





Motivations and segmentation in coastal tourist destinations with cultural attractions

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ABSTRACT

The purpose of this research is to ascertain the motivating factors of demand, identify the demand's segments, establish the correlation of tourist demand segments and their satisfaction and loyalty, and establish the connection between the segments and socio-demographic factors in coastal tourist destinations with cultural attractions. The empirical research was developed in Huanchaco, a coastal city of Peru famous for its traditional cultural attractions. The sample of this quantitative study consisted of 384 valid questionnaires collected on-site. The data was analyzed by exploratory factor analysis techniques and non-hierarchical K-means cluster analysis. The findings evidence four motivational dimensions: Novelty & social interaction, Sun & beach and nature, Culture and coastal experience, and Water sports. Furthermore, three demand segments were found: Eco-coastal, Multiple motives, and Passive tourists. The findings add to the academic literature on coastal tourist destinations with cultural potential and help design sustainable plans.

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1. Introduction

In 2020, the tourism sector and the political, economic, and social systems faced a global crisis due to the pandemic (Carlsson-Szlezak et al., 2020; Fuchs, 2020). The tourism industry was also severely affected. After this Pandemic has passed, people are expected to look for natural spaces, trips to adventure destinations, and safe, quality experiences (Galvani et al., 2020). In this time of crisis, it was determined that tourists experience personal, social, practical, and ethical limitations for recreation and travel activities (Humagain & Singleton, 2023). Considering this scenario, coastal tourism can offer visitors natural spaces with adequate biosecurity. Thus, coastal tourism in the cities that enjoy these activities has been an important business that stimulates the development of the regional economy growth as it receives a significant travelers' flow (Scholtz & Slabbert, 2016). Given the enjoyment of economic, social, and cultural activities, coastal tourism has been facing important challenges, such as balancing environmental problems and the activities of the tourism sector (Papageorgiou, 2016).

Tourism in coastal sites contains an important diversity of activities such as wellness stays, various sports coastal sites, nature observation and study, and educational & volunteer activities (Orams & Lueck, 2016a). They also refer to coastal areas, for example, surfing, sunbathing, swimming, and other leisure activities along the coast, recreation, and the practice of sports by the shores of a sea, lake or river, bearing in mind that the proximity to the coast of services and facilities is a condition offered by coastal tourism (World Tourism Organization (UNWTO), 2019). Coastal tourism maintains part of

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marine tourism activities due to its proximity, which is why they are closely related. Marine tourism includes activities that take place at sea, such as water sports, cruises, and sailing on yachts or boats, as well as the various services and facilities on land (World Tourism Organization (UNWTO), 2019). Therefore, the coastal area marks both the start and the return of marine tourism activities, where someone can go sailing, scuba diving, and enjoy cruises, whale watching, and deep-sea fishing (Orams & Lueck, 2016b). The importance of marine tourism is demonstrated by the fact that interventions that fully immerse individuals in nature, such as swimming or diving, can help to alleviate the worldwide mental health crisis resulting from the pandemic. (Maharja et al., 2023). In this sense, for Gon et al. (2016), recreational boating tourism is also an incentive for the development of tourism and the attraction of international tourists.

Studying tourist motivations is crucial for developing sustainable cultural and coastal tourism. This is because they are part of a group of needs that drive people to integrate into activities within the tourism sector (Swanson & Horridge, 2006). Therefore, people's motivations remain crucial to making decisions (Yolal et al., 2015). Also, demand segmentation is an important method that helps establish which consumer groups can be reached, establishing how to use them while being efficient and analyzing different ones from the market (Ho et al., 2012). Satisfaction is crucial due to the relationship between the choice of a place, the purchase of certain services or products, and loyalty (Li et al., 2010; Khan et al., 2017). Moreover, loyalty is the tourist's intention to return to the destination; this is related to positive word of mouth and satisfaction with the stay based on their experience (Tanford & Jung, 2017). Therefore, if visitors receive quality tourist services that improve their stay at the destination, they are more inclined to revisit the place on subsequent visits (Kim et al., 2013; Thiumsak & Ruangkanjanases, 2016).

In this framework, Huanchaco city is situated on the northwestern coast of Peru in South America, bathed by the Pacific Ocean. It is an eye-catching tourist destination for local, national, and international visitors who can carry out various coastal and marine activities. Surfing, for example, is practiced recreationally and competitively in addition to other sports such as longboarding, body surfing, stand-up paddle boarding, tennis, kayaking, and line fishing from the pier. In addition, rides on *caballitos de totora* are an ancestral practice highly requested, and visits to museums featuring the history of Moche and Chimú cultures are considered the nation's cultural legacy.

Currently, several studies on motivations and demand segmentation in coastal tourist destinations have found cultural motivational dimensions, but these previous studies have not been carried out in destinations with potential in their cultural attractions. Previous studies conducted in coastal destinations have identified various motivational dimensions and segments related to cultural factors (Domènech et al., 2023; Pafi et al., 2020; Rid et al., 2014; Rudež et al., 2013). So far, there is a variety of results because the motivations and segments may vary due to the characteristics of the destination's attractions. This evidence shows that heritage and culture are part of coastal tourism, but we still do not have results from coastal destinations with potential in their cultural attractions. Therefore, it is important to establish the motivational dimensions and market segments in this typology of destinations because the results in the literature are still scarce, with the present study being a pioneer in this line of research. Likewise, few coastal tourist market segmentation studies have been carried out in South America (Carvache-Franco et al., 2020a). However, South America has a great variety and natural and cultural wealth, ideal for coastal tourism with cultural attractions.

In this context, carrying out market segmentation applied to coastal and cultural destinations in South America is crucial for destination managers to design more efficient tourism plans. In addition, it will address a research gap on this topic, considering the need for more current studies on coastal tourist destinations with cultural attractions. For these reasons, the present research carried out in Huanchaco (Peru), being a coastal destination with cultural attractions, considers the following objectives: (a) determine the motivational factors of the demand, (b) identify the demand segments, (c) establish the existing connection between tourism demand segments and satisfaction and loyalty, and (d) identify the connection between demand segments and socio-demographic factors. The findings of this study carried out in Huanchaco (Peru) will serve as guides for the development of coastal tourist destinations with cultural potential and will make a great contribution to the scientific literature on coastal tourism and culture.

2. Literature review on the topic

2.1. Motivations in the coastal tourist destinations

Tourist motivations are considered a mixture that is made up of the set of desires and needs of tourists that lead them to find a specific tourist destination or attraction enjoyable (Meng et al., 2008). They indicate that motivations make up a group of needs that attract people to carry out some tourist activities (Swanson & Horridge, 2006) and help rationalize tourist behavior that tourists maintain (Chang et al., 2014).

Different views and theories related to the motivations of coastal tourists have been found in previous literature. As instance, the push and pull model has been applied by various authors (Jeong, 2014; Van der Merwe et al., 2011, and Sastre & Phakdee-Auksorn, 2017). A similar approach was followed in Antalya, located on the coast of Türkiye, by Güzel et al. (2020), where six motivating factors were identified: curiosity, relaxation, extravagance, escape, travel bragging, and sport and active life. On the other hand, other authors have focused on motivations related to behavior and the destination's attractions. In this sense, Rid et al. (2014) conducted segmentation by motivations in The Gambia (Africa), where four motivational dimensions were identified: sun and beach, learning, authentic rural experience, and heritage and nature. Also, Ekonomou et al. argued eight motivating factors for visiting Greece: accommodation facilities, sustainability, beach sites, costs of participation, hospitality, accessibility, learning, and health services. In protected French coastal and marine areas, Le Corre et al. (2021) identified four main motivational domains: fitness, achievement/stimulation, enjoying nature, and escaping personal & social pressures. In another Ecuador's Marine Fauna Production Reserve, the authors Carvache-Franco et al. (2022a) showed the motivations for visiting the destination: escape and self-defense, marine nature, and building personal relationships.

In the same way, Carvache-Franco et al. (2020a), in Salinas city (Ecuador), discovered six motivating factors, namely, learning, novelty and social interaction, physical activities, authentic coastal experience, heritage and nature, and sun and beach. The researchers confidently declared that all types of factors aligned with the sun and beach, heritage and nature, and novelty and social interaction.

From another perspective, Yao et al. (2021) found four motivational factors in yacht tourism activities conducted in China: multi-experience, self-realization, novelty, and leisure and sport. Furthermore, Jacobsen and Antonson (2017) studied the motivations for domestic tourism trips along the Swedish high coast during summer, identifying three motivational factors patterns: sightseeing & outdoor life, getting away and traveling around, and a direct path to family and friends. In another research, Alkhalaf and Orams (2021) in Half Moon Beach, Saudi Arabia, discovered the reasons behind the pleasure of nature's beauty, the sea, and the sand, all for relaxation. Finally, in a recent study, the academics Carvache-Franco et al. (2022b) in Jacó (Costa Rica) argued five motivational factors: rest and safety, learning and coastal, water sports, experience, nature, and nightlife.

A previous literature review showed that tourists' motivations in coastal tourist destinations include the culture, escape, novelty, sun & beach, and social interaction dimensions. However, few studies have considered cultural motivations in coastal tourist destinations (Rid et al., 2014; Carvache-Franco et al., 2020a). That is to say, the authors have only found cultural motivations in coastal destinations but have not carried out studies in coastal destinations with cultural potential to understand in this way the behavior of tourists when arriving at this typology of destinations and keep in mind their motivations for visiting.

The results of motivations in coastal tourism with cultural potential remain varied and do not have been found in a standardized way, which led us to ask ourselves the first research question of this study: RQ1: What are the tourist motivations for the demand in Huanchaco (Peru) as a coastal tourist destination with cultural attractions?

2.2. Literature on the segmentation of tourism demand in coastal tourist destinations

Demand segmentation is a tool that can be used for specific groups in the tourism sector; it can also offer tour packages with better services, increase benefits for destination development, and implement tourism policies or marketing plans with more efficient management. Efficient (Nickerson et al., 2016). Previous

literature has verified the importance of market segmentation applied to coastal tourist destinations. For example, Rid et al. (2014) segmented the motivations of tourists and found four clusters: Heritage & nature seekers, who prefer visiting places with cultural and natural attractions; multi-experience seekers, who aren't interested on to carry out activities regarding the sun and beach, however, they value visits with authentic rural experiences; seekers of multiple experiences & beach, who have high motivations in almost every dimension, including sun and beach; sun & beach seekers, who enjoy the sun and beach. Similarly, Rudež et al. (2013) identified 4 segments on the coast of Slovak (Portorož): (i) friends-oriented visitors, who in their travels seek to walk, eat, and enjoy the night activities and the pool; (ii) wellness visitors, who on their trips prefer golf, casinos, tennis, events, spas, and water sports; (iii) curious-passive visitors, tourists who are interested in walking, visiting historical sites, eating out, shopping, and enjoying the nightlife; finally, (iv) the multiple visitors, prefer to walk, stroll in the afternoon, eat and reach places of history and culture. In a separate investigation, Sung et al. (2016) segmented the demand of foreign tourists by motivation in Taiwan, finding five clusters: novelty/experience seekers, scenery/knowledge seekers, accessibility/expense seekers, sports/service seekers, and relaxation/relationship seekers.

Other authors have segmented tourists based on their recreational experience in coastal sites, such as the research by Lee et al. (2018), who grouped visitors into four clusters on Liuqiu Island, Taiwan: (1) multi-experience recreational enthusiasts looking for a diverse range of activities centered around unique recreational experiences.; (2) estheticians, who scored highest in experiential esthetics and experiential learning, scored lowest; (3) hedonistic, scores on recreational activities lower than the other three clusters; finally, (4) knowledge seekers, with greater aesthetic appreciation in the destination and a great learning experience in travel. From a sports view, Hallmann et al. (2012) found two groups of sports tourists on the German North Sea Island Sylt: the casuals, who are moderately involved with sports, and the committed, who are interested in sports while on vacation.

From another perspective, Pafi et al. (2020) conducted an experiential demand segmentation on the west coast of Ireland that looked at community experiences. As a result, they identified four groups with a relevant alignment with communities regarding sustainable tourism and local ethics: pristine seekers, nature escapers, blue health seekers, and heritage explorers. In another investigation, Albayrak et al. (2021) executed a cluster analysis to discover four groups in Antalya, Turkey, concerning diving activities: amateur explorers, young hedonists, enthusiastic positivists, and regular singles.

In this way, several studies of demand segmentation have been carried out in this type of tourism of coastal tourism; in this sense, Onofri and Nunes (2013), in a world study, classified coastal demand into two segments: the green, who prefer to visit a coastal tourist destinations destination for culture & nature; and the beach lovers, who are looking for coastal tourist destinations to enjoy the beach. The academics Le Corre et al. (2021) divided the motivations into four segments: anti-stress artists, loners, explorers, and socializers.

In recent studies, academics Carvache-Franco et al. (2021) researched the Galapagos Islands (Ecuador) and identified two segments. The multiple motives are tourists who scored high in every motivational dimension integrating sun & beach and the eco-coastal; visitors are highly motivated by marine life and areas under protection such as national parks, discovering things, and getting to know flora and fauna. In this line, Carvache-Franco et al. (2020a) found two groups of tourists in Salinas (Ecuador): beach lovers, who are highly motivated to enjoy the sun & beach, and the diverse coastal motives with high qualifications in every motivational variable that integrate nature and culture. Similarly, Carvache-Franco et al. (2022a, 2022b) found three groups in Costa Rica: Passive tourists who were less motivated to enjoy the beach and its attractions, multiple motives with high qualifications in every motivational dimension, and eco-coastal vacationers who scored high only in the motivational variables of coast, nature, and relaxation.

In a study of the Costa Daurada in Spain carried out by Domènech et al. (2023), they found nine segments of tourists according to their sociodemographic and psychographic factors; class four is mainly composed of older members interested in cultural and natural sites near their accommodation. Results show the importance of cultural attractions in coastal tourism.

These previous results show that the segments may have variations due to the different characteristics of the individual destinations and that there are groups that are motivated by the beach, nature, the sun, and culture. Even in the studies, we find tourists with multiple differentiated motives. Therefore, segmenting the demand is crucial to understanding visitors and improving the tourist offer. Although

based on previous findings, there exist multiple criteria to segment demand, some groups have been recognized in the literature: eco-coastal, multiple motives, sun and beach tourists, passive tourists, and sun and beach lovers.

A few studies have shown that culture is directly found in the segmentation of demand (Carvache-Franco et al., 2020a; Domènech et al., 2023; Pafi et al., 2020; Rid et al. (2014; Rudež et al., 2013, Onofri and Nunes, 2013). However, the results are varied in academic literature, which warrants conducting more studies in coastal tourist destinations with cultural potential to contribute to scientific literature and business. The authors have identified a relationship between segments and cultural motivational dimensions. However, there are still few studies on demand segmentation in coastal destinations with cultural potential. Therefore, our second research question arises: RQ2: What demand segments are present in Huanchaco (Peru) as a coastal tourist destination with cultural attractions?

2.3. Relationship between segmentation with satisfaction and loyalty in coastal tourist destinations

There are already results analyzing the connection between segmentation and satisfaction & loyalty in coastal sites, but they still need to be discovered. For the academics, Marconi et al. (2023), satisfaction remained high, and divers were more receptive to the positive effects of tourism. The potential for delivering positive user experiences should not only be measured by their economic value but also by their contribution to the subjective well-being of the population. In this sense, Sangpikul (2018) identified the beach and the local community as dimensions of the tourism experience that influence tourists' loyalty towards Phuket (Thailand) as an island and coastal tourist destination.

In another research, Goffi et al. (2019) argued that sustainability influences tourists' return intention and satisfaction with large-scale coastal packages. Furthermore, Prayag (2012) investigated behavioral loyalty. He emphasized three key aspects that influence tourists' intention to return, concluding that the main ones were the reputation, natural environment, and friendliness of people. For academics (Song & Schuett, 2023), social network motivation was a strong predictor of place attachment, except for the expected relationship between personal motivations and place attachment.

In terms of segments and satisfaction and loyalty, for Carvache-Franco et al. (2021), the multiple motives segment had the highest loyalty scores on the return, recommendation, and spreading positive word of mouth referring to coastal tourist destinations variables than other groups. Similarly, Carvache-Franco et al. (2022a, 2022b) found that the eco-coastal traveler group, who were attracted to coastal nature, had the strongest level of satisfaction. The multiple motives segment had the highest loyalty scores towards the destination. Therefore, this segment is crucial for tourism service providers to offer better products. The academics, Rid et al. (2014), identified that both 'multi-experiences & beach' tourists and Multi-experiences' tourists were female and older tourists, who seem to prefer a greater variety of vacation activities compared to the specialized segments of Heritage & nature seekers. and Sun & beach seekers

As evident, more studies are needed to analyze the connection between demand segmentation and satisfaction & loyalty in coastal tourist destinations. In addition, the relationship between these variables is still scarce, and its results are varied in the academic literature on coastal tourist destinations with cultural potential. Based on these arguments, our third research question arose: RQ3: What is the connection of demand segments with satisfaction and loyalty in Huanchaco (Peru) as a coastal tourist destination with cultural attractions?

2.4. Relationship between demand segmentation and sociodemographic aspects

Few studies have targeted the connection between sociodemographic aspects and tourist segments in coastal tourist destinations. In this sense, Carvache-Franco et al. (2019) found that water sports tourists in Montañita, a surf town in Ecuador, are primarily male, the eco-coastal segment is generally integrated with students, and 'sun and sand' tourists are primarily private employees. Carvache-Franco et al. (2020b) identified that eco-coastal tourists are private employees who travel frequently, and 'beach lovers' are students who prefer trips with friends.

The study by Pafi et al. (2020) identified that heritage explorers tend to be older than the rest of the groups (31% over 55 years old). This segment of differentiated tourists also had 91% with managerial and professional occupations with 70%. This suggests that the older they are, the greater their interest in heritage in coastal tourism, and they are upper-middle class tourists. In another study by Carvache-Franco et al. (2022b), academics found that the 'Multiple Motives' group was mainly composed of private employees, while the majority of 'Passive Tourists' were students. Both the 'Multiple motives' and 'Eco-Coastal' segments had the highest income levels (more than USD 3,000) and spent the most in the destination per day, ranging between USD 100 and USD 199. However, a smaller percentage of the 'Passive Tourists' spent more than USD 300 a day.

The academic literature on the relationship between sociodemographic aspects and demand segments in coastal tourist destinations with cultural potential is still very scarce, and its results are varied. For this reason, our fourth research question was raised: RQ4: What is the connection of the demand segments and sociodemographic aspects of Huanchacaco (Peru) as a coastal tourist destination with cultural attractions?

3. Methodology

3.1. Study area

Huanchaco city is a representative coastal tourist destination on the northern coast of Peru (see Figure 1). It is located 13 kilometers from the center of Trujillo, in the province of the same name, and belongs to the Libertad region. It has a total population of 68,409 inhabitants (INEI, 2017). Thanks to its excellent climate, this cultural and coastal tourist destination attracts domestic tourists from the north coast, Lima, and Trujillo, as well as foreign visitors throughout much of the year. According to Mincetur (2018), in pre-pandemic times, this city was ranked 9th in tourist preference with 4.4% participation and a growth of 22.3% compared to the previous year.

The coastal activities on-site include rides on *caballitos de totora* and surfing. Huanchaco hosts international surfing competitions every summer, including the Longboard Pro Peru, a world championship (PromPerú, n.d.). Besides recreational and competitive surfing, the widespread practices of body surfing, paddle boarding, and kayaking have originated many surfing-related businesses, such as wetsuit rental services and surfing schools. As for underwater activities, snorkeling is best at low tides in the summer, when the sea is more transparent and there is less current. Other activities, such as open-water swimming, are increasingly practiced, as well as line fishing from the pier, away from bathers.

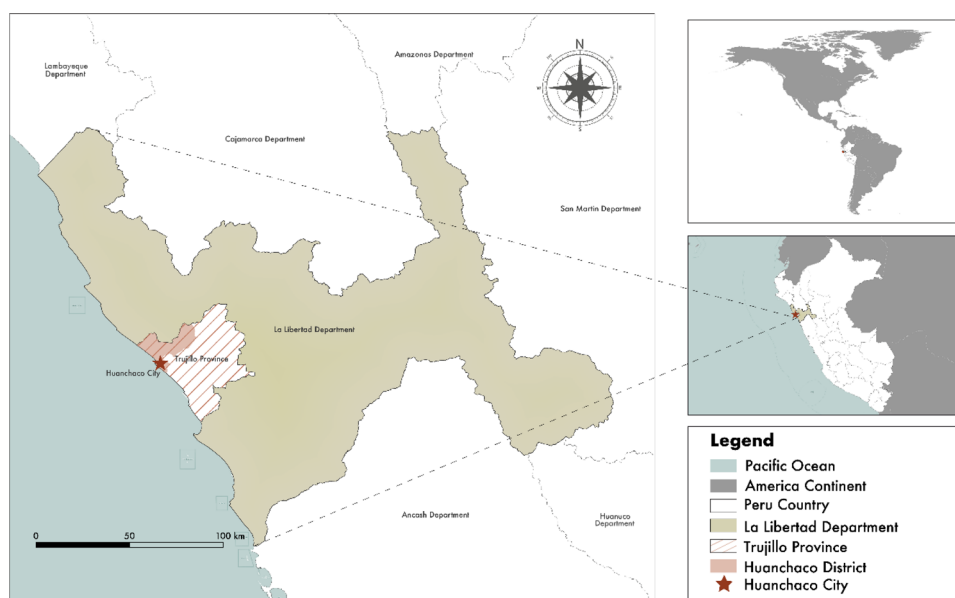


Figure 1. Huanchaco City, Peru.

A legend tells that eight centuries ago, Prince Takaynamo landed on the shores of Huanchaco and founded the first Chimú dynasty (PromPerú, n.d.); however, what is certain is that the Moche and Chimú cultures inhabited the region in pre-Columbian times. This proves that the descendant families live there and still preserve their traditions, customs, and beliefs (Quispe Del Águila, 2015). The *Caballito de totora*, for example, is the oldest maritime vessel in America, made with stems and leaves of *titora*, considered a cultural heritage of the nation (PromPerú, n.d.) (see Figure 2). The Chimúes used it as a means of transportation and to carry out fishing activities and extract guano from the island.

In the 90s, hotels and tourist infrastructure were built, and complementary services were offered, including restaurants, travel agencies, transportation companies, crafts sales, and entertainment services (Cayetano Minchola, 2016). Unfortunately, this unplanned growth has also threatened the destination, risking its environmental sustainability.

Huanchaco is a coastal tourist destination with cultural attractions that offer visitors tours to the citadel of Chan Chan, a city built of adobe with nine palaces made of mud. Chan Chan has been a world-wide recognized tourist place for several years and was considered the largest city of the pre-Columbian era (Cartwright, 2016). Someone can also visit the church built in a Huaca of the Chimú culture in 1540, home to Our Lady of Perpetual Help, the patron saint of Huanchaco (PromPerú, n.d.). In the same way, the artisan pier was built in 1891 and used for commercial purposes until 1914. In 2021, the pier was remodeled as a tourist attraction for the 200 years of Huanchaco's political creation, and its arch, made of fine wood, now includes an iconography of the Chimú culture (Correo, 2021).

Cycling along the pier, jogging or walking, practicing yoga in the sand, playing beach volleyball, appreciating the sunset, and enjoying gastronomy are some of the reasons that motivate people to visit Huanchaco. In fact, after their visit, some foreign tourists fall in love with Huanchaco, its beautiful landscapes, the warmth of its people, the tranquility of life, and the opportunities to undertake their businesses in such a way that they become permanent residents of this city (Zapata Mendoza & Borrego Peralta, 2014).

3.2. Survey, data collection, and analysis

To achieve our objectives, such as identifying motivations, determining demand segmentation, finding the relationship between segments regarding satisfaction and loyalty, and establishing relationships



Figure 2. The 'Caballito de Titora' is an ancestral boat that is used for surfing in Huanchaco (Peru) as a cultural legacy. Source: https://www.tripadvisor.es/LocationPhotoDirectLink-g445065-d318911-i156168685-Hotel_Bracamonte-Huanchaco_La_Libertad_Region.html.

between segments and sociodemographic aspects in Huanchaco (Peru) as a coastal destination with cultural attractions, we developed a three-part questionnaire.

The first section aimed to examine the participants' sociodemographic characteristics, featuring eight closed questions drawn from Lee et al. (2018). The second section comprised of 21 items on tourist motivations, adapted from the research of Rid et al. (2014) and Carvache-Franco et al. (2020a). This section was assessed using a 5-point Likert scale, ranging from 1, not important, to 5, very important.

In the third section, there was a captivating question focused on satisfaction. Additionally, three other questions gauged loyalty, specifically measuring tourists' will to recommend, revisit, and spread positive word of mouth regarding the destination. These inquiries were inspired by the renowned study conducted by Kim and Park (2017). To quantify the responses, a sophisticated 5-point Likert scale was implemented, ranging from 1 (unlikely) to 5 (highly likely).

Then, the questionnaire was technically analyzed and validated for this study by a group of experts in this field. It was also validated through a pilot test conducted during a weekend in the coastal area of Huanchaco. The pilot test served to improve the wording of the questions and to improve their understanding in relation to tourists. Also, it was ethically approved by the ESAN Graduate School of Business of Peru, including participants' written informed consent.

The authors of this research trained and supervised a group of interviewers hired to collect samples from national and foreign tourists from August to September 2022. The questionnaire, as a data collection instrument, was delivered in Spanish and English and was filled out independently by the participants. To be chosen as part of the sample, two criteria had to be met: being over 18 years old and not being Huanchaco residents. These visitors were explained that this study by ESAN University would help contribute to the sustainable management of the destination. For the present study, since there is no official tourist arrival number at the studied coastal tourist destinations, the infinite population equation was used to estimate reliability and error. Furthermore, the convenience sampling method was implemented since the tourists were selected for their willingness and availability to fill out the questionnaire and their proximity and convenient accessibility to the interviewers.

After analyzing the collected questionnaires, with a margin of error of $\pm 5.6\%$ obtained, an optimal 95% confidence level, and an adequate 50% variance, a sample size of 384 valid surveys was obtained. After the sample data was collected, it was analyzed using SPSS IBM Version 26.

An exploratory factorial analysis was used as a statistical technique aimed at simplifying, interpreting motivational variables, and identifying significant dimensions or factors. Additionally, the Varimax rotation method was employed to minimize the number of variables containing high factor loadings. Furthermore, we applied the Kaiser criterion to determine the number of factors, retaining exclusively those with eigenvalues exceeding 1. To ensure the validity of our approach, we also calculated the KMO index (Kaiser-Meyer-Olkin) and conducted the Bartlett sphericity test to assess the suitability of our model and determine the adequacy of our results.

In this way, a non-hierarchical K-means cluster analysis was employed to find demand segments based on the motivational variables studied. Subsequently, the Kruskal-Wallis H statistical test was utilized to confirm the variations in means among the three segments, while the Mann-Whitney U test efficiently pinpointed the specific areas of differentiation. Additionally, a Chi-square test was applied to evaluate the association of the segments and various other variables in the study, including sociodemographic factors, satisfaction levels, and loyalty indicators.

4. Results

4.1. Socio-demographic profile of the sample

Regarding the sample, with a margin of error of $\pm 5.6\%$, an optimal confidence level of 95%, and an adequate 50% variance, a sample size of 384 valid surveys was obtained. The study's sample comprised 46.6% men and 53.4% women. In terms of marital status, 60.2% were single, and 33.3% were married. Most participants, 50%, fell between 18 and 30 years old, with 22.9% aged between 31 and 40. Additionally, 62% had a university education, while 30.5% had finished high school. Regarding occupation, 26.3% were private employees, 17.4% were public employees, and 22.4% were students. Moreover,

47.7% traveled with family, 23.7% with friends, and 18.5% alone. Related to income, 41.4% reported earning less than USD 500, 38.8% between USD 500 and USD 1,000, and 14.1% between USD 1,000 and USD 1,500.

4.2. Motivations in coastal tourism with cultural attractions

A comprehensive factor analysis was conducted to condense the data from the motivation scale into a more concise set of factors, revealing the underlying dimensions and facilitating a more profound understanding of the results. Principal component analysis was employed as a data extraction technique. In Principal Component Analysis, the existence of any common factor is not assumed; communality takes 1 as its initial value. The Varimax rotation method was utilized to effectively organize factors based on their factor loadings.

The Kaiser criterion was applied to determine the number of factors, retaining only the eigenvalues greater than 1. The analysis yielded four factors, which accounted for 62.68% of the total variance. The overall motivation scale showed remarkable internal consistency, with a Cronbach's alpha index of 0.906. While the Cronbach's alpha index of each factor ranged between 0.759 and 0.816, showing internal consistency in each of the factors. The KMO index (Kaiser-Meyer-Olkin) of 0.890, close to 1, suggests a good model fit. Also, Bartlett's test of sphericity was remarkable ($p < 0.05$), confirming the suitability of the exploratory factor analysis model for the study. Items were not removed when the second-highest loading factor exceeded 0.4 due to the small number of cases. Detailed results are presented in Table 1.

It can be seen in Table 1 that the first dimension found was called Coastal culture and experience since it was related to history, cultural attractions, learning and sharing experiences, and local traditions. The second motivational dimension found was named Novelty and social interaction. It was named this way because it was associated with novelty and seeing new things, meeting people with the same interests, and enjoying friends and family. The third dimension was labeled Sun and beach and nature, since it was in a relationship with the sun, the beach, the coastal landscape, and learning and appreciating nature. Finally, the fourth dimension was called Water sports due to its association with aquatic and nautical sports. These empirical results provide an answer to our first research question. RQ1: What are the tourist motivations for the demand in Huanchaco (Peru) as a coastal tourist destination with cultural attractions? Four motivations were found: Culture and coastal experience, Novelty and social interaction, Sun and beach and nature, and Water sports.

Table 1. Motivations in coastal tourism with cultural attractions.

Variables	Factor 1: Culture and coastal experience	Factor 2: Novelty and social interaction	Factor 3: Sun and beach and nature	Factor 4: Water sports
Importance of history and culture	0.749			
Experience cultural attractions	0.721			
Experience wildlife	0.649			
Share experiences with the local population	0.617			
Learn the local culture and traditions	0.565			
Experience what is new		0.807		
See new things		0.769		
Meet people with similar interests		0.673		
Enjoy with family and friends		0.536		
Typical gastronomy		0.502		
Importance of the value of nature			0.669	
Importance of the sun and beach			0.630	
Enjoy the coastal scenery			0.589	
Rest and relax			0.586	
Interest in coastal tourism			0.574	
Learn from nature			0.458	
Interest in water sports (swimming, surfing)				0.864
Interest in water sports				0.847
Learn local languages				0.530
Cronbach's Alpha	0.816	0.821	0.815	0.759
Eigenvalue	7.557	1.788	1.400	1.164
Variance explained (%)	39.775	9.408	7.370	6.129
Cumulative variance explained (%)	39.775	49.184	56.554	62.683

4.3. Segmentation in coastal tourism with cultural attractions

For the present study that needed to find the demand segments in cultural coastal tourist destinations, a non-hierarchical K-means cluster analysis was applied to find the groups, maximizing the variance between types and minimizing the variance within each segment. The same set of items was used for Tables 1 and 2 because the Kruskal-Wallis H test and the Mann-Whitney U test were needed to confirm that the segments were different from each other. See Table 2.

According to the results, the Eco-coastal tourists were found in the first segment. This group was highly motivated to enjoy the beach, sun, nature, and coastal landscapes. The second segment was named Multiple motives, who had high scores in every motivational variable based on nature, culture, coastal activities, and sports. Finally, the third cluster was called Passive tourists, with low motivation scores for this type of tourism. These empirical findings provide an original answer to our second research question, RQ2: What demand segments are present in Huanchaco (Peru) as a coastal tourist destination with cultural attractions?. Three groups were found: Eco-coastal, Multiple motives, and Passive tourists.

4.4. Relationship between the segments with satisfaction and loyalty

In the present study, Pearson's Chi-square test was used to find the relationships between the segments with the variable's satisfaction and loyalty of the demand. See Table 3.

As can be seen, the Multiple motives segment of the results had the highest level of satisfaction and intention to return, recommend, and spread positive word of mouth about the coastal and cultural sites. In contrast, the passive tourist segment had the lowest satisfaction & loyalty score on the intentions to recommend, revisit, and spread positive word of mouth variables. Therefore, these results answer our third research question, RQ3: What is the connection of demand segments with satisfaction and loyalty in Huanchaco (Peru) as a coastal tourist destination with cultural attractions?

Table 2. Segmentation in coastal tourism with cultural attractions.

Variables	Segment 1: Segment 2: Segment 3:			H – Kruskal-Wallis	Mann-Whitney U	
	Eco-coastal	Multiple motives	Passive tourists			
Importance of the value of nature	4.1	4.4	2.7	74.452	0.000	All
Importance of history and culture	3.9	4.4	2.5	90.063	0.000	All
Experience wildlife	3.6	4.3	2.3	111.418	0.000	All
Experience cultural attractions	3.6	4.4	2.4	123.657	0.000	All
Sharing experiences with the local population	3.5	4.3	2.2	112.486	0.000	All
Enjoy the coastal scenery	4.3	4.7	3.1	89.502	0.000	All
Typical gastronomy	4.3	4.6	3.1	62.485	0.000	All
Learn the local culture and traditions	3.7	4.5	2.6	133.475	0.000	All
Learn local languages	2.3	3.6	2.5	67.330	0.000	All except 1–3
Learn from nature	3.8	4.5	2.4	144.611	0.000	All
Importance of the sun and beach	4	4.5	3.2	85.605	0.000	All
Interest in water sports (swimming, surfing)	2.6	4.4	2.6	179.933	0.000	All except 1–3
Interest in water sports	2.4	4.5	2.4	218.447	0.000	All except 1–3
Interest in coastal tourism	3.8	4.6	3.1	93.993	0.000	All
Rest and relax	4.4	4.8	3.2	88.554	0.000	All
See new things	4.1	4.7	2.5	152.531	0.000	All
Experience what is new	4	4.7	2.8	135.315	0.000	All
Enjoy with family and friends	4.4	4.8	3.4	90.274	0.000	All
Meeting people with similar interests	3.8	4.5	2.8	114.214	0.000	All

Table 3. Relationship between the segments with the variables of satisfaction and loyalty.

Variables	Segment 1: Segment 2: Multiple Segment 3: Passive			Chi-Square Test
	Eco-coastal	motives	tourists	
Overall satisfaction	4.40	4.60	3.68	83,211; $p < 0.01$
I intend to visit this destination again	4.40	4.64	3.56	98,701; $p < 0.01$
I intend to recommend this destination	4.58	4.77	3.61	128,434; $p < 0.01$
When I talk about this destination, I will give positive comments	4.56	4.74	3.66	97,179; $p < 0.01$

4.5. Segmentation and sociodemographic variables

For the present study, the Pearson Chi-square test was applied, which did not help to find the relationships between the demand segments and the sociodemographic variables. See Table 4.

Based on Table 4, the Multiple motives segment, with 67.9%, had a higher percentage of single tourists, and the Eco-coastal group, with 38.8%, had more married tourists than the other groups. Regarding occupation, most of the tourists in the Eco-coastal segment, 31.3%, were private employees, while in the Multiple motives segment were students, 26.6%, private employees, 23.4%, and public employees, 22%, as opposed to the 'passive tourists' with 24.4% of businesspeople and 24.4% of private employees. Moreover, the monthly income level of the Eco-coastal segment was less than 500 USD, with 47.8% being the group with the lowest income. On the contrary, Passive tourists had the highest income, with 41.50% of tourists earning more than 1,000 USD. The results answer our fourth research question, RQ4: What is the connection of the demand segments and sociodemographic aspects of Huanchaco (Peru) as a coastal tourist destination with cultural attractions?

5. Discussion

The first purpose of this research carried out in a coastal tourist destination with cultural attractions was to establish the motivations of the demand. As a result, and in responding to RQ1, four motivational dimensions emerged from the findings: Culture and coastal experience, Novelty and social interaction, Sun and beach and nature, and Water sports. These results align with previous studies. For instance, the first factor, Culture and coastal experience, was found by Rid et al. (2014) as heritage & nature and authentic rural experience, by Carvache-Franco et al. (2020a) as authentic coastal experience and heritage and nature, and by Carvache-Franco et al. (2022b) as learning and coastal experience. Similarly, the second dimension of this research was identified by Carvache-Franco et al. (2020a) by the same name, Novelty and social interaction, and by Yao et al. (2021) as a novelty. Regarding the Sun and beach, and nature dimensions, Alkhalaf and Orams (2021) found them to be two separate factors: beach sites and sustainability, and as motivations for enjoying the beauty of nature, sea, and sand, respectively. Rid et al. (2014) also identified a similar dimension divided into two aspects: sun and beach, whereas Carvache-Franco et al. (2020a) found it as a single dimension: sun and beach. Carvache-Franco et al. (2022a) identified it as marine nature. As for the dimension of Water sports, Carvache-Franco et al. (2022b) reported it as water sports. The contribution of this study lies in the discovery of four motivational dimensions in coastal tourist destinations with cultural attractions not previously evidenced together in the literature on these kinds of destinations. In this sense, by identifying these motivational dimensions in Huanchaco (Peru), we can realize that motivations revolve around culture, social aspects, sunshine and silver, and sports. These results can lead us to contribute to the understudied literature on coastal destinations with cultural attractions.

The second objective was to identify the tourist segments in coastal tourist destinations with cultural attractions in response to RQ2. The results show three segments in coastal tourism: Eco-coastal, highly

Table 4. Segmentation and sociodemographic variables.

Variables		Segment 1: Eco-coastal	Segment 2: Multiple motives	Segment 3: Passive tourists	Chi-Square Test
Civil status	Single	49.3%	67.9%	56.1%	21,627; $p < 0.05$
	Married	38.8%	30.1%	31.7%	
	Others	11.9%	1.9%	12.2%	
Occupation	Student	17.9%	26.3%	17.1%	32,543; $p < 0.05$
	Researcher/scientist	1.5%	1.9%	2.4%	
	Businessperson	18.7%	10.0%	24.4%	
	Private employee	31.3%	23.4%	24.4%	
	Public employee	9.0%	22.0%	22.0%	
	Retired	1.5%	2.9%		
	Unemployed	1.5%	4.3%		
	Others	18.7%	9.1%	9.8%	
Monthly income level	Less than \$500	47.8%	40.2%	26.8%	21,757; $p < 0.05$
	From 500 to 1,000 USD	33.6%	43.5%	31.7%	
	From 1,000 to 1,500 USD	15.7%	9.6%	31.7%	
	More than \$1,500	3.0%	6.7%	9.8%	

motivated by sun, beach, and nature; Diverse motives, with high scores on all motivation variables, such as those related to nature, culture, and coastal activities; and Passive tourists, with low motivation scores for this cultural coastal tourism. When analyzing previous research, we found that the first segment, Eco-coastal, was similarly referred to as Heritage and Nature Seekers by Rid et al. (2014), as heritage and nature seekers, by Pafi et al. (2020) as nature escapers, by Onofri and Nunes (2013) as greens, and by Carvache-Franco et al. (2021) as eco-coastal. The academics Domènech et al. (2023) similarly found a segment brought by cultural and natural sites.

The second segment, Multiple Motives, is also consistent with previous studies, as Rid et al. (2014) categorized them as Multiple Experience Seekers and multiple Experience & Beach Seekers, Rudež et al. (2013) as multiple visitors, Lee et al. (2018) as multiple experience recreation seekers, Carvache-Franco et al. (2020a) as multiple coastal motives and Carvache-Franco et al. (2021) and Carvache-Franco et al. (2022b) as multiple motives. The third segment was the Passive tourists, referred to as curious-passive visitors by previous authors such as Rudež et al. (2013) as curious-passive visitors and Carvache-Franco et al. (2022b) as passive tourists.

It can be established that tourists to coastal tourist destinations may be motivated by the sun and the beach, and recreational activities in the coastal area. Tourists to coastal tourist destinations with potential for cultural attractions may be motivated as much by sun and sand as by cultural heritage. For this reason, segments of beach lovers' tourists or sun and beach tourists appear in coastal tourist destinations. While in coastal tourist destinations with cultural potential, eco-coastal tourists are those who are attracted by culture and nature and the multiple motives, who, in addition to enjoying the sun and the beach, also want to visit cultural sites and carry out other recreational activities. Passive tourists have been found in both destinations.

This study contributes to the current literature by identifying three differentiated groups of tourists who visit coastal tourist destinations with potential in their cultural attractions that have not been evidenced together in the literature on this type of destination. The results found in Huanchaco (Peru) show that it is possible to find an Eco-coastal tourist who travels to this type of destination to enjoy nature and its culture, also a Multiple motives tourist who, in addition to sun and the beach, continues to feel attracted by cultural motivations, and a passive tourist who goes to rest on the beach and relax.

The study's third objective relied on establishing the connection between demand segments and satisfaction & loyalty in coastal tourist destinations with cultural attractions. In response to question 3, the results demonstrate that the multiple motives group has the highest satisfaction and loyalty scores for recommendation, return, and positive word of mouth variables. In this sense, Carvache-Franco et al. (2021) also found that the multiple motives segment has the highest loyalty. Also, for Carvache-Franco et al. (2022b), the multiple motives segment had the highest repurchase intention, the strongest intention to recommend, and the highest positive word of mouth. On the other hand, the principal contribution of the results of this research to scientific literature is to have identified that the multiple motives segment had the highest satisfaction and loyalty towards coastal tourist destinations with cultural attractions, findings that had been found previously.

As a fourth objective, the present investigation aimed to establish the correlation of the demand segments and socio-demographic matters in coastal tourist destinations with cultural attractions. In response to RQ4, it was found that the majority of the Multiple motives' tourists are single and students, the Eco-coastal tourists are generally married and privately employed, and most Passive tourists are business-people and private employees. Additionally, the Passive tourists had the highest income. These results contribute to scientific literature since the few studies still contain varied results on the relationship between sociodemographic characteristics and segments in coastal tourist destinations with cultural attractions.

5.1. Theoretical implications

As theoretical implications, this study identifies tourist motivations in coastal tourist destinations with cultural attractions, namely, Culture and coastal experience, Novelty and social interaction, Sun and beach and nature, and Water sports. All these dimensions revolve around the culture and nature of this type of destination. Additionally, a significant contribution has been made to academic literature by establishing that the demand for coastal tourist destinations with potential for cultural attractions can

be segmented into Eco-coastal, Multiple motives, and Passive tourists. The findings show that in coastal destinations with cultural attractions, tourists motivated by heritage appear both in the groups of Eco-coastal and Multiple motives. Moreover, it has been revealed that the segment consisting of tourists with Multiple motives is the most loyal and satisfied. This valuable insight unveils a clear correlation between tourist segments, satisfaction levels, and loyalty within this type of destination.

5.2. Practical implications

The practical implications of this research are manifold as they can help tourist service providers and managers of coastal tourist destinations with cultural attractions develop actions to strengthen tourists' motivations and increase their loyalty and satisfaction with the destination. First, the cultural and coastal experience motivation could be improved through visits to the museums, historical and cultural attractions, and the local community so that tourists can experience their cultural customs firsthand. Likewise, workshops could be implemented to teach people how to make handicrafts and observe the coastal flora and fauna. Second, the Novelty and social interaction motivation could be promoted through festivals, recreational activities, and tourist packages where visitors can meet people with similar interests. Accommodation and restaurant establishments could also be adapted to celebrate birthdays and social parties. Third, the Sun and beach, and nature motivation could be fostered by implementing recreational activities and games on the beach, as well as marine fauna and flora sightings. Finally, the Water sports dimension could be improved through water and nautical sports contests and workshops to teach people about water sports.

This study's results supply insights regarding what inspires tourists to visit coastal tourist destinations with cultural attractions. In this sense, work could be done to maintain and improve the services aimed at the Multiple motives tourists to secure their loyalty and satisfaction with the destination and foster their motivations about culture, nature, the sun and beach, and social aspects. Furthermore, if we increase the interest of the other groups, the Eco-coastal and Passive tourists, we will likewise increase their loyalty and satisfaction with cultural and coastal tourist destinations.

Coastal tourist destinations with cultural potential could create public policies to protect their heritage and conserve it sustainably. To improve the competition between these destinations, they could offer tourist packages with various cultural activities and contact with the receiving community. Smart destinations could also be proposed where cultural attractions are highlighted, for example, by implementing virtual guides to tourist attractions, creating Chatbots with Artificial Intelligence and databases to manage the destination's offer. These results can support tourism service providers to improve their customer service based on the tourist segments found and help managers of cultural and coastal tourist destinations to execute plans for sustainable development.

6. Conclusions

Coastal tourism takes place in destinations with various cultural and natural attractions where tourist activities include swimming, recreation on the beach, water sports, sighting of flora and fauna, visits to communities, walks, and typical gastronomy, among others. In this sense, there are coastal tourist destinations with a range of cultural and historical attractions that increase the attention of tourists since they can enjoy the coastal areas and carry out cultural activities such as visiting historical sites, monuments, and museums, experiencing cultural traditions of coastal communities, and learning to make crafts and traditional dances. Therefore, these coastal tourist destinations with potential for cultural attractions need development plans following their characteristics to manage their sustainable growth.

Based on the results, four motivational dimensions of coastal destinations with cultural attractions have been found: Culture and coastal experience, Novelty and social interaction, Sun and beach and nature, and Water sports. Also, three distinct tourist segments were identified: Eco-coastal tourists driven by the sun, beach, and nature; Multiple motives tourists interested in nature, culture, and coastal activities; and Passive tourists with limited interest in this type of tourism. The Multiple motives segment demonstrated the highest satisfaction and loyalty levels. Therefore, efforts should be focused on maintaining and enhancing services for this segment to ensure continued satisfaction, return visits, and positive recommendations. This will yield benefits for the destination, tourism-related businesses, and the local community.

As a theoretical implication, this study identifies tourist motivations in coastal tourist destinations with cultural attractions. All these factors revolve around the culture and nature of this typology of destination. Also, a significant contribution to academic literature has been proposed by establishing a segmentation of demand. It has also been found that the Multiple motives tourist segment is the most satisfied and loyal in these cultural coastal destinations, these being clear contributions to the existing academic literature.

The results will have practical implications by providing valuable data for tourism service providers to offer innovative products tailored to meet demand. In addition, they will assist managers of cultural and coastal tourist destinations in creating effective management plans tailored to the various tourist segments identified in the current study.

Finally, the principal limitation of this study is that its results may be influenced by seasonal variations. The sample was collected between August and September; however, the tourist demand in these cultural and coastal tourist destinations may vary in other seasons. The results could not be generalized to other coastal tourist destinations with cultural potential due to the present limitations. Finally, future research could focus on exploring the various product offerings that can satisfy the identified demand segments.

Author contributions

Mauricio Carvache-Franco: Design of the work; Drafting the work; Final approval of the version to be published; Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy. Otto Regalado-Pezúa: Design of the work; Drafting the work; Final approval of the version to be published; Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy. Orly Carvache-Franco: Design of the work; Drafting the work; Final approval of the version to be published; Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy. Wilmer Carvache-Franco: Design of the work; Drafting the work; Final approval of the version to be published; Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy.

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Data availability statement

The corresponding author can provide the data presented in this study upon request

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