

Results: Basing on tourism statistic results of Trás-os-Montes region, was able to conclude that, from 2015 to 2018, the sector registered a development of 34,5% with led us to conclude that is fundamental to structure a policy that demonstrate the real destination potential and capable to attract and please an heterogeneous and demanding touristic market.

Was possible to analyse that developing tax for the next 4 years rounds 24% and that this might be marking for the region touristic future. Forthis development to be prolonged trough time, the transmontana region must have a real preponderant at marketing unique local products, following the niche position that embodies, the fact that is part of a transborder zone with Galiza, it might become a key factor to increase the effectiveness of this sector, preserving the architectural heritage and developing the fisical and human capital that Chaves regions lacks.

Keywords: Tourism, Euro-city, Transborder zones, Strategy, Chaves.

Tangible and Intangible Factors as Determinants of Length of Stay in a Tourist Destination

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Abstract

Objective: This study analyses the factors that influence the length of stay in the city of Porto. We consider the tangible factors (Porto wine cellars and historical heritage, monuments, museums) and intangible factors through the measure of subjective happiness of Lyubomirsky and Lepper (1999) applied to city of Porto.

Methodology: We run three models to evaluate the duration of the length of stay in the city of Porto through a sample of 847 tourists. The explanatory factors of the length of stay were the sociodemographic characteristics of the respondents - gender, age, marital status, schooling (complete), work conditions and nationality, the activities in the city - Porto wine cellars and historical heritage, monuments, museums, and the four factors of happiness measurement of Lyubomirsky and Lepper (1999).

Originality: It is not very common in the studies that evaluate the length of stay to contemplate intangible factors. In addition, happiness' relationship with the city as an influencing factor is the first time it is applied.

Results: we highlight that the tangible factors and factors related with happiness, at the highest level of agreement, had a positive and significant effect. Regarding the sociodemographic characteristics, gender, schooling and nationality were those that revealed more significance, although with different effects, in the length of stay.

Practical implications: within the scope of competition among tourist destinations, it is important for all the stakeholders of the sector to perceive what retains the tourist. With the present article, it is concluded that, in addition to the patrimonial wealth, the tourist must feel happy in the city.

Limitations: others independent variables can be added to explain the length of stay in the city of Porto. For example, the information about the tourist who visited other cities, but stayed to sleep in Porto. However, this may be considered in future research.

Keywords: Length of Stay; Happiness; LOS; LOS-modelling; Trip Duration.

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Reference

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