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Cultural/Heritage Destinations: Tourist Satisfaction and Market Segmentation

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ABSTRACT. This study assessed expectation and satisfaction with a cultural/heritage destination by using an expectation and satisfaction grid. It also segmented the cultural/heritage tourism market based on tourist satisfaction, and then examined the relationship between cultural/heritage destination attributes and the overall satisfaction of tourists in each segment. The findings indicated that there was a significant relationship between destination attributes and overall satisfaction with the cultural/heritage experience. *[Article copies available for a fee from The Haworth Document Delivery Service: 1-800-HAWORTH. E-mail address: <docdelivery@haworthpress.com> Website: <http://www.HaworthPress.com> © 2006 by The Haworth Press, Inc. All rights reserved.]*

KEYWORDS. Cultural/heritage tourism, expectation and satisfaction analysis, Virginia Historic Triangle

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INTRODUCTION

In recent decades, tourism has become the world's largest industry. World travel and tourism is expected to generate nearly \$5.5 billion of economic activity (total demand) in 2004 (World Travel & Tourism Council, 2004). However, as the tourism marketplace has become increasingly saturated, there has been a trend toward increased specialization among tourists with cultural/heritage tourism has becoming the fastest growing segment of the industry (Virginia Department of Historic Resources, 1998). Indeed, cultural/heritage tourism is a growth area in many countries and is seen as a way to boost local culture and aid the seasonal and geographic dispersion of tourism (Richards, 1996). Sigala and Leslie (2005) define "heritage and cultural tourism" as "the segment of the tourism industry that places special emphasis on heritage and cultural attractions" (p. 5). These attractions include art museums, plays, and orchestral and other musical performances, museums, displays, archaeological sites and the like (Sigala and Leslie, 2005).

Americans' interest in traveling to cultural/heritage destinations has been increasing and this trend is expected to continue. For example, historic sites were listed American families as the second more popular type of destination with 49% of respondents listing them. Historic sites were surpassed only by cities (51%) and were followed by beaches (44%), and lakes (35%). Furthermore, the top three activities of tourists were found to be shopping (33%), outdoor activities (18%), and visiting museums and/or historic sites (16%) (Virginia Department of Historic Resources, 1998). The Travel Industry Association of America (Domestic Travel Market Report, 2003) also listed visiting historic destinations as one of the top five activities for tourists in North America.

Recent studies of cultural/heritage tourism have focused on identifying the characteristics, development, and management of cultural/heritage tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit cultural/heritage destinations. Pearce and Balcar (1996) analyzed destination characteristics, development, management, and patterns of demand through an element-by-element comparison of eight heritage sites on the West Coast of New Zealand. Silberberg (1995) provided a common pattern of cultural/heritage tourists by analyzing age, gender, income, and educational level. Formica and Uysal (1998) explored the existing markets of a unique annual event that blends internationally well-known cultural exhibitions with historical settings. In that study, behavioral, motivational, and de-

mographic characteristics of festival visitors were examined by using a posteriori market segmentation.

However, there have been few studies that identify expectations of and satisfaction with cultural/heritage destination attributes, the relationship between cultural/heritage destination attributes and satisfaction, and market segmentation for cultural/heritage tourism. Therefore, this study (1) investigated which cultural/heritage destination attributes were expected and if tourists were satisfied with them, (2) segmented the cultural/heritage tourism market based on tourist satisfaction at cultural/heritage destinations, and (3) examined the relationship between cultural/heritage destination attributes and tourists' overall satisfaction.

TOURIST SATISFACTION

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, and the decision to return (Kozak & Rimmington, 2000). Therefore, our study focused on identifying the cultural/heritage destination attributes, that influence tourists' satisfaction. The study is based on a consumer behavior model that postulates consumer satisfaction is a function of both expectations related to certain attributes, and judgments of a performance regarding those attributes (Clemons and Woodruff, 1992).

One of the most commonly adopted approaches used to study the satisfaction of consumers is expectancy-disconfirmation theory. This theory with its enhanced conceptualizations and variations dominates the study of consumer satisfaction and provides a fundamental framework for satisfaction studies (Oliver, 1980; Parasuraman, Zeithaml, and Berry, 1985). Expectancy-disconfirmation theory holds that consumers first form expectations of a product's performance prior to purchase or use. The gap between expectations and performance is of major concern to service providers and decision makers.

Several researchers have studied customer satisfaction and have used customer satisfaction theories to assess tourist satisfaction with specific tourism destinations. Pizam et al. (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer (dis)satisfaction with one of the attributes leads to (dis)satisfaction with the overall destination. Rust, Zahorik, and Keininghan (1996) explained that the relative importance of each attribute to the overall impression should be investigated because (dis)satisfaction can

be the result of evaluating various positive and negative experiences. Furthermore, Kozak, and Rimington (2000) found destination attributes to be critical to the overall satisfaction levels of tourists.

CULTURAL/HERITAGE DESTINATION ATTRIBUTES

Our study attempted to identify destination attributes that satisfied tourists when they visited cultural/heritage destinations. Therefore, after investigating previous research related to this topic, we selected several attributes of cultural/heritage destinations based on the studies discussed below.

Richards (1996) focused on the marketing and development of European cultural tourism. He examined several attributes related to cultural/heritage destinations in order to analyze European cultural tourism and found a rapid increase in both the production and consumption of heritage attractions. Peleggi (1996) examined the relevance of Thailand's heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. That research provided several attributes of heritage tourism, such as traditional villages, monuments, museums, and temples. Andersen, Prentice and Guerin (1997) identified the important attributes of cultural tourism in Denmark as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit the country. In a similar study in China, Sofield (1998) identified history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craftwork) and folk culture villages as the attributes of significance. Based on the studies cited, we generated a list of 25 attributes for our study. These attributes include cultural/heritage attributes as well as infrastructure attributes, such as information centers, shopping places, indoor facilities, and the like.

THE CHARACTERISTICS OF TOURISTS

The characteristics of tourists are important factors when the researcher analyzes satisfaction with cultural/heritage destinations. Therefore, demographic, socioeconomic, and behavioral indicators are generally used in tourism research to profile tourists by age, gender, in-

come, marital status, occupations, and education or ethnic background (Yavuz, 1994). For example, Silberberg (1995) identified the cultural/heritage tourist as one who: earns more money and spends more money while on vacation; spends more time in an area while on vacation; is more highly educated than the general public; is more likely to be female than male, and tends to be in older age categories.

Formica and Uysal (1998) explored the existing markets of a unique annual event, the Spoleto Festival in Italy that blends internationally well-known cultural exhibitions with historical settings. The behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation. The results of the study showed statistically significant differences between the groups in terms of age, income, and marital status.

Kerstetter, Confer, and Graefe (2001) also investigated whether different types of heritage tourists exist and, if so, whether they differ based on socio-demographic characteristics. They found that tourists with an interest in visiting heritage or cultural sites (i.e., "heritage tourists") tend to stay longer, spend more per trip, are more highly educated, and have a higher average annual income than the general tourists have.

Based on the findings of the cited studies we decided it was important to include demographic and travel behavior characteristics of cultural/heritage tourists in our study. The demographic characteristics included age, gender, total household income, and educational level. Travel behavior characteristics included travel companion, past travel experience, length of stay, decision time taken to select a destination, and sources of information about the destination.

MARKET SEGMENTATION

Elliot-White and Finn (1998) stated that the tourism product has seen a transition to a more customized, flexible, and segmented entity. That transition is evident in the focus away from mass marketing toward one aimed at niche audiences of homogeneous subgroups or market segments (Davis and Sternquist, 1987). With the limited resources available for promotion, it is important for marketers to understand what characteristics of destinations are important to tourists and to identify segmenting dimensions that relate to those dimensions. Even when a segment such as cultural/heritage tourists has been identified, it is still possible that distinct sub-segments exist. If there are distinct sub-segments within the general cultural/heritage tourist segment, then more

specific appeals can be developed not only to attract the general segment of cultural/heritage tourists, but to also appeal to identified subgroups.

Kerstetter, Cofer, and Graefe (2001) supported the concept of visitor segments to heritage destinations and the need to create programs and develop promotional campaigns to address the needs of the individual segments. They found that the more specialized heritage tourists were likely to be motivated to learn about a historical period or event and to experience authentic elements in a cultural/heritage destination.

Weaver, Kaufman and Yoon (2002) examined the underlying market segments that exist about the benefits that visitors seek while visiting heritage destinations. They identified two unique clusters of tourists who visited a heritage destination: "Active Benefit Seekers" and "Loners." The authors found that "Active Benefit Seekers" were not as educated as "Loners" and virtually always traveled with family and friends. On the other hand, "Loners" were very highly educated and some traveled alone. Thus, our study was designed to examine tourist satisfaction with cultural/heritage destination attributes and segment the culture/heritage destination market based on satisfaction, and then profile the delineated segmenting with respect to demographic and travel behavior variables.

METHODOLOGY

Sampling

The sample population for the study was composed of tourists who visited the Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown) in June and August of 2002. The survey was conducted over a two-week period at five different places that are frequently visited in the Virginia Historic Triangle. The distribution of questionnaires was carried out only during the daytime by a group of trained graduate students. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire. They then were asked whether they would participate in the survey. Initially, 400 visitors were contacted. Excluding respondents younger than 18 years of age and refusals, the study generated 300 questionnaires with a response rate of 75%. Among 300 questionnaires, 99 questionnaires had missing questions or items and were excluded, since they had not been fully completed. Thus, a total of 201 questionnaires were used for further analysis.

Variables

The study analyzed which cultural/heritage destination attributes were important in satisfying visitors. To develop an instrument for this study, previous literature was examined to identify instruments used with studies having similar objectives. A preliminary questionnaire was developed based upon a previous instrument used by Kozak and Rimmington (2000). Kozak and Rimmington's study reported findings about destination attributes critical to the overall satisfaction levels of tourists visiting Mallorca, Spain during the winter season.

The questionnaire consisted of two sections. The first section explored destination attributes affecting tourists' expectations and satisfaction levels in relation to a cultural/heritage destination. Respondents were requested to give a score to each of the 25 attributes on their levels of expectations and satisfaction using a 5-point Likert-type scale ranging from very low expectation (1) to very high expectation (5) and from very dissatisfied (1) to very satisfied (5). A final question in this section asked about respondents' overall level of satisfaction with the Virginia Historic Triangle (1 = extremely dissatisfied, 7 = extremely satisfied). Another section of the questionnaire gathered the respondents' demographic and travel behavior characteristics, including gender, age, state of origin, educational level, total household incomes (USD), past experience with a cultural/heritage destination, decision time to travel, length of stay, travel companion, and distance of travel (miles).

Data Analysis

Several statistical techniques were used to analyze the data. First, the expectation-satisfaction analysis positioned the grand means for expectation and satisfaction, which determined the placement of the axes on an expectation-satisfaction grid. The placement of each cultural/heritage destination attribute on expectation-satisfaction grid was accomplished by using the means of expectation and satisfaction as the coordinates. Second, factor analysis was conducted to create correlated variable composites from the original 25 attributes and to identify a smaller set of dimensions, or factors that explained most of the variance between the attributes and the derived factor scores. Third, cluster analysis was prepared to segment the market into homogeneous groups based upon the identified factors. Fourth, discriminant analysis was used to identify and delineate the factors that most effectively discriminate between clusters. Fifth, demographic characteristics and travel be-

havior characteristics of tourists in each cluster were developed and compared using Chi-square tests to determine if there were statistical differences among the clusters. Last, multiple regression analysis was used to examine tourists' overall levels of satisfaction with the cultural/heritage destination for each cluster.

RESULTS

Profiles of Respondents

The demographic characteristics and travel behavior characteristics of the respondents are shown in Table 1. In the demographic characteristics of tourists, the gender distribution of the respondents was quite even, with 48.8% female respondents and 50.2% male respondents. The dominant age group of the respondents was 38 to 47 years (39.8%), followed by 48 to 57 years (20.4%), 28 to 37 years (19.9%), and 18 to 27 years (10.4%), whereas 58 years and older made up the smallest group, representing 6.5% of the respondents. Most of the respondents (66.1%) reported that they live in other states of the United States and 29.4% of the respondents live in Virginia, whereas 4.5% of the respondents were international tourists. In terms of level of education, 53.2% of the respondents had college/university education, 34.4% of the respondents the post-graduate education and 12.4% of the respondents had secondary school education. This shows the relatively high educational attainment of the respondents. With regard to respondents' annual household income, the largest group included those with an annual household income of \$80,000 or above (44.8%), followed by \$60,000 to \$79,999 (20.4%), \$40,000 to \$59,999 (19.9%), and \$20,000 to \$39,999 (11.4%). Only 3.5% of the respondents had an annual household income of \$19,999 or below.

Nearly 23% of the respondents did not have previous experience with the Virginia Historic Triangle, whereas 77.1% of the respondents visited one time or more. Almost 40% of the respondents planned their travel one month or less in advance and 39.3% of the respondents planned two to four months in advance of the travel. The smallest group of the respondents (20.9%) planned their trip five months or more in advance. In the category of the length of stay, 58.2% of the respondents stayed for two to four days, followed by for five to seven days (22.9%), and for 1 day (13.9%). Only 5.0% of the respondents stayed eight days or more. Over 97% of respondents traveled with a partner, friends, and

TABLE 1. Profiles of Respondents (N = 201)

Variable	N	(%)
Gender		
Male	101	50.2
Female	100	48.8
Age (years)		
18-27	21	10.4
28-37	40	19.9
38-47	80	39.8
48-57	41	20.4
58-67	13	6.5
67+	6	3.0
States		
Virginia	59	29.4
Other States	133	66.1
Abroad	9	4.5
Education levels		
Primary and Secondary school	25	12.4
College	107	53.2
Graduate school	69	34.4
Total house incomes (USD)		
19,999 or less	7	3.5
20,000-39,999	23	11.4
40,000-59,999	40	19.9
60,000-79,999	41	20.4
80,000 or above	90	44.8
Past experience in cultural/heritage sites		
Yes	155	77.1
No	46	22.9
How long in advance planned to visit Virginia Historic Triangle		
1 month or less	80	39.8
2-4 months	79	39.3
5 months or more	42	20.9
Length of stay		
1 day	28	13.9
2-4 days	117	58.2
5-7 days	46	22.9
8 or above	10	5.0
Party in the group		
Alone	2	1.0
A couple	41	20.4
Family members	121	60.2
Friends/relatives	34	16.9
Organized groups	3	1.5
Distance of travel (miles)		
100 or less	42	20.9
101-300	62	30.8
301 or more	97	48.3
Total	201	100

Note: The useable questionnaire consisted of 201 respondents out of 300 sampled respondents.

family members, whereas only 2.5% of respondents traveled alone or with organized groups. The largest group of the respondents (48.3%) traveled 301 miles or more to the Virginia Historic Triangle, the middle group of the respondents (30.8%) traveled 101 to 300 miles, and the smallest group of the respondents (20.9%) traveled 100 miles or less.

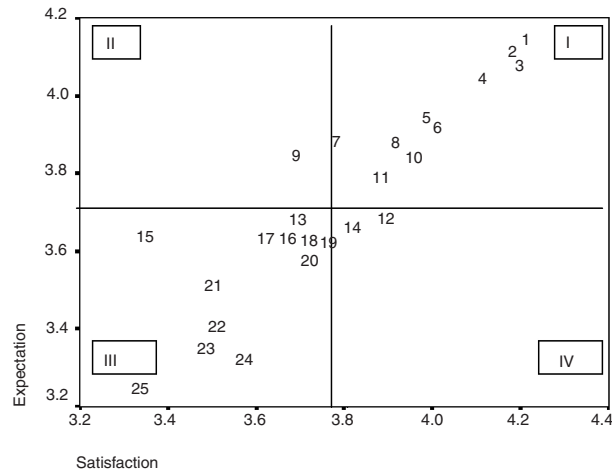
Expectation-Satisfaction Analysis

The average level of satisfaction with various attributes of the Virginia Historic Triangle and the average expectation of these attributes were calculated for the overall sample (Figure 1). The placement of each attribute on an expectation-satisfaction grid was accomplished by using the means of the expectation and satisfaction scales as the coordinates, and plotting them on a two-dimensional grid.

This expectation-satisfaction grid (Figure 1) positioned the grand means for satisfaction ($X = 3.79$, $SD = 0.25$) and expectation ($X = 3.68$, $SD = 0.26$), which determined the placement of the axes on the grid. Each attribute on the grid could then be analyzed by locating the appropriate quadrant in which it fell. Therefore, attributes in the top right quadrant (quadrant I) were rated very satisfied and the level of expectation was rated above average. Attributes in the top left quadrant (quadrant II) were rated less satisfied, and the level of expectation was above the average. Attributes in the bottom left quadrant (quadrant III) were considered less satisfied, and expectation level was below average. Finally, attributes in the bottom right quadrant (quadrant IV) were rated above average on satisfaction, but were rated below average on expectation.

Figure 1 shows the overall ratings of tourists' perception of Virginia Historic Triangle. "Historical building," "cultural villages," "traditional scenery," "architecture," "information centers," "atmosphere/people," "accessibilities," "historic people," and "theme parks" were located in the upper right-hand quadrant (high satisfaction, high expectation). Only "accommodation" was located in the upper left-hand quadrant (low satisfaction, high expectation). "Galleries," "handicrafts," "theaters," "festival/events," "religious places," "indoor facilities," "expensiveness," "tour packages," "souvenirs," "climate/weather," "food," and "guides" were rated below average for both satisfaction and expectation (lower left-hand quadrant). The respondents' perceived "museums," "monuments," and "shopping places" higher than average on satisfaction but below average on expectation (lower right-hand quadrant).

FIGURE 1. Expectation-Satisfaction Grid



Note: a. Mean values of expectation and satisfaction are computed on the basis of 5-point Likert scale.
b. Attributes:

- | | | |
|------------------------|-----------------------|----------------------|
| 1. Historic buildings | 10. Museums | 19. Guides |
| 2. Architectures | 11. Theme parks | 20. Galleries |
| 3. Traditional scenery | 12. Monuments | 21. Souvenirs |
| 4. Atmosphere/people | 13. Climate/weather | 22. Tour packages |
| 5. Historic people | 14. Shopping centers | 23. Arts |
| 6. Cultural villages | 15. Expensiveness | 24. Religious places |
| 7. Accessibility | 16. Festivals/events | 25. Theaters |
| 8. Information centers | 17. Food | |
| 9. Accommodations | 18. Indoor facilities | |

Factor Analysis

Twenty-five cultural/heritage destination attributes were factor analyzed using principle component analysis with varimax rotation for the purpose of finding underlying dimensions. Factor analysis is useful in exploring underlying dimensions that can be used in interpreting relationships among sets of many interrelated variables. The latent root value (eigenvalue) of 1.0 was used for factor inclusion and a factor loading of 0.4 was used as the benchmark to include items in a factor (Hair, Anderson, Tatham, & Black, 1998). Table 2 shows the results of the factor analysis. Five attributes were dropped due to their failure to load on any factor at the level of 0.40 (or higher). These were “religious places,” “arts,” “expensiveness,” “climate/weather,” and “accommodations.” The appropriateness of factor analysis was determined by the

TABLE 2. Factor Analysis Results of Satisfaction of Attributes in Virginia Historic Triangle

Attributes	Factor Loading			
	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1: Cultural/Heritage Attraction				
Historic buildings	0.798			
Cultural villages	0.689			
Architecture	0.683			
Historic people	0.655			
Monuments	0.637			
Museums	0.621			
Traditional scenery	0.572			
Galleries	0.528			
Factor 2: General Tour Attraction				
Festivals/events		0.716		
Theaters		0.698		
Tour packages		0.679		
Theme parks		0.621		
Guides		0.618		
Indoor facilities		0.590		
Factor 3: Shopping Attraction				
Shopping places			0.742	
Food			0.735	
Souvenirs			0.494	
Factor 4: Information Factor				
Atmosphere/people				0.819
Accessibilities				0.662
Information centers				0.482
Eigenvalue	9.183	1.622	1.215	1.112
Variance (%)	43.729	7.723	5.788	5.294
Cumulative variance (%)	43.729	51.452	57.240	62.534
Reliability Alpha (%)	85.67	84.54	70.22	72.38
Number of items (total = 20)	8	6	3	3

Note: Extraction Method—Principal Component Analysis.

Rotation Method—Varimax with Kaiser Normalization.

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.912

Bartlett's Test of Sphericity: $p = 0.000$ ($X^2 = 1,477.359$, $df = 210$)

Kaiser-Meyer-Olkin (KMO = 0.912) measure of sampling adequacy and the Bartlett's Test of Sphericity ($p < 0.000$). Cronbach's Coefficient Alpha was used to estimate factor reliabilities. The alpha coefficients ranged from 0.702 to 0.857 for the four factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Hair, Anderson, Tatham, & Black, 1998).

Four factors underlying tourists' satisfaction with cultural/heritage attributes in the Virginia Historic Triangle emerged. Cultural/Heritage Attraction (Factor 1) accounted for 43.73% of the variance, with an eigenvalue of 9.18%, and a reliability of 85.67%. This factor was loaded with eight attributes, including "historic buildings," "culture villages,"

“architectures,” “historic people,” “monuments,” “museums,” “traditional scenery,” and “galleries.” General Tour Attraction (Factor 2) contained six attributes and explained 7.72% of the variance in the data, with an eigenvalue of 1.62 and a reliability of 84.54%. The attributes associated with this factor dealt with the general tour items, including, “festivals/events,” “theaters,” “tour packages,” “theme parks,” “guides,” and “tour packages.” Shopping Attraction (Factor 3) loaded with three attributes. This factor accounted for 5.79% of the variance, with an eigenvalue of 1.22, and a reliability of 70.22%. These attributes were “food,” “shopping places,” and “souvenirs.” Information Factor (Factor 4) contained three attributes. This factor accounted for 5.30% of the variance, with an eigenvalue of 1.11, and a reliability of 72.38%. The attributes were “atmosphere/people,” “accessibilities,” and “information centers.”

Cluster Analysis

Two different types of cluster analysis techniques were performed to identify groups of tourists based on similarities in satisfaction on the delineated factors. The four factors extracted in factor analysis were used as clustering variables. First, a hierarchical cluster analysis was employed. This helped to determine the number of clusters and identify outliers. Second, a non-hierarchical method, the K-Mean clustering technique, was applied with cluster centers from the hierarchical results as the initial seed points.

Evaluating agglomeration coefficients and utilizing a K-Mean cluster analysis, a two-cluster solution was determined best in grouping respondents. A total of 106 (53%) respondents were grouped into the first cluster and 94 (47%) into the second cluster (Table 3). The results of the *F*-test revealed that the four factors had significant differences between

TABLE 3. Cluster Analysis Results of Tourists' Satisfaction with Virginia Historic Triangle

Factors	Moderate Satisfiers (N = 106)	Enthusiastic Satisfiers (N = 94)
Cultural/Heritage Attraction	3.67	4.44
General Tour Attraction	3.20	4.20
Shopping Attraction	3.21	4.19
Information Factor	3.43	4.52

Note: Mean values are computed on the basis of 5-point Likert scale (1 = very dissatisfied, 5 = very satisfied).

the clusters ($p < 0.000$). In order to delineate the differences in satisfaction between the two clusters, mean scores for each satisfaction were calculated. The mean scores of each factor for Cluster II were consistently higher than those of Cluster I, implying that tourists in Cluster II are more satisfied with the Virginia Historic Triangle than those of in Cluster I. Therefore, Cluster I was named "Moderate Satisfiers" and Cluster II was named "Enthusiastic Satisfiers."

Discriminant Analysis

Stepwise discriminant analysis was performed to identify and delineate which satisfaction factors discriminate between the two clusters (Table 4). According to the scores derived from the Wilks' lambda method, one discriminant function was derived with an eigenvalue of 1.95, a p value of 0.00, and a canonical R of 0.813. Factor 2, "General Tour Attraction," was the highest discriminator between two clusters, followed by Factor 4 (Information Factor), Factor 3 (Shopping Attraction), and Factor 1 (Cultural/Heritage Attraction).

Chi-Square Tests

Demographic characteristics and travel behavior characteristics of tourists in each cluster were developed and compared using Chi-square tests to determine if there were statistical differences among the clusters. Among the five demographic and the five travel behavior characteristics, only gender ($X^2 = 15.737$, $df = 1$, $p = 0.000$) and decision time to travel ($X^2 = 6.863$, $df = 2$, $p = 0.032$) had significant differences between Cluster I and Cluster II. As presented in Table 5, a higher percentage of the respondents in Cluster I (Moderate Satisfiers) was male (67.0% in Cluster I versus 33.0% in Cluster II). In terms of decision

TABLE 4. Discriminant Analysis Results of Tourists' Satisfaction with Virginia Historic Triangle

Factors	Coefficients	F-ratio	p	Discriminant ranking
General Tour Attraction	0.838	31.677	0.000*	1
Information Factor	0.828	30.397	0.000*	2
Shopping Attraction	0.778	25.131	0.000*	3
Cultural/Heritage Attraction	0.669	16.566	0.000*	4

Note: Eigenvalue = 1.945; Canonical correlation = 0.813; Wilks's lambda = 0.340; $df = 14$; $p = 0.000^*$

TABLE 5. Chi-Square Test Results of a Tourists' Characteristics of Clusters

Characteristics	Moderate Satisfiers (N = 106)	Enthusiastic Satisfiers (N = 94)	Chi-square values	<i>p</i>
Gender			15.737	0.004
Male	67.0%	33.0%		
Female	39.0%	61.0%		
Decision			6.863	0.032
1 month or less	50.0%	50.0%		
2-4 months	63.3%	36.7%		
5 months or more	39.0%	61.0%		

time to travel, Cluster I represented 63.3% of the respondents who planned two to four months in advance of travel while Cluster II had 36.7% of the respondents who planned two to four months in advance. Cluster II represented 61.0% of the respondents who decided five month or more in advance while Cluster I had 39.0% of the respondents in that category.

Multiple Regression Analysis

In order to further reveal the factors that influenced overall satisfaction for each cluster, the four orthogonal factors were used in a multiple regression analysis. The multiple regression procedure was employed because it provided the most accurate interpretation of the independent variables. The four independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, tourists' overall level of satisfaction, was measured on a 7-point Likert-type scale and was used as a surrogate indicator of tourists' evaluation of the satisfaction with the Virginia Historic Triangle.

Table 6 shows the results of the regression analysis. In Cluster I (Moderate Satisfiers), the model was significant and explained 25% of the variance in overall satisfaction ($F = 5.59$, $p = 0.000$). It revealed that only Factor 1 (Cultural/Heritage Attraction, $\beta_1 = 0.56$, $p = 0.000$) had a significant relationship with tourist's overall satisfaction with the Virginia Historic Triangle.

In Cluster II (Enthusiastic Satisfiers), the model was also significant and explained 36.3% of the variance in overall satisfaction ($F = 7.85$, $p = 0.000$). The beta coefficients also revealed that Factor 1 (Cultural/Heri-

TABLE 6. Regression Analysis Results of Tourists' Overall Satisfaction Level Based on the Dimensions

Clusters	Independent variables	B	SE	Beta	t	p
Moderate Satisfiers						
	(Constant)	5.183	0.179		28.999	0.000*
	Cultural/Heritage Attraction	0.541	0.115	0.558	4.716	0.000*
	General Tour Attraction	0.220	0.137	0.206	1.608	0.113
	Shopping Attraction	0.177	0.138	0.165	1.289	0.202
	Information Factor	0.182	0.124	0.182	1.471	0.146
Enthusiastic Satisfiers						
	(Constant)	5.255	0.163		32.159	0.000*
	Cultural/Heritage Attraction	0.582	0.122	0.547	4.781	0.000*
	General Tour Attraction	0.316	0.116	0.313	2.717	0.009*
	Shopping Attraction	0.320	0.106	0.336	3.014	0.004*
	Information Factor	0.430	0.136	0.373	3.157	0.003*

Note: Dependent variable: Tourists' overall satisfaction with the Virginia Historic Triangle.
 Independent variables: Four factors.
 Cluster I (Moderate Satisfiers): $R^2 = 0.250$, F ratio = 5.593 (* $p = 0.001$)
 Cluster II (Enthusiastic Satisfiers): $R^2 = 0.363$, F ratio = 7.852 (* $p = 0.000$)

tage Attraction, $\beta_1 = 0.55$, $p = 0.000$) carried the heaviest weight for overall satisfaction, followed by Factor 4 (Information Factor, $\beta_4 = 0.37$, $p = 0.003$), Factor 3 (Shopping Attraction, $\beta_3 = 0.34$, $p = 0.004$), and Factor 2 (General Tour Attraction, $\beta_2 = 0.31$, $p = 0.009$).

The results indicated that a one-unit increase in satisfaction with the Cultural/Heritage Attraction would lead to a 0.55 unit increase in tourists' overall level of satisfaction with the Virginia Historic Triangle, other variables being held constant. In conclusion, all underlying dimensions of Cluster II were significant. Thus, the results of multiple regression analysis revealed that there was a significant relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists.

CONCLUSIONS AND IMPLICATIONS

Based on the results of this study, several recommendations can be made to increase tourist satisfaction with Virginia Historic Triangle. First, the findings of the study supported the previous studies (Silverberg, 1995; Weaver et al., 2002) with regards to general demographics. For

example, the respondents had a relatively high income (67.2% had an annual income \$60,000) and most of the respondents had at least some college (87.4%).

Second, expectation-satisfaction analysis can be used to generate suggestions for managers in both the public and private sectors by differentiating between quadrants on the expectation-satisfaction grid. For example, quadrant I, which indicated high satisfaction and high expectation, identifies the attributes that the destination should strive to maintain or keep up the good work with. In addition, quadrant II, which included the low satisfaction and high expectation attribute (accommodation), identifies a critical area for improvement. Therefore, destination developers should develop several types of accommodations in order to meet tourists' demands, because accommodation types would be important sources of satisfaction or dissatisfaction for tourists who are repeat tourists.

Third, segmentation represents a powerful marketing tool because it can be used to identify what is important to specific groups of tourists. Thus, this study used cluster analysis, discriminant analysis, and Chi-square tests to help understand the nature of the cultural/heritage tourism market and identify the characteristics of each segment. The findings of this study revealed that cultural/heritage tourists consisted of two heterogeneous groups. Consequently, planners and marketers of culture/heritage destination should pursue specific and differentiating strategies/heritage tourism to reach these two target markets using the most appropriate promotional means and delivering specific messages. Both Moderate Satisfiers and Enthusiastic Satisfiers are important to the cultural/heritage management and make up the current cultural/heritage market. Therefore, the challenge is to concentrate on degrees of differences and levels of importance of satisfaction to develop marketing strategies.

Finally, the results of the study revealed that even if four factors (Cultural/Heritage Attraction, General Tour Attraction, Shopping Attraction, and Information Factors) had significant relationships with overall satisfaction in Cluster I, Cultural/Heritage Attraction appeared to be a more important factor that influences overall satisfaction than General Tour Attraction, Shopping Attraction, and Information Factors. This finding can be of use to planners and marketers of cultural/heritage tourism in formulating strategies to maintain or enhance their competitiveness. In other words, destination promoters would be able to know which destination attribute(s) they should highlight and/or downplay in allocating resources. Thus, the study helps to identify the importance of

cultural/heritage destination factors as perceived by tourists to the Virginia Historic Triangle.

LIMITATIONS

The results of this study need to be viewed in light of its limitations. These limitations, along with the study's findings, suggest directions for further research. First, because the Virginia Historic Triangle may not be representative of all cultural/heritage destinations, a future study would gain by including a greater diversity of destinations. Future studies must investigate destinations with characteristics different from the Virginia Historic Triangle in order to compare the findings of this study with those of other destinations. Second, although non-refusal (response) was not checked in the study, given the number of contacts made and completed questionnaire, it was assumed that the sample is representative of the visitor markets to the Virginia Historic Triangle. Third, even though the segmentation based on tourist satisfaction with cultural/heritage destination attributes revealed a number of useful insights for managerial implications, it is important to mention that tourists' satisfaction represents only one significant component of travel behavior. Therefore, future studies in segmentation analysis should incorporate other elements, such as motivation, preference, and perception.

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