

THE TOURIST ENTERTAINMENT CONTRIBUTION IN THE ELECTION AND TOURIST EXPERIENCE OF ALTO TRÁS-OS-MONTES REGION, PORTUGAL

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This research aims to analyse the contribution of tourist entertainment as election factor of Alto Trás-os-Montes (ATM) tourism destination, regarding the visitor's perspective. Therefore, a quantitative approach methodology was chosen, using the questionnaire survey. The study includes a total of 536 national and foreign visitors who travelled to the ATM region in 2013/2014. For the sample size it was assumed a sampling error of 4.2% and a 5% significance level. For the data treatment, several statistics procedures were used, including the exploratory descriptive analysis, exploratory factorial analysis, inferential analysis, cluster analysis, importance-satisfaction matrix, and the application of the probabilistic Logit model. With the exploratory factor analysis four motivational factors that explain 60.87% of the total variance and four attraction factors that explain 62% of the data structure was extracted. With the application of cluster analysis five segments were found. The positioning of the attraction factors in the matrix importance versus satisfaction it was concluded that the 'natural attractions', the 'hospitality' and 'friendliness of the people' are the factors that favourably position the region as a tourism destination. The tourist entertainment activities practiced contribute positively to the tourist experience, despite not being considered as an election factor.

KEY WORDS: *Tourist entertainment, motivational factors, attraction factors, tourist experience, Alto Trás-os-Montes.*