TOURISTS' ATTITUDE TOWARDS CULTURAL HERITAGE AND THEIR WILLINGNESS TO PAY TO VISIT: A CASE STUDY OF LAHORE, PAKISTAN

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1. Introduction

The history of Lahore covers thousands of years; it is the second largest city and also the second largest district in Pakistan. Over time, many rulers have changed various aspects relating to its identity, from "Jain, Hindu, Buddhist, Greek, Muslim, Afghan, and Sikh to the British", so Lahore has become the cultural capital and the heart of present-day Pakistan. During the rule of the Mughal Empire (1524-1752) Lahore reached its peak of architectural glory, because the Mughals (Mongols) were well-reputed builders and constructed many of the finest architectural monuments extant today, including the Badshahi Mosque or Emperor's Mosque, and the Royal fort. The Emperor's Mosque and the Royal Fort were officially listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a world heritage site (WHS) on 14 December 1993. The front view of the two sites is shown in Figure 1.

Over the past two decades Pakistan has faced many terrible terrorist attacks in several cities, including Lahore, which has been the most victimized city. As a result, tourists in Pakistan greatly decreased in number. The current situation is different due to the fact that Pakistan has taken several steps to counter the threat of terrorism in the country and the government and other state institutions are focusing on promoting tourism through several changes in visa policy and security issues; the soft image of the destination is important in promoting tourism and urging tourists to revisit destinations

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[1]. Culture, moreover, shows how nations act together (i.e. traditions, folklore, knowledge and language) and how heritage concerns our past, present and future history (i.e. buildings, historical structures, monuments, landscapes, artifacts, books and documentation [2,3]. In this respect, cultural heritage has a significant impact on people's attitude and actions at both the individual and social level [4].

<div align="center">a)</div> <div align="center">b)</div>

Figure 1. a) Badshahi Mosque and b) the Royal Fort, Lahore, Pakistan.

Lahore's cultural heritage holds massive attraction for both national and international tourists, as cultural heritage is an inspiring factor in people's travel behavior and affects tourism in both positive and negative ways [5]. Modern-day tourism has been increased both nationally and internationally for people to experience different cultures and histories and includes visiting sites of historic or archeological interest, festivals, watching conventional dances or ceremonies or simply shopping for handcrafted articles [6].

Tourists' enjoyment through the collection of new information before the journey, which may include their interest in customs, acquaintance with the language, the lore of other nations, motivation for the trip, cultural history, the architecture of the destination and/or area of outstanding beauty are several, or in some cases, even all of the elements that encourage tourists to visit a particular destination [7]. In particular, middle-aged and older tourists with a high level of education and income show great interest in these activities of cultural heritage tourism and represent important elements in tourists' WTP (willingness to pay). Spending during the visit is an important factor in tourists' financial plans, which represents one-third of tourist expenses and is a primary source of revenue for the tourism industry [8,9]. The preservation of historical buildings and sites is therefore vital in upholding and conserving a nation's history and heritage sites [10]. The aim of the paper is to study the socio-economic characteristics of tourists, make a pre- and post-tour analysis and to estimate their willingness to pay for visits to heritage sites.

2. Literature review

Hall et al., stated the supply definitions for cultural tourism and heritage tourism in a simple way [11]. The former is tied to visual attractions, performing arts and fes-

tivals, whereas the latter involves visits to buildings, historical sites and monuments. Silberberg provided a common pattern of cultural heritage tourists (CHTs) [12]. This study identified the CHT as one who earns more money and spends more money while on vacation; spends more time in an area while on vacation; is more highly educated than the general public; is more likely to be female than male and tends to be in an older age category. Lee, on the other hand, examined the demographic variables of the tourists and investigated the specific characteristics of an individual's trip and past travel experiences [13]. His study analyzed the relationship between experience and attachment to the place. It is worth noting that these are dependent on peoples' decisions to travel and are formed consciously or unconsciously in a two-stage sequence [14]. Many studies on tourist attitudes have been performed by enhancing knowledgeable instruments in order to research more deeply and thus reveal new relationships [15].

Mahirah et al., estimated the WTP of the tourists for UNESCO World Heritage Sites (WHS) [10]. A contingent valuation method was used for this study. The results showed that public involvement in tourism services has a positive influence on the protection of cultural heritage, as well as on the development of local communities. ''It has been supported that motive is the internal push factor that initiates the desire of the individual to engage in tourism activity to satisfy various needs'' [16].

3. Research methodology

This study is based on a quantitative methodology and analyzed the results obtained from a well-prepared questionnaire. A sample of 220 respondents' interviews was completed between November and December 2019 through a simple random sampling technique. Twenty of those interviews were conducted in October 2019 as a pre-test using an open-ended question format. The main purpose of the pre-testing was to allow respondents to elaborate and so improve the divisions in the main research session. This provides clearer willingness to pay estimates and eradicates confusion or field survey problems [17,18]. These 20 questionnaires were not included in the final study. Only 200 questionnaires were used for the final analysis. The data of 200 respondents were collected during November and December 2019. In the final questionnaire, the questions were converted into a closed-ended type so as to be time-efficient and avoid the questionnaire being too long. The interviews were conducted in both languages (i.e. English and Urdu) and the questions were presented directly to the respondent to minimize misunderstanding of the questionnaire itself.

The research focused on the two major heritage sites in Lahore (the Badshahi Mosque and the Royal Fort). A map of the study area is shown in Figure 2. Selection of the respondents was based on approaching every tenth person going back home after completing their visit; most of the respondents were targeted at the exit point. Data collection was carried out from 11 am to 2 pm or from 4 pm to 7 pm every day. The more educated tourists were positive (90%) about responding, with only a few tourists refusing to take part in the survey.

This study employs the contingent valuation method (CVM) which is a survey-based economic technique to measure the WTP. Using the contingent valuation method highlights the market valuation of a non-market good to compute total preservation value. The contingent valuation method (CVM) contains both components of use and

non-use [19]. The principle of contingent valuation was used for gathering the data of a tourist's willingness to pay for visiting the cultural heritage. It was completed for all contingent-valuation questioning arrangements; dichotomous-choice questions were included in the survey by presenting contributors with a contingent market. The exceptional feature of the dichotomous-choice question is that respondents were asked if they would pay a flat sum of money for the item being evaluated or not, responses taken as dependent variable (yes or no) [20]. Among other studies of WTP, this was one of the methods employed [21,22].
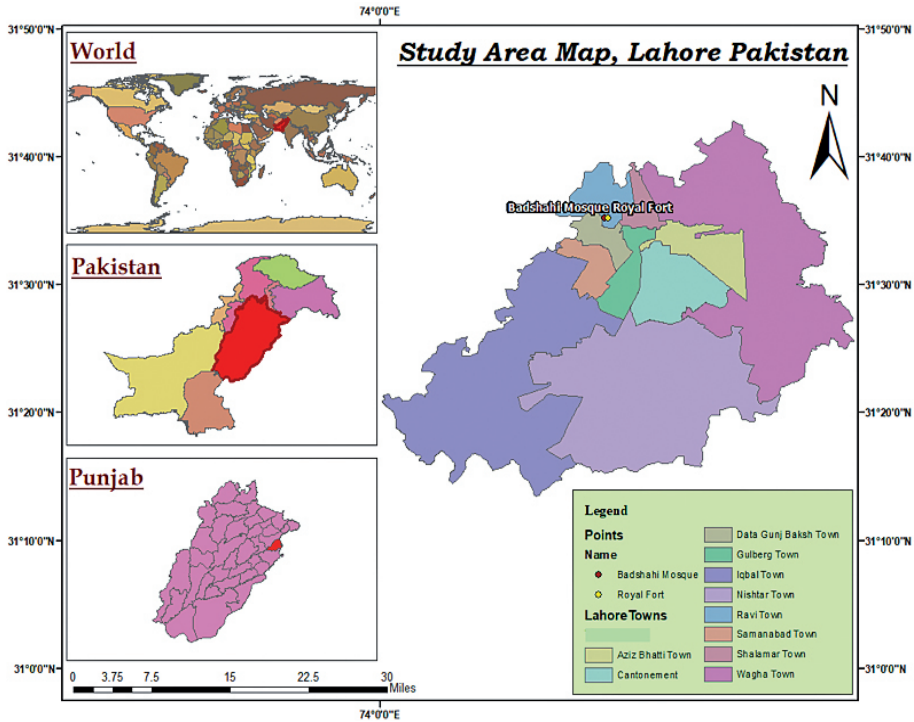

Figure 2. Map of study area: Badshahi Mosque and the Royal Fort.

Tourists' WTP was estimated through two different models, binary logistic regression and ordinary least square (OLS). Factors affecting the tourists' WTP are given in Figure 3. Logistic regression was used in accordance with circumstances in which the practical outcome for the explained variable (Y) can have only two probable types. This model was chosen due to its capability to pact with a dichotomous explained variable and deep-rooted theoretical background [23,24]. Meleddu & Pulina investigated the individual's willingness to pay for tourism and used it on quantitative data and applied the logistic model [25]. On the other hand, the ordinary least square (OLS) method uses the values of an explained variable (Y) and other values of the explanatory variables (X). The values of an explained variable are defined as a linear relationship of the explanatory variables adding an error term (ε_i).
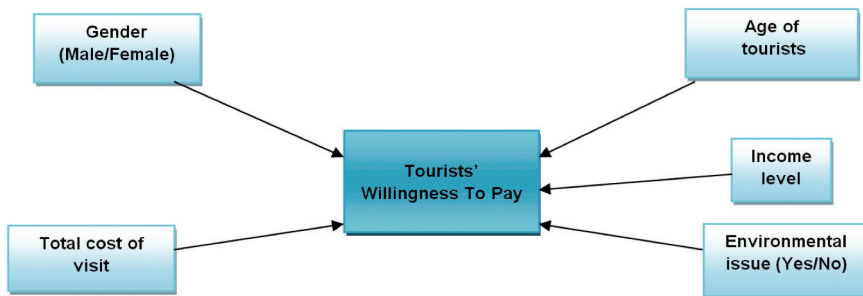
Figure 3: Factors affecting tourists' WTP.

The equations of both models are given below respectively.

$$Y = B_0 + \beta_1 D_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_i \qquad \text{(i)}$$
$$Y_i = b_0 + b_i D_i + b_i X_i + \mu_i \qquad \text{(ii)}$$

Where Y = Final bid (Dependent variable), Yi = Dichotomous variable (Yes and No)
Bis = Coefficients to be determined, D1 = Gender & Environmental Issues (1, 0)
Xi = Independent variables like age, income, total cost

The surveyed data were used to analyze the socio-economic characteristics of the tourists through MS Excel and the econometric techniques were applied to estimate the WTP of the tourists through statistical package (SPSS v. 21).

4. Findings and analysis

The results relating to tourists' socio-economic characteristics are given in Table 1. It shows that there were a higher number of male tourists (60%) than female tourists (40%). Nunkoo & Gursoy claimed that in general female tourists support tourism less than male tourists [26]. As regards the age group of the tourists, the majority were in the age group ranging from 16-25 (42.5%), while the percentage of other tourists' age groups were respectively 33.5%, 14% and 9%, according to the answers obtained from the open-ended question. Of the sample, 12.5% were those who had studied or were currently studying in schools, 34.5% were from colleges and a high percentage (53%) was from universities. The level of education of the tourists was not taken into consideration in the estimation of WTP; furthermore, the higher level of education of the tourists shows they have a positive attitude toward tourism [27]. Over 55% were married and 45% were single. The categories according to their occupation included a high percentage of students (35.5%); 18% were public servants, 21% worked privately, 6.5% were retired, 13% were self-employed and 6% were unemployed. Students were found to be the most interested in visiting cultural heritage. According to income level, the majority of the tourists, 52% belonged to the middle-income bracket, 15% were in the low-income bracket, 13.5% were average and 19.5% belonged to the higher income level. Income level is a key determinant in this study because income level plays an important role in tourists' WTP. The majority of the tourists were predominantly local 86.5% and 13.5% were foreigners.

Table 1. Socio-economic characteristics of the respondents (tourists)

Tourist profile	Frequency	Percentage (%)
Gender		
• Male	120	60
• Female	80	40
Age		
• 16 – 25	85	42.5
• 26 – 35	67	33.5
• 36 – 45	30	15
• 46 or above	18	9
Education level		
• School	25	12.5
• College	69	34.5
• University	106	53
Marital status		
• Single	90	45
• Married	110	55
Occupation		
• Student	71	35.5
• Public servant	36	18
• Private employee	42	21
• Pensioner	13	6.5
• Self-employed	26	13
• Unemployed	12	6
Income level		
• Low	30	15
• Middle	104	52
• Average	27	13.5
• Higher than average	39	19.5
Tourist residence status		
• National	173	86.5
• International	27	13.5

Of the sample, tourists' pre-visit analyses are given in Table 2. An almost equal percentage of tourists gathered information about their destination from the Internet and family/friends (37%-37.5%); 10.5% from newspapers, 12.5% from TV and 2.5% tourists learned about it from co-workers/colleagues. 44% of the tourists made the decision to travel of their own accord, 31% were those who came on the suggestion of family members, and 25% came through friends. Today, technology is accessible to everyone, so people obtain information through social media/internet, etc. The majority of tourists, i.e. 40%, came to visit to make it memorable, 8% were those who wanted to experience cultural heritage, 18.5% were already familiar with the place and 33.5% came due to the popularity of the place. The tourists were well-educated and possessed a good understanding and knowledge about cultural heritage sites; therefore,

they probably visited for a variety of reasons. This type of cultural tourist is a prominent typology nowadays and generally seeks a deep cultural experience of diverse cultures or heritage [28]. Familiarity with the place also encourages people to visit [29]. Lankford & Howard indicated that tourists who have greater familiarity with the place or are more knowledgeable about tourism are more favorable [30]. There are also other authors who have reached the same conclusion [31,32]. Only 8% came alone to visit the heritage site; an almost equal percentage of tourists came with friends (35.5%) and in groups or trips organized by educational institutes (37.5%) and 19% came with their families. As for tourists' motivation to go on holiday, 35% wanted to have a positive change in mood, 12% wanted to decrease their stress level, 26.5% had a desire to explore new places, 9.5% came to spend time with family members or friends and 17% were interested in meeting new people. The tourists' motivation to visit cultural heritage was explored [33]. Results have shown that tourists go on holiday to have a positive change in mood and also to decrease stress levels.

Table 2. Tourists' attitude toward cultural heritage (pre-visit analysis)

Tourists' attitude	Frequency	Percentage
Pre-tour analysis		
Information acquisition before travel		
• Newspaper	21	10.5
• TV	25	12.5
• Internet	74	37
• Friends/family	75	37.5
• Co-workers/colleagues	5	2.5
Travel decision maker		
• Tourist themselves	88	44
• Family	62	31
• Friends	50	25
Reasons for Travel		
• To make it memorable	80	40
• To have experience of cultural heritage	16	8
• Familiarity with the place	37	18.5
• Popularity of place	67	33.5
• Who is with you during this visit?		
• Alone	16	8
• Friend	71	35.5
• Group/trips	75	37.5
• Family	38	19
Motivation to go on holiday		
• To have a positive change	70	35
• To decrease stress	24	12
• To explore new places/heritage	53	26.5
• To spend time with family and friends	19	9.5
• To meet new people	34	17

Tourists' attitude has been the focal point of many studies that have examined the different factors that influence such an attitude [34]. The results of tourists' post-visit at-

titude are given in Table 3. The majority of tourists 93.5% agreed that both sites had a strong attraction as tourist destinations, 91% would like to visit again, 94.5% were satisfied with their visit. Tourist satisfaction also substantiated the factor of tourists' WTP [35], and most importantly, more than half of the tourists were satisfied with the management of the Badshahi Mosque and the Royal Fort.

Table 3. Tourists' attitude toward cultural heritage (post-visit analysis)

Post-visit analysis	Yes	No
• Are both cultural heritage sites attractive for tourists?	93.5%	6.5%
• Would you like to return to this destination?	91%	9%
• Are you satisfied with your visit?	94.5%	5.5%
• Are you satisfied with the way Management conserve cultural heritage?	67%	33%

Tourist expenditure was the significant factor of the visit; this is the factor that supports local industry or builds opportunities for unemployed people. A descriptive breakdown is given in Table 4. Average spending on transportation was 13081.4 PKR; food and beverages resulted in a mean value of 1408.9; accommodation expenses were 2770; shopping was 1267.7 and other costs including tickets were 646PKR.

Table 4. Description of travel costs for visiting tourists

Costs (PKR)	Mean (Standard Deviation)
• Transportation	13081.4 (27371.9)
• Food and beverages	1408.9 (1246.1)
• Accommodation	2770 (5424.6)
• Shopping	1267.7 (1390.3)
• Other costs	646 (881.1)
• Total cost/expenditure	19174 (34981.5)

Tourists' opinions about improvements at cultural heritage sites and an analysis of their WTP are given in Table 5. Almost a quarter of the tourists suggested that walking tracks, hospitality issues and traffic safety should be improved; 17% and 7.5% of the tourists respectively, suggested that plantation or greenery and cleanliness are much required here. This is consistent with other studies that state people are generally willing to pay more for cultural heritage if there is a well-kept, orderly and user-friendly environment at cultural heritage sites [36,37]. There were several options given to tourists who came to visit Lahore regarding the amount they were asked to pay and how much they were WTP. The majority of the tourists agreed to pay 20PKR, 23% were willing to pay 40PKR; 13.5% were satisfied to pay 60PKR and a good number 27%, were those who agreed they would pay more than 60PKR. When tourists were asked if they were willing to pay for a cultural heritage visit, more than half (83.5%) of the tourists agreed they would like to pay for a visit to see the cultural heritage [38].

Table 5. Summary of tourists' opinions about improvements at cultural heritage sites and WTP

What type of improvement would you like to see at this destination?	Frequency	Percentages
• Walking tracks	52	26
• Plantation or greenery	34	17
• Hospitality	50	25
• Traffic safety	49	24.5
• Cleanliness/bathrooms	15	7.5
How much are you WTP?		
• Up to 20rs.	73	36.5
• Up to 40rs.	46	23
• Up to 60rs.	27	13.5
• More than 60rs.	54	27
Are you WTP?		
• Yes	167	83.5
• No	33	16.5

Results of the binary regression and OLS are given in Table 6, where age negatively related with WTP as age increases, the WTP of the tourists goes down, but here age is not a significant determinant of the WTP. Studies about the age factor are mixed and probably ambiguous. Kuvan and Akan, as well as Ritchie, observed in their study that younger tourists had a positive relationship compared to older age groups [39,40]; there are also studies that show older visitors had a positive attitude towards tourism [41,42]. Income is the significant determinant in both models as the income level goes up, which also encourages tourists to pay more. For the most part, income level has a positive association with WTP [1]. Total cost has a negative relationship with WTP in both models, but is only significant in binary regression, which indicates that as the total expenditure of the tourist increases, the WTP of male/female tourists goes down. Finally, environment is also a key factor for tourists' WTP, and indicates a negative relationship with their WTP; also significant is if the environment is unsuitable or is not up to the mark according to tourists' expectations, which means they would probably like to pay less for the visit. Many studies with similar findings noted that tourists' WTP to visit cultural heritage sites depended on the money spent on sustainability, improvement and conservation [43,44]. In the findings of Teo et al., it was shown that environmental concerns have a significant relationship with cultural heritage tourism [45].

Table 6. Results of the logistic model and OLS

Variables	Binary logistic	OLS
Dependent variable	WTP (Yes/No)	Final bid
• Age	-.0062 (.02) ns	.024 (.058) ns
• Income	.00013 (.00003) ***	.00042 (.000034) ***
• Total cost	-.000067 (.00002) *	.000009 (.000060) ns
• Environment issue	-.0013 (.001) *	-.005 (.001) ***

Note: standard error in parenthesis (R-square .63). Note: significant level *$p<0.05$, **$p<0.01$, ***$p<0.001$, $p^{ns}>0.05$

5. Conclusion and Implications

Several studies have examined many aspects relating to tourists' attitude towards cultural heritage and also estimated their willingness to pay. Lahore's cultural heritage, (i.e. the Badshahi Mosque and the Royal Fort), has the potential to attract tourists from all over the world due to its historical background. This study provides an appreciation of this cultural heritage and assesses tourists' attitude towards visiting the sites and also estimates their willingness to pay for the visit. A contingent valuation method was used to estimate the WTP of the tourists for both destinations. Male tourists were those who were the most attracted towards cultural heritage; younger tourists came in high numbers; and educated people were those who had a greater interest in visiting. The major determinant in tourists' WTP was their income level; consequently, tourists with a good level of income visit the destinations. Badshahi Mosque and the Royal Fort not only attract local tourists they also attract foreign tourists. Social media and internet play an important role in tourists' interest in visiting cultural heritage sites, because many tourists obtain information through the internet and TV. Most tourists preferred travelling in the company of friends or family and to make decisions about the journey themselves. Tourists do not just come for fun, they come with the sole purpose of making the cultural heritage visit memorable, regardless of whether they are coming for the first time or have visited several times. The popularity of the place is also a vital factor which encourages tourists to visit. Tourists are motivated in different ways and their attitude towards cultural heritage varies when deciding what heritage site to visit [35]. Tourists come in large numbers and their spending is another key element in their attitude and visit. Tourist's WTP is not just determined by their socio-economic or demographic characteristics but rather by their attitude, actions and their motivation. In this case, tourists were more willing to pay for cultural heritage if they knew the money went towards cultural heritage conservation and providing better facilities. Tourists' WTP was estimated through two different models, i.e. binary regression and OLS, using several variables, including income, total cost and environmental issues to show how they affected tourists' WTP; overall, the explanatory power of the model was also good (63%).

Most tourists were young and educated; this indicates that tourism planners need to start a tourism curriculum in schools and colleges and to involve local residents and national organizations. Understanding tourists' attitudes is also a useful tool in making marketing decisions. Tourists' attitude towards cultural heritage, especially with regards to Badshahi Mosque and the Royal Fort also depends on the authorities [38]. Tourists' spending during their visit can help local businesses and industry (e.g. hotels, handicrafts, local products and transportation) to flourish and make a profit. A large number of tourists get information from websites; it is recommended that the official websites for tourism departments update their information on a regular basis to facilitate tourist travel. Tourists from other countries and continents also visit these sites, so they may help to enhance the balance of payment (BOP) through offering improved facilitation. Furthermore, the income earned from tourism should be reinvested to "educate" tourists on the importance of preserving the environment and cultural heritage.

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Summary

Tourists' interest in traveling to Lahore (more specifically to the Badshahi Mosque and the Royal fort) has increased in recent years and is expected to continue. Despite this, very few facts are known about an individual's attitude towards cultural heritage. This study looks at the pre- and post- visit factors that encourage tourists to come to the cultural heritage sites and also identifies variables that help to estimate their willingness to pay (*WTP*) for admission to visit them. The data from 200 tourists was collected through a well-prepared questionnaire and then used in the final analysis. The contingent valuation method (*CVM*), considered to be the most useful, with a dichotomous choice question, was used to estimate the *WTP*. Two models were used in estimating the *WTP*, i.e. binary regression and ordinary least squares (*OLS*). The findings acknowledged that tourists were interested in retaining happy memories, experiences and knowledge through the visit. More than 75% of the tourists were willing to pay for cultural heritage, had a positive attitude toward it and would like to visit these destinations again. Tourists' income was a positive and significant determiner of *WTP*; the total cost of the visit and environmental issues were negatively related to *WTP*. As tourism provides an important source of income, the findings of this study point to some practical recommendations that may be implemented in the future by local authorities.

Riassunto

L'interesse dei turisti a recarsi a Lahore (più specificamente alla moschea di Badshahi e al Forte reale) è aumentato negli ultimi anni e l'incremento dovrebbe continuare. Nonostante ciò, si hanno pochissime informazioni sull'atteggiamento delle persone nei confronti del patrimonio culturale. Questo studio esamina i fattori pre e post visita che incoraggiano i turisti a recarsi nei siti del patrimonio culturale e identifica anche variabili che aiutano a stimare la loro disponibilità a pagare (WTP) per visitarli. I dati di 200 turisti sono stati raccolti attraverso un questionario ben preparato e poi utilizzati nell'analisi finale. Il metodo di valutazione contingente (CVM), considerato il metodo più utile, con una domanda a scelta dicotomica, è stata utilizzato per stimare il WTP. Per la stima del WTP sono stati utilizzati due modelli, ovvero la regressione binaria e i minimi quadrati ordinari (OLS). I risultati hanno evidenziato che i turisti erano interessati a conservare ricordi, esperienze e conoscenze positive durante la visita. Più del 75% dei turisti è disposto a pagare per il patrimonio culturale, ha un atteggiamento positivo nei suoi confronti e vorrebbe visitare nuovamente queste destinazioni. Il reddito dei turisti è stato un fattore positivo determinante e significativo del WTP; il costo totale della visita e le questioni ambientali erano correlate negativamente al WTP. Poiché il turismo fornisce un'importante fonte di reddito, i risultati di questo studio forniscono alcune raccomandazioni pratiche che potrebbero essere implementate in futuro dalle autorità locali.