

MOTIVATIONAL ANALYSIS MODEL DEVELOPMENT FOR A DESTINATION CHOICE

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Tourism is one of the main assets of the city of Cuenca, Spain, since its statement in 1996 as a World Heritage Site by UNESCO. Therefore it is important to know the most important reasons that attract tourists in order to carry out actions to organize the place and satisfy their needs. This paper aims to understand the attractiveness determinants and ways to increase repeat visitors to the destination by knowing the major motivations. Knowledge of these factors will empower them by the public and private stakeholders and guide their promotion at national and international levels.

KEYWORDS: *motivation, destination choice, World Heritage site.*