

EXPLORING THE IMPACT OF SOCIO-DEMOGRAPHIC DIMENSIONS IN CHOOSING A CITY TOURISTIC DESTINATION

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ABSTRACT

This study aims to identify and categorize the pull factors that determine the choice of the city of Porto as a European tourist destination. Furthermore, it intends to explore the role and relevance of socio-demographic variables in these pull factors. This study employs a quantitative approach using questionnaires carried out with tourists on the margins of the Douro River in the city of Porto. A descriptive and correlational analysis of pull factors is performed to understand the importance of them, and a one-way ANOVA is employed to explore the relevance of sociodemographic variables. The findings indicate that the main pull factor that motivates tourists to visit the city of Porto is the hedonic consumption dimension. Furthermore, the most relevant socio-demographic variables in the tourists' behavior are the country of origin, age, gender, and income. This work is particularly relevant for tourism operators by allowing them to formulate and develop a more effective value proposition to the target audience.

Keywords: urban tourism, pull factors, city attractiveness, socio-demographic, Porto

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UNA EXPLORACIÓN DE LAS DIMENSIONES SOCIODEMOGRÁFICAS EN LA ELECCIÓN DE UN DESTINO TURÍSTICO DE LA CIUDAD

RESUMEN

Este estudio tiene como objetivo identificar y categorizar los factores de tracción que determinan la elección de la ciudad de Oporto como destino turístico europeo. Además, tiene la intención de explorar el papel y la relevancia de las variables sociodemográficas en estos factores de extracción. Este estudio emplea un enfoque cuantitativo utilizando cuestionarios realizados con turistas en los márgenes del río Duero en la ciudad de Oporto. Se realiza un análisis descriptivo y correlativo de los factores de tracción para comprender la importancia de los mismos, y se emplea un ANOVA unidireccional para explorar la relevancia de las variables sociodemográficas. Los hallazgos indican que el principal factor de atracción que motiva a los turistas a visitar la ciudad de Oporto es la dimensión de consumo hedónico. Además, las variables sociodemográficas más relevantes en el comportamiento de los turistas son el país de origen, edad, sexo e ingresos. Este trabajo es particularmente relevante para los operadores turísticos al permitirles formular y desarrollar una propuesta de valor más eficaz para el público objetivo.

Palabras clave: turismo urbano, factores de atracción, atractivo de la ciudad, sociodemográfico, Oporto

1. INTRODUCTION

Urban tourism plays an important role in the context of European tourism. Studies carried out by the European Cities Marketing indicate a constant growth in the importance of urban tourism

in the European Union (ECM, 2017). Urban tourism accounted for over 1.3 billion in 2017 and an annual growth rate of 3.3 percent is expected until 2030 (QS Asia News Network, 2018). Despite its undeniable importance, the number of studies that deepen the urban tourism phenomenon in European cities is relatively limited, and the research performed around cities tends to neglect the activity of tourism. However, as pointed out by Ashword & Page (2011), it is undeniable that this phenomenon contributes substantially to the economy of cities and is responsible for creating a wide and varied range of products and services. Furthermore, it is important to mention the role that urban tourism plays in improving the image of the city and country abroad and contributes to the preservation and rehabilitation of heritage (Gholitabar et al., 2018; Kiryluk & Glinska, 2015).

One of the current challenges for urban tourism is caused by the rapid population growth in cities. United Nations estimates that the world population in cities will represent 61% of the world population in 2030 (Ashword & Page, 2011). This phenomenon, together with globalization, will cause significant changes in tourism supply and will be the engine for the emergence of new multicultural and multi-ethnic tourism offerings. In fact, Riza et al. (2012) highlight that each city has unique and exclusive characteristics that contribute to the satisfaction of its visitors. The identity of the city is thus composed of images and memories related to its history, culture, architecture, infrastructure, and economic and social development.

Urban tourism is characterized by its various dimensions, as outlined by Andersson & Abbasian (2018) and Bozic et al. (2017): (i) family tourism that aims to bring together family and friends and is predominant in festive periods; (ii) business tourism that seeks to create new businesses and participate in scientific events and which is typically associated with short periods; (iii) commercial tourism motivated by purchases; (iv) event tourism motivated by participation in cultural or sporting events; and (v) recreational tourism that involves leisure or rest activities.

Tourists are currently exposed to a wide variety of alternative city destinations, which compete fiercely with each other for greater market share. In this sense, the differentiation between the various tourist destinations is a determining factor for the conquest of potential visitors, through the development of a positive and memorable image. Based on the study developed by Almeida et al. (2019) which explored the pull factors determining the tourists' visit to the city of Porto using the AHP method, this study seeks to complement this vision and explore the role of sociodemographic variables in the attractiveness of the city of Porto. This approach intends to explore how the relevance of pull factors is perceived by a different group of individuals that share common socio-demographic attributes. In total, five socio-demographic variables were investigated: (i) age; (ii) gender; (iii) country of origin; (iv) education level; and (v) income range. The choice of the city of Porto is pertinent because it is currently one of the European cities with the highest growth in tourism demand, having received several awards such as the European Best

Destination in 2014 and 2017 by the European Consumers Choice, and the Best Emerging Destination in Europe in 2015 promoted by TripAdvisor. Furthermore, the city of Porto is pointed out as a paradise by the sea and deserves a mandatory visit for all those obsessed with food and design (Culture Trip, 2019).

This study is organized as follows: Initially, a literature review is performed considering the importance of segmentation in tourism. Next, the work methodology is presented, and the methods employed in research design are described. After that, the results are analyzed and interpreted considering the differentiating characteristics of the city of Porto and the national and international literature existing in this field. Finally, the conclusions of the work are drawn.

2. LITERATURE REVIEW

Urban tourism is one of the fastest-growing travel segments in the world (UNWTO, 2018). The study carried out by Bock (2015) concludes that the world's major cities are also those that correspond to the world's main tourist destinations. Tourists are attracted to these destinations due to the diversity that each city offers. Irrespective of the pull factors that attract these tourists, it is widely perceived that tourists strongly contribute to the local economy and job creation (Ivanov & Webster, 2013). Moreover, and as a side effect, as tourists' preferences and expectations change, cities adapt by investing in new infrastructure that benefits both tourists and the local population.

Urban tourism does not manifest homogeneously in all cities. As Ashworth & Page (2011) points out, it is easier to delimit the industrial or residential function of a city than its tourist dimension. In this sense, cities present a multifunctional background. Another aspect that deserves to be highlighted is that it becomes evident that tourist spending in urban destinations is higher than in traditional destinations, mainly due to a greater diversified offer of services (Ashworth & Page, 2011).

Perceptions about a tourist destination are determined by personal and interpersonal reasons (push motives), and also by the way tourists perceive the attributes of the destination (pull motives). Push factors are inner forces that motivate or create the individual's desire to satisfy their need to travel (Mahika, 2011). In contrast, Klenosky (2002) states that pull factors are the attributes of the destination that reinforce the internal push factors (e.g., natural, cultural attractions, fun, etc.). Push factors tend to precede pull factors. However, the two types of factors are not fully independent but are interrelated (Nikjoo & Ketabi, 2015). Actually, the potential tourist may be motivated more by their needs ("push") than by the attractions of the destination ("pull"), but there may also be scenarios where the potential tourist has needs that can be met in specific destinations.

Massified tourism has been progressively replaced by tourism of new experiences and the search for what is genuine, with culture and sustainability being highlighted by travelers (Cornelisse, 2018). Experience tourism is a niche market that presents a new approach to tourism. Coelho et al. (2018) argue that this tourism practice is related to the aspirations of modern man, increasingly in search of differentiating and having a meaningful experience. In this way, experience tourism is a way to reach the consumer in a more emotional manner, in which the aim is to stimulate experiences and engagement in local communities that generate significant and memorable experiences.

Technological evolution is another determining factor in the behavior of the tourism sector, giving more power to the consumer, and encouraging the emergence of collaborative communities (Cai et al., 2019; Stylos, 2019). This situation has caused the appearance of new players in the tourism market and has contributed to change the paradigm of how tourists experience a city. Furthermore, technological developments have contributed to improving the quality and diversity of the tourist offer, namely through cost reduction, productivity increases, improved service provision, or improved service quality (Nikoli & Lazakidou, 2019).

Tourism is a competitive advantage for the development of cities, combining an offer capable of meeting the expectations of visitors and, at the same time, provide well-being to their residents, and contributing to a harmonious economic and social development of cities (Cibinskiene & Snieskiene, 2015). Knowing the pull factors that attract the visitor is essential to segment and personalize the tourism offer. However, this information is necessarily incomplete, since, according to XingYang et al. (2016), the city tourist presents a profile with very heterogeneous habits, motivations, and needs that should be known in detail.

Segmentation in tourism is relevant in enabling work with more specific groups. This strategy facilitates the relationship with tourists, because it allows for greater individual attention and consequently greater efficiency in the services provided, as well as defining the best way to study and plan the tourism market (Dolnicar, 2002; Goryushkina et al., 2019). Furthermore, this approach helps the efficient targeting of marketing campaigns to a specific audience (Nella & Christou, 2016). According to McDonald (2012), the more the characteristics of the target market are known, the greater the effectiveness of advertising, promotion, sales, and public relations techniques.

The segmentation of the tourism market can be carried out according to several dimensions. Geographical segmentation is one of the most popular and efficient in the tourism sector (Hanlan et al., 2006). Geographical segmentation seeks to typify the behavior of tourists based on their country of origin, region, or locality. This type of analysis allows, for example, if individuals from

a given geographical area with a high degree of urbanism want to visit more isolated and quiet places, or if, on the contrary, they want to focus on the demand for places with high cultural supply, shopping, and nightlife attractions. In this sense, it is important to explore the profile of visitors that visit the city of Porto considering their country of origin, for which purpose the following research question was defined:

RQ1: The country of origin of the visitor is a determining factor in the identification of pull factors motivations

Demographic segmentation is another dimension of segmentation that is widespread in tourism. According to Bowtell (2015), several criteria can be used such as age, gender, family size, life cycle, etc. This study seeks to explore the role of the age group and gender in the motivations for visiting the city of Porto. Accordingly, the following two research questions were established:

RQ2: The age of the visitor is a determining factor in the identification of pull factors motivations

RQ3: Visitor gender is a determining factor in the identification of pull factors motivations

Social segmentation is another approach that segments the market according to the education, occupation, family state, and lifestyle of individuals. According to the study developed by Andreu et al. (2005), it is expected that individuals with a higher level of education will be able to have a higher source of income and a higher willingness to undertake a higher number of tourist trips and participate in cultural events. However, this view is not consensual since their level of motivation to face new experiences may also be lower. In this sense, it is also important to explore the impact of education level on the search for the type of activities to be carried out in the city of Porto. Therefore, the research question below was defined:

RQ4: The education level is a determining factor in the identification of pull factors motivations Finally, economic segmentation is another dimension of tourism segmentation. This type of segmentation is based on the income level of individuals. From the microeconomic theory, it is possible to conclude that a high purchasing power leads to a higher demand for tourism products (Song et al., 2012). Accordingly, the income of tourists is one of the main economic variables, along with the prices of tourism goods and services. In the city of Porto, it is also important to explore the relevance of income in tourism demand. Consequently, the following research question was defined:

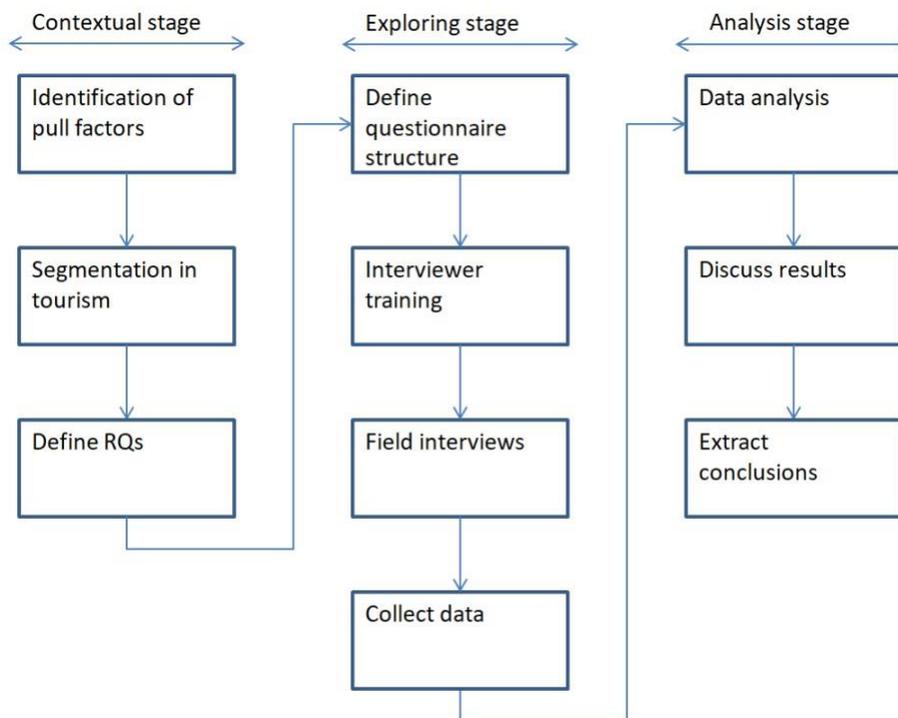
RQ5: The income level is a determining factor in the identification of pull factors motivations

3. METHODOLOGY

This study employs a quantitative study through the use of a questionnaire. Questionnaires have been a widely disseminated method in tourism statistical studies, particularly in the process of evaluating the experience and identifying the reasons for visits to a city, cultural event, or museum (Crompton & Cole, 2001). Furthermore, the questionnaires offer several advantages such as wide reach, low cost, anonymity of respondents, collection of responses in a given context (e.g., time and place), and allow for further exploration of the data using statistical techniques and tools (Queirós et al., 2017).

The work is organized in three stages as depicted in Figure 1: (i) contextual stage; (ii) exploring stage; and (iii) analysis stage. In the contextual stage, a framework on pull factors determining the tourists' visit to the city of Porto is elaborated and the relevance of tourism market segmentation according to several dimensions, such as geographic, demographic, social, and economic is also explored. Finally, the research questions were defined according to the relevance of the variables that compose each dimension.

Figure 1. Phases of the adopted methodology



Source: own source

Table 1. Structure of the questionnaire

Dimension	Sub-dimension	Type
Demographic	Age	Open question
	Gender	Multiple Choice
Geographic	Country of origin	Open question
Social	Education	Multiple choice
Economic	Income	Multiple choice
Pull factors	Cultural motive (CM)	Linear scale
	Entertainment and nightlife (EN)	Linear scale
	Shopping (SHP)	Linear scale
	Education (EDC)	Linear scale
	Festivals and other cultural events (FCE)	Linear scale
	Gastronomy (GTN)	Linear scale
	Natural values (NV)	Linear scale
	Sport and sport events (SSE)	Linear scale
	Business motive (BM)	Linear scale
Religious motive (RM)	Linear scale	

Source: own source

The exploring stage is the research phase responsible for the fieldwork. Initially, the authors developed a questionnaire that allows us to simultaneously collect information about the profile tourists and the identification of their pull motivations to visit the city of Porto. The great challenge of this step was to focus on the essential questions since it was simultaneously intended to have a questionnaire that considered the various dimensions of segmentation of tourism, but also to be a short questionnaire that could be carried out with tourists in an urban environment and near the point of the greatest concentration of tourists in the city of Porto, which is the area of Ribeira on the banks of the Douro River. The interviews were conducted by 16 finalist students of the tourism

course. The interviews aim to capture the role of sociodemographic variables in the attractiveness of the city of Porto and to explore the relevance of the attraction factors for visitors. Each interview took approximately 10 minutes. Before the interview took place, the students attended a 45 minutes training session on the objectives of the study, how to approach each tourist, and the process of data collection.

Table 1 presents the structure of the questionnaire. For each dimension, the questions asked and the type of collected data (e.g., open question, multiple-choice, linear scale) are presented. A total of 15 questions were defined, 5 of which correspond to questions related to the identification of the respondent's profile. The identification of pull factors uses a linear scale composed of 5 Likert levels (e.g., not at all important, slightly important, important, fairly important, very important) as proposed by Salkind (2010) and which allows progressively identifying the comparative relevance of each of the pull factors. The survey was conducted by final year tourism students between May and June 2019. Prior to the completion of the questionnaire, training was provided in the research methodologies field to enable all students to be aware of good practices in the process of conducting a field questionnaire. Furthermore, this data collection process was accompanied by two professors and senior researchers in the tourism sector.

The analysis stage is responsible for data analysis. The first task was to characterize the profile of the respondents as shown in Table 2. A total of 222 respondents were carried out, 21 of which were considered invalid because most of the questions had not been answered by the respondents. As a result, 201 surveys were considered valid. After that, the data were statistically explored using SPSS v.21. For this purpose, a descriptive statistical analysis of pull factors and an analysis of variance (ANOVA) were performed considering the 5 control variables related to geographical, demographic, social and economic dimensions. The age of the individuals was grouped into 5 classes according to the suggestion of Pickering (2017), which indicates that the age data in a statistical study should be aggregated into classes of identical size in which there is symmetry of elements around the median. ANOVA is a statistical procedure used to compare the distribution of more than two groups in independent samples. Furthermore, Judd et al. (2017) emphasize that ANOVA is also a way to summarize a linear regression model by decomposing the sum of the squares for each source of variation in the model. After that, the obtained findings are discussed considering the current literature in the area and the main conclusions of the study are enumerated.

Table 2. Sample characteristics

Variable	Absolute frequency	Relative frequency
<i>Age range</i>		
[17-28[52	0.259
[28-39[39	0.194
[39-50[36	0.179
[50-61[40	0.199
[61-73[34	0.169
<i>Gender</i>		
Male	108	0.537
Female	89	0.443
Don't know / don't answer	4	0.020
<i>Country of origin</i>		
North America	19	0.097
South America	17	0.087
Germany	34	0.173
France	28	0.143
United Kingdom	27	0.138
Netherlands	18	0.092
Asia	13	0.066
Rest of European Union	25	0.128
Oceania	7	0.036
Others	8	0.041
Don't know / don't answer	5	0.025
<i>Education</i>		
Secondary school	4	0.020
Higher school	59	0.294
Faculty	74	0.368
Master/Ph.D. degree	62	0.309
Don't know / don't answer	2	0.010
<i>Income</i>		
Between 500 and 999€	11	0.079

Between 1000 and 1999€	33	0.236
Between 2000 and 2999€	45	0.321
Between 3000 and 3999€	20	0.143
Equal or more than 4000€	31	0.221
Don't know / don't answer	61	0.436

Source: own source

4. RESULTS AND DISCUSSION

Initially, a descriptive statistical study was performed considering the pull factors. The results of this study are found in Table 3, in which the mean, median, mode, standard deviation, and symmetry for each pull factor were calculated. Six of the pull factors present positive skewness and four of them have negative skewness. Three pull factors stand out due to their order of importance: (i) gastronomy; (ii) cultural; and (iii) natural values. The importance of these three pull factors in the characterization of the motivations to visit the city of Porto had already been previously highlighted in the study conducted by Almeida et al. (2019), in which 71 structured interviews were conducted using the AHP method. On the other hand, business and religious motivations are the least relevant pull factors. Looking at the standard deviation, we found that the lower dispersion of responses arises for gastronomic motivations, which indicates a high consensus among respondents when identifying this dimension as the main reason to visit the city of Porto.

Table 3. Descriptive statistics analysis of pull factors

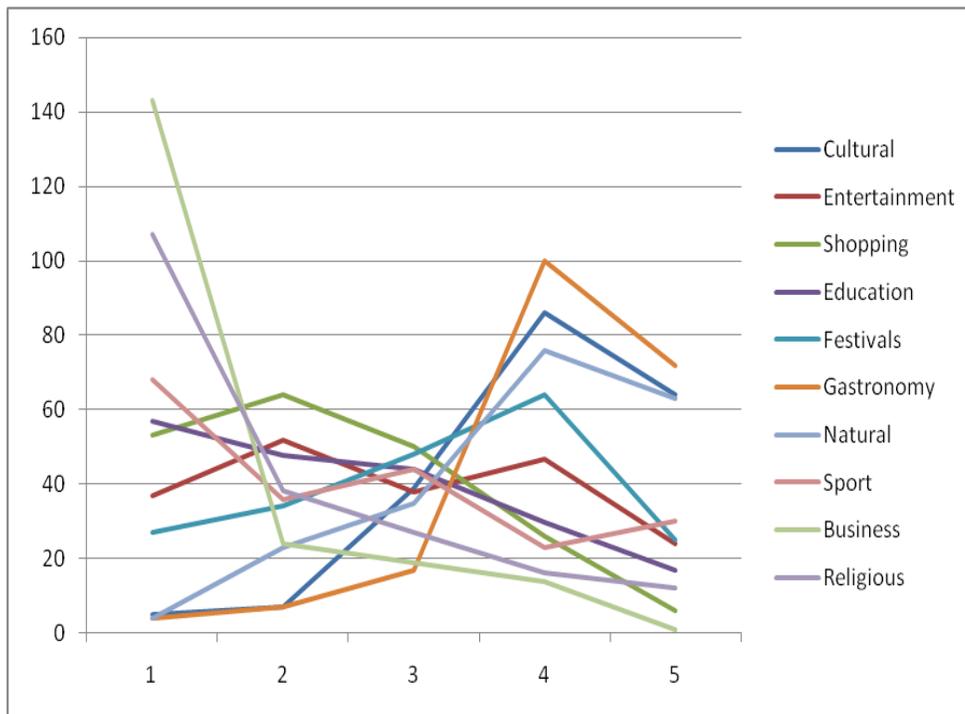
Pull factor	Mean	Median	Mode	Std. Deviation	Skewness
CM	3.98	4	4	0.938	-0.952
EN	2.84	3	2	1.310	0.115
SHP	2.34	2	2	1.097	0.458
EDC	2.52	2	1	1.312	0.454
FCE	3.13	3	4	1.239	-0.285
GTN	4.15	4	4	0.872	-1.309
NV	3.85	4	4	1.052	-0.711
SSE	2.56	2	1	1.435	0.423
BM	1.54	1	1	0.959	1.662
RM	1.94	1	1	1.239	1.141

Source: own source

These findings highlight the importance of gastronomic tourism as one of the best ways to discover the culture and lifestyle of the city of Porto. The importance of gastronomy in tourism has been gradually emphasized. Batat (2019) and Sormaz (2019) state that gastronomic tourism provides travelers with an unparalleled experience and a piece of great knowledge and connection to the area they visit. In the city of Porto, Tourism of Portugal recognizes that gastronomy and wine, along with landscapes and beaches, was one of the points of the tourist offer that registered higher levels of satisfaction and also higher levels of exceeding expectations (Araújo, 2014).

Figure 2 complements the statistical information on pull factors by comparing the distribution of responses. The business and religious sectors are the pull factors that respondents consider less relevant. On the opposite side, the greatest importance is given to the dimensions related to gastronomy, culture, and natural motives.

Figure 2. Comparative analysis of pull factors



Source: own source

The correlation between the pull factors was also analyzed. This correlational analysis aimed to explore whether there are dependence and relationship between the pull factors. Table 4 shows that there is a moderate correlation between the cultural and gastronomic motivations, which is in

line with the proposal made by Graham et al. (2016) to aggregate these two pull factors in the hedonic consumption dimension. There is also a moderate correlation between entertainment and sports motivations. The relationship between these two dimensions is highlighted by Getz (2008) when referring to the importance of tourism of events, in which activities are planned with the purpose of sports competition, entertainment, recreation or socialization.

Table 4. Correlational analysis between pull factors

	CM	EN	SHP	EDC	FCE	GTN	NV	SSE	BM	RM
CM	1	-0.134	-0.103	-0.092	0.107	0.395	0.377	-0.129	-0.266	0.167
EN	-	1	0.302	0.071	0.354	0.030	-0.081	0.417	0.340	-0.143
SHP	-	-	1	0.323	0.310	0.088	0.166	0.224	0.324	0.161
EDC	-	-	-	1	0.320	0.011	0.215	0.049	0.461	0.134
FCE	-	-	-	-	1	0.118	0.144	0.300	0.195	0.156
GTN	-	-	-	-	-	1	0.336	-0.081	-0.082	0.236
NV	-	-	-	-	-	-	1	-0.094	-0.044	0.269
SSE	-	-	-	-	-	-	-	1	0.341	0.126
BM	-	-	-	-	-	-	-	-	1	0.014
RM	-	-	-	-	-	-	-	-	-	1

Source: own source

Finally, an analysis of variance (ANOVA) was performed to explore the dependence of pull factors considering the control variables. The three preconditions for ANOVA applications as indicated by Vik (2013) were verified: (i) the residues must be normal or sufficiently close to normal; (ii) the variances of each sample must be identical; and (iii) the samples must be independent. Verified these conditions have been adopted a significance level equal to 5% ($\alpha=0.05$) and the sig. F-value was calculated as shown in Table 5.

Age is a factor that influences the importance given to pull factors by respondents in four dimensions: (i) entertainment and nightlife; (ii) festivals and other cultural events; (iii) sport and sports events; and (iv) religious motive. The findings indicate that younger individuals are those who privilege the dimension of entertainment, festivals, and other cultural events. This age group is also the one that gives the greatest importance to participation in sporting events. In this context, and as highlighted by Getz & Page (2016) and Lorant (2009), the organization of events can play an important role in tourism, ranging from attracting tourists, animating fixed tractions, stimulating other activities, to supporting the creation of an image of the tourist destination. Furthermore, one

of the great virtues of event tourism is to facilitate numerous emotional experiences (Hernández-Mogollón et al., 2014). In the city of Porto, this tourism is also driven by the organization of music festivals that play a major role in attracting tourists from the younger generations and in stimulating the times of great tourist influx. On the contrary, the findings indicate that religious motives essentially attract individuals from older generations. The city of Porto in religious tourism essentially assumes a logistical role and as a city of entry for tourists to Santiago de Compostela and Fátima through the low-cost flight companies (ÁlvarezDíaz et al., 2019).

Table 5. Exploring the impact of control variables

	CM	EN	SHP	EDC	FCE	GTN	NV	SSE	BM	RM
Age	0.763	<1.e ⁻³	0.263	0.480	0.010	0.534	0.488	<1.e ⁻³	0.155	0.049
Gender	0.036	0.008	0.684	0.037	0.648	0.213	0.002	<1.e ⁻³	0.779	0.133
Country	0.040	0.332	0.045	0.031	0.820	0.311	0.031	<1.e ⁻³	0.049	0.434
Education	0.421	0.446	0.643	0.174	0.013	0.934	0.990	0.789	0.392	0.726
Income	0.047	0.007	0.316	0.916	0.380	0.136	0.142	0.149	0.390	0.006

Source: own source

Gender is also another factor influencing the attractiveness of pull factors for tourists. A total of five dimensions of pull factors present significant results. The findings indicate that female respondents give greater relevance to cultural motivations, participation in educational events, and natural values. On the opposite side, male respondents give more relevance to entertainment and sporting events. These results are somewhat contradictory when compared with other studies in the area that do not highlight gender as a relevant attribute in the exploration of the tourism offer. On the one hand, they confirm the findings obtained by Getz & Page (2016) and Gozalova et al. (2014) which highlight the greater attractiveness of sport tourism to male tourists. On another perspective, the results obtained are contradictory concerning the study conducted by Jönsson & Devonish (2008), which highlights that gender is not a factor that affects travel motivation. Moreover, the results obtained are complementary considering the study conducted by Ibanescu et

al. (2018) which identified the role of gender as a determining element in the behavior of tourists in the European Union, considering the business trips duration and expenditures.

The country of origin is the one with the greatest differences in respondents' answers. The interpretation of this factor should be carried out with moderation and contextualization since a total of 10 groups of countries with relevant asymmetries between them were considered. In this sense, the following findings stand out: (i) cultural motivations were considered less relevant mainly for Dutch respondents; (ii) inhabitants from Oceania give more importance to shopping activities; (iii) education events essentially attract respondents from North America and the Rest of European Union and are less important for respondents from the United Kingdom; (iv) United Kingdom and Netherlands respondents anticipated sports events; (v) natural values are factors recognized as having greater relevance for respondents from North America, South America, and Oceania; and (vi) business motives show some positive oscillation for respondents from other countries such as Turkey, Switzerland or China. These findings confirm the relevance of the country of origin as one of the key factors in tourism segmentation as mentioned by Birdir (2015) and Jönsson & Devonish (2008), but in which together with the age of tourists, particularly in the segment of senior tourism, they play a very relevant role for the tourism sector in Europe (Balderas-Cejudo et al., 2016).

The education level of respondents has a negligible impact on pull factors. Asymmetries were only recorded for those individuals with higher education who were less motivated to participate in festivals and other cultural events. However, the lack of studies explicitly focusing on this dimension does not allow conclusions to be drawn, mainly because the individuals with the secondary school were those with greater motivation to participate in these types of events.

Finally, income is a factor that has some impact on the motivation of tourists to participate in cultural and religious events and entertainment activities. Income plays a more relevant role in the type of activities that tourists perform in cities when compared to tourism in island destinations and rural tourism (Gowreesunkar & Sotiriadis, 2015; Kastenholtz et al., 2017). This situation may be conditioned by the greater number of differentiated attractions and events that cities may present. The findings of this study indicate that higher-income individuals are those less motivated for cultural and entertainment activities. This situation is mainly caused by the high level of competition from cities such as Paris and London that offer a high supply in these areas, although the costs of performing these activities are also higher in these countries. In the case of religious tourism, the middle class is the one where there is the greatest attractiveness. Religious tourism has been a little explored area in European tourism, but in Porto, it assumes greater importance particularly in the strategic importance of Porto as the beginning of the journey towards Santiago (Fernandes et al., 2012). Moreover, the role that religious tourism can play in local communities

through the construction and improvement of infrastructures and local facilities is also highlighted. This situation is visible on the road to Santiago in places such as Ponte de Lima, Caminha or Redondela. In these places, there are hostels suitable for pilgrims, and discounts on various activities such as visits to museums and pilgrim menus in local restaurants.

5. CONCLUSIONS

The growth of tourism has made it one of the main city functions. Cities offer a range of products aimed at tourists where quality, diversity, and attractiveness play a key role in tourism competitiveness. Urban tourism brings together people, place and consumption, and diverse cultural mixes, expectations, and experiences. It is a place of excellence for exploitation. The city of Porto has been standing out in the European and world panorama as one of the cities that has grown most in the urban tourism motivated by its cultural and gastronomic richness, allied also to its high accessibility especially with low-cost operators, which has significantly increased the number of visits to the city of Porto.

This study identified the fundamental role played by the hedonic consumption dimension, which brings together the gastronomic and cultural dimension, as the fundamental pillar of the attractiveness of the city of Porto. The geographical, demographic and economic dimensions of tourists have an impact on the motivation of tourists. Younger male individuals are those who are most betrayed by sporting events and who attach greater importance to the dimension of entertainment. Furthermore, higher-income individuals are the least motivated for cultural and entertainment activities, while middle-class individuals are more attracted to religious tourism. On the contrary, the social dimension considering the educational level of individuals is the one that has the least impact on pull factors.

This study presents essentially practical contributions to tour operators in the city of Porto, as it will enable them to have more reliable information about the attractiveness of the city of Porto considering the pull attractiveness factors. With this information, tourism operators will be able to build a more segmented value proposition to their target audience and thus enhance the generation of new revenues from tourism. As future work, it will be important to explore the role of hedonic consumption dimension, namely in terms of the unique and differentiating elements that the city of Porto can offer to tourists when compared to other major European cities. Furthermore, it would be desirable to increase the sample to obtain a larger number of responses and distribute them more evenly across the tourists' country of origin. This information would be relevant to segment the

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tourist offer by this dimension and, in this way, offer a more personalized tourist experience to the visitors of the city of Porto.

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