

HOW WORLD HERITAGE SITE CONSUMPTION CONFORMS TO THE VALUE-SATISFACTION-LOYALTY CHAIN?

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Abstract

Recent works have studied the effects of Heritage Designation into the tourism activity of the destination. But less research has studied actual behavior of consumers in World Heritage Sites (WHS). How visitors perceive Value in WHS and derive Value outcomes (Satisfaction and Loyalty)? This paper answers this question by adopting the Value-Satisfaction-Loyalty chain for the case of 353 (non-local) visitors at the Castle of Chambord, in France. We test two different structures of Value dimensions (namely PERVAL and EVS scales), having direct and indirect effects on Satisfaction and Intention to Revisit. Findings show: (a) balanced effects of different emotional and functional dimensions, while null effect of social Values on Satisfaction; (b) a mediation effect of Satisfaction confirmed for both models, but (c) a non-prediction of Revisit Intention for the more experiential dimensionality (EVS). Managerial implications for managers of WHS are derived in terms of providing Heritage experiences unique or repetitive

Keywords: *Consumer Value; Value-Satisfaction-Loyalty chain; Heritage Sites*

Track: Consumer Behaviour