

Patrimonio culturale e turismo: Un'analisi empirica su Siracusa

di

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HERITAGE AND TOURISM:

AN EMPIRICAL ANALYSIS ON SYRACUSE (ITALY)

Abstract: This paper presents the result of a research on the determinants of the demand for arts tourism in the area of Syracuse (Sicily, Italy). We adopt the *cojoint analysis* method to investigate whether the inclusion of particular cultural sites in the tours is important in influencing the demand decisions of the consumers-tourists. The samples includes 131 people, who answered a questionnaire during their visit at the Greek Theatre of Syracuse. Although this sample should include people interested in artistic goods, the real importance of the cultural heritage of sites appears to be very limited, and different attributes -like the accommodation- seem to play a larger role in determining the choices of the consumers.

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