

Session A3

Is Your Heritage Site for Sale? How Much Does It Cost? Compensation for Elimination: An Innovative Technique for Evaluating the Monetary Value of Cultural Heritage Sites - Ran Ben Malka and Yaniv Poria

Can we place a monetary value on heritage sites? What kind of goods are heritage sites? Viewing a heritage site as a commodity and evaluating it as such provides a new and efficient perspective for policy making and act as a guideline for governments which often are the main – and substantial – funding source for heritage sites, whether by subsidizing the costs or running it, investing in its restoration and renovation, or both.

The current study challenges the previous epistemological framework adopted to value heritage sites, and offers an innovative tool, Compensation for Elimination (CFE), as better reflecting the monetary value of heritage sites. This tool serves to quantify the monetary value of heritage sites as a social artifact and commodity, so that management decision can be based, on financial as well as emotional considerations.

To estimate CFE, a culture heritage site in need of major renovation must be sought, selecting one that could plausibly be eliminated (i.e., an old church in an area with dwindling attendance). The complete elimination could be due to natural causes or for practical / business-related reasons. Later, during data collection, respondents should be asked to state the minimum amount of money they are willing to accept as compensation for the elimination of the heritage site, distinguishing elimination from downgrading, for example by reducing maintenance. The questions should be accompanied by the realization that the site may have symbolic meaning to people and groups outside the local community.

This study contributes to the management of heritage sites and the conceptualization of heritage as a social artifact highlighting its crucial importance in contemporary society. Main disadvantage of CFE is that people may refuse to evaluate them monetarily reflecting the fact that such sites are priceless possibly conceptualized as holy.

Preliminary findings will be presented and discussed from the empirical study we are conducting these days.

Let's Pay by Card! Determinants of Visitor Expenditure During the Venice International Film Festival Within A Spatiotemporal Econometric Framework - Bozana Zekan, Dario Bertocchi and Ulrich Gunter

Venice is one of the most visited cultural heritage destinations in the world and attracts millions of visitors each year thanks to its unique cityscape, but also due to numerous events such as the Venetian Carnival, the Venice Biennale, or the Venice International Film Festival. This festival is the oldest film festival in the world and one of the most prestigious, along with those of Berlin, Cannes, and Toronto. Its role in the tourism ecosystem of Venice has already attracted the attention of scholars; yet the behavior of visitors during the ten days of the event remains unexplored to date and thus calls for investigation.

The focus of this study is in understanding the behavior of visitors and the economic impact of their visit during the Venice International Film Festival. In doing so, daily credit card expenditure data (i.e., total spending, total number of transactions, and the average value of a receipt) from Mastercard for the period of the 2022 edition of the festival will be analyzed. Notably, this anonymized, clustered, and indexed dataset contains expenditure metrics per card origin (domestic or international), card type (business or consumer), and type of expenditure (accommodation, culture, shopping, etc.). In addition to quantifying the marginal contributions of these attributes on visitor expenditure within an econometric framework, one major aim of this study is to investigate the temporal and spatial dependencies of all variables within a unified approach appropriate for big data. Hence, the general nesting spatiotemporal (GNST) model appears to be a suitable statistical framework.

The analysis of actual expenditure data has one further advantage. Instead of asking visitors about their willingness to pay for different products and services (i.e., to state their preferences), observing their actual expenditure will reveal their preferences. Thereby, the different response biases prevalent in surveys are sought to be mitigated. Ultimately, this study carries significant implications not only for the event organizers, but also for the Venetian destination managers since it provides in-depth insights into visitor spending behavior. Lessons learned are also bound to be of interest to other cities hosting similar types of events and attracting similar target markets.

Museums price determinants: A hedonic pricing approach - Oriol Anguera-Torrell, Jordi Arcos-Pumarola and Valeria Cocco

Museums are characterized by a wide range of distinguishing features, such as their thematic area, masterpieces, or locations, to name a few. By understanding which attributes bring about value for museum customers, museums can optimize their pricing strategies and enhance the overall visitor experience. Accordingly, this study proposes to investigate the impact of various museum attributes on price using a hedonic pricing model, a widely used method in the hotel industry but a novel approach for the museum sector. To this end, the authors will obtain a database of 414 Spanish museums, including their prices and primary characteristics, such as thematic area, services, public/private ownership, or offered activities. This data will be used to estimate a hedonic pricing model, and the findings will be presented at the IATE conference, providing valuable insights for museums to set prices that accurately reflect the value of their offerings.