

CULTURAL TOURISM DESTINATIONS AND SATISFACTION

Differences in Tourist's Return Intention

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Tourist destinations linked to heritage and culture have become spaces whose attractiveness has increased in last decades, reaching audiences with different motivations for visiting these places. Although several studies have shown the relationship between satisfaction with the destination and possibility of return to it, there is little work analyze this issue from the different types of tourists, especially in the context of the Latin American middle cities. Therefore, this paper first discusses the different types of visitor based on their motivation, then try to explain, from a binary logistic method, what are the elements related to the satisfaction that could explain for each type their decision to return. The results indicate that, although there are different conditionings for each group, it is still necessary to carry out a more intensive and specific research work on the subject.

KEY WORDS: cultural tourism, typology of tourist, satisfaction with travel, intention to return, Cuenca (Ecuador).