

# **Echoes of Heritage in Tourism: the role of Fado in enhancing Coimbra's destination attractiveness**

Ecos do Património no Turismo: o papel do Fado na valorização da atratividade do destino Coimbra

**Miguel Pinheiro** \*<sup>1</sup> and **Carlos Cardoso Ferreira** \*\*<sup>2</sup>

<sup>1</sup>*University of Coimbra, CEGOT, Faculty of Arts and Humanities, Coimbra, Portugal*

<sup>2</sup>*University of Coimbra, CEGOT, Faculty of Arts and Humanities, Coimbra, Portugal. CiTUR – Centre for Tourism Research, Development and Innovation, Estoril, Portugal*

---

## **Abstract**

Cultural tourism has become a key segment of the tourism industry, attracting travellers in search of authentic experiences grounded in local traditions. Fado de Coimbra, a unique expression of Portugal's intangible cultural heritage, simultaneously serves as a symbol of Coimbra's identity and a tourism asset of high symbolic value. Understanding the motivations that drive visitors to engage with cultural experiences like fado performances is essential for developing effective strategies in destination management and tourist loyalty. This study examines the relationship between tourist motivations, satisfaction, and destination loyalty among visitors to *Fado ao Centro*, a performance venue in Coimbra's historic centre. Using data from 124 valid responses to an online questionnaire, we applied Structural Equation Modelling (SEM) to test an integrated theoretical model. The findings indicate that pull motivation significantly and positively influences both satisfaction and loyalty, while satisfaction also contributes positively to loyalty. Push motivation was excluded from the final model due to poor statistical fit. The study provides valuable insights for cultural destination management, highlighting the role of visitor motivations in enhancing satisfaction and fostering loyalty. The results offer practical recommendations for event organisers and policymakers engaged in promoting cultural tourism in Coimbra.

**Keywords:** Tourist motivations. Tourist satisfaction. Destination loyalty. Fado. Coimbra.

## **Resumo**

O turismo cultural tornou-se um segmento fundamental da indústria do turismo, atraindo viajantes em busca de experiências autênticas enraizadas nas tradições locais. O Fado de Coimbra, expressão singular do património cultural imaterial de Portugal, funciona simultaneamente como símbolo da identidade de Coimbra e como recurso turístico de elevado valor simbólico. Compreender as motivações que levam os visitantes a envolverem-se em experiências culturais, como os espetáculos de fado, é essencial para desenvolver estratégias eficazes de gestão do destino e de lealdade dos turistas. Este estudo analisa a relação entre as motivações dos turistas, a satisfação e a lealdade ao destino entre os visitantes do *Fado ao Centro*, uma sala de espetáculos situada no centro histórico de Coimbra. Com

base em dados de 124 respostas válidas a um questionário online, aplicámos Modelação por Equações Estruturais (SEM) para testar um modelo teórico integrado. Os resultados indicam que a motivação pull influencia de forma significativa e positiva tanto a satisfação como a lealdade, enquanto a satisfação também contribui positivamente para a lealdade. A motivação push foi excluída do modelo final devido a um fraco ajustamento estatístico. O estudo oferece contributos relevantes para a gestão de destinos culturais, evidenciando o papel das motivações dos visitantes no aumento da satisfação e na promoção da lealdade. Os resultados apresentam recomendações práticas para organizadores de eventos e decisores políticos envolvidos na promoção do turismo cultural em Coimbra.

*Palavras-chave:* Motivações turísticas. Satisfação turística. Lealdade ao destino. Fado. Coimbra.

---

## 1. Introduction

In recent years, cultural tourism has played an increasingly central role in the strategic development of sustainable tourism destinations, meeting growing demand for experiences rooted in local culture (McKercher & Du Cros, 2002; Richards, 2018). Fado is a Portuguese musical genre recognised by UNESCO as an Intangible Cultural Heritage of Humanity, and it is traditionally sung in Lisbon and Porto. A related style, known as Fado-Canção, is sung in Coimbra (Lã et al., 2023). In this context, Fado de Coimbra emerges not only as an artistic expression but also as a cultural asset with the potential to generate symbolic, emotional, and economic value for the city. However, despite the growing appreciation for music tourism, empirical research focused on the relationship between cultural experiences and visitor behaviour remains scarce, particularly in specific contexts of musical expressions such as Fado de Coimbra.

The tourism literature has extensively addressed the concepts of motivation, satisfaction, and loyalty as central determinants of visitor behaviour (Crompton, 1979; Suhartanto et al., 2020; Yoon & Uysal, 2005). Tourist motivations have been conceptualised, among other models, as push factors (internal, linked to personal desires and needs) and pull factors (external, related to destination attributes) (Dann, 1977; Kastenholz, 2002). Satisfaction, in turn, plays a crucial role in shaping positive attitudes and reinforcing the intention to revisit (Chi & Qu, 2008; Oliver, 1999). Destination loyalty – expressed through the intention to return and recommend to others – has been associated with both the quality of the experience and the alignment of expectations (Prayag et al., 2017). However, to our knowledge, no studies have yet explored the interconnection of these three constructs in the context of specific cultural practices, particularly Fado de Coimbra.

This study aims to fill that gap by analysing, in an integrated manner, the relationships between tourist motivations, satisfaction, and destination loyalty, using *Fado ao Centro* as its empirical setting – a performance venue located in Coimbra's historic centre, dedicated to preserving and promoting Fado de Coimbra. The methodological approach adopted, based on Structural Equation Modelling (SEM), allows for the empirical testing of a theoretical model validated in the literature, adapted to the local cultural context. The main innovation of this work lies in the

application of this model to a musical expression with very unique characteristics, exploring its potential as a niche tourism product.

The primary objective of this study is to understand how push and pull motivations influence visitor satisfaction and how these variables relate to destination loyalty. In doing so, it aims to contribute to the academic debate on cultural tourism and provide practical recommendations for the management and promotion of cultural attractions.

## 2. Literature Review

### 2.1. Fado de Coimbra

Fado de Coimbra is a music genre that originated in the city of Coimbra, Portugal. It is strongly associated with the academic environment of the University of Coimbra, which was classified as a UNESCO World Heritage Site in 2013. This musical style is distinguished from Lisbon Fado by its lyrical and performative characteristics, particularly its connection to student life and Coimbra's academic traditions, as well as its role as a vehicle for collective memory (Costa & Nossa, 2017). Its performance is associated with nighttime serenades, academic attire, and the recitation of emotionally charged poems that often express saudade, nostalgia, and introspection. Over the 20<sup>th</sup> century, Coimbra fado evolved from a repertoire close to traditional fado into a more elaborate musical form, marked by romantic language and a unique vocal style with strong poetic expressiveness (Nery, 2012; Niza, 1999). Fado de Coimbra emerged from a process of appropriation and adaptation of Lisbon Fado, a genre with Afro-Brazilian roots that was practised in Lisbon's working-class neighbourhoods in the early 19<sup>th</sup> century (Nery, 2012). In Coimbra, fado began to appear around the mid-19<sup>th</sup> century, with rudimentary styles such as Fado Ladrão, Fado Manuel Ceguinho, and Fado da Severa, which preceded the consolidation of the city's academic tradition (Cravo, 2009). The classic expression of this genre is the serenade, sung at night in symbolic locations such as the steps of the Old Cathedral (Sé Velha), with performers dressed in full academic attire, including capes and gowns (Costa & Nossa, 2017).

The evolution of Fado de Coimbra is closely linked to figures such as Augusto Hilário, considered its great promoter in the late 19<sup>th</sup> century, and Edmundo Betencourt, a leading figure in the so-called "first golden generation," who helped professionalise and record the genre in the 1920s and 1930s (Niza, 1999). Later, artists such as Luiz Goes and José Afonso introduced political and social elements, expanding the thematic and sonic horizons of Fado de Coimbra without severing ties with its identity roots (Cravo, 2009).

As noted on the Capas Negras website (Capas Negras, n.d.), Fado de Coimbra is not merely an extension of Lisbon Fado but a diverse expression of the city's traditional music, incorporating dances, folk songs, and serenades. Coimbra was influenced by various cultures from the 12<sup>th</sup> to 14<sup>th</sup> centuries, resulting in a unique urban folklore where aristocratic and popular elements were intertwined. This interaction culminated in a tradition of street singing, especially through student tunas and serenades, which maintains its unique and authentic identity to this day.

Fado de Coimbra can be heard in various venues such as À Capela, Café Santa Cruz, or *Fado ao Centro* – the latter being highlighted as one of the top 20 attractions in Coimbra according to the Turismo Centro de Portugal website (Turismo Centro de Portugal, n.d.). Its popularity among visitors stems from the authentic experience it offers, allowing tourists to engage uniquely with this musical tradition.

The practice of this fado is still passed down orally from generation to generation and plays an essential role in constructing the city's cultural identity. Beyond its musical and heritage value, Coimbra fado positions itself as a tourism product of high symbolic value, offering authentic and distinctive experiences with strong potential for the development of cultural tourism. A similar dynamic can be observed in Slovenian folk-pop music, a contemporary genre “positioned between heritage discourses on the one hand and discourses on popular music on the other” (Šepetavc & Majsova, 2024, p. 23), whose “entanglement with identity construction, nation branding and place making is complex and constantly redefined on transnational, national and local levels” (Šepetavc & Majsova, 2024, p. 21).

## 2.2. Motivation and Satisfaction

Understanding motivation and satisfaction in tourism is fundamental to analysing traveller behaviour and developing effective strategies for destination management and promotion. Although distinct, these two concepts are deeply interconnected. Motivation can be explained as a psychological need or desire that accounts for why an action is taken (Dann, 1981). It is both a key variable in understanding travel behaviour and a critical element in the destination decision-making process, regarded as a driving force behind tourist behaviour (Crompton, 1979).

Most studies seek to conceptualise tourist motivation based on social and psychological factors that prompt or create a desire to travel (Dann, 1977, p. 19; Gunn, 1988; Iso-Ahola, 1982; Kastenholz, 2002; McIntosh et al., 1995). Several approaches exist for studying motivation (Khalilzadeh et al., 2024), the most well-known being Dann's push–pull model (1977), Iso-Ahola's escape–seeking model (1982), Mansfeld's intrinsic–extrinsic model (1987), and Pearce's travel career ladder (1991), later revised into the travel career patterns model by Pearce and Lee (2005). Dann's (1977) push–pull model remains one of the most widely applied theories in the field of tourism motivation. Push factors are related to internal motives, such as escape, relaxation, adventure, and social interaction. Pull factors relate to the destination's attractions and features. These factors not only drive the decision to travel but also directly influence destination choice.

However, motivation alone does not guarantee a successful experience. Gnoth (1997) emphasises that motivation directly affects the formation of expectations, which are crucial in determining satisfaction levels. Satisfaction has been the subject of numerous studies across various fields, underscoring its importance for business success and customer loyalty (Évrard, 1993). It can be conceptualised from both cognitive and emotional perspectives (Hunt, 1977). The cognitive perspective describes satisfaction as a post-experience evaluation (Bowen & Clarke, 2002), while

the emotional perspective refers to the affective response after an experience (del Bosque & Martín, 2008).

Various authors highlight the influence of expectations, previous experiences, and social norms on consumer satisfaction (Kotler, 2000; Oliver, 2014). The most widely accepted definition of customer satisfaction in the literature is based on the expectation-disconfirmation paradigm developed by Oliver (1980), which holds that satisfaction results from a global evaluation of discrepancies between consumer expectations and perceived performance (Oliver, 2014). As Oliver (1980) points out, consumers aim primarily to satisfy needs, most of which are affective in nature.

In the tourism context, tourist satisfaction is widely recognised as an essential indicator of the quality of experiences during destination activities (Lee, 2009; Mannell & Iso-Ahola, 1987; Ross & Iso-Ahola, 1991). It is crucial to understand tourists' expectations and the different destination attributes that influence satisfaction (Hui et al., 2007; Pizam & Ellis, 1999). This variable affects not only the overall evaluation of the experience but also the choice of destination and the decision to revisit (Kozak & Rimmington, 2000). Satisfaction is conceptualised as the result of the perceived gap between the experiences consumers envision and those they have (Yuksel et al., 2010).

To assess satisfaction, researchers often compare current destinations visited with similar ones previously experienced (Yoon & Uysal, 2005). Satisfaction is an essential and direct antecedent of revisit intention (Cakici et al., 2019). When satisfaction levels increase, tourists are more likely to express an intention to return (Shahijan et al., 2018). This direct relationship with revisit intention has been documented in several studies (Abbasi et al., 2021; Brown et al., 2016; Cakici et al., 2019; Hasan et al., 2018; Loi et al., 2017; Mannan et al., 2019; Shahijan et al., 2018).

### 2.3. Loyalty and Revisit Intention

The tourism industry is characterised by a constant pursuit of customer satisfaction and loyalty. The customer experience is a key factor, directly influencing tourist satisfaction and loyalty to a specific destination. The quality of the tourist experience is closely tied to tourist satisfaction (Lee & Chang, 2012; Tribe & Snaith, 1998), and satisfaction, in turn, plays a crucial role in fostering tourist loyalty (Kastenholz et al., 2018). Numerous studies demonstrate that consumer loyalty is influenced by satisfaction (Oliver, 1999; Yuksel et al., 2010).

In recent years, customer loyalty has been increasingly applied in the tourism context, becoming a key factor for competitive advantage in destinations (Suhartanto et al., 2020). Much of the literature defines loyalty as the tourist's willingness to return and recommend the destination to others (Kim et al., 2009; Petrick, 2004; Qu et al., 2011; Yoon & Uysal, 2005). The degree of loyalty to a destination is often evidenced by tourists' intention to revisit as well as their willingness to recommend it to others (Chen & Tsai, 2007; Oppermann, 2000).

Revisit intention, referring to the perceived likelihood of returning to the same destination, is a specific element of favourable post-consumption behaviour and a key component of tourism loyalty (Cole & Scott, 2004; Loi et al., 2017). It is a key

topic of research in tourism literature (Li et al., 2018), defined as an individual's willingness to return to a specific tourist site in the future (Kim et al., 2017). It reflects a tourist's desire to revisit a location they have previously been to, based on their experiences, satisfaction, and overall feelings (Hamid et al., 2021). Similarly, Nguyen Viet et al. (2020) state that revisit intention corresponds to how regularly tourists plan to return to a destination, a behaviour influenced by various factors such as satisfaction, perceived quality, and motivational components from previous visits.

As Wang and Li (2023) note, loyal tourists tend to stay longer at the destination, share their experience through word-of-mouth, and engage in higher levels of consumption. Additionally, repeat visitors are more beneficial to destinations as they require less marketing investment compared to first-time tourists (Wang & Li, 2023). Therefore, cultivating tourist loyalty is essential for a destination's long-term success. Understanding the different aspects and determinants of loyalty allows destination managers to develop effective strategies to attract and retain tourists, thereby ensuring the sustainability and continued growth of the tourism industry.

## 2.4. Relationship Between Motivation, Satisfaction, and Loyalty

In tourism studies, it is widely acknowledged that motivation, satisfaction, and loyalty are interrelated, with motivation as the starting point of the tourist experience, satisfaction as its immediate outcome, and loyalty as the behavioural consequence of that experience (Suhartanto et al., 2020; Yoon & Uysal, 2005).

Tourist motivation can be defined as an internal or external drive that leads to action (Dann, 1981). Dann's push–pull model (1977) continues to be widely used to describe this phenomenon, distinguishing between internal factors (push), such as the desire for escape, rest, or socialization, and external factors (pull), related to the attractiveness of the destination, such as its culture or authenticity.

Satisfaction, in turn, results from the overall evaluation the consumer makes by comparing prior expectations with actual perceived performance (Oliver, 1980). This concept is considered essential in tourism management, as it influences not only destination choice (Kozak & Rimmington, 2000; Tian-Cole & Crompton, 2003) but also future behaviours (Bigné et al., 2001; Cole & Scott, 2004; Lee et al., 2007; Tian-Cole et al., 2002; Yoon & Uysal, 2005).

Several studies show that satisfaction is a direct antecedent of loyalty, influencing both the intention to revisit and the recommendation of the destination (Assaker & Hallak, 2013; Chen & Chen, 2010; Chi & Qu, 2008). Satisfaction is seen as a dimension of loyalty, as it not only influences the likelihood of revisiting but also the recommendation of the destination to other potential visitors (Chi & Qu, 2008). Revisit intention, defined as the perceived willingness of the tourist to return to a previously visited destination (Kim et al., 2017), is considered an indicator of loyalty (Li et al., 2018).

When the tourist experience is authentic and emotionally engaging, it positively influences tourist satisfaction, which in turn is strongly associated with tourist loyalty (Kastenholz et al., 2018; Lee & Chang, 2012), leading to a greater propensity to

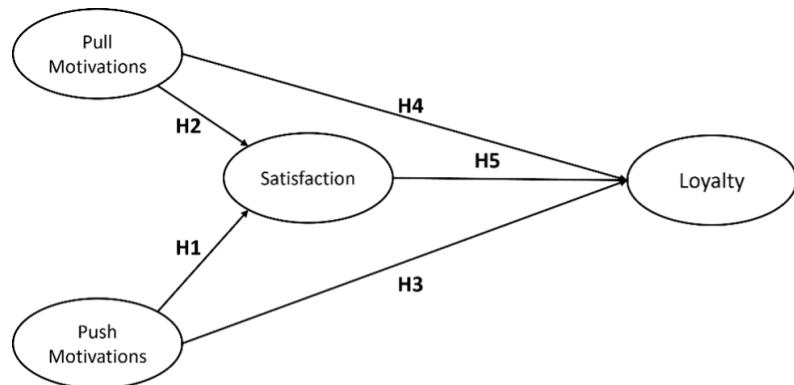
return and recommend the destination (Chen & Tsai, 2007; Chi & Qu, 2008). This relationship becomes even more evident when the destination offers a unique cultural component, such as Fado de Coimbra, which provides a memorable and symbolic experience.

In addition to satisfaction, revisit intention is also influenced by motivational factors and the perceived quality of the tourist experience (Nguyen Viet et al., 2020). He and Luo (2020) demonstrated that pull motivation had not only a direct impact on revisit intention but also an indirect one, through satisfaction. Similar results were found by Ayoub and Mohamed (2024), who confirmed that tourist motivation strongly impacts revisit intention.

The authenticity and cultural symbolism of Fado de Coimbra can generate a strong emotional connection with the destination, promoting loyalty behaviours such as the desire to return or recommend it. In the domain of destination loyalty, several authors highlight that this is manifested precisely through the intention to revisit and the recommendation to others (Oliver, 1980, 1999; Oppermann, 2000).

## 2.5. Research Model

The research model proposed in this study is based on the conceptual framework developed by Yoon and Uysal (2005), which examines the relationships between tourist motivation, satisfaction, and destination loyalty. This model assumes that visitor motivations, organised into internal (push) and external (pull) factors, directly influence satisfaction, which in turn mediates the formation of loyalty. In this study, the approach was adapted to the context of Fado de Coimbra, with the aim of analysing how motivations influence the visitor experience and loyalty. Based on this framework, five research hypotheses were formulated and represented in the model: H1 and H2 assume that pull and push motivations positively influence satisfaction; H3 and H4 test the direct influence of these motivations on loyalty; and H5 evaluates the impact of satisfaction on destination loyalty (Figure 1).



**Figure 1.** Proposed Model.

Source: Own elaboration based on Yoon & Uysal (2005).

To apply the three constructs of the model, a questionnaire was developed with 20 items based on validated scales and adapted to the specific context of the research (Table 1).

Tourist motivation was measured using the push–pull model proposed by Dann (1977), through 15 items adapted from empirical studies that applied this model in tourism contexts: Bowen and Daniels (2005); Perron-Brault et al. (2020); Tkaczynski and Rundle-Thiele (2013); Yolal et al. (2012); and Yoon and Uysal (2005). Evaluation was done using a 5-point Likert scale, from 1 ("not at all motivating") to 5 ("very motivating"). The constructs satisfaction and loyalty were measured using 5 items, also adapted from the literature: Lee et al. (2008); and Yoon et al. (2010). Both were measured on a 5-point Likert scale, from 1 ("strongly disagree") to 5 ("strongly agree") (Table 1).

Table 1. Constructs used in the proposed model.

Construct References	Item	Description
Motivation Bowen and Daniels (2005); Perron-Brault et al. (2020); Tkaczynski and Rundle-Thiele (2013); Yolal et al. (2012); Yoon and Uysal (2005)	MOT1	Living and experiencing this art
	MOT2	I enjoy listening to fado music
	MOT3	Visiting places my friends haven't been to yet
	MOT4	Having new and different experiences
	MOT5	Escape from the daily routine
	MOT6	So the family can do something together
	MOT7	Learning about a new culture
	MOT8	Socialising with others
	MOT9	Rest and relax
	MOT10	Doing something different from the usual
	MOT11	Watching a fado show that impresses friends/family
	MOT12	Being able to talk about the fado show after returning home
	MOT13	The feeling fado gives me
	MOT14	Meeting people with similar interests
	MOT15	Getting a unique and memorable experience of the city
Satisfaction and Loyalty Lee et al. (2008); Yoon et al. (2010)	SAT1	I am truly satisfied with the experience of visiting fado in Coimbra
	SAT2	This fado experience was exactly what I needed
	LEA1	I plan to visit Coimbra in the future
	LEA2	I plan to see fado in Coimbra in the future
	LEA3	I would recommend others to visit fado in Coimbra in the future

Source: Own elaboration.

Based on the theoretical model of Yoon and Uysal (2005) and the literature review, the following hypotheses were formulated:

- H1 – Push motivation has a positive influence on satisfaction: Internal motivations, such as the desire for escape, rest, adventure, and social interaction, are the source of the decision to travel and influence the formation of expectations that affect satisfaction (Crompton, 1979; Dann, 1981; Gnoth, 1997).
- H2 – Pull motivation has a positive influence on satisfaction: Destination attractions and characteristics, such as the authenticity and uniqueness of Fado de Coimbra, influence perceived value and contribute to visitor satisfaction (Gnoth, 1997; Yoon & Uysal, 2005).
- H3 – Push motivation has a positive influence on loyalty: Internal motivations and previous experiences influence future tourist behaviour, including revisit intention (Nguyen Viet et al., 2020; Pearce & Lee, 2005).
- H4 – Pull motivation has a positive influence on loyalty: External factors, such as authentic cultural experiences, influence satisfaction and, in turn, the intention to revisit and recommend the destination (Ayoub & Mohamed, 2024; He & Luo, 2020).
- H5 – Satisfaction has a positive influence on loyalty: Satisfaction is a direct antecedent of revisit intention and recommendation, and is a key determinant in fostering tourist loyalty (Chi & Qu, 2008; Oliver, 1999; Suhartanto et al., 2020).

### 3. Methodology

Data collection was carried out through the administration of a questionnaire, designed based on a literature review and the proposed theoretical model (Figure 1). The questionnaire was divided into two main sections: (1) one dedicated to measuring the constructs of motivation, satisfaction, and tourist loyalty; (2) another dedicated to gathering sociodemographic information and visitation habits. The questionnaire was available from March 19 to April 19, 2024, in digital format, accessible via QR codes located at *Fado ao Centro*. The questionnaire was offered in three languages: Portuguese, English, and Spanish. Before each performance, *Fado ao Centro* staff verbally explained the study's purpose to visitors, contextualising the importance of the research within cultural tourism. At the end of the performance, participants were invited to a reception, during which they were encouraged to participate in the study by scanning the QR codes displayed in the venue. Participants gave informed consent before taking part in the study and were informed that their data would be treated anonymously, in aggregate, and confidentially. A pre-test was conducted with five participants, allowing adjustments to the order and wording of some questions. The obtained sample was non-probabilistic and convenience-based, with a total of 124 valid responses. Since data collection was conducted exclusively among visitors to the *Fado ao Centro* performance, implementing simple random or stratified sampling was

not feasible. This limitation is common in studies conducted in tourism and cultural contexts, where convenience sampling is frequently used (Veal, 2017).

Following data collection, this study employed structural equation modelling (SEM) as the analysis strategy. This confirmatory statistical methodology allows for the analysis of multivariate data, facilitating the identification and confirmation of relationships among multiple variables, and is widely used in psychology and social sciences research (Lomax, 2004). Perhaps the most important “strength” of SEM lies in the analysis of the relationships between various latent constructs, which can be examined in a way that reduces model error (Sarstedt et al., 2022). Statistical analysis was conducted using SPSS software, version 27, and Analysis of Moment Structure (AMOS), version 29.

### 3.1. Sample Characterisation and Preliminary Statistical Analysis

Before analysing the structural model, a preliminary statistical analysis was conducted to assess the quality of the collected data and ensure the assumptions for applying SEM. This analysis involved checking for missing values, identifying outliers, testing for normality, evaluating internal consistency of the scales, and analysing inter-item correlations. Normality was assessed based on skewness and kurtosis values, which remained within the range (between -1 and +1), suggesting a normal data distribution. Internal consistency of the scales was analysed using Cronbach's alpha coefficient, which showed positive values across the four scales, indicating reasonable consistency (between 0.7 and 0.8) for the push motivations and Satisfaction scales, good consistency (between 0.8 and 0.9) for the pull Motivations scale, and very good consistency (above 0.9) for the Loyalty scale. Inter-item correlations showed good correlation (between 0.15 and 0.50) with values of 0.352 and 0.371 for pull and push motivations, respectively. For satisfaction and loyalty, correlations were high, with values of 0.673 and 0.844, respectively (Table 2).

**Table 2.** Analysis of normality of the sampling distribution and internal consistency of the scales

Scale	Normality analysis					Analysis of internal consistency of the scales	
	N	Mean	Standard Deviation	Skewness	Kurtosis	Cronbach's alpha	Inter-item correlations
<i>Pull</i> Motivations	124	3,9	1,2	-0,4	0,3	,849	,352
<i>Push</i> Motivations	124	3,9	0,8	-0,3	-0,7	,748	,371
Satisfaction	124	4,0	1,1	-0,6	-0,8	,797	,673
Loyalty	124	3,7	1,2	-0,6	-0,6	,942	,844

*Source:* Own elaboration.

Regarding the sample profile (Table 3), it was composed of 124 participants, mostly male (54%), with an average age of 44 years. The age distribution shows a predominance of individuals aged 41 or older (60.5%). Regarding the level of education, more than half of the participants have only completed secondary education (57.3%), followed by those holding master's or doctoral degrees (19.4%).

The composition of travel groups revealed a predominance of visits made with friends (40.3%) and family (32.3%). In terms of origin, the sample was mostly com-

posed of international tourists, with a particular emphasis on visitors from Spain (61.3%). All participants stated that they were visiting a fado performance in Coimbra for the first time.

Table 3. Sociodemographic characteristics of the sample.

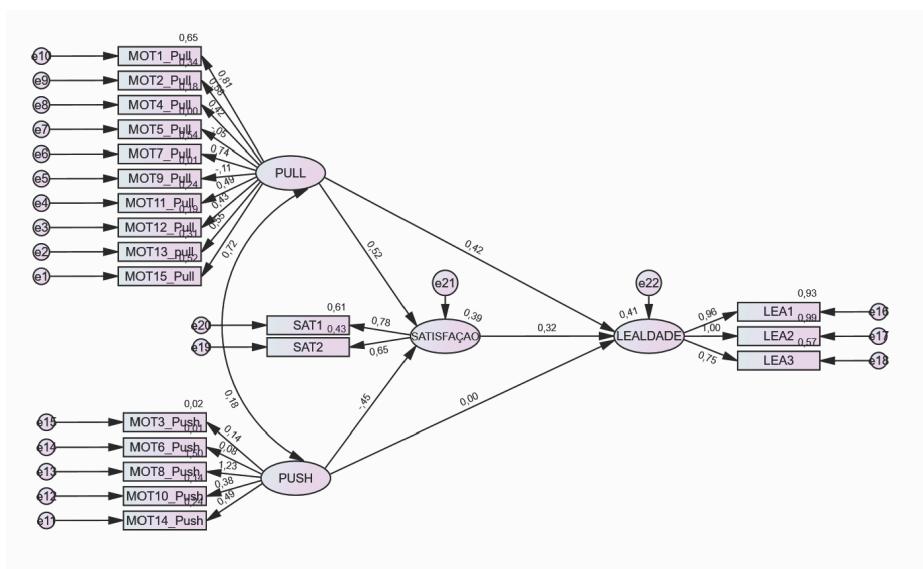
Variables	n	%	Variables	n	%
<b>Gender</b>					<b>Travel group</b>
Male	67	54,0	Alone	4	3,2
Female	57	46,0	Couple	22	17,7
Other	0	0,0	Family	40	32,3
<b>Average Age (mean, years)</b>	44,24		Friends	50	40,3
			Other	8	6,5
<b>Age range</b>					<b>Country of residence</b>
20–30	27	21,8	Portugal	21	16,9
31–40	22	17,7	Spain	76	61,3
41–50	36	29	USA	14	11,3
≥ 51	39	31,5	Germany	13	10,5
<b>Education level</b>					<b>Visiting a fado show</b>
Basic	6	4,8	1\textsuperscript{st} time	124	100,0
Secondary	71	57,3	More than 1 visit	0	0,0
Undergraduate studies	9	7,3			
Bachelor's degree	14	11,3			
Master/PhD	24	19,4			

Source: Own elaboration.

### 3.2. Model Evaluation

The measurement model initially consisted of four latent constructs (Pull Motivations, Push Motivations, Satisfaction, and Loyalty) and twenty observed variables: ten associated with the pull motivation construct, five related to push motivation, two to satisfaction, and three to loyalty. Figure 2 shows the initial configuration of the model.

Next, a confirmatory factor analysis (CFA) was performed with the objective of assessing the model's fit to the empirical data, based on various fit indices. Although the chi-square ( $\chi^2$ ) value is one of the most commonly used criteria for evaluating model fit, it is necessary to include other fit indices to gain a comprehensive understanding of overall fit. Thus, other indices were considered, such as the relative chi-square ( $\chi^2/df$ ), Goodness of Fit Index (GFI), Root Mean-Square Error of Approximation (RMSEA), Normed Fit Index (NFI), Relative Fit Index (RFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), and Parsimony Normed Fit Index (PNFI). The indices CFI, NFI, IFI, RFI, and GFI can range from 0 to 1, indicating a good fit when approaching 1.

**Figure 2.** Initial model.

Source: Own elaboration.

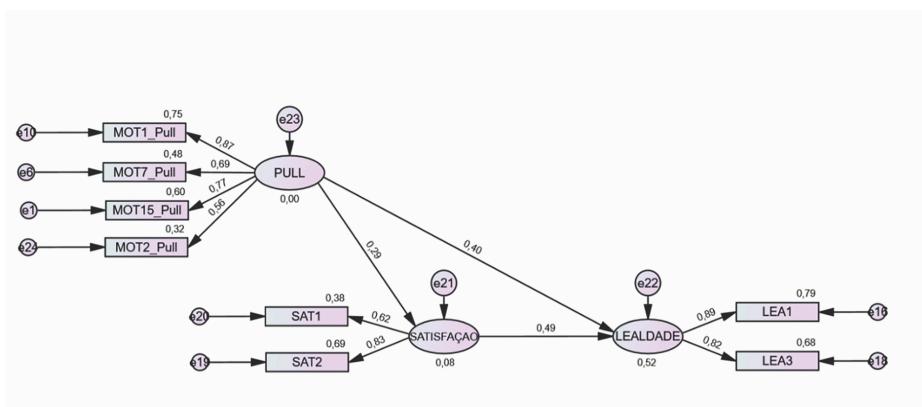
The results obtained for the initial model showed an unsatisfactory fit, with several indicators falling outside the reference ranges, as shown in Table 4. Based on the recommended values, the initial fit of the measurement model was rejected, and model modification was deemed necessary. Twelve observed variables were eliminated due to low standardised factor loadings: MotPUSH\_3, MotPULL\_4, MotPULL\_5, MotPUSH\_6, MotPUSH\_8, MotPULL\_9, MotPUSH\_10, MotPULL\_11, MotPULL\_12, MotPULL\_13, MotPUSH\_14, and LEA2.

After 12 iterations, the final model outperformed the initial measurement model on most fit indices, however, RMSEA increased. The estimated results of the final measurement model proved satisfactory. The initial and final model values are summarised in Table 4, and the final model is presented in Figure 3.

**Table 4.** CFA Results.

Model	$\chi^2$	$p$	$\chi^2/df$	RMSEA	CFI	NFI	GFI	RFI	IFI	PNFI
Initial	999,44	.000	6,094	0,204	0,513	0,476	0,608	0,393	0,521	0,411
Final	30,37	.000	2,862	0,230	0,919	0,883	0,921	0,808	0,921	0,536

Source: Own elaboration.



**Figure 3.** Proposed Final Model.

Source: Own elaboration.

#### 4. Results

The SEM analysis enabled the empirical testing of the five hypotheses formulated in the conceptual model, aiming to explore the relationships between tourist motivations (push and pull), satisfaction and loyalty among visitors attending *Fado ao Centro*. The modelling process included successive adjustments based on theoretical and statistical criteria, leading to the refinement of the model and the exclusion of underperforming indicators.

The final model retained three latent constructs – Pull Motivation, Satisfaction, and Loyalty, supported by 8 observed variables with factor loadings greater than ( $\lambda > 0.56$ ).

All variables associated with the construct Push Motivation were removed during the model estimation due to standardised factor loadings below the recommended threshold, which made it impossible to empirically test the hypotheses H1 and H3. The construct Pull Motivation was supported by four items related to interest in experiencing Fado as an art form, learning about a new culture, enjoying Fado music, and obtaining a memorable experience of the city. Satisfaction was measured using two items reflecting affective and cognitive responses to the experience, while Loyalty was operationalised through indicators capturing intention to revisit and recommend the destination.

The final model demonstrated an overall satisfactory statistical fit, with indices such as  $CFI = 0.919$ ,  $GFI = 0.921$ , and  $IFI = 0.921$ , all exceeding the conventional thresholds for acceptable fit. Although the  $RMSEA$  value of 0.23 exceeds the commonly accepted cutoff point, this index should be interpreted with caution in models with small sample sizes. As noted by Kenny et al. (2015, p. 486) "when the cutoff values are used to assess the fit of properly specified models with small  $df$  and small sample size, the  $RMSEA$  too often falsely indicates a poor fitting model." Therefore, the authors recommend not relying on  $RMSEA$  in such contexts, but instead examining additional model parameters and alternative fit indices to evaluate adequacy. In the present case, the convergence of multiple goodness-of-fit indices supports the robustness of the proposed model despite the elevated  $RMSEA$ .

Table 5 summarises the standardised regression coefficients ( $\beta$ ),  $t$ -values and significance levels ( $p$ -values) obtained in the final model, followed by a discussion of the tested hypotheses:

**Table 5.** Results of the final model hypotheses.

		Dimension	Standardized Coefficients	t-Value	p
H1	<i>Push</i> Motivation	→ Satisfaction	—	—	—
H2	<i>Pull</i> Motivation	→ Satisfaction	0,289	2,540	0,011
H3	<i>Push</i> Motivation	→ Loyalty	—	—	—
H4	<i>Pull</i> Motivation	→ Loyalty	0,402	4,053	0,001
H5	Satisfaction	→ Loyalty	0,490	3,681	0,001

Source: Own elaboration.

- **Hypothesis 1** – Push motivation has a positive influence on satisfaction: this hypothesis could not be tested, as all variables associated with the Push Motivations construct were eliminated during the model adjustment process due to standardised factor loadings below the recommended values. The absence of these variables makes it impossible to empirically verify H1.
- **Hypothesis 2** – Pull motivation has a positive influence on satisfaction: the model shows a relationship between the pull motivation variable and satisfaction, with a positive regression coefficient (0.289) and a  $p$ -value of 0.011. This indicates a statistically significant correlation between these variables, suggesting that an increase in pull motivation is correlated with an increase in satisfaction. Hypothesis 2 is confirmed by the model.
- **Hypothesis 3** – Push motivation has a positive influence on loyalty: as with H1, this hypothesis could not be tested, since the Push Motivations variable was excluded from the final model for statistical adjustment reasons. Thus, there is no evidence to confirm or reject this relationship based on the analysed data.
- **Hypothesis 4** – Pull motivation has a positive influence on loyalty: the model results indicate a significant relationship between pull motivation and loyalty, with a regression coefficient of 0.402 and a  $p$ -value of 0.001, indicating a strong statistically significant correlation. Thus, pull motivation is positively related to loyalty, confirming Hypothesis 4.
- **Hypothesis 5** – Satisfaction has a positive influence on loyalty: the model also shows a significant relationship between satisfaction and loyalty, with a regression coefficient of 0.490 and a  $p$ -value of 0.001. These results indicate a strong influence of satisfaction on loyalty, confirming Hypothesis 5.

Taken together, the results validate a partial version of the proposed theoretical model, confirming the importance of pull motivations and satisfaction in predicting

tourist loyalty in a cultural tourism setting. These findings contribute to the understanding of how intangible heritage experiences, when perceived as authentic and meaningful, can generate strong behavioural commitment from visitors and enhance the symbolic value of the destination.

## 5. Conclusion

This study analysed, through structural equation modelling, the relationships between tourist motivations, satisfaction, and loyalty in the context of cultural tourism, taking as an empirical case *Fado ao Centro* in Coimbra. The results confirm that pull motivations positively influence both satisfaction and loyalty to the destination, aligning with theoretical models proposed by Yoon and Uysal (2005) and He and Luo (2020).

On the other hand, push motivations were excluded from the final model due to insufficient statistical validity, which prevented their empirical testing. This result contrasts with studies by Khuong and Ha (2014) and Pearce and Lee (2005), which assign a relevant role to internal motivations in generating loyalty behaviours. This outcome may indicate that, in cultural destinations with a strong symbolic identity, such as the city of Coimbra and its most iconic artistic expression, *Fado de Coimbra*, internal factors are not central determinants of satisfaction or loyalty.

The relationship between satisfaction and loyalty was also validated, showing that satisfied tourists demonstrate a higher likelihood of revisiting the destination and recommending it (Chi & Qu, 2008; Nguyen Viet et al., 2020; Prayag et al., 2017). These findings reinforce the role of satisfaction as a direct antecedent of tourist loyalty, highlighting the importance of maintaining high standards of authenticity and emotional involvement in cultural attractions (Kastenholz et al., 2018).

This study also provides empirical confirmation that cultural consumption, when perceived as authentic, symbolically meaningful, and emotionally engaging, is capable of generating not only affective evaluations but also behavioural intentions consistent with destination loyalty. The specific context of *Fado de Coimbra*, firmly rooted in local tradition, illustrates how niche cultural products can transcend their artistic function to act as strategic resources for destination branding and competitive positioning. According to Baker et al. (2022), in the context of music heritage, cultural value arises not only from preservation efforts, but also from the emotional engagement and shared experiences that music fosters between institutions and their audiences.

In practical terms, the results suggest that promoting authenticity and cultural immersion should be central in the marketing and tourism management strategies of Coimbra. Valuing intangible heritage, when associated with an emotionally meaningful experience, can strengthen the city's competitive differentiation in cultural tourism and contribute to its long-term sustainability (Oliver, 1999; Suhartanto et al., 2020).

This work represents a contribution by applying SEM to study the impact of a traditional musical expression – *Fado de Coimbra* – on tourist loyalty, expanding

understanding of how niche cultural products can generate symbolic and behavioural value for destinations.

### 5.1. Limitations

This study presents some limitations that should be considered. First, the sample was collected solely among visitors to *Fado ao Centro* through a non-random method, which may introduce bias and compromise the representativeness of the results. Future research should include other fado venues in Coimbra, allowing for a broader and comparative view of the audiences. Second, the sample size ( $n = 124$ ), while acceptable for exploratory analysis with structural equation modelling (SEM), is limited to ensure statistical robustness. According to Bentler (1995) and Westland (2010), a minimum of 10 observations per observed variable is recommended, which would imply at least 200 participants. Although smaller samples are accepted in exploratory studies (Lomax, 2004), a larger sample would improve the stability of the estimated parameters and the precision of inferences (Sarstedt et al., 2022). Third, the elimination of variables associated with push motivations limited the possibility of testing the complete theoretical model. Future studies should review and reformulate the questionnaire items to ensure the validity of all motivational dimensions. Finally, data collection occurred over a short period, between March and April 2024, coinciding with Easter, a time of high influx of Spanish tourists. This context may have influenced the sample profile, not reflecting relevant seasonal variations. Therefore, it is recommended to conduct studies throughout the entire year, allowing identification of behavioural differences across seasons and construction of seasonal tourist profiles. By considering these future research directions, investigators can overcome the identified limitations and contribute to a more comprehensive understanding of the relationship between tourist motivations, satisfaction, and loyalty in the context of Fado de Coimbra.

### Funding

This research received support from the Centre of Studies in Geography and Spatial Planning (CEGOT), funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDB/04084/2025.



### References

Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (tpb). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>

Assaker, G., & Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short- and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600–613. <https://doi.org/10.1177/0047287513478497>

Ayoub, D., & Mohamed, D. N. H. S. (2024). The impact of push-pull motives on internal tourists' visit and revisit intentions to egyptian domestic destinations: The mediating role of country image. *Humanities and Social Sciences Communications*, 11(1), 358. <https://doi.org/10.1057/s41599-024-02835-7>

Baker, S., Cantillon, Z., Istvandity, L., & Long, P. (2022). The values and value of community heritage: Visitor evaluation of do-it-yourself museums and archives of popular music in europe, australasia and the united states of america. *Journal of Heritage Tourism*, 17(2), 190–203. <https://doi.org/10.1080/1743873X.2021.1888957>

Bentler, P. M. (1995). *Eqs structural equations program manual* (Vol. 6). Multivariate Software.

Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, 22(6), 607–616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)

Bowen, D., & Clarke, J. (2002). Reflections on tourist satisfaction research: Past, present and future. *Journal of Vacation Marketing*, 8(4), 297–308. <https://doi.org/10.1177/135676670200800401>

Bowen, H. E., & Daniels, M. J. (2005). Does the music matter? motivations for attending a music festival. *Event Management*, 9(3), 155–164. <https://doi.org/10.3727/152599505774791149>

Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the london olympics. *Tourism Management*, 55, 160–172. <https://doi.org/10.1016/j.tourman.2016.02.010>

Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: The mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>

Capas Negras. (2025). Capas negras [Acedido em 13 Outubro 2025].

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>

Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel and Tourism Marketing*, 16(1), 79–90. [https://doi.org/10.1300/J073v16n01\\_08](https://doi.org/10.1300/J073v16n01_08)

Costa, J., & Nossa, P. N. (2017). Beyond sight and sound: Fado of coimbra, intangible heritage with touristic value / para além da vista e do som: Fado de coimbra, património imaterial com valor turístico. *Revista Rosa dos Ventos - Turismo e Hospitalidade*, 9(4). <https://sou.ucs.br/etc/revistas/index.php/rosadosventos/article/view/5130>

Cravo, J. (2009). *Luiz goes: O neo-modernismo na canção de coimbra ou o advento da escola goesiana*. Minerva Coimbra.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)

Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184–194. [https://doi.org/10.1016/0160-7383\(77\)90037-8](https://doi.org/10.1016/0160-7383(77)90037-8)

Dann, G. M. S. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187–219. [https://doi.org/10.1016/0160-7383\(81\)90082-7](https://doi.org/10.1016/0160-7383(81)90082-7)

del Bosque, I. R., & Martín, H. S. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>

Évrard, Y. (1993). La satisfaction des consommateurs: État des recherches. *Revue française du marketing*, 144, 53–66.

Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283–304. [https://doi.org/10.1016/S0160-7383\(97\)80002-3](https://doi.org/10.1016/S0160-7383(97)80002-3)

Gunn, C. A. (1988). *Vacationscape: Designing tourist regions*. Unknown Publisher.

Hamid, A. H. A., Mohamad, M. R., & Suki, N. M. (2021). Tourists' revisit intention to unesco world heritage sites in a developing nation: Investigating the mediating role of place dependence. *Journal of Vacation Marketing*, 27(2), 119–132. <https://doi.org/10.1177/1356766720969739>

Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2018). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), 218–234. <https://doi.org/10.1108/IJCTHR-11-2018-0151>

He, X., & Luo, J. M. (2020). Relationship among travel motivation, satisfaction and revisit intention of skiers: A case study on the tourists of urumqi silk road ski resort. *Administrative Sciences*, 10(3), 56. <https://doi.org/10.3390/admisci10030056>

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting singapore. *Tourism Management*, 28(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>

Hunt, H. K. (1977). *Conceptualization and measurement of consumer satisfaction and dissatisfaction* (tech. rep. No. 77–103). Marketing Science Institute.

Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256–262. [https://doi.org/10.1016/0160-7383\(82\)90049-4](https://doi.org/10.1016/0160-7383(82)90049-4)

Kastenholz, E. (2002). *The role and marketing implications of destination images on tourist behavior: The case of northern portugal* [Doctoral dissertation, Universidade de Aveiro].

Kastenholz, E., Eusébio, C., & Carneiro, M. J. (2018). Segmenting the rural tourist market by sustainable travel behaviour: Insights from village visitors in portugal. *Journal of Destination Marketing and Management*, 10, 132–142. <https://doi.org/10.1016/j.jdmm.2018.09.001>

Kenny, D. A., Kaniskan, B., & McCoach, D. B. (2015). The performance of rmsea in models with small degrees of freedom. *Sociological Methods and Research*, 44(3), 486–507. <https://doi.org/10.1177/0049124114543236>

Khalilzadeh, J., Kozak, M., & Del Chiappa, G. (2024). Tourism motivation: A complex adaptive system. *Journal of Destination Marketing and Management*, 31, 100861. <https://doi.org/10.1016/j.jdmm.2024.100861>

Khuong, M. N., & Ha, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to ho chi minh city, vietnam: A mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490. <https://doi.org/10.7763/IJTEF.2014.V5.421>

Kim, S., Park, J. H., Lee, D. K., Son, Y.-h., Yoon, H., Kim, S., & Yun, H. J. (2017). The impacts of weather on tourist satisfaction and revisit intention: A study of south korean domestic tourism. *Asia Pacific Journal of Tourism Research*, 22(9), 895–908. <https://doi.org/10.1080/10941665.2017.1357640>

Kim, T., Kim, W. G., & Kim, H.-B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51–62. <https://doi.org/10.1016/j.tourman.2008.04.003>

Kotler, P. (2000). *Marketing management: The millennium edition* (Vol. 199). Prentice Hall.

Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with mallorca, spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260–269. <https://doi.org/10.1177/004728750003800308>

Lã, F. M. B., Silva, L. S., & Granqvist, S. (2023). Long-term average spectrum characteristics of portuguese fado-canção from coimbra. *Journal of Voice*, 37(4), 631.e7–631.e15. <https://doi.org/10.1016/j.jvoice.2021.03.005>

Lee, C.-K., Yoon, Y.-S., & Lee, S.-K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the korean dmz. *Tourism Management*, 28(1), 204–214. <https://doi.org/10.1016/j.tourman.2005.12.017>

Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure Sciences*, 31(3), 215–236. <https://doi.org/10.1080/01490400902837787>

Lee, T. H., & Chang, Y. S. (2012). The influence of experiential marketing and activity involvement on the loyalty intentions of wine tourists in taiwan. *Leisure Studies*, 31(1), 103–121. <https://doi.org/10.1080/02614367.2011.568067>

Lee, Y.-K., Lee, C.-K., Lee, S.-K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56–64. <https://doi.org/10.1016/j.jbusres.2006.05.009>

Li, F., Wen, J., & Ying, T. (2018). The influence of crisis on tourists' perceived destination image and revisit intention: An exploratory study of chinese tourists to north korea. *Journal of Destination Marketing and Management*, 9, 104–111. <https://doi.org/10.1016/j.jdmm.2017.11.006>

Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? the case of macao. *Journal of Hospitality and Tourism Management*, 32, 115–123. <https://doi.org/10.1016/j.jhtm.2017.06.002>

Lomax, R. G. (2004). *A beginner's guide to structural equation modeling*. Psychology Press. <https://doi.org/10.4324/9781410610904>

Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/10.1108/JM2-12-2017-0135>

Mannell, R. C., & Iso-Ahola, S. E. (1987). Psychological nature of leisure and tourism experience. *Annals of Tourism Research*, 14(3), 314–331. [https://doi.org/10.1016/0160-7383\(87\)90105-8](https://doi.org/10.1016/0160-7383(87)90105-8)

Mansfeld, Y. (1987). *Destination-choice and spatial behaviour of tourists: Evaluating the potential of psychological-geographical collaboration in geography of tourism research* (tech. rep. No. 21). London School of Economics, Graduate School of Geography. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-0023466153>

McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. B. (1995). Pleasure travel motivation. In *Tourism: Principles, practices, philosophies* (7th ed., pp. 167–190).

McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.

Nery, R. (2012). *Para uma história do fado*. Imprensa Nacional - Casa da Moeda.

Niza, J. (1999). *Fado de coimbra* (Vol. I e II). Ediclube.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>

Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge.

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4\_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>

Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39(1), 78–84. <https://doi.org/10.1177/004728750003900110>

Pearce, P. L. (1991). Analysing tourist attractions.

Pearce, P. L., & Lee, U.-I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237. <https://doi.org/10.1177/0047287504272020>

Perron-Brault, A., de Grandpré, F., Legoux, R., & Dantas, D. C. (2020). Popular music festivals: An examination of the relationship between festival programs and attendee motivations. *Tourism Management Perspectives*, 34, 100670. <https://doi.org/10.1016/j.tmp.2020.100670>

Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research*, 42(4), 397–407. <https://doi.org/10.1177/0047287504263037>

Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), 326–339. <https://doi.org/10.1108/09596119910293231>

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>

Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>

Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>

Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(2), 226–237. [https://doi.org/10.1016/0160-7383\(91\)90006-W](https://doi.org/10.1016/0160-7383(91)90006-W)

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial least squares structural equation modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of market research* (pp. 587–632). Springer International Publishing. [https://doi.org/10.1007/978-3-319-57413-4\\_15](https://doi.org/10.1007/978-3-319-57413-4_15)

Šepetavc, J., & Majsova, N. (2024). Slovenian folk-pop music as a place and nation making strategy between heritage and popular culture. *Journal of Heritage Tourism*, 19(1), 20–36. <https://doi.org/10.1080/1743873X.2023.2256897>

Shahijan, M. K., Rezaei, S., & Amin, M. (2018). Qualities of effective cruise marketing strategy. *International Journal of Quality and Reliability Management*, 35(10), 2304–2327. <https://doi.org/10.1108/IJQRM-07-2017-0135>

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: The role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879. <https://doi.org/10.1080/13683500.2019.1568400>

Tian-Cole, S., & Crompton, J. (2003). A conceptualization of the relationships between service quality and visitor satisfaction, and their links to destination selection. *Leisure Studies*, 22(1), 65–80. <https://doi.org/10.1080/02614360306572>

Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34(1), 1–24. <https://doi.org/10.1080/00222216.2002.11949957>

Tkaczynski, A., & Rundle-Thiele, S. (2013). Understanding what really motivates attendance: A music festival segmentation study. *Journal of Travel and Tourism Marketing*, 30(6), 610–623. <https://doi.org/10.1080/10548408.2013.810998>

Tribe, J., & Snaith, T. (1998). From servqual to holsat: Holiday satisfaction in varadero, cuba. *Tourism Management*, 19(1), 25–34. [https://doi.org/10.1016/S0261-5177\(97\)00094-0](https://doi.org/10.1016/S0261-5177(97)00094-0)

Turismo Centro de Portugal. (2025). Turismo centro de portugal [Acedido em 13 Outubro 2025].

Veal, A. J. (2017). *Research methods for leisure and tourism*. Pearson UK.

Wang, L., & Li, X. (2023). The five influencing factors of tourist loyalty: A meta-analysis. *PLOS ONE*, 18(4), e0283963. <https://doi.org/10.1371/journal.pone.0283963>

Westland, J. C. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, 9(6), 476–487. <https://doi.org/10.1016/j.elerap.2010.07.003>

Yolal, M., Woo, E., Cetinel, F., & Uysal, M. (2012). Comparative research of motivations across different festival products. *International Journal of Event and Festival Management*, 3(1), 66–80. <https://doi.org/10.1108/17582951211210942>

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>

Yoon, Y.-S., Lee, J.-S., & Lee, C.-K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29(2), 335–342. <https://doi.org/10.1016/j.ijhm.2009.10.002>

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284. <https://doi.org/10.1016/j.tourman.2009.03.007>

