

CULTURAL HERITAGE BUZZ AS A SOURCE OF URBAN PROMINENCE



Regional Science Academy



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AIMS AND SCOPE

- ❑ To trace: ...attractiveness of global cities as a result of presence of cultural heritage
- ❑ Determinants of 'magnetism' of cities for visitors caused by historical-cultural amenities
- ❑ Concept '*Cultural heritage buzz*' from:
 - varied collection of urban cultural amenities
 - stakeholders values from the perspective of visitors, residents and artists
 - appreciation scores by visitors obtained from 'big data' in TripAdvisor
- ❑ Impact of language diversity on attractiveness of cities, as perceived by visitors ('Babylon effect' i.e. whether a low language diversity – caused by many foreign visitors – has a positive impact on the visitors' appreciations of a local culture or cultural site in a city)

CULTURAL DIVERSITY AND CITIES

Poznan



Rotterdam



Leningrad



BUDAPEST



Milan



Madrid



Edinburgh



BUCHAREST



Munich



Copenhagen



Napels



Stockholm

“Competition among cities is like riding a bicycle: if you don’t pedal, you’ll fall off.

*However, globalization is making us increasingly uniform, so **we must construct and promote our difference** in order to continue existing”*



Mirón, Urban Land Institute

In many regions and cities we observe an increasing interest in the potential of tourism and culture as major attraction forces and strategies for economic growth.

*“Every morning in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion or it will be
killed.*

*Every morning a lion wakes up.
It knows it must outrun the slowest gazelle or it will starve to
death.*

*It doesn't matter whether you are a lion or a gazelle.
When the sun comes up, you better start running”.*

(Th. L. Friedman, 2007, p. 137)



CULTURAL TOURISM IN LEISURE SOCIETY

- ❑ Global importance of tourism (export industry)
- ❑ Diversity in international tourism: multi-faceted industry with a mix set of visitors' aims to travel abroad
- ❑ Relevance of cultural tourism (social, economic)
- ❑ Urban vibrancy caused by cultural tourism (Arribas-Bel et al. 2016)
- ❑ Cultural heritage buzz as urban hotspots (Santagata 2002; Arribas-Bel et al. 2016; Kourtit and Nijkamp 2016) shows often up in the form of :
 - heterotopia (unique attractiveness features that act as magnets for foreign visitors, and is a cover (Zerva et al. 2016)
 - experience economy
 - 'spiky' cities
- ❑ Cultural heritage becomes a critical factor for city marketing; strongly supported by modern ICT tools

TOURISM AND DIGITAL INFORMATION

- ❑ Emergence of ICT: ICT has significantly revolutionized the travel industries and have shown drastic changes in priorities choices, strategies and behaviours affecting the tourist sector's development.
- ❑ Digital society
 - ❑ Social media (Mansson, 2011)
 - ❑ Co-creation: 'tool of mass collaboration' (Sfandla and Björk, 2013; Sigala, 2009)
 - ❑ Many applications in tourism (e.g. e-services)
 - ❑ Analysis of social messages (e.g., Facebook, Foursquare, Twitter etc.)
 - ❑ TripAdvisor: micro-based: information ('big data'):
 - quality of hospitality
 - attractiveness of scales
 - representative, trustworthy information
 - qualitative content analysis
 - destination image
- ❑ Digital information (e.g., for trip bookings, travel decisions, tourist site evaluations, etc.) has become a key element of modern tourism (see e.g. Ahas et al. 2016, Girardin et al. 2008, Hawelka et al. 2014)



CULTURAL TOURISM AND E-SERVICES

- ❑ ICT has significantly revolutionized the travel industries
- ❑ Emerging e-services to promote the cultural places, new destinations and hidden city's treasures and attractions
- ❑ Important communication tool: making their intangible characteristics or selling-points tangible
- ❑ Supply of e-services as a strategic vehicle for cities (e.g., interactive maps, mobile devices, online booking, Journey planner, personal information, Facebook, Spotify, TripAdvisor, etc.) to attract (virtually) tourists to tourist place → *match between demand and supply*

The extensive acceptance of ICT in tourism has also been stimulated by the established trend towards intelligent or smart city policies and strategies (see e.g. Carter 2013, Deakin 2013, Caragliu et al. 2011, Evans-Cowley and Hollander 2010, Kumar 2015, Nijkamp and Kourtit 2016)



TRIPADVISOR EXAMPLE: AMSTERDAM



Things to Do in Amsterdam, The Netherlands - Amsterdam Attractions



Review

Hi, k_kourtit@

€



[Amsterdam](#) [Hotels](#) [Flights](#) [Vacation Rentals](#) [Restaurants](#) [Things to Do](#) [Forum](#) [Best of 2016](#) [More](#)

Find: Things to Do

Near: Amsterdam, The Netherlands

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[Europe](#) [The Netherlands](#) [North Holland Province](#) [Amsterdam](#) [Things to Do in Amsterdam](#)

Things to Do in Amsterdam

View Map

Browse Popular Amsterdam Day Trips

Zaanse Schans

[More Info](#)

Bruges

[More Info](#)

Delft

[More Info](#)

[See all Day Trips](#)

ATTRACTION TYPE:



Museums (134)



Sights & Landmarks (160)

Top Selling Tours & Activities | [See more](#)



Attraction Type:



Museums (134)



Sights & Landmarks (160)



Tours (290)



Nature & Parks (36)



Outdoor Activities (156)



Nightlife (255)



Food & Drink (54)



Shopping (252)



Boat Tours & Water Sports (72)

More

Location:

Neighborhoods:

Centrum (218)

Canal Ring (Grachtengordel) (200)

Red Light District (De Wallen) (151)

Jordaan (105)

Dam Square (56)

Plantage & the East (55)

Museum Quarter (Museumkwartier)
(51)

De Pijp (44)

Rembrandtplein (33)

More

Points of Interest & Landmarks (62)

Historic Sites (39)

Architectural Buildings (27)

Neighborhoods (20)

Churches & Cathedrals (16)

Sacred & Religious Sites (13)

Monuments & Statues (11)

Educational sites (9)

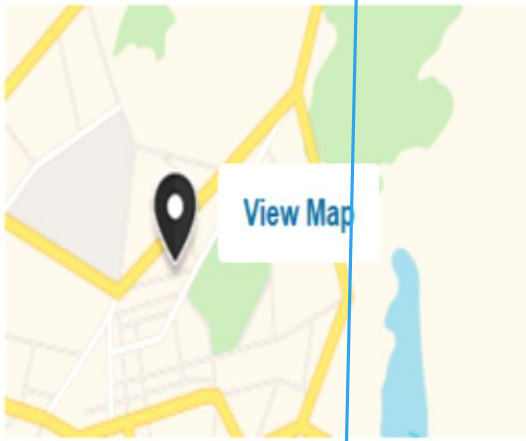
Bridges (5)

More

 Tours (290)

 Nature & Parks (36)

Amsterdam Landmarks



Attraction type filter section:

- Attraction Type: Clear
- Museums (134)
- Sights & Landmarks (160) ▾**

Points of Interest & Landmarks (62)

Historic Sites (39)

Architectural Buildings (27)

Browse Popular Amsterdam Day Trips

Zaanse Schans

More Info

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More Info

See all Day Trips >

Tickets & Tours | Book in Advance

I amsterdam city card

I amsterdam Card - City Pass for Amsterdam from **€55.00***

626 reviews

More Info

HOLLANDPASS
AMSTERDAM THE HAGUE ROTTERDAM UTRECHT AND MORE

Skip the Line: Amsterdam and Holland Pass from **€40.00***

411 reviews

More Info

Efteling Theme Park Entrance Ticket with Transfers from **€79.00***

2 reviews

More Info

Monuments & Statues (11)

Educational sites (9)

Bridges (5)

More



Tours (290)



Nature & Parks (36)



Outdoor Activities (156)



Nightlife (255)



Food & Drink (54)



Shopping (252)



Boat Tours & Water Sports (72)

More



Anne Frank House

#1 of 160 Sights & Landmarks in Amsterdam

33,790 reviews

"Incredible" 08/12/2016

"A moving experience and stark remi..." 08/12/2016

Historic Sites

History Museums

29 Tours Available

from EUR

€15*

[More Info](#)



Concertgebouw

#2 of 160 Sights & Landmarks in Amsterdam

2,070 reviews

"Beautiful building" 08/11/2016

"Add some culture to your Amsterdam..." 08/11/2016

Theaters

Concerts

Historic Sites

3 Tours Available

from EUR

€21*

[More Info](#)



The Jordaan

#3 of 160 Sights & Landmarks in Amsterdam

6,550 reviews

"Quiet, peaceful, genuine neighborh..." 08/12/2016

"OFF THE TOURIST PATH" 08/12/2016

Neighborhoods

13 Tours Available

from EUR

€21*

12

[More Info](#)

33,791 Reviews from our TripAdvisor Community

Read reviews that mention:

Search reviews



All reviews

moving experience

in advance

hiding place

young girl

emotional experience

worth the wait

actual house

on line

steep stairs

piece of history

hour wait

online tickets

long queue

pre book

time slot

buy tickets

visiting amsterdam

dairy

otto

bookcase

Traveler rating

☐ Excellent (21,963)

☐ Very good (8,339)

☐ Average (2,452)

☐ Poor (667)

☐ Terrible (370)

Traveler type

☐ Families (5,924)

☐ Couples (13,062)

☐ Solo (2,259)

☐ Business (447)

☐ Friends (7,169)

Time of year

☐ Mar-May (8,807)

☐ Jun-Aug (10,418)

☐ Sep-Nov (7,582)

☐ Dec-Feb (6,984)

Language

☒ All languages

☐ English (21,019)

☐ Portuguese (3,642)

☐ Italian (2,959)

[More](#)

Language

☐ English (21,019)

☐ Portuguese (3,642)

☐ Italian (2,959)

☐ Spanish (2,690)

☐ French (1,500)

☐ Dutch (555)

☐ German (532)

☐ Japanese (257)

☐ Russian (177)

☐ Swedish (93)

☐ Danish (74)

☐ Chinese (Sim.) (66)

☐ Chinese (Trad.) (65)

☐ Norwegian (64)

☐ Turkish (62)

☐ Hebrew (56)

☐ Greek (25)

☐ Korean (21)

☐ Polish (15)

☐ Indonesian (10)

☐ Czech (8)

☐ Thai (4)

☐ Finnish (3)

☐ Hungarian (2)

☐ Slovak (2)

☐ Arabic (1)



Angela L

Level 4 Contributor

37 reviews

7 attraction reviews

7 helpful votes

“Una tappa (di vita) irrinunciabile e fondamentale”

Reviewed yesterday via mobile

[Google Translation](#)

Visitare l'Alloggio segreto, come la stessa Anna Frank definisce l'appartamento sul retro, dove trovò rifugio con altre 7 persone, è...

[More](#)

Helpful?

[Thank Angela L](#)

[Report](#)



Featured in 3 Days in Amsterdam

by Kim H

"Amsterdam is the ideal place for a one of a kind city trip: ..."



Katie Claire B

Exeter, United Kingdom

Level 2 Contributor

7 reviews

“Incredible”

Reviewed yesterday via mobile

I thought it was amazing.. If you can book tickets online before you go, it is worth it as people without tickets can't go in until 3:30pm, I didn't have tickets and had to queue - arrived at 3pm and took 90 minutes to get in but the queue got even bigger so people would have been waiting atleast 2-3...

[More](#)

NEW

Big Data

Structured
Data

Unstructured
Data

city	number of things to do	rank	price (euro)	name of things to do	number of reviews	rating	excellent	good	average	poor	terrible	family	couple	solo	business	friends	mar-may	jun-aug	sep-nov	dec-feb	WADI
Amsterdam	442	1	30	Rijksmuseum	22561	4.55	14673	6031	1465	279	113	3390	9854	2181	613	4354	6676	6281	5270	4334	-447241750
Amsterdam	442	2	15	Anne Frank House	32100	4.50	20774	7987	2352	642	345	5456	12458	2135	429	6843	8809	8721	7586	6984	-896956709
Amsterdam	442	3	24	Van Gogh Museum	29894	4.49	18354	8296	2405	446	193	4616	11904	2404	617	6293	8595	8540	6862	5897	-665814247
Amsterdam	442	4	16	Vondelpark	12168	4.46	6830	4209	994	106	29	1717	4970	999	195	2995	3644	3759	2720	2045	-110901890
Amsterdam	442	5	21	The Jordaan	6190	4.51	3668	2106	359	43	9	828	2795	471	105	1271	1851	1673	1446	1220	-29222505
Amsterdam	442	6	105	Prinsengracht	2949	4.57	1784	1058	102	3	2	458	1261	252	66	586	821	901	701	526	-6863904
Amsterdam	442	7	32	Central Library	2298	4.59	1513	654	113	10	8	368	808	293	54	535	636	683	561	418	-3692268
Amsterdam	442	8	40	Museum Ons'Lieve Heer Op Solder	1818	4.58	1167	553	83	9	6	255	890	163	26	332	592	451	416	359	-3240436
Amsterdam	442	9	25	Museumplein	5787	4.40	1928	1481	349	24	5	575	1472	378	60	900	1056	1056	977	698	-9528397
Amsterdam	442	10	11	Heineken Experience	11283	4.23	5726	3521	1295	443	298	838	4214	534	152	3328	3201	2795	2604	2683	-96092415
	442		31.9	Total & Average	125048	4.49	76617	35896	9517	2010	1008	18501	50626	9810	2317	27447	35881	34860	29143	25164	12469.65294

City	Number of things to do	Average price (euro)	Total number of reviews	Average rating reviewers	Cultural Heritage					Family-Friendly					Seasonal Popularity				Index (weighted fractization)
					Excellent	Good	Average	Poor	Terrible	Family	Couple	Solo	Business	Friends	Mar-May	Jun-Aug	Sep-Nov	Dec-Feb	
Amsterdam	442	31.9	125048	4.48	76617	35896	9517	2010	1008	18501	50626	9810	2317	27447	35881	34860	29143	25164	0.630990228
Bangkok	470	38.6	121865	4.41	67115	40962	11347	1727	714	18783	43571	13944	4181	22083	33153	26717	25764	35231	0.580275283
Barcelona	598	20.5	227466	4.56	153500	54471	14967	3072	1456	44664	89304	14410	4140	45923	64692	61933	56677	44164	0.739649775
Beijing	1592	43.4	52965	4.54	33293	15571	3552	391	156	7297	12071	4213	2841	9156	19852	12965	12319	7829	0.568273281
Berlin	640	44.1	99191	4.51	61317	28981	7242	1128	523	16481	36862	8775	3455	21563	26466	27215	23784	21726	0.713886342
Boston	352	26	45469	4.63	31779	11198	2031	329	132	11099	14447	3314	2157	7201	10356	16189	12606	6318	0.178647939
Brussels	350	22.9	33199	4.54	20689	10099	2089	225	97	5914	11758	2843	1549	6956	8417	8856	8031	7895	0.767415173
Cairo	301	25.8	13129	4.54	8809	3067	947	206	100	2133	3577	1625	626	2542	3810	2775	2984	3560	0.607552989
Chicago	576	22.3	76091	4.61	52918	18120	4017	704	332	18735	21283	5755	4638	13760	19148	25240	19444	12259	0.262554543
Copenhagen	314	25.4	42852	4.38	22211	15600	4208	618	215	7694	16288	3578	1430	8763	10463	14560	9802	8027	0.577731831
Frankfurt	288	34.8	9345	4.37	4696	3573	943	103	30	1516	2581	1454	682	1748	2499	2483	2125	2238	0.764760707
Fukuoka	222	67.3	5283	4.07	1631	2509	1040	72	31	1153	815	1274	421	770	1550	1079	1327	1328	0.507820971
Geneva	138	42.3	11850	4.38	6433	3938	1180	193	106	2259	3416	1328	976	2143	3252	3410	2801	2387	0.675134626
Hong Kong	771	38	67170	4.49	39899	21425	4954	626	266	13444	20860	7110	4347	11476	19245	14831	15706	17388	0.44619284
Istanbul	980	34.6	133524	4.60	91950	32122	7852	1216	384	23072	49495	11293	4179	28762	34816	35617	37410	25681	0.574840544
Kuala Lumpur	239	36.3	39225	4.31	18850	14851	4483	739	302	9097	11528	4094	1973	5861	10541	9560	8828	10296	0.435454665
London	1389	33.1	186207	4.61	128181	46127	9581	1642	676	46801	56336	17557	4342	32468	52783	49501	42084	41839	0.695088697
Los Angeles	486	86.6	50769	4.54	32948	13583	3274	662	302	15315	13432	2772	1003	9309	13321	14413	12018	11017	0.499130667
Madrid	677	31.1	113574	4.56	74315	30691	6885	1098	585	21093	41063	10225	2907	23649	32634	27878	28241	24821	0.734850166
Mexico City	443	45	40099	4.65	28812	9178	1768	236	105	8508	10479	4346	2752	8470	11668	8955	8921	10555	0.581510195
Milan	603	35.6	69527	4.61	48322	16796	3480	541	388	12140	22661	6717	3472	14754	18053	18228	17912	15334	0.741487692
Moscow	2177	83.8	39801	4.67	29961	7395	1843	377	225	6126	10027	5910	3918	9164	10157	11602	9600	16442	0.63673875
Mumbai	457	29.4	26235	4.40	14148	9067	2545	337	138	7540	4182	2594	3001	5507	7729	5538	5659	7309	0.044690735
New York	987	26.7	329370	4.65	239707	70673	14789	2732	1469	85653	112357	20627	6479	58985	90523	87865	79772	71210	0.51990642
Osaka	528	82.2	28456	4.18	11413	11970	4169	631	273	7529	6504	3107	840	5901	8757	6461	6565	6673	0.086164572

DATABASE

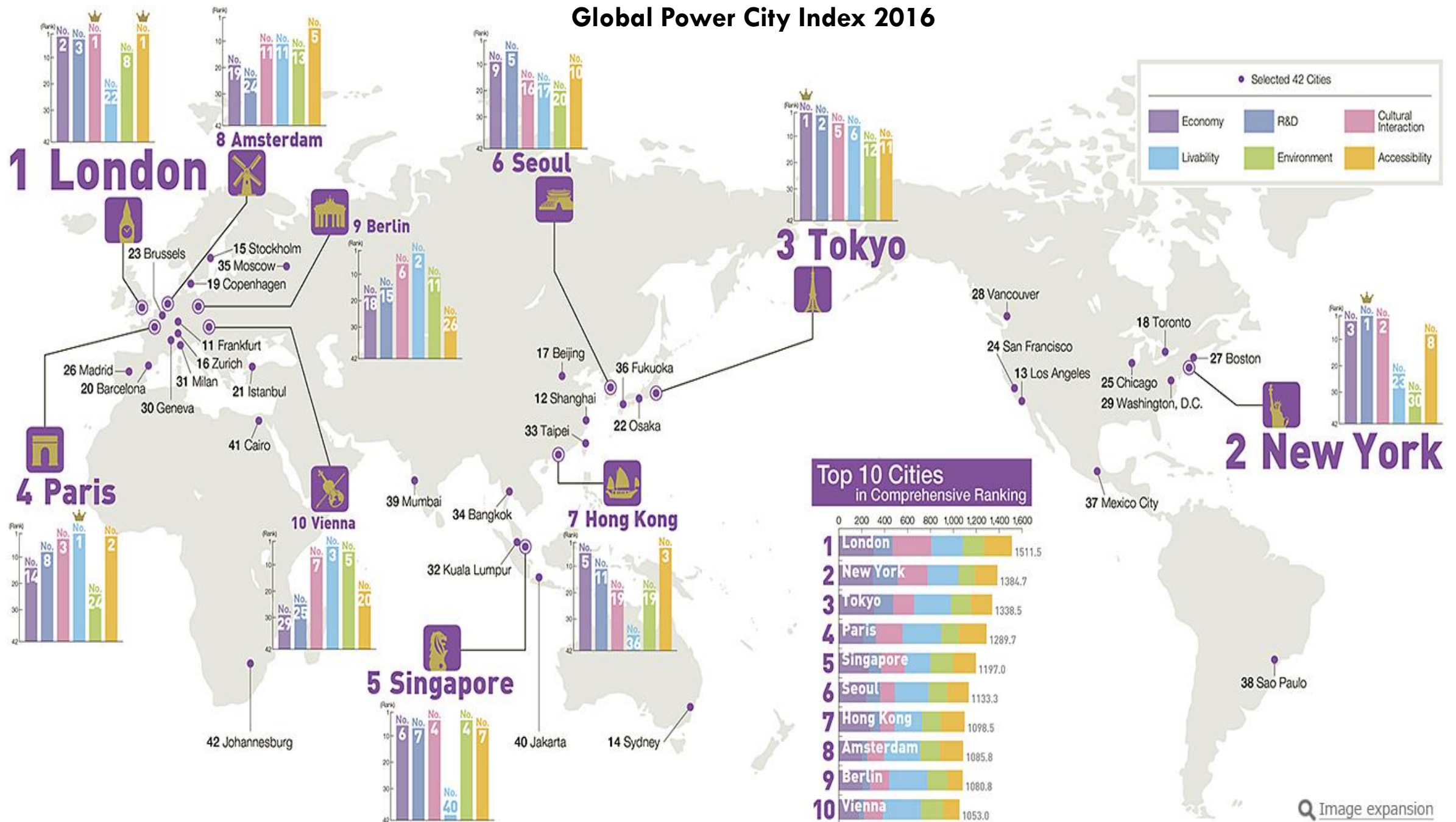
The database used for our empirical application on the identification of the determinants of cultural heritage buzz in global cities comprises two data systems:

- Extensive data on a great variety of quantitative performance and attractiveness information on 40 world cities; these data – called the *Global Power City Index* (GPCI) – are collected on an annual basis (since 2008) by the Institute for Urban Strategies, the Mori Memorial Foundation (Tokyo).
- Massive volumes of data collected from the TripAdvisor platform; these data reflect the individual and collective appreciation on a great variety of cultural heritage attractions by thousands of visitors – differentiated according to socio-demographic features. This is a world-wide information system, from which we have distilled culture-relevant items and indicators related to the 40 global cities in the GPCI sample.

GLOBAL CITIES IN THE GPCI DATABASE:



Global Power City Index 2016



GPCI DATABASE

□ GPCI data base on features of global cities ('*function-specific database*')

- Economy
- Research and Development
- Cultural Interaction
- Livability
- Environment
- Accessibility

□ Stakeholder information on importance of urban features ('*actor-specific database*')

- Managers
- Researchers
- Artists
- Visitors
- Residents

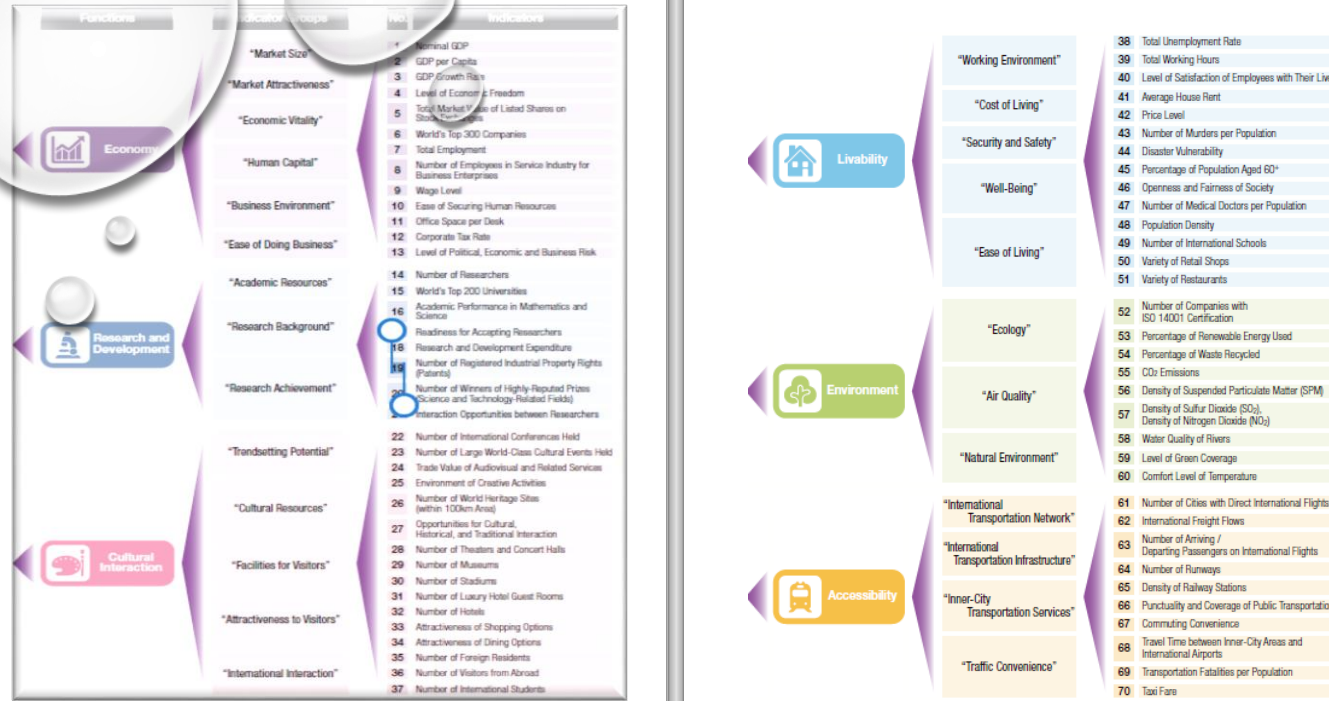


Fig. 5-1 Flow of Actor-Specific Ranking

Evaluated Indicators	Functions						Indicator Score	Actor-Specific Ranking
	Economy	R&D	Cultural Interaction	Livability	Environment	Accessibility		
Manager							51 indicators	Manager Score
1. Accumulation of Enterprises & Business Deals	○	—	○	○	—	—		
2. Potential of Business Growth	○	—	—	—	—	—		
3. Ease of Doing Business	○	—	—	—	—	—		
4. Business Environment	○	—	—	—	○	—		
5. Richness of Human Resources	○	○	○	—	—	—		
6. Accumulation of Industry to Support Business	○	—	—	—	○	—		
7. Favorable Environment for Employees & Their Families	○	—	—	—	○	—		
8. Political & Economic Risk, & Disaster Vulnerability	—	—	—	—	—	—		
Researcher							36 indicators	Researcher Score
1. Qualities of Research Institutions, Researchers & Directors	—	○	—	—	—	—		
2. Accumulation of Research Institutions & Researchers	—	○	—	—	—	—		
3. Opportunities That Stimulate Researchers to Conduct Academic Activities	—	○	○	—	—	—		
4. Readiness for Accepting Researchers (Research Funding, Support with Living Expenses etc.)	—	○	○	○	—	—		
5. Career Opportunities for Researchers	○	—	—	—	○	—		
6. Daily Life Environment (Ease of Living)	—	—	○	○	○	—		
Artist							26 indicators	Artist Score
1. Cultural Stimulation	—	—	○	—	—	—		
2. Accumulation of Artists	—	—	○	—	—	—		
3. Accumulation of Art Markets	○	—	—	—	—	—		
4. Environment for Creative Activities (Studio Rent & Spaces)	—	—	○	—	—	—		
5. Daily Life Environment (Ease of Living)	—	—	○	○	○	—		
Visitor							26 indicators	Visitor Score
1. Cultural Attractiveness & Opportunities for Interaction	—	—	○	—	—	—		
2. Public Safety	—	—	—	—	—	○		
3. Richness of Tourist Attractions	—	—	○	—	—	—		
4. High-Class Accommodations	—	—	○	—	—	—		
5. Dining (Variety of Cuisines, Prices etc.)	—	—	○	—	—	—		
6. Shopping (Environment, Prices, Attractiveness etc.)	—	—	○	—	—	—		
7. Mobility (Travel Time & Fares to Destinations)	—	—	—	—	—	—		
Resident							40 indicators	Resident Score
1. Environment to Purchase Goods (Prices & Access to Products)	○	—	—	—	—	—		
2. Daily Life Environment (Ease of Living)	—	—	○	—	—	—		
3. Work Environment (Income & Employment Opportunities)	○	—	—	—	—	—		
4. Educational Environment	—	○	—	—	—	—		
5. Leisure Activities	—	—	—	—	○	—		
6. Public Safety	—	—	—	—	—	○		
7. Quality of Medical Treatment	—	—	—	○	—	—		

TRIPADVISOR DATABASE

❑ Massive volumes of TripAdvisor data on cultural attractiveness of GPCI cities:

- An expression of appreciation for an item in each city on a Likert-scale
(1 to 5)
- A qualitative statement on the traveller's like or dislike for a certain amenity, in any language

WAAI: weighted average appreciation index (This overall weighted index of cultural attractiveness – described as WAAI – depicts the cultural heritage buzz of a city, as perceived by the tourists who expressed their appreciation for each individual historical-cultural item on a Likert-scale)

WADI: weighted average diversity index (language diversity) (*Index of fractionalization*)

(relative frequency of the use of a given language in the TripAdvisor information platform on the expressed appreciation for various specific cultural items visited)

CULTURAL HERITAGE FUNCTION INDICATORS

❑ **FACTOR 1 (FF1):**

Visitors' attractiveness in relation to socio-cultural facilities, as is

exemplified by sub-indicators like cultural events, creative activities, shopping, museums, theatres and concert halls, etc.

❑ **FACTOR 2 (FF2):**

Travellers' logistic conditions, reflected inter alia in taxi facilities, airport connection, etc.

❑ **FACTOR 3 (FF3):**

Visitors' connectivity and spatial quality conditions, including inter alia urban green, heritage²³ sites, and international connectivity, etc.

CULTURAL HERITAGE ACTOR INDICATORS

ARTISTS:

- ☐ **FACTOR 1 (AF1):** *Creative ambiance*, represented inter alia in cultural stimulation or art markets.
- ☐ **FACTOR 2 (AF2):** *Ease of living*, reflected in the urban environment for daily life.

VISITORS:

- ☐ **FACTOR 1 (VF1):** *Local attractiveness*, reflected in cultural interaction, wealth of amenities, and convenient access, etc.
- ☐ **FACTOR 2 (VF2):** *Quality of travellers' facilities*, such as accommodation and shopping, etc.

RESIDENTS:

- ☐ **FACTOR 1 (RF1):** *Local quality of life*, as indicated by environment and safety in the city.
- ☐ **FACTOR 2 (RF2):** *Public health*, in terms of medical facilities, etc.
- ☐ **FACTOR 3 (RF3):** *Consumer ease*, for instance, easy access to shops, etc.

LANGUAGE DIVERSITY INDICATORS

- Possible to identify the shares of the language by the visitors/reviewers of each individual historical-cultural amenity in the city concerned.
- Possible for us to compute the WADI language diversity on the basis of the weighted average scores of language use for each historical-cultural facility in a particular city.
- With shares of language use for each city, we calculate an urban language diversity index, based on the fractionalisation index (see Alesina et al. 2003; Desmet et al. 2009). The fractionalisation index is straightforward and easy to interpret. It is defined as follows:

- $WADI = 1 - \sum_{i=1}^I (\text{share of language } i)^2$



THE CONCEPTUAL ARCHITECTURE OF THE NEXUS OF CULTURAL HERITAGE, STAKEHOLDERS' VALUE SYSTEMS, AND VISITORS' APPRECIATIONS



Operational model for estimating cultural heritage buzz



□ Core regression model can formally be represented as: **WAAI = f(FF1, FF3, AF2, VF2, RF2, WADI)**

RESULTS OF REGRESSION ANALYSIS FOR THE CULTURAL HERITAGE BUZZ MODEL

Overall findings on the regression results lead to:

- ☐ Hypotheses largely confirmed!
- ☐ Sensitivity analysis through adjusted model
- ☐ FF1 (*visitors' attractiveness in relation to socio-cultural facilities*) and FF3 (the accessibility and local environmental quality factor) increase significantly the appreciation by travellers appears to make certainly a difference for the visitors to the city concerned which also confirms our prior expectations
- ☐ AF2 (ease of living, reflected in the urban environment for daily life) does not have a positive impact of the travellers' rating for cultural amenities. The ease of living will probably not be a main motive for artists to move to a given cultural destination..
- ☐ RF2 (public health in the city) an important significant local attraction factor, in contrast to visitors or artists
- ☐ WADI significant negative impact of language diversity among travellers on the attractiveness scores for cultural facilities or ambiance in a city. Thus, high language diversity among visitors, will reduce – as a result of the 'Babylon effect'

	Estimated Coefficients	Std. Error	Sig.
WADI	-8,698	2,699	,003
FF1	3,563	,745	,000
FF3	1,218	,622	,059
AF2	-2,549	,938	,010
VF2	,167	,842	,844
RF2	1,840	,652	,008
Intercept	100,235	1,462	,000
Observations	40		
R ²	,52		
Method	OLS		

CONCLUSIONS AND LESSONS (1)

In this contribution we have addressed three interconnected research questions:

- ❑ What is the influence of a variety of historical-cultural assets ('functions') in a city on the traveller's appreciation of a city?
- ❑ Does the presence of specific categories of actors' value systems regarding urban cultural functions exert an influence on the overall attractiveness of a city?
- ❑ Does a high language diversity among visitors (a 'Babylon effect') impact negatively the appreciation of cultural sites or amenities by foreign tourists?

CONCLUSIONS AND LESSONS (2)

- ❑ Our regression estimations, based on systematically collected and organised databases on 40 global cities (GPCI) and on travellers' opinions on historical-cultural attractiveness of these cities (TripAdvisor), confirm the existence of the effects incorporated in the three mentioned research issues, although in a very few cases the statistical significance or the sign have to be interpreted with some caution.
- ❑ Our results show clearly the importance of local amenities for tourism attractiveness (as expressed inter alia by the vector FF3), suggesting that a balanced planning of urban facilities, infrastructures and urban landscapes (ambiance) is needed in order to enhance both the wellbeing of local residents and the urban 'magnetism' for visitors, taking into consideration that an extensive usage of public urban space by tourists may potentially create crowding problems of congestion or degradation.

Conclusions and Lessons (3)

- ❑ Our results also show that the enjoyment of general urban amenities by tourists tends to increase their satisfaction with the cultural elements of the cities concerned, suggesting that tourist satisfaction depends on the cumulative effects caused by the different components of the experience of each tourist.
- ❑ Another important finding is that, if cultural assets only contribute to tourism attractiveness through their commodification and integration into appropriate tourism products and services, attention is needed for other forms of cultural production and dynamics in global cities, so that favourable conditions for their development can be ensured in tandem with the current tourism demand.

FURTHER FUTURE RESEARCH

- ❑ Our findings confirm to a large extent our prior assumptions on the expected sign of the influence of relevant moderator variables. Thus, the model is supported by statistical reliability tests and economic plausibility arguments.

- ❑ There is still a vast research area ahead of us. Examples are:
 - the impact of gender and age on the appreciation scores of travellers or the influence of the seasonality patterns of visitors on the attractiveness of historical-cultural amenities, as perceived by them.
 - whether a high attractiveness of the cultural amenities in a city will automatically lead to a higher volume visitors, or whether complementary policy measures, such as dedicated marketing efforts, interactive communication platforms (Facebooks, Twitter, TripAdvisor, etc.), or online information provision on available cultural assets in the city concerned would be needed.
 - whether the establishment of a distinct cultural profile of the city concerned would be instrumental in enhancing the perceived urban attractiveness by visitors.

