

Does designation as a UNESCO World Heritage Site influence tourist evaluation of a local destination?

Article

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Table 1. Descriptive statistics and variable description

CONTROL VARIABLES (806,945 respondents)									
GENDER		DESTINATION (Overall 106 provinces)		ORIGIN (Overall 289 countries)				AGE	
Male	67.1%	North-West	13.4%	Individual Country		Austria	3.1%	Aged 15-24	6.7%
Female	32.9%	North-Est	16.6%	UK	17.3%	Belgium	2.7%	Aged 25-34	24.6%
PURPOSE (Overall 12 purposes)		Centre	6.2%	Germany	16.9%	Areas of origin		Aged 35-44	30.6%
Leisure	65.5%	South-islands	11.2%	USA	11.1%	Europe (no EU)	32.9%	Aged 45-64	32.7%
Other	34.5%	Milan	12.4%	France	9.0%	Other EU	11.1%	Aged 65-	5.4%
HOLIDAY LENGTH (DAYS)		Venice	9.0%	Spain	5.1%	Asia	5.2%	AVERAGE DAILY EXPENDITURE	
Average	6,5	Florence	6.6%	Netherland	3.4%	Canada and Oceania	3.7%	At destination	139.1 €
Median	4	Rome	24.7%	Switzerland	3.9%	Others	3.5%	Overall	364.6€
DEPENDENT VARIABLES						Break-down of interviews by site and province			
		1 st quart.	Median	3 rd quart.			# Sites	# Provinces	# interviews (year 2010)
Perc. Perf. (Destination) .		8.0	8.0	9.0	Environment	4	8	2848	
Perceived. Perf. (Art)		8.0	9.0	10.0	Heritage	43	51	32130	
		Valid assessments		Spearman's ρ	Multiple	32	18	20826	
Perc. Perf. (Destination) .		96,2% (776,220)			Shared	11	37	30710	
Perceived. Perf. (Art)		87,2% (703,701)			Others	-	52	11648	

Table 2. Estimates of coefficients (eq. 1)

Proportional eff.	Coeff. Overall S.	Coeff.S. with Art	Proportional eff.	Coeff.Overall S.	Coeff. S. with Art
<i>Z</i> _{North-Est}	-0.268***	-0.374***	<i>Z</i> _{Germany}	0.201***	0.531***
<i>Z</i> _{Centre}	-0.161***	-0.365***	<i>Z</i> _{OtherEU}	-0.053***	0.217***
<i>Z</i> _{South-Islands}	0.163***	0.267***	<i>Z</i> _{Europe not EU}	0.093***	-0.068***
<i>Z</i> _{Milan}	0.305***	0.235***	<i>Z</i> _{Asia}	0.511***	0.381***
<i>Z</i> _{Venice}	-0.145***	-0.94***	<i>Z</i> _{Canada,Oceania}	0.119***	0.234***
<i>Z</i> _{Florence}	-0.151***	-1.036***	<i>X</i> _{Holiday}	0.473***	0.396***
<i>Z</i> _{Rome}	0.186***	-0.989***	<i>X</i> _{Female}	-0.225***	-0.227***
<i>Z</i> _{Austria}	-0.309***	0.019	<i>X</i> _{Aged25-34}	-0.038***	-0.06***
<i>Z</i> _{Belgium}	0.374***	0.574***	<i>X</i> _{Aged35-44}	-0.066***	-0.086***
<i>Z</i> _{France}	0.398***	0.417***	<i>X</i> _{Aged45-64}	-0.21***	-0.218***
<i>Z</i> _{UK}	-0.136***	0.289***	<i>X</i> _{Aged65-}	-0.388***	-0.369***
<i>Z</i> _{Netherland}	0.543***	0.84***	<i>Ni</i>	-0.147***	-0.104***
<i>Z</i> _{Spain}	0.482***	0.396***	<i>Ex</i>	-0.137***	-0.115***
<i>Z</i> _{USA}	-0.396***	-0.089***	<i>Tr</i>	-0.032***	-0.038***
<i>Z</i> _{CH}	0.174***	0.526***	<i>Ln(Tr)</i>	0.156***	0.206***
Nominal effects	Coeff. Overall S.	Coeff.S. with Art	Nominal effects	Coeff.Overall S.	Coeff. S. with Art
$\alpha_{j^*=1}$	6.044***	6.067***	$UN_{k=0,d=5,j^*=6}$	-0.46***	0.062
$\alpha_{j^*=2}$	5.428***	5.217***	$UN_{k=0,d=5,j^*=7}$	-0.351***	0.175***
$\alpha_{j^*=3}$	4.917***	4.429***	$UN_{k=0,d=5,j^*=8}$	-0.118***	0.212***
$\alpha_{j^*=4}$	4.241***	3.744***	$UN_{k=0,d=5,j^*=9}$	-0.084***	-0.013
$\alpha_{j^*=5}$	3.258***	2.747***	$UM_{k=0,d=5,j^*=1}$	0.087	-0.177
$\alpha_{j^*=6}$	2.145***	1.946***	$UM_{k=0,d=5,j^*=2}$	0.151	-0.279***
$\alpha_{j^*=7}$	0.596***	0.906***	$UM_{k=0,d=5,j^*=3}$	0.019	-0.418***
$\alpha_{j^*=8}$	-1.223***	-0.436***	$UM_{k=0,d=5,j^*=4}$	-0.081	-0.506***
$\alpha_{j^*=9}$	-2.789***	-1.561***	$UM_{k=0,d=5,j^*=5}$	-0.014	-0.459***
$UC_{k=0,d=5,j^*=1}$	-0.381**	0.144	$UM_{k=0,d=5,j^*=6}$	0.255***	-0.276***
$UC_{k=0,d=5,j^*=2}$	-0.312**	0.104	$UM_{k=0,d=5,j^*=7}$	0.368***	-0.019
$UC_{k=0,d=5,j^*=3}$	-0.277***	0.142**	$UM_{k=0,d=5,j^*=8}$	0.317***	0.168***
$UC_{k=0,d=5,j^*=4}$	-0.282***	0.126**	$UM_{k=0,d=5,j^*=9}$	0.374***	0.305***
$UC_{k=0,d=5,j^*=5}$	-0.187***	0.118***	$US_{k=0,d=5,j^*=1}$	-0.281	-0.057
$UC_{k=0,d=5,j^*=6}$	-0.252***	0.048**	$US_{k=0,d=5,j^*=2}$	-0.045	0.103
$UC_{k=0,d=5,j^*=7}$	-0.15***	0.042**	$US_{k=0,d=5,j^*=3}$	0.18*	0.042
$UC_{k=0,d=5,j^*=8}$	-0.051***	-0.042***	$US_{k=0,d=5,j^*=4}$	0.244***	-0.012
$UC_{k=0,d=5,j^*=9}$	-0.13***	-0.155***	$US_{k=0,d=5,j^*=5}$	0.193***	-0.042
$UN_{k=0,d=5,j^*=1}$	-0.225	0.044	$US_{k=0,d=5,j^*=6}$	0.131***	-0.066***
$UN_{k=0,d=5,j^*=2}$	0.205	-0.152	$US_{k=0,d=5,j^*=7}$	-0.018	-0.146***
$UN_{k=0,d=5,j^*=3}$	0.21	-0.268	$US_{k=0,d=5,j^*=8}$	-0.128***	-0.125***
$UN_{k=0,d=5,j^*=4}$	-0.081	-0.233*	$US_{k=0,d=5,j^*=9}$	-0.054***	0.018
$UN_{k=0,d=5,j^*=5}$	-0.466***	-0.131*	<i>Nagelkerke</i>	0.0979	0.1389

*** p<1%; ** p<5% *p<10%