

PREFERENCES OF TOURISTS ATTENDING FLAMENCO SHOWS: AN ANALYSIS USING INTEGRATED CONJOINT EXPERIMENTS

Introduction

Within the broad spectrum of tourism, cultural tourism has gained significant relevance (Douglas et al., 2024). Flamenco, an Andalusian art form recognised as Intangible Cultural Heritage by UNESCO, has become a major tourist attraction in Spain (Millán Vázquez de la Torre et al., 2019). Flamenco tablaos constitute a sector in which there is strong competition to attract tourists, which is why studies are needed to shed light on the preferences of tourists who intend to attend these shows.

Objective: The aim of this study is to analyse tourists' preferences when selecting flamenco shows, using the integrated conjoint experiments methodology.

Methodology

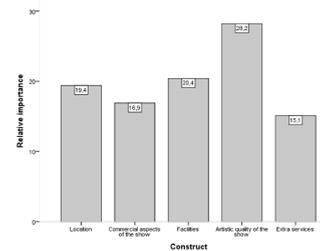
Given the high number of attributes, this study used a variant of the conjoint analysis methodology called integrated conjoint experiments, used by some authors such as Ramírez-Hurtado (2010) and Oppewal and Vriens (2000), which compensates for the limitations of conjoint analysis when there is a high number of attributes and levels in the experiment.

Attributes and constructs are integrated into various sub-experiments.

Sample of 321 tourists attending flamenco shows in Seville (Spain). Use of the ORTHOPLAN procedure in SPSS.

Figure I. Example of an integrated conjoint experiment profile.

Table I. Attributes, levels, and constructs used in the experiments.



CONCLUSION: Profile of the flamenco tablao most preferred by tourists: The attribute most valued by tourists is the type of flamenco.

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