

## INTEREST FACTORS AT WORLD HERITAGE TOURIST DESTINATION

### The Case of Valparaíso, Chile

Roberto Moreno

Universidad Autónoma de Chile - Temuco

Jesús Claudio Pérez Gálvez

Universidad de Córdoba - España

Fernando Oyarce Ortuya

Universidad Autónoma de Chile - Temuco

Tomás López-Guzmán

Universidad de Córdoba – España

*In recently years a substantial change is evident in the field of tourism, marked by competition from new destinations, using of Internet as a tool to Schedule trips and other features that generate the appearance of a new type of tourist that looking for something different to traditional tourist destinations, approaching increasingly to the traditions of each geographical area and search experiences. This situation what happens globally has generated interest in identifying the demands, needs, tastes and appreciations of tourists about to characteristics of tourist destinations. Valparaíso is characterized as an important cultural destination, with an impressive heritage wealth. This research identifies factors associated with motivation and interest of tourist visiting the city and a description of their socio-demographic profile. The results indicates that in general terms Valparaíso visitors are especially young and adults over 49 years with higher education, traveling together with children, whose average income is almost 69% less than \$1,480. Its main motivation; the desire to know new places, taste its gastronomy and fame and reputation tourist of the city, guided largely by recommendation found on the Internet and family and friends information. The availability of a heritage tangible and intangible attractive for tourists makes Valparaíso a city of high tourist interest.*

**KEY WORDS:** *tourism, heritage, Valparaíso.*