

# *Does designation as a UNESCO World Heritage Site influence tourist evaluation of a local destination?*

Article

Accepted Version

Mariani, M. M. ORCID: <https://orcid.org/0000-0002-7916-2576> and Guizzardi, A. (2020) Does designation as a UNESCO World Heritage Site influence tourist evaluation of a local destination? *Journal of Travel Research*, 59 (1). pp. 22-36. ISSN 1552-6763 doi: <https://doi.org/10.1177/0047287518821737> Available at <https://centaur.reading.ac.uk/81128/>

It is advisable to refer to the publisher's version if you intend to cite from the work. See [Guidance on citing](#).

To link to this article DOI: <http://dx.doi.org/10.1177/0047287518821737>

Publisher: SAGE Publications

All outputs in CentAUR are protected by Intellectual Property Rights law, including copyright law. Copyright and IPR is retained by the creators or other copyright holders. Terms and conditions for use of this material are defined in the [End User Agreement](#).

[www.reading.ac.uk/centaur](http://www.reading.ac.uk/centaur)

**CentAUR**

Central Archive at the University of Reading

Reading's research outputs online

**Table 1. Descriptive statistics and variable description**

<b>CONTROL VARIABLES</b> (806,945 respondents)									
GENDER		DESTINATION (Overall 106 provinces)		ORIGIN (Overall 289 countries)			AGE		
Male	67.1%	North-West	13.4%	<b>Individual Country</b>	Austria	3.1%	Aged 15-24	6.7%	
Female	32.9%	North-East	16.6%		UK	17.3%	Belgium	2.7%	
<b>PURPOSE</b> (Overall 12 purposes)		Centre	6.2%	Germany	16.9%	<b>Areas of origin</b>		Aged 35-44	30.6%
Leisure	65.5%	South-islands	11.2%	USA	11.1%	Europe (no EU)	32.9%	Aged 45-64	32.7%
Other	34.5%	Milan	12.4%	France	9.0%	Other EU	11.1%	Aged 65-	5.4%
<b>HOLIDAY LENGTH (DAYS)</b>		Venice	9.0%	Spain	5.1%	Asia	5.2%	<b>AVERAGE DAILY EXPENDITURE</b>	
Average	6,5	Florence	6.6%	Netherland	3.4%	Canada and Oceania	3.7%	At destination	139.1 €
Median	4	Rome	24.7%	Switzerland	3.9%	Others	3.5%	Overall	364.6€
<b>DEPENDENT VARIABLES</b>				<b>Break-down of interviews by site and province</b>					
	1 <sup>st</sup> quart.	Median	3 <sup>rd</sup> quart.		# Sites	# Provinces	# interviews (year 2010)		
Perc. Perf. (Destination)	8.0	8.0	9.0	Environment	4	8	2848		
Perceived. Perf. (Art)	8.0	9.0	10.0	Heritage	43	51	32130		
	Valid assessments		Spearman's ρ	Multiple	32	18	20826		
Perc. Perf. (Destination)	96,2%	(776,220)	49,8%	Shared	11	37	30710		
Perceived. Perf. (Art)	87,2%	(703,701)		Others	-	52	11648		

Table 2. Estimates of coefficients (eq. 1)

Proportional eff.	Coeff. Overall S.	Coeff.S. with Art	Proportional eff.	Coeff. Overall S.	Coeff. S. with Art
ZNorth-Est	-0.268***	-0.374***	ZGermany	0.201***	0.531***
ZCentre	-0.161***	-0.365***	ZOtherEU	-0.053***	0.217***
ZSouth-Islands	0.163***	0.267***	ZEurope not EU	0.093***	-0.068***
ZMilan	0.305***	0.235***	ZAsia	0.511***	0.381***
ZVenice	-0.145***	-0.94***	ZCanada,Oceania	0.119***	0.234***
ZFlorence	-0.151***	-1.036***	XHoliday	0.473***	0.396***
ZRome	0.186***	-0.989***	XFemale	-0.225***	-0.227***
ZAustria	-0.309***	0.019	XAged25-34	-0.038***	-0.06***
ZBelgium	0.374***	0.574***	XAged35-44	-0.066***	-0.086***
ZFrance	0.398***	0.417***	XAged45-64	-0.21***	-0.218***
ZUK	-0.136***	0.289***	XAged65-	-0.388***	-0.369***
ZNetherland	0.543***	0.84***	Ni	-0.147***	-0.104***
ZSpain	0.482***	0.396***	Ex	-0.137***	-0.115***
ZUSA	-0.396***	-0.089***	Tr	-0.032***	-0.038***
ZCH	0.174***	0.526***	Ln(Tr)	0.156***	0.206***
Nominal effects	Coeff. Overall S.	Coeff.S. with Art	Nominal effects	Coeff. Overall S.	Coeff. S. with Art
$\alpha_{J^*=1}$	6.044***	6.067***	$UN_{k=0,d=5,J^*=6}$	-0.46***	0.062
$\alpha_{J^*=2}$	5.428***	5.217***	$UN_{k=0,d=5,J^*=7}$	-0.351***	0.175***
$\alpha_{J^*=3}$	4.917***	4.429***	$UN_{k=0,d=5,J^*=8}$	-0.118***	0.212***
$\alpha_{J^*=4}$	4.241***	3.744***	$UN_{k=0,d=5,J^*=9}$	-0.084***	-0.013
$\alpha_{J^*=5}$	3.258***	2.747***	$UM_{k=0,d=5,J^*=1}$	0.087	-0.177
$\alpha_{J^*=6}$	2.145***	1.946***	$UM_{k=0,d=5,J^*=2}$	0.151	-0.279***
$\alpha_{J^*=7}$	0.596***	0.906***	$UM_{k=0,d=5,J^*=3}$	0.019	-0.418***
$\alpha_{J^*=8}$	-1.223***	-0.436***	$UM_{k=0,d=5,J^*=4}$	-0.081	-0.506***
$\alpha_{J^*=9}$	-2.789***	-1.561***	$UM_{k=0,d=5,J^*=5}$	-0.014	-0.459***
$UC_{k=0,d=5,J^*=1}$	-0.381**	0.144	$UM_{k=0,d=5,J^*=6}$	0.255***	-0.276***
$UC_{k=0,d=5,J^*=2}$	-0.312**	0.104	$UM_{k=0,d=5,J^*=7}$	0.368***	-0.019
$UC_{k=0,d=5,J^*=3}$	-0.277***	0.142**	$UM_{k=0,d=5,J^*=8}$	0.317***	0.168***
$UC_{k=0,d=5,J^*=4}$	-0.282***	0.126**	$UM_{k=0,d=5,J^*=9}$	0.374***	0.305***
$UC_{k=0,d=5,J^*=5}$	-0.187***	0.118***	$US_{k=0,d=5,J^*=1}$	-0.281	-0.057
$UC_{k=0,d=5,J^*=6}$	-0.252***	0.048**	$US_{k=0,d=5,J^*=2}$	-0.045	0.103
$UC_{k=0,d=5,J^*=7}$	-0.15***	0.042**	$US_{k=0,d=5,J^*=3}$	0.18*	0.042
$UC_{k=0,d=5,J^*=8}$	-0.051***	-0.042***	$US_{k=0,d=5,J^*=4}$	0.244***	-0.012
$UC_{k=0,d=5,J^*=9}$	-0.13***	-0.155***	$US_{k=0,d=5,J^*=5}$	0.193***	-0.042
$UN_{k=0,d=5,J^*=1}$	-0.225	0.044	$US_{k=0,d=5,J^*=6}$	0.131***	-0.066***
$UN_{k=0,d=5,J^*=2}$	0.205	-0.152	$US_{k=0,d=5,J^*=7}$	-0.018	-0.146***
$UN_{k=0,d=5,J^*=3}$	0.21	-0.268	$US_{k=0,d=5,J^*=8}$	-0.128***	-0.125***
$UN_{k=0,d=5,J^*=4}$	-0.081	-0.233*	$US_{k=0,d=5,J^*=9}$	-0.054***	0.018
$UN_{k=0,d=5,J^*=5}$	-0.466***	-0.131*	Nagelkerke	0.0979	0.1389

\*\*\* p<1%; \*\* p<5% \*p<10%