JOURNAL OF TOURISM AND SERVICES
Issue 20, volume 11, ISSN 1804-5650 (Online)
www.jots.cz

Market Segmentation in Urban Tourism: Exploring the Influence of Personal Factors on Tourists' Perception

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Received: 7 April 2020. **Revision received**: 13 May 2020. **Accepted**: 17 May 2020.

Abstract
A statistical analysis based on a tripartite theoretical model of tourist attraction was conducted in this work to examine the influence of personal factors on tourists' perception of the attractions that determine a city's attractiveness. Using the responses of a sample of 510 international tourists, a random sample of 171 was selected, from which parametric and non-parametric tests were carried out: Levene's test, Kruskal-Wallis test and Mann-Whitney test. The results show that, from a statistical point of view, there are statistically significant relationships between tourist perception and personal factors. This reveals that the same tourist attractions can be perceived and evaluated differently according to gender, age, motivation, and region of origin. Thus, there is a significant influence of internal factors on the tourists' perception. Tourism perception is therefore not static but fluctuating. Consequently, it is imperative for decision-makers to segment the tourism market to satisfy tourists, meet their expectations, and enhance the attractiveness of a destination. The main results of this research are related to the contrasting perceptions of the same tourist attraction by different groups of tourists. An exploration that has so far not been carried out in previous research, in the context of urban tourism. Thus, tourism managers should take this variation into account when planning a tourism marketing and communication strategy. Research proves that targeted and focused tourist development can increase the tourist attractiveness of a city, the level of which depends crucially on perception. Finally, a presentation of four models that categorize and prioritize tourist attractions according to preferences by age, gender, motivation, and original destination is presented. These models are put forward as a referential, decision-support framework that clarifies the nuanced preferences of different tourist groups. The theoretical and marketing implications of this work are also discussed for further research and development of tourism destination management.

Key Words: Urban Tourism, City Attractiveness, Tourists' Perception, Market segmentation, Personal factors.

JEL Classification: Z32, Z38, J42, L833

Reference: Chebli, A., Chabou Othmani, M. & Ben Said, F. (2020). Market Segmentation in Urban Tourism: Exploring the Influence of Personal Factors on Tourists' Perception. *Journal of Tourism and Services*, 20(11), 74-108. doi: 10.29036/jots.v11i20.144

1. Introduction

Since the 1980s, a new model of urban management, marked by the features of neo-liberalism, has emerged. Therefore, a liberal urbanism has been developed (Oakley, 2016; Clavé-Mercier, 2017; Lin, 2017), based on a creative economy and consumption. Cities are thus changing nuances, betting everything on attractiveness, described as a new doctrine to support their growth and escape regression (Terrin, 2014). Davezies (2004) clearly expressed this idea: "the challenge of territorial development is not to create as much wealth as possible, but to capture as much as possible". The city seeks to "attract consumers who will spend on its territory" (Ignalina & Park, 2005); and to address this challenge, it focusses on tourism.

Tourism is both a lever for innovation and a component of attractiveness. It is a contemporary element enabling cities to be recreated, through a new "way of doing" things; a reshaping by shopping, culture, leisure, business and events (Kadri & Pilette, 2017). Tourism is therefore an important source of income for many cities. It offers great potential for economic, social and spatial development (Ashworth, 2012). The growing importance of smart digital technologies within urban infrastructure is portrayed by Kearney et al. (2019). This explains the eagerness of many destinations to develop this industry.

As a result, multitudes of new destinations are emerging, which tends to exacerbate competition between and within regions (Horita, 2017; Salama & Oláh, 2019). However, territories must plan an effective and sustainable tourism attraction strategy to enhance the value of tourism and ensure strategic positioning. According to several authors (Hu & Ritchie, 1993; Kim, 1998; Ritchie & Zins, 1978; Das et al., 2007), tourist attractiveness is a function of the tourist's perception of the destination's ability to satisfy their needs and provide them with personal benefits (Mayo & Jarvis, 1980). This definition states that to maintain an appropriate level of attractiveness, a proven knowledge of tourist preferences is required in order to meet their expectations and satisfy their needs.

A consumer's preference for a product is influenced by perception (Goodrich, 1978). However, what is perceived as important to one traveler may not be important to another. The relative importance a tourist places on the attributes that determine the attractiveness of a tourist destination is therefore not a static datum. This importance judgment depends on his/her perception, which is in turn influenced by various contextual factors, whether internal or external (Leiper, 1990; Kim & Perdue, 2011; Rajesh, 2013). Understanding the impact of these factors on the tourists' perception is an advantage, which will help marketers to better identify consumer profiles. According to Heung and Quf (2000), understanding travel preferences and tourist behavior is essential for tourism marketing in terms of market segmentation and designing an effective promotional campaign. On the other hand, obtaining this information allows planners to design specific products that are more tailored to demand, and thus create the optimal conditions for unforgettable touristic experiences.

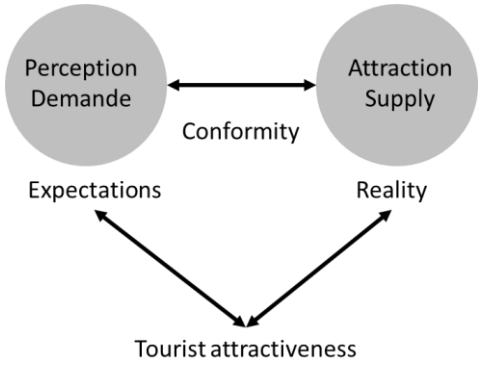
Despite the importance of this topic, only a few studies have examined the influence of personal factors on tourism perception (Beerli & Martin, 2004; Rasoolimanesh & al., 2019). Therefore, the objective of this paper is to provide an important contribution to the literature on the perception of tourist attractiveness. This research aims to develop a methodological framework to discuss the role of the contextual approach in assessing the importance of tourist attributes and their contribution to the attractiveness of cities. The results of this examination allow a segmentation of the urban tourism market. The study focuses on the analysis of the impact of personal factors on the perception of tourist attractions by tourists. The remainder of the paper describes the methodology of data collection, the population studied, followed by a description of the statistical tests used.

2. Literature review

According to Krešić & Prebezac (2011), tourist attractiveness is a mental construction that exists only in the mind of potential visitors. It is the cognitive representation of a person's knowledge, feelings and overall perception of a particular destination. Tourist attractiveness was defined by Mayo and Jarvis (1981) as the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs (Vengesayi, 2003). This concept explores the relationship between supply and demand "Graph 1" (Iaţu & Bulai, 2011).

As for the supply side, tourist attractions represent the basic resources that shape the tourist attractiveness system. The tourism industry is built on these resources (Gunn, 1972; Lew, 1987; Leiper, 1990, Buhalis, 2000; Hakeem et al., 2018). The degree of attractiveness and the extent of a territory's influence increases, all the more so as the mosaic of forms it exhibits is varied, and vice versa. In general, oversized, grandiose, broadly spread shapes and spatially distributed are attractive and appealing to the observer (Cocean, 2011). From a perspective demand, researchers have argued that the more a destination is able to meet the tourists' needs, the more attractive it is (Cugno et al., 2012).

Graph 1: **Basic component of attractiveness**.



Source: Author own conception

Tourist attractiveness is considered as a resilience strategy (Khomsi, 2018; Delaplaceadri et al., 2018), and since the 1980s, tourism has been introduced by many cities as an urban function to recover after the industrial crisis (Ohanyan & Androniceanu, 2017). Therefore, it is perceived as a regeneration strategy (Law, 1999; Cave & Jolliffe, 2012; Kadri, 2007; Kadri & Pilette, 2017). Moreover, it is an industry in full expansion. Statistics attest that during the period 2009-2013, the urban escapism rate increased by 47% (Terzibasoglu, 2015).

Urban tourism is considered as a strategic project that generates growth (Androniceanu et al., 2019). It provides several different advantages: economic, social and spatial (Ashworth & Page, 2011; Pearce, 2001). Thus, cities aim to develop this profitable activity and the result is the emergence of a multitude of new destinations, increasing competition between cities (Kresic & Prebezac, 2011). Faced with this strong tourist competitiveness, cities must plan an effective and sustainable tourist attraction strategy to find their way in a saturated market.

Furthermore, when discussing about tourist attractiveness, it should be mentioned that this system is mainly based on tourist attractions. According to Gunn definition, the tourist attraction is the central element from which the tourism system develops. In fact, without it, there would be no tourism and therefore no tourism supply (Gunn, 1972). For Lew (1987) and Leiper (1990), a tourist attraction includes all the elements of a "non-family" place that attracts discretionary travelers away from home. Gearing (1974) pioneered a categorization of tourist attractions, consisting of five groups, each group divided into sub-types. This categorization is commonly used in tourism literature (Table 1).

Table 1. **Group of touristic attractions**

ATTRACTIONS	SUBGROUPS
Natural factors	Nature beauty of the landscape climate,
Social factors,	Artistic and architectural features Distinctive local features Fair and exhibits Attitudes towards tourist
Historical factors	Ancient ruin Religious significance Historical prominence
Recreational and shopping facilities	Sport facilities Educational facilities Facilities conductive to health Nighttime recreation Shopping facilities
Infrastructure, food, and shelter	Infrastructure above minimal touristic quality (road, water, electricity, safety…etc.) Food and lodging facilities s

Source: Gearing (1974)

Decision-makers need to have an in-depth knowledge of what constitutes a potential tourist attraction and to understand the expectations of travelers to define a cutting-edge strategy. Such information is the basis for a successful tourism development process. So, to successfully develop a tourism strategy, what are the attractions that make cities attractive?

Table 2. **Urban tourist attractions**

PRIMARY ELEMENTS	
Activity Place Cultural Facilities • Museums and Art Galleries • Theaters and Cinemas • Concert Halls • Convention Centers • Other Visitor Attractions Sport Facilities • Indoor and Outdoor Amusement Facilities • Night Clubs • Casinos and Bingo Halls • Organized Events • Festivals	Leisure Setting Physical Characteristics • Historical Street Pattern • Interesting Buildings • Ancients Monuments and Statues • Parks and Green Areas • Waterfronts (Harbor, Canal, River) Socio-Cultural Features • Liveliness of the Place • Language • Local Customs and Costumes • Cultural Heritage • Friendliness • Security
SECONDARY ELEMENTS	ADDITIONAL ELEMENTS
• Accommodation • Catering Facilities • Shopping • Markets	• Accessibility • Transportation and Parking • Tourist Information (maps, signs, guides)

Source: Jansen-Verbeke (1986)

Jansen-Verbeke (1986) presented a model of urban tourist attraction. The author listed and hierarchized in three levels the main attractive elements of a city: primary, secondary and additional attractions (Table 2). Afterwards, several authors have used this model in their work (Law, 1992; Ariani, 2018). However, the representation of the attractions, put forward by Myriam Jansen-Verbose, was based on a geographical approach. According to Alan Lew (1987), this approach is the most common way of conceptualizing attractions. It is based on a nominal inventory that simply divides the attractions into two groups: natural (flora, fauna and climate) and cultural (history, populations and monuments).

The hierarchy presented by the author does not take into account the study of perception, although perception has a direct influence on preferences and intervenes consistently in the decision-making process (Decrop, 2011). In fact, there is no model hierarchy of tourist attractions; each tourist makes his/her own hierarchy, according to his/her perception (Leiper, 1990; Botti & al., 2002).

According to Leiper (1990), tourist attractions are subject to different degrees of significance, as some attractions are more important than others to a tourist. A tourist's perception is therefore the element of judgement, on the basis of which attractions are ranked. Furthermore, Leiper argued that the attraction classification should be made on the basis of a three-level model (primary, secondary, tertiary or complementary). This classification allows a better explanation and understanding of tourist behavior, and a segmentation of the urban tourism market. Hence, managers can create different products and experiences according to the interests and values of consumers (Page, 2003).

Nonetheless, a hierarchy of urban tourist attractions that takes into consideration the cognitive aspect would be interesting. It will help decision-makers to better identify tourist profiles and to develop more targeted products. At the city level, a substantial flow of visitors coexists, with broad and heterogeneous motivations and interests, which makes the opinions about a tourist attraction vary (Bramwelle, 1998; Ashworth, 2012, Bovin, 2019). As a result, tourist attractions do not have equal value and influence the attractiveness system to various degrees. Some attractions are more important than others and this assessment depends on the perception of the visitors.

Perception can be defined as the process by which an individual selects, organizes and interprets stimuli to obtain a meaningful and coherent picture of the destination (Jordaan & Prinsloo, 2001; SerkanVolkan, 2013). Perception has a subjective meaning, which gives it an unstable character. Conceptually, three factors influence perception: internal psychological factors, external destination factors (especially destination images) and situational constraints (Kim & Perdue, 2011; Das & al., 2017). Personal factors are divided into two sections: socio-demographic characteristics and psychological characteristics (Martin, 2004). Socio-demographic characteristics include sex, age, education, family life, social class, place of residence, occupation, income, marital status and country of origin. Psychological factors include motivations, values, personality, lifestyle, needs, past experiences, prior knowledge, preferences and satisfaction (Rajesh, 2013; Rasoolimanesh & al., 2019).

Despite the importance of this study question, only a few studies have examined the influence of these factors on the tourists' perception (Beerli & Martin, 2004; Rasoolimanesh & al., 2019). However, in terms of perception of an urban recreation context and the appreciation of those resources, much is still unknown. Since attractiveness depends on visitors' psychological and socio-economic factors, it is probable that not all persons who go to a city for tourist purposes, will have the same level of expectation regarding tourist attractions. Thus, four hypotheses are put forward to study this interaction. The hypotheses illustrate the effects of these factors on the perception of tourist attractions, and in this case on the level of attractiveness.

Hb1: Gender has a significant influence on the perception of urban tourist attractions,

Hb2: Age has a significant influence on the perception of urban tourist attractions,

Hb3: Tourist motivation significantly influences the perception of urban tourist attractions,

Hb4: Geographic region of origin has a significant influence on the perception of urban tourist attractions.

3. Methods

This research adopts five steps to assess the impact of personal factors on the perception of touristic attractions,

Step 1: Selection of study variables

The selection of study variables were derived on the basis of two theoretical models of Gearing & al. (1974) and Jansen-Verbeke, (1986), see tables1 and 2.

Step 2: Conception and dissemination of investigative instruments

The questionnaire conceived for this study is divided into three parts (Appendix A). The first part presents general information on the subject. The aim is to explain the objectives of this work to the respondents. In the second part, factual questions are asked, which allowed to clearly identify the socio-economic dimensions of the respondents and to identify certain factors that potentially influence the tourists' perception. The third and final section aims to determine the importance of various attractions that determine the tourist attractiveness of cities. The relative importance of the attractions was measured on the basis of 23 attributes which represent study variables, and which were defined at the first step. Respondents were asked to indicate the importance they attach to these attractions when planning their trip. The importance given to the attractions was measured on a five-point Likret scale, ranging from 1: not at all important to 5: very important.

A self-administered survey instrument was favored for this research project, for two reasons: first, it has the potential to be disseminated geographically on a large scale, thus targeting respondents from around the country, as was the case in this study. The second reason is financial, considering the limited financial condition, dissemination via digital platform is an affordable and excellent distribution alternative for collecting quantitative data.

Step 3. Data collection

Quantitative data was collected based on a questionnaire (Appendix A), to test the hypotheses and meet the objectives of this research. The choice of a qualitative survey allows us to measure personal, subjective experiences and to explain certain (aspects of) social phenomena such as (preferences) of various individuals. The measurement process enables us to obtain valid and objective knowledge (Chazel & al, 1970).

The survey was carried out among international travelers who had previously visited cities on their past trips. The aim is to present several syntheses and discussions on the perception of attractions that tourists consider important for the attractiveness of cities in general, rather than to assess the attractiveness of destinations per se. The Cranach's Alpha test was conducted once the questionnaire was sent to twenty (n = 20) respondents to test the reliability of the measurement instrument. The value of coefficient is 0.96, which is considered a satisfactory value in fundamental research (Nunnaly, 1978).

Step 4. Study sample

A sampling frame, consisting of 514 questionnaires, was collected from an extensive collection. The survey was conducted from July 2019 to November 2019. The five-point Likert scale was used as the response format, ranging from 1: not at all important, to 5: very important. The recovered data showed that the dominant respondent group was the African segment of the population.

A simple random sample was chosen to ensure a fairly orderly and consistent group and an unbiased representation of reality. The size of the calculated random sample is 171; this sample covers the study population in a very balanced way. Although this is a small sample, the parameters associated with it, the margin of error is 7.6% and the confidence level is 95%, confirm its reliability and the representativeness of the results obtained.

Step 5. Data analysis

The data was analyzed using a statistical software (Spss for Windows). First, a parametric and two non-parametric tests were used (Levene's test, Kruskal-Wallis test and Mann-Whitney test) to test these hypotheses and to study the relationship between perception variables and personal factors. After, a

correspondence factor analysis (CFA) was developed. This descriptive statistical analysis allowed to simultaneously study the relationship between perception variables and personal factors. Thus, the analysis predicted the preferences of the different tourist groups studied, otherwise identify discriminating groups. The Alpha Cranach value was referenced to confirm the results of the factor analysis.

4. Results

4.1. Tourists' demographic profile

Table 3 summarizes information on the profile of respondents with respect to gender, age, travel motivation and regional origin of tourists.

Table 3. **Demographic profile of respondents.**

Demographic characteristics	Categories	Percentage
Gender	• Woman • Man	• 74.26% • 25.73 %
Age group	• Under 18 years old • 18 - 24 years old • 25-34 years old • 35-49 years old • 50-65 years old	• 4.76% • 23.97% • 39.75% • 24.56% • 7.01%
Travel motivation	• Leisure/recreation • Business (Conferences, professional internships, scholarships)	• 80.29% • 19.29%
Regional origin of tourists	• Africa • America • Asia Pacific • Europe	• 58.47% • 8.77% • 7.01% • 25.7%

Source: Authors, statistical analysis results

Most of the respondents are between 25-34 years old (39.75%). The sample includes more women (74.26%) than men, who represent 25.14% of the sample. The majority of them (80.29%), during their last urban trip, were motivated to travel for leisure (cultural tourism, shopping, visiting friends/families, etc.).

4.2. Influence of personal factors on tourist perception

4.2.2. Gender and tourist perception

The Levene's test was used to study the influence of gender on perception. This test allowed to determine whether or not the perception of the variables by both groups is identical. Two hypotheses were tested:

H0: The variances are identical;

Ha: At least one of the variances is different.

The variance comparison results agree to reject the null hypothesis H0 "Table 11, Appendix B". As the p-value calculated for ethnography and folklore is p-value=.016, sports facilities and equipment p-value=.004, quality/price ratio p-value=.053 and transportation diversity p-value=.046, is lower than the significance level alpha=0.05, the null hypothesis H0 must be rejected and the alternative hypothesis Ha must be retained. Thus, it is proven that gender has a significant influence on the tourist's perception. The hypothesis Ha is then valid.

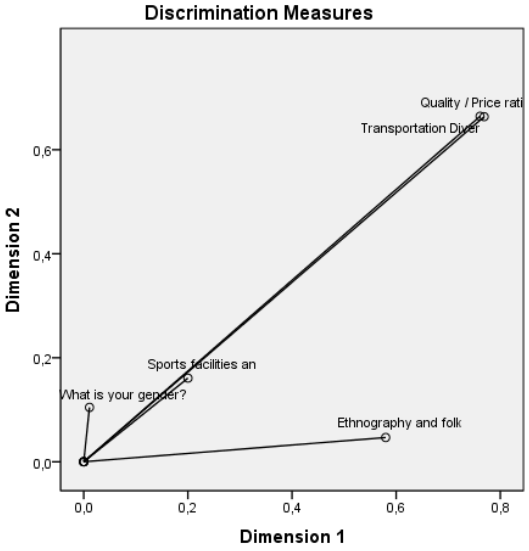
Only the four most significant variables were projected to obtain a readable projection. The analysis space reduced those variables "Graph 2" into two main factors "Table 4". The reliability analysis of this factor analysis is satisfactory, given that the alpha value is equal to 0.619. The percentage of variance cumulated by the two factors is satisfactory. It reaches 79.2%, and represents more than half of the information (Table4).

Table 4. **MCA model summary based on gender**

Model summary				
Dimension	Cronbach's Alpha	Variance accounted for		
		Total (Eigenvalue)	Inertia	% of variance
1	.711	2.321	.464	46.422
2	.488	1.640	.328	32.805
Total		3.961	.792	
Mean	.619[a]	1.981	.396	39.613
a. Mean Cronbach's Alpha is based on the mean eigenvalue				

Source: Authors, processing in the Spss software

Graph 2. **Discriminating variables: gender**

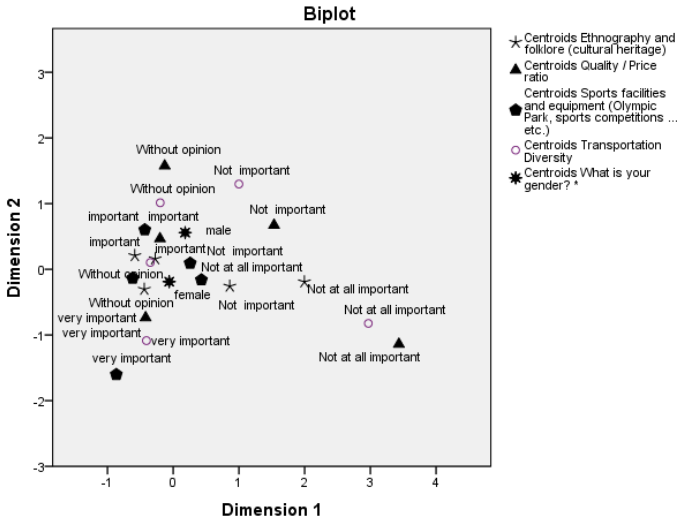


Source: Authors, processing in the SPSS software

Graph 3 shows the existence of two forms of opposition. Firstly, the first factor, represented on the horizontal axis, opposes men and women from a perceptual point of view. The second factor shown on the vertical axis, suggests a second principle of opposition related to the level of judgement and preference that changes according to gender. It can be observed that women attach much importance to

the diversity of means of transport and folklore, unlike men. On the same projection, it appears that sports facilities are identified as important for men, and not at all important for women.

Graph 3. **Gender composite plane with MCA**



Source: Authors, processing in the SPSS software

4.2.2. Age and tourist perception

The Kruskall Wallis test was applied to test the existence of a relation between the age factor, which is ordinal, and the variables of tourism perception. It tests the null hypothesis of the absence of a link between age and perceptions against the alternative hypothesis of the existence of a link between age and perceptions (Table 5).

Table 5. **Kruskall Wallis results test based on age**

Variables (Attractions)	Chi-square	df	asymptotic significance
Climate	7.235	5	.204
Architecture and Urban Ambience	1.490	5	.914
Ethnography and folklore (cultural heritage)	2.435	5	.786
Professional and event organizations	6.672	5	.246
Sports facilities and equipment	6.685	5	.245
Historic Monuments. World Heritage	3.565	5	.614
Historic Dominance and FAMOUS PEOPLE	6.840	5	.233
Public places	2.081	5	.838
Shopping Resources	4.914	5	.426
Night life	7.290	5	.200
Security	**10.514**	5	**.062**
Friendliness and hospitality	9.073	5	.106
Accessibility to health services	**17.464**	5	**.004**
Clean environment	6.983	5	.222
Quality / Price ratio	5.378	5	.372

Assistance services	4.527	5	.476
The language spoken in the host destination	8.285	5	.141
Transport infrastructure	3.976	5	.553
Transportation Diversity	2.761	5	.737
Diversity of tourist accommodation	.950	5	.966
The quality of the restoration	4.160	5	.527
High-tech development	**9.381**	5	**.095**
Advertising, promotion of the tourist destination	5.091	5	.405

Source: Authors, processing in the Spss software

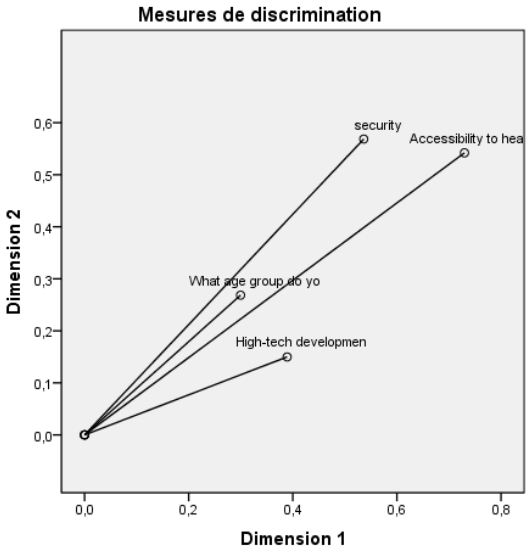
The results of the Kruskall Wallis test show that three variables are significantly influenced by the age factor: security variable (χ^2= 10,514 and p-value= .062), accessibility to the health service (χ^2= 17,464 and p-value= .004), and technology (χ^2= 9,381 and p-value= .095). The p-value of these three variables confirms our hypothesis that age has an influence on the tourists' perception, which is in line with the findings of other researchers (Baloglu & McCleary, 2000; Neethiahnanthan & al., 2014). In addition, a correspondence factor analysis (MCA) was performed to visualize the touristic preferences of different age groups (Tabel 6, Graph 4).

Table 6. **MCA model summary based on Age**

Model summary				
Dimension	Cronbach's alpha	Variance represented		
		Total (Eigenvalue)	Inertia	% of the variance
1	.651	1.955	.489	48.873
2	.461	1.529	.382	38.229
Total		3.484	.871	
Mean	.568[a]	1.742	.436	43.551
a. Cronbach's alpha average is based on the mean eigenvalue				

Source: Authors, processing in the Spss software

Graph 4. **Discriminating variables: Age**



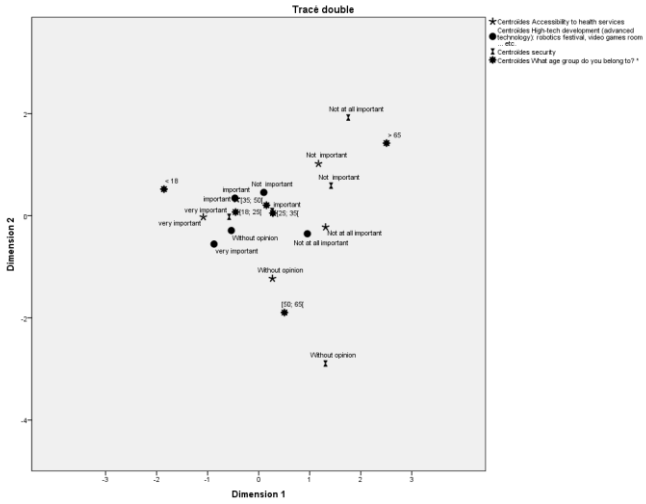
Source: Authors, processing in the Spss software

The analysis of the reliability of this factorial analysis which consists in reducing the analysis space composed of 4 items to two main factors is satisfactory, given that the value of Cronbach's alpha is 0.56, and allows to recover 87% of the initial inertia. This value is qualified as satisfactory and indicates that our factorial analysis is relevant and reliable.

The most discriminating variables for tourists' perception according to age are safety and accessibility to health services "Graph 4".

The analysis of the projection of the variables on the composite level by the two main factors shows that axis 2 represents the importance component. This component indicates that the older the tourist group is, the lower the importance given to the variables. The younger the age of the tourists, the greater the importance given to the different variables simultaneously. Analysis of Axis 1 shows that young people are more sensitive to safety, accessibility to health services and high-tech services "Graph 5".

Graph 5. **Age composite plane with MCA**



Source: Authors, processing in the Spss software

4.2.3. Motivation and perceptions

The Mann-Whitney test allows to test the dependence between a dichotomous variable which is the motive and tourists' perception. It is an ordinal variable. The null hypothesis of this test represents the absence of a link between the two variables and the alternative hypothesis indicates that there is a link between the motive and the importance given to different modalities. "Table 7" summarizes the results of this test.

Table 7. **Mann-Whitney test results based on Motivation**

	Mann-Whitney U	Wilcoxon W	Z	Asymp. sig (2-tailed)
Climate	1851.000	2412.000	-1.763	***.078***
Architecture and Urban Ambience	1737.500	2298.500	-2.302	***.021***
Ethnography and folklore (cultural heritage)	1764.500	2325.500	-2.102	***.036***
Professional and event organizations	1282.500	10873.500	-4.025	.000
Sports facilities and equipment	1872.500	11463.500	-1.644	.100

Historic Monuments, World Heritage	2185.000	2746.000	-.384	.701
Historic Dominance and FAMOUS PEOPLE	2011.000	2572.000	-1.101	.271
Public places	1945.000	2506.000	-1.404	.160
Shopping Resources	2173.500	11764.500	-.423	.672
Night life	2274.000	11865.000	-.012	.990
Security	2256.500	11847.500	-.089	.929
Friendliness and hospitality	2268.000	2829.000	-.037	.970
Accessibility to health services	2058.000	11649.000	-.881	.378
Clean environment	2171.000	11762.000	-.444	.657
Quality / Price ratio	2209.500	2770.500	-.282	.778
Assistance services	2108.000	11699.000	-.685	.493
The language spoken in the host destination	1572.500	11163.500	-2.824	.005
Transport infrastructure	2192.000	11783.000	-.359	.719
Transportation Diversity	2119.000	11710.000	-.653	.514
Diversity of tourist accommodation	2188.000	11779.000	-.369	.712
The quality of the restoration	2110.000	2671.000	-.679	.497
High-tech development	1908.500	11499.500	-1.482	.138
Advertising, promotion of the tourist destination	2081.500	11672.500	-.784	.433

Source: Authors, processing in the Spss software

The results of this test show that there is a significant dependence between the travel motive and four variables, which are: climate (Z=-1,763 and p-value= 0.078), architecture and urban atmosphere (Z=-1,763 and p-value= 0.021), ethnography and folklore (Z=-2,102 and p-value= 0.36). Professional and event organizations (Z=-4,025 and p-value=.000), the language spoken in the host destination (Z=-2,824 and p-value=.005). The MCA factor analysis allows to illustrate the link between these four variables and the travel motives (Table 8, Graph 6).

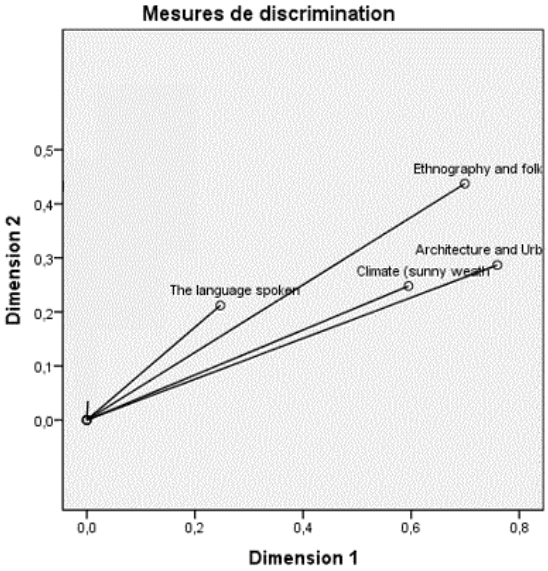
Table 8.**MCA model summary based on Motivation**

Model summary				
Dimension	Cronbach's alpha	Variance represented		
		Total (Eigenvalue)	Inertia	% of variance
1	.712	2.323	.465	46.451
2	.463	1.588	.318	31.764
Total		3.911	.782	
Mean	.611[a]	1.955	.391	39.108
a. Mean Cronbach's Alpha is based on the mean eigenvalue				

Source: Authors, processing in the Spss software

The analysis of the reliability of this factor analysis, which consists of reducing the analysis space composed of 4 variables to two main factors, is satisfactory. Indeed, the value of Cronbach's alpha is 0.61, and allows to recover 78% of the initial inertia. This value is qualified as satisfactory and indicates that our factorial analysis is relevant and reliable. "Graph 6" shows that the most discriminating variables when analyzing the tourists' perception according to travel motives are folklore, architecture and climate.

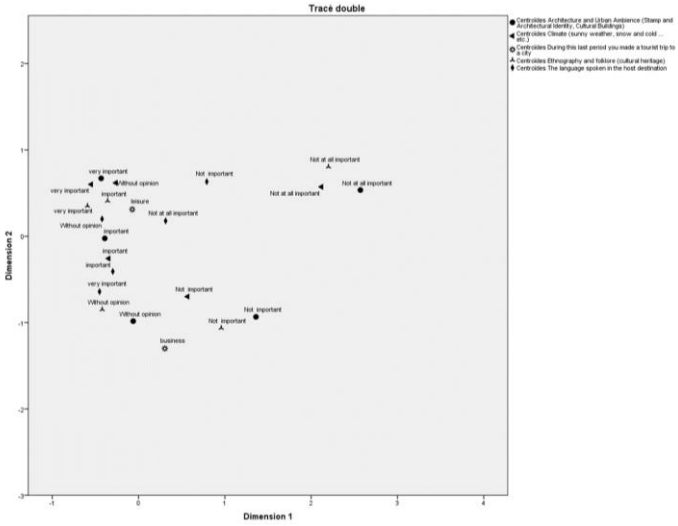
Graph 6. **Discriminating variables: Motivation**



Source: Authors, processing in the Spss software

The analysis of the projection of the variables on the composite level by the two main components shows that tourists whose motive for travel is leisure give more importance to folklore, climate and architecture "Graph 7".

Graph 7. **Motivation composite plane with MCA**



Source: Authors, processing in the Spss software

4.2.4. Geographic region of origin and perception

According to the results of the Kruskul test, it appears that geographical origin has an influence on the perception of tourism. 16 variables are significantly influenced by this factor "Table 9".

Table 9. **Kruskul Wallis test results based on Geographic Region of Origin.**

Variables (Attractions)	Chi-square	df	asymptotic significance
Climate	.896	3	.826
Architecture and Urban Ambience	2.305	3	.512
Ethnography and folklore (cultural heritage)	8.266	3	***.041***
Professional and event organizations	15.553	3	***.001***
Sports facilities and equipment	3.404	3	.333
Historic Monuments, World Heritage	1.616	3	.656
Historic Dominance and FAMOUS PEOPLE	1.216	3	.749
Public places	4.798	3	.187
Shopping Resources	7.492	3	***.058***
Night life	7.789	3	***.051***
Security	15.928	3	***.001***
Friendliness and hospitality	5.526	3	.137
Accessibility to health services	16.223	3	***.001***
Clean environment	15.860	3	***.001***
Quality / Price ratio	9.960	3	***.019***
Assistance services	7.326	3	***.062***
The language spoken in the host destination	9.005	3	.029
Transport infrastructure	6.497	3	***.090***
Transportation Diversity	7.018	3	.071
Diversity of tourist accommodation	6.390	3	***.094***
The quality of the restoration	12.658	3	**.005**
High-tech development	17.139	3	***.001***
Advertising, promotion of the tourist destination	10.798	3	***.013***

Source: Authors, processing in the Spss software

Where: Ethnography and folklore ($\chi^2 = 8{,}266$ et p-value= 0.041), Professional and event organizations ($\chi^2 = 15{,}553$ et p-value= 0.001), Shopping resources ($\chi^2 = 7{,}492$ et p-value= 0.058), Night life ($\chi^2 = 7{,}789$ et p-value= 0.051), security ($\chi^2 = 15{,}928$ et p-value= 0.01), Accessibility to health services ($\chi^2 = 16{,}223$ et p-value= 0.001). clean environement ($\chi^2 = 15{,}860$ et p-value= 0.001), Quality / Price ratio ($\chi^2 = 9{,}960$ et p-value= 0.019), Assistance services ($\chi^2 = 7{,}326$ et p-value= 0.062), The language spoken in the host destination ($\chi^2 = 9{,}005$ et p-value= 0.029), Transport infrastructure ($\chi 2 = 6{,}497$ et p-value= 0.09). Transportation Diversity ($\chi^2 = 7{,}018$ et p-value= 0.071), Diversity of tourist accommodation ($\chi^2 = 6{,}390$ et p-value= 0.094), The quality of the restoration ($\chi^2 = 12{,}658$ et p-value= 0.005), High-tech development ($\chi^2 = 17{,}139$ et p-value= 0.001), Advertising, promotion of the tourist destination ($\chi^2 = 10{,}798$ et p-value= 0.013).

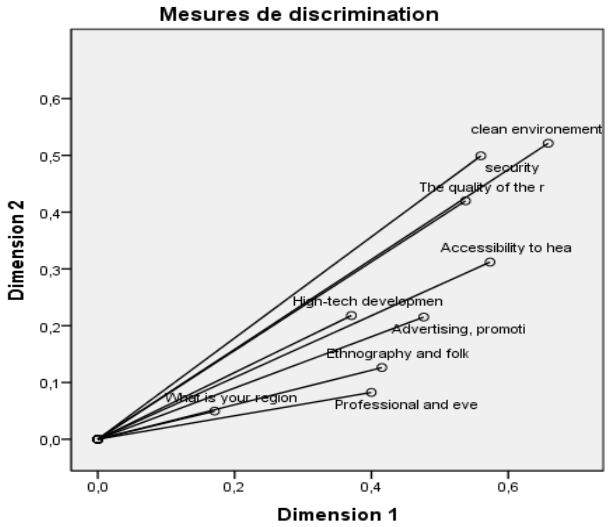
A MCA provides a synthetic view of the link between perception variables and data on geographical origin, (Table 10). The analysis of the reliability of this factorial analysis, which consists in reducing the space of the analysis composed of 9 items to two main factors, is satisfactory, given that the value of Cronbach's alpha is 0.784. This value is qualified as satisfactory and indicates that the factorial analysis presented in this study is relevant and reliable. "Graph 8" shows that the most discriminating perceptions depending on the region are the environment, safety and quality of restaurants, and accessibility of health services.

Table 10. **MCA model summary based on geographic region of origin**

Model summary				
Dimension	Cronbach's alpha	Variance represented		
		Total (Eigenvalue)	Inertia	% of variance
1	.855	4.163	.463	46.251
2	.665	2.444	.272	27.154
Total		6.606	.734	
Mean	.784[a]	3.303	.367	36.702
a. Mean Cronbach's Alpha is based on the mean eigenvalue				

Source: Authors, processing in the Spss software

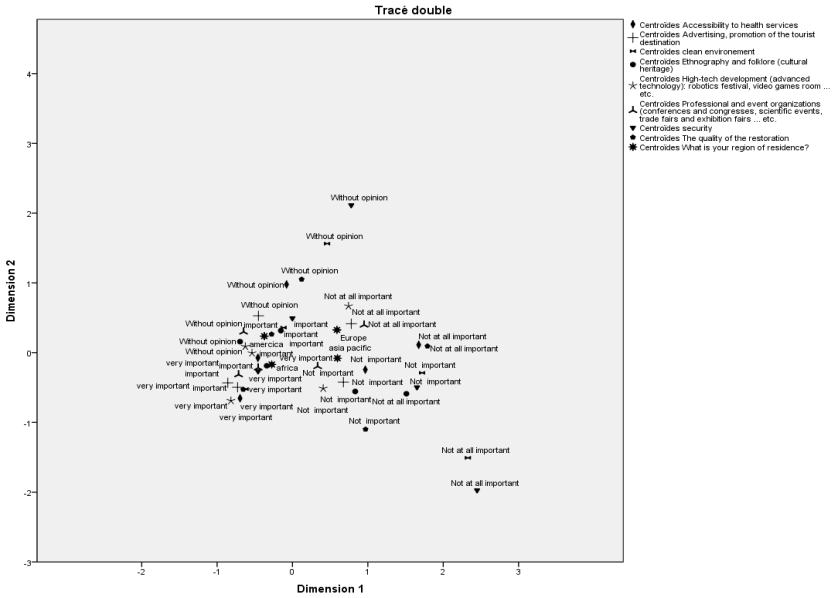
Graph 8. **Discriminating variables: geographic region of origin**



Source: Authors, processing in the Spss software

As shown in "Graph 9", Axis 2, which is considered to be the importance axis, indicates that tourists are either indifferent to all the variables, or they give the same degree of importance to all the variables together. Therefore, all items are complementary. Axis 1 pits Europeans and Asians against Africans and Americans, indicating that Africans and Americans give more importance to the different items than Asians and Europeans. This shows that European and Asian tourists are less demanding than others. The analysis of Axis 2 shows that the preferences of African and Asian tourists differ from those of European and American tourists. Africans and Asians give more importance to the quality of the restoration, promotion and development of high-tech, while Americans and Europeans give more importance to safety and folklore.

Graph 9. **Composite plane of geographic region of origin**



Source: Authors, processing in the Spss software

5. Discussion

The results of this research highlight the significant influence of personal factors on the tourists' perception, exposing the limitations of standard methods used to define the general interests and needs of tourists. Currently, these methods are subject to criticism (Mckercher, 2016). In the tourism industry, the survey of consumer habits and opinions is of particular importance. Travelers are heterogeneous in their composition, with different preferences and dislikes. Therefore, to satisfy their requests and build their loyalty, it is necessary to decipher the content of their potential demand, to understand it, and then to transform it into actual demand.

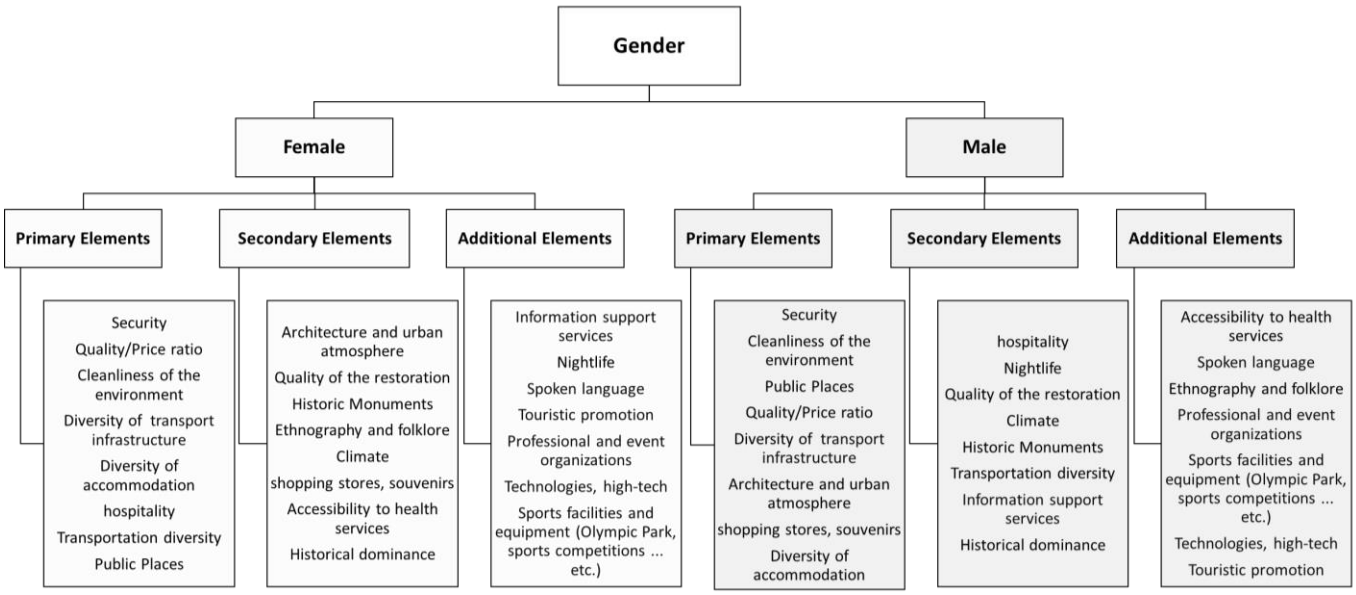
The significant averages of the study groups were compared to each other (Appendix B: Tables 12, 13, 14 and 15). This allowed to obtain a clearer picture of the expectations of the different tourist groups according to their age, gender, motivation and geographical region of origin.

Based on the results obtained, four hierarchical models were created. Each model classifies and categorizes the attractions into three groups in order of importance. This was done according to: gender, age, motivation and geographical origin.

In the ranking of attractions, it can be seen that male and female tourists attach different importance to certain attractions. The difference between men and women is significant for anthropology and folklore, public places, shopping resources, nightlife and the diversity of means of transport.

Men attach a significant importance to public spaces (gardens, squares, etc.), they are ranked as the 3rd most important attraction. Contrary to women, who rank this attraction in 8th position (Tables 12, Appendix B). This data is in line with that obtained by Carr (2001), which explains that this difference in judgement is due to the perception of danger. The author observed that men were more likely than women to perceive virtually no or low levels of danger in public spaces. Men, in contrast to women, also attach great importance to the variable "nightlife".

Graph 10.**Gender, hierarchical models**



Source: Authors, based on the results obtained

Indeed, according to Giordano & al. (2018), urban nightlife tourist activities (clubs, bars, pubs and discotheques casino, etc.) are mainly frequented by young men rather than young women. This could still be related to the perception of danger. Women, for their part, attach great importance to ethnography and folklore. They are more likely to be motivated by cultural reasons. These results support our hypothesis that gender has a significant effect on the tourists' perception.

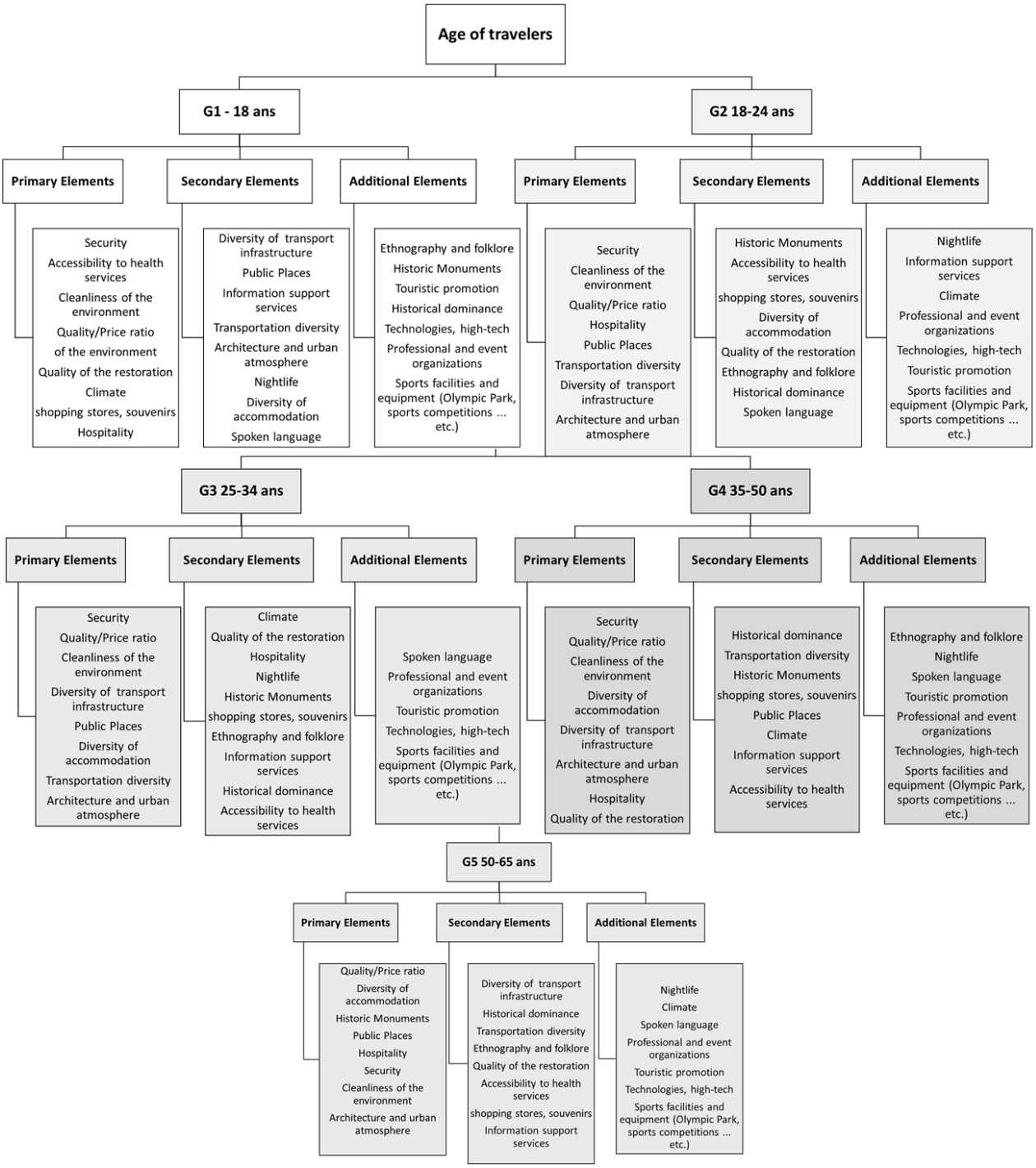
"Grap 11" shows that the preferences of visitors belonging to the G1, G2, G4 and G3, in terms of tourist attractions do not differ much according to their age. Spearman Rho's values (Appendix B, Table 13), are 0.8044 for the correlation between G1 & G2, 0.786 for G1 & G3 and 0.7906 for G1 & G4. These values indicate a considerable correlation between the variables.

However, there appears to be a significant difference between the other groups. On the basis of the results obtained, it is clear that the perception of adolescents (G1) (under 18 years of age) and older people (50-65 years of age) (G5) is not the same (Table 13, Appendix B). The perception of older people (G5) regarding value for money (4.09), diversity of tourist accommodation (4.00), historical monuments, world heritage (4.00) and public spaces (4.00) is easier to estimate. These attractions were rated to better by older people (G5) than by teenagers (G1).

The senior market is very specific (G5). Travellers over the age of 50 are motivated by the need to renew their social life, hence their desire to visit public spaces, which are meeting places and where it is easier to socialize with other people. They also pursue learning and the acquisition of cognitive knowledge, to this end they attempt to move more towards cultural and heritage attractions, which are indeed a rich resource for education. These results are in line with the findings of M.C. Sellick (2004) cited by Habil & al (2012).

Compared to this group of senior, travelers under the age of 18 placed more importance on the following attractions: friendliness of inhabitants, shopping opportunities, health information services and assistance. This may be related to their state of mind, their apprehension about travelling and settling in another country, a destination they may not know and the need for reassurance about their health or even access to information.

Graph 11. **Age, hierarchical models.**



Source: Authors, based on the results obtained

Travelers under the age of 18 also place greater importance on language. The under-18s consider this variable to be important (3,625) and is ranked 11th by this group. Not speaking the language of the host community can be a barrier, and depending on the results, this barrier is more critical for this group of travelers. Currently, there are no references in the scientific literature to support the results obtained for this age group (- 18 years). It should be pointed out that in the field of tourism, childhood is a very absent subject of study (Dallari & Mariotti, 2016).

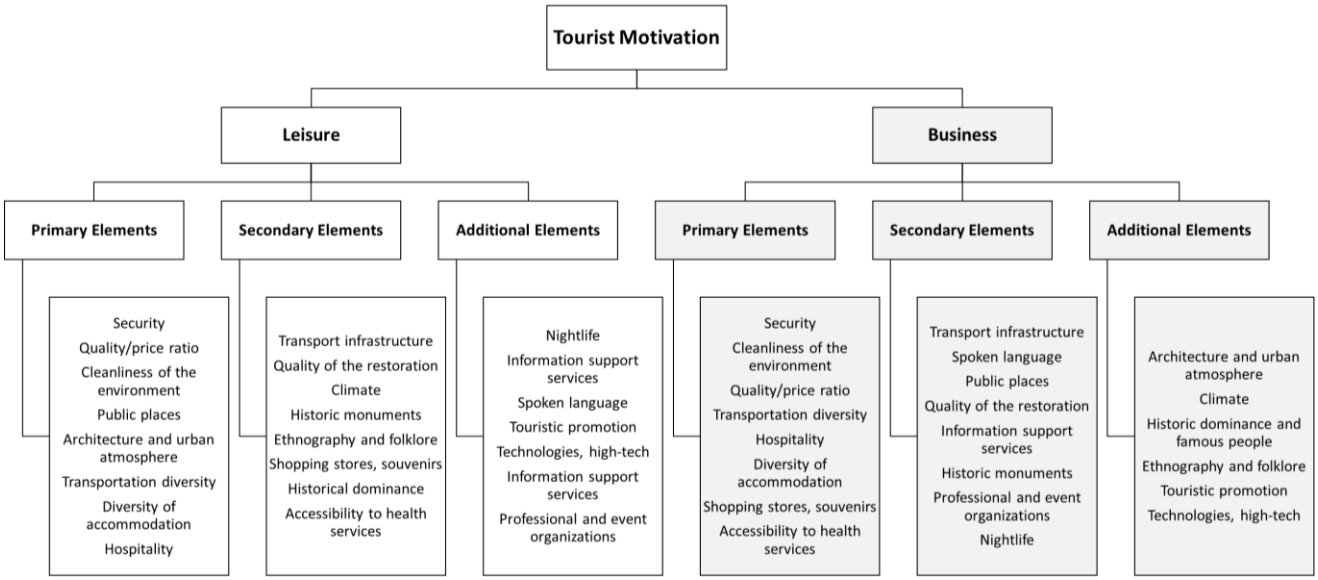
Thus, this data is an asset, which helps us to better understand the expectations of this group of people. It is important to note that in tourism marketing, if the target is the family, it is crucial to understand the demand of teenagers, because they actively participate in the decision-making process and significantly influence the final purchase decision. Parents are only satisfied if their child is happy (Niemczyk, 2015). Cited by Jelínková & al (2017).

Unlike teenagers, travelers in the age groups (G2), (G3), (G4) and senior (G5) share many opinions. With regard to architecture and urban atmosphere, historical monuments, transportation infrastructure, and housing diversity, these elements are more valuable and were ranked higher by these groups than by adolescents. In particular, for senior citizens, the results show that immersion in the way of life of the inhabitants is perceived as an essential attraction, an important value is given by this group of tourists to public spaces, which are the beating heart of the cities, favorable meeting places

(4.00).

As far as the safety variable is concerned, it is considered an important element for all groups of travelers of all ages. Safety is judged by the first four age groups as the attraction with the highest score. For the elderly, it is in 6th place, just after reception and public places, with a score of (3.82). In fact, these results are in line with those established by previous work, which concludes that safety plays an important role in tourism and travel (Williams & Baláž, 2015).

Graph 12.**Motivation, hierarchical models**



Source: Authors, based on the results obtained

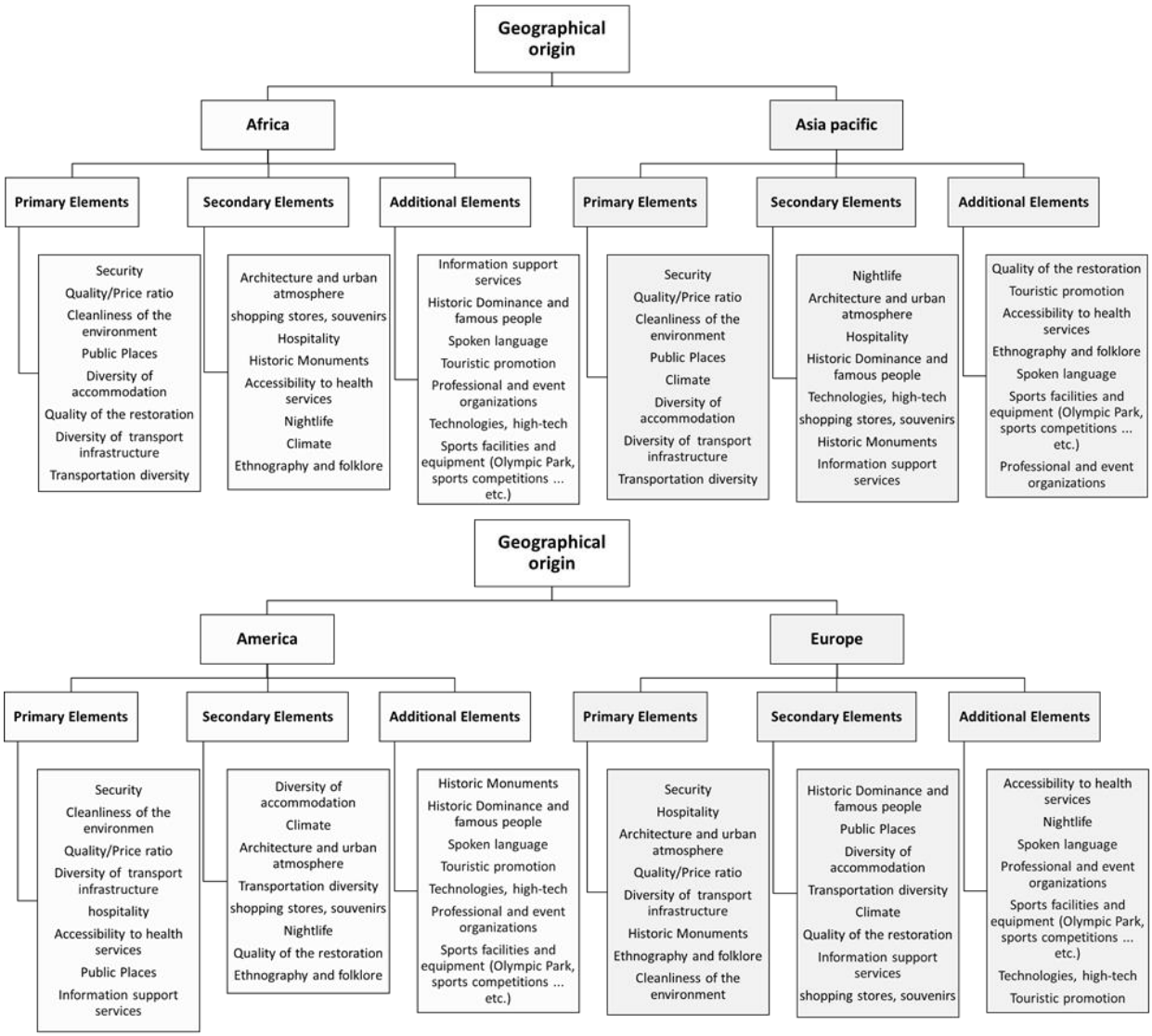
"Graph 12" shows for the first group of travelers, whose purpose of the visit was motivated by leisure, safety, price, clean environment, public squares, architecture and urban atmosphere, transport diversity, accommodation diversity and hospitality, were ranked as the six most important attractions influencing the tourist attractiveness of cities. Sports facilities, professional organizations (congresses, trade fairs, etc.), high technology, tourism promotion and the language spoken by the inhabitants are considered by this group of tourists as the six attractions with the least influence on the attractiveness of the destination.

For the group of tourists whose travel was stimulated by business (conferences, professional training courses, etc.), the best rating was given to safety, followed successively by cleanliness of the environment, value for money, diversity of transport, hospitality of the inhabitants, and in sixth place the varied choice of accommodation. As for the six attractions, considered the least important by this group

of travelers, they include sports facilities and equipment, advanced technology, tourist promotion, ethnography and folklore, historical dominance and climate.

Between the two groups, the judgment of professional organizations is a point of disagreement, for a business traveler, this attraction is fairly well appreciated (3.45). In contrast to the evaluation given by a leisure tourist, who ranks it among the last, with a score of (2.40). The purpose of the trip explains this difference.

Graph 13.**Geographical origin, hierarchical models**



Source: Authors, based on the results obtained

However, the difference is more pronounced in the perception of cultural and historical attributes. Such as architecture and urban atmosphere, rated (3.83), public spaces (3.86), folklore (3.53), in the case of leisure travel experiences. In the case of business travel, these elements are less well estimated (3.33), (3.55) and (3.09). These results are consistent with the findings of several authors, who recognize that culture is one of the incentives for tourists to visit cities (Ritchie & Zins, 1998; Karski 1990; Mottura, 1994; Cattle, 2019).

The results show the variation in the importance given by the two groups of travelers to different motivations (Table 14, Appendix B). Pearson's correlation coefficient (Spearman's rho =0.7581) reveals

a median correlation between the two series (Leisure / Business), illustrating the influence of motivation on a tourist's judgement of the importance of attractions. Out of 23 attributes, visitors agreed on only two elements. This discrepancy contributes to the validation of the fir the third hypothesis.

In terms of geographical origin, the hierarchical model (Graph 13), based on (Table 15, see Appendix B), clearly illustrates the differences in the perceptions of tourists from different geographical origins regarding tourist attractions. These results support those of (Mayo & Jarvis, 1981; Chen & Kerstetter, 1999) on the fact that geographical origin has an impact on the tourists' perception. "Graph 13" shows that the Asia-Pacific traveler group, unlike other groups, places a high importance on technological advances, giving a score (3.16). This same group also considers climate as a major attraction. Europeans, on the other hand, place architecture and urban atmosphere in 3rd place and historical monuments in 6th place, judged as main attractions. However, the other groups of travelers consider these attractions more as secondary attractions.

6. Conclusion

The results of this study have theoretical and practical implications. Firstly, on a theoretical level, this study supports previous studies carried out to understand the influence of internal factors on tourism perception (Goodrich, 1978; Chen & Kerstetter, 1999; Baloglu & McCleary, 1999; Das& al., 2007; Neethiahnanthan & al.; 2014). Consequently, it contributes to advancing existing knowledge on the subject, and to consolidating the body of literature. The models proposed at the outcome of this research contribute to the theory of tourist attractions by explaining the form that Leiper's "primary" and "secondary" attractions can take, in an urban tourism context, while focusing on the tourist as the center of the study.

The second implication of this paper, is a managerial involvement. A destination cannot expect to accommodate all types of visitors. Once the tourism benefits of a destination have been defined, it is the responsibility of managers to establish marketing strategies, where they target the people most susceptible to be attracted, interested, by the offer proposed by the destination (Rithcie & Crouch, 2005). The proposed models therefore represent a support that managers could eventually consult to understand the "primary, secondary and complementary" tourism demand of different segments. Thus, target the most favourable market, towards which they will communicate and market their product.

It can be noticed that safety, money value and accessibility represent a generic interest. These attractions are perceived as important, by the integrity of the travelers, regardless of age, gender, motivation or origin. However, a positive influence of internal factors on tourism perception is observed. Thus, the models provide a good perspective on the divergence of perceptions, and confirm the need for market segmentation in the development of product strategy. These models can be used as a reference, a decision support tool, as it helps to better identify and understand the sub-groups that make up the broad traveling public. This will allow decision-makers to precisely reach consumers with diverse needs and interests.

The limitations of this study are related principally to the size of the study sample, which is relatively small. This however, does not in any way affect its validity since the parameters related to it, assert its representativeness. Therefore, it is felt that more in-depth future research, with a larger and representative sample that covers different age groups, for different regions of origin as well as for different motivations, and gender, is required to increase reliability and increase external validity.

This research examined the influence of personal factors of a socio-demographic nature on the perception of tourists. This approach is one of the most commonly used marketing approaches to segment tourism markets. However, to complete this study, it is recommended that more sophisticated research be conducted that focuses on the study of the influence of psychological factors on the

perception of tourists. Combining the results of the two studies will help marketers better predict behavior in order to communicate more effectively with potential consumers.

Acknowledgements

This research paper has been elaborated with the support of Direction Générale de la Recherche Scientifique et du Developpement Technologique (DGRSDT)

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Appendix A.

Survey on urban tourism, determination of tourist attractions in urban destinations

As part of research project, we are required to prepare a study on the theme "the tourist attractiveness of urban destinations", please take a few moments of your time, to help us and contribute to this research by answering our anonymous questionnaire. Thank you.

Section A. Personal details

A. What age group do you belong to? *
   - Under 18 years
   - 18 years 24 years
   - 25 years 34 years
   - 35 years 49 years
   - 50 years 64 years
   - Over 65 years

B. What is your gender? *
   - Male
   - Female

C. What is your education level ? *
   - Primary school
   - middle school
   - High School
   - University
   - higher education

D. What is your region of residence? *
   - Africa
   - Asia Pacific
   - America
   - Europe

E. During this last period you made a tourist trip to a city. Please indicate the purpose of your trip? *
   - Leisure
   - Business tripe (conference, internships, scholarship...etc.)

Section 2. Evaluation of Tourist attractions

While preparing your trip, whether it is leisure or business, what were the attractions (list of items below) that influenced your perception and that you considered (important / less important) when making your decision

Attractions	Not at all important	Not important	Without opinion	Important	Very Important

Climate (sunny weather, snow and cold ... etc.)					
Architecture and Urban Ambience (Stamp and Architectural Identity, Cultural Buildings)					
Ethnography and folklore (cultural heritage)					
Professional and event organizations (conferences and congresses, scientific events, trade fairs and exhibition fairs ... etc.)					
Sports facilities and equipment (Olympic Park, sports competitions ... etc.)					
Historic Monuments, World Heritage					
Historic Dominance and FAMOUS PEOPLE					
Public places (Esplanade, walks, botanical garden ... etc.)					
Shopping Resources (galleries and shopping centers, souvenir shops ... etc.)					
Night life					
security					
The friendliness and hospitality of the inhabitants of the host region					
Accessibility to health services					
Clean environment					
Quality / Price ratio					
Assistance services (availability of information, tourist offices, etc.)					
The language spoken in the host destination					

Transport infrastructure (airport terminal, seaport, etc.) and easy access to the tourist destination (Visa, distance)					
Transportation Diversity					
Diversity of tourist accommodation					
The quality of the restoration					
High-tech development (advanced technology): robotics festival, video games room ... etc.					
Advertising, promotion of the tourist destination					

Appendix B

Table 11. **Levene's test results for gender**

		F	Sig.	t	df	Sig. (2-tailed)
Climate	Equal variances assumed	.151	.698	-.688	169	.493
	Equal variances not assumed			-.685	71.843	.495
Architecture and Urban Ambience	Equal variances assumed	5.544	.020	-1.052	169	.294
	Equal variances not assumed			-.971	63.638	.335
Ethnography and folklore (cultural heritage)	Equal variances assumed	.030	.863	-2.433	169	*.016*
	Equal variances not assumed			-2.411	71.139	.018
Professional and event organizations	Equal variances assumed	1.158	.283	1.638	169	.103
	Equal variances not assumed			1.560	66.725	.124
Sports facilities and equipment	Equal variances assumed	4.352	.038	3.214	169	.002
	Equal variances not assumed			2.956	63.355	.004
Historic Monuments. World Heritage	Equal variances assumed	3.194	.076	-1.062	169	.290
	Equal variances not assumed			-.978	63.446	.332
	Equal variances assumed	.499	.481	-1.135	169	.258

Historic Dominance and Famous People	Equal variances not assumed			-1.096	68.195	.277
Public places	Equal variances assumed	2.183	.141	.086	169	.931
	Equal variances not assumed			.080	63.840	.937
Shopping Resources	Equal variances assumed	.210	.647	.336	169	.737
	Equal variances not assumed			.352	78.309	.726
Night life	Equal variances assumed	.183	.669	.668	169	.505
	Equal variances not assumed			.644	68.011	.522
Security	Equal variances assumed	2.518	.114	-1.490	169	.138
	Equal variances not assumed			-1.314	59.830	.194
Friendliness and hospitality	Equal variances assumed	3.609	.059	-1.620	169	.107
	Equal variances not assumed			-1.505	64.326	.137
Accessibility to health services	Equal variances assumed	.417	.519	-1.358	169	.176
	Equal variances not assumed			-1.377	74.064	.173
Clean environment	Equal variances assumed	2.386	.124	-.515	169	.607
	Equal variances not assumed			-.480	64.589	.633
Quality / Price ratio	Equal variances assumed	2.412	.122	-1.949	169	*.053*
	Equal variances not assumed			-1.834	65.529	.071
Assistance services	Equal variances assumed	.260	.611	-.582	169	.561
	Equal variances not assumed			-.570	69.753	.570
The language spoken in the host destination	Equal variances assumed	1.361	.245	.464	169	.643
	Equal variances not assumed			.451	68.907	.654
Transport infrastructure	Equal variances assumed	2.366	.126	-.846	169	.399
	Equal variances not assumed			-.796	65.435	.429
Transportation Diversity	Equal variances assumed	2.887	.091	-2.147	169	.033
	Equal variances not assumed			-2.031	66.066	*.046*
Diversity of tourist accommodation	Equal variances assumed	4.060	.045	-1.601	169	.111
	Equal variances not assumed			-1.478	63.694	.144
The quality of the restoration	Equal variances assumed	.047	.828	-1.330	169	.185
	Equal variances not assumed			-1.336	72.801	.186
	Equal variances assumed	1.985	.161	1.393	169	.165

High-tech development	Equal variances not assumed			1.455	78.241	.150
Advertising, promotion of the tourist destination	Equal variances assumed	1.219	.271	-.190	169	.849
	Equal variances not assumed			-.201	79.626	.841

Source: Authors, processing in the Spss software

Table 12. **Ranking variables: gender**

What is your gender? *	Male (G1)	**ranking**	Female (G2)	**ranking**
Climate (sunny weather, snow and cold. etc.)	3.3953	**12**	3.5469	**13**
Architecture and Urban Ambience (Stamp and Architectural Identity, Cultural Buildings)	3.5814	**6**	3.7891	**9**
Ethnography and folklore (cultural heritage)	3.0698	**19**	3.5703	**12**
Professional and event organizations (conferences and congresses, scientific events, trade fairs and exhibition fairs, …etc.	2.8605	**20**	2.5156	**21**
Sports facilities and equipment (Olympic Park, sports competitions, etc.)	2.7907	**21**	2.1563	**23**
Historic Monuments, World Heritage	3.3953	**13**	3.6250	**11**
Historic Dominance and FAMOUS PEOPLE	3.2093	**16**	3.4531	**16**
Public places (Esplanade, walks, botanical garden, etc.)	3.8140	**3**	3.7969	**8**
Shopping Resources (galleries and shopping centers, souvenir shops …etc.)	3.5814	**7**	3.5078	**14**
Night life	3.4651	**10**	3.3125	**18**
Security	4.0233	**1**	4.3047	**1**
The friendliness and hospitality of the inhabitants of the host region	3.5116	**9**	3.8203	**6**
Accessibility to health services	3.1860	**17**	3.4844	**15**
Clean environment	3.9070	**2**	4.0078	**3**
Quality / Price ratio	3.7674	**4**	4.1484	**2**
Assistance services (availability of information, tourist offices. etc.)	3.2791	**15**	3.4063	**17**
The language spoken in the host destination	3.1163	**18**	3.0078	**19**
Transport infrastructure (airport terminal, seaport. etc.) and easy access to the tourist destination (Visa, distance)	3.6977	**5**	3.8594	**4**
Transportation Diversity	3.3953	**14**	3.8203	**7**

Diversity of tourist accommodation	3.5349	**8**	3.8516	**5**
The quality of the restoration	3.4186	**11**	3.7109	**10**
High-tech development (advanced technology): robotics festival, video games room, etc.	2.7907	**22**	2.4844	**22**
Advertising. promotion of the tourist destination	2.6512	**23**	2.6953	**20**

Source: Authors, processing in the SPSS software

Rho Spearman Rank Order Correlation between: G1&G2 = 0.8992

Table 13.**Ranking variables: Age**

What age group do you belong to? *	< 18 (G1)	**R**	[18; 25[(G2)	**R**	[25; 35[(G3)	**R**	[35; 50[(G4)	**R**	[50; 65[(G5)	**R**
Climate (sunny weather, snow and cold. etc.)	4.25	**6**	3.24	**19**	3.63	**9**	3.52	**14**	3.09	**18**
Architecture and Urban Ambience (Stamp and Architectural Identity, Cultural Buildings)	3.88	**13**	3.73	**8**	3.75	**8**	3.69	**6**	3.82	**8**
Ethnography and folklore (cultural heritage)	3.50	**17**	3.63	**14**	3.37	**15**	3.33	**17**	3.55	**12**
Professional and event organizations (conferences and congresses, scientific events, trade fairs and exhibition fairs, …etc.	2.75	**22**	2.80	**22**	2.68	**20**	2.31	**21**	2.55	**20**
Sports facilities and equipment (Olympic Park, sports competitions, etc.)	2.63	**23**	2.12	**23**	2.51	**23**	2.19	**23**	2.18	**23**
Historic Monuments, World Heritage	3.25	**18**	3.71	**9**	3.44	**13**	3.57	**11**	4.00	**3**
Historic Dominance and FAMOUS PEOPLE	3.13	**20**	3.54	**15**	3.18	**17**	3.62	**9**	3.55	**10**
Public places (Esplanade, walks, botanical garden, etc.)	4.13	**10**	3.88	**5**	3.85	**5**	3.52	**13**	4.00	**4**
Shopping Resources (galleries and shopping centers, souvenir shops …etc.)	4.25	**7**	3.66	**11**	3.38	**14**	3.55	**12**	3.36	**15**
Night life	3.88	**14**	3.41	**17**	3.50	**12**	3.02	**18**	3.27	**17**
Security	5.00	**1**	4.32	**1**	4.19	**1**	4.19	**1**	3.82	**6**
The friendliness and hospitality of the inhabitants of the host region	4.25	**8**	4.07	**4**	3.51	**11**	3.67	**7**	3.91	**5**

Accessibility to health services	4.75	**2**	3.68	**10**	3.13	**18**	3.36	**16**	3.45	**14**
Clean environment	4.75	**3**	4.15	**2**	3.97	**3**	3.74	**3**	3.82	**7**
Quality / Price ratio	4.75	**4**	4.12	**3**	4.00	**2**	3.95	**2**	4.09	**1**
Assistance services (availability of information, tourist offices. etc.)	4.00	**11**	3.39	**18**	3.24	**16**	3.50	**15**	3.27	**16**
The language spoken in the host destination	3.63	**16**	3.44	**16**	2.85	**19**	2.90	**19**	2.82	**19**
Transport infrastructure (airport terminal, seaport. etc.) and easy access to the tourist destination (Visa, distance)	4.25	**9**	3.76	**7**	3.93	**4**	3.69	**5**	3.55	**9**
Transportation Diversity	4.00	**12**	3.78	**6**	3.76	**7**	3.57	**10**	3.55	**11**
Diversity of tourist accommodation	3.88	**15**	3.66	**12**	3.82	**6**	3.71	**4**	4.00	**2**
The quality of the restoration	4.38	**5**	3.63	**13**	3.60	**10**	3.62	**8**	3.45	**13**
High-tech development (advanced technology): robotics festival, video games room, etc.	3.00	**21**	2.93	**20**	2.54	**22**	2.29	**22**	2.18	**22**
Advertising. promotion of the tourist destination	3.25	**19**	2.80	**21**	2.62	**21.00**	2.71	**20**	2.27	**21**

Source: Authors, processing in the SPSS software

Rho Spearman Rank Order Correlation between: G1&G2= 0.8044- G1&G3= 0.786- G1&G4= 0.7906- **G1&G5= 0.6504**, G2&3= 0.857, G2&4= 0.9002, G2&G5= 0.8959, G3&G4= 0.9046- G3&G5= 0.8738- G4&G5= 0.9032.

Table 14.**Ranking variables: Motivation**

What was your motivation for traveling	Leisure (G1)	**ranking**	Business (G2)	**ranking**
Climate (sunny weather, snow and cold. etc.)	3.59	**11**	3.18	**18**
Architecture and Urban Ambience (Stamp and Architectural Identity, Cultural Buildings)	3.83	**5**	3.33	**17**
Ethnography and folklore (cultural heritage)	3.53	**13**	3.09	**20**
Professional and event organizations (conferences and congresses, scientific events, trade fairs and exhibition fairs, …etc.	2.40	**22**	3.45	**15**

Sports facilities and equipment (Olympic Park, sports competitions, etc.)	2.25	**23**	2.58	**23**
Historic Monuments, World Heritage	3.59	**12**	3.48	**14**
Historic Dominance and FAMOUS PEOPLE	3.44	**15**	3.18	**19**
Public places (Esplanade, walks, botanical garden, etc.)	3.86	**4**	3.55	**11**
Shopping Resources (galleries and shopping centers, souvenir shops …etc.)	3.50	**14**	3.64	**8**
Night life	3.35	**17**	3.36	**16**
Security	4.22	**1**	4.27	**1**
The friendliness and hospitality of the inhabitants of the host region	3.73	**8**	3.79	**5**
Accessibility to health services	3.36	**16**	3.61	**9**
Clean environment	3.96	**3**	4.06	**2**
Quality / Price ratio	4.07	**2**	4.00	**3**
Assistance services (availability of information, tourist offices. etc.)	3.34	**18**	3.52	**12**
The language spoken in the host destination	2.90	**19**	3.61	**10**
Transport infrastructure (airport terminal, seaport. etc.) and easy access to the tourist destination (Visa, distance)	3.81	**6**	3.85	**4**
Transportation Diversity	3.71	**9**	3.73	**7**
Diversity of tourist accommodation	3.78	**7**	3.76	**6**
The quality of the restoration	3.67	**10**	3.52	**13**
High-tech development (advanced technology): robotics festival, video games room, etc.	2.50	**21**	2.82	**22**
Advertising. promotion of the tourist destination	2.64	**20**	2.85	**21**

Source: Authors, processing in the Spss software

Rho Spearman Rank Order Correlation between G1 and G2= 0.758

Table 15.Ranking variables: geographical origin

What is your region of residence?	Africa	**R**	Asia - Pacific	**R**	America	**R**	Europe	**R**
Climate (sunny weather, snow and cold. etc.)	3.5000	**15**	3.6667	**5**	3.8667	**10**	3.3636	**13**

Architecture and Urban Ambience (Stamp and Architectural Identity, Cultural Buildings)	3.7600	**9**	3.3333	**10**	3.8667	**11**	3.7500	**3**
Ethnography and folklore (cultural heritage)	3.5000	**16**	2.5000	**20**	3.6000	**16**	3.5227	**7**
Professional and event organizations (conferences and congresses, scientific events, trade fairs and exhibition fairs, …etc.	2.8900	**21**	1.9167	**23**	2.3333	**22**	2.2273	**20**
Sports facilities and equipment (Olympic Park, sports competitions, etc.)	2.4100	**23**	2.0000	**22**	2.2667	**23**	2.2045	**21**
Historic Monuments, World Heritage	3.6400	**12**	3.0833	**15**	3.5333	**17**	3.5455	**6**
Historic Dominance and FAMOUS PEOPLE	3.3800	**18**	3.1667	**12**	3.3333	**18**	3.5000	**9**
Public places (Esplanade, walks, botanical garden, etc.)	3.9100	**4**	3.6667	**4**	4.1333	**7**	3.4773	**10**
Shopping Resources (galleries and shopping centers, souvenir shops …etc.)	3.7400	**10**	3.0833	**14**	3.6667	**13**	3.1136	**16**
Night life	3.5100	**14**	3.5000	**9**	3.6000	**14**	2.8636	**18**
Security	4.3600	**1**	4.0000	**1**	4.7333	**1**	3.8409	**1**
The friendliness and hospitality of the inhabitants of the host region	3.7300	**11**	3.1667	**11**	4.2667	**5**	3.7500	**2**
Accessibility to health services	3.5500	**13**	2.5833	**19**	4.2000	**6**	3.0455	**17**
Clean environment	4.1500	**3**	3.6667	**3**	4.5333	**2**	3.5000	**8**
Quality / Price ratio	4.1800	**2**	3.7500	**2**	4.4667	**3**	3.7045	**4**
Assistance services (availability of information, tourist offices. etc.)	3.4000	**17**	3.0833	**16**	4.1333	**8**	3.1364	**15**
The language spoken in the host destination	3.2400	**19**	2.4167	**21**	3.2667	**19**	2.6591	**19**

Transport infrastructure (airport terminal, seaport. etc.) and easy access to the tourist destination (Visa, distance)	3.8800	**7**	3.5000	**7**	4.3333	**4**	3.5909	**5**
Transportation Diversity	3.8700	**8**	3.5000	**8**	3.8000	**12**	3.3864	**12**
Diversity of tourist accommodation	3.8900	**5**	3.5833	**6**	4.0000	**9**	3.4773	**11**
The quality of the restoration	3.8900	**6**	3.0000	**17**	3.6000	**15**	3.2500	**14**
High-tech development (advanced technology): robotics festival, video games room, etc.	2.8000	**22**	3.1667	**13**	2.3333	**21**	1.9318	**23**
Advertising. promotion of the tourist destination	2.9300	**20**	2.7500	**18**	2.5333	**20**	2.1591	**22**

Source: Authors, processing in the Spss software