

Developing a Typology of Heritage Site Visitors: A Consumer Styles Inventory Approach

Sunčana Piri Rajh^{*+}

Edo Rajh^{**}

Sandra Horvat^{***}

Abstract: *The purpose of this paper is to examine the behaviour of heritage site visitors using a consumer decision-making styles framework and to identify different groups of visitors based on their behavioural patterns and criteria when selecting a heritage site. To investigate the behaviour of heritage site visitors and identify different groups, an empirical research was conducted. Data were collected from 332 respondents and analysed using descriptive statistics, exploratory and confirmatory factor analysis, Cronbach's alpha coefficient, and k-means cluster analysis. The current study found that seven out of eight consumer decision-making styles related to visiting heritage sites were identified. In addition, k-means cluster analysis revealed that respondents could be classified into three clusters based on their consumer decision-making styles. These findings have important implications for the marketing strategies of heritage sites. At the end of the paper, implications are discussed and recommendations for future research are suggested.*

Keywords: consumer decision-making styles; Consumer Styles Inventory (CSI); heritage sites; cluster analysis; consumer behaviour

JEL Classification: M31; M39; Z33

* University of Zagreb Faculty of Economics and Business, Zagreb, Croatia.

+ Sunčana Piri Rajh is corresponding author. E-mail: spiri@net.efzg.hr

** The Institute of Economics, Zagreb, Croatia.

*** University of Zagreb Faculty of Economics and Business, Zagreb, Croatia.

Introduction

According to Brumann (2015, p. 414), “cultural heritage includes the sites, things, and practices a society regards as old, important, and worthy of conservation”. The recognition of culture and heritage relevance in tourism is of significant importance since tourism represents one of those sectors that induces positive economic outcomes (Farid, 2015). Likewise, the cultural heritage investments are beneficial for local economies since they positively affect employment, income, and cultural consumption (Bowitz & Ibenholt, 2009). On the other hand, both culture and cultural heritage represent important motivators for potential visitors to engage in tourism activities (Nyaupane & Andereck, 2016). Therefore, it is useful to determine which attributes are important for consumers when they want to visit and experience a heritage site, and whether visitors in the observed research context can be divided into different segments based on their consumer decision-making style (CDMS).

Although the literature (e.g., Atadil, Sirakaya-Turk, Meng & Decrop, 2018; Mc-Kercher, 2002; McKercher & du Cros, 2003) indicates that there are studies on the typology of tourists based on their consumer decision-making styles, our research revealed that the literature regarding a typology of heritage site visitors within the same theoretical framework is rather scarce. In order to decrease identified gap, the aim of this research was to explore the behaviour of heritage site visitors based on a CDMS, as the literature (e.g., Mohsenin Sharifsamet, Esfidani & Skoufa, 2018) suggests that the theoretical concept of CDMS can serve as a useful market segmentation tool in numerous contexts. Moreover, this approach was applied because it is suitable for identifying different consumer groups based on their behavioural patterns and the criteria that are important to them when selecting a product, in this case a heritage site to visit. All of this could lead to a deeper understanding of consumer behaviour in tourism, as it provides a solid basis for selecting target market segments. Consequently, the aforementioned approach could be of significant importance in developing appropriate marketing strategies to attract different types of visitors to heritage sites.

The structure of the paper is as follows. After the Introduction, the literature review includes a description of the theoretical concept of consumer decision-making style (CDMS) and a description of typologies of cultural tourists based on previous research. The next section of the paper contains the conceptual framework and proposed hypotheses. The methodological part of the paper describes the research results, followed by a findings discussion and managerial implications. Concluding remarks are given at the end of the paper. Finally, the main research limitations and recommendations for future research are also provided in this part of the paper.

Literature review

From the second half of the 20th century researchers were using different approaches in determining consumer decision-making styles (Bakewell & Mitchell, 2003). As a result, there are three main streams of research focusing on (1) consumer typology, (2) psychographics/lifestyle and (3) consumer characteristics (Lysonski, Durvasula & Zotos, 1996).

The most influential and systematic approach was proposed by Sproles and Kendall (1986) and is known as the Consumer Styles Inventory (CSI). This approach is based on the assumption that consumers adopt a relatively fixed “personality” when shopping, which leads to predictability of purchase decisions and can be used to classify consumers into specific groups (Lysonski & Durvasula, 2013). Due to its systematic approach, it has been widely used to examine shopping styles related to different products and different retail formats in different cultural settings (Sarkar, Khare & Sadachar, 2020). In addition, the literature suggests that consumer decision-making styles are relatively stable over time (Walsh, Hennig-Thurau, Wayne-Mitchell, & Wiedmann, 2001), making the CDMS a beneficial tool for market segmentation in different product categories (Eom, Youn, & Lee, 2020).

Sproles and Kendall (1986, p. 268) defined a consumer decision-making style “as a mental orientation that characterizing consumer’s approach to making choices”. According to these authors, there are eight different decision-making styles, namely: (1) perfectionism or high-quality consciousness, (2) brand consciousness, (3) novelty-fashion consciousness, (4) recreational, hedonistic shopping consciousness, (5) price and “value for money” shopping consciousness, (6) impulsiveness, (7) confusion from overchoice, and (8) habitual, brand-loyal orientation.

The theoretical concept of consumer decision-making styles is widely used in consumer research. However, there is a paucity of literature on consumer decision-making styles related to visiting heritage sites. This demonstrates the importance of understanding the different behaviours of heritage site visitors, as it provides valuable insight into this part of their consumer behaviour as well as the characteristics that are important to them when selecting heritage sites.

There are several reasons why the CDMS framework is widely used in consumer research. First, as Leo et al. (2005, p. 34) note, “consumer characteristics can be measured in decision making via a study of consumer styles”. Another reason is the potential of the CDMS as a valuable tool for market segmentation (Eom, Youn, & Lee, 2020) due to its relative stability over time (Walsh et al., 2001). This makes the CDMS a firm foundation for developing a consumer typology in various research contexts, and one of them is tourism consumer behaviour.

A considerable amount of literature has been published on the typology of cultural tourists, indicating that tourism consumer behaviour is characterized by different factors that can be used as a basis for market segmentation. For example, research

conducted by McKercher (2002) has shown that five types of cultural tourists can be identified based on two dimensions: the importance of cultural tourism to tourists' decision to visit a destination and the depth of the experience they seek. According to McKercher (2002), the identified tourist segments differ in terms of their behaviour at the destination and their choice of what type of attraction is worth visiting.

In addition, a study conducted by Vareiro, Ribeiro, and Remoaldo (2019) found that there are three different clusters of tourists regarding their perception of tourist destination attributes, indicating that the perceived quality of the destination has the strongest influence on tourists' decision to revisit the destination, while previous visits have the least influence on this decision. In the context of cultural heritage sites, a study conducted by Nyaupane and Andereck (2016) revealed two distinct groups (and additional five subgroups) of cultural tourists based on their most influential reason for visiting a site (culture, arts or heritage activities, special events, festivals, nature, sports, and business).

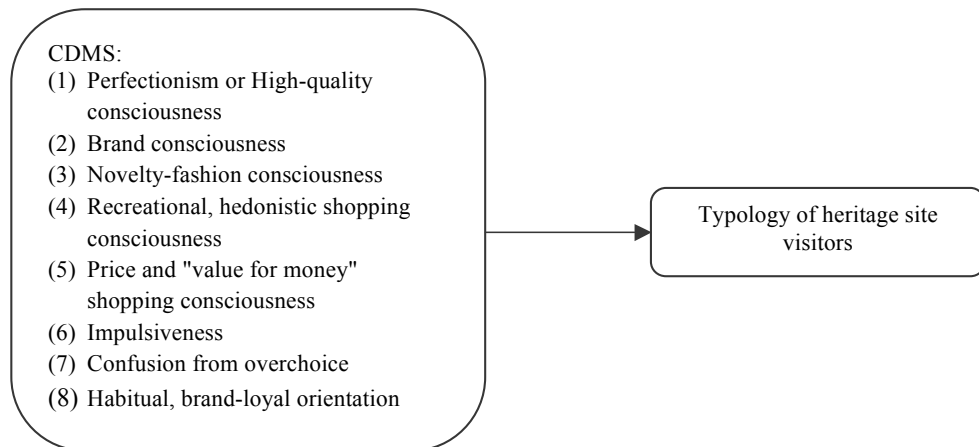
Yan, So, Morrison, and Sun (2007) conducted a research that revealed variations even in a group of tourists characterized by high participation rate in visiting heritage relics. Namely, Yan et al. (2007) distinguished between two groups of heritage tourists, with the "motivated heritage visitors" citing visiting heritage sites as a reason for visiting a destination, while the other group, referred to as "heritage site visitors" were tourists who participated in heritage activities but did not consider heritage tourism as a reason for visiting a destination. In addition, significant differences in age and nationality of respondents were found between these two groups of visitors.

Conceptual Framework

As can be seen from previous discussion, there are significant differences in the consumption patterns of tourists. Consequently, cultural tourists cannot be considered as a homogeneous market. Therefore, different marketing approaches should be considered to attract different tourist segments to visit specific heritage sites and meet their specific needs.

To test the applicability of the CDMS framework in the context of heritage site visiting, we developed a conceptual framework, as shown in Figure 1, and a set of hypotheses about the applicability of each consumer decision-making style in developing a typology of heritage site visitors.

Figure 1: Conceptual framework



Consumers who score high on the perfectionism dimension focus on the highest level of product quality. For these consumers, a “good enough” product is not an option, as they do not compromise when it comes to quality (Adeleke, Ghasi, Udoh, Kelvin-Iloafu, & Enemuo, 2019). Since quality as such is difficult to assess, these consumers use other cues such as a higher price or higher promotional intensity to satisfy their high standards (Rezaei, 2015). In the context of visiting heritage sites, it can be argued that consumers who are predominantly of this style tend to search extensively and systematically for information due to their quality-oriented behaviour, in order to visit only those heritage sites that provide them with meaningful engagement, knowledge gain and the most enriching and profound experience. According to the study by Masberg and Silverman (1996), the acquisition of knowledge about specific facts and personal experiences are the two main outcomes of visiting heritage sites. Therefore, the following hypothesis is proposed:

H1: It is possible to apply the CDM style - Perfectionism or High-quality consciousness in developing a typology of heritage site visitors.

Brand-conscious consumers are those who are guided in their purchase decisions by well-known brands (Leo, Bennett, & Härtel, 2005), which are usually more expensive (Bakewell & Mitchell, 2003). For consumers who exhibit high levels of brand consciousness, brands represent status and prestige, so they tend to postpone purchases if they do not have sufficient funds to buy the desired brand at a given time (Zhang & Kim, 2013). When it comes to visiting heritage sites, brand-conscious consumers may be the ones who prefer the most visited heritage sites because such behaviour provides them with an experience they can share with others, thus fulfilling their need to be admired and respected by others. This points to the importance of the social benefits of visiting heritage sites, as described in Masberg and Silverman’s

(1996) study. On the other hand, based on Aaker's (1991) brand equity model, it could be argued that the extent to which a heritage site is known as a brand by the public (i.e. brand awareness) could positively influence consumer confidence in choosing which heritage site to visit. The theoretical construct of heritage brand awareness was examined in the study by Mohammed, Mahmoud and Hinson (2021), and applied items measured perceptions of how well-known and famous a heritage site's brand is. Accordingly, the following hypothesis is proposed:

H2: It is possible to apply the CDM style - Brand consciousness in developing a typology of heritage site visitors.

Consumers who like new products and enjoy being in style are referred to as the novelty-fashion conscious segment. They exhibit high level of innovativeness so they are always seeking new products available in the market for the sake of excitement (Nayeem & Casidy, 2015). They tend to be the first to buy new products, and they buy new products more frequently than the average consumer (Maggioni, Sands, Kachouie, & Tsarenko, 2019). Because new products usually have higher price levels, these consumers are less price sensitive and more likely to make purchase decisions impulsively (Walsh et al., 2001). In the context of tourist travellers, it can be argued that people who are highly novelty-fashion conscious find it very important to visit newly renovated heritage sites. One possible explanation for why potential visitors place a high value on a newly opened, restored and/or renovated heritage site could be the expected outcome of visiting a heritage site – a unique experience through the carefully designed atmosphere and aesthetic setting of a cultural heritage site that provides insight into the specific historical period with which a site is associated (as reported in the study by Masberg and Silverman, 1996). In addition, the novelty consciousness associated with visiting heritage sites could be related to the consumer's perception of experiencing something new, unique and different (as indicated by the adjusted items of the measurement scale used in the study by Rasoolimanesh, Seyfi, Hall and Hatamifar, 2021). Based on this discussion, the following hypothesis is proposed:

H3: It is possible to apply the CDM style - Novelty-fashion consciousness in developing a typology of heritage site visitors.

Consumers who find shopping enjoyable are characterized as recreational or hedonistic shopping conscious consumers. They engage in shopping activities because they consider it fun and often use shopping trips as a means of socializing with their peers (Soni & Dawra, 2020). Their evaluation of shopping is dominantly directed at hedonistic elements and sensory aspects of the experience (Maggioni et al., 2019) like store atmospherics and assortment diversity (Rezaei, 2015). Similarly, consumers who score high on this type of consumer decision-making style might consider the hedonistic benefits of visiting a heritage site as the most important criterion for their choice. This type of CDMS suggests that not only cultural, educational and/or authenticity-related experiences are sought when visiting heritage sites, but also entertainment (all of which are recognised in the literature; e.g. Rasoolimanesh et al.,

2021); in other words, entertainment could also be a highly valued benefit for potential heritage site visitors. Hence, the following hypothesis is proposed:

H4: It is possible to apply the CDM style - Recreational, hedonistic shopping consciousness in developing a typology of heritage site visitors.

Price or “value for money” shopping consciousness segment, as the name suggests, includes consumers that find the price to be a key factor in their purchase decision. Price conscious consumers are focused on minimizing the price paid and comparing price levels between different alternatives (Maggioni et al., 2019). As such, they will look for products with lower prices, sale prices or products that offer “value for money” proposition (Lysonski & Durvasula, 2013). When it comes to visiting heritage sites, consumers may look for heritage sites that they believe offer the best value for money. In addition, it can be argued that when planning their visit, price-conscious consumers are likely to focus on selecting heritage sites that they can visit at a lower cost. This may involve, for example, an entrance fee (as a primary monetary cost) and any other (secondary monetary) costs that the consumer must pay to visit the heritage site. This classification of costs is recognized in the literature by numerous authors (see, e.g., Snoj, Pisnik Korda & Mumel, 2004). Price is an important criterion for consumers when choosing a heritage site. This is confirmed, for example, by the results of empirical research by Masiero and Nicolau (2012), a study that shows the possibility of market segmentation based on consumers’ price sensitivity in the context of tourist choice. Therefore, the following hypothesis is proposed:

H5: It is possible to apply the CDM style - Price or “value for money” shopping consciousness in developing a typology of heritage site visitors.

Consumers who are members of the impulsiveness segment are not careful shoppers, meaning that they do not spend much time planning their shopping trips or tracking their expenses (Bakewell & Mitchell, 2003). Their purchase decisions are often based on an emotional rather than a rational evaluation of the product (Nayeem & Casidy, 2015). Since previous research studies indicate that impulse buying is a hedonistically motivated behaviour (Meng & Xu, 2012), it is reasonable to assume that heritage sites have the potential to capture consumers’ attention and encourage them to make an unplanned visit based on the hedonistic benefits they provide. Hence, the following hypothesis is proposed:

H6: It is possible to apply the CDM style - Impulsiveness in developing a typology of heritage site visitors.

Consumer decision-making style, referred to as “confusion by over choice,” reflects that consumers are overwhelmed by the number of brands, stores, and consumer information, making it difficult to make a purchasing decision (Adeleke et al., 2019). This is in line with the view of Leng and Botelho (2010). According to these authors, there are several reasons why consumers may be confused in their decisions, and one of them is an excessive amount of information. In the context of visiting heritage sites, it can be argued that potential visitors are also exposed to a large amount of in-

formation that makes it difficult for them to make a decision. This type of behaviour could also be a sign of a lack of confidence (Bakewell & Mitchell, 2003). If consumers perceive visiting heritage sites as an activity that should be carefully planned (due to a possible lack of time during their stay at tourist location), they might try to gather as much information as possible to select which heritage sites are worth visiting. However, they might feel overwhelmed by the amount of information they are looking for, making their decision more difficult. Based on this discussion, the following hypothesis is proposed:

H7: It is possible to apply the CDM style - Confusion from overchoice in developing a typology of heritage site visitors.

Finally, habitual, brand-loyal orientation indicates a consumer decision-making style directed toward repeated purchases from the same store or brand, to the point of forming a habit (Walsh et al., 2001). Such consumers do not re-evaluate their purchase decisions often, so their purchase outcomes are quite predictable (Nayeem & Casidy, 2015). Based on the explanation of destination loyalty proposed by Su, Hsu, and Swanson (2017, p. 188), loyalty to a heritage site can also be expressed by visitors' post-travel behaviour, i.e. their positive intention to revisit their preferred heritage site and their willingness to share positive experiences with others. As tourist loyalty has been recognised as a key component of tourism marketing strategy (Alazaizeh, Jamaliah, Alzghoul & Mgonja, 2022), it is of great importance not only to attract potential visitors to a heritage site, but also to retain existing tourists, encourage them to visit the heritage site repeatedly and build an emotional bond with it. Furthermore, the theoretical construct of intention to revisit a heritage site is measured in several research studies, e.g. by Mohammed, Mahmoud and Hinson (2021) and Rasoolimaneh et al. (2021). The items used in both studies measured consumers' willingness to revisit a heritage site in the future, while the items used in the study by Mohammed et al. (2021) additionally measured tourists' willingness to recommend the heritage site to others and their strong preference for a particular heritage site. Based on this discussion, the following hypothesis is proposed:

H8: It is possible to apply the CDM style - Habitual, brand-loyal orientation in developing a typology of heritage site visitors.

The previous description of each CDMS in the observed research context of visiting heritage sites provided a solid basis for adapting the selected items of the original Consumer Style Inventory and applying them in our research study. The adaptation of a measurement scales is described in the following section.

Research methodology

To explore the applicability of the CDMS theoretical framework in the context of heritage sites and to develop a typology of cultural heritage site visitors, we condu-

cted an online survey. By applying a convenience sampling, we obtained empirical data from university students who volunteered to participate in the study and whose anonymity was fully guaranteed. The total sample size was 332 respondents. About three-quarters of the respondents (73.2%) were female and 26.8% were male. The average age of the respondents was 21.6 years. The majority of respondents (66%) were enrolled in their second year of study, followed by respondents enrolled in their fourth (16.3%) and third (10.2%) years of study. The sample also included students from two different degree programmes, with the majority of respondents enrolled in the Integrated undergraduate and graduate university study program (85.8% compared to 14.2% of respondents enrolled in the Specialist graduate professional study program).

The main reason for conducting our study using a sample of university students is that this study is a theory-based behavioural research. Although there are differing opinions in the literature about the suitability of student samples for consumer research studies (for more details, see Peterson & Merunka, 2014), it should be noted that our theory-testing research is a preliminary study that does not aim to generalise findings to a non-student population. Rather, it provides an opportunity to test the appropriateness of the measurement scales within a student population in one cultural and economic setting (as noted by Peterson & Merunka, 2014). In addition, student samples are considered relatively homogeneous, so this type of sample is suitable for testing a theory (e.g. Irvine & Carroll, 1980, as cited in Lysonski, Durvasula, & Zotos, 1996) and can increase research validity and reduce measurement variability (Peterson & Merunka, 2014). In addition, the participants in our study were selected using a convenience sampling method, which may raise questions about the representativeness of the sample and the generalisability of the results. However, if the aim of a study is to test theory and draw conclusions about theory rather than a population, then the representativeness of the sample is not crucial, as Mook (1993, cited in Peterson & Merunka, 2014) noted. In light of all this, the use of convenience sample of university students in this theory-testing study can be considered justified.

A highly structured questionnaire with 24 items borrowed from the Consumer Style Inventory by Sproles and Kendall (1986) and translated into Croatian served as the measurement instrument for the empirical data collection. Each item was adapted to the research context and measured using a five-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree). At the end of the questionnaire, five questions regarding respondents' demographic data were posted.

For the purposes of this study, the measurement tool had to be adapted due to the specific characteristics that a heritage site has as part of a tourism product. Namely, Sproles and Kendall's (1986) Consumer Style Inventory was developed to measure consumer decision-making styles primarily in "standard" categories of tangible products. Because visiting and selecting heritage sites are consumer activities related

to “non-standard” products that are not purchased and consumed on a regular basis, the same measurement instrument could not be used for the research context of this study without adjustments of the its scales. Moreover, the literature points out the necessity to adapt the CSI measurement tool to the product-specific context of a research study (e.g., Anić, Rajh & Piri Rajh, 2015). Following the recommendation of Lysonski, Durvasula, and Zotos (1996), an abbreviated version of the original Consumer Style Inventory was proposed in which three items were selected from each consumer decision-making style. Each item of the original CSI was carefully analysed by the authors. Finally, the 24 items from CSI were selected according to how well their content could be adapted to the research context. In addition, a prior description of each CDMS in the observed research context of visiting heritage sites served as a basis for the selection and adaptation of the measurement instrument. The original set of CSI items, modified by the authors, can be found in the Appendix.

Table 1 shows the descriptive statistics of the latent variables.

Table 1: Descriptive statistics (n = 332)

| Variable: CDMS dimension | Mean | Minimum | Maximum | Std. Dev. |
|---|------|---------|---------|-----------|
| High-quality consciousness /Perfectionism (QLT) | 3.41 | 1.00 | 5.00 | 0.88 |
| Brand consciousness (BND) | 3.27 | 1.00 | 5.00 | 0.88 |
| Novelty consciousness (NOV) | 2.81 | 1.00 | 5.00 | 0.83 |
| Recreational, hedonistic consciousness (REC) | 3.93 | 1.00 | 5.00 | 0.81 |
| Price consciousness (PRI) | 3.55 | 1.00 | 5.00 | 0.84 |
| Confusion from overchoice (CHC) | 3.25 | 1.00 | 5.00 | 0.87 |
| Habitual, brand-loyal orientation (LOY) | 2.67 | 1.00 | 5.00 | 1.00 |

Source: authors' research

Note: one latent variable (Impulsiveness) was excluded from further analysis since its items had low factor loadings on their respective factor or high cross-loadings on several factors.

After completion of data collection, data were analysed using exploratory factor analysis (EFA was performed with 24 CSI items). Seven factors were extracted using the principal component method with varimax rotation. The seven-factor solution confirmed by EFA explained 71.7% of the variance. Eighteen items loaded on the following CDMS factors: High-quality consciousness (QLT), Brand consciousness (BND), Novelty consciousness (NOV), Recreational, hedonistic consciousness (REC), Price consciousness (PRI), Confused by overchoice (CHC), and Habitual, brand-loyal orientation (LOY). The items for one latent variable, i.e., Impulsiveness, had low factor loadings on their respective factors or high cross-loadings on multiple factors. Therefore, this variable was removed from further analysis. In addition, the items for three latent variables (i.e., QLT3, NOV1, and CHC3) were also had low factor loadings on their respective factors or high cross-loadings on multiple factors. Therefore, these items were also removed from further analysis.

After the EFA, 18 items were subjected to a CFA to test the validity of measurement scales and to determine the unidimensionality of each construct. The fit indices show that the measurement model fits the data well (Table 2).

The factor loadings for all items were significant at the $p < 0.01$ level, indicating a high degree of unidimensionality of the scales. The discriminant validity of the measurement scales was assessed by comparing the constructs pairwise with two models: (a) one in which the correlation between constructs is constrained to be 1, and (b) one in which the correlation between constructs is specified as free (Anderson and Gerbing, 1988). In each case, the two-factor model fitted better than the one-factor model, indicating an acceptable level of discriminant validity for the measurement scales used.

Table 2: Confirmatory factor analysis results

| Items | Factor Loading |
|-------|----------------|
| QLT1 | 0.705* |
| QLT2 | 0.911* |
| BND1 | 0.837* |
| BND2 | 0.756* |
| BND3 | 0.853* |
| NOV2 | 0.841* |
| NOV3 | 0.822* |
| REC1 | 0.697* |
| REC2 | 0.813* |
| REC3 | 0.830* |
| PRI1 | 0.902* |
| PRI2 | 0.634* |
| PRI3 | 0.731* |
| CHC1 | 0.668* |
| CHC2 | 0.798* |
| LOY1 | 0.877* |
| LOY2 | 0.925* |
| LOY3 | 0.917* |

Source: authors' research

Notes: Model fit: GFI = 0.944, AGFI = 0.913, NFI = 0.944, NNFI = 0.965, CFI = 0.975;

*Factor loadings significant at $p < 0.01$ level

In addition, discriminant validity was assessed by comparing the shared variance (squared correlation) between each pair of constructs with the Average Variance Extracted (AVE) for those constructs (Table 3). In all cases, the AVE indicators were greater than the squared correlations, providing additional evidence of discriminant validity. The convergent validity of the measures was assessed using the AVE indicator and the size of the factor loadings (Hair, Black, Babin and Anderson, 2010). For

all scales, AVE was above the threshold of 0.5. All factor loadings were above the threshold of 0.5 and the majority of factor loadings were higher than 0.7.

Table 3: Latent variables: correlations, squared correlations and average variance extracted

| | QLT | BND | NOV | REC | PRI | CHC | LOY |
|-----|------------|------------|------------|------------|------------|------------|------------|
| QLT | 0.809 | 0.168 | 0.188 | 0.043 | 0.037 | 0.028 | 0.039 |
| BND | 0.409* | 0.815 | 0.140 | 0.003 | 0.091 | 0.047 | 0.018 |
| NOV | 0.433* | 0.374* | 0.832 | 0.063 | 0.073 | 0.071 | 0.122 |
| REC | 0.207* | 0.051 | 0.251* | 0.780 | 0.043 | 0.045 | 0.072 |
| PRI | 0.191* | 0.301* | 0.271* | 0.207* | 0.753 | 0.069 | 0.032 |
| CHC | 0.167* | 0.217* | 0.267* | 0.212* | 0.263* | 0.733 | 0.061 |
| LOY | 0.198* | 0.135* | 0.349* | 0.268* | 0.178* | 0.248* | 0.907 |

Source: authors' research

Notes: * Significant at $p < 0.05$ level. Correlations are below the diagonal, squared correlations are above the diagonal, and AVE estimates are presented on the diagonal.

Cronbach alpha coefficients were also calculated to test the reliability of the measurement scales used. The Cronbach alpha coefficients ranged from 0.711 to 0.922, indicating an acceptable level of reliability of the empirical data, as suggested by Hair et al. (2010).

Finally, the data were analysed using k-means cluster analysis to identify distinct groups of respondents who differ in their consumer decision-making styles in choosing which cultural heritage site to visit. The results of the cluster analysis are presented in the next section of the paper.

Results and discussion

Nine different cluster solutions were calculated with the k-means cluster analysis, from the two-cluster solution to the ten-cluster solution. The average within-cluster distance was used to determine the optimal number of clusters in the data (Hair et al., 2010). According to this criterion, the optimal number of clusters in this dataset is three, as there is a large increase in heterogeneity for two-cluster solution. Therefore, the applied k-means clustering resulted in the identification of three clusters. This step of the research analysis revealed significant differences between heritage site visitors in terms of their CDMS (see Figure 2 and Table 4 for a more detailed examination of each cluster attributes).

Figure 2: Cluster analysis results (n = 332)

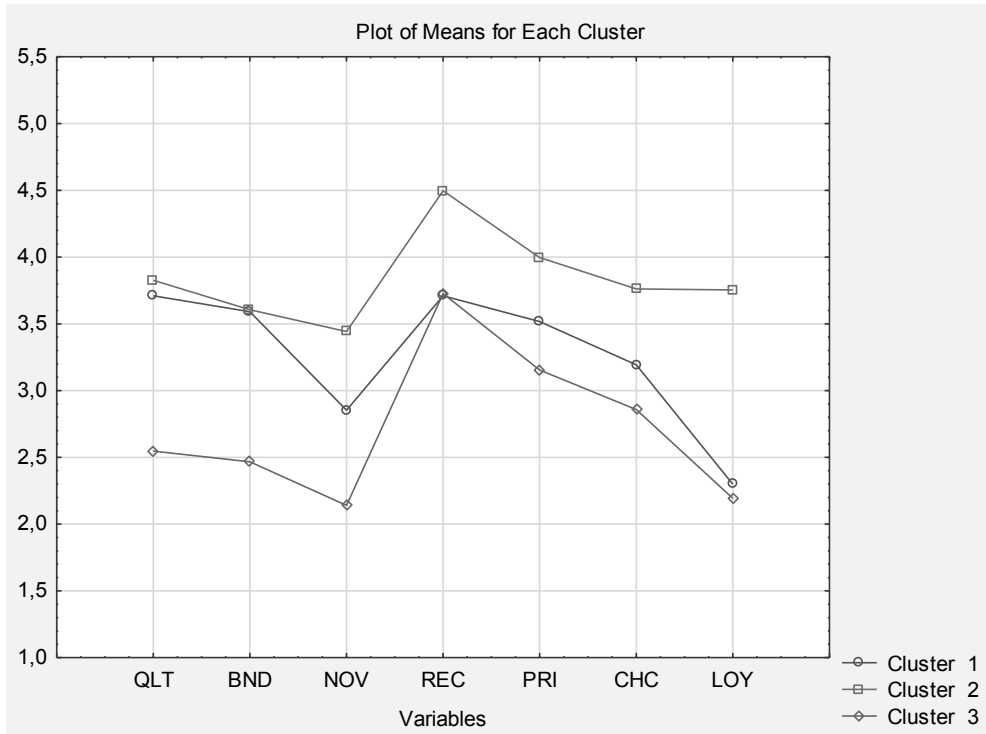


Table 4: Cluster analysis results (n = 332)

| Variable: CDMS dimension | Cluster 1: Quality-oriented visitors (n = 145) | Cluster 2: Highly-involved visitors (n = 92) | Cluster 3: Relaxed visitors (n = 95) |
|---|---|---|---|
| High-quality consciousness /Perfectionism (QLT) | 3.71 | 3.83 | 2.55 |
| Brand consciousness (BND) | 3.59 | 3.61 | 2.47 |
| Novelty consciousness (NOV) | 2.85 | 3.44 | 2.14 |
| Recreational, hedonistic consciousness (REC) | 3.71 | 4.50 | 3.73 |
| Price consciousness (PRI) | 3.52 | 4.00 | 3.15 |
| Confusion from overchoice (CHC) | 3.19 | 3.76 | 2.86 |
| Habitual, brand-loyal orientation (LOY) | 2.30 | 3.75 | 2.19 |

Source: authors' research

As can be seen from Figure 2 and Table 4, this study has yielded several interesting findings regarding clusters, which are described below.

The first group, referred to as “Quality-oriented visitors,” consists of 145 (43.7%) respondents. Members of this cluster place a high value on the high quality of the he-

ritage sites they plan to visit and tend to visit those sites that are well-known for their attributes. However, a heritage site does not need to be renovated, which means that the novelty of a heritage site is not an important selection criterion for these respondents. In addition, the empirical data suggest that these respondents are moderately price sensitive when selecting a heritage site. Quality-oriented visitors expect that visiting a heritage site will provide them with hedonistic benefits and experiences, but this criterion is somewhat less important compared the second cluster of highly involved visitors (who could also be described as hedonist-oriented visitors). Finally, the Quality-oriented visitors are not tied to a specific heritage site, meaning that they are looking for new sites to visit. By doing so, they do not feel too overwhelmed by the amount of information they find. The empirical data also suggest that members of this group exhibit similar behavioural patterns to two other groups of respondents. For this type of visitor, the quality and familiarity of a heritage site are almost as important as for the Highly-involved visitors group (Cluster 2). However, unlike the Highly-involved visitors, they are somewhat less focused on recreational benefits. In addition, like the Relaxed visitors (who belong to Cluster 3), they are less confused by the wide range of choices and do not exhibit loyal behaviour toward heritage sites.

The second cluster, referred to as “Highly-involved visitors,” consists of 92 (27.7%) respondents. Compared to the other two groups, members of this cluster are most strongly of the opinion that visiting heritage sites is fun and enjoyable activity. This result also shows that members of this group are most motivated to visit a heritage site and have the best experience. However, these visitors are the most price sensitive when it comes to choosing which site to visit. On the other hand, members of this group make the most effort to visit heritage sites of the highest quality compared to the other two groups. In addition to quality, an almost equally important criterion for a heritage site is the attribute “most visited,” while “novelty” is not as important to their behaviour. Since the Highly-involved visitors also have the highest score on the “confused by overchoice” dimension compared to the other groups, this could be the reason why members of this group are most loyal to certain heritage sites. All of these results indicate that members of this cluster are also value-oriented visitors as they are looking for a heritage site of the best quality at a reasonable price, and once they find it, they tend to revisit it regularly.

The third group consists of 95 (28.6%) respondents. The members of this group are called Relaxed visitors because they consider recreation and the hedonistic aspect of visiting heritage sites as the most important features of the site, while the importance of all other observed attributes is the lowest (compared to the previous two groups). Namely, the Relaxed visitors are the least quality-oriented, the least price-conscious, and the least confused by too much choice. In addition, a heritage site does not have to be well-known or stand out as a novelty to be visited by them. Members of this group are also the least loyal to specific heritage sites. These results suggest that while Relaxed visitors do visit heritage sites, this activity is not likely

to be planned or be the primary reason for choosing the destination. In other words, members of this group perceive visiting heritage sites as an enjoyable activity; however, they are likely to visit the site because it is part of a destination and therefore, it should be visited. This makes Relaxed tourists an audience that can easily be encouraged to visit the heritage site.

The findings of this study also have implications for management, as heritage site managers can better understand the behaviour of tourists by analysing their behaviour when selecting heritage sites. One of the most important implications for heritage site management concerns the need for market segmentation and the selection of a target market segment. This will provide marketers with information on how to communicate the attributes of heritage sites and what kind of experience might be associated with a potential traveller's visit. As the results of a cluster analysis show, tourists have different levels of engagement and expect different benefits when they plan to visit a heritage site.

As indicated by the research findings, Highly-involved visitors are most loyal to specific heritage sites. This could be due to the fact that they feel confused by too much choice, which lowers their consumer confidence. Nevertheless, in today's highly competitive tourism market, where competition among destinations is increasing significantly (Mariani & Baggio, 2012, cited in Almeida-Santana, & Moreno-Gil, 2018), it is crucial to retain existing visitors and encourage them to revisit the site. To achieve this, marketers need to create a unique offer for the selected target market segment in order to elicit satisfaction and a positive emotional response that leads consumers to be willing to revisit the site or at least spread positive communication about it. In the case of this segment, satisfaction could be influenced by the hedonism experience, but also by the perceived value for money. Since members of this group make the greatest effort to visit heritage sites of the highest quality, it is reasonable to assume that these visitors expect the highest possible cultural and educational experience from their visit. Therefore, marketers should highlight these types of benefits through marketing communication activities related to specific, well-known heritage sites.

It is interesting to observe that two out of three segments, namely Quality-oriented visitors and the Relaxed visitors, do not exhibit loyalty to a particular heritage site. However, their level of consumer involvement and type of perceived benefits differ. With regard to the group of the Relaxed visitors who are not attached to heritage sites and for whom a heritage site does not have to be well-known or distinguished by a novelty in order to be visited by them, the following implications for heritage site managers could be pointed out. One recommendation for marketers could be to attract these visitors by drawing their attention to heritage sites that offer hedonistic value. Indeed, it is possible that these visitors expect a hedonistic rather than an educational experience from a heritage site, as they are likely to be the least engaged when selecting a heritage site. However, it is interesting to note that in the study by Stanković, Alčaković and Obradović (2018), pleasure was selected as the least pre-

ferred of all travel factors. This suggests that even within the same generation of travellers, differences can be found in the perceived benefits of a tourism visit, implying that further marketing research projects are needed to identify additional factors that may influence consumers' intention to visit a heritage site.

When it comes to Quality-oriented visitors, marketers should emphasise the brand image of heritage sites in marketing communications, as these consumers are looking for the well-known heritage sites. It is likely that these consumers are not only looking for the hedonistic benefits of visiting a site, but more importantly for meaningful cultural and educational experiences, which means that the overall quality of visiting a heritage site is something that these consumers value most.

Concluding remarks

Tourism is one of the most important economic sectors whose growth is also based on cultural heritage (Zandieh & Seifpour, 2020). Consequently, one of the most important tasks for marketers in the tourism industry is to understand how consumers choose heritage sites to visit. Therefore, the main objective of our study was to create a typology of tourists who visit heritage sites based on their decision-making style as consumers. In other words, the purpose of our study was to apply the modified Sproles and Kendall's (1986) Consumer Style Inventory and to identify different tourist profiles. Our research results highlight the differences in tourists' behavioural patterns and their preferences when selecting a heritage site. As a number of research findings suggest that further research is needed on the typology of heritage site visitors, this paper contributes to the existing body of knowledge by identifying and describing three distinct tourist segments based on their predominant consumer decision-making style in the observed research context, while ensuring a deeper understanding of consumer behaviour in tourism. Taking into account all of the described differences in the behavioural patterns of heritage site visitors, tourism marketing managers have the opportunity to gain valuable insights into how to segment the tourism market properly, how to communicate expected benefits to potential visitors, and ultimately how to create and offer a unique visitor experience at a heritage site.

This study has several limitations. First, it was conducted on a convenience sample consisting only of Croatian respondents, so this sample is not representative of the general tourism market. Therefore, further research could explore the behavioural patterns of heritage site visitors from other countries, as previous research studies (indicated in the paper of Wong, 2015) suggest that visitors are more likely to choose heritage destinations similar to their native cultural background. If this is the case, it would be interesting to investigate which attributes of heritage sites are most appealing to foreign tourists and what consumer decision-making styles are prevalent among consumers in this case. These additional insights could serve as valuable

guidelines for marketers in deciding which market segment to target and how to create an appropriate communication strategy by promoting the benefits of visiting a particular heritage site that potential tourists (both domestic and foreign) would like to experience. Another limitation of the study concerns age as a demographic characteristic of the respondents. The average age of respondents who participated in the current study was 21.6 years, which means that our sample consisted mainly of young adults. In other words, this study did not examine the consumer decision-making styles of each generation. However, some research studies (e.g., Reisenwitz & Fowler, 2019) indicate that there are differences in consumer behaviour between Generation X and Generation Y tourists. Therefore, further research studies could provide interesting results and additional valuable insights into the specific decision-making styles of different generations when visiting heritage sites. In addition, the young adults who participated in this study are members of Generation Z and represent a segment that can be considered an important tourism market for visiting heritage sites. Namely, this market segment consists of individuals who are increasingly travelling more and for longer periods of time and are seeking genuine tourism experiences (Buhalis & Karatay, 2022). According to Stanković, Alčaković, and Obradović (2018), members of Generation Z travel at least twice a year and indicate cultural engagement when choosing a destination. Moreover, these young adult travellers tend to experience visiting heritage sites in innovative ways (Buhalis & Karatay, 2022). All of this means that they represent an important key target market for heritage site managers.

Despite its limitations, this study contributes to a deeper understanding of heritage site visitors' behaviour. Specifically, this study contributes to the literature by identifying differences in consumer decision-making styles in the context of heritage sites. Heritage site managers and destination marketers should consider these differences, as they might lead to a more precise offering to a particular market segment, which can ultimately increase the destination's competitive advantage.

Declarations

Funding

This work was made as part of the project "Determinants of Strengthening Technological Capabilities of Different Sectors" at the Institute of Economics, Zagreb and co-funded within the National Recovery and Resilience Plan 2021-2026 – NextGenerationEU.

Conflicts of interest/Competing interests

There is no conflict of interest/Competing interests.

Availability of data and material

The data that support the findings of this study are available from the corresponding author, upon reasonable request.

Code Availability

Not applicable.

Authors' Contributions

Sunčana Piri Rajh: Conceptualization, Methodology, Investigation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision. **Edo Rajh:** Conceptualization, Methodology, Validation, Formal analysis, Writing - Original Draft, Writing - Review & Editing. **Sandra Horvat:** Conceptualization, Methodology, Investigation, Writing - Original Draft, Writing - Review & Editing.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. New York: The Free Press.
- Adeleke, B. S., Ghasi, N. C., Udoh, B. E., Kelvin-Iloafu, L. E., Enemuo, J. I. (2019). Consumer Style Inventory (CSI) Re-Examined: Its Implications in the Telecommunication Services Consumption Among Youths. *Journal of Management Information and Decision Sciences*, 22(3), 296-307.
- Alazaizeh, M. M., Jamaliah, M. M., Alzghoul, Y. A., Mgonja, J. T. (2022). Tour Guide and Tourist Loyalty Toward Cultural Heritage Sites: A Signaling Theory Perspective. *Tourism Planning & Development*. <https://doi.org/10.1080/21568316.2022.2095663>
- Almeida-Santana, A., Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, 245-255. <https://doi.org/10.1016/j.tourman.2017.10.011>.
- Anić, I.-D., Rajh, E., Piri Rajh, S. (2015). Exploring consumers' food-related decision-making style groups and their shopping behaviour", *Economic Research-Ekonomska Istraživanja*, 28(1), 63-74. <https://doi.org/10.1080/1331677X.2015.1022390>
- Atadil, H. A., Sirakaya-Turk, E., Meng, F., Decrop, A. (2018). Exploring travelers' decision-making styles. *International Journal of Contemporary Hospitality Management*, 30(1), 618-636. <https://doi.org/10.1108/IJCHM-11-2016-0613>
- Bakewell, C., Mitchell, V.-W. (2003). Generation Y female consumer decision-making style. *International Journal of Retail & Distribution Management*, 31(2), 95-106. <https://doi.org/10.1108/09590550310461994>
- Bowitz, E., Ibenholt, K. (2009). Economic impacts of cultural heritage – Research and perspectives. *Journal of Cultural Heritage*, 10(1), 1-8. <https://doi.org/10.1016/j.culher.2008.09.002>

- Brumann, C. (2015). Cultural Heritage. In Wright, J. D. (Ed.), *International Encyclopedia of the Social & Behavioral Sciences* (pp. 414-419). Oxford: Elsevier.
- Buhalis, D., Karatay, N. (2022). Mixed Reality (MR) for Generation Z in Cultural Heritage Tourism Towards Metaverse. In Stienmetz, J. L. et al. (Eds.), *ENTER 2022, Information and Communication Technologies in Tourism 2022* (pp. 16–27). Springer, Cham. https://doi.org/10.1007/978-3-030-94751-4_2
- Eom, H. J., Youn, N., Lee, M.-J. (2020). Validation of Consumer Styles Inventory for consumer decision making styles. *The Journal of Consumer Affairs*, 54(3), 836-853. <https://doi.org/10.1111/joca.12305>
- Farid, S. M. (2015). Tourism Management in World Heritage Sites and its Impact on Economic Development in Mali and Ethiopia. *Procedia - Social and Behavioral Sciences*, 211, 595–604. <https://doi.org/10.1016/j.sbspro.2015.11.078>
- Hair, J. F., Black, B., Babin, B., Anderson, R. E. (2010). *Multivariate data analysis*. New Jersey: Prentice Hall.
- Leng, C. Y., Botelho, D. (2010). How Does National Culture Impact on Consumers' Decision Making Styles? A Cross Cultural Study in Brazil, the United States and Japan. *BAR - Brazilian Administration Review*, 7(3), 260-275. <https://doi.org/10.1590/S1807-76922010000300004>
- Leo, C., Bennett, R., Härtel, C. E. J. (2005). Cross-Cultural Differences in Consumer Decision-Making Styles. *Cross Cultural Management*, 12(3), 32-62. <https://doi.org/10.1108/13527600510798060>
- Lysonsky, S., Durvasula, S. (2013). Consumer decision making styles in retailing: evolution of mind-sets and psychological impacts. *Journal of Consumer Marketing*, 30(1), 75-87. <https://doi.org/10.1108/07363761311290858>
- Lysonski, S., Durvasula, S., Zotos, Y. (1996). Consumer decision-making styles: a multi-country investigation. *European Journal of Marketing*, 30(12), 10-21. <https://doi.org/10.1108/03090569610153273>
- Maggioni, I., Sands, S., Kachouie, R., Tsarenko, Y. (2019). Shopping for well-being: The role of consumer decision-making styles. *Journal of Business Research*, 105, 21–32. <https://doi.org/10.1016/j.jbusres.2019.07.040>
- Masberg, B., Silverman, L. (1996). Visitor Experiences at Heritage Sites: A Phenomenological Approach. *Journal of Travel Research*, 34(4), 20-25. <https://doi.org/10.1177/004728759603400403>
- Masiero, L., Nicolau, J. L. (2012). Tourism Market Segmentation Based on Price Sensitivity: Finding Similar Price Preferences on Tourism Activities. *Journal of Travel Research*, 51(4), 426–435. <https://doi.org/10.1177/0047287511426339>
- McKercher, B. (2002). Towards a Classification of Cultural Tourists. *International Journal of Tourism Research*, 4(1), 29-38. <https://doi.org/10.1002/jtr.346>
- McKercher, B., du Cros, H. (2003). Testing a Cultural Tourism Typology. *International Journal of Tourism Research*, 5(1), 45-58. <https://doi.org/10.1002/jtr.417>
- Meng, F., Xu, Y. (2012). Tourism shopping behavior: planned, impulsive, or experiential?. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 250 – 265. <https://doi.org/10.1108/17506181211246401>
- Mohammed, I., Mahmoud, M. A., Hinson, R. E. (2021). The effect of brand heritage in tourists' intention to revisit. *Journal of Hospitality and Tourism Insights*, 5(5), 886-904. <https://doi.org/10.1108/JHTI-03-2021-0070>
- Mohsenin, S., Sharifsamet, S., Esfidani, M. R., Skoufa, L. A. (2018). Customer decision-making styles as a tool for segmenting digital products market in Iran. *Journal of Islamic Marketing*, 9(3), 560-577. <https://doi.org/10.1108/JIMA-04-2017-0041>
- Nayeem, T., Casidy, R. (2015). Australian consumers' decision-making styles for everyday products. *Australasian Marketing Journal*, 23 (1), 67–74. <https://doi.org/10.1016/j.ausmj.2015.01.001>

- Nyaupane, G. P., Andereck, K. L. (2016). A Typology of Cultural Heritage Attraction Visitors. In *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 63, 213-220. Retrieved February 26, 2023, from https://scholarworks.umass.edu/ttra/2007/Presented_Papers/63
- Peterson, R. A., Merunka, D. R. (2014). Convenience samples of college students and research reproducibility. *Journal of Business Research*, 67(5), 1035–1041. <https://doi.org/10.1016/j.jbusres.2013.08.010>
- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621. <https://doi.org/10.1016/j.jdmm.2021.100621>
- Reisenwitz, T. H., Fowler, J. G. (2019). Information Sources and the Tourism Decision-making Process: An Examination of Generation X and Generation Y Consumers. *Global Business Review*, 20(6), 1372–1392. <https://doi.org/10.1177/0972150919848938>
- Rezaei, S. (2015). Segmenting consumer decision-making styles (CDMS) toward marketing practice: A partial least squares (PLS) path modeling approach. *Journal of Retailing and Consumer Services*, 22, 1–15. <https://doi.org/10.1016/j.jretconser.2014.09.001>
- Snoj, B., Pisnik Korda, A., Mumel, D. (2004.). The Relationships among Perceived Quality, Perceived Risk and Perceived Product Value. *Journal of Product and Brand Management*, 13(3), 156-167. <https://doi.org/10.1108/10610420410538050>
- Soni, N., Dawra, J. (2020). Judgments of acquisition value and transaction value: A consumer decision-making styles perspective. *Journal of Indian Business Research*, 12(3), 389-410. <https://doi.org/10.1108/JIBR-06-2018-0170>
- Sproles, G. B., Kendall, E. L. (1986). A Methodology for Profiling Consumers' Decision-Making Styles. *Journal of Consumer Affairs*, 20(2), 267-279. <https://doi.org/10.1111/j.1745-6606.1986.tb00382.x>
- Stanković, J., Alčaković, S., Obradović, M. (2018). Importance of Cultural Heritage and Tourism Experience of Generation Z in Serbia. *SITCON: Culture, Heritage and Tourism Development*, 62-68. <https://doi.org/10.15308/Sitcon-2018-62-68>
- Su, L., Hsu, M. K., Swanson, S. (2017). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 41(2), 180–210. <https://doi.org/10.1177/1096348014525630>
- Vareiro, L., Ribeiro, J. C., Remoaldo, P. C. (2019). What influences a tourist to return to a cultural destination? *International Journal of Tourism Research*, 21, 280–290. <https://doi.org/10.1002/jtr.2260>
- Walsh, G., Hennig-Thurau, T., Wayne-Mitchell, V., Wiedmann, K.-P. (2001). Consumers' decision-making style as a basis for market segmentation. *Journal of Targeting, Measurement and Analysis for Marketing*, 10(2), 117-131. <https://doi.org/10.1057/palgrave.jt.5740039>
- Wong, I. A. (2015). A Multimethod Multilevel Study of Heritage Transmission: The Role of Culture on Tourist Interest and Authenticity. *Journal of Travel Research*, 54(5), 672–685. <https://doi.org/10.1177/0047287514532368>
- Yan, G., So, S.-I., Morrison, A. M., Sun, Y.-H. (2007). Activity Segmentation of the International Heritage Tourism Market to Taiwan. *Asia Pacific Journal of Tourism Research*, 12(4), 333-347. <https://doi.org/10.1080/10941660701761001>
- Zandieh, M., Seifpour, Z. (2020). Preserving traditional marketplaces as places of intangible heritage for tourism. *Journal of Heritage Tourism*, 15(1), 111-121. <https://doi.org/10.1080/1743873X.2019.1604714>
- Zhang, B., Kim, J.-H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 20(1), 68-79. <https://doi.org/10.1016/j.jretconser.2012.10.007>

Appendix

Set of Sproles and Kendall's (1986) CSI items, selected by authors and adapted to the research context of the study.

| | |
|--|--|
| High-quality consciousness// Perfectionism (QLT) | QLT1: When choosing a cultural heritage site to visit, the high quality of the cultural heritage is very important to me |
| | QLT2: In general, I try to visit cultural heritage site of the best overall quality |
| | QLT3: I make a special effort to visit cultural heritage sites of the highest quality |
| Brand consciousness (BND) | BND1: The well-known cultural heritage sites are best for me |
| | BND2: I mostly visit cultural heritage sites that are well-known |
| | BND3: I prefer to visit the most visited cultural heritage sites |
| Novelty consciousness (NOV) | NOV1: I visit newly renovated cultural heritage sites |
| | NOV2: I make sure to visit cultural heritage sites that have just been opened to visitors |
| | NOV3: It is very important for me to visit newly renovated cultural heritage sites |
| Recreational, hedonistic consciousness (REC) | REC1: Visiting cultural heritage sites is a pleasant activity for me |
| | REC2: Visiting cultural heritage sites is a very entertaining activity for me |
| | REC3: I enjoy visiting cultural heritage sites |
| Price consciousness (PRI) | PRI1: As much as possible I visit cultural heritage sites at lower prices |
| | PRI2: The lower-priced cultural heritage sites are usually my choice |
| | PRI3: When I visit heritage sites, I try to find the best value for money |
| Impulsiveness (IMP) | IMP1: I should plan my visits to cultural heritage sites more carefully than I do |
| | IMP2: I often impulsively visit a cultural heritage site |
| | IMP3: I often make unplanned visits to a cultural heritage site |
| Confusion from overchoice (CHC) | CHC1: Since there are numerous cultural heritage sites, it is sometimes difficult to decide which cultural heritage site to visit |
| | CHC2: The more I know about cultural heritage sites, the more difficult it seems to me to choose a cultural heritage site to visit |
| | CHC3: I am confused by the amount of information I receive about various cultural heritage sites |
| Habitual, brand-loyal orientation (LOY) | LOY1: I have my favourite cultural heritage sites |
| | LOY2: Once I find a cultural heritage site that I like, I visit it often |
| | LOY3: I often visit the same cultural heritage sites |

