EMOTIONAL PERCEPTION AND CULTURAL MOTIVATION ON LOYALTY TO A WORLD HERITAGE SITES DESTINATION

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Abstract: The aim of this paper is to contribute to the scientific literature in the field of tourism in Latin America (Sucre, Bolivia was named a World Heritage Site (WHS) by UNESCO). This study analyses the relevance of the cultural motivation and emotional experience of the tourist to positively influence the image or the perceived value of the heritage site visited. The research shall also analyse other relationships, such as the positive effect of the perceived value on the loyalty of tourists and the influence of the visitor's place of origin as a moderating variable in the formation of the image and loyalty to the destination. The analysis was performed by means of structural equation models (SEMs). The data were extracted through fieldwork consisting of interviews with visitors to the city. The results of the research revealed that the perceived value of a heritage destination not only depends on the functional and tangible aspects of the attributes but also on the emotional experience and cultural interest regarding the heritage site visited. Similarly, there is evidence of a relationship between perceived value and a loyal attitude and that it is moderated by the origin of the tourist, this being a great influence in the case of the domestic tourist.

Key words: emotional perception, heritage tourism, Sucre (Bolivia), Structure equation models (SEM), World heritage sites (WHS)

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INTRODUCTION

Each year, the United Nations Educational, Scientific and Cultural Organization (UNESCO) performs three types of registrations in the area of world heritage: World Heritage Site (WHS), Intangible Cultural Heritage (ICH) and, finally, the places that are World Heritage Sites but whose survival is at risk. These entries serve as an acknowledgement of the uniqueness and authenticity of specific places or tangible events and, at the same time, they lead to an obligation for their safeguarding and preservation by the public or private organizations that manage them, as a historical legacy for future generations. Notwithstanding, it also indirectly implies the appearance of a cultural asset that is the subject of assessment on the part of the tourist sector (Adie, 2017; Io, 2019). As such, in these destinations, a new tourist type may appear that feels strongly attracted to the heritage component, in addition to the emotional component, of the place and they could be known as heritage tourist. Accordingly, it would be necessary to restrict and analyse the type of emotional link that tourists have when visiting a specific place registered as a WHS, as they may feel motivated or attracted by their heritage component and others, therefore, do not (Nguyen and Cheung, 2014). Because of this, different pieces of work in the field of study of tourist behaviour (Lee et al., 2016) have made a call to develop comparative studies that examine the differences at a perceptual level of local and non-local tourists.

The main aim of this research is to empirically compare the influence of the emotional experience and the cultural motivation of the tourists' loyal attitude. Specifically, the purpose of this research is to test whether the emotional experience and motivation that tourists feel for culture when selecting their travel destination positively influence their perceived value and loyalty to the destination, i.e., the likelihood that they will return to the destination in the future or recommend it. The research was performed in a WHS destination, in this case, referring to the Historic City of Sucre in Bolivia. The suggested model intends to show evidence for the influence, on one hand, of the emotional link or perception and, on the other, of the

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cultural motivation of the visitors of the perceived value towards the destination, which is analysed as a determining factor of their loyalty. At present, there are no studies that perform this type of tourism analysis in the city of Sucre (Bolivia).

LITERATURE REVIEW
1. Heritage tourism

In specific tourist destinations, the experience of the visitors may go beyond that of purely recreational aspects. In this case, Poria et al. (2006) suggest the existence of tourists that seek to achieve a unique experience by means of interaction with the cultural heritage of the destination visited. By doing so, the heritage tourist looks to understand and participate in the cultural wealth of the place, specifying this perception with specific visiting patterns (Poria et al., 2003), which would differentiate them from the tourist who does not emotionally comprehend the value of the heritage being visited. This leads to being in the presence of a key determining factor of the tourist's behaviour in the destination. These behaviour patterns, according to their attraction to the heritage of the destination, lead to study factors being required for management, work and safeguarding strategies of a specific WHS. On the other hand, it would also be necessary to properly manage this heritage (Al-Tokhais and Thapa, 2019), in order to guarantee its preservation and safekeeping.

Tourism that includes visiting the heritage of the destination as an important motivation started to develop in the 17th century, when the youth of the British nobility began to undertake cultural trips known as "Grand Tours". These visits to historic places sought to improve the education of these young aristocrats, with the idea of preparing them to be the intellectual elites of their time (Turner and Ash, 1991). In any case, with the improvements in transport systems and a better economic development, the visit to these places with a strong heritage attraction has been democratised, gradually increasing the flow of people, of different economic and social levels, that undertake trips looking to discover places like those registered by UNESCO (Correia et al., 2013). Accordingly, this entry means the recognition of the historic value of this place (Tucker and Carnegie, 2014) and, at the same time, an international brand of authenticity that generates attraction among cultural tourists (Hassan and Rahman, 2015; Mariani and Guizzardi, 2019). The scientific literature that has studied the relationship between tourism and the WHS specifies aspects such as the increase in the numbers of tourists, the improvement in the satisfaction and motivation towards the destination or the introduction of economically sustainable management measures in the same (among others, Nguyen and Cheung, 2014; Remoaldo et al., 2014; Antón et al., 2017; Al-Tokhais and Thapa, 2019). As such, it may specify an evident interaction among the heritage value, recognised by UNESCO and the tourist phenomenon (Lourenço-Gomes et al., 2014). This even leads to the birth of a sub-group of tourists within the type of heritage tourists that Adie (2017) refers to as WHS tourists.

Heritage tourism leads to, as such, the enjoyment and interaction with the historic and cultural legacy of the destination visited. From this, an authentic experience derives that the visitors perceive in environments that may be natural or cultural and that, at the same time, may be located in urban or rural areas (Nguyen and Cheung, 2014). Similarly, this type of tourist looks for an emotional connection with their own heritage and customs (Remoaldo et al., 2014) in this visit.

In this area, the UNESCO entry of a heritage as a WHS means a special recommendation for the increase of tourism in the place registered (Poria et al., 2013; Adie, 2017), seeking exclusive experiences in unique places (Timothy and Boyd, 2011; Park, 2014). Therefore, the scientific literature has shown interest in the empirical analysis of the relationship between tourism and world heritage, specifically in WHS. Thus, studies have been performed in Israel (Poria et al., 2003), Macao (Vong and Ung, 2012; Io, 2019), Vietnam (Nguyen and Cheung, 2014), China (Wang et al., 2015), Portugal (Ramires et al., 2018), Ecuador (López-Guzmán et al., 2019a; Serrano López et al., 2019), Perú (López-Guzmán et al., 2019b), Spain (Valvede-Roda et al., 2022, Pérez-Gálvez et al., 2019b), Bolivia (Pérez-Gálvez et al., 2021a) or Colombia (Pérez-Gálvez et al., 2021b). These research articles analyze the relationship between the valuation of the tourist attributes of the cities, the motivations of the visitors and their sociodemographic characteristics, with respect to satisfaction with the visit and loyalty to the destination. The aim of this paper is to contribute to the scientific literature in the field of tourism in Latin America (Sucre, Bolivia). This study analyses the relevance of the cultural motivation and emotional experience of the tourist to positively influence the image or the perceived value of the heritage site visited.

2. Motivation

Motivation, in general, is determined as a key factor when it comes to choosing the destination. In any case, there are different types of motivations when planning a trip, with culture being one of the main determining factors for the decision (Correia et al., 2013). Additionally, destinations present great diversity of heritage values, with there being many variables that influence them (Breakey, 2012). All of this specifies the existence of a strong competition among different cultures, especially those interested in attracting foreign tourism (Remoaldo et al., 2014; Kim et al., 2018). In these places, tourist demand is formed by the recognised cultural value (such as the WHS entries made by UNESCO), the services that are available to travellers (whose management falls on the same manager) and also the involvement of the local community itself in promotion and the interaction with tourists (Abuamoud et al., 2014). In this sense, Mariani and Guizzardi (2019) have recently studied these causal variables, concluding that the UNESCO entry as a WHS not only provides a motivation for a visit, it also provides an appropriate assessment of the destination, as well as depending on the activities of the organisations, public and private, that are responsible for the management of the destination.

In the efficient and sustainable management of a heritage destination, it is essential to identify and assess key factors in its development. Among those, the motivation of tourists stands out, their emotional perception and assessment of the visit, as well as the level of satisfaction achieved and the degree of loyalty reached. On the basis of this, public and private managers may plan, implement and assess strategies for the improvement, promotion and sustainability of the destination.

For Vong and Ung (2012), there are four motivational areas that influence the appropriate management of a heritage destination: its history and cultural legacy, the assistance services of the place, the heritage understanding available to the traveller and, finally, the different attractions that may be enjoyed. In similar terms, Vareiro et al. (2016) establish four groups of motivations towards heritage destinations: historic outlines and accessibility, entertainment and possibility of shopping, living with the local community and efficiency. Recently, Io (2019) specifies five dimensions of attributes that the tourist expects to enjoy in this type of destination: nostalgia and authenticity, consumption, arts and crafts, fun and cultural relevance.

Some researchers distinguish between heritage motivations and motivations of tourists in general (Nguyen and Cheung, 2014). Among these first ones, we have self-enrichment, learning about the place and knowledge of its culture. Regarding the second ones, we find entertainment and the search for diverse knowledge during the trip. For their part, Romao et al. (2015) distinguish three groups of motivational dimensions: businesses, cultural and entertainment. Additionally, Almeida-Santana and Moreno-Gil (2018) perform a grouping of the motivations towards the trip on the basis of the following factors: knowledge and culture, leisure and rest, sports, prestige and social relationships, entertainment and meeting other people.

3. Emotional perception

Currently, the research on heritage tourism follows two lines of study (Su and Wall, 2011). The first one analyses the concept and characterisation of tourism that visits a heritage destination. The second of these seeks to determine the relationship between the economic development derived from tourism and its balance with the necessary safeguarding of the cultural heritage of the destination. For their part, Timothy and Boyd (2003), indicate the existence of two ways of approaching heritage tourism: on the one hand, analysing the presence of tourists that visit a destination with a high historic-heritage component; and, on the other, studying the perception that visitors have of the heritage visited regarding their own personal heritage (Poria et al., 2003). Accordingly, among the visitors to WHS places, we may find tourists that only have a recreational experience of knowing a heritage place (internationally recognised) or involving an emotional re-encounter with the visitors' own cultural heritage (Poria et al. 2006; Trinh et al., 2016).

Using this idea, specific tourists do not perceive any relationship between the heritage of the place visited and their own cultural identity. This means that this tourist type is found in the destination as mere spectators (Saipradist and Staiff, 2007). Notwithstanding, this situation may change if the public and private managers of the place encourage activities of contextual interpretation of this destination, with a transcultural vision of the same (Saipradist and Staiff, 2007). This suggests that the places registered as WHS should be subject to strategies that reinforce historical and cultural understanding that may awaken emotional feelings on the part of the tourist (Poria et al., 2013). This is particularly necessary when we are in the presence of foreign visitors, with an important cultural gap between their place of origin and the destination (Tucker and Carnegie, 2014). The construct of emotional perception of the visitor in the WHS entries has been extensively analysed by Poria et al. (2003). These researchers have proposed diverse models of segmentation of tourists in the heritage destinations on the basis of two questions: first, the perception that the tourist has of the connection between the historical heritage of the destination and their own; and, secondly, the emotional relationship between the tourist and the destination. On the basis of this, these authors differentiate three segments of visitors: first, tourists that visit a heritage destination without a connection to their cultural heritage; second, tourists that perceive a connection between the historic legacy of the place and its cultural heritage; and third, tourists that are not aware that the destination is part of their cultural heritage (Poria et al., 2003). The analysis of the emotional perception is particularly important in the case of a foreign tourist. Accordingly, Kim et al. (2018) present an analysis of this perception in a WHS in Korea. For their part, Canale et al. (2019) analyse the perception that international tourists have of WHS sites in Italy. Similarly, López-Guzmán et al. (2019b) complete a segmentation of the international tourists addressing their emotional experience at a WHS in Perú.

4. Perceived value

Tourist destinations present a series of attributes that are determining factors in the choice of a place to visit (Lew, 1987), conforming with factors of attraction whose effectiveness shall be in terms of the quality perceived by tourists as they may provide them a series of profits. As such, the tourist experience is closely related to the availability in the destination of a series of attributes that allow the visitor to have this memorable experience of the trip (Tung and Ritchie, 2011; Kim, 2014). In any case, the perceived value of these attributes does not derive from their simple accumulation, it comes from an appropriate balance between heritage, cultural interaction, interpretation, infrastructure, opportunities for shopping and leisure, gastronomy or citizen safety, among others (Chi and Qu, 2008; Kim and Brown, 2012). A correct assessment of the attributes of the place being visited shall be a key factor in the conformation of tourist satisfaction and loyalty towards the destination, something that leads, in turn, to a first-class promotion factor (Ozdemir et al., 2012).

In any case, not all of the attributes of a destination provide it with competitive advantages, only those that respond to what the tourist expects and desires from the journey (Prayag, 2008). In this sense, diverse studies have been performed that analyse how the attributes of the destination manage the satisfaction of the tourist and create a positive image of the destination. As such, we would be in the presence of key factors that specify the tourist experience, the desire to repeat the visit, as well as the promotion of the destination when the traveller returns to their place of origin. Among these, citizen safety and the food of the destination are generally the ones indicated (Driscoll et al., 1994; Dwyer and Kim, 2003; Beerli and Martín, 2004; Chi and Qu, 2008; Crouch, 2011; Chandralal and Valenzuela, 2013; Kim, 2014).

In terms of the perceived value, scientific literature analyses the difference regarding domestic tourists and international tourists. In this sense, Io (2019) indicates that when the physical distance between the destination and the tourist's place of residence is greater, the greater the attraction they feel for the place. This also involves the relationship that exists between

the perceived value and the authenticity of the place (Park et al., 2019). The previous scientific literature suggests that ethnocentrism and national pride may greatly alter the perceptions and assessments of a tourist destination (among others, Beeton, 2004; Butler et al., 2014). Thus, Kim and Jogaratnam (2003) have seen that local tourists rated their satisfaction with a destination as being significantly higher than international tourists. Similarly, Poria et al. (2006) have suggested that tourists that perceive a tourist destination to be part of their heritage stated having a greater interest and intention of visiting the destination. On the basis of the literature review performed, the following research hypotheses have been established:

Hypothesis (H1): The emotional perception of the visitors has a positive effect on the perceived value.

Hypothesis (H2): The cultural motivation of the visitors has a positive effect on the perceived value.

Hypothesis (H3): The value perceived by the visitors positively influences loyalty towards the destination.

Hypothesis (H4): The positive effect of the emotional perception of the perceived value is stronger among domestic visitors than international ones.

Hypothesis (H5): The positive effect of the motivation in the perceived value is stronger among domestic visitors than international ones.

Hypothesis (H6): The positive effect of the perceived value regarding loyalty towards the destination is stronger among domestic visitors than international ones.

METHODOLOGY AND STUDY AREA
1. Survey Design and Data Collection

This section presents the protocol followed during the collection of information (Figure 1 shows the flow chart). The target population is the tourists that visited the city of Sucre (Figure 2) between the months of November 2017 and March 2018, regardless of whether they stayed overnight or not in the city or if they visited other places in the department of Chuquisaca (Bolivia). A non-probability sampling technique was chosen, regularly used in this type of research, where the tourists surveyed are in the same space and time. Regarding the size of the target population, the number of tourists staying in hotel establishments in the city in the year 2017 was considered. Therefore, and according to data from the Bolivian National Institute of Statistics, a total of 143,294 tourists stayed in the city's hotel establishments in 2017.
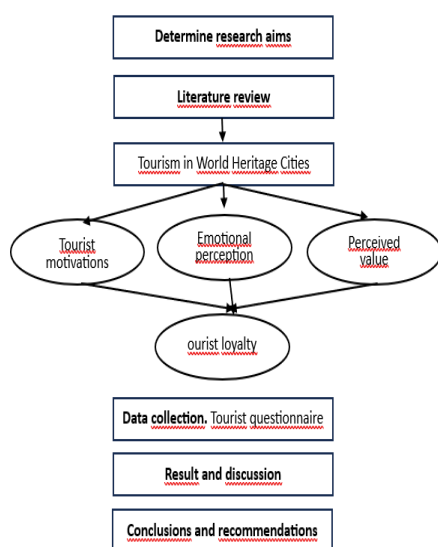

Figure 1. Flow chart (Source: Own elaboration)

Figure 2. The Location of Sucre (Bolivia) (Source: Google Earth)

A deliberate effort was made to obtain a representative sample that included a balanced number of domestic and international tourists. A total of 750 surveys were obtained, of which 529 were valid (Table 1). This number, according to Cohen (1992), is valid as a minimum sample required for the design and later analysis of a PLS-SEM. Additionally, the possibility of exploring the minimum sample size in relation to the number of relationships proposed by the model is established for this type of matter. Our structure equation model involves three relationships (Figure 3).

Therefore, a G* Power test was used (Faul et al., 2007) for a relevance level α=0.05, an effect size f2=0.15 and three predictors gave a result for the level of 95.09% with a minimum sample of 111 individuals. As such, the value was appropriate (above the level of 80%) according to that recommended by Araujo and Froyland (2007).

Table 1. Technical sheet of the research (Source: Own elaboration)

Tourists stayed in the city's hotel establishments (2017)	143,294 people
Sample	529 surveys
Procedure	Convenience sampling
Performance period	November 2017 and March 2018
Sampling error	± 4.22% (indicative)
Confidence level	95.0% p=q= 0.5
Sample control	Implementation and monitoring of fieldwork by the authors of the research

A design of quantitative research has been followed for this study. The questionnaire as a measuring instrument is divided into different sections. A first part of the questionnaire collects the socio-demographic characteristics of the respondent (sex, age, education level, profession, nationality and income). A second part focuses on the measuring of cultural motivations to visit the destination (three items) (McKercher, 2002). The final part of the questionnaire collects the emotional perceptions experienced when considering the heritage visited (three items) (Poria et al., 2013). The fourth is focused on the perceived value with four items (Nguyen and Cheung, 2014; Almeida-Santana and Moreno-Gil, 2018). Finally, the questionnaire collects information regarding the loyal attitude towards the destination by means of two items (Sato et al., 2018). The items were classified on a Likert scale of five points with 1 referring to completely disagree and 5 being completely agree.

2. Data Analysis

The proposed structure model has been assessed using the application of the approximation of Partial Least Squares (PLS) (Chin and Newsted, 1999) and the results obtained are compared by the estimated path coefficients. The study uses a three-stage approach for the analysis: assessment of measuring models, assessment of structural model and a multi-group analysis (MGA) for the case of checking the hypothesis referring to the case of domestic and foreign visitors.

RESULTS AND DISCUSSION

In this section, the reliability of the measurement model and the proposed structure model is checked. To do so, the SPSS (v.24) statistical programme and Smart PLS (v.3), a programme based on structure equation models, have been used.

1. Sociodemographic Profile

This section presents the main sociodemographic profiles of the sample obtained (Table 2). The profile of the respondents shows that the majority are men (55.0%). By age, young visitors stand out. In terms of educational level, the tourists surveyed show a high level of education. In terms of profession, the respondents are mainly divided between: businessmen (20.6%), self-employed workers (19.7%) and civil servants (16.6%). In the distribution by nationality, 50.5% of the tourists surveyed were Bolivian and the remaining 49.5% were foreigners. Finally, in terms of the income level of the family unit, the visitor profile is middle or lower-middle income. Finally, regarding the income level of the family unit, those corresponding to the range between $500 and $1,000 (26.7%) stand out, followed by those earning less than $500 (20.4%), closely followed by those earning between $1,000 and $1,500 (16.1%), those earning between $1,500 and $2,500 (15.7%), those earning between $2,500 and $3,500 (11.3%) and, finally, those with income greater than $3,500 (9.8%).

Table 2. Sociodemographic Profile (Source: Own elaboration)

GENDER		AGE		LEVEL OF EDUCATION	
Men	55,0%	Under 30 years of age	49,0%	Primary education	0,9%
Women	45,0%	30-39 years old	33,3%	Secondary education	17,2%
		40-49 years old	9,3%	University education	57,5%
		50-59 years old	5,7%	Master/PhD	24,4%
		60 years old or more	2,8%		
PROFESSIÓN		NACIONALITY		INCOME	
Businessmen	20,6%	National	50,5%	Under $500	20.4%
Freelance works	19,7%	International	49,5%	From $500 to $999	26.7%
Civel servants	16,6%			From $1,000 to $1,499	16.1%
Employees	15,2%			From $1,500 to $2,499	15.7%
Students	14,6%			From $2,500 to $3,499	11.3%
Others	13,3%			Over $3,500	9.8%

2. Global measurement model

2.1. Evaluation of the reliability and validity of the measurement model

In the first stage of the analysis, the acceptability of the measurement models should be confirmed (Hair et al., 2016). For the assessment of the measurement model, the reliability and validity assessment of the different constructs is required (Henseler et al., 2016). The reliability study of the latent variables of the model involves both the individual reliability of each one of the items that composes each one of the constructs, as well as the internal reliability or consistency of each one of them. The analysis of the validity requires two stages: convergent validity and discriminant validity (Chin, 2010; Hair et al., 2011). The measurement model used in the study uses four constructs: emotional perception, motivation, perceived value and loyalty to the destination.

Regarding the assessment of the reliability model, the factorial loads are calculated for the reflective scales. Each factorial load is compared with a limit value. In a general way, the value of the factorial loads should be located above 0.7 to be considered acceptable (Hair et al., 2011). Considering the previous consideration, the practical entirety of the factorial loads of the individual items is greater than 0.7 for each one of the latent variables. The reliability of the construct specifies whether the items that measure a construct are similar in their scores (Chin, 2010; Hair et al., 2011). With this purpose, the Composite Reliability (CR) is used as a more appropriate measure (Chin, 1998). In general terms, the values greater than 0.6 are considered appropriate for specifying levels of reliability (Nunnally and Bernstein, 1994). In every case, these thresholds are surpassed. With the aim of assessing the convergent validity of the measurement model, the average variance extracted (AVE) from the LVs should be greater than 0.5 so that the convergent validity is acceptable (Chin, 2010; Hair et al., 2011). Table 3 shows that the average variance extracted (AVE) of each one of the measurement model constructs is greater than 0.5.

Table 3. Reliability and validity of the measurement model (Source: Own elaboration)
Note: All loads reflective measurement model are significant at the 1% base on a two-tailed test [t (0.01;10,000) =2.577]

Constructs / Associated items	Loads	CR	AVE
Emotional perception (EP)		**0.71**	**0.634**
My visit to the historical heritage of the city has contributed to my education (**EP1**)	0.746		
My visit to the historical heritage of the city moved me (**EP2**)	0.849		
My visit to the historical heritage of the city made me feel good (**EP3**)	0.790		
Motivation (MO)		**0.73**	**0.653**
To know the city's wealth of monuments and history. (**MO1**)	0.854		
To get a deeper knowledge of the city's heritage (**MO2**)	0.849		
To attend cultural events (**MO3**)	0.714		
Perceived value (PV)		**0.735**	**0.561**
The city's wealth of monuments and history (**PV1**)	0.79		
Monuments and art conservation (**PV2**)	0.83		
Beauty of the city (**PV3**)	0.711		
Accessibility to emblematic buildings and monuments (**PV4**)	0.652		
Destination loyalty (DL)		**0.736**	**0.791**
I would recommend the visit if someone asked me for advice (**DL1**)	0.887		
After my experience, I think I will return again in the future (**DL2**)	0.891		

Additionally, the discriminant validity indicates to what extent each construct or latent variable is different from other constructs in the model (Hair et al., 2016). The Fornell-Larcker criteria examines the amount of variance that a construct captures from its indicators (AVE) regarding the amount of variance it shares with other constructs (Chin, 2010; Hair et al., 2011). Additionally, a greater criteria analysis is used in the calculation of the Heterotrait-Monotrait Ratio (HTMT), which represents the relationship of the correlations among the indicators that measure the same construct and the correlations among indicators of different constructs that measure different phenomena (Henseler et al., 2016). In order to establish the existence of the discriminant validity of the values obtained, they should be located beneath the HTMT ratio. As seen in Table 4, each one of the measurement models reaches an appropriate discriminant validity using the Fornell-Lacker criteria as well as the HTMT ratio.

2.2. Evaluation of the structural model

Having tested the validity and reliability of the measurement models, the starting point for the measurement of the structural model is located in the study of the overall goodness of fit of the model (Benitez et al., 2020), that is to say, identify the possible collinearity problems in the structural model. Accordingly, and in agreement with Hair et al. (2016), there are multi-collinearity indications where the VIF value is lower than 5. As can be seen in Table 5, all the values are found to be below this number and move between 1 and 1.376. The assessment of the path coefficients may be understood as standardised regression coefficients (Hair et al., 2016). In Table 6 and Figure 3, the coefficients of the different proposed hypotheses are shown for the structural model using a bootstrap of 10,000 resamples (Streukens and Leroi-Werelds, 2017). The assessment of the path or trajectory coefficients may be understood as standardised regression coefficients (Hair et al., 2016). These results suggest that emotional perceptions, as well as motivation, influence the perceived value almost identically. As such, H1 and H2 are accepted. In addition, the perceived value influences the loyalty of the visitor to the destination, which is confirmed by H3.

Table 4. Evaluation of discriminant validity
(Source: Own elaboration)

Fornell-Larcker criteria				
Constructs	EP	MO	PV	DL
EP	0.796			
MO	0.523	0.808		
PV	0.538	0.542	0.749	
DL	0.346	0.222	0.37	0.889
Discriminant Validity (HTMT)				
Constructs	EP	MO	PV	DL
EP				
MO	0.729			
PV	0.739	0.743		
DL	0.473	0.303	0.501	

Table 5. VIF values of the structural model
(Source: Own elaboration)

Constructs	EP	MO	PV	DL
EP			1.376	
MO			1.376	
PV				
DL				1

Table 6. Structural model (N = 529) (Source: Own elaboration) Note: Significant coefficients. * p<0.05

Path	Coeficient		T-test
Emotional perception -> Perceived value	**0.350**	*	7.407
Motivation -> Perceived value	**0.360**	*	7.206
Pereceived value -> Destination loyalty	**0.370**	*	8.433

Table 7. Predictive power of the structural model
(Source: Own elaboration)

	R^2	R^2 adj.
Perceived value	0.383	0.381
Destination loyalty	0.137	0.135
	Q^2	
Perceived value	0.200	
Destination loyalty	0.102	

In the following, it attempts to assess the predictive power of the model, to do so, the coefficient of determination R2 and the Stone-Geisser test, Q2, is calculated. The first of these represents a measure of predictive power, while the second one is used as measurement criteria for the predictive relevance of the reflective dependent constructs (perceived value and loyalty towards the destination). In Table 7, the results can be observed.

Thus, for R2, it may be considered that the results are acceptable from a predictive point of view (Chin, 1998). On the other hand, if Q2>0, it can be claimed that the composites of the model possess predictive power (Chin, 1998). In accordance with the results obtained, perceived value and loyalty towards the destination display values above zero.

3. Moderating effect of the tourist's origin: Multi-group analysis (MGA)

An intermediate goal of this research is to analyse the place of origin of the tourist as a moderating variable in the formation of perceived value and loyalty towards the destination. To do so, starting from a proposed structure model, it proceeds to a multi-group analysis (MGA) distinguishing between domestic and foreign tourists. For the MGA analysis, according to Henseler et al. (2016), it proceeded to test the measurement invariance of the composite models or MICOM.
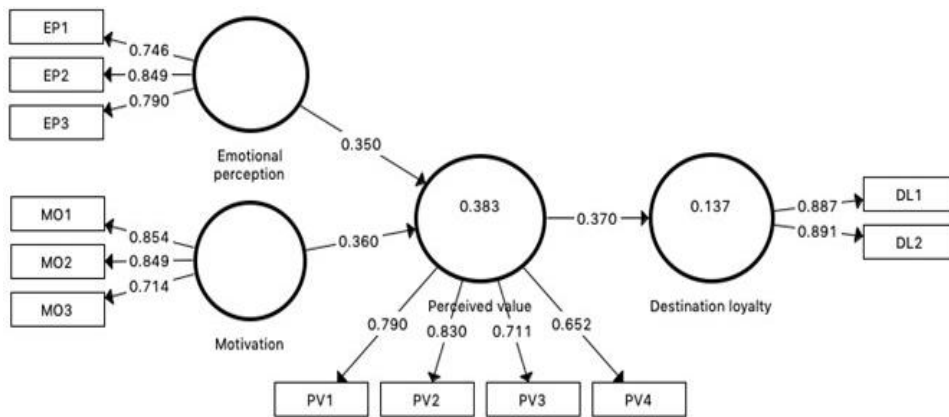
Figure 3. Global Model (Source: Own elaboration)

The use of MICOM is required in order to check that the existence of differences between the two groups of tourists is due to the grouping criteria (origin of the visitors) and not due to potential differences that may exist in the measurement models. MICOM is a process that consists of three stages (a) specification of the configuration's invariance; (b) specification of the composite's invariance; (c) equality of variances and means. In accordance with the MICOM process, the measurement of the partial invariance in both groups is established (domestic and foreign visitors) (Table 8), which is necessary for a later understanding of the differences at MGA level for the SEM-PLS results (Henseler et al, 2016).
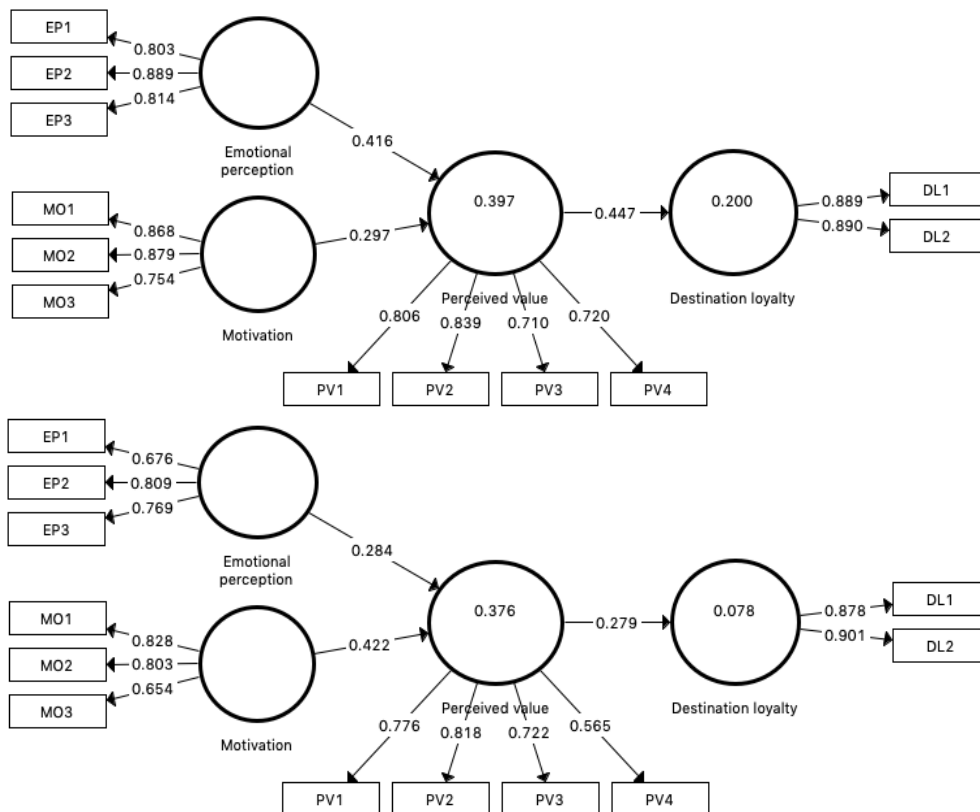
Figure 4. Results of the analysis for national and foreign visitors (Source: Own elaboration)

Table 9 and Figure 4 show the results of the structural model and the test for the hypothesis ensemble (H4 – H6), that measure the purpose of the origin of the tourist on the relationships complex among the determining factors PE, MO with the VP construct; and the relationship between VP and LD, by means of the use of a bootstrap of 10,000 resamples and 5,000 permutations. The results show that the Emotional Perception (PE) and Motivation (MO) have a positive and significant effect on the Perceived Value of local visitors as well as foreign ones. Similarly, the Perceived Value is found to be positively related to greater levels of Loyalty to the destination of both groups of visitors.

Table 8. Results of Invariance Measurement Testing Using Permutation (Source: Own elaboration)

Constructs	Configural invariance	Compositional invariance (correlation = 1)		Partial measurement established
		C=1	Confidence interval	
EP	Yes	0.997	[0.992, 0.331]	Yes
MO	Yes	1	[0.994, 0.963]	Yes
PV	Yes	0.998	[0.995, 0.381]	Yes
DL	Yes	1	[0.990, 0.734]	Yes
	Equal mean assestment			Equal variance assestment			Full measurement invariance established
	Differences	Confidence interval	Equal	Differences	Confidence interval	Equal	
EP	-0.125	[-0.142, 0.143]	Yes	0.136	[-0.213, 0.210]	Yes	Yes
MO	-0.271	[-0.143, 0.144]	No	0.468	[-0.192, 0.196]	No	No
PV	-0.201	[-0.143, 0.144]	No	0.187	[-0.221, 0.216]	No	No
DL	-0.081	[-0.140, 0.141]	Yes	0.083	[-0.230, 0.223]	Yes	Yes

In accordance with Table 9, H4 and H5 are rejected, as a result of which the origin of the visitors does not imply any change regarding the effect that the perceived assessment holds over the destination. Regarding H6, the existence of relevant differences between the perceived value and loyalty towards the destination is accepted, due to which the perceived value has a more intense influence on loyalty towards the destination in the case of domestic visitors.

Table 9. Hypothesis test results (Source: Own elaboration) Note: Significant coefficients. *p <0.05, **p <0.01

Hypothesis	Relations	National	Foreign		National	Foreign
Hypothesis 4	EP → PV	0.416**	0.284**		[0.286, 0.539]	[0.143, 0.409]
Hypothesis 5	MO → PV	0.297**	0.422**		[0.152, 0.424]	[0.289, 0.547]
Hypothesis 6	PV → DL	0.447**	0.279**		[0.332, 0.541]	[0.138, 0.399]
	Path Coeficient Difference	**P-value difference (One-Tailed) Permutation testv**			**Supported**	
Hypothesis 4	0.132	0.089			**No**	
Hypothesis 5	-0.125	0.100			**No**	
Hypothesis 6	**0.167**	**0.028***			**Yes**	

CONCLUSIONS AND RECOMMENDATIONS

The results of this work indicate that the perceptions of value of the visitors do not only depend on functional and tangible aspects of the attributes of the destination but also on the emotional and experiential characteristics (Jamal et al., 2011). Thus, the suggested structure equation model confirms the importance of the emotional experience (H1) and the cultural motivation (H2) of the tourist to positively influence the image or perceived value of the heritage visited. Similarly, the model shows the positive effect of the perceived value regarding the loyalty attitude of the tourists (H3). Accordingly, any action that increases the perceived value by tourists of a WHS destination shall improve its loyalty level.

The reliability analysis and validity of the structure equation model shows a load factor greater than 0.7 for each one of the indicators or elements that compose the latent variables, placing reliability and AVE above the minimum values of reference (0.6 and 0.5, respectively). In terms of discriminant validity, the results obtained are also optimal. The relevance of the predictive potential of the model, measured using the R2 coefficient, is moderate for the perceived value (R2 coefficient = 0.372) and something lower for the loyalty attitude (R2 coefficient = 0.177). As in the research of López-Guzmán et al. (2019b), Pérez-Gálvez et al. (2019a), González-Santa Cruz et al. (2019) and Menor Campos et al. (2020), the results show the relevance of the emotional experience of the tourist as a key factor in obtaining a favourable image of the destination. Similarly, these also support the conclusions of the studies by Lee et al. (2007); Yoon et al. (2010); Castellanos-Verdugo (2016) regarding the positive influence of the perceived value on tourist loyalty.

Another of the relationships analysed by the research is the influence of the visitor's place of origin as a moderating variable in the formation of the perceived value and loyalty towards the destination. In this case, the MGA analysis performed has not been able to verify that the origin of the tourist has a significantly different effect on the perceived value of the heritage visited, therefore addressing their emotional perception (H4) as well as their cultural motivation (H5). What the MGA verifies is that the relationship between the perceived value and the loyalty attitude is moderated by the tourist's origin. Thus, the perceived value of the heritage visited has a greater influence in the case of a domestic tourist (H6).

The indicators adopted in this research show the importance of the emotional experience of the place visited on tourist loyalty. The main practical application of this research is to contribute to the understanding of the assessment of tourists to the heritage visited with the aim of conceiving tourist and cultural products that best satisfy their needs and, at the same time, are compatible with the sustainable management of the historic and monumental heritage.

In this sense, and with the aim of continuing to improve the value of the city of Sucre as a cultural destination, it becomes necessary to establish measures that favour the understanding of the historic and monumental heritage that is visited, with the aim of favouring tourist experiences that are emotionally deep. Favouring the emotional link with the heritage visited may contribute to the extension of the stay of the visitor, increasing satisfaction and improving loyalty to the destination, especially that of foreign tourists. The main limitation of this research is that the study is only based on demand, which means that it would be difficult to transfer the results to other groups of stakeholders such as the local community or tourist businesses. In future research, it is recommended to reinforce the research that addresses tourist

activity from the offer point of view. Therefore, it should be considered possible to generate applications that are more closely related to the behaviour of the destination, especially regarding foreign tourists.

This research contributes to the existing academic literature regarding the links between the tourist and the historic and monumental heritage visited and their tourist loyalty. In addition, information is provided that may enable a better understanding of the needs of tourists, searching for the improvement of the competitiveness of the destination, by means of loyalty, and increasing the support of the tourist fabric of the city of Sucre.

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