------	---------------------------------------	--	------------------------------------

12. Income level:

<input type="checkbox"/> 1: High	<input type="checkbox"/> 2: Medium/high	<input type="checkbox"/> 3: Medium	<input type="checkbox"/> 4: Medium/Low	<input type="checkbox"/> 5: Low
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13. Country of residence: _____.

14. Year of birth: _____.

15. Sex:

<input type="checkbox"/> 1: Female	<input type="checkbox"/> 2: Male	<input type="checkbox"/> 3: Other.
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16. Finally, who do you think might be interested in this study? (you can select more than one option if applicable):

<input type="checkbox"/> 1: The city council	<input type="checkbox"/> 2: The university	<input type="checkbox"/> 3: The people of Jaén	<input type="checkbox"/> 4: The regional government	<input type="checkbox"/> 5: Potential tourists	<input type="checkbox"/> 6: Nobody.
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Many thanks for your collaboration.

INTERVIEWER: _____ PLACE: _____ DATE: _____ TIME: _____