



MOTIVACIÓN Y SEGMENTACIÓN DE LA DEMANDA DEL TURISMO COSTERO Y MARINO

Wilmer Carvache Franco

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**UNIVERSITAT
ROVIRA i VIRGILI**

**Motivación y segmentación de la demanda del turismo costero y
marino**

WILMER CARVACHE FRANCO



TESIS DOCTORAL

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marino**

TESIS DOCTORAL

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UNIVERSITAT
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UNIVERSITAT ROVIRA I VIRGILI
MOTIVACIÓN Y SEGMENTACIÓN DE LA DEMANDA DEL TURISMO COSTERO Y MARINO
Wilmer Carvache Franco



FAIG CONSTAR que aquest treball, titulat “Motivació i segmentació de la demanda del turisme costaners i marins”, que presenta Wilmer Carvache Franco per a l’obtenció del títol de Doctor, ha estat realitzat sota la meva direcció al Departament de Gestió d'Empreses - Facultat de Turisme i Geografia d’aquesta universitat.

HAGO CONSTAR que el presente trabajo, titulado “Motivación y segmentación de la demanda del turismo costero y marino”, que presenta Wilmer Carvache Franco para la obtención del título de Doctor, ha sido realizado bajo mi dirección en el Departamento de Gestión de Empresas - Universitat Rovira i Virgili Facultat de Turisme i Geografia de esta universidad.

I STATE that the present study, entitled “Motivation and segmentation in coastal and marine destinations”, presented by Wilmer Carvache Franco for the award of the degree of Doctor, has been carried out under my supervision at the Department of Business Management - Faculty of Tourism and Geography of this university.

Vila-Seca, 13 de Abril de 2022 / Vila-seca, 13 de Abril de 2022 / Vila-Seca, April 13th, 2022.

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Wilmer Carvache Franco

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Resumen

Resumen

Esta tesis doctoral se centra en el estudio de destinos turísticos con características costeras y marinas, para investigar su demanda desde las perspectivas de las motivaciones de sus visitantes y su segmentación. Para obtener una visión robusta y holística, se realizaron cuatro estudios en cuatro destinos con características costeras y marinas diferentes en Ecuador, un país con una amplia variedad de atractivos costeros y marinos, entre los que se encuentra el área marina protegida de las islas Galápagos.

El principal objetivo de la tesis es presentar un análisis de las motivaciones y segmentación de la demanda en destinos costeros y marinos, con el fin de crear guías para el desarrollo turístico de estas regiones, y otorgar información a los proveedores de servicios para poder elaborar productos acordes a las características de la demanda de estos destinos.

En el primer capítulo introductorio se exponen la justificación, los objetivos y las preguntas de investigación, la metodología y la estructura de la tesis doctoral. La tesis se elaboró como un compendio de cuatro publicaciones científicas, que constituyen los siguientes capítulos.

En el segundo capítulo (artículo 1) se analizan las motivaciones y la segmentación de turistas nacionales e internacionales que visitan una ciudad costera en uno de los principales balnearios de Ecuador. Es un estudio realizado en la ciudad de Salinas, una ciudad costera, ubicada en la provincia del Guayas. Este artículo también analiza la relación entre los segmentos encontrados de la demanda y su relación con variables de satisfacción y lealtad.

En el tercer capítulo (artículo 2) se analizan las motivaciones y la segmentación de la demanda en un destino insular que posee un área marina protegida. El estudio se llevó a cabo en las islas Galápagos de Ecuador, declaradas Patrimonio Mundial de la Humanidad por la UNESCO. Se analizaron turistas nacionales y extranjeros que visitaron una de las principales playas de la isla de San Cristobal, la segunda en número de habitantes. El valor de este estudio es la información que aporta sobre las características de la demanda en este tipo de áreas marinas protegidas.

El cuarto capítulo (artículo 3) se enfoca en el estudio de las motivaciones y segmentación de la demanda de turistas extranjeros que visitan un destino declarado ciudad de surf por la

Resumen

World Cities Surf Network (WCSN). El destino, en concreto, es un área rural llamada Montañita, ubicada en la costa de la provincia de Santa Elena en Ecuador. Las actividades relacionadas con el surf y con los deportes marinos constituyen las fuerzas que mejor explican su demanda.

En el quinto capítulo (artículo 4) se analiza la segmentación que afecta a los turistas nacionales e internacionales que visitan la ciudad de Manta, en base a sus motivaciones, identificando grupos de turistas con características diferentes, que luego también se identifican en función de sus características sociodemográficas. La investigación se desarrolla en la ciudad costera de Manta en Ecuador, reconocida por tener el principal puerto marítimo de este país, y que cuenta con áreas protegidas y una variedad de atractivos naturales y culturales.

La tesis finaliza con el sexto capítulo, que expone las conclusiones generales, implicaciones, limitaciones y futuras líneas de investigación.

De manera general, esta tesis contribuye a la discusión sobre las motivaciones y la segmentación en los destinos costeros y marinos, profundizando en la relación de dichas motivaciones y segmentación con la satisfacción y la lealtad de los turistas.

Abstract

Abstract

This doctoral thesis focuses on the study of tourist destinations with coastal and marine characteristics, in order to investigate their demand from the perspective of tourists' motivations and segmentation. To obtain robust and holistic results, four studies were carried out in four destinations with different coastal and marine characteristics in Ecuador, a country with a wide variety of coastal and marine attractions that has a marine protected area in the Galapagos Islands.

The main objective of the doctoral thesis is to analyze motivations and segmentation of demand in coastal and marine destinations, in order to guide and support the development of these specific destinations, and to offer useful information to service providers that help them on the more appropriate products that they can offer according to the demand of these destinations.

In the first introductory chapter the justification, the research questions, the objectives, the methodology and the structure of the doctoral thesis are exposed. The thesis was prepared as a compendium of four scientific publications, which constitute the following chapters.

In the second chapter (article 1) the motivations and segmentation of national and international tourists who visited a coastal destination in one of the main resorts of Ecuador are analyzed. It is a study carried out in the city of Salinas, a coastal city, located in the province of Guayas. This article also focuses on the relationship between the segments of demand and their relationship with satisfaction and loyalty variables.

The third chapter (article 2) analyzes the motivations and segmentation of demand in an island destination that has a marine protected area. The study is carried out in the Galapagos Islands of Ecuador, declared a World Heritage Site by UNESCO. National and foreign tourists who visited one of the main beaches of San Cristobal Island, the second in number of inhabitants, are analyzed. The study contributes with information on the demand in this type of marine protected areas.

The fourth chapter (article 3) focuses on the study of the motivations and segmentation of the demand of foreign tourists who visited a destination declared a surf city by the World Cities Surf Network (WCSN). The specific destination was the rural area of Montañita,

Abstract

located on the coast of the province of Santa Elena, in Ecuador. Activities related to surfing and marine sports are part of the main attractions for tourists in this destination.

In the fifth chapter (article 4), national and international tourists are analyzed to establish their segmentation by motivations, identifying groups of tourists with different characteristics and then relating them to their sociodemographic characteristics. The research took place in the coastal city of Manta in Ecuador, characterized by having the main seaport of this country and which has protected areas and a variety of natural and cultural attractions.

The thesis ends with the sixth chapter, which exposes the general conclusions, implications, limitations and future lines of research.

In general, this thesis contributes to the discussion on motivations and segmentation in coastal and marine destinations and their relationship with the satisfaction and loyalty of tourists.

Resum

Aquesta tesi doctoral se centra en l'estudi de destinacions turístiques amb característiques costaneres i marines per investigar la demanda dels turistes des de les perspectives de les seves motivacions i segmentació. Per obtenir resultats robusts i holístics, es van realitzar quatre estudis en quatre destinacions amb característiques costaneres diferents i també es van analitzar diferents demandes de turistes a l'Equador, un país amb una àmplia varietat d'atractius costaners i marins que posseeix una àrea marina protegida a les illes Galápagos.

El principal objectiu de la tesi doctoral és presentar una anàlisi de les motivacions i segmentació de la demanda en destinacions costaneres i marines, per tal de crear guies per al desenvolupament turístic d'aquestes destinacions i atorgar informació útil als proveïdors de serveis per poder elaborar productes acords a la demanda trobada.

Al primer capítol introductor i s'exposen la justificació, les preguntes de recerca, els objectius, la metodologia i l'estructura de la tesi doctoral. La tesi es va elaborar com un compendi de quatre publicacions científiques, que constitueixen els capítols següents.

Al segon capítol (article 1) s'analitzen les motivacions i la segmentació de turistes nacionals i internacionals que visiten una destinació costanera en un dels principals balnearis de l'Equador. És un estudi realitzat a la ciutat de Salinas, una ciutat costanera, ubicada a la província del Guayas. Aquest article també analitza la relació entre els segments trobats de la demanda i la relació amb variables de satisfacció i lleialtat.

Al tercer capítol (article 2) s'analitzen les motivacions i la segmentació de la demanda en una destinació insular que posseeix una àrea marina protegida. L'estudi es duu a terme a les illes Galápagos d'Equador, declarades Patrimoni Mundial de la Humanitat per la UNESCO. Són analitzats turistes nacionals i estrangers que visiten una de les principals platges de l'illa San Cristobal, la segona en nombre d'habitants. L'estudi contribueix amb informació sobre la demanda en aquest tipus d'àrees marines protegides.

En el quart capítol (article 3) s'analitzen les motivacions i la segmentació de la demanda de turistes estrangers que visiten una destinació rural declarada ciutat del surf per la World Cities Surf Network (WCSN). La destinació es diu Montañita i es troba ubicada a la costa de

la província de Santa Elena a l'Equador. Les activitats relacionades amb el surf i els esports marins formen part de la principal atracció de la seva demanda.

Al cinquè capítol (article 4) s'analitzen turistes nacionals i internacionals per establir una segmentació per motivacions identificant grups de turistes amb característiques diferents per a després relacionar-los amb els seus aspectes sociodemogràfics. La investigació es desenvolupa a la ciutat costanera de Manta a l'Equador, caracteritzada per tenir el principal port marítim d'aquest país i per comptar amb àrees protegides i una varietat d'atractius naturals i culturals.

La tesi finalitza amb el sisè capítol, que exposa les conclusions generals, les implicacions, les limitacions i les futures línies de recerca.

De manera general, aquesta tesi contribueix a la discussió sobre les motivacions i la segmentació de les destinacions costaneres i marines i les seves relacions amb la satisfacció i la lleialtat dels turistes.

CAPÍTULO 1

Introducción

Capítulo 1. Introducción

1. Introducción

El turismo costero incluye una amplia variedad de actividades, entre las que se incluyen la realización de deportes, estancias relacionadas con el desarrollo de actividades de bienestar, observación de la naturaleza y de la vida silvestre, y actividades de voluntariado y educación determinadas por la ubicación costera del destino (Orams & Lueck, 2016a). También se evidencia que el turismo costero está relacionado y puede entenderse como parte del turismo de zonas marinas, ya que las actividades de ambos están estrechamente vinculadas. Concretamente, la zona costera es el punto de partida y de regreso para el turismo marino como puede observarse en las actividades relacionadas con el uso de embarcaciones a vela, buceo, cruceros, pesca de altura y avistamiento de ballenas (Orams & Lueck, 2016b). El turismo marino abarca una amplia gama de actividades que tienen lugar en los océanos profundos, donde destacan especialmente las actividades relacionadas con los cruceros y la vela (Diakomihalis, 2007; Honey & Krantz, 2007). En este sentido, el espacio costero y marino es donde se realizan o ubican un número cada vez mayor de actividades e instalaciones humanas, las más importantes son las relacionadas con el turismo costero y marino (Papageorgiou, 2016). En la actualidad, los destinos costeros y marinos pueden ofrecer una amplia gama de actividades para los turistas, que tal como hemos indicado, abarcan algunas como visitar las comunidades locales, practicar deportes acuáticos, avistamientos de flora y fauna marina, hacer ecoturismo y probar la gastronomía local (Carvache-Franco et al., 2020).

Por lo que respecta a la demanda del turismo costero, el estudio de las motivaciones es de crucial importancia para su desarrollo. En este sentido, los estudios señalan que el predictor más eficaz del comportamiento turístico viene determinado por las motivaciones de los turistas (Johns & Gyimothy, 2002; Goeldner & Ritchie, 2003; Kotler et al., 2003). Las motivaciones constituyen un factor clave en el proceso de toma de decisiones (Yolal et al., 2015). Las motivaciones de los turistas hacen referencia a un conjunto de necesidades que mueven a estas personas a involucrarse y realizar determinadas actividades turísticas (Swanson & Horridge, 2006). También se consideran un factor que racionaliza el

comportamiento del turista (Chang et al., 2014). Las motivaciones turísticas son una mezcla de las necesidades y deseos de los turistas que dan forma a su tendencia a disfrutar de un atractivo o destino turístico (Meng et al., 2008). Desde otra perspectiva, la teoría de Dann (1977) de los factores de atracción y empuje, y la teoría de la motivación de Crompton (1979), que más tarde fue desarrollada por Iso-Ahola (1982), consideran las motivaciones como predictores de la conducta. La asunción básica dentro del marco “push and pull” de Crompton (1979) es que los turistas viajan porque son empujados por sus fuerzas internas y atraídos por las fuerzas externas de un destino. La teoría de la motivación “push and pull” se considera la más común entre las teorías que explican las motivaciones del viaje y la selección de los destinos (Crompton, 1979; Prayag y Hosany, 2014; Zhang y Peng, 2014). Así, estudios previos sobre las motivaciones turísticas revelan que los factores “push” (de impulso o empuje) para los turistas marinos pueden incluir: escapar de la vida cotidiana, tomar un descanso, búsqueda de la introspección, experimentar la novedad y aprender algo nuevo (Crompton & McKay, 1997; Kim et al., 2003; Kozak, 2002). Por otro lado, entre los factores “pull” (de atracción) de los destinos marinos generalmente se encuentran: participar en deportes, realizar un crucero, nadar en el océano, relajarse en una hermosa playa y experimentar sensaciones en el agua del mar (Duman & Mattila, 2005).

Los estudios de demanda también han analizado la segmentación del turista. La segmentación consiste en subdividir un mercado en grupos más pequeños de compradores o usuarios que comparten características o comportamientos homogéneos que pueden requerir productos o servicios específicos (Kotler & Armstrong 2011). La estrategia de segmentación se puede utilizar para identificar grupos específicos de turistas, ofrecer mejores paquetes turísticos, aumentar los beneficios para los destinos y desarrollar una política turística o una planificación de marketing más eficiente (Nickerson et al., 2016). Para Woodside y Martin (2008) la segmentación del mercado ofrece una ventaja competitiva, ya que su importancia radica en que la mayoría de los recursos no deben desperdiciarse tratando de llegar a todo el mundo sin tener objetivos claramente marcados. Por lo tanto, análisis de segmentación, implican conocer mejor a tus compradores actuales o potenciales, y desarrollar ofertas que los puedan satisfacer más o mejor, lo que ayuda al uso eficiente de los recursos. Por ello, Ho et al. (2012) argumentan que la segmentación del mercado representa el criterio decisivo para

determinar qué grupos de clientes deben constituir el objetivo de los operadores y de las empresas turísticas.

Como ya se ha establecido, esta tesis doctoral se desarrolla a través de un compendio de artículos, presentados de manera ordenada, para una mayor comprensión de todos los hallazgos sobre la temática abordada, que es el análisis de la motivación y segmentación de la demanda en destinos turísticos marinos y costeros.

A continuación, exponemos, un análisis más preciso de la estructura y contenido de la tesis.

El **Capítulo 1** presenta la introducción, la justificación del estudio, los objetivos y las preguntas de investigación, así como la metodología de investigación. Esta sección es el punto de partida del proyecto y también presenta la estructura de la tesis y cómo se desarrolla a través de sus capítulos.

Debido a que la literatura sobre las motivaciones y segmentación de la demanda del turismo costero y marino aun es escasa, uno de los objetivos de esta investigación es realizar estudios “in situ” en diferentes destinos, y considerar distintos tipos de turistas, para establecer conclusiones valaderas que permitan generalizar los resultados sobre la caracterización de la demanda en este tipo de destinación turística. Para ello en el **Capítulo 2** se analiza la demanda de turistas domésticos y extranjeros que visitan un destino con atractivos naturales y culturales propios del turismo costero y marino. Este estudio se desarrolla en la ciudad costera de Salinas en Ecuador, donde se aplica un cuestionario para identificar las motivaciones y la segmentación de la demanda en dicho destino.

En el **Capítulo 3** se prueba el modelo adaptándolo a un destino isleño, que además constituye un área marina protegida, lo que es interesante porque añade elementos relacionados con la conservación del destino y de su riqueza. Se analiza la demanda de turistas domésticos y extranjeros en las Islas Galápagos de Ecuador, declaradas Patrimonio Mundial de la Humanidad por la UNESCO. A raíz de este estudio, se derivan nuevos aportes a la literatura académica sobre las motivaciones y segmentación de la demanda y la relación de los grupos encontrados con la satisfacción y la lealtad en esta tipología de destinos.

En el **Capítulo 4** se realiza un estudio “in situ” en el destino rural de Montañita, reconocido como Ciudad del Surf desde el año 2016 por la World Cities Surf Network (WCSN). Esta entidad fue creada en Europa y aglutina ciudades donde se realizan importantes actividades vinculadas al surf, que cuentan con una variedad de atractivos turísticos y culturales, en gran medida asociados a dicha industria. Montañita, fue la ciudad número 11 en conformar esta asociación a nivel mundial. El mayor potencial de este destino turístico está relacionado con su idoneidad para realizar deportes acuáticos, atrayendo especialmente a turistas extranjeros. En este caso se realizó un estudio de segmentación por motivación de turistas extranjeros en un destino, caracterizado por su valor para el turismo activo dentro del turismo costero y marino.

En el **Capítulo 5** se realiza un estudio de motivación y segmentación de la demanda de una ciudad costera, analizándose también los aspectos sociodemográficos de los segmentos encontrados. La investigación se desarrolla en la ciudad de Manta (Ecuador), que constituye uno de los principales puertos marítimos del país, caracterizado además por ser destino de numerosos cruceros internacionales y por contar con playas y áreas naturales protegidas. También cuenta con una variada oferta de servicios turísticos, hoteles, restaurantes, tiendas y sitios recreativos, siendo la sexta ciudad mas poblada de Ecuador.

El **Capítulo 6** concluye la tesis doctoral con las reflexiones más importantes que se derivan de los diversos trabajos de investigación, en los cuatro destinos costeros y marinos analizados, dos de los cuales son urbanos (Salinas y Manta) y dos rurales (Galápagos y Montañita). De igual forma, discutimos las implicaciones teóricas y prácticas, las limitaciones de la investigación y las líneas futuras que podrían desarrollarse sobre la base de la presente tesis.

En la Tabla 1.1. se presenta un resumen de los artículos contenidos en la tesis, el capítulo al que corresponden y los principales aspectos de las revistas científicas en las que han sido publicados, y de los foros de discusión donde se han presentado.

Tabla 1.1. Resumen de los artículos

Capítulos	(Capítulo 2)	(Capítulo 3)	(Capítulo 4)	(Capítulo 5)
Título del artículo	Artículo 1. Motivation and	Artículo 2: From motivation to	Artículo 3: Segmentation of	Artículo 4: Segmentation,

	segmentation of the demand for coastal and marine destinations	segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador	foreign tourist demand in a coastal marine destination: The case of Montañita, Ecuador	motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: A case study in Manta (Ecuador)
Revista científica	<i>Tourism Management Perspectives</i>	<i>Current Issues in Tourism</i>	<i>Ocean & Coastal Management</i>	<i>Current Issues in Tourism</i>
Empresa Editora	Elsevier	Taylor and Francis Ltd.	Elsevier BV.	Taylor and Francis Ltd.
Año, Volumen, página y DOI	2020, Volume 34, 100661. https://doi.org/10.1016/j.tmp.2020.100661	2021, Volume 24, Issue 16, pp. 2325-2341. https://doi.org/10.1080/13683500.2020.1811651	2019, Volume 167, pp. 236-244. https://doi.org/10.1016/j.ocecoaman.2018.10.035	2020, Volume 23, issue 10, pp. 1234-1247. https://doi.org/10.1080/13683500.2019.1600476
Estatus	Publicado	Publicado	Publicado	Publicado
Cuartil Scopus SJR (2020)	Q1	Q1	Q1	Q1
Factor de impacto SJR (2020)	1.454	1.725	0.916	1.725
Cuartil Web of Science JCR (2020)	Q1	Q1	Q2	Q1
Factor de impacto en JCR (2020)	6.586	7.43	2.482	7.43
Ámbito Scopus	Tourism, Leisure and Hospitality Management	Tourism, Leisure and Hospitality Management	Aquatic Science	Tourism, Leisure and Hospitality Management
Ambito JCR	Hospitality, Leisure, Sport & Tourism Management	Hospitality, Leisure, Sport & Tourism	Water Resources, Oceanography	Hospitality, Leisure, Sport & Tourism
Posición de la revista dentro del área SJR (2020)	15/124	10/124	34/228	10/124
Palabras clave	Segmentation, motivation, demand, coastal, marine destinations	Tourism; sustainable; satisfaction; loyalty; demand	Segmentation, demand, motivations, coastal marine, Ecuador	Coastal marine tourism, touristic city, motivation, segmentation, demand, gastronomy
Unidad de análisis	Turistas nacionales e internacionales que visitaban Salinas en Ecuador	Turistas nacionales e internacionales que visitaban las islas Galápagos en Ecuador	Turistas internacionales que visitaban Montañita en Ecuador	Turistas nacionales e internacionales que visitaban Manta en Ecuador

Fuente: Elaboración propia

2. Justificación del estudio

Las ciudades costeras disponen en muchos casos de unas características naturales, ecológicas y culturales que les reportan grandes beneficios a nivel turístico y económico, ya que resultan especialmente atractivas (Blancas et al., 2010). De esta manera, el turismo se ha convertido en una actividad relevante con considerables beneficios económicos para muchas ciudades costeras (Pérez Maqueo et al., 2017). De hecho, el turismo en las ciudades costeras se ha percibido como una industria que ayuda a la economía regional ya que un número importante de turistas visitan la zona (Scholtz & Slabbert, 2016). El turismo costero desarrolla una amplia variedad de actividades, entre las que se incluyen la realización de deportes, estancias relacionadas con el desarrollo de actividades de bienestar, observación de la naturaleza y de la vida silvestre, y actividades de voluntariado y educación (Orams & Lueck, 2016a). De esta forma, y tal como ya ha quedado descrito, la relación del turismo costero y el marino es evidente al compartir buena parte de actividades, y porque las que no son idénticas están en muchos casos vinculadas, al ser las zonas costeras los puntos de partida y regreso de las actividades que conforman el turismo marino, como sería el caso de las actividades de vela, buceo, cruceros, pesca de altura y avistamiento de ballenas (Orams & Lueck, 2016b).

La importancia de este tipo de turismo queda evidenciada en sus principales estadísticas. Se estima que para el año 2030, el turismo costero y marino constituirá la mayor parte de la economía oceánica en el mundo (26%), empleando a 8,6 millones de personas (Dwyer, 2018). En este sentido, este tipo de turismo se enfrenta a un desafío fundamental, que consiste en cómo equilibrar entorno y actividad turística, de manera que esta no provoque o acreciente problemas ambientales, bajo principios de sostenibilidad (Papageorgiou, 2016). En tiempos recientes, sin embargo, se ha experimentado una variación de las tendencias, provocada por la crisis asociada a la pandemia de la Covid-19, que ha golpeado al sector turístico de tal manera que, el 28 de enero de 2021, la Organización Mundial del Turismo (World Tourism Organization UNWTO. 2021) informó que el turismo global registró el peor año de su historia en 2020, con una caída del 74% del turismo internacional. Los destinos de todo el mundo recibieron mil millones de llegadas menos en 2020 en comparación con el año anterior, debido a una caída dramática en la demanda y a las restricciones generales impuestas

a los viajes, así como las medidas asociadas a los confinamientos para frenar la expansión del virus. De cualquier forma, la pandemia constituye una coyuntura particular, que a pesar de sus devastadoras consecuencias para el sector turístico los dos últimos años, no evitará su desarrollo futuro.

Las motivaciones de los turistas son un conjunto de necesidades y deseos que mueven a las personas a involucrarse y desarrollar actividades turísticas (Swanson & Horridge, 2006), constituyendo un factor clave en el proceso de toma de decisiones (Yolal et al., 2015). Algunas de las teorías sobre motivación turística más relevantes clasifican dichas motivaciones como internas, haciendo referencia a los motivos o fuerzas de empuje (“push”) que hacen que el turista viaje o visite determinados destinos; y externas, haciendo referencia a los motivos de atracción (“pull”) de los destinos por sus atributos y atractivos (Verma & Sarangi, 2019). Las motivaciones, en sus distintas modalidades, responden por lo tanto a las preguntas siguientes: ¿cuáles son las razones para viajar?, ¿qué deseos desean cumplir los turistas en su viaje?, ¿o por qué eligen un destino específico? (Jones, 2011). Por otro lado, la segmentación es el método principal para decidir a qué grupos de consumidores o usuarios dirigirse, lo que es fundamental para fomentar un uso más eficiente de los recursos cuando se evalúan diferentes estrategias competitivas (Ho et al., 2012). En este sentido, la segmentación se desarrolla a partir de teorías de comportamiento tales como la motivación o especialización recreativa (Kim et al., 2008).

En esta temática, la satisfacción también constituye un elemento de análisis muy importante porque está relacionado con la elección del destino, el consumo de productos o servicios, y las decisiones (como visitas o realización de actividades) repetidas (Khan et al., 2017; Li et al., 2010). La lealtad es la condición que subyace a dicha repetición, entendiéndose como la intención del turista de repetir la visita al destino, motivada bien por un flujo de información boca a oreja positivo, o por el sentimiento de satisfacción que se deriva de una experiencia positiva pasada (Tanford, & Jung, 2017).

La investigación ya ha analizado en el pasado las motivaciones que originan distintos tipos de demanda turística en destinos que muestran relación con el turismo costero o marino (Molera & Abaladejo, 2007; Kassean & Gassita, 2013; Jeong, 2014; Güzel et al., 2020; Sastre & Phakdee-Auksorn, 2017; Saayman et al., 2009; Kruger & Saayman, 2010; Van Der Merwe

et al., 2011; Rid et al., 2014). Los académicos encontraron dimensiones que aparecen de manera recurrente, como el sol y la playa, la cultura, la sensación de libertad o escape, la sensación de novedad, y elementos sociales. Sin embargo, aún se requiere un análisis más extenso de todas las motivaciones que pueden atraer este tipo de turismo o causarlo, considerando distintas destinaciones con características marino y costeras, y añadiendo elementos de conservación del entorno. De la misma manera se han realizado estudios sobre la relevancia de segmentar la demanda turística en este tipo de destinos, para comprenderla mejor, y orientar la mejor oferta o la más adecuada para satisfacer a los segmentos encontrados (Rudež et al., 2013; Rid et al., 2014; Sung et al., 2016; Albayrak et al., 2019; Lee et al., 2018; Onofri & Nunes, 2013). Si bien existen múltiples criterios para segmentar el mercado, algunos segmentos que se han identificado de forma recurrente son los que hacen referencia al turista de sol y playa, el turista de múltiples motivos o el ecocostero. Pero hasta la presente no están claramente definidos los segmentos de la demanda del turismo costero y marino, utilizando una visión holística de sus motivaciones. Por ello, es crucial disponer de resultados empíricos, que consideren distintos tipos de destinos costeros y marinos, que permitan tener una visión global sobre cuáles son las dimensiones motivacionales y los segmentos de la demanda en dichos destinos, de forma que, con esta información estandarizada, los gestores de destinos turísticos y los DMOs (“Destination Management Organizations”) puedan orientar la gestión sostenible de dichos destinos, en beneficio de su desarrollo controlado. Por otro lado, las empresas podrían crear planes de marketing para desarrollar productos de acuerdo con las características de la demanda encontrada, garantizando sus beneficios con un control más exhaustivo de sus recursos.

3. Objetivos y preguntas de investigación

Esta tesis doctoral pretende llevar a cabo un análisis de las motivaciones y segmentación de la demanda en destinos costeros y marinos, con el fin de crear guías para su desarrollo, y proporcionar información a los proveedores de servicios y a las empresas del sector, que les ayude a elaborar productos u ofrecer servicios acordes a la demanda.

De este objetivo general se desprenden los siguientes objetivos específicos:

- 1.- Identificar las principales dimensiones motivacionales de la demanda del turismo costero y marino.

2.- Establecer una segmentación de la demanda en función de las motivaciones en el turismo costero y marino.

3.- Determinar la relación existente entre los segmentos de demanda, y la satisfacción y lealtad en el turismo costero y marino.

4.- Establecer la relación existente entre los segmentos de la demanda y sus aspectos sociodemográficos en el turismo costero y marino.

Para alcanzar el objetivo general y los objetivos específicos de la tesis, se plantean las siguientes preguntas de investigación:

1.- ¿Cuales son las motivaciones de la demanda en el turismo costero y marino?.

2.- ¿Cuales son los segmentos de la demanda en el turismo costero y marino?.

3.- ¿Que relación existe entre los segmentos y la satisfacción y lealtad en el turismo costero y marino?.

4.- ¿Que relación existe entre los segmentos y los aspectos sociodemográficos del turismo costero y marino?.

4. Metodología

Los artículos científicos que conforman el compendio de esta tesis aplicaron una metodología específica en cada caso de estudio, que identificaremos en los capítulos correspondientes a cada artículo, sin embargo se pueden identificar ciertos rasgos comunes que pasamos a identificar.

Cuestionarios: Para la recolección de datos, en todos los artículos se optó por el uso de cuestionarios que se distribuyeron entre distintos tipos de turistas, en función del objetivo del trabajo. Para el diseño de los cuestionarios se utilizaron estudios previos, cuyas escalas ya validadas fueron utilizadas para captar la información requerida en cada estudio. En el caso en que las escalas requirieran cierta adaptación, se procedió a buscar su validación por expertos.

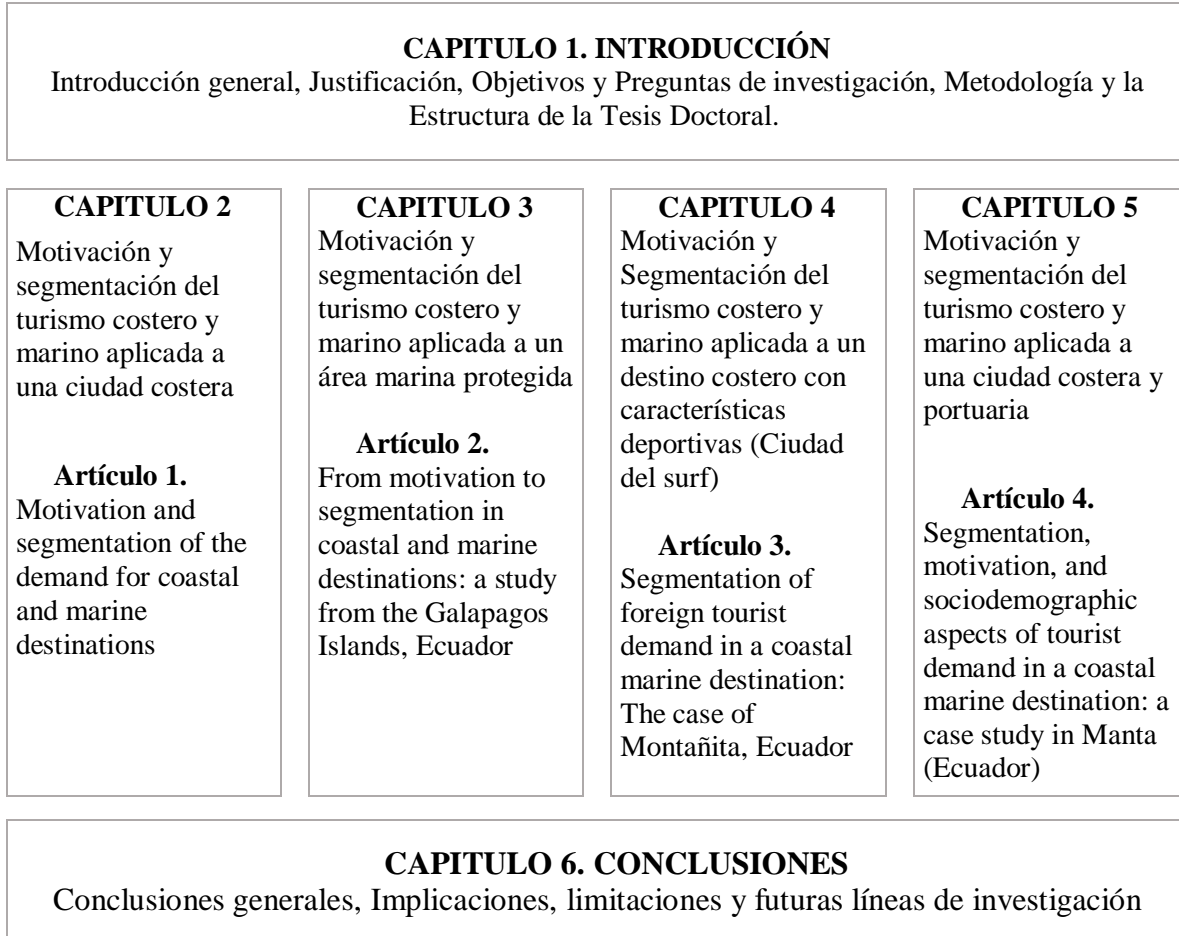
Procedimiento para la recolección de datos: Las encuestas fueron distribuidas “in situ” en los cuatro destinos analizados, con el soporte facilitado por estudiantes universitarios de turismo que colaboraban con el investigador principal. Estos estudiantes fueron entrenados previamente para realizar este trabajo. Los turistas encuestados fueron nacionales e internacionales, dependiendo del destino analizado.

Análisis de resultados: El análisis estadístico de los datos se realizó con el programa SPSS - IBM (Versión 22). Como técnicas estadísticas empleadas, las más comunes fueron el análisis factorial, que permitió identificar factores subyacentes e interpretar la información recogida sobre las motivaciones. También se implementó el método de agrupamiento K-means para encontrar los diferentes segmentos de la demanda. Las diferencias entre los grupos en relación a las motivaciones se evaluaron mediante análisis estadísticos que incluyeron ANOVA, y los estadísticos Brown-Forsythe y Welch. Para el análisis post hoc se utilizó la prueba Games-Howell. Adicionalmente, se utilizó el estadístico Chi-Cuadrado para explorar las diferencias entre los segmentos y las variables de satisfacción e intención de volver al destino.

5. Organización de la tesis

Como se ha indicado previamente, esta tesis doctoral fue diseñada y estructurada como un compendio de publicaciones científicas. Para ello hemos utilizado el “Sandwich Model A” (Figura 1.1.) propuesto por Mason y Merga (2018, p. 1461). Esto incluye un primer capítulo introductorio (Capítulo 1), y luego el conjunto de artículos en forma de capítulos independientes (Capítulos 2, 3, 4, y 5). Cada uno de estos contiene su propia revisión de la literatura, metodología, resultados, discusión y conclusiones. La tesis se cierra con un capítulo de conclusión final de todo el compendio (Capítulo 6)

Figura 1.1. Organización de tesis basada en la tesis por publicaciones Sandwich Model A



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CAPÍTULO 2

Motivación y segmentación del turismo costero y marino aplicada a una ciudad costera

Capítulo 2. Motivación y segmentación del turismo costero y marino aplicada a una ciudad costera

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Empirical paper

“Motivation and segmentation of the demand for coastal and marine destinations”

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Motivation and segmentation of the demand for coastal and marine destinations

Abstract

Coastal and marine destinations offer a variety of activities for their visitors. The objective of this empirical study was, considering the above assertion, analyzing the segmentation of the demand for this kind of destination in terms of customer motivations. This project was an on-site investigation conducted in the city of Salinas, an important coastal and marine destination in Ecuador. The researchers used 385 questionnaires and analyzed them with multivariate statistical techniques. The results show six motivational factors: "Authentic coastal experience," "Heritage and nature," "Learning," "Novelty and social interaction," "Physical activities" and "Sun and beach." The study also shows the existence of two different segments of visitors. The first group labeled "Beach lovers" formed by tourists who have high motivation in such aspects related to the sun and the beach, this group refers to the motivational dimension "sun and beach." The second group, labeled "Multiple coastal motives," grouped tourists who have high values in all the motivational dimensions. The findings of this research suggest the need for a more refined and complete brand that could attract not only beach lovers but also other segments of tourists motivated by the different activities and features that this coastal and marine destination can offer.

Keywords: Segmentation, motivation, demand, coastal, marine destinations.

1. Introduction

Studies in coastal and marine destinations are increasingly important because this type of tourism offers a greater variety of activities experiencing the contact with nature and culture compared to the traditional tourism focused on the sun and the beach. For Orams and Lück (2013), the recreational use of the sea and the coastal sites tend to grow in the future.

Studies focused on the demand side of tourism are crucial to improve sustainability in coastal and marine destinations, since they contribute to the sites' development plans. However, the literature is rather scarce about the motivational dimensions and the clusters that comprise the segmentation of the demand for these types of marine and coastal

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destinations. The reasons for the above are the varied features of such sites, the motivations tourists have for visiting them, and the different types of visitors they attract.

The importance of the present study lies in the comprehensive analysis of previous research carried out to construct a scale of motivations applicable to marine and coastal destinations. This scale served to establish the motivational dimensions and determine the demand segments.

The focus of this research was the city of Salinas, which is considered the most important tourist beach, located in the western part of the Santa Elena province in Ecuador. Salinas is a beautiful city rising on the geographical edge of Ecuador and entering the Pacific Ocean; these characteristics make it the most outstanding place in the Pacific coast from Panama to the far South of the continent. This important coastal and marine destination in Ecuador has a significant hotel infrastructure, a variety of seafood offerings, as well as a diversity of tourist services. Salinas offers an assortment of coastal and marine sports throughout the year, being its main attraction, the sighting of humpback whales, which occurs every year from June to September.

The touristic and economic relevance of this locality makes the academic inquiry on the characteristics of the demand in this tourist destination pertinent. So far, there has not been any documented study that addresses this issue for the benefit of tourism service providers in the city of Salinas. Even considering other coastal and marine tourist destinations, the number of academic studies analyzing how to segment the demand in terms of motivation is still scarce. Hence, the objective of this study was to conduct a segmentation analysis of the demand in terms of the motivations tourists had to visit this city and the relationship of these segments with their levels of satisfaction and their intention to return. Since the city of Salinas exhibits similar characteristics to other coastal and marine destinations, our conclusions on the motivations and the demand segmentation of this destination could contribute to the scientific knowledge on this matter.

2. Theoretical framework

Marine tourism includes those recreational activities that involve traveling a significant distance from the visitor's place of residence and for which the marine environment acts as

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a host or focus (Orams, 1999). Marine tourism now extends beyond beach-based activities to include a broad spectrum of activities that use the coast and the sea as their primary driver. These activities include scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea kayaking, visiting fishing villages, marine parks, and aquariums, sailing and motor yachting, maritime events and races, as well as the traveling on cruise ships (Lück, 2007). For Lekakou and Tzannatos (2001), marine tourism constitutes a form of tourism connected and dependent on the sea and the marine environment.

Additionally, Hall (2001) defines coastal tourism as a form of touristy where the water element is predominant and is considered to be the site's main asset and advantage. Coastal tourism acts as a factor which currently includes a wide assortment of activities, such as sports (beach volleyball, coasteering, surfing, or kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteering and educational activities (beach clean-ups, invasive weed eradication, species counts, language schools, museums) (Orams & Lueck, 2016a). Therefore, coastal tourism can be understood as a part of marine tourism, both of them being closely linked to each other, as far as the coastal area is the point of departure and return for aquatic tourism activities, such as sailing, scuba diving, cruising, deep sea fishing, and whale watching (Orams & Lueck, 2016b). For Orams and Lück (2013) the recreational use of the sea and the coast is continuously growing, making marine and coastal destinations particularly interesting for research.

2.1. The motivation of demand in coastal and marine destinations

The study of motivations has increased concerning tourist demand. Motivations include a set of biological and spiritual needs and desires that drive us to do specific tasks (Crompton & McKay, 1997). Therefore, tourists' motivations are considered as a set of needs that moves a person to be involved in tourist activities (Swanson & Horridge, 2006).

Previous studies on tourists' motivations have identified two main models, content models, and process models (Hsu et al., 2010; Suni & Komppula, 2012). Content models involve different ones, which use various conceptualizations of needs, such as Maslow's theory of the hierarchy of needs (1943), the two-factor motivation theory, and Plog's

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Allocentric theory (1974). Regarding the process models, they address behavior predictions after one has been motivated. Dann's theory (1977) of pull-push factors and Crompton's theory of motivation (1979) developed by Iso-Ahola (1982) fall into this category. Process models are more used because they are better at predicting behavior (Hsu et al., 2010). Therefore, it would mean that tourists' motivations are part of a process and tend to be complicated and multidimensional (Crompton, 1979; Uysal et al., 1993). Furthermore, they can be characterized by different elements and involve varied dimensions, being considered as a fundamental criterion for market segmentation (Ferreira et al., 2010; Frochot, 2005; Jang et al., 2002; Kau & Lim, 2005; Kozak, 2002; Reig-Garcia & Coenders-Gallard, 2002; Rodríguez-González & Molina-Molina, 2007).

In the specific case of coastal and marine destinations, a chronological revision of previous studies on tourist motivations to visit these locations, lets us recognize the relevance of the particular characteristics of the coastal and marine destinations to explain the reasons why tourists decide to visit them. The first studies on the topic focused on traditional Mediterranean destinations. Kozak (2002) in a study on tourist trips to Mallorca in Spain, identified several reasons such as culture, pleasure/fantasy, relaxation and physical motivations for visiting this coastal and marine destination. Likewise, Yoon and Uysal (2005), in their study on the motivations of tourists in Northern Cyprus established three motivational factors classified as 'push' factors, understood as internal forces related to tourists' desires, such as relaxation, achievement, family togetherness, safety/fun. The above researchers also identified three 'pull' motivational factors, which are the external forces related to the attributes of the destinations; these factors were small size and reliable weather, cleanness and shopping, nightlife, and local cuisine. Molera and Albaladejo (2007) conducted a similar study in the area of Murcia in Spain and pinpointed five main reasons for visiting the place, namely, nature and peacefulness, physical and cultural activities, family, trip features (including price and distance), and rural life.

Saayman and colleagues (2009) carried out studies on two marine tourist destinations in Africa, and the following motivational factors were deemed as important, escape and relaxation, destination appeal, and personal attachment. But some motivations were specific to the specific destination; for example, in Jeffreys Bay, they identified leisure and novelty

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activities, yet in Hartenbos, the characteristics of socialization and travel were the significant motivational issues that explained the reasons to travel. Therefore, these results confirm that different destinations are related to various reasons referred by tourists as stimulus to visit them. On a separate study on the same matter, Kruger and Saayman (2010) found six reasons that moved tourists visiting the Tsitsikamma National Park in the Indian Ocean coast of South Africa; they were seeking knowledge, nature experience, photography, escape and relaxation, park attributes, and nostalgia.

Similarly, Van Der Merwe and colleagues (2011), in their study on five coastal and marine destinations in South Africa, found four motivational factors. Their results revealed similarities with other investigations and highlighted escape and relaxation as the travel motivations. However, the use of time and personal attachments were unique motives identified in their study. From another perspective, Smallwood and colleagues (2012) concluded that visitors who traveled for recreation through the Ningaloo Marine Park, in northwestern Australia, depended heavily on the road network, and once in their accommodations, more than a third of them did not travel to participate in recreational activities. Conversely, some sites had such a strong attraction that respondents, especially first-time and international visitors, traveled long distances to recreate at these sites.

The study of Koutra and Karyopouli (2013) in Cyprus, explored the motivations of visiting tourists to establish whether they perceived Cyprus as a tourist destination throughout the year. Research indicated that the image of the sun and the sea prevails and determines the visits, but seasonality neglects the idea of Cyprus as an attractive destination throughout the year. The approach used by Kassean and Gassita (2013) in a study on the island of Mauritius (South Africa) was different. When they examined the motivational drivers and attraction factors that explain how a tourist decides to choose a holiday destination, they found that rest is the most influential driving motivational force, followed by nostalgia, escape, novelty, and social interaction. The critical pull reasons were the unique climate of Mauritius, the exquisite landscape, the unique flora and fauna, the exotic beaches, the environment, the warm Mauritian hospitality, and the authentic Mauritian culture.

Ekonomou and colleagues (2014) performed another investigation in Greece and found eight motivating factors, beach sites, sustainability, participating costs, accommodation

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facilities, accessibility, hospitality, learning, and health services. Rid and colleagues (2014), in their study conducted in Gambia, found four motivating factors. The first one was labeled ‘heritage and nature’, and was a motivational dimension that incorporated an item on natural and rural tourism, as well as national, historical, and cultural parks. The second factor, which was designated as ‘authentic rural experience’, summarized six attributes of great interest in the real social life of rural communities in Gambia, including ‘staying among the rural population’, ‘real dishes/food of Gambia’, ‘Gambian rural ways of life’, ‘rural agricultural products’. The characteristics of this dimension included the desire to have ‘strong feelings of experiences’ and to share interesting experiences. The third factor, labeled ‘learning,’ combined four items regarding interest in learning ‘local languages’ and ‘traditional dances’, as well as ‘myths and legends’ and ‘local crafts’. The fourth factor referred to as ‘sun and beach’ included items such as ‘swimming’ and ‘sun and beach’.

Jeong (2014) identified in Seoul (South Korea), push and pull motivations, as well as the relevance of the nature of the activities to be done in the destination. Finally, Carvache-Franco and colleagues (2018) in Ecuador, found two motivations, sun and beach, and ecotourism. The resulting implication seems to be that a marine tourist destination focusing on static activities should appeal to tourists who have escaped push motivations, while a marine tourist destination focusing on active activities should appeal to tourists who have novelty push motivations.

To sum up, the literature on different coastal and marine destinations comprises traditional ones, like beach destinations on the Mediterranean coast, but also new destinations in Africa, Australia, or Asia, which involve both active and passive tourist activities. These investigations reveal that the motivations to visit each coastal and marine destination can vary and include specific characteristics of each destination and the activities carried out there. However, there are also common dimensions that appear recurrently, such as relaxation, the beach, cultural activities, natural life, nightlife, gastronomy, and attractions.

The variety of motivations related to coastal and marine destinations encourages the first research question of this study.

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RQ1: Which are the main motivations of tourists who visit Salinas as a coastal and marine destination?

2.2. Demand segmentation in coastal and marine destinations

According to Woodside and Martin (2008), demand segmentation extends essential information for tourism service providers, concerning the most relevant objectives and markets to be covered. Ho and colleagues (2012) pointed out that market segmentation represents the decisive criterion in determining which client groups to contact.

In the specific case of demand segmentation in coastal and marine destinations, there are several studies conducted lately on the topic, which have identified different groups of tourists and their main characteristics. Moscardo and colleagues (2001) conducted a study on three European tourist destinations, Germany, United Kingdom, and the Netherlands, identifying three different segments, 'eco-coastal', 'active beach', and 'passive seaside' tourists. The first group, which is the most interesting segment for our research, obtained high scores in activities that regarded contact with and knowledge of the natural environment, looked for cultural experiences and aspects related to ethnic tourism, as well as in activities and experiences in national parks, forests, lakes, rivers, and mountains.

Reig-Garcia and Coenders-Gallard (2002), in their study on tourists visiting Costa Brava in Spain, examined their environmental preferences and perceptions, and how these issues affected their decisions. They found five segments 'unsatisfied', 'elderly travelers', 'satisfied travelers who return', 'beach lovers', 'tranquility lovers', and 'nightlife lovers'. Some years later, Ferreira and colleagues (2010) in their study on Spanish tourists found five clusters 'culture seekers', 'culture seekers oriented by low prices', 'sun and tranquility seekers', 'sun and night lovers', and 'night lovers oriented by low prices'. Rudež and colleagues (2013) conducted another research in Portorož in Slovenia, and found four segments 'friends-oriented' visitors, interested in going out for walking, eating, the nightlife and enjoying the swimming pool; 'well-being' visitors, more engaged in water sports, spas, events, tennis, golf, and casinos; 'curious-passive' visitors, who preferred to walk, to go out eating, visiting historical sites, nightlife and shopping; and 'multifarious visitors', who liked to walk, go out in the afternoon, eat, and visit historical and cultural places.

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Other studies such as that of Onofri and Nunes (2013) pointed out two different segments of tourists ‘greens’, who choose a coastal destination because they have a strong preference for cultural and natural environments, and ‘beach lovers’, who have a marked preference for the beach. In their research in Gambia (Africa), Rid and colleagues (2014) performed a motivational segmentation and found four groups ‘heritage & nature seekers’, who exhibited a high motivation to experience natural and cultural sites; ‘multi-experiences seekers’, who did not show an attraction for sun and beach activities, but valued authentic rural experiences as well as the experience of heritage/nature or learning local dances and languages; ‘multi-experiences & beach seekers’, who showed several types of motivation, with high scores in almost all factors, including ‘sun and beach’; and finally, ‘sun & beach seekers’ characterized mainly by the ‘sun and beach’ motif. In another coastal and marine study, Ekonomou and colleagues (2014) in Greece found three segments ‘cost-sensitive visitors’, focused on the costs and expenses to socialize, participate in traditional marine sports, attend events, and take part in the nightlife. ‘Demanding beach users’, had the highest score in the dimension of the beach site organized, highlighting the regulation of the zoning of the beach. ‘Accommodation oriented visitors’, who had the highest accommodation factor score, showed that the adaptation has a significant influence on the determined tourist destination.

In more recent times, a study by Lee and colleagues (2018) on the island of Liuqiu in Taiwan divided tourists into four groups according to their recreational experiences. In the first place, ‘aestheticists’, who had higher factor scores for experiential aesthetics, while the lowest score was for experiential learning; ‘hedonists’, who obtained the lowest scores in experiential aesthetics and reflective factors; ‘knowledge seekers’, who had higher experiential aesthetics and learning factor scores; and finally ‘multi-experience recreationists’, who had the highest ratings in all the factors considered. This same year, Valls and colleagues (2018) made a segmentation of English tourists who visited the coastal destination of Costa Daurada and Terres de l’Ebre in Spain. Using an ontology-based methodology, they identified the ‘visiting’ group, who are motivated by culture, sightseeing, shopping, and well-being; the ‘enjoying’ group, who value holidays, kindness, relaxation and entertainment; the ‘holidaying’ group motivated by vacations on the beach and holidays destinations; the ‘beaching’ group, whose main motivational factor is the beach; the ‘sunbathing’ group, whose primary concerns are to enjoy holidays, the beach and the sun;

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and the ‘relaxing’ group, motivated by the beach, but associated with the beauty of the place and the landscape, well-being, and relaxation.

In South America, recent studies conducted in Ecuador by Carvache-Franco and colleagues (2018; 2019a; 2019b) at the beaches of Villamil, Montañita, and Manta, found different tourist segments. Firstly, ‘beach lovers’, who demonstrated motivations for rest, relaxation, enjoying the sun and the beach; secondly, ‘coastal nature or eco-coastal’ who show high motivations for enjoying the typical gastronomy of the place, the climate, the contact with nature, the tourist attractions and looking at the flora & fauna. Besides, the ‘coastal passive or indifferent tourists, who exhibited medium and low motivations in all aspects, ‘water sports’ tourists, who like to visit the destination motivated by their passion for surfing, and in their stay, they enjoy the sun and the beach. Finally, the ‘multiple motives’ tourists, who have high motivations for all the available attractions at the coastal and marine destinations.

The review of the literature shows that there are different segments in marine and coastal destinations, depending on the features and main attractions of the destination. However, there were recurrent segments with similar characteristics, as is the case of ‘sun and beach’, ‘eco-coastal’, ‘culture seekers,’ ‘nightlife lovers’, ‘accommodation oriented’, ‘indifferent’, or ‘multiple motives’, to name a few.

From these arguments, the second research question is proposed.

RQ2: Which are the main segments of tourists who visit Salinas as a coastal marine destination, considering their motivations?

2.3. Satisfaction and loyalty in coastal and marine destinations

Visitor satisfaction constitutes one of the critical forecasts for the fidelity and loyalty associated with a destination and the likeliness of tourists to return (Assaker et al., 2011; Yoon & Uysal, 2005). Previous research has analyzed the elements that improve the tourists’ intention to return to specific destinations. Prayag (2012), predicting behavioral loyalty, highlighted three aspects that would enhance the intention to return to a destination, natural environment, reputation, and kindness of people. Pranić and colleagues (2013), in a study of micro cruises in Croatia, found four factors related to satisfaction and loyalty, suggesting that

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when the traveler is most satisfied with the “tourist destination product” factor, they were the most likely to revisit the destination. Goffi and colleagues (2019) add evidence stating that sustainability affects the satisfaction of segments of large-scale coastal package tourists and the intention to return, being these segments interested in sustainability. For Schuhmann and colleagues (2019) return decisions are sensitive to changes in all aspects of coastal and marine quality. A reduction in seawater quality discourages tourists' intention to return more than other environmental factors. In another study in Phuket (Thailand), Sangpikul (2018), found that two key elements of the tourist experience affected their loyalty in the case of island destinations, beach attractions, and local people. Also, Hasan and colleagues (2019) studied three coastal destinations in Bangladesh and identified that the perceived destination risks do not affect the decision to revisit them. However, tourist satisfaction and the image of the destination directly affect both their attitudes and intentions to revisit it.

From previous studies, it can be concluded that few segmentation studies show the relationship between the segments of demand and tourists' satisfaction and loyalty, being necessary more empirical evidence.

Therefore, the following research question was proposed

RQ3: What is the relationship between tourists' segments and their satisfaction and loyalty in the coastal and marine destination of Salinas?

3. Methodology

3.1. Area of study

The city of Salinas is on the coast of Ecuador. Its name means “from salt”, which is an inexhaustible resource in this area and has been exploited and industrialized for several years. This destination is called the 'Blue Paradise of the South Pacific', due to its privileged geographic location. Its most important income category comes from tourism, which is continuously increasing investment in hotel services and entertainment. The restaurants, bars, discotheques, artistic clubs, and tourist clubs are some of the places tourists can go to this destination and have a good time there.

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In Salinas, swimming is pleasant throughout the year; the water temperature varies from 22°C to 25°C. Tourists can do leisure activities, water sports, enjoy the local cuisine, visit the Pier in the Malecón street; they can also go horseback riding on the beach, cycling, do some beach sports, ride a catamaran, or visit the Museum of the Lovers of Sumpa. One attractive location found in this destination is Chipipe, which is a wide beach with calm waters; another one is the beach of San Lorenzo where large waves are conducive to surfing.

In Salinas, the behavior of the sea, which has big waves and crystal clear water, calls sports tourism lovers to do snorkeling, sailing, diving, sailboarding, jet skiing, surfing, deep-sea fishing, and play beach volleyball. Besides, it is an important scenario for international events of the above-mentioned types of coastal and marine sports.

In this city, one of the main tourist attractions is the sighting of humpback whales who travel from Antarctica to the waters of the Ecuadorian coast between June and September to mate. Several tour operators offer boats that take adventurers between 4 or 5 miles into the sea so they can appreciate the cetaceans. (Figure 2.1).

The coastal and marine fauna production Reserve "Puntilla de Santa Elena" is the Ecuadorian destination, which has become the most visited protected area. This location is one of the most known and frequented places on the central coast of Ecuador. The waters at the reserve are the source of livelihood for several fish populations, and it plays a vital role in the protection and recovery of fish that have become scarce by overfishing over the years. In addition to its marine area, the protected area includes beaches, cliffs, and a small expanse of thickets and dry coastal forests.

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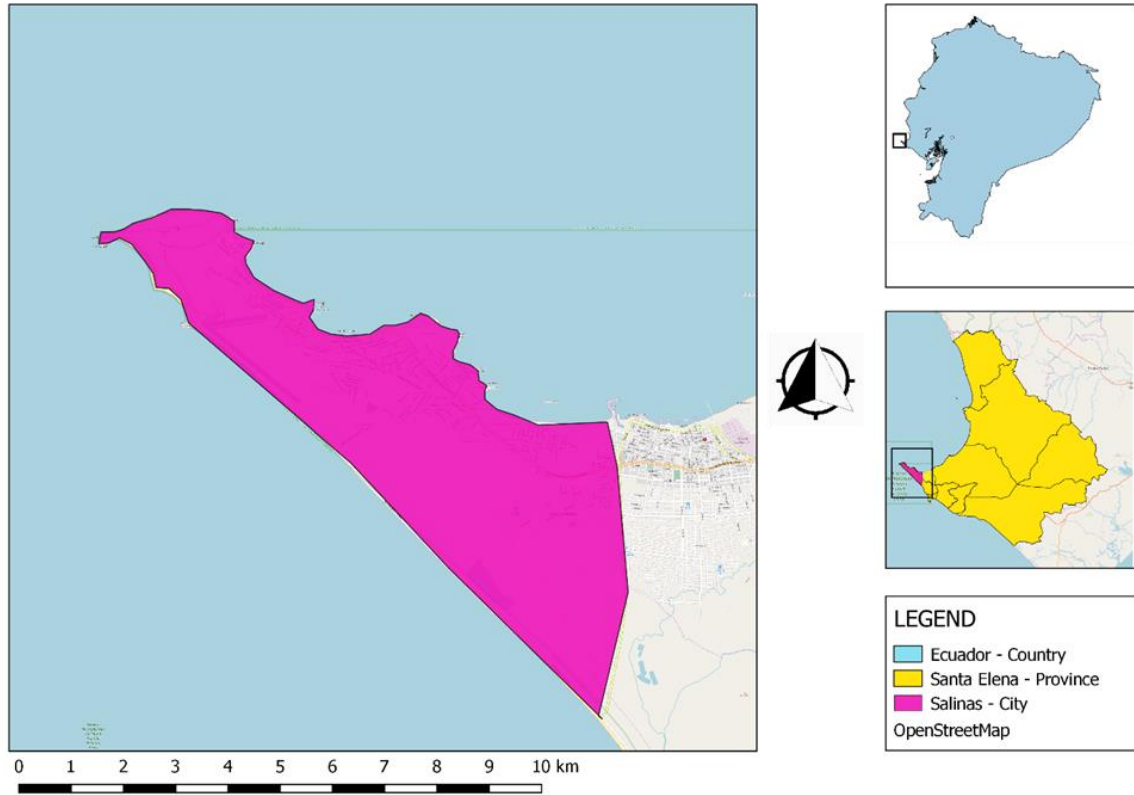


Figure 2.1. Geographic location of the city of Salinas (Ecuador)

All of the above mentioned characteristics that Salinas has, as well as its relevance from a tourist's perspective make this location a recommended place to investigate and get to know more about the motivations tourists have to visit it, the segmentation of tourists, the most satisfied groups of tourists, those who recommend this location the most, and whose intention is to return.

3.2. Survey, data collection, and analyses

To achieve the proposed objectives, the researchers carried out fieldwork on a target population of visitors over 18 years of age, using a survey containing 17 questions grouped into three blocks, sociodemographic and travel characteristics, motivation of visitors, and satisfaction and loyalty to the visit.

Several previous research papers were reviewed, and their validated scales were considered when preparing the questionnaire used in this research. Sociodemographic aspects and characteristics of the trip were adapted from the closed questions of the study by

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Lee and colleagues (2018). The motivation of the trip was measured through 29 items, of which the majority (19 items) came from the study by Rid and colleagues (2014); 5 items were taken from the study by Jang and Wu (2006), and the remaining 5 items were taken from the research by Carvache-Franco and colleagues (2019b). These questions were measured on a 5-point Likert scale. The items referring to satisfaction and loyalty were taken from the Kyung-Hee Kim and Duk-Byeong Park study (2017), which were also measured on a 5-point Likert scale. The Cronbach's Coefficient Alpha of the final motivation scale reached a value of 0.92 which indicates a meritorious internal consistency between the elements of the scale.

A convenience sampling was used in the rest and recreation areas of the beach. This method was adequate due to the influx of tourists in these specific areas, for the accessibility of the pollsters to contact the tourists and for the willingness of the travelers to answer the questionnaires. The surveys, which were conducted in Salinas during the months of January and February of 2019, were collected by students from ESPOL University of Guayaquil in Ecuador, who were previously trained by the authors of this article. Tourists filled out the surveys while resting or performing recreation activities at the beach and the students were very close to resolve any inquiries that could have arisen from respondents. The sample size was set at 385 valid surveys, and the infinite population was used, considering that there is no official number of tourists visiting the destination of Salinas. A margin of error of +/- 5%, a confidence level at 95%, and a variation of 50% was proposed.

The factor analysis was used as a technique to reduce the variables to a smaller number of factors expressing the same information. Varimax rotation was used to facilitate the interpretation of the data. The Kaiser criterion was used to find the number of factors, where only factors with eigenvalues greater than one were used. The KMO index and Bartlett's Sphericity test were used to determine whether it was appropriate to perform the factor analysis. The Cronbach Alpha coefficient was used to measure the reliability by factor and the reliability in all items. In the second stage, the K-means grouping method was implemented, which is the most used in tourism research to segment participants (Zografos & Allcroft, 2007). Finally, the Chi-square test was used to explore the differences between the groups in terms of satisfaction variables, intentions of returning, recommending and

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saying positive things about the destination. The SPSS program, version 22, and multivariate statistical techniques allowed the researchers to collect, organize, tabulate, and analyze the data (Table 2.1).

Table 2.1. Research file

Geographic area	Salinas (Ecuador)
Population	National and foreign visitors
Completion time	January to February 2019
Process	Convenience sampling
Confidence level	95%
Error range	+/- 5%
Valid questionnaires	385

4. Results and discussion

4.1. Sociodemographic variables

Table 2.2 shows the sociodemographic and visit characteristics of the respondents. 89.6% of the visitors were national, and 10.4% were foreigners. As for their origins, 85.20% were from South America. 48.2% were men and 51.8% women. 44.2% were single, and 41.0% were married. The two most recurrent age ranges were 21–30 (41.3%) or 31–40 (27.3%) years of age. Respondents predominantly had a university-level education (43.4%), while 36.6% only had secondary level education. Regarding their occupation, 28.8% were private employees, and 17.7% were public employees. 39.20% of subjects spent from 30 to 60 dollars a day at the destination. Approximately 51.1% of them visited the destination with their family, and 28.8% visited it with friends.

Table 2.2. Sociodemographic aspects and characteristics of the visit

Demographics	Categories	N=385	%
Origin	National	345	89.6
	Foreign	40	10.4
Origin by continent	North America	30	7.8

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	Europe	26	6.8
	South America	328	85.2
	Rest of the world	1	0.3
Gender	Man	185	48.2
	Woman	100	51.8
Age	<20 years old	41	10.6
	21 - 30 years old	159	41.3
	31 - 40 years old	105	27.3
	41 - 50 years old	49	12.7
	51 - 60 years old	19	4.9
	>60 years old	12	3.1
Marital status	Single	170	44.2
	Married	158	41.0
	Other	57	14.8
Level of education	Primary	30	7.8
	Secondary	141	36.6
	University	167	43.4
	Postgraduate/Master/Ph.D.	47	12.2
Professional activity	Student	74	19.2
	Researcher / scientist	14	3.6
	Business person	58	15.1
	Private Employee	111	28.8
	Public Employee	68	17.7
	Retired	7	1.8
	Unemployed	28	7.3
	Other	25	6.5
Average daily expense	< \$30	139	36.1
	\$30.01 - \$60.01	151	39.2
	60.01 - \$90	51	13.2
	\$90.01 - \$120	17	4.4
	\$120.01 - \$150	26	6.8
	> \$150	1	0.3
Whom you visit with	Alone	27	7.0
	With family	212	55.1
	With friends	111	28.8
	With a partner	29	7.5
	Other	6	1.5

4.2. Motivations in coastal and marine destinations

A five-point Likert scale was used, being 1 little and 5 a lot; it collected the motives of the tourists in the coastal and marine destination. The factor analysis carried out allowed

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extracting six motivational dimensions. The Main Component Analysis was used as a technique for data reduction. The Varimax rotation method gave a more precise interpretation of the factors, with very high or low factor loads. For the number of factors, the Kaiser criterion was used, taking into account only those factors whose eigenvalues were greater than 1. Six factors were part of the solution in this study, and this represented 60.4 % of the total variance, this being a variance value sufficient total because if a factor with an eigenvalue of less than 1 is increased, this factor will not provide sufficient information to the model. The KMO (Kaiser-Meyer-Olkin) index was equal to 0.88 (found close to 1), so the relationship between the variables is high, and the factor analysis is appropriate. Besides, Barlett's sphericity test was significant <0.05 , so the application of the factor analysis was necessary. The Cronbach Alpha index in the six factors varied between 0.72 and 0.86. Table 2.3 shows these results.

Table 2.3. Factor Analysis

Factors	Factor loads	Eigenvalues	% of explained variance	Cronbach's Alpha
Authentic coastal experience		8.95	30.87	0.84
Stay among the coastal population	0.752			
The lifestyle of the coastal population	0.734			
Share interesting experiences with the local population	0.708			
Strong feelings of experiences lived	0.637			
Access to rural farm goods	0.616			
Typical Salinas cuisine	0.6			
Experience related to the coastal landscape	0.554			
Heritage and nature		2.17	7.47	0.86
Experience marine wildlife sites and national parks.	0.787			
Historical attractions experiences	0.757			
Real culture and traditions experiences	0.746			
Importance of Salinas history & culture	0.719			
Importance of coastal and marine tourism	0.69			
Importance of tourism in natural areas	0.491			
Learning		2.04	7.02	0.82
Interest in myths and legends	0.747			
Learn local languages	0.637			
Interest in local handicrafts	0.597			
Nightlife	0.55			
Learn traditional dances	0.545			
To know the flora and fauna	0.482			
Novelty and social interaction		1.82	6.29	0.73
Environmental quality of air, water, and soil	0.725			
Safety and protection	0.589			

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I want to see the things that I normally do not see	0.586			
To visit family and friends	0.546			
To rest and relax	0.504			
For its tourist attractions	0.489			
For its commercial activity	0.486			
Physical activities		1.50	5.15	0.72
Importance of swimming	0.795			
Importance of water sports	0.643			
Sun and beach		1.03	3.55	-
Importance of sun-beach tourism	0.655			
Total variance extracted			60.35	
Cronbach's Alpha of all items				0.92

According to the results of Table 2.3, the first factor was labeled as "Authentic coastal experience", and this is the factor with the most significant explanatory capacity (30.9%) of the total variance. Thus, this first motivational dimension is related to interests and lifestyles of the coastal population and experiences associated with coastal landscapes. The second factor was "Heritage and nature" and meets 7.5% of the total variance. This dimension relates to fauna, national parks, culture and traditions, and coastal marine tourism in natural areas. For the third factor, "Learning", the findings show that it comprised 7% of the total variance. This dimension relates to a visitor motivated by learning languages and traditional dances, by knowing the flora and the fauna, and by their interest in local crafts. The fourth factor, named "Novelty and social interaction", resulted in 6.3% of the total variance. This fourth dimension relates to seeing things that are not normally seen, meeting friends and family, and tourist attractions. The fifth factor, called "Physical activities", included 5.15% of the total variance. It relates to a visitor motivated by the importance of swimming and doing water sports. The sixth factor, named "Sun and beach", comprised 3.55% of the total variance studied. The data showed that this sixth dimension relates to a visitor motivated by the sun and the beach. From these results, the first research question RQ1 "Which are the main motivations of tourists who visit Salinas as a coastal and marine destination?" could be responded with the results showing that the motivations for visiting Salinas are related to the beach, its nature, and its culture.

4.3. Segmentation in coastal and marine destinations

An analysis of non-hierarchical K means clusters was made based on the motivational variables, under the criterion of maximizing the variance between segments and minimizing

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the variance within each cluster. The best solution that meets the criteria is the one that established two conglomerates (Table 2.4).

Table 2.4. Characterization of the clusters based on the motivational factors

Factors	Clusters	
	1	2
	Beach lovers	Multiple coastal motives
Authentic coastal experience	2.87	4.24
Heritage and nature	3.12	4.32
Learning	2.45	4.08
Novelty and social interaction	3.63	4.41
Physical activities	3.35	4.50
Sun and beach	3.90	4.60

As shown in Table 2.4, the first group included tourists who reported high levels in the factor “sun and beach”, which is why this segment has been called "Beach lovers." The second group contained tourists who had high levels in all motivational dimensions, which is why this segment has been called "Multiple coastal motives". Therefore, the second research question RQ2 “Which are the main segments of tourists who visit Salinas as a coastal and marine destination, considering their motivations?” has been responded with two segments, one motivated by the sun and the beach and another driven by multiple motives including nature, activities and experiences, social factors and culture, in addition to the sun and the beach.

4.4. Relationship of tourists’ segments with their satisfaction and loyalty

The Chi-square test showed the relationship between the two segments and tourist satisfaction. Also, the use of a Likert scale of 5 points measured satisfaction, in which 1 is a little satisfied, and 5 is very satisfied. Table 2.5 presents the results.

Table 2.5. Relationship between the clusters and satisfaction

Variable	Cluster case number		Total	Chi-squared	Sig.
	Beach lovers	Multiple coastal motives			
Overall	1	0.80%	0.50%	10.48	0.033
satisfaction	2	0.50%	0.50%		

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	3	3.20%	2.20%	5.40%
	4	16.10%	16.40%	32.50%
	5	22.60%	37.60%	60.20%
Total		43.30%	56.70%	100.00%

Table 2.5. shows that there is a significant relationship between the segments and the satisfaction experienced by tourists ($p < 0.05$), since the segment "Multiple coastal motives" resulted with 37.6% of tourists with a high level of satisfaction, while the segment "Beach lovers" came up with 22.6% of tourists with high satisfaction. The segments that obtained a greater degree of motivation also had higher levels of satisfaction.

The Chi-square test analyzed the relationship between the two segments and the intentions of returning, recommending, and saying positive things about the destination. Also, a Likert scale of 5 points was used, being 1 little and 5 a lot. Table 2.6 presents these results.

Table 2.6. Relationship between the clusters and the intention of returning, recommending, and saying positive things

Variable		Cluster case number		Total	Chi squared	Sig.
		Beach lovers	Multiple coastal motives			
I intend to return to this destination	1	1.6%		1.6%	11.604	0.021
	2	1.1%	0.3%	1.3%		
	3	1.1%	0.8%	1.9%		
	4	8.9%	12.4%	21.2%		
	5	30.6%	43.3%	73.9%		
Total		43.3%	56.7%	100.0%		
I intend to recommend this destination	1	0.5%		0.5%	10.654	0.031
	2	1.3%		1.3%		
	3	1.1%	0.8%	1.9%		
	4	11.0%	13.2%	24.2%		
	5	29.3%	42.7%	72.0%		
Total		43.3%	56.7%	100.0%		
When I talk about this destination, I will say positive things	1	0.5%		0.5%	7.903	0.095
	2	0.5%	0.3%	0.8%		
	3	2.2%	1.9%	4.0%		
	4	9.7%	8.6%	18.3%		
	5	30.4%	46.0%	76.3%		
Total		43.3%	56.7%	100.0%		

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Table 2.6 shows a significant relationship between the segments and the intentions of returning to the destination ($p < 0.05$), since the segment "Multiple coastal motives" had 43.3% of tourists with high intentions to return to the destination, while the segment "Beach lovers" had 30.6% of tourists with high intentions to return to the destination. It means that the segments with higher levels of motivation, had higher levels of intentions to return to Salinas.

Also, there is a relationship between the segments and the intentions to recommend this destination ($p < 0.05$), since the segment "Multiple coastal motives" had 42.7% and the segment "Beach lovers" had 29.3% of tourists with high intentions to recommend this destination. Therefore, the segments with higher levels of motivation had higher levels of intentions to recommend this coastal and marine destination. Additionally, there is a relationship between the segments and the positive things that the tourists of the destination will talk about ($p < 0.05$), since both segments "Multiple coastal motives" and "Beach lovers" had 46% and 30.4%, respectively, of tourists with high levels in terms of saying positive things about the destination. This result means that the segments with higher levels of motivation had more senior levels in terms of saying positive things about this coastal and marine destination.

In summary, these results respond the third research question RQ3 "How is the relationship between tourists' segments and their satisfaction and loyalty to Salinas as a coastal and marine destination?", establishing that segments motivated by multiple motives, like nature, the sun and the beach, and culture, have higher levels of satisfaction and loyalty in coastal and marine destinations.

4.5. Discussion

The main objective of this study was to conduct a segmentation analysis of the demand in terms of tourists' motivations to visit Salinas and the relationship of these segments with their satisfaction and loyalty.

To do that, we proposed three research questions. The first one, RQ1, was "Which are the main motivations of tourists who visit Salinas as a coastal marine destination?" The results of this paper show six motivational factors of demand in Salinas. The first one, "Authentic

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coastal experience", is the factor with the greatest explanatory capacity of the total variance. Also, it is related to the interests, lifestyles, and landscapes of the coastal population. The second factor, "Heritage and nature", is related to fauna, culture and traditions, and coastal marine tourism in natural spaces. The third factor, "Learning", is related to tourists motivated by learning languages, traditional dances, and knowing the flora and the fauna. The fourth factor, "Novelty and social interaction", is related to seeing things not commonly seen, and meeting friends and family. The fifth factor, "Physical activities", is related to a tourist motivated by the importance of swimming and doing water sports. The sixth factor, "Sun and beach", is associated with a tourist driven by the sun and the beach.

These results are similar to those reported by Rid and colleagues (2014), who found: 'heritage and nature', similar to our "Heritage and nature"; 'authentic rural experience', similar to our "Authentic coastal experience"; 'learning', analogous to our "Learning"; and 'Sun and beach', very similar to the "Sun and beach" factor of this investigation. Also, the factor 'sun and beach' found is similar to other inquiries (Carvache-Franco et al., 2018; Ekonomou et al. 2014; Kassean & Gassita, 2013)

As a contribution, our findings add two other motivating factors, which arose in other studies. It is the case of the "Novelty and social interaction" (Jeong, 2014; Kassean & Gassita, 2013; Saayman et al., 2009) and "Physical activities" (Carvache-Franco et al., 2019a; Molera & Abaladejo, 2007).

The second research question RQ2 related to tourists' segmentation, stated: "Which are the main segments of tourists who visit Salinas as a coastal marine destination, considering their motivations?" Our results are similar to those noted by Onofri and Nunes (2013), who found two segments, 'green' similar to our "Multiple coastal motives" and 'beach lovers' similar to "Beach lovers" in this investigation. In another study, Rid and colleagues (2014) found similar groups to those of our study, like 'multi-experiences & beach seekers' similar to our "Multiple coastal motives"; and 'sun and beach seekers', similar to our "Beach lovers".

Comparing our results with those from Carvache-Franco and colleagues (2018), their 'beach lovers' also appear in our study, as well as their segment called 'coastal nature', similar to our "Multiple coastal motives". However, their passive coastal segment did not

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arise in our study. Also, Carvache-Franco and colleagues (2019a) proposed four segments of the demand for foreign tourists in a coastal and marine destination, ‘eco-coastal and water sport’ tourists (similar to our "Multiple coastal motives"), and ‘sun and beach’ tourists (similar to our "Beach lovers"). Our study did not find, nevertheless, their group of indifferent tourists. Carvache-Franco and colleagues (2019b) also found the group of ‘beach lovers’, similar to our "Beach lovers"; ‘eco-coastal’ tourists, and ‘multiple motives’ tourists, who have the characteristics of our group "Multiple coastal motives". These results highlight that tourists’ segments share the same characteristics and are similar when comparing different coastal and marine destinations, especially when they are in the same country, like Ecuador in this case.

Also, in Salinas, we found a tourist segment labeled "Multiple coastal motives" which shares characteristics with different groups of tourists found in other destinations. It could be an effect of the less differentiated activities and features associated with this coastal and marine destination, when compared to others, perhaps more identified not just with the sun and the beach, but also with other relevant features and activities for tourists, that emerged as part of the image of the destination.

The last research question RQ3 was related to tourists’ satisfaction, recommendation, and intention to return to the destination, “What is the relationship between tourists’ segments and their satisfaction and loyalty in Salinas as a coastal and marine destination?” The results show that segments motivated by multiple motives, like nature, the sun and the beach, and culture, also have higher levels of intentions to return, to recommend and say positive things about the destination, similarly to the results of other previous studies (Goffi et al., 2019; Hasan et al., 2019; Prayag, 2012; Schuhmann et al., 2019).

5. Conclusions

Coastal and marine destinations offer a variety of alternatives for their visitors. It is essential to carry out demand studies to establish the tourists' segments as well as their motivations; this information will contribute to offering products and services according to the expectancy of the demand.

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As theoretical implications from this research, it is necessary to highlight that the findings show a high number of reasons or motivations that encourage tourists to visit Salinas, compared to those detected in other studies of different coastal and marine destinations (Carvache-Franco et al., 2018; Ekonomou et al. 2014; Jeong, 2014; Kassean & Gassita, 2013; Molera & Abaladejo, 2007; Rid et al., 2014). However, the number of tourist segments is lower than in other studies, emphasizing that the main groups of tourists are those motivated by the sun and the beach and those motivated by the rest of factors that characterize this tourist destination. It means that the sun and the beach is the only factor that emerges as a definite element to distinguish this destination.

As practical implications, the results show that Salinas emerges as a coastal and marine destination where potential visitors would have multiple reasons to go and enjoy their vacations and free time. Although, these multiple motivations make uncertain the identification of different types of tourists, with the only exception of beach lovers.

This result implies relevant implications for managers and policy-makers who should make agreements to prepare tourist planning to build a better-defined and more attractive image of the destination. In the case of Salinas, the existence of several motivations that attract visitors explains its great attractive as a coastal marine destination; however, only one segment of tourists, beach lovers, could be identified. The existence of one generic segment, “multiple coastal motives”, that brings together different kinds of tourists, encouraged to visit the place for a set of various reasons, implies that this destination is not well identified in the mind of visitors who are not beach lovers, and seek another kind of activities and features associated with coastal and marine destinations. Destination management organizations, managers in the tourism sector and policy-makers should redesign the brand of these tourist destinations to highlight specific features in its image.

From the results of this study, stakeholders in the tourism sector in coastal marine destinations will acknowledge the threat that their destinations are not well recognized, and the need to join their efforts for developing a more refined and complete brand that attracts not only beach lovers but also other segments of tourists motivated by the different activities and features that these coastal marine destinations offer.

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The consideration of other factors and of a more complete image of the place, will allow putting in value other aspects that the location also offers, like its potential to make physical activities, to enjoy experiences and the landscape, to enjoy with the family and the local community, knowing about its heritage, traditions, and nature. This more refined and complete destination brand will attract specific segments of tourists, beyond beach lovers and multiple coastal motives tourists, who look for these other particular features that also identify the city of Salinas. The expected results are to take profit from the different motivational factors that characterize the destination, making it attractive not only for beach lovers but also for other groups of tourists that clearly can identify Salinas when other motivational factors are used as a claim for visitors.

Finally, this research is not free of a set of limitations. The exploratory nature of this investigation has allowed us to know a little more on the demand characteristics in terms of motivation and segmentation in the specific case of Salinas; we have also explored the relationship that maintains the segments of tourists with their satisfaction, recommendation, and intention to return and revisit Salinas. However, more holistic models are necessary, to determine which factors explain the satisfaction, suggestions and intentions to come back to Salinas, and other similar coastal marine destinations. More holistic models should also explore if these factors are the same or not, exert the same influence or not when comparing different tourists' segments. These ideas constitute interesting research lines to continue contributing to the analyses of demand in coastal and marine destinations.

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CAPÍTULO 3

Motivación y segmentación del turismo costero y marino aplicada a un área marina protegida

Capítulo 3. Motivación y segmentación del turismo costero y marino aplicada a un área marina protegida

Capítulo 3. Motivación y segmentación del turismo costero y marino aplicada a un área marina protegida

Empirical paper

“From motivation to segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador”

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Capítulo 3. Motivacion y segmentacion del turismo costero y marino aplicada a un área marina protegida

Capítulo 3. From motivation to segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador

Abstract

National parks with marine reserves have great potential for coastal and marine tourism. In this regard, the Galapagos archipelago is an important coastal and marine destination in Ecuador declared a World Heritage Site by UNESCO. The objective of this empirical study was to analyze demand segmentation considering tourists' motivations in this destination. The research was carried out in situ, and multivariate statistical techniques were used to analyze the 407 questionnaires collected. The results show six motivational factors: learning, heritage and nature, sun and beach, sports, authentic coastal experience, novelty, and social interaction. Two different segments of visitors have also been found. The first group, called "Multiple Motives," is formed by tourists with high motivation in all the motivational variables that include sun and beach. The second group, called "Eco-coastal," is made up of tourists who have a great motivation to experience marine life and national parks, discovering new things they are not used to, and for knowing their flora and fauna. From these findings, useful recommendations emerge for service providers and institutions related to the tourist offer in this kind of coastal and marine destinations.

Keywords: Tourism, Sustainable, Satisfaction, Loyalty, Demand.

1. Introduction

The recreational use of the coast and the sea is destined to grow in the future (Orams & Lück, 2013). The environmental impact of coastal and marine tourism is gaining the attention of firms, scholars, and institutions (Merli et al., 2019). In this sense, marine tourism includes those recreational activities that involve traveling a significant distance from the visitor's place of residence and for which the marine environment acts as a host or focus (Orams, 1999, p. 9). It now extends beyond beach-based activities, to include a wide spectrum of activities, which include scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea

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kayaking, visits to fishing villages, marine parks, and aquariums, sailing and motor yachting, maritime events and races, as well as the cruise ship industry (Lück, 2007). Maritime tourism constitutes a form of tourism totally connected and dependent on the sea and the marine environment (Lekakou & Tzannatos, 2001).

On the other hand, coastal tourism is also a typology that currently includes a wide variety of activities, like sports (beach volleyball, coastering, surfing, kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature-based and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteer and educational activities (beach clean-ups, invasive weed eradication, species counts, language schools, museums) (Orams & Lueck, 2016a). Geographically, a coastal area is defined as an area bordering the sea or one that has at least half of its territory within 10 km of the coast. (European Commission, 2014). In many cases, coastal tourism is closely linked to marine tourism, being considered as a subtype of it. The coastal area is a point of departure and return for most marine tourism activities (Orams & Lueck, 2016b). Van der Merwe et al. (2011) clearly state that a wide range of attributes correlates coastal sites and marine destinations with tourist experience. In this sense, Hall (2001) defined coastal tourism as a form of tourism where the water / sea element is predominant and is also considered to be the main asset and advantage. It involves the emergence of new activities in relation to the traditional sun and beach tourism. Since beaches are natural coastal features, successful beach destinations must consider both the quality of the environment and the quality of the tourist experience (Botero et al., 2013; Klein & Dodds, 2017).

The Galapagos Islands of Ecuador have two protected areas: The Galapagos National Park and the Galapagos Marine Reserve, which is one of the largest in the world in terms of biodiversity. The Galapagos Islands have a strategic location at the confluence of several marine currents, with a mixture of cold and warm waters, which has allowed the arrival and establishment of species from different areas of the Pacific Ocean. This makes the reserve an important sanctuary for marine life. During the Green Destinations event (2019) at the ITB Berlin Fair, the Galapagos Islands won first place in the 'Best of the Americas' category of the most environmentally friendly destinations. In the Twenty-sixth Awards Gala of the

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World Travel Awards Latin America chapter, which was held in La Paz Bolivia, the Galapagos Islands won two awards “Beach Destination of South America 2019” and “Leading Cruise Boutique of South America 2019”. These awards show that Galapagos’ enchanted islands are an important coastal and marine destination of worldwide importance where tourists can carry out activities throughout the year such as flora and fauna sightings in a natural way, diving, snorkeling, sailing, surfing, visiting communities, swimming, among others. These islands, with coastal and marine characteristics, are surrounded by nature in its natural state, allowing their visitors to bathe on a beach next to sea lions, snorkeling and diving with marine fauna of different species, or sail on a cruise to visit different coastal and marine sites full of nature.

Given the extraordinary natural richness of this destination and the relevance of tourism for its economy, as well as the potential impact that visitors could exert on the environment that could jeopardize its sustainability, it is important to carry out studies that analyze the demand in this type of protected coastal and marine destination from the perspective of demand motivation and segmentation. This kind of study is useful for institutions and companies related to marine-coastal tourism to know the motivations of tourists in each segment, adapting their services to this demand over principles of sustainability to achieve a better level of satisfaction and return of tourists in the future. However, the scientific literature on-demand in national parks and marine reserves are scarce. That is why the objective of this study was to conduct an analysis of the demand segmentation in terms of motivations in this destination with coastal and marine characteristics, as well as to know how each segment relates to its satisfaction and probability of returning.

2. Theoretical framework

2.1. The motivation of demand in coastal and marine destinations

Within the field studied, motivation is a set of needs that make a person be involved in tourism activities (Swanson & Horridge, 2006). They can be considered as a key factor in the decision-making process (Yolal et al., 2015).

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The coastal and marine motivations that have been found in the different destinations are varied, but some are recurrent such as the sun and the beach (Kassean & Gassita, 2013; Ramseook-Munhurrun et al., 2018; Rid et al., 2014; Yiamjanya & Wongleedee, 2014; Queiroz et al., 2014), nature, or social interaction (Kassean & Gassita, 2013; Rid et al., 2014; Saayman et al., 2009).

The “sun and beach” factor was first recognized by Rid et al. (2014) who segmented tourists in The Gambia, based on their motivations. More recently, the study of Carvache-Franco et al. (2018) also pointed out the “sun and the beach” as a motivational factor in the segmentation of coastal and marine demand at the National area of Villasmil Beach, Ecuador. Other studies have recognized similar motivational factors, although they have named them differently. It is the case of Koutra & Karyopouli (2013) who conducted a study in Cyprus to explore the motivations of visiting tourists and determined that the image of the “sun and the sea” prevails and determines the visits. Other studies, nevertheless, have emphasized only the “beach.” For example, Sastre and Phakdee-Auksorn (2017) analyzed the travel patterns of British tourists visiting Phuket, Thailand, and identified its “beaches” as the main motivation. Kassean and Gassita (2013) also found “exotic beaches” as a key motivation for tourists in a study on the island of Mauritius South Africa. Ekonomou et al. (2014), in their research on tourism in Greece, named this motivation “beach sites.” Undoubtedly the “sun and the beach” factor independently on how it is named, is one of the most relevant motivations normally found in coastal and marine destinations because they generally portray beaches, for recreational and sports activities, as their main tourist attraction.

Another relevant motivational dimension underlined by research on coastal and marine destinations is “heritage and nature,” according to Rid et al. (2014). For Kassean and Gassita (2013), in a study conducted in Mauritius, this motivation embraces the climate, the exquisite landscape, unique flora and fauna, the exotic environment, and the welcoming nature of locals’ hospitality. Also, Carvache-Franco et al. (2020b) identified this motivation in a destination in the Pacific Ocean called Salinas, in Ecuador. This factor was constituted by the motivations: experience marine wildlife sites and national parks, historical attractions experiences, real culture and traditions experiences, importance of Salinas history & culture,

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importance of coastal and marine tourism, and the relevance of tourism in natural areas. Ramseook-Munhurrin et al. (2018), also in the Island of Mauritius, identified the local culture and tradition, which are part of the heritage factor, as motivations. In another study, Yiamjanya and Wongleedee. (2014) explored the pushing and pulling motivations of international tourists visiting Thailand, and found the relevant role of “learning a new culture” as a motivator. With regard to the “nature” dimension of this factor, Queiroz et al. (2014) in the Azores in Portugal, found that the majority of tourists claimed to be attracted to the islands due to their “natural values” (e.g., landscape, biodiversity, and geodiversity). The most practiced activities were whale watching and mountaineering/hiking, followed by diving and other sports. Similarly, Kruger and Saayman (2010) found that “nature experience” acts as a relevant motivator in tourists visiting the Tsitsikamma National Park, located in the Indian Ocean in South Africa. Ekonomou et al. (2014) identified this factor and named it “sustainability,” similar to Carvache-Franco et al. (2018), who categorized it as “ecotourism.” We establish that this motivation is mainly linked to nature-related activities, culture, and environmental preservation. In addition, it indicates that tourists not only look for coastal and marine destinations to enjoy their beaches but also to carry out other alternative activities related to the natural environment.

Another motivation addressed by research on this field is “novelty and social interaction,” according to Kassean and Gassita (2013). Similarly, Molera and Abaladejo (2007) mention five marine reasons to travel to Murcia, Spain, stressing the main role of “family” as part of the social interaction factor. Saayman et al. (2009), in their research of two marine tourism destinations in Africa, divided this factor into two, “socialization” and “novelty.” Jeong (2014), in a study carried out in Seoul, South Korea, on the push and pull motivations, identified “novel” as a push motivator in marine tourism destinations that focus on active activities. In trips to coastal destinations, visitors tend to interact with friends when they participate in the activities offered by the destination, making this social part a primary motivation for coastal and marine visits.

There is another motivation referred to as the “authentic experience of the destination,” although it is known by different names. Molera and Abaladejo (2007) mentioned it as “rural

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life;” Kassean and Gassita (2013) as “the authentic Mauritius culture,” Rid et al. (2014) as “authentic rural experience.” Similarly, Carvache-Franco et al. (2020b) found this factor and named it “authentic coastal experience”. This motivational factor is relevant when the tourist performs activities in the destination interacting with the local population, increasing their sense of authenticity as being part of the community and their particular culture.

Another motivation found is “learning,” highlighted in the studies by Rid et al. (2014) and Ekonomou et al. (2014). Kruger and Saayman (2010) identified it as “seeking knowledge” since the tourist not only tries to enjoy a destination but also wants to acquire knowledge of that destination, learning about its flora and fauna, local languages, history of the place, crafts, local cuisine, among others.

There is another motivation, known as “physical activities or sports,” which Kozak (2002) identified on a trip of tourists to Mallorca, Spain. Other authors such as Molera and Abaladejo (2007) mentioned it as “physical and cultural activities,” joining both motivations. Carvache-Franco et al. (2019) in the surf town of Montañita, Ecuador, identified it as “water sports and social visits.” Likewise, Güzel, et al. (2020) in Antalya on the Turkish southwestern Mediterranean coast, identified sport and active life as a travel motivation. This motivation appears when tourists arrive at a coastal destination with the intention of carrying out water sports or active activities on the beach. In some cases, this motivation is included in the “sun and beach” factor.

Previous research shows “escape and relaxation” as another relevant motivation (Jeong, 2014; Kruger & Saayman, 2010; Saayman et al., 2009; Van Der Merwe et al., 2011). Kassean & Gassita (2013) identified it as “rest and relaxation” and “escape,” differentiating two factors instead of just one. Also, Güzel, et al. (2020) identified it as escape. With “escape,” the tourists seek to leave their daily routine to relax in the chosen destination.

Another factor also recognized is “personal attachment” (Saayman et al., 2009; Van Der Merwe et al., 2011). With “personal attachment,” the visitors experience loyalty to that destination caused by memories of their vacations, and sometimes for owning property there. There are also other motivators that previous research underlined, but they are not so

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recurrent in the field and show the variation of approaches applied by each author based on the characteristics of every destination.

2.2. Segmentation of demand in coastal and marine destinations

According to Ho et al. (2012), market segmentation represents the decisive criterion to determine which groups of clients should be contacted. The segmentation strategy can be used to identify specific tourist groups, provide better tourism packages, increase the benefits to destinations and develop a more efficient tourism policy or marketing planning (Nickerson et al., 2016). Therefore, market segmentation has been applied according to the characteristics of each destination, which could be described as cultural, ecotourism, gastronomic, urban, among others.

Previous research has found several clusters whose elements share similar characteristics that determine demand segmentation in coastal destinations. For example, Ferreira et al. (2010) found two segments, “sun and tranquility seekers” and “sun and night lovers” as recognized groups of tourists. Onofri and Nunes (2013), in a coastal and marine study around the world, identified “beach lovers,” tourists who have a great preference for the beach. The same as Ekonomou et al. (2014), who found “demanding beach users,” as the group of tourists who have the largest score on organized beach site dimensions and comprised the largest segment. Similarly, Rid et al. (2014) segmented tourists based on motivations and recognized the segment called “sun & beach seekers,” characterized mainly by the sun and beach motif. Compared with other groups found by this author, these tourists gave the greatest importance to the sun and beach and swimming dimensions. Another study is that of Valls et al. (2018), who segmented English tourists visiting the coastal destination of Costa Daurada and Terres de l'Ebre, Spain. Using a methodology based on ontology, they found the groups: “holidaying,” motivated by vacations on the beach and holidays destinations; “beaching,” whose main motivating factor is the beach; “sunbathing,” whose main concerns are to enjoy holidays, the beach and the sun; and “relaxing,” motivated by the beach, but associated with the beauty of the place and the landscape, well-being, and relaxation. Another related segment was that found by Carvache-Franco et al. (2018), named “beach lovers,” who

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have high motivation to enjoy the sun and the beach. Similarly, Carvache-Franco et al. (2020a) in the city of Manta in Ecuador identified again “beach lovers” as tourists with great motivation to rest and enjoy the sun, the beach, and entertainment activities. Similarly, Carvache-Franco et al (2020b) found the “beach lovers”, composed of tourists who are highly motivated by aspects related to the sun and the beach.

With similar characteristics, two groups were found by Carvache-Franco et al. (2019), “water sports tourists,” who visited the destination motivated by surfing and who enjoyed the sun and the beach, and the “sun and beach” tourists, who visited the destination motivated mainly by rest and relaxation, along with the criteria of the sun and the beach. This segment of “sun and beach” is the most common in coastal and marine tourism because several activities related to this type of tourism are carried out on the coast, such as sports, beach walks, beach games, sunbathing, among others. This recurring segment has varied motivations according to the natural characteristics of each destination and the tourist facilities that its visitors can find.

Another segment frequently found in the literature is “coastal nature or eco-coastal” tourists. For example, Onofri and Nunes (2013) named “green” tourists to those who choose a coastal destination because they have a strong preference for cultural and natural environments. Rid et al. (2014) labeled a similar segment, “heritage and nature seekers,” including tourists who exhibited a high motivation to experience natural and cultural sites. In another coastal and marine study, Carvache-Franco et al. (2018) found the segment “coastal nature,” as a group highly motivated to enjoy the typical gastronomy, the sun and the beach, tourist attractions and the flora and fauna. Similarly, the research conducted by Carvache-Franco et al. (2019) identified the “eco-coastal” segment, composed of the tourists motivated by the climate, sand, and contact with nature. From the same perspective, Carvache-Franco et al. (2020a) found the “eco-coastal” tourists who, in addition to their great motivations to rest, and the sun and the beach, also enjoyed the typical cuisine and the attractions offered by the city of Manta in Ecuador. To sum up, the cluster recognized as “coastal nature or eco-coastal” includes tourists mainly attracted to the nature and culture of a destination. They are motivated to carry out activities such as: visiting the local

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communities, hiking, flora and fauna watching, visiting museums, and enjoying local cuisine. This segment seeks alternatives to the traditional sun and beach tourism, guided by principles of sustainability, thinking about conservation and environmental care. The coastal and marine characteristics of a destination, in some cases, have attracted this group to the great variety of activities related to nature and culture and could be especially relevant in protected areas.

A third well-recognized segment of tourists in coastal and marine destinations is that related to “culture,” with characteristics different from the “coastal nature” group. For example, Ferreira et al. (2010), in their study on Spain, divided this segment into two, named “culture seekers” and “culture seekers oriented by low prices.” Valls et al. (2018) called them “visiting.” They are tourists motivated by culture, sightseeing, shopping, and well-being. Lee et al. (2018), in their study on the island of Liuqiu in Taiwan, called them “knowledge seekers,” this group had higher scores in the dimensions: aesthetic appreciation and learning experiences.

A fourth segment recognized by previous studies is the one called “passive tourists.” Rudež et al. (2013) in Portorož Slovenia, segmented them as “curious-passive,” including visitors who preferred to walk, to go out for eating, visiting historical sites, enjoying the nightlife and shopping. Ekonomou et al. (2014) named them “accommodation oriented visitors,” with the highest score in the accommodation factor. In their study, Carvache-Franco et al. (2018) called them “coastal passive,” showing medium and low motivations in all the motivational dimensions. In another research by Carvache-Franco et al. (2019), this group of tourists was named “indifferent,” since they showed low scores in almost all motivational criteria, not being clearly related to any of the three dimensions identified in the studied destination. This segment, found by several authors, involves visitors who often arrive at a coastal and marine destination to relax in a quiet environment and to perform activities that do not require much physical effort.

The fifth group of tourists recognized in coastal and marine destinations is called “multiple motives.” Rudež et al. (2013) called them “multifarious visitors,” including those who liked

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to walk, go out in the afternoon, eat, and visit historical sites. Rid et al. (2014) named this group “multi-experiences seekers,” considering those tourists who do not show attraction for sun and beach activities, but value, for example, authentic rural experiences, heritage / nature, and learning local dances and languages. The same authors also found the group named “multi-experience and beach seekers” with high motivation in almost all factors, including the sun and the beach. However, activities in nature, such as bird watching and fishing, were of moderate interest. Also, Carvache-Franco et al (2020b) found this segment labeled “Multiple coastal motives,” which grouped tourists who have high values in all the motivational dimensions. Caber et al. (2016), in a study in the port of Kuşadasi, Turkey, segmented cruise tourists for their travel motivations. One of the groups was labeled “variety focused,” characterized for being elderly, social and motivated tourists with needs of escape from their normal environment and everyday life. Lee et al. (2018), according to the recreational experiences of tourists, established the group “multi-experience recreationists,” who scored high rates on all the factors that were part of the study. Finally, a recent study of Carvache-Franco et al. (2020a) identified a group called “multiple motives,” who exhibited also high motivations in all the factors found. The previous findings show that in a coastal and marine destination, you can find visitors who want to enjoy the destination by doing the variety of activities that coastal and marine tourism offers.

There are other segments of tourists in coastal and marine destinations identified by previous research, but they have appeared in smaller proportions. It is the case of the “well-being group” found by Rudež et al. (2013); the “coast sensitive visitors” of Ekonomou et al. (2014); the “aestheticists and hedonists” of Lee et al. (2018); the “enjoying” group of Valls et al. (2018); the “utilitarian and ambitious tourists” of Caber et al. (2016), among others. When analyzing the previous findings of tourist segmentation in coastal and marine destinations, we have been able to identify a variety of segments, many of them sharing similar characteristics, but at the same time receiving different names, although most of the time, their similarities underline their common identity.

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2.3. Satisfaction in coastal and marine destinations

Visitor satisfaction is one of the critical forecasts for loyalty, increasing the probability that tourists will return to a specific destination (Assaker et al., 2011; Yoon & Uysal, 2005). Previous findings have studied the elements that improve the intention to return. For example, Prayag (2012), trying to predict behavioral loyalty, highlighted three aspects: natural environment, reputation, and kindness of people. Similarly, Alipour et al. (2020) identified that images of 3S (sun, sand, and sea) tourism had a positive impact on tourist attitudes. Visit intentions and word-of-mouth intentions were enhanced by improving tourists' attitudes toward 3S tourism. Also, Pranić et al. (2013), analyzing micro cruises in Croatia, identified four factors related to satisfaction and loyalty, suggesting that those most satisfied with the “tourist destination product” factor were the most prone to return. In a more recent study, Goffi et al. (2019) showed that sustainability affects the satisfaction of tourist segments of large-scale coastal packages and the intention to return, being these segments especially affected by sustainability as a reason to return. For Schuhmann et al. (2019) return decisions are sensitive to changes in all aspects of coastal and marine quality. A reduction in seawater quality discourages tourists' intention to return more than other environmental factors. In another study in Phuket Thailand, Sangpikul (2018) determined that two key factors of the tourist experience affect loyalty in the case of island destinations: beach attractions and local people. In addition, Hasan et al. (2019) in three coastal destinations in Bangladesh, identified that perceived destination risks do not affect the revisit. However, tourist satisfaction and the image of the destination directly affect both their attitudes and their intentions to visit again.

It can be seen, from the previous findings, that few segmentation studies in coastal and marine destinations show the relationship between the demand segments and satisfaction and loyalty, which emphasizes the need to have more evidence on this subject. This kind of analysis will be particularly appropriate in the case of protected areas where the role of sustainability is twofold, acting as an attractor element that prompts the loyalty of visitors, and at the same time suffering from the potential effects of massive tourism.

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3. Methodology

3.1. Study area

The province of Galapagos is a set of islands located in the Pacific Ocean at 972 km (525 nautical miles) to the west of the coast of Ecuador. The islands are crossed by the equatorial line in the Wolf and Ecuador volcanoes on Isabela Island. It has a total area of 8,010 km², with an interior sea of 45,666 km², and an insular territorial sea of 17,392 km². These enchanted islands, as they are also known, comprise seven major islands (Isabela, Santa Cruz, Fernandina, Santiago, San Cristóbal, Floreana, and Marchena), 14 smaller islands, 64 islets, and 136 rocks. The Galapagos Archipelago includes two protected areas: The Galapagos National Park, which covers 97% of the archipelago's land surface, and the Galapagos Marine Reserve, which protects marine environments around it.

This archipelago's importance for humanity lies in its flora and extraordinary fauna, which, together with its geology and unique species, have made this destination an important place to conduct scientific research in various areas of knowledge, including coastal and marine tourism. The Galapagos Islands were declared in 2001 as a World Heritage Site by UNESCO, which is why they are still one of the best-preserved archipelagos and a world reference for the management of fragile ecosystems.

This natural laboratory offers important attractions where a variety of coastal and marine activities are developed. In Santa Cruz Island, we can find Tortuga Bay beach, which is a paradisiacal beach of white sands and turquoise waters and the black turtle's nesting site. In San Cristobal Island, The Sleeping Lion, also known as the Kicker Rock, are two immense volcanic rocks, named for their characteristic shape resembling a sleeping lion, which rise for more than 100 meters above the sea. This place is famous for snorkeling and diving, where tourists can swim with stingrays, sharks, sea lions, and schools of fish. Another important site is the Lobería on the island of San Cristobal, being one of the most photographed spots of the Galapagos. It is a beautiful beach with coral sands and turquoise waters, which shelters a great number of sea lions that can normally be seen resting between the rocks or submerging in the sea. Another attraction is Playa Mann in San Cristobal, this

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being a white sand beach formed by the fragmentation of shells. The clarity of its waters allows the practice of surface diving, swimming, snorkeling, and observation of marine flora and fauna. On the island of San Cristobal, international surfing championships are held, such as Surf ALAS, Galapagos 2018. To get to know Galapagos, you can choose to stay at a hotel and take a daily navigable tour; or you can also navigate on a cruise and visit each Island according to the itinerary.

This destination was selected due to its specific particularities as a protected area, declared a World Heritage Site, where sustainability factors exert a relevant impact. At the same time, it is one of the few marine and coastal places in the world where visitors can have the opportunity to enjoy its natural attractions along with varied natural flora and fauna. It also has a coastal cultural wealth so you can visit communities, buy handicrafts with local products, see local customs, and enjoy its sea cuisine (Figure 3.1).

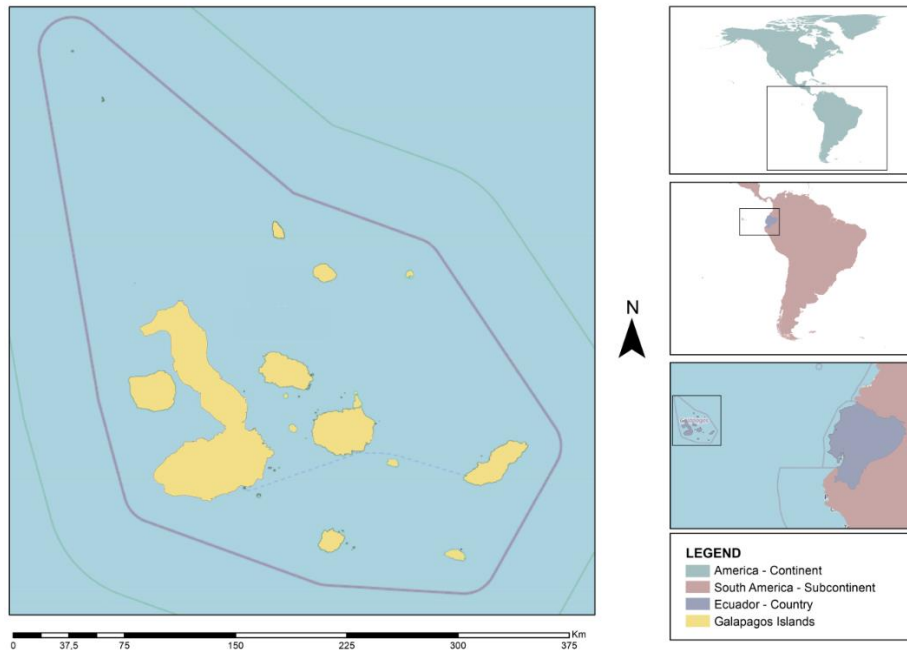


Figure 3.1. The geographic location of the Galapagos Islands (Ecuador)

3.2. Data collection

In order to achieve the proposed objectives, fieldwork was carried out in situ based on a survey that contained 18 questions grouped into three blocks: sociodemographic,

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characteristics of the trip, and motivation of visitors. The target population was national and international tourists over 18 years of age staying in the Galapagos National Park.

Several previously published research papers were reviewed to create the questionnaire. The sociodemographic aspects and characteristics of the trip were developed based on the study of Lee et al. (2018), using closed questions. The motivation questions were constructed based on Rid et al. (2014). These questions were measured on a 5-point Likert-scale, where 1 was “not important” and 5 was “very important”. The satisfaction and return to destination questions were based on the Kim and Park (2017). In the case of satisfaction, a five-point Likert-type scale was used, where 1 was “not at all satisfied” and 5 was “very satisfied”. In the case of return intentions, recommendation and saying positive things about the destination, a five-point Likert-type scale was used, where 1 means “totally in disagreement” and 5 “totally in agreement”. The Cronbach’s Alpha coefficient regarding the motivation items was equal to 0.86 (close to 1), which indicates that the instrument used to analyze the motivations was reliable for obtaining stable and consistent measurements.

Tourists were surveyed at “Mann Beach,” on the island of San Cristobal while doing recreational activities related to coastal and marine tourism. The data collection was carried out between the months of January and February 2019. The interviewers were university students who were previously trained by the authors of this research. A convenience sampling was used in the beach. The sample size was 407 valid questionnaires, collected on a finite population, considering that the Galapagos Islands received just 271,238 tourists in 2019 of these, 67% are of foreign origin, compared to 33% of national tourist arrivals. (Galapagos National Park, 2020). A margin of error of +/- 4.85%, a confidence level of 95% and a variation of 50% was proposed. The data collected were organized, tabulated, and analyzed through the SPSS program, version 22.

Factor analyses were used to reduce the number of variables and take into account less factors but without losing a large amount of information. The Varimax rotation was used to facilitate the interpretation of the data. Kaiser's criterion served to find the number of factors, where only factors with eigenvalues greater than one were considered. The KMO index and

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Bartlett's Sphericity test were used to determine if factor analysis was appropriate. Cronbach's Alpha coefficient was used to measure factor reliability and reliability for all items. In the second stage, the K-means grouping method was implemented, which is the most popular in tourism research to segment participants (Zografos & Allcroft, 2007). The significant differences between the mean values of the groups in relation to their motivations were evaluated by the Mann-Whitney U test. Finally, the Pearson's Chi-square test was used to explore the differences between the groups regarding satisfaction, intention to return, recommend and say positive things about the destination (Table 3.1).

Table 3.1. Research file

Geographic area	Galapagos Islands (Ecuador)
Population	National and foreign visitors
Completion date	January to February 2019
Process	Convenience sampling
Total population	271,238
Confidence level	95%
Error range	+/- 4.85%
Valid questionnaires	407

4. Results

The sample consisted of 15.7% foreign tourists and 84.3% national tourists. As for the origin, most were from Europe (38.6%). 55.8% were men, and 44% were women. Regarding their marital status, most of the tourists (59.2%) were single. The most representative age group was from 21 to 30 years old (42.15), followed by the group in the range of 31 to 40 years (35%). Concerning the level of education, most visitors had university studies with 62.9%, followed by those who had postgraduate, master, or Ph.D. studies, with 21.6%. About the professional activity, the larger group was composed of private employees with 30.7%. Finally, 26.3% traveled alone, and 26% with a partner (Table 3.2).

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Table 3.2. Sociodemographic aspects and characteristics of the visit

Demographics	Categories	N=407	%	
Origin	National	64	15.7	
	Foreign	343	84.3	
Origin by continent	North America	94	23.1	
	Europe	157	38.6	
	South America	122	30	
	Asia	25	6.1	
	Rest of the world	9	2.2	
	Gender	Man	179	44
	Woman	227	55.8	
Marital status	Single	241	59.2	
	Married	122	30	
	Other	36	8.8	
Age	<20 years old	23	5.7	
	21 - 30 years old	171	42.1	
	31 - 40 years old	142	35	
	41 - 50 years old	44	10.8	
	61 - 60 years old	18	4.4	
	>60 years old	8	2	
Level of education	Primary	11	2.7	
	Secondary	52	12.8	
	University	256	62.9	
	Postgraduate/Master/Ph.D.	88	21.6	
Professional activity	Student	105	25.8	
	Researcher / scientist	19	4.7	
	Businessman	64	15.7	
	Private Employee	125	30.7	
	Public Employee	58	14.3	
	retired	12	2.9	
	unemployed	8	2	
	Other	16	3.9	
	Who you visit with	Alone	107	26.3
		With family	72	17.7
With friends		75	18.4	
With a partner		106	26	
Other		46	11.3	

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4.1. Motivations of coastal and marine tourism

Factor analysis was carried out to extract six motivational dimensions. The analysis of the main component was used as the technique to reduce data. The Varimax rotation method was implemented to obtain a clearer interpretation of the factors, with very high or low factor loads. For the number of factors, the Kaiser criterion was used, where the factors having eigenvalues greater than 1 were taken into account. The six factors represented 63.75% of the total variance, this being a sufficient total variance value, due to that, if a factor with an eigenvalue of less than 1 was increased, this factor would not provide sufficient information to the model. Cronbach's Alpha for all the factors ranged from 0.640 to 0.852. The KMO index (Kaiser-Meyer-Olkin) was equal to 0.87 (close to 1), so the relationship between the variables was high, and factor analysis was very appropriate. In addition, the Bartlett Sphericity test for this case was significant (sig. <0.05), so it was advisable to perform the factor analysis. Table 3.3 shows the results.

Table 3.3. Factor analysis

Variables	Factor loads	Eigenvalues	% of Explained Variance	Cronbach's Alpha
Factor 1: Learning		6.938	28.908	0.762
Interest in myths & legends	0.775			
Learn traditional dances	0.751			
Interest in local handicrafts	0.722			
Nightlife	0.596			
Learn local languages	0.572			
Typical cuisine	0.513			
Factor 2: Heritage and nature		2.912	12.132	0.852
Importance of coastal & marine tourism	0.853			
Importance of tourism in natural areas	0.830			
Importance of history & culture	0.777			
Experience marine wildlife sites & national parks.	0.749			
Experience related to the coastal landscape	0.566			

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Factor 3: Sun & beach, and sports		1.864	7.767	0.785
Importance of swimming	0.770			
Importance of water sports	0.750			
Importance of sun-beach tourism	0.677			
To rest and relax	0.624			
Factor 4: Authentic coastal experience		1.262	5.257	0.796
Stay among the coastal population	0.761			
Strong feelings of experiences lived	0.725			
Share interesting experiences with the local population	0.629			
The lifestyle of the coastal population	0.541			
Factor 5: Novelty		1.236	5.149	0.640
To know the flora and fauna	0.733			
I want to see the things that I normally do not see	0.73			
For its tourist attractions	0.69			
Factor 6: Social interaction		1.088	4.532	0.653
To visit family and friends	0.808			
Safety and protection	0.520			
Total variance extracted (%)			63.746	
Cronbach's Alpha (Total)				0.863

According to the results of Table 3.3, the first factor was called “learning” and is the factor with the greatest explanatory capacity (28.91%) of the total variance. This first dimension was related to interest in myths and legends, to learn the traditional dances, for the interest in local crafts, nightlife, learning the languages, and for the local gastronomy, all of them characteristics closely linked to the identity of the destination. The second factor was called “heritage and nature,” and it gathered 12.13% of the total variance. This second dimension was related to the importance of coastal and marine tourism and tourism in natural spaces, for the importance of the history and culture of Galapagos, for experiencing sites of marine fauna and national parks, and for experiences related to the coastal landscape of Galapagos, factors related to the environmental sustainability of the destination. The third factor was

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called “sun & beach, and sports,” and comprised 7.78% of the total variance. This third dimension was related to the value given to swimming, water sports, sun and beach tourism, and resting. The fourth factor was called “authentic coastal experience,” and it included 5.28% of the total variance. This fourth dimension was related to staying among the coastal population, with strong feelings of the experience, sharing with the local population, and experiencing the lifestyle of the coastal population. The fifth factor was called “novelty,” and it included 5.15% of the total variance. This dimension was related to a tourist motivated by the Galapagos archipelago’s flora and fauna, by wanting to see the things that the visitor does not normally see and its tourist attractions, both natural and cultural. The sixth factor was called “social interaction,” and comprised 4.53% of the total variance. This dimension was related to a visitor motivated by visiting family and friends, and for security and protection.

4.2. Segmentation of coastal and marine demand

A non-hierarchical K means cluster analysis was carried out, under the criterion of maximizing the variance between typologies and minimizing the variance within each typology. The best solution that met the criteria established two conglomerates. Non-parametric tests have been used to know the difference between the means of the clusters, which do not need to fulfill the assumption that the population follows a normal distribution and are more used for ordinal and Likert scale data. The Mann-Whitney U test was used to know if the comparative means of the conglomerates were not equal. All the variables were significant at 5%, so the averages of the motivational variables of the two conglomerates were not equal. (Table 3.4).

Table 3.4. Segmentation of the demand

Variables	Cluster 1: Multiple motives	Cluster 2: Eco- coastal	Mann- Whitney U	Sig.
Importance of tourism in natural areas	4.3	3.4	13549.0	0.000
Importance of history & culture	4.3	3.2	10881.5	0.000
Importance of coastal & marine tourism	4.3	3.3	12664.0	0.000

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Experience marine wildlife sites & national parks.	4.4	3.8	15262.0	0.000
Experience related to the coastal landscape	4.3	3.5	12979.0	0.000
Share interesting experiences with the local population	4.2	2.9	7852.0	0.000
Stay among the coastal population	4.2	3	8544.0	0.000
Strong feelings of experiences lived	4.4	3.4	10843.0	0.000
Typical cuisine	4.4	3	7585.0	0.000
The lifestyle of the coastal population	4.3	2.9	7004.0	0.000
Learn traditional dances	3.9	2.2	6469.0	0.000
Learn local languages	4	2.3	7100.5	0.000
Interest in myths and legends	4.3	2.5	5593.5	0.000
Interest in local handicrafts	4.2	2.7	6473.0	0.000
Importance of sun-beach tourism	4.5	3.4	10997.5	0.000
Importance of swimming	4.5	3.5	10935.0	0.000
Importance of water sports	4.3	3.6	12898.5	0.000
To rest and relax	4.6	3.7	13082.0	0.000
Safety and protection	4.5	3.6	12254.0	0.000
I want to see the things that I normally do not see	4.5	4	15936.0	0.000
To visit family and friends	4	2.4	10006.5	0.000
Nightlife	4	2.6	10482.5	0.000
To know the flora and fauna	4.4	3.9	15229.5	0.000
For its tourist attractions	4.4	3.7	14639.5	0.000

As shown in Table 3.4, the first group was formed by tourists who have high motivation in all motivational variables, which is why this segment has been called “multiple motives.” These tourists visited the destination for learning, for heritage and nature, for the sun and beach, for sports, for an authentic coastal experience, for novelty and social interaction. The second group was made up of tourists who have high motivation for experiencing marine wildlife sites and national parks, for wanting to see things they normally do not see, and for knowing the Galapagos archipelago’s flora and fauna, factors related to the environmental sustainability of the destination, receiving the name of “eco-coastal.” This segment is related to the dimensions “heritage and nature” and “novelty.”

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4.3. Relationship between the segments with satisfaction

To know the relationship of the two segments with tourists' satisfaction, the Chi-square test was implemented. In addition, a Likert-scale of 5 points was used, where 1 was a little satisfied, and 5 was very satisfied. Table 3.5 shows the results.

Table 3.5. Relationship between the segments with general satisfaction

Variable		Multiple motives	Eco-coastal	Total	Chi-square	sig.
		%	%	%		
General satisfaction	1	0.4	3.8	2.0	25.503	0.000
	2	0.9	7.7	3.9		
	3	8.0	14.8	11.1		
	4	34.4	26.4	30.8		
	5	56.3	47.3	52.2		
Total		100.0%	100.0%	100.0%		

As can be seen in Table 3.5, there is a relationship between the segments and the satisfaction of tourists ($p < 0.05$), so that the segment "multiple motives" has 56.3% of tourists with a high level of satisfaction, while the "eco-coastal" segment has 47.3% of tourists with high satisfaction, so the segments with higher motivation levels have higher levels of satisfaction in a coastal and marine destination.

4.4. Relationship between the segments with the intention to return, recommend and say positive things about the destination

To know the relationship between the two segments with the intention of returning, recommending, and saying positive things about the destination, the Chi-square test was implemented. In addition, a Likert-scale of 5 points was used, where 1 was a little, and 5 was a lot. Table 3.6 shows the results.

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Table 3.6. Relationship between the segments with the intentions of returning, recommending and saying positive things about the destination

Variables		Multiple motives %	Eco-coastal %	Total %	Chi-square	sig.
I have the intention to return to this destination	1	5.8	12.1	8.6	31.996	0.000
	2	4.9	11.0	7.6		
	3	8.0	21.4	14.0		
	4	25.4	18.7	22.4		
	5	55.8	36.8	47.3		
Total		100.0	100.0	100.0		
I have the intention to recommend this destination	1	1.3	3.3	2.2	25.835	0.000
	2	1.8	11.5	6.2		
	3	5.8	8.8	7.1		
	4	28.1	15.4	22.4		
	5	62.9	61.0	62.1		
Total		100.0	100.0	100.0		
When I talk about this destination, I will say positive things	1	0.4	3.3	1.7	11.997	0.017
	2	0.9	4.4	2.5		
	3	8.5	8.8	8.6		
	4	23.2	16.5	20.2		
	5	67.0	67.0	67.0		
Total		100.0	100.0	100.0		

As can be seen in Table 3.6, there is a relationship between the segments and the intentions of returning to the destination ($p < 0.05$), so that the segment “multiple motives” has 55.8% of tourists with a high level of intentions to return to the destination. The segment “eco-coastal” has 36.8% of tourists with high intentions of revisiting this place. Therefore, the segments with higher levels of motivation have higher levels of intentions to return to the coastal and marine destination.

Moreover, there is a relationship between the segments and the intentions to recommend the destination ($p < 0.05$), so that the “multiple motives” segment has 62.9% of tourists with a high level of intentions to recommend the destination. The segment “eco-coastal” has 61%

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of tourists with high intentions to recommend it as well. Therefore, the segments with higher levels of motivation, have higher levels of intentions to recommend the destination.

In addition, there is a relationship between the segments and the probability of saying positive things about the destination ($p < 0.05$), so that the segment “multiple motives” has 67% of tourists with a high level of speaking favorable things about the destination. Similarly, the segment “eco-coastal” has 67% of tourists with high levels of saying positive things about the place, which indicates the great potential of a destination when it has a wealth of nature and culture.

5. Discussion

Six motivational dimensions have been found in the Galapagos archipelago coastal and marine destination. The first one is “learning,” like in similar studies (Rid et al., 2014; Ekonomou et al., 2014). The second is “heritage and nature,” also highlighted in other studies on coastal and marine tourism (Carvache-Franco et al., 2018; 2020b; Ekonomou et al., 2014; Kassean & Gassita, 2013; Ramseook-Munhurrun et al., 2018; Queiroz et al., 2014; Rid et al., 2014;). “Sun & beach, and sports” constitutes another motivational dimension in our case, analogous to other studies (Carvache-Franco et al., 2018; Ekonomou et al., 2014; Güzel, et al. 2020; Kassean & Gassita, 2013; Koutra & Karyopouli, 2013; Rid et al., 2014; Sastre & Phakdee-Auksorn, 2017), although this study adds the active component of sports. “Authentic coastal experience” constitutes the fourth motivational factor found, similar to previous studies in the field (Carvache-Franco et al. 2020b; Kassean & Gassita, 2013; Rid et al., 2014). The fifth dimension is the “Novelty” and as the last motivation in this destination is the “Social Interaction”, which Kassean and Gassita (2013) found together, although other scholars separated them in two (Saayman et al., 2009), or only highlighted one of them as a relevant motivator (“novelty” in the study of Jeong, 2014).

In terms of motivations for visiting the Galapagos archipelago, the main contribution offered by this research is to have found a group of six dimensions that, in a marine reserve, gather the motivations of tourists to visit this type of coastal and marine destination. In addition, it has been found “sun & beach and sports” as a single dimension. It indicates that

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in a coastal and marine destination, that is a marine reserve, it is possible to find tourists who, in addition to going for the sun and the beach, also go with the desire to practice water sports such as snorkeling, diving, sailing, swimming or surfing. Another interesting contribution in the specific case of the Galapagos archipelago has been the relevance of two motivational factors, such as “learning” and “heritage and nature,” that capture characteristics closely linked to the identity of the destination and its environmental sustainability.

Regarding demand segmentation, the results show two groups of tourists. The first segment is called the “multiple motives,” like in other coastal and marine destinations studies (Caber et al., 2016; Carvache-Franco et al., 2020a; 2020b; Lee et al., 2018; Rid et al., 2014; Rudež et al., 2013). The second segment is called “eco-coastal,” similar to groups of tourists also found in previous research (Carvache-Franco et al., 2018; 2019; 2020a; Lee et al., 2018; Onofri & Nunes, 2013; Rid et al., 2014; Valls et al., 2018).

The contribution of the present study, in this case, is that in coastal and marine destinations that constitute protected areas, like the Galapagos archipelago, the “multiple motives” segment includes the “sun and beach” segment. On the contrary, in other coastal and marine destinations that are not marine protected areas; tourists seeking only the “sun and beach” normally constitute a separate group (Carvache-Franco et al., 2018; 2019; 2020a; 2020b; Ekonomou et al., 2014; Onofri & Nunes, 2013; Rid et al., 2014; Valls et al., 2018). This means that the “sun and beach” motivation does not appear to be as prominent in protected areas as it is in other coastal and marine destinations. Regarding the “eco-coastal” segment in a marine reserve destination, this group is highly motivated for experiencing marine wildlife sites and national parks, living unique experiences, and for knowing their flora and fauna, which indicate a high attraction for natural and cultural attractions in marine environments, as well as their sustainability.

“Multiple motives” was the segment with the highest satisfaction and also the one that had the greatest intention of returning, like in previous works (Hasan et al., 2019). Prayag (2012) also established three aspects that would improve the intention to return to a destination: natural environment, the reputation, and kindness of people being these factors highly valued

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for the “multiple motives” segment in this research. Likewise, our “multiple motives” are also attracted to the beach and local people, like in the study of Sangpikul (2018), who recognized their importance for loyalty. For Goffi et al. (2019), sustainability affects satisfaction, which is another relevant conclusion that emerged from our results. All these implications show that in a coastal and marine destination, satisfaction is related to the loyalty of the segments found.

6. Conclusions

Coastal and marine tourism offer a variety of alternative activities to the sun and beach tourism, which opens a set of opportunities for service providers to develop a portfolio of products according to the demand found. The present study in the Galapagos archipelago, which is a marine reserve of global importance, brings empirical results that contribute to the scientific literature on this subject that until now is scarce.

In a destination that has the characteristic of a marine reserve, the motivational dimensions are mostly related to nature and culture. The most relevant ones were “learning” and “heritage and nature,” which show the importance of its coastal community, its endemic fauna in its natural state, and its varied marine and coastal flora, elements closely linked to the identity and environmental sustainability of this destination. The “sun and beach” factor does not appear as a motivator by itself nor as a demand segment, meaning that the beach in this kind of destination is more valued by its natural wealth, for doing sports, and other coastal activities, different from those linked to traditional coastal and marine destinations, where the natural resources are not so relevant. Thus, the type of tourists attracted is also different, being possible to differentiate two generic types, the “multiple motives” and the “eco-coastal,” but both of them are highly encouraged by activities related to enjoying nature, the local culture and heritage, showing their motivation by the environment, the culture, and their preservation.

The results show that there is a relationship between the types of tourists and their satisfaction and loyalty, meaning that tourists with higher levels of motivation, also have higher levels of satisfaction and intentions to return. Both demand segments showed also a

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high satisfaction and loyalty, although the “multiple motives” exhibited an even better percentage of satisfied and loyal tourists. This result could mean that the more generic tourist, perhaps also the less demanding one, is the most satisfied with the varied offer of activities and features provided by the destination where nature, environment, and culture are the main attractors. In the case of the “eco-coastal” tourists, their satisfaction and loyalty were also high, but perhaps their more focused orientation towards certain activities made them more demanding or have a higher expectancy about what they were going to find in the destination.

Besides these academic contributions, this research has also practical implications. This study will help tourism service providers to adapt their offer and products according to the characteristics of the demand found. This kind of destination does not attract the traditional “sun and beach” tourists, who want to rest on the sand and enjoy the sun, but on the contrary, it appeals to a tourist highly motivated by environmental and cultural aspects of the territory, with a predisposition to participate in authentic experiences, not contributing to change them as a consequence of the touristic activities in which they are involved. A tourist product that sells this image of preservation and respect for the environment and the culture, that allows tourists to be involved in activities on the coast and to enjoy the beach, but also to practice sports, like surfing, diving, and fishing, would be highly appreciated, as well as environmental education, experiencing the local lifestyle, knowing the culture, the crafts of the area, and its flora and fauna. Likewise, tourists should be involved in environmental conservation programs feeling part of the sustainability of the destination.

This work, however, is not exempt from limitations. For example, the temporality in which it was carried out could imply differences in the demand if longitudinal data could be collected. It would be also very important to develop studies on the image of these coastal and marine destinations, which will constitute a research line for the future.

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CAPÍTULO 4

Motivación y Segmentación del turismo costero y marino aplicada a un destino costero con características deportivas (Ciudad del surf)

Capítulo 4. Motivación y segmentación del turismo costero y marino aplicada a un destino costero con características deportivas (Ciudad del Surf)

Capítulo 4. Motivación y Segmentación del turismo costero y marino aplicada a un destino costero con características deportivas (Ciudad del surf)

Empirical paper

“Segmentation of foreign tourist demand in a coastal marine destination: The case of Montañita, Ecuador”

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Capítulo 4. Motivación y segmentación del turismo costero y marino aplicada a un destino costero con características deportivas (Ciudad del Surf)

Segmentation of Foreign Tourist Demand In A Coastal Marine Destination: The Case Of Montañita, Ecuador

Abstract:

Demand segmentation at coastal destinations contributes to the commercialization of locations in order to create products and services in accordance with each of the groups found. Ecuador is located in South America, and on its coast is the province of Santa Elena, where the Montañita Commune is located. This spot has been designated as a "Surf City" and constitutes a popular area visited by foreign tourists. Recreational activities related to sun and beach holidays take place here, and water sports such as surfing and parasailing are popular. This study aims at identifying the different segments of demand of foreign tourists in this coastal marine destination in terms of their motivational dimensions. To do so, an empirical work herein has been undertaken on-site, using a questionnaire and applying a factorial analysis as a multivariate technique. The results show the existence of three motivational dimensions: "Water Sports and Social Visits", "Ecotourism", and "Sun and Beach". According to the motivation schemes, four typologies of foreign tourists have been identified. First, "Eco-coastal Tourists" who visit the destination motivated by climate, sand and contact with nature. Second, "Indifferent Tourists" with low scores in almost all motivation criteria and who are not clearly related to any of the three dimensions identified. Third, "Water Sports Tourists" who visit the destination motivated by surfing and who enjoy the sun and the beach. Forth, "Sun and Beach Tourists" who visit the destination and are mainly motivated by rest and relaxation together with sun and beach criteria. The importance of this research lies in its contribution to the understanding of the characteristics of the different clusters of foreign tourists with regard to the motivational dimensions involved in this type of tourism.

Keywords: Segmentation, demand, motivations, coastal marine, Ecuador.

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1. Introduction

The traditional beach holiday remains a contemporary mass tourism phenomenon (Bramwell, 2004), although it is not completely stable and involves some remarkable changes. For example, Poon (1993) recognised a shift from the stereotypical 3-S (Sun, Sand and Sex) tourist to an increasingly sophisticated and demanding tourist, who is looking for more than just rest and relaxation. Therefore, the recreational use of the coast and the sea are destined to grow in the future (Orams & Lück, 2013), and it is crucial to undertake studies to better understand this kind of tourism and obtain positive economic consequences for companies in this sector and for the region. Marine Tourism includes those recreational activities that involve traveling far from the visitor's place of residence and in which the marine environment acts as a host or focus (Orams, 1999, p.9). Marine Tourism now extends beyond beach activities to a wide spectrum of activities, such as scuba-diving and snorkelling, windsurfing, jet skiing, fishing, sea kayaking, visits to fishing villages, marine parks and aquariums, sailing and motor yachting, maritime events and races, as well as to the cruise ship industry, to mention a few (Lück, 2007). Coastal Tourism is also a factor, which currently includes a wide variety of activities: sports (beach volleyball, coastering, surfing, kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature based and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteer and educational activities (beach clean-ups, invasive weed eradication, species counts, language schools, museums) (Orams & Lueck, 2016a). In many cases, Coastal Tourism is closely linked to Marine Tourism. The coastal area is a point of departure and return for most Marine Tourism activities, such as sailing, scuba diving, cruising, deep sea fishing, and whale watching (Orams & Lueck, 2016b).

In the field of tourism, motivations have been considered as basic criteria for market segmentation in many previous empirical investigations (Kozak, 2002; Jang et al., 2002; Garcia & Gallard, 2002; Frochot, 2005; Kau & Lim, 2005; Oom & Moço, 2007; Gonzales & Molina, 2007; Ferreira et al., 2010; Prayag, 2012; Srihadi et al., 2016). The main motivations of Sun and Beach tourists are rest and recreation, as they are included in Leisure Tourism (Martínez, 2001; Rivas, 2004; Bigné et al., 2007). In the same manner, for González et al.

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(2006) the main motivations of Sun and Beach tourists were rest and relaxation, followed by fun and entertainment. Also, in a more recent work, Carvache-Franco et al. (2018) stated that resting, enjoying the beach and the sun, and enjoying local gastronomy and nightlife, constituted motivational aspects for this kind of tourists. In another study, Prebensen et al. (2010) used two motivational dimensions in Sun and Beach destinations: body-related (*The Body* - sun and warmth-related motivations, and fitness and health-related motivations), and mind-related (*The Mind* - culture and nature-related motivations, and escapism-related motivations).

With respect to motivations in Coastal Marine destinations, Kozak (2002), in a study on tourist trips to Mallorca (Spain), revealed reasons such as culture, pleasure / fantasy, relaxation and physical motivations. Molera and Abaladejo (2007) identified five main reasons for traveling to Murcia (Spain), nature and tranquillity, physical and cultural activities, family, travel characteristics, and rural life. In addition, the study of Saayman et al. (2009) found five travel motivation factors for Marine destinations in South Africa, escape and relaxation, destination attractiveness, socialization, personal attachment, site attributes and trip features. In another study on this topic, Kruger and Saayman (2010) found six reasons that motivated tourists visiting the Tsitsikamma National Park in the Indian Ocean in South Africa, which comprised seeking knowledge, nature experience, photography, escape and relaxation, park attributes and nostalgia. In another study on Coastal Marine destinations, Van Der Merwe et al. (2011) discovered four motivational factors, destination attractiveness, escape and relaxation and the use of time and personal attachment.

On the other hand, market segmentation offers a competitive advantage to users, as its importance lies in the fact that most resources should not be wasted in trying to cover the entire market with no clear objective (Woodside & Martin, 2008). This process aids the efficient use of resources. According to Ho et al. (2012), market segmentation represents the decisive criterion in determining which client groups should be contacted. Regarding this issue, Middleton et al. (2009) pointed out four of the most commonly-used segmentation criteria: demographic, geographical, behavioural and psychographic. As such, the segmentation of heterogeneous tourists according to their motivations allows tourism

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providers to create products and services preferred and valued by destination markets (Lee et al., 2004). It is therefore also important to consider that tourist service providers at a destination must understand their visitors' needs and desires in order to better manage the resources of the destination and attract different groups of tourists (Pesonen, 2012). The more information there is about the market and the segments that comprise it, the easier it is to design products or services that can satisfy customers (Pulido-Fernández & Sánchez-Rivero, 2010; Meirino et al., 2016). Tourist visits to Sun and Beach destinations are multipurpose, as the tourists combine beach-based attractions with activities in other places of interest located at the destination (Bujosa et al., 2015), which reveals the importance of segmenting this demand.

Within this framework, there are also studies on the segmentation of demand related to Coastal Tourism. Moscardo et al. (2001), who conducted a study on three European tourist destinations, identified three different segments, *Eco-coastal*, *Active Beach*, and *Passive Seaside* tourists. The first group was characterised by the high scores given to activities, such as increasing contact with and knowledge of the natural environment, looking for cultural experiences and those aspects related to ethnic tourism, as well as to activities and experiences in national parks, forests, lakes, rivers and mountains. Garcia and Gallard (2002) in their study "Segmentation of the Tourist Market according to the Environmental Preferences" found five segments: *Unsatisfied*, *Elderly Travellers*, *Satisfied Travellers who Return*, *Beach Lovers*, and *Tranquillity Lovers*. Within this scheme, Gonzales and Molina (2007) in their work "The Segmentation of Spanish Tourist Demand", found four clear segments: *Average and Long-distance Tourism*, *Inland Family Tourism*, *Active Coastal Tourism*, and *Sun and Beach Family Tourism*. Ferreira et al. (2010) in their study "The Post Hoc Segmentation of the Spanish Tourist Market. Application of the Cluster Analysis in Two Stages", encountered five clusters: *Culture Seekers*, *Culture seekers oriented by Low Prices*, *Sun and Tranquillity Seekers*, *Sun and Night Lovers*, and *Night Lovers oriented by Low Prices*. Another interesting study is that of Srihadi et al. (2016), who identified four segments that are outlined as follows: *Culture Interest Shopaholics*, who are foreign visitors interested in exploring different cultures and experiencing local way of life. *Sporty Culture Explorers*

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enjoy meeting new people, and like to spend time with their friends. Visitors that belong to this segment do regular physical exercise, they like outdoor sporting activities, and prefer to spend their weekends away from home. *Aspiring Vacationer Visitors* have little interest in shopping for products when traveling abroad and take scant enthusiasm for taking part in outdoor sports activities while travelling. Finally, *Want-everything Vacationers* are enthusiastic about exploring a different culture. They go to museums, visit historical places, see local festivals or cultural performances, and enjoy outdoor sporting activities when they travel abroad. They also enjoy local cuisine, meeting new people, and experiencing the local way of life. Rudež et al. (2013) in their study on Portorož (Slovenia) found four segments, *Friend-oriented Visitors*, who are interested in walking around, eating, nightlife and swimming; *Well-being Visitors*, who are fond of aquatic sports, spas, events, tennis, golf and casinos; *Curious-passive Visitors*, who were more likely to walk around, eating, visiting historic locations, nightlife and shopping; and *Multifarious Visitors*, who wanted to walk around, and who liked eating and visiting historic and cultural places. Onofri and Nunes (2013) however, in their worldwide Coastal Marine study, found two segments of tourists: *Greens*, who choose a coastal destination because they have a strong preference for cultural and natural environments; and *Beach Lovers*, who have a marked preference for the beach. Finally, according to Prayag (2012), the aspects that improve the intention to return and recommend a tourist destination, which could be also used as a criterion for segmentation, involve the natural environment, reputation and the friendliness of people.

Montañita currently receives an important flow of international tourists, as it is the main surf destination in Ecuador, but the different demand segments that visit this site are unknown, and this is information necessary to enable the community to design products according to the different characteristics of these segments. As such, the aim of this article is to carry out an analysis of segmentation based on the motivation of foreign tourist demands, while establishing the different sociodemographic characteristics of each group.

This work is structured as follows. After the introduction, the second section describes the study. The third section presents the methodology of the research. The fourth section shows

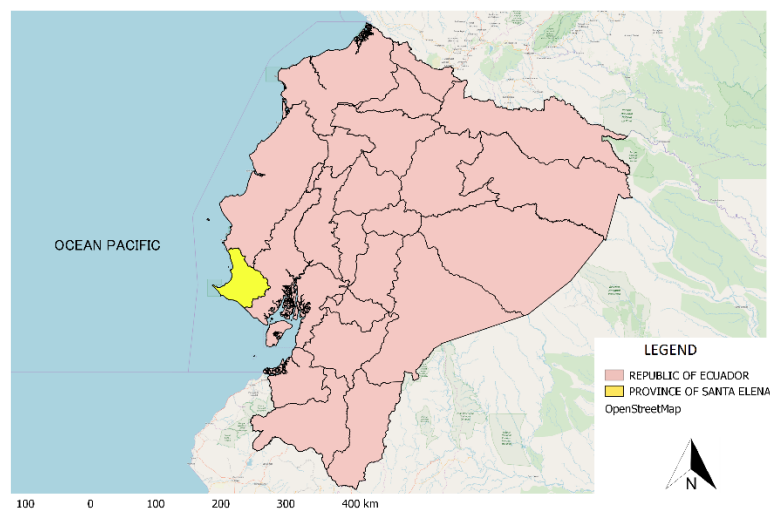
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the results and a discussion of them. The article ends with the conclusions and the bibliography used.

2. Area of study

Ecuador is located in South America. According to the Ministry of Tourism, MINTUR (2018), 1,617,914 international tourists visited Ecuador in 2017, while in 2016, there were 1,412,718 international tourists. With respect to non-oil exports, the tourism sector ranks third after bananas and shrimp. According to MINTUR (2018), during 2017 revenues in foreign currency for travel and passenger transport totalled 1,204.5 million dollars, an increase of 12% when compared with the previous year.

This country has four natural regions: the inter-Andean or sierra region, the littoral or coastal region, the Amazon region and the Insular or Galapagos region. Each region has natural and cultural attractions with their own characteristics. Specifically, the coastal region has beautiful beaches where recreational and sports activities take place. To the west of Ecuador lies the Province of Santa Elena, with its important natural and cultural resources that attract many visitors. This province is the home of Manglaralto, the site of the Commune of Montañita. This site is 200 km from the city of Guayaquil, and is connected for overland travel via the "Jaime Roldós Aguilera" bus station in Guayaquil or by air from "José Joaquín de Olmedo International Airport". (Figure 4.1)



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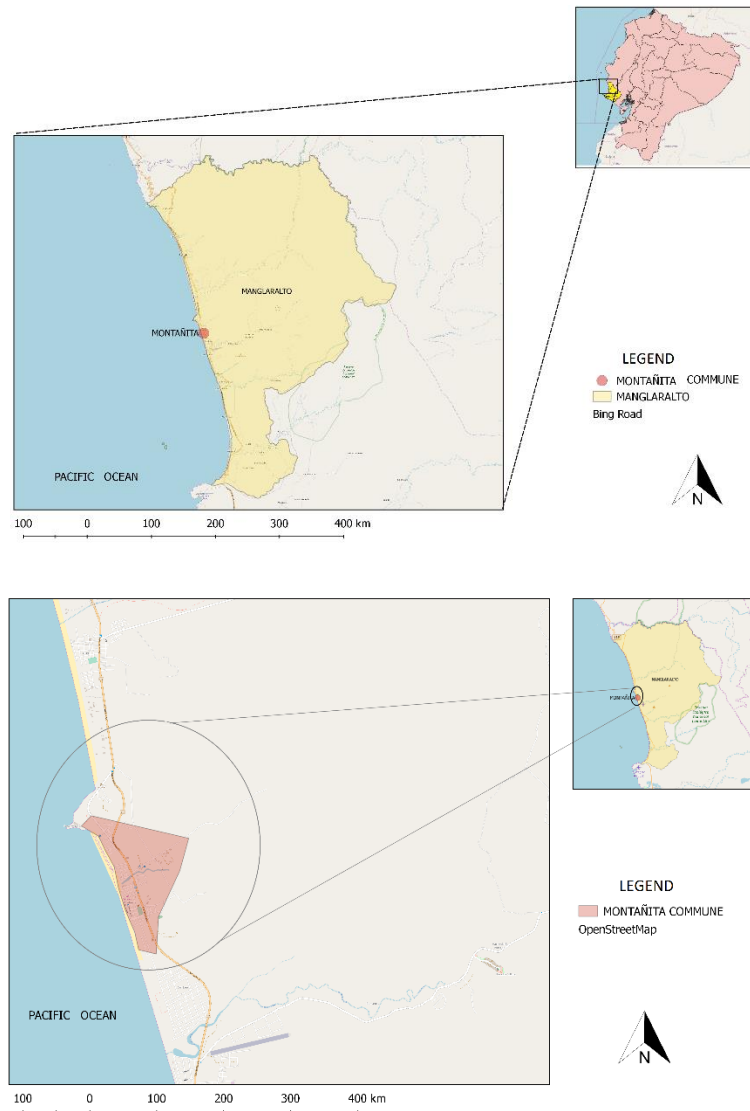


Figure 4.1. The Geographical location of the Montañita Commune (Santa Elena, Ecuador)

Elaborated by: The authors using QGIS software

Foreign and national tourists arrive in Montañita throughout the year. The area features constructions of a modern style that merge into the surroundings but which use materials and finishes of wood and cade (juniper tar), lending a pleasant, cosy atmosphere that is in keeping with the theme of surfing and beach-related activities. The destination has hotels, restaurants offering local and international cuisine, as well as beach clothing stores, handicrafts and

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surfboard rental businesses. In the 60s, foreign tourists arrived at the destination to enjoy the location's excellent waves and agreeable climate.

In this context, the Montañita Commune, more than a destination for Sun and Beach Tourism, could be considered as a place for Coastal Marine Tourism, as the destination is an attractive place where sports activities such as parasailing and mainly surfing in all its forms take place. The commune was declared a "Surf City" in 2016 by the World Cities Surf Network (WCSN), due to its natural and cultural attractions. Montañita was the 11th city to be included into this worldwide association, and the 3rd in South America, (locations in Chile and Brazil also make up the group) (Ministry of Tourism, 2016).

The first International Surfing Championship to be held in Ecuador was held in Montañita in 1988. After this important event Montañita became an annual event location of the Latin American Circuit (ALAS) for the Ecuador REEF CLASSIC, and was the location for the first ISA MASTER'S World Championship in April 2013. Its waves are ideal for competitions in the Open, Long Board and Junior categories. This sport has fostered a variety of events in the area, which means that foreign tourists visit the area during the entire year to have fun and enjoy its rich seafood cuisine, its crafts and its nightlife.

The waves at this destination reach 3 metres in height, in a long, clean rideable section that forms a tube, and which at mid or high tide has well-formed faces that enable riders to perform a wide range of moves. Surfing enthusiasts are attracted by the temperature of the water and the high swell, as well as its point-break and beach-break, which are well-renowned among surfers. The main tourist activities in this destination currently involve enjoying the sun and beach, relaxing, nature watching, visiting local communities, horse-riding to nearby communities, ecotourism, surfing, parasailing, snorkelling, canyoning and trying out local cuisine. Tourists also take part in other activities, such as learning languages, buying handicrafts, enjoying the nightlife, cycling, playing beach volleyball, rollerblading, watching musicians on the street, watching fire jugglers and attending concerts.

The community of Montañita works in tourism, hotels and bars, at equipment rental venues for water sports, giving surf lessons and in parasailing rental businesses, on fruit juice

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stands and in beach clothing stores. The "Montañita Association of Surf Schools" is a legally-founded organisation that comprises over 14 surf schools. Montañita is close to tourist sites where several activities can be completed on the same day, such as horse-riding in Dos Mangas, whale watching and visiting communities in Puerto López, parapenting in Valdivia, diving in Ayangué, visiting the communities of Libertador Bolívar, Manglaralto, Olón and ecotourism in Ayampe.

3. Methodology

The data for this study was collected through a questionnaire based on previous works on tourism demand segmentation (Moscardo et al. 2001; Garcia & Gallard, 2002; Gonzales & Molina, 2007; Ferreira et al., 2010; Prayag, 2012; Onofri & Nunes, 2013; Rudež et al., 2013; Srihadi et al., 2016). In order to analyse the reliability of the measurement instrument the Cronbach's Alpha Index was used, which reached 0.611, as an acceptable value for being equal to or greater than 0.6 (Huh et al., 2006). In order to analyse the validity of the construct and ensure that the measurements of the questionnaire could be considered and used as a means with which to calculate the phenomenon, a factorial analysis of its principal components and Varimax Rotation was used, obtaining a KMO Index (Kaiser-Meyer-Olkin) that was close to 0.7, indicating its appropriateness for the analysis (Ma & Liu, 2011). A significant Bartlett Sphericity Test was also obtained, and as such the construct is valid. A pilot test was also conducted with 30 surveys that were used to validate the questionnaire and correct it.

The fieldwork was undertaken between September and October 2015, the questionnaire used consisted of 24 questions, and was organized into three sections. In the first section we obtained the sociodemographic information of foreign tourists, the second section was focused on the characteristics and tourist motivations of the trip made, and in the third section the survey concerned the appreciation of tourist services in the destination. The questionnaire was drafted in both English and Spanish, the target population of study were foreign tourists over 18 years of age. These surveys were carried out by students from ESPOL, the University of Guayaquil city in Ecuador, who were appropriately trained by the authors of this study.

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Foreign tourists were surveyed in the areas of Montañita beach, these subjects filled out the survey independently and the interviewers were on hand to deal with any queries.

In order to obtain results related to the study, a combination of question techniques was used: closed-ended, multiple-choice questions and questions with a 5-point Likert scale, 1 being low and 5 being high. These were used to assess the opinion of tourists. Due the infinite size of the population, and given that no official study has been made of the number of foreign tourists visiting the destination, the determination of the sample was obtained from the equation for estimating proportions of populations of this type. Population variability has been estimated at 50% ($p = q = 0.5$), which is a value widely used in social research. 430 questionnaires were used, of which 408 were valid, this being the sample size, with a margin of error of $\pm 4.85\%$, and a confidence level of 95% (Table 4.1).

Tabla 4.1 Research Overview

Population	Foreign tourists
Geographical area	Province of Santa Elena. Montañita (Ecuador)
Period of implementation	September to October 2015
Procedure	Simple random sampling
Level of confidence	95%
Error Margin	$\pm 4.85\%$
Valid Questionnaires	408

In terms of the analysis procedure, a factorial analysis was carried out that reduced the number of variables to just a few factors. The principal component analysis has been used as a technique for data reduction and the Varimax Rotation Method was applied in order to obtain a clearer interpretation of the factors. The KMO (Kaiser-Meyer-Olkin) Index and the Bartlett Sphericity Test were used to determine if the application of factor analysis was appropriate. The Kaiser Criterion was used to choose the number of factors. Demand segmentation of demand was undertaken through a non-hierarchical K-means Cluster Analysis with post hoc analysis to ensure that the means of the groups found were not equal. A discriminant analysis was also carried out in order to validate the number of clusters used in the analysis. A chi-square significance contrast was also calculated to help improve our

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understanding of the relationship between the four groups with those other variables that were relevant in the analysis.

The data collected in this investigation was organized, tabulated and analysed using the SPSS program, Version 22. The data was processed using univariate and bivariate statistical tools, among others. Finally, multivariate testing techniques (cluster analyses) were used to find the different demand segments.

4. Results and discussion

The sample consisted of foreign tourists from the following continents: South America 35%, Europe 31%, North America 24%, Australia 5% and other countries 5%. One of the main objectives of this investigation was to determine what attracts foreign tourists to Montañita. To this end a 5-point Likert Scale was designed, 1 being low and 5 being high, as values used to determine the relative importance of several factors pertinent to visiting this destination. The Cronbach Alpha coefficient is 0.611, which indicates an internal consistency above the recommended minimum value of 0.6 for studies of this type.

4.1. Factorial analysis

A factorial analysis has been made that extracted three motivational dimensions that applied to tourists who visit Montañita. Principal component analysis has been used as a technique for data reduction. The Varimax Rotation Method was used to obtain a clearer interpretation of the factors, so that each possessed only very high or low factor loads. The Kaiser criterion was used to choose the number of factors, where only the factors with their own values (eigenvalues) of over 1.00 were considered.

Three factors are part of the solution and represent 56.64% of the total variance, this being sufficient total variance value, as according to the Kaiser criterion, increasing a factor that has a value of less than 1 does not provide enough information for the model, thus increasing the total variance a little more. Results are shown in Table 4.2.

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Tabla 4.2. Factorial Matrix of Rotated Components

Items	Components			Factors
	1	2	3	
Parasailing	0.736			Factor 1: Aquatic Sports and Social Visits.
Other Motivations	0.67			
Visiting Family and Friends	0.646			
Surfing	0.508			
Visiting the Community		0.872		Factor 2: Ecotourism
Contact with Nature		0.797		
Sun and Beach			0.715	Factor 3: Sun and Beach
Night Life			0.688	
Rest and Relaxation			0.677	
Eigenvalues	2.27	1.592	1.235	
% variance explained	25.22	17.69	13.76	
% variance cumulative		56.64		
KMO		0.651		
Barlett's Sphericity Test	Chi- square= 504.748, sig = 0.000			
Extraction Method: Principal component analysis. Rotation Method: Varimax with Kaiser				

According to the results of Table 4.2, the KMO (Kaiser-Meyer-Olkinis) is close to 0.7, and as such a factor analysis is appropriate. Barlett's Sphericity Test is also significant, meaning that factor analysis should be applied. The first factor was named "Aquatic Sports and Social Visits" and this is the factor with the greatest explanatory capacity (25.22%) of the total variance. This first dimension is related to tourists who are very interested in sports (parasailing and surf), visiting relatives and friends, and other motivations. The second factor was named "Ecotourism" and is responsible for 17.69% of the total variance. This second dimension is related to tourists motivated by contact with nature and experiencing the community's culture. The third factor was named "Sun and Beach" and comprises 13.76% of the total variance. Finally, this third dimension is more related to a tourist motivated by enjoying the sun and the beach, nightlife, and rest and relaxation.

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4.2. Segmentation

The study of motivations provides evidence to establish demand segmentation. We conducted a non-hierarchical K-means cluster analysis, due to the sample size. Several successive iterations (from two to five) were performed. The results were compared so as to identify the most appropriate number of clusters. The solution of 4 conglomerates would seem to be the most adequate.

4.3. Discriminant analysis.

A discriminant analysis was performed to validate the analysis of the 4 conglomerates. The analyses examined the differences between the 4 clusters and the variables that differentiate these groups. This analysis also calculates the degree to which respondents were correctly classified. Three canonical discriminant functions were calculated and found to be statistically significant. Function 1 explained 52.7% of the variance (auto value = 2.733, Wilks' Lambda = 0.055, $\chi^2 = 1159.610$, $gl = 27$, Sig. = 0.000). Function 2 explained 30.2% of the variance (eigenvalue = 1.568, Wilks' Lambda = 0.206, $\chi^2 = 632.089$, $gl = 16$, Sig. = 0.000). Function 3 explained 17.1% of the variance (eigenvalue = 887, Wilks' Lambda = 0.530, $\chi^2 = 254.394$, $gl = 7$, Sig. = 0.000). In total, 94.6% of the cases were correctly classified. These results indicate that all 4 groups were classified satisfactorily.

4.4. Post hoc analysis.

The F-statistic in ANOVA has allowed us to confirm that the averages compared are not equal, however it does not allow us to calculate the difference between one mean and another, and as such, a post hoc analysis was applied. The Levene statistic in all variables is less than 0.05, so that the equality of population variances is rejected. As the F-statistic cannot be used because it does not comply with the homoscedasticity assumption, Brown Forsythe and Welch statistics were sought as an alternative. (Table 4.3).

Table 4.3. Equality Stress Tests of Motivational Variable Means

Motivation variables	Statistic	df1	df2	Sig.
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Sun and Beach	Welch	8.705	3	202.134	0.000
	Brown-Forsythe	10.006	3	330.561	0.000
Night life	Welch	10.323	3	210.794	0.000
	Brown-Forsythe	10.681	3	393.422	0.000
Rest and Relaxation	Welch	24.104	3	203.299	0.000
	Brown-Forsythe	31.583	3	348.460	0.000
Visiting the Community	Welch	78.370	3	205.749	0.000
	Brown-Forsythe	73.737	3	373.353	0.000
Contact with Nature	Welch	101.683	3	209.985	0.000
	Brown-Forsythe	83.765	3	381.323	0.000
Surfing	Welch	456.067	3	191.378	0.000
	Brown-Forsythe	295.022	3	266.691	0.000
Parasailing	Welch	52.169	3	190.101	0.000
	Brown-Forsythe	76.727	3	206.902	0.000
Visiting Family and Friends	Welch	79.653	3	189.204	0.000
	Brown-Forsythe	98.946	3	265.098	0.000
Other	Welch	17.162	3	176.246	0.000
	Brown-Forsythe	21.878	3	179.972	0.000

As shown in Table 4.2, the critical level associated with both statistics is less than 0.05, and so the equality of means is rejected, meaning that the means of the 4 conglomerates are not equal.

4.5. Characteristics of the groups obtained from the motivational variables

The characterization of the cluster from the average of the motivational variables is shown in Table 4.4. The Games-Howell test was used to contrast the significant differences.

Table 4.4. Characterization of the Clusters using the Means from the Motivation Variables.

Motivation variables	Cluster of Relevance				Factors
	1	2	3	4	
	Mean	Mean	Mean	Mean	
Sun and Beach	4.06	3.70**	4.45**	4.23**	Factor 3: Sun and Beach
Night Life	3.62	2.63**	3.53**	3.17**	
Rest and Relaxation	3.96	2.88**	4.06**	4.24**	
Visiting the Community	3.87**	1.89**	2.84**	3.82**	Factor 2: Ecotourism
Contact with Nature	4.03**	1.76**	3.16**	3.91**	

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Surfing	3.90**	1.77**	4.55**	1.41**	Factor 1: Aquatic
Parasailing	3.49**	1.22**	1.59**	1.41	Sports and Social
Visiting Family and Friends	3.79**	1.48**	1.18**	1.37	Visits
Other	2.47**	1.53**	1.22	1.08**	

**Values in bold show significant differences in at least two of the means

As shown in Table 4.4, Cluster 1, are tourists who visit the destination and who are motivated mainly by the Sun and Beach (4.06) and Contact with Nature (4.03). These tourists show the highest scores on items related to the three dimensions. Their clear relation to all the motivational dimensions identified allows us to denominate this segment as that of "Eco-coastal Tourists". Cluster 2 are tourists with lower scores in almost all the motivational aspects. This conglomerate is not clearly related to any of the three motivational dimensions identified. As such they have been assigned the name "Indifferent Tourists". Cluster 3 are tourists who visit the destination and who are motivated mainly by Surfing (4.55), Sun and Beach (4.45), and Rest and Relaxation (4.06). These tourists present higher scores on items related to the dimension "Aquatic Sports and Social Visits" and the dimension "Sun and Beach". As a result, they have been called "Aquatic Sports Tourists". Cluster 4 are tourists who visit the destination and who are motivated mainly by Holiday Breaks (4.24) and Sun and Beach (4.23). These tourists present a higher number of scores related to the dimension "Sun and Beach", they have therefore been called "Sun and Beach Tourists".

4.6. Relationship of segments with sociodemographic variables

To better understand the relationship of the four groups with other variables, a chi-square significance test has been performed to determine the sociodemographic variables that are relevant to the analysis. The results are shown in Table 4.5.

Table 4.5. Cluster Relationship with Sociodemographic Variables.

Variables		Cluster case number				Coefficient	Sig.
		1	2	3	4		
Gender	Male	56.7%	48.1%	66.1%	52.5%	8.004	0.046
	Female	43.3%	51.9%	33.9%	47.5%		
Occupation	Student	30.9%	22.1%	22.4%	19.3%	42.202	0.012
	Businessman	14.7%	6.7%	6.0%	8.4%		

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	Public employee	16.2%	19.2%	9.5%	10.1%		
	Employee	10.3%	17.3%	19.0%	24.4%		
	Freelance professional	20.6%	16.3%	20.7%	20.2%		
	Housework	2.9%	1.0%	.9%	0.8%		
	Unemployed		13.5%	13.8%	8.4%		
	Retired	2.9%	1.0%				
	Other	1.5%	2.9%	7.8%	8.4%		
Origin	North America	35.3%	22.1%	29.3%	15.8%	27.943	0.001
	South America	33.8%	26.0%	28.4%	48.3%		
	Europe	20.6%	43.3%	32.8%	31.7%		
	Other	10.3%	8.7%	9.5%	4.2%		

The results of table 4.5 show statistically significant differences between the four groups in terms of gender ($\chi^2 = 8,004$, $p = 0.046$), occupation ($\chi^2 = 42.202$, $p = 0.012$) and country of origin ($\chi^2 = 27.943$, $p = 0.001$).

Among the main characteristics of the clusters are the followings. Cluster 1 comprised men (56.7%) and women (43.3%), students (30.9%) and tourists from the following countries; North America (35.5%), South America (33.8%) and Europe (20.6%). In contrast, cluster 2 comprises men (48.1%) and women (51.9%), students (22.1%), public employees (19.2%) and private employees (17.3%), while those coming from Europe account for 43.3%. On the other hand, Cluster 3 is mostly male (66.1%), students (22.4%), independent professionals (20.7%) and private employees (19%), with Europeans totalling 32.8%, and North Americans and South Americans 28.4%. Finally, Cluster 4 comprises men (52.5%) and women (47.5%), private employees (24.4%), independent professionals (20.2%) and students (19.3%), South Americans totalling 48.3% and Europeans 31.7%.

With respect to sociodemographic aspects, the findings establish that the "Aquatic Sports Tourists" group is one formed more by men when compared to the other clusters (66.1%). As for professional activities, private employees (24.4%) are the majority in the group of "Sun and Beach Tourists". Regarding their place of origin, tourists from Europe stand out (43.3%) in the Indifferent Tourists group; and tourists from South America (48.35%) in the Sun and Beach Tourists group.

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The study shows that different groups of profiles of tourists are described as follows:

Cluster 1 (Eco-coastal Tourists- 16.67% of the sample)

These are tourists who visit the destination and who are motivated mainly by the factor Sun and Beach (4.06%), and by Contact with Nature (4.03%). This conglomerate is related to all the identified motivational dimensions. Among other characteristics, it comprises men (56.7%) and women (43.3%), students (30.9%), North Americans (35.5%), South Americans (33.8%) and Europeans (20.6%).

Based on the findings of this group, the creation of various recreational sun and beach activities will be necessary, as well as other activities that involve contact with nature, i.e. walking, nature watching or visiting nearby communities. Ecotourism education packages could be offered. Events and festivals could also be organised throughout the year in order to promote the destination internationally as this group comprises tourists from America and Europe.

Cluster 2 (Indifferent Tourists - 25.49% of the sample)

These are tourists with low scores in almost all the motivational classes, except in the average score reached in Sun and Beach (3.7%). This group is not clearly related to any of the three motivational dimensions identified. Among other characteristics, it is made up of both men (48.1%) and women (51.9%), students (22.1%), public employees (19.2%) and private employees (17.3%), and Europeans (43.3%).

The study shows that in this cluster, motivations should be created that are related to social life and nightlife in order to increase an interest in motivational dimensions. Improving food and beverage venues with recreational activities in order to adapt to this demand and taking into consideration the varied seafood-based cuisine that exists in this destination. The findings also show that the destination needs to promote ecotourism products in order to involve this segment and increase its motivations.

Cluster 3 (Aquatic Sports Tourists - 28.43% of the sample)

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These are tourists who visit the destination and who are motivated mainly by Surfing (4.55%), Sun and Beach (4.45%) and Nightlife (3.53). This conglomerate is related to the dimension "Aquatic Sports and Social Visits" and the "Sun and Beach" dimensions. Among other characteristics, it is made up mostly of men (66.1%), students (22.4%), independent professionals (20.7%) and private employees (19%), Europeans (32.8%), North Americans (29.3%) and South Americans (28.4%).

The results show that the destination must provide and promote premises for the sale and rental of surfing equipment, while accommodation establishments should also improve their rest spaces so as to improve the stays of this group of tourists. Considering that rest and relaxation is one of the main motivations of Sun and Beach Tourists, we recommend continuing with the international surfing championships and setting up surf schools and promoting more water sports.

Cluster 4 (Sun and Beach Tourists - 29.41% of the sample)

These are tourists who visit the destination and who are motivated mainly by Rest and Relaxation (4.24%) and Sun and Beach (4.23%). This group is related to the "Sun and Beach" dimension. Among other characteristics, it comprises men (52.5%) and women (47.5%), private employees (24.4%), independent professionals (20.2%) and students (19.3%), South Americans (48.3%) and Europeans (31.7%).

Improving the motivations in the visits of this cluster is recommended, therefore public institutions and private companies should develop projects to create recreational activities on the beach. Cultural activities with the community could be created, such as dancing lessons, gym-type exercises on the beach, live music events and educational courses, among others.

4.7. Intention of return to the destination.

Table 4.6 shows the internal results of each cluster with respect to return to the destination. It is evident that the "Eco-coastal Tourists", with 97% of willingness to return to the destination, and the "Aquatic Sports Tourists", with 94.7%, are the two groups of tourists who would return most to their holiday destination. The findings show groups of people with

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high motivations regarding the offer of the destination and the Marine Tourism activities available. In contrast, the "Indifferent Tourists", with 80.6%, are the group least predisposed to return to the destination. This is due to the fact that they are tourists who have low scores in almost all motivational aspects. The "Sun and Beach Tourists" register an 89% on the intentionality score, which indicates that they would also return to the destination due to the recreational activities of Montañita beach.

Table 4.6. Intention to Return to Montañita by Cluster

Would go back to Montañita	Cluster case number			
	1	2	3	4
Yes	97.0 %	80.6%	94.7%	89.0%
No	3.0%	19.4%	5.3%	11.0%
Total	100%	100%	100%	100%

5. Discussion

Focusing on the demand segmentation, our results are close to those found in previous research. For example, Moscardo et al. (2001) found three segments: *Eco-coastal*, which is a group similar to the "Eco-coastal Tourists" in Montañita. *Active Beach* tourists were analogous to "Aquatic Sports Tourists" and "Sun and Beach tourists" in Montañita, while the *Passive Seaside* group bore a great resemblance to the "Indifferent Tourists" of this research. Garcia & Gallard (2002) established five segments: *Unsatisfied*, like the "Indifferent Tourists" in this study, *Elderly Travellers* (not found), the *Satisfied*, who return, and who are very similar to Montañita's "Eco-coastal Tourists", *Beach Lovers* like the "Aquatic Sports Tourists" of Montañita; and *Tranquility Lovers*, like the "Sun and Beach Tourists" of Montañita. González and Molina (2007) also found four clearly-defined segments: *Medium and Long-distance Tourism*, like Montañita's group of "Indifferent Tourists", *Inland Family Tourism*, which is similar to the "Eco-coastal Tourists" of Montañita, *Active Coastal Tourism*, which is akin to Montañita's "Water Sports Tourist" category and finally, *Family Sun and Beach Tourism*, which approximates to the "Sun and Beach Tourist" described in this study. However, Ferreira et al. (2010) in their five clusters refer to *Culture Seekers*, like

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the "Eco-coastal Tourists", *Culture Seekers oriented by Low Prices* (not found), *Sun and Tranquillity Seekers*, like "Indifferent Tourists"; *Sun and Night Lovers*, like the "Sun and Beach Tourists" of Montañita, and *Night Lovers oriented by Low Prices* (not found). Srihadi et al. (2016) showed more similarities with our results, highlighting four clusters: *Culture Interest Shopaholics*, who bear characteristics similar to those of the group "Sun and Beach Tourists" of Montañita, *Sporty Culture Explorers*, a group that aligns with the "Aquatic Sports Tourists" group of our study, *Aspiring Vacationer Visitors*, with characteristics similar to the "Indifferent Tourists" group of Montañita, and the *Want-everything Vacationer* cluster that corresponds to the "Eco-coastal Tourists" group of Montañita. Finally, in terms of Coastal Marine Tourism, Onofri and Nunes (2013) found two segments of tourists: their *Greens* are similar to the "Eco-coastal Tourists" of Montañita, while *Beach Lovers* are akin to the "Sun and Beach Tourists" found in this study. As part of the theoretical contribution, two additional groups were found, "Indifferent Tourists" and "Aquatic Sports Tourists" – and this seems to indicate that in destinations with a potential for water sports, these two clusters could be added.

Regarding the intention of returning to Montañita, a study conducted by Prayag (2012) obtained four groups of tourists; the second group comprised tourists with a greater preference to return to the destination, and this cluster belongs to tourists that travel in holiday packages. The aspects that would improve the intention of returning to the destination were: natural environment, reputation and friendliness of people. These were factors that were highly valued by the groups of "Aquatic Sports Tourists" and "Eco-coastal Tourists" of Montañita.

Based on the model presented by Prebensen et al. (2010) two motivational dimensions in Sun and Beach Destinations are used. The dimension related to *The Body* - these are similar to the "Sun and Beach" dimension in this study and that related to *The Mind*, which is similar to the dimension "Aquatic Sports and Social Life" and "Ecotourism" in this research. Therefore, the idea that the motivational dimensions of this type of tourism revolve around the body and mind contributes to the literature, and these concepts have been used to find the four groups that segment the demand. The motivational aspect of "resting" is considered as

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being highly important in Sun and Beach Tourism (Martínez, 2001; Rivas, 2004; González et al., 2006; Bigné et al., 2007; Carvache-Franco et al., 2018). In addition, the results on the motivations in Coastal Marine destinations (Van Der Merwe et al., 2011) the attractiveness of the destination, escape and relaxation, time utilization and personal attachment, are related to the motivational aspects found in Montañita. Finally, the characteristics of a Coastal Marine destination, like those described by Orams & Lueck (2016a), may be found in Montañita, and which ratifies the importance of this contribution to those theories held on this subject.

6. Conclusions

It is important to carry out Coastal Marine Tourism studies that are related to the segmentation of demand. This will provide information related to the socioeconomic, motivational and satisfaction aspects of each group of tourists that comprise the demand, which will be of immense benefit to tourism destinations. This work is aimed at characterizing the profiles of those tourists visiting Montañita as a tourism destination, while seeking to identify the different segments of tourists and define the marketing strategies of the site.

The results reveal the existence of three motivational dimensions: “Aquatic Sports and Social Visits”, “Ecotourism”, and “The Sun and the Beach”. In addition, four clusters were found in this destination; Cluster 1 involves “Eco-coastal Tourists” who visit the destination and who are motivated mainly by Sun and Beach, and Contact with Nature. This group is related to all those dimensions identified. Cluster 2 comprises “Indifferent Tourists” with low scores on almost all motivations, and which are not related to any of the three motivational dimensions obtained. Cluster 3 comprises the “Aquatic Sports Tourists” who visit the destination, and who are motivated mainly by Surfing, Sun and Beach, and Rest and Relaxation. This group is related to the dimension “Aquatic Sports and Social Visits” and the “Sun and Beach” dimension. Cluster 4 contains the “Sun and Beach Tourists”, these are tourists who visit the destination and who are motivated mainly by Holiday Breaks, and Sun and Beach. The latter are related to the Sun and Beach dimension.

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From a theoretical perspective, it can be concluded that the group of segments closest to this study are those of Onofri and Nunes (2013) who found two segments. *Green* tourists who are similar to the "Eco-coastal Tourists" of Montañita, and *Beach Lover*, who resemble "Sun and Beach Tourists". However, as part of the theoretical contribution of the present study, two additional groups were found, "Indifferent Tourists" and "Aquatic Sports Tourists". This seems to indicate that in destinations with a potential for water sports, these two clusters could be added. On the other hand, with respect to the motivational dimensions found by Prebensen et al. (2010), the relationship to *The Body* and *The Mind* arises, which are similar respectively to the "Sun and Beach" dimension and the "Aquatic Sports and Social Visits" and the "Ecotourism" dimensions found in this investigation.

In terms of practical implications, we recommend that the destination improves its potential by creating recreational products, and by promoting aquatic sports and ecotourism according to each segment found. The community will reap greater benefits with the development of Coastal Marine Tourism if plans and programmes are implemented in order to benefit the destination's sustainable development.

Finally, the main limitation of the study is that the surveys at the destination were carried out over a two-month period, while demand varies during each season. A study is proposed for future research on the economic benefits of tourism in this Coastal Marine destination in accordance with each demand segment.

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CAPÍTULO 5

Motivación y segmentación del turismo costero y marino aplicada a una ciudad costera y portuaria

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Empirical paper

“Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: a case study in Manta (Ecuador)”

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Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: A case study in Manta (Ecuador)

Abstract:

Coastal marine tourism offers new alternatives for tourist recreation in coastal destinations having natural and cultural attractions. The objective of this study is to create a demand segmentation of a coastal marine destination in terms of tourists' motivations as related to their sociodemographic parameters and trip characteristics. The empirical work was carried out in situ in the city of Manta, Ecuador, by administering a questionnaire to 390 visitors to the city and conducting multivariate statistical techniques on the data collected. The results show that there are three motivational dimensions which might be termed: ecotourism / gastronomy, sun / beach / entertainment, and relaxation and which determine three tourist clusters. Firstly, the "beach lovers" tourists, who have high motivations for resting, and enjoying the sun, beach and entertainment activities. Secondly, the "eco-coastal" tourists who, besides their high motivations for resting, sun, and the beach, also enjoy the typical cuisine, and the attractions offered by the city. The "multiple motives" tourists, have high motivations for all the available attractions. Regarding the sociodemographic variables and the trip characteristics, the findings suggest that the older the tourist, the higher their level of motivation and the greater their motivations for sun, beach and gastronomy; students have also high motivations for the sun and the beach. The greater the frequency of visits, the higher the level of motivation and the satisfaction of these tourists, and the greater the motivation for coastal tourism and gastronomy. These results offer a basis for tourism providers to develop products and services customized to demand.

Keywords: Coastal marine tourism, touristic city, motivation, segmentation, demand, gastronomy.

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1. Introduction

Tourism destinations have long benefited from sun and beach tourism but, more recently, the recreational uses of coastal regions have increased in importance (Orams & Lück, 2013). Coastal locations are those areas that are adjacent to the sea and the coastal zone is defined as those areas of land which border the marine environment (Beatley et al., 2002). The coastal zone extends inland to the first major change in topography beyond which coastal processes have little influence (International Coastal and Marine Tourism Society, 2013).

Throughout history, coastal marine destinations have been of great importance for their economic activities, constituting a basis for settlement and transport, and providing access to important food sources. In addition, they have attracted travelers for leisure and recreational activities (Orams & Lück, 2013). Recently, many coastal locations have deliberately begun to establish special events to attract visitors (with the commensurate economic and social benefits). Among many others, these events include seafood festivals, surfing competitions, sand-sculpting contests, beach volleyball championships, sailing regattas, multisport races, music concerts, and wildlife festivals (Orams, 2007; Porter & Kaufman, 2013). Coastal tourism entails the varied activities and events appropriate to these locations, which might be classified as: sports (beach volleyball, coasteering, surfing, kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature based and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteer and educational activities (beach clean-ups, invasive weed eradication, species counts, language schools, museums) (Orams & Lueck, 2016).

Manta is the main port of Ecuador. The city offers food and beverage establishments, accommodation, excellent locations for developing coastal marine activities, entertainment and sports centres. The available tourist activities include nature-based and wildlife activities, for example, those in the Coastal Wildlife Refuge Marina de Pacoche. Tourists can find howler monkeys among the trees in the reserve and endangered marine species, such as the leatherback turtle, the Pacific seahorse and the Galapagos fur seal (*Arctocephalus galapagoensis*). From July to October, tourists can also see humpback whales, which come

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to mate in the warm waters off the coasts. This destination has also attractive beaches such as Murciélago, Barbasquillo, San Mateo and San Lorenzo, where tourists can practice water and recreational sports. Murciélago is ideal for surfing and bodyboarding. San Mateo offers kayaking, surfing, and kitesurfing. The marine enclave of Santa Marianita, located in the south of Manta, is the centre for kiteboarding Manta became internationally known when it hosted the Bodyboarding World Championship and 2004 and the South American Beach Sports Games in 2011. The city also has a variety of artistic and cultural events, as well as restaurants with a generally seafood-based cuisine that complements its tourist niche. Throughout the year, Manta is a featured destination for important cruise companies who organize trips in the city and programmed recreational activities. Taken together, these characteristics make the Manta one of the South American destinations of greatest potential for coastal marine tourism.

The objective of the present study is to conduct an in-depth demand segmentation for Manta of tourist motivation, analysing their sociodemographic features and the characteristics of their trip. As Manta is an important coastal marine destination, aspects of this study might usefully be extrapolated to other destinations with similar natural and cultural characteristics.

2. Theoretical framework

2.1. Demand motivations in coastal marine destinations

Motivations are increasingly studied in relation to tourist demand. They are considered as a set of biological and spiritual needs and desires that motivate us to do specific tasks (Crompton & McKay, 1997. Swanson and Horridge (2006) defined tourist motivation as a set of needs that lead a person to be involved in tourism activities; they can be considered as a key factor in the decision-making process (Yolal et al., 2015). In the field of tourism, motivations have been considered as a basic criterion for market segmentation in many previous empirical investigations (Kozak, 2002; Jang et al., 2002; Reig-Garcia & Coenders-Gallard, 2002; Frochot, 2005; Kau & Lim, 2005; Oom & Moço, 2007; Rodríguez-González & Molina-Molina, 2007; Ferreira et al., 2010).

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In the specific and more recent coastal marine tourism, many studies analyse worldwide which are the main motivators of this kind of tourism. For example, at the European level, Kozak (2002), in a study on tourist trips to Mallorca (Spain), pointed out reasons such as culture, pleasure/fantasy, relaxation and physical motivations for visiting coastal marine destinations. A similar study conducted in Spain, specifically on coastal tourism in Murcia (Spain), identified five main reasons for visiting: nature and peacefulness, physical and cultural activities, family, trip features (including price and distance), and rural life (Molera & Abaladejo, 2007). Yoon and Uysal (2005) in their study on the motivations of tourists in the North of Cyprus established three motivational factors classified as 'push' factors (internal forces related to tourists' desires), such as relaxation, achievement, family togetherness, safety/fun. They also identified three 'pull' motivational factors (external forces related to the attributes of the destinations), which were: small size and reliable weather, cleanness and shopping, nightlife and local cuisine. Other authors have highlighted the main pull motivations of marine tourism, which include participating in marine sports, taking a cruise, swimming in the ocean, relaxing on a beach, and experiencing sea foam water, which act as relevant attraction factors for visiting this kind of destination (Morgan, 1999; Min, 2001; Duman & Mattila, 2005). More recently, Queiroz et al. (2014) in their study of the Azores (Portugal), found that most tourists claimed to be attracted to the islands due to their "natural values" (e.g., landscape, biodiversity, and geodiversity). The activities most practiced were whale watching and mountaineering / hiking, followed by diving and other sports. The profile of tourists points to a mainstream ecotourist with soft, or incidental, costal focus. Lacher et al. (2013) in their study on South Carolina (United States) also emphasized the relevance of food as an extremely important aspect of vacations in sun and beach destinations.

The results in other geographical regions such as Africa come to similar conclusions. According to the study of Saayman et al. (2009) at two marine tourism destinations in Africa, the following motivational factors were important: escape and relaxation, destination appeal and personal attachment. Kruger and Saayman (2010) found six reasons that motivated tourists visiting the Tsitsikamma National Park on the Indian Ocean coast of South Africa.

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These comprised seeking knowledge, nature experience, photography, escape and relaxation, park attributes and nostalgia. Van Der Merwe et al. (2011), in their study on five coastal marine destinations in South Africa, found four motivational factors. Their results revealed similarities with other investigations, and highlighted escape and relaxation as travel motivations. However, use of time and personal attachments were unique motives identified in their study. Kassean and Gassita (2013), in a study on the island of Mauritius (South Africa), examined the motivational drivers and the factors of attraction that explain how a tourist decides to choose a holiday destination. Their findings show that rest and relaxation are the strongest driving motivational forces, followed by nostalgia, escape, novelty and social interaction. The key pull reasons were the special climate of Mauritius, the exquisite landscape, unique flora and fauna, exotic beaches, the environment, the warm Mauritian hospitality and the authentic Mauritian culture. Finally, Rid et al. (2014) in their study conducted in Gambia, found four motivating factors. The first labelled as "heritage and nature", was a motivational dimension that incorporates an item on natural and rural tourism, as well as national, historical and cultural parks. The second factor, labelled "authentic rural experience", summarizes six attributes that reflect a great interest in the real social life of rural communities in Gambia, including "stay among the rural population", "real dishes / food of Gambia", "Gambian rural ways of life", "rural agricultural products." This dimension is also characterized by the desire to have "strong feelings of experiences" and to share interesting experiences. The third factor was labelled "learning", combining four items that indicate interest in learning " local languages" and "traditional dances", as well as about "myths and legends" and "local crafts". The fourth factor referred to "sun and beach", including items like "swimming" and "sun and beach".

Other studies conducted in Asia, such as that of Jeong (2014) in Seoul (South Korea), identified push and pull motivations, as well as the relevance of the nature of the activities to be conducted in the destination. The implication seems to be that a marine tourist destination focusing on static activities should appeal to tourists who have escape push motivations, while a marine tourist destination focusing on active activities should appeal to tourists who have novelty push motivations. Mohd Isa & Ramli (2014) showed that destination awareness,

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motivation and word-of-mouth are factors that influence tourists to visit the FRI aquarium in Penang (Malaysia). However, they found that the image of the destination had an insignificant relationship to tourist visits.

To sum up, even if the motivations for visiting each coastal marine destination may vary and include specific characteristics of each area, there are also common dimensions that appear recurrently, such as relaxation, sun and beach, commercial and cultural activities, natural life, nightlife, gastronomy and attractions, family and friendship links, and trip features like price or distance.

2.2. Demand segmentation in coastal marine destinations

Demand segmentation contributes important information for tourism service providers, in relation to the most relevant objectives and markets to be covered (Woodside & Martin, 2008). As in the case of demand motivations in coastal marine destinations, many studies analyse demand segmentation. For example, in Australia, Moscardo (2000) found three related segments based on the importance of wildlife in a coastal marine destination, where wildlife-based tourists had been traditionally considered a homogeneous group. He labelled these segments as: “wildlife not important”, “wildlife somewhat important” and “wildlife very important”. In this study, seven factors were also found to be related to the destination experience: culture, excitement, escape, nature, family, status, and sun / sea. In a similar study conducted on the Great Barrier Reef of Australia, Murphy & Norris (2005) carried out a benefits-based segmentation of tourists, and found four clusters: “dive learners”, whose primary motivation for taking a trip to the reef was scuba dive; “nature learners”, who showed a preference for a more passive reef and learning experience, while “nature relaxers” and “and nature family” were more interested in a relaxing and / or social reef experiences.

In their study in Gambia (Africa), Rid et al. (2014) performed a motivational segmentation and found four groups. These were, firstly, Heritage & nature seekers, who exhibited high motivation to experience natural and cultural sites. Secondly, multi-experiences seekers, who did not show attraction in sun and beach activities, but valued experiences as "Authentic rural experiences" as well as the experience of "heritage / nature" or "Learning local dances and

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languages". Thirdly, multi-experiences & beach seekers, with high motivation in almost all factors, who wanted several types of motivation, including "sun and beach". Finally, Sun & beach seekers who were characterized mainly by the "sun and beach" motif.

European studies were also interested in demand segmentation of coastal marine destinations. For example, Moscardo et al. (2001) conducted a study on three European tourist destinations, Germany, United Kingdom and the Netherlands, identifying three different segments, "eco-coastal", "active beach", and "passive seaside" tourists. The first group, which is the most interesting segment for our research, was characterized by the high scores given to activities that increased contact with and knowledge of the natural environment, looking for cultural experiences and aspects related to ethnic tourism, as well as to activities and experiences in national parks, forests, lakes, rivers and mountains. Reig-Garcia and Coenders-Gallard (2002) in their study on tourists who visited the Costa Brava (Spain) which examined their environmental preferences and perceptions, and how those affected their decisions, found five segments: "unsatisfied", "elderly travellers", "satisfied travellers who return", "beach lovers", "tranquillity lovers" and "nightlife lovers". A subsequent analysis carried out in Spain by Rodríguez-González and Molina-Molina (2007) on the segmentation of the Spanish tourist demand, highlighted four clear segments: "average and long-distance" tourism, "inland family" tourism, "active coastal" tourism, and "sun and beach family" tourism. Some years later, Ferreira et al. (2010) in their study on Spanish tourists found five clusters: "culture seekers", "culture seekers oriented by low prices", "sun and tranquillity seekers", "sun and night lovers", and "night lovers oriented by low prices". More recently, Valls et al. (2018) made a segmentation of English tourists who visited the coastal destination of Costa Daurada and Terres de l'Ebre (Spain). Using an ontology-based methodology, they found the following groups: the "visiting" group, who are motivated by culture, sightseeing, shopping, and well-being; the "enjoying" group, who value holidays, kindness, relaxation and entertainment; the "holidaying" group, motivated by vacations on the beach and holidays destinations; the "beaching" group, whose main motivational factor is the beach; the "sunbathing" group, whose main concerns are to enjoy holidays, the beach and the sun; and the "relaxing" group, motivated by the beach, but associated with the beauty

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of the place and the landscape, well-being, and relaxation. Another study conducted by Rudež et al. (2013) in a different coastal destination, Portorož (Slovenia), found four segments: “friends-oriented” visitors, interested in going out for walking, eating, nightlife and enjoying the swimming pool; “well-being” visitors, more engaged in water sports, spas, events, tennis, golf, and casinos; “curious-passive” visitors, who preferred to walk, to go out for eating, visiting historical sites, nightlife and shopping; and “multifarious visitors”, who liked to walk, go out in the afternoon, eat, and visit historical and cultural places.

There are other studies that conduct demand segmentation of coastal marine tourism in Asia, such as that of Caber et al. (2016), who segmented cruise tourists in terms of their travel motivations. Two groups were obtained through the analysis of conglomerates conducted on a sample of international cruise tourists visiting the port of Kuşadası (Turkey). The first group was described as “variety focused, elderly, social and repeated cruise” tourists, who were motivated by the escape needs of their normal environment and everyday routine. The second group was described as “utilitarian and ambitious” tourists, composed by different age groups, who are socially active and seek personal benefits. Also in Turkey, Paker and Vural (2016) conducted a benefit segmentation on marinas as destinations, to identify the market segments based on yachters’ expectations, where safety constituted the most important item, followed by accessibility and tourist attraction. They identified five segments labelled as “socially oriented”, “indifferent”, “supportive facilities oriented”, “service and prestige oriented”, and “touristic attractiveness oriented”. They found three dimensions: social, adventure and freedom, which best explained what the yachters look for. Another recent study by Lee et al. (2018) on the island of Liuqiu (Taiwan), suggested that tourists can be divided into four groups according to their recreational experiences: “aestheticists”, who had higher factor scores for experiential aesthetics while the lowest score was for experiential learning; “hedonists”, who obtained the lowest scores in experiential aesthetics and reflective factors; “knowledge seekers”, who had greater experiential aesthetics and learning factor scores; and finally “multi-experience recreationists”, who had the highest scores in all the factors considered.

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In North-America, Lacher et al. (2013) conducted a destination segmentation in three coastal locations of South Carolina (United States) and found significant preferences for the local character and ownership of local restaurants, suggesting that tourists probably have a considerable regional component in their holidays. Also, tourists feel that regional coastal cuisine is an important part of their vacation, no matter what kind of coastal destination they choose. In South America, a recent study conducted in Ecuador by Carvache-Franco et al. (2018) in Villamil Beach, found three tourist segments: “beach lovers”, who have high motivations for enjoying the sun and the beach, “coastal nature”, who have high motivations for enjoying the typical gastronomy, for the sun and the beach, the tourist attractions and for knowing the flora & fauna and, “coastal passive”, who have medium and low motivations in all aspects. In another recent study, Carvache-Franco et al. (2019) found four different segments of tourists in the coastal marine destination of Montañita (Ecuador): “eco-coastal” tourists, who visit the destination motivated by climate, beach and contact with nature; “water sports” tourists, who visit the destination motivated by surfing and who enjoy the sun and the beach; “sun and beach” tourists, who visit the destination mainly motivated by rest and relaxation together with sun and beach criteria; and “indifferent” tourists, with low scores in almost all motivation criteria and who are not clearly related to any of the dimensions identified.

Other studies such as that of Onofri and Nunes (2013) point out two different segments of tourists: “greens”, who choose a coastal destination because they have a strong preference for cultural and natural environments; and “beach lovers”, who have a marked preference for the beach.

However, in coastal marine tourism, the studies that have linked the sociodemographic aspects and the characteristics of the trip with tourist segmentation are scarce. For example, Carvache-Franco et al. (2019) found that the group "sun and beach" tourists, was primarily formed by students. In regard to this specific segment, Rid et al. (2014) stated that "sun & beach tourists", had the highest percentage of tourists visiting the destination for the first time. Carvache-Franco et al. (2019) also found that "eco-coastal" tourists were those that would have greater intentions to return to the destination. Several authors have found

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significant differences when they compare the sociodemographic aspects and the characteristics of the trip of different tourist segments (Park & Yoon, 2009; Prayag, 2012; Red, 2014; Carvache et al., 2019).

The review of these previous works underlines the relevance of market segmentation in general, and specifically in coastal marine tourism, in order to obtain a better knowledge of the demand, and also to better tailor the tourist offering. There are multiple criteria that could be applied to find the groups into which the market could be segmented, which determine a different segmentation in each coastal marine destination, however, there are also groups that repeatedly appear and which include those motivated by sun and beach, by eco-coastal activities, cultural activities rooted in the territory, and relaxation.

3. Study area: the city of Manta

The city of Manta, also known as "The Pacific Gate", is located in the Southwest of the Manabí province of Ecuador. Manta was the capital of the Manteña culture and was officially christened "San Pablo de Manta" on March 2, 1534. In 1837, during his term as President of the Republic, Vicente Rocafuerte declared Manta as the First Maritime Port of Ecuador. Subsequently, during his government administration, General Juan Jose Flores declared it an import and export port. (Figure 5.1)

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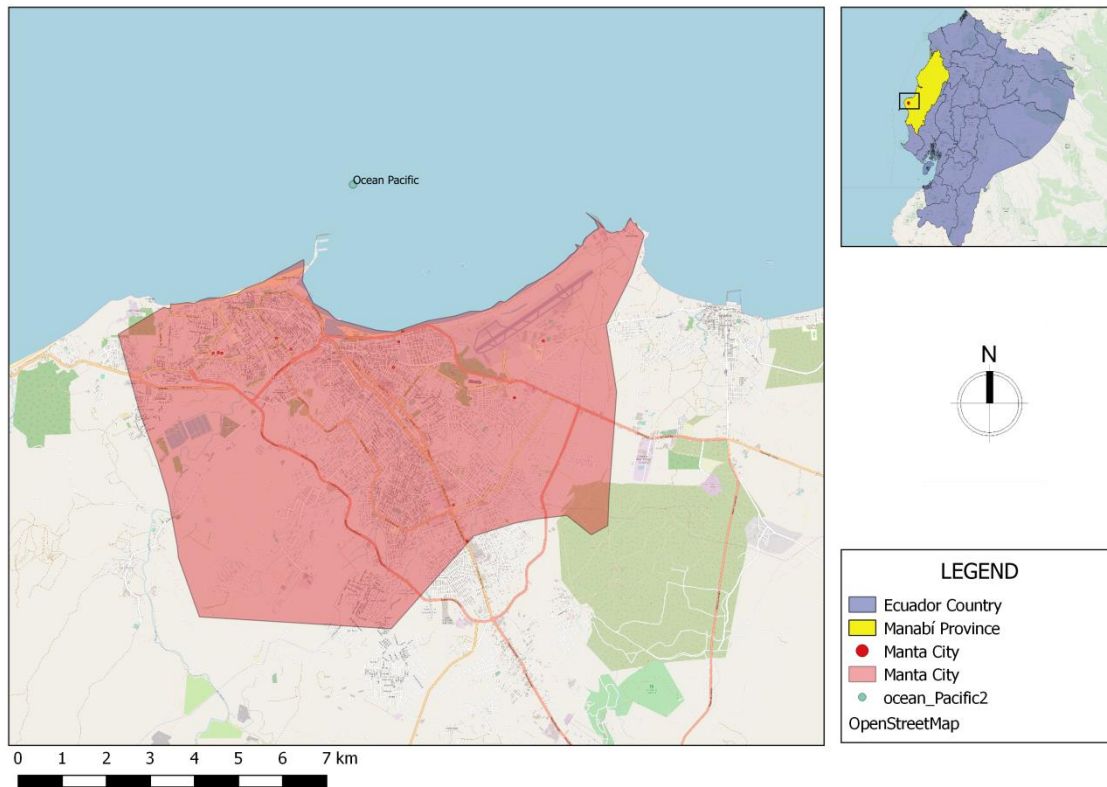


Figure 5.1. Geographical location of the city of Manta (Ecuador)

In 2018, Manta inaugurated the first cruise terminal in Ecuador. It provides services that include information centres, x-ray machines, a metal detector, parking lot offices for buses, and passenger and crew control processing. It will also serve as a national and international convention centre.

4. Methodology

A survey containing 17 questions grouped into three blocks: (socio-demographic, characteristics of the trip and motivations of the visitors) was administered in the field. Closed and multiple-choice questions were used with a five-point Likert scale. The target population of national and foreign visitors over 18 years of age was surveyed at Murciélago beach on weekends in March and April of 2018. The surveys were conducted by undergraduates of the Bachelor of Gastronomy at the University of Guayaquil, who were

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previously trained by the authors of this article. The surveys were self-completed by the respondents, but interviewer team was always available to address any doubts that arose.

The final sample size was 390 valid questionnaires and an infinite population was justifiable since, in 2015, 625,000 tourists arrived in Manta (Decentralized Autonomous Government of Manta, 2016). The present investigation uses a margin of error of +/- 5%, a confidence level of 95% and a variation of 50% (Table 5.1).

Table 5.1. Research file

Geographic area	Manta City (Ecuador)
Population	National and foreign visitors
Period of realization	March and April 2018
Process	Simple random sampling
Confidence level	95%
Error range	+/- 5%
Valid questionnaires	390

The questionnaire was prepared based on several previous studies in coastal marine destinations where demand segments were established according to the different motivational dimensions (Moscardo et al., 2001; Prayag, 2012; Rudež et al., (2013; Lacher et al., 2013; Onofri & Nunes, 2013; Rid et al., 2014; Paker & Vural, 2016; Caber et al., 2016; Lee et al. 2018; Valls et al., 2018; Carvache-Franco et al., 2019). The Cronbach's Alpha index was 0.83, which indicates good internal consistency between the elements of the scale.

5. Results

5.1. Factorial Analysis

A factorial analysis allowed us to extract three motivational dimensions. Principal component analysis was used for data reduction, varimax rotation being used to obtain a clearer interpretation of the factors. To determine the number of factors, those with eigenvalues greater than 1.00 were taken into account. This resulted in a three-factor solution that represented 66.5% of the total variance. The Kaiser-Meyer-Olkin (KMO) index

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was 0.73, so it was acceptable to conduct the factorial analysis. In addition, Barlett's sphericity test was significant ($p < 0.05$). The results are shown in Table 5.2.

Table 5.2. Factorial Analysis

Motivational Variables	Component			Factors
	1	2	3	
To enjoy its local gastronomy	0.832			Ecotourism and gastronomy
For its tourist attractions	0.771			
To know its flora and fauna	0.724			
For the prices of tourist services	0.717			
To visit communities	0.606			
To visit relatives or friends		0.782		Sun and beach, and entertainment
For commercial activities		0.742		
Close to my place of residence		0.65		
For its nightlife		0.634		
To enjoy the sun and beach		0.322		
To rest			0.841	Relaxation
Eigenvalues	4.335	1.64	1.34	
% of explained variance	39.4	14.9	5.6	
% of cumulative variance	39.4	54.3	66.5	
KMO		0.73		
Sphericity test of Bartlett	Chi square= 1970.719 sig=0.000			
Extraction method: Analysis of main components Rotation method: Varimax with Kaiser				

Table 5.2 shows the factor labelled "Ecotourism and gastronomy", as having the greatest explanatory capacity (39.4% of the total variance). This first dimension is related to motivations for enjoying the typical gastronomy of Manta, for its tourist attractions, for knowing its flora and fauna, visiting local communities, and for the prices of tourist services. The second factor labelled "Sun and beach and entertainment" captures 14.9% of the total variance. This second dimension is related to tourists motivated by visiting family and friends, for their commercial activity, for the proximity to the place of residence, for their

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nightlife and for enjoying the sun and the beach. The third factor, "Relaxation", had 5.6% of the total variance and consisted of tourists motivated by resting and being relaxed.

5.2. Demand segmentation in the city of Manta

A non-hierarchical K-means cluster analysis was carried out for demand segmentation in Manta. Under the criterion of maximizing the variance between typologies, and minimizing the variance within each typology, the best solution meeting the criteria resulted in three conglomerates. The characterization of the clusters from the averages of the motivational variables appears in Table 5.3. The ANOVA F statistic allows one to conclude that the means compared were not equal, but it did not determine their differences, for which a post hoc analysis was applied, where the Levene statistic in all the variables was less than 0.05, so the hypothesis of equality of population variances was rejected. The F statistic could not be used because it did not comply with the homoscedasticity assumption, so we ran the Brown-Forsythe and Welch tests. As shown in Table 5.3, the critical level associated with both statistics was less than 0.05, so the equality of means was rejected, and we concluded that the means of the groups were not equal. To allow us to contrast the significant differences between the different means, the Games-Howell test was applied.

Table 5.3. Characterization of clusters based on the motivational variables

Motivational variables	Clusters		
	1	2	3
To rest	4.1**	4.8	4.7
For enjoying the sun and beach	4.1**	4.5**	4.8**
For commercial activities	3.1**	2.0**	4.5***
To visit relatives or friends	2.9	2.8	4.6**
To enjoy its local gastronomy	3.1**	4.2**	4.6**
For its tourist attractions	3.2**	4.2**	4.5**
For its night life	3.4	3.1	4.4**
For the prices or tourist services	2.5**	3.5**	4.3**
To visit communities	2.2**	1.9**	4.1**
Close to my place of residence	2.5	1.5	3.7**
To know its flora and fauna	2.1**	1.7**	4.4**

** Significant differences with at least two of the means of the three clusters

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As shown in Table 5.3, in the first group were tourists who have high motivation for resting (4.1) and sun / beach (4.1), which justifies labelling this segment as "Beach lovers". In addition, they were related to the sun and beach and entertainment motivational dimension, as well as the relaxation dimension. The second group is formed by visitors who have high motivations for resting (4.8), enjoying the sun and the beach (4.5), for enjoying the local gastronomy (4.2) and for its attractions (4.2); this justifies their "Eco-coastal" label. They were basically related to the motivational dimension of ecotourism and gastronomy, as well as the sun and beach and entertainment dimension. The third group was made up of tourists who have high motivation in a wide range of aspects and who have been labelled "Multiple motives" tourists. They were related to the three dimensions mentioned above.

5.3. Relationship of the segments to the sociodemographic variables and the trip characteristics.

In order to better understand the relationship of the three groups with sociodemographic variables and with the characteristics of the trip, a chi-square significance contrast was made to find the variables that are really relevant for the analysis.

5.4. Relationships of the clusters with sociodemographic variables.

Table 5.4 shows an age difference between the three groups ($\chi^2 = 52.501$, $p = 0.000$). Most of younger people belong to the "Beach lovers" cluster. The majority of middle-aged people, on the other hand, belong to the "Eco-coastal" group or the "Multiple motives" group. The three groups also differ by marital status ($\chi^2 = 42.513$, $p = 0.000$), so that a high proportion of "Beach lovers" were single, while the "Eco-coastal" cluster contained both single and married people. "Multiple motives" were mainly single or in free union; so, the highest proportion of single people was in the "Beach lovers" cluster.

The three groups also differed by level of training or education ($\chi^2 = 49.475$, $p = 0.000$), tourists with motivations for the coast and gastronomy were those with the highest levels of training. Finally, professional activity was also significant ($\chi^2 = 117.901$, $p = 0.000$). "Beach lovers" tourists, were largely students, while "Eco-coastal" tourists, consisted of both

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students and public employees; while the “Multiple motives” cluster consisted mostly of students, public employees, and home makers.

Table 5.4. Relationship cluster with variables sociodemographic

Variables	Cluster case number			Total	χ^2	Sig.	
	Beach lovers	Eco-coastal	Multiple motives				
Age	< 20 years old	15.10%	1.90%	5.70%	6.40%	52.501	0.000
	20 - 29 years old	54.80%	34.00%	29.90%	35.60%		
	30 - 39 years old	20.50%	34.90%	34.60%	32.10%		
	40 - 49 years old	8.20%	15.10%	16.10%	14.40%		
	50 - 59 years old	1.40%	8.50%	13.70%	10.00%		
	> 60 years old		5.70%		1.50%		
Total	100.00%	100.00%	100.00%	100.00%			
Marital Status	Single	61.60%	43.40%	35.50%	42.60%	42.513	0.000
	Free Union	17.80%	12.30%	37.40%	26.90%		
	Widower		1.90%	1.40%	1.30%		
	Married	20.50%	37.70%	24.60%	27.40%		
	Divorced		4.70%	0.90%	1.80%		
Total	100.00%	100.00%	100.00%	100.00%			
Level of Education	Primary education	2.70%	1.90%	4.70%	3.60%	49.475	0.000
	Secondary education	28.80%	17.90%	53.10%	39.00%		
	University education	67.10%	77.40%	42.20%	56.40%		
	Postgraduate /Master's degree/ Ph.D.	1.40%	2.80%		1.00%		
	Total	100.00%	100.00%	100.00%	100.00%		
Professional activity	Student	60.30%	18.90%	16.10%	25.10%	117.901	0.000
	Businessman/ Business owner	5.50%	10.40%	13.70%	11.30%		
	Public employee		16.00%	16.10%	13.10%		
	Private employee	5.50%	12.30%	10.40%	10.00%		
	Independent Professional	2.70%	5.70%	8.10%	6.40%		
	Housework	8.20%	2.80%	16.10%	11.00%		
	Unemployed	4.10%	9.40%	7.60%	7.40%		
	Retired		12.30%	0.50%	3.60%		
	Total	100.00%	100.00%	100.00%	100.00%		

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	Informal worker	9.60%	11.30%	4.70%	7.40%
	Others	4.10%	0.90%	6.60%	4.60%
Total		100.00%	100.00%	100.00%	100.00%

Relationship of the clusters to the characteristics of the trip.

The results in Table 5.5 show the relationship between the different types of tourists in the city of Manta and the characteristics of their trips, in terms of the type of companions they had during the trip, their frequency of visit, satisfaction, and intention to return.

The three groups by type of companion ($\chi^2 = 17.053$, $p = 0.000$), so that the "Beach lovers" travelled more in the company of friends and co-workers, while the "Eco-coastal" and the "Multiple motives" travelled more with their family. There is also a relationship depending on the frequency of visit ($\chi^2 = 25.300$, $p = 0.000$), so the tourists who travelled most frequently to this destination were the "Eco-coastal", while those who travelled less frequently were the "Beach lovers", therefore the more frequently they visited, the greater their motivation for coastal tourism and gastronomy. In addition, there was a relationship between the three segments in terms of satisfaction ($\chi^2 = 67.998$, $p = 0.000$), so that the "Multiple motives" cluster was the most satisfied. Finally, there was a relationship depending on the intention to return to the destination ($\chi^2 = 49.517$, $p = 0.000$), those who had the greatest intention of returning to the destination were the "Eco-coastal". Therefore, as the motivation for gastronomy and eco-tourism activities increased, the intention to return to the destination also grew.

Table 5.5. Relationship cluster with variables related to travel characteristics

Variables	Cluster case number			Total	χ^2	Sig.
	Beach lovers	Eco-coastal	Multiple motives			
Type of company	Alone	4.10%	0.90%	1.30%	17.053	0.000
	With family	38.40%	56.60%	55.00%		
	With the partner	11.00%	13.20%	8.50%		
	With Friends or co-workers	46.60%	30.20%	34.10%		
	others			1.40%		

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Total		100.00%	100.00%	100.00%	100.00%		
Frequency of visit	1 to 3 times a year	57.50%	33.00%	44.10%	43.60%	25.300	0.000
	4 to 6 times a year	31.50%	39.60%	46.40%	41.80%		
	7 to 9 times a year	11.00%	27.40%	9.50%	14.60%		
Total		100.00%	100.00%	100.00%	100.00%		
Degree of general satisfaction	1	2.70%			0.50%	67.998	0.000
	2				0.00%		
	3	17.80%			3.30%		
	4	19.20%	21.70%	20.90%	20.80%		
	5	60.30%	78.30%	79.10%	75.40%		
Total		100.00%	100.00%	100.00%	100.00%		
After my experience I think I'll be back on a next occasion	1	2.70%			0.50%	49.517	0.000
	2	2.70%			0.50%		
	3	11.00%	7.50%	0.50%	4.40%		
	4	15.10%	12.30%	31.30%	23.10%		
	5	68.50%	80.20%	68.20%	71.50%		
Total		100.00%	100.00%	100.00%	100.00%		

6. Discussion

The findings point to three motivational dimensions, ecotourism and gastronomy, sun / beach / entertainment, and relaxation, for the city of Manta considered as a coastal marine destination. These are similar to some of the motivations found by Kruger and Saayman (2010), specifically, nature experience, escape and relaxation. Also, Van Der Merwe et al. (2011) noted escape and relaxation in two coastal marine destinations. Kassean and Gassita (2013) remarked on rest and relaxation as being the strongest motivational force. Finally, our ecotourism and gastronomy dimension shows important similarities to Lacher et al. (2013) who argue for tourists feeling that regional coastal cuisine is an important part of their vacations, suggesting that tourists probably have a considerable regional focus for their vacations, and confirming the relevance of gastronomy in coastal marine destinations.

With regard to the market segmentation, our results are similar to those found in previous research. For example, Moscardo et al. (2001) found three segments, one of them identical

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to ours, the “Eco-coastal” segment, while their active beach tourists seem be analogous to our “Multiple motives” cluster. In another study, Reig-Garcia and Coenders-Gallard (2002) found five segments, two of which were quite similar to those in the present study, their satisfied travellers who return (our "Eco-coastal") and beach lovers (our "Beach lovers"). Rodríguez-González and Molina-Molina (2007) found four segments, their active coastal tourism being similar to our "Eco-coastal" tourists, and their sun family tourism and beach being close to our "Beach lovers". Similarities were also found with Ferreira et al. (2010) whose culture seekers were much like our "Eco-coastal"; their seekers of sun and tranquillity much alike our "Beach lovers", and their sun and night lovers similar to our "Multiple motivations" cluster. Comparing our results to the study of Rudež et al. (2013), similarities also emerge. For example, their friends-oriented visitors were similar to our "Beach lovers"; their well-being visitors were much like our "Eco-coastal"; their curious-passive visitors shared the characteristics of our "Beach lovers", and their multifarious were similar to our "Multiple motives". Onofri and Nunes (2013), found two segments, greens similar to our "Eco-coastal", and beach lovers similar to our "Beach lovers" of the present investigation. Rid et al. (2014) found four groups: heritage & nature seekers ("Eco-coastal"); multi-experiences seekers ("Multiple motives"); sun & beach seekers ("Beach lovers). However, their multi-experiences & beach seekers were not found in our study. Valls et al. (2018), identified a segment labelled the visiting and the enjoying ("Eco-coastal"); holidaying ("Multiple motives"); and the beaching and the relaxing group ("Beach lovers"). Comparing our results with Carvache-Franco et al. (2018), their "beach lovers" also appear in our study, they have a "coastal nature" segment ("Eco-coastal"). However, their "coastal passive" segment was not found in our study. Finally, Carvache-Franco et al. (2019) proposed four segments of the demand of foreign tourists in a coastal marine destination: eco-coastal tourists ("Eco-coastal") and water sports tourists and the sun and beach tourists ("Beach lovers"). Our study did not find their cluster of indifferent tourists.

This comparison of our results with those of prevision research allows us to contribute that the "Multiple motives" group, while significant in Manta, also appears with low

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frequency in the market segmentation of cities and destinations with marine coastal characteristics which are visited by national and international tourists.

Regarding the relationship that exists between the tourist segments found in Manta and their sociodemographic features, the study shows that younger people were “Beach lovers”, while middle-aged people basically belong to the “Eco-coastal” or “Multiple motives” groups. “Beach lovers” is the cluster with the highest proportion of single people. Tourists with motivations for the coast and gastronomy are those who have the highest levels of training in their education. This result is similar to those of Kivela & Crofts (2005), where travellers with special interest in gastronomy had a higher academic level. As for professional activity, students have more motivation for the sun and beach, a result similar to Carvache-Franco et al. (2019) where their “sun and beach” segment had a higher proportion of students than the other groups found.

Regarding the variables related to the trip, this study establishes that “Beach lovers” travel more in the company of friends and co-workers, while the “Eco-coastal” and the “Multiple motives” groups travel more with their families. In addition, the tourists who travel most frequently are the “Eco-coastal”, so, the higher the frequency of visits, the greater the motivation for coastal tourism and gastronomy. Similar results were shown by Rid et al. (2014) where the group of “sun & beach tourists” had the highest percentage of tourists visiting the destination for the first time. On the other hand, the “multiple motives” groups is the most satisfied. Finally, the “eco-coastal” groups are the tourists who have the highest intention of returning to the destination. Therefore, as the motivation for gastronomy increases in a coastal area, the intention to return to the destination increases. Red (2014) found that the most satisfied segments with the greatest intention of returning to the destination were multi-experiences & beach seekers and the multi-experiences seekers. Prayag (2012) also concluded that the aspects that would improve the intention of returning to the destination were natural environment, reputation and kindness of the people. These were factors highly valued by the “eco-coastal” group, the one with the highest probability of returning to this city. Similar results were found by Carvache-Franco et al. (2019) in the coastal marine destination of Montañita (Ecuador) where the group “eco-coastal” had a greater intention of

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returning to the destination. In the present study, and in line with similar research (Park & Yoon, 2009; Prayag, 2012; Red, 2014; Carvache et al, 2019), significant differences were found in sociodemographic aspects and characteristics of the trip when comparing the tourist segments,

7. Conclusions

Coastal marine tourism offers new alternatives for recreational activities that can be developed by tourism service providers. A wide range of features for tourists can be offered in this kind of destination—these include visits to the local communities and enjoying water sports, sightings of marine flora and fauna, ecotourism, and the local cuisine

The findings show that there are three motivational dimensions in the destination studied: ecotourism and gastronomy, sun and beach and entertainment, and relaxation. The empirical evidence also shows that there are three groups of tourists “Beach lovers”, who have high motivations for resting, and for the sun and beach. The second group is formed by the “Eco-coastal” tourists, who have high motivations for resting, enjoying the sun and the beach, for enjoying the local gastronomy, and for its tourist attractions. The third group is the “Multiple motives”, who have high motivations in all motivational dimensions.

At a theoretical level, regarding the motivations in coastal marine destinations, the dimensions found in the present study are quite similar to those of previous studies (Kruger & Saayman, 2010; Van Der Merwe et al., 2011; Kassean & Gassita, 2013). Particularly, with regards to ecotourism and gastronomy motivational dimensions, we found important similarities with the work of Lacher et al. (2013) who pointed out that tourists feel that regional coastal cuisine is an important part of their vacations, suggesting the motivational importance of gastronomy.

Regarding the demand segmentation of tourists in Manta, this study adds a quite new demand segment, infrequently considered by previous studies on coastal marine destinations, which is the “multiple motives” segment (Onofri & Nunes, 2013; Valls et al., 2018; Carvache-Franco et al., 2018; Carvache-Franco et al., 2019). The present study also broadens

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existing theory by confirming that the characteristics of coastal marine tourism (Orams, 2007; Porter & Kaufman, 2013; Orams & Lueck, 2016) can be found in destinations such as Manta.

The present study has practical implications for companies in the tourism industry at Manta, offering reasons why tourists are visiting the city, how they might be classified, and their main characteristics in terms of sociodemographic features and the characteristics of their trips. It provides information that would assist them in tailoring products according to the motivational dimensions of the demand found in this research and thus contribute to the development of this important coastal marine destination in Latin America.

The study, however, also has limitations. The main limitation is the relatively short time period of its survey, which leaves open the possibility that the characteristics and motivations of tourists may vary across seasons. An interesting research topic for future research would be to analyse the relationship between the demand segments and the spending profile of these segments in the field.

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CAPÍTULO 6

Conclusiones, Implicaciones, limitaciones y futuras líneas de investigación

Capítulo 6. Conclusiones, implicaciones, limitaciones y futuras líneas de investigación

Capítulo 6. Conclusiones, Implicaciones, limitaciones y futuras líneas de investigación

6.1. Conclusiones

El principal objetivo de esta tesis es presentar un análisis de las motivaciones y segmentación de la demanda en distintos tipos de destinos costeros y marinos. El propósito que se persigue es adquirir una visión más completa y holística sobre cómo es la demanda de dichos destinos, qué la motiva, y crear guías para su desarrollo, que sirva a los proveedores de servicios para poder elaborar productos acordes a las características de la demanda. En la Tabla 6.1., se muestra un resumen de las contribuciones realizadas en cada una de los artículos que consituyen los capítulos de la tesis.

Tabla 6.1. Resumen de contribuciones

Capítulos	2. Motivación y segmentación del turismo costero y marino aplicada a una ciudad costera	3. Motivación y segmentación del turismo costero y marino aplicada a un área marina protegida	4. Motivación y Segmentación del turismo costero y marino aplicada a un destino costero con características deportivas (Ciudad del surf)	5. Motivación y segmentación del turismo costero y marino aplicada a una ciudad costera y portuaria
Artículos	1. Motivation and segmentation of the demand for coastal and marine destinations	2. From motivation to segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador	3. Segmentation of foreign tourist demand in a coastal marine destination: The case of Montañita, Ecuador	4. Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: a case study in Manta (Ecuador)
Destino	Urbano: El estudio se realizó en Salinas, una ciudad costera para recreación junto a un área protegida.	Rural: El estudio se realizó en las islas Galápagos, un área marina protegida llena de naturaleza, y declarada Patrimonio de la Humanidad por la UNESCO.	Rural: El estudio se realizó en Montañita, un destino costero y marino ideal para el surf y deportes acuáticos, declarado ciudad del Surf.	Urbano: El estudio se realizó en manta, una ciudad costera y portuaria con modernismo y amplia oferta turística.
.Pregunta de Investigación 1: ¿Cuales son las motivaciones de la	Authentic coastal experience, Heritage and nature, Learning,	Learning, Heritage and nature, Sun & beach, and sports, Authentic coastal	Water Sports and Social Visits, Ecotourism, and Sun and Beach	Ecotourism and gastronomy, Sun, beach and

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investigación

demanda en el turismo costero y marino? Gap 1: Escasa literatura	Novelty and social interaction, Physical activities, Sun and beach	experience, Novelty, Social interaction		entertainment, and relaxation
Pregunta de Investigación 2: ¿Cuales son los segmentos de la demanda en el turismo costero y marino? Gap 2: Escasa literatura.	Beach lovers, Multiple coastal motives	Multiple motives, Eco-coastal	Eco-coastal, Indifferent, Water Sports, Sun and Beach	Beach lovers, Eco-coastal, Multiple motives
Pregunta de Investigación 3: ¿Que relación existe entre los segmentos y la satisfacción y lealtad en el turismo costero y marino? Gap 3: Escasa literatura.	Los múltiples motivos costeros son los más satisfechos. Muestran mayores niveles de retorno, recomendación y son los que ofrecen un feedback más positivo sobre el destino.	Los Múltiples motivos son los más satisfechos. Muestran mayores niveles de retorno, recomendación y son los que ofrecen un feedback más positivo sobre el destino.	Los Eco costeros y los turistas de Deportes acuáticos, tienen mayores puntuaciones para el retorno.	Los Múltiples motivos los más satisfechos. Los Eco costeros son los que tenían puntuaciones mas altas para el retorno.
Pregunta de Investigación 4: ¿Que relación existe entre los segmentos y los aspectos sociodemográficos del turismo costero y marino? Gap 4: Escasa literatura.			Los turistas de Deportes acuáticos están conformados mayoritariamente por hombres. Los estudiantes mayormente pertenecen al grupo de los Eco costeros. Los empleados privados son turistas de Sol y playa.	Los Eco costeros viajaron con mayor frecuencia. Los Amantes de la playa viajan en compañía de amigos. Los Amantes de la playa son sobre todo estudiantes. Los empleados privados son Eco coseros.

Fuente: Elaboración de autores

De acuerdo a la información que resume la Tabla 6.1, se pueden establecer las conclusiones siguientes:

El turismo costero y marino está atraído por nuevas alternativas de actividades recreativas que pueden desarrollar y ofrecer los proveedores de servicios turísticos. En este tipo de destino se pueden ofrecer una amplia gama de actividades apreciadas por el turista, más allá de las actividades tradicionales del turismo de sol y playa, y que pueden incluir visitas a las comunidades locales, la realización de deportes acuáticos, actividades que implican la interrelación con la naturaleza, como sería el avistamiento de flora y fauna marina, actividades relacionadas con el ecoturismo, o con el disfrute de la gastronomía local.

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Los análisis realizados ponen de manifiesto que las dimensiones motivacionales en el turismo costero y marino, de forma genérica, son predominantemente las siguientes:

- Auténtica experiencia costera, está relacionada con los intereses y estilos de vida de la población costera y las experiencias asociadas a los paisajes costeros.
- Patrimonio y naturaleza, se relaciona con la fauna, los parques nacionales, la cultura y tradiciones y el turismo marino costero en áreas naturales.
- Aprendizaje, se relaciona con un visitante motivado por el aprendizaje de idiomas y bailes tradicionales, por el conocimiento de la flora y la fauna, o interesado por la artesanía local.
- Novedad e interacción social, se relaciona con ver cosas y experimentar sensaciones nuevas, a veces vinculadas con atracciones turísticas, que alejan al turista de su rutina habitual, o con la motivación que se deriva de las relaciones sociales, fundamentalmente con amigos y familiares, con los que se puede interactuar durante la visita turística.
- Actividades físicas, se relaciona con un visitante motivado por la realización de actividades deportivas, que en este tipo de destinos básicamente contemplan la natación y la práctica de deportes acuáticos.
- Sol y playa, se relaciona con un visitante motivado por la relajación asociada al turismo tradicional de sol y playa.

Todas estas motivaciones se pusieron de manifiesto en un destino marino y costero genérico, como Salinas (en Ecuador), donde se puso de manifiesto la importancia de las motivaciones vinculadas al turismo de sol y playa, la naturaleza, la cultura y los aspectos sociales, en el turismo costero y marino.

Sin embargo, la consideración de distintos tipos de destinos marino y costeros también evidencia que las motivaciones no tienen por qué ser exactamente las mismas en todos los destinos de esta tipología, pudiéndose encontrar en algunos casos motivaciones específicas relacionadas con destinos marino y costeros concretos, o incluso estando solo presentes algunas de ellas dependiendo del destino, o agrupándose o separándose algunas de ellas por las interrelaciones que presentan en ciertos destinos.

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Por ejemplo en el estudio realizado en las Islas Galápagos, la motivación relacionada con la realización de actividades físicas o deportivas se encontró junto a la motivación de sol y playa, ambas fueron consideradas en este destino como una única dimensión motivacional, a diferencia de otros destinos costeros y marinos. Esto podría deberse a que este destino se caracteriza por ofrecer actividades marinas activas, que hacen que los turistas además de disfrutar de la relajación que brinda el sol y la playa, también disfruten de la práctica de deportes náuticos, como el snorkeling, el buceo, el surf, o la natación. Asimismo, la dimensión motivacional relacionada con la novedad aparece separada de la motivación relacionada con la interacción social, como si se tratara de un destino donde ambas dimensiones tienen entidad y fuerza por separado.

En el destino costero y marino de Montañita, que es ideal para la práctica de deportes acuáticos aparecen dimensiones como deportes acuáticos y visitas sociales, que abarcan las dimensiones relacionadas con las actividades físicas y con la novedad e interacción social encontradas en Salinas. También se encontró el factor ecoturismo, que es análogo a las motivaciones denominadas auténtica experiencia costera y patrimonio y naturaleza de Salinas. Por otro lado, también se identificó la motivación denominada sol y playa, al igual que en el estudio de Salinas.

En el cuarto artículo desarrollado en la ciudad costera y portuaria de Manta se encontraron las dimensiones motivacionales llamadas ecoturismo y gastronomía, parecidas a las dimensiones auténtica experiencia costera y patrimonio y naturaleza. También se encontró la dimensión sol, playa y ocio, parecida a los factores novedad e interacción social, y sol y playa, del artículo de Salinas. De la misma manera, la motivación relacionada con la relajación, también está asociada a sol y playa del artículo de Salinas.

Por lo tanto, se concluye que estas seis dimensiones (Auténtica experiencia costera, Patrimonio y naturaleza, Aprendizaje, Novedad e interacción social, Actividades físicas, Sol y playa) forman parte del turismo costero y marino, pero que dependiendo de los atractivos del destino algunas de las dimensiones motivacionales pueden encontrarse unidas o separadas, en función de su importancia o entidad propia en el destino.

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En lo relacionado a la segmentación de la demanda, de manera general, se han encontrado seis segmentos diferenciados en el turismo costero y marino.

Primero, los turistas llamados Eco costeros, están conformados por turistas que tienen una alta motivación por conocer sitios de vida silvestre marina y parques nacionales, por querer ver cosas que normalmente no ven, y por conocer la flora y fauna, factores relacionados con la sostenibilidad ambiental del destino. Este segmento está relacionado con las dimensiones motivacionales denominadas Patrimonio y naturaleza y Novedad.

Segundo, el segmento Amantes de la playa o turista de sol y playa, formado por turistas que tienen altas motivaciones en aspectos relacionados con el sol y la playa, por lo tanto los caracteriza la dimensión motivacional denominada de Sol y playa.

Un tercer segmento es el denominado Múltiples motivos, integrado por turistas con alta motivación por un conjunto variado de dimensiones motivacionales que incluyen Aprendizaje, Patrimonio y naturaleza, Sol y playa, Actividades físicas, Novedad e interacción social, y la búsqueda de una “Auténtica experiencia costera.

Un cuarto tipo de turista denominado Múltiples motivos costeros, estaría compuesto por turistas que tienen puntajes altos en todas las motivaciones que incluyen naturaleza, auténtica experiencia, además del sol y la playa.

Un quinto segmento son los Indiferentes o turistas pasivos, con puntajes bajos en casi todos los criterios de motivación y que no están claramente relacionados con los otros grupos de segmentos encontrados.

El último grupo de turistas sería el denominado, Deportes acuáticos, que son turistas que presentan puntuaciones más altas en los ítems relacionados con la dimensión Deportes acuáticos, Visitas sociales y en la dimensión Sol y playa.

El encontrar un tipo u otro de segmento, también está condicionado por las características del destino costero y marino analizado. Así, en los cuatro destinos estudiados se han encontrado algunos de los seis grupos hallados en esta tesis (Eco-costeros, Amantes de la playa, Múltiples motivos, Múltiples motivos costeros, Indiferentes, y Deportes Acuáticos).

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En la ciudad de Salinas, por ejemplo, los segmentos de demanda encontrados han sido los Amante de la playa y el segmento de Múltiple motivos costeros, el cual aglutinaba características de dos segmentos, el de múltiples motivos y el eco costeros. Esto podría ser debido a que junto a su playa se ubica una importante área protegida marina, que atrae la atención de los turistas por su gran riqueza natural. Lo que hace concluir que en una playa con áreas naturales es posible encontrar un turista múltiple motivos costeros con atracción en todas las variables motivacionales pero preferentemente motivado por los factores de Auténtica experiencia costera y Patrimonio y naturaleza, además del Sol y la playa. Esto hace que no se encuentre un turista eco costero de manera individual sino junto al multiple motivos, razón por la cual se lo ha denominado Multiple motivos costeros.

En las Islas Galápagos se encontraron dos segmentos, Múltiple motivos y Eco costero. Es decir el factor Sol y playa no aparece como motivador por sí solo ni como un segmento de demanda, por las razones de que la playa en este tipo de destino es más valorada por su riqueza endémica natural, por su idoneidad para la práctica de deportes y otras actividades costeras, distintas a las vinculadas a destinos tradicionales de sol y playa, donde los recursos naturales no son tan relevantes. Sin embargo, el segmento Múltiples motivos, aparece con mayores valoraciones para la importancia del turismo de sol y playa y para la práctica de deportes acuáticos, características propias del grupo llamado Amante de la playa. Es decir, de acuerdo a nuestros resultados, en las áreas marinas protegidas, es posible encontrar un turista Múltiple motivos con características del turista de sol y playa y otro grupo diferenciado denominado Eco costero.

En el caso de Montañita se encontraron cuatro segmentos, el Eco-costero, hallado en Galápagos y Manta. Un segundo grupo de turistas denominado Indiferente constituido por turistas pasivos con bajos puntajes en sus motivaciones excepto en la puntuación media alcanzada en sol y playa. También se identificó el segmento de Deportes acuáticos, por ser un destino ideal para el surf y otros deportes acuáticos, que incide en la importancia de este tipo de turistas, como un grupo propio y separado de otros grupos de demanda. También se halló el turista de Sol y playa que es el mismo Amante de la playa encontrado en Salinas y Manta.

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En Manta se hallaron con características diferenciadas tres segmentos Amantes de la playa, Eco costeros y Múltiples motivos, lo que indica que en una ciudad portuaria con una amplia oferta de servicios turísticos que atrae por lo tanto a turistas bastante diversos, un grupo al que le gusta la playa, otro segmento que prefiere una experiencia costera auténtica con elementos de naturaleza, y otro grupo inclinado a realizar todas las actividades que les pueden ofrecer estas ciudades costeras.

Lo expuesto anteriormente permite concluir que en el turismo costero es posible encontrar seis segmentos de turistas de manera diferenciada, aunque en ocasiones, dependiendo de las características del destino, puede aparecer un segmento con características de dos grupos diferenciados. Esto sucedió en Salinas, con el grupo de Múltiple motivos costeros, que aglutinan características del grupo múltiple motivos y del eco costero. Asimismo es el caso de Galápagos, donde aparece el Múltiple motivos que puede abarcar al turista múltiple motivos y al amante de la playa. De igual manera pueden aparecer otros segmentos como en el caso del turista de Deportes acuáticos en Montañita por ser un destino declarado ciudad del Surf y un turista Indiferente, que aglutina a personas que viajan al destino, pero con bajas motivaciones, en el caso concreto de Montañita, recoge a turistas que no practican deportes acuáticos. Los distintos tipos de turistas identificados en los destinos costeros y marinos responden a las particularidades de cada destino, que muestra diferentes características en sus atractivos naturales y culturales, ya sean estos de tipo urbanos costeros como las ciudades de Salinas o Manta, o ya sean destinos más rurales costeros como Galápagos y Montañita.

El análisis de qué segmentos son los más satisfechos y leales en el turismo costero y marino, permite concluir que el grupo Múltiples motivos es el segmento que muestra mayores niveles de satisfacción y lealtad. Los segmentos que obtuvieron mayores niveles de motivación, en este caso el turista reconocido como Múltiple motivos, también tuvieron mayores niveles de satisfacción, y de lealtad, en variables como el retorno, la recomendación y el ofrecer una retroalimentación positiva sobre el destino costero y marino. Esta conclusión se basa en los resultados obtenidos en Salinas y Galápagos donde el Múltiple motivos tuvo más alto puntaje en estas variables de satisfacción y lealtad. También en la ciudad de Manta, el Múltiple motivos obtuvo una mayor puntuación en la satisfacción. Sin embargo, en Manta

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y Montañita los Eco costeros aparecieron como grupos de turistas que desean retornar al destino.

En cuanto a la relación entre los aspectos sociodemográficos y los segmentos encontrados se puede establecer, en cuanto a la frecuencia de viaje, que el turista Eco costero viajaba con mayor frecuencia en Manta. Esto indicaría que los turistas atraídos por la naturaleza y la cultura están más motivados por visitar estos destinos, lo que aumenta su frecuencia de visita.

En lo relacionado a la variable ocupación, en Montañita, destino reconocido por su valor para realizar actividades deportivas, los estudiantes eran mayormente turistas del segmento Eco costero, mientras que, en Manta, los estudiantes eran mayoritariamente del grupo Amantes de la playa. Esto podría deberse a que en destinos rurales como Montañita los estudiantes muestran una mayor conciencia hacia el disfrute y cuidado de la naturaleza y la cultura local, y en un destino urbano conformado por una gran ciudad como Manta, los estudiantes se sienten más atraídos por disfrutar de la playa y sus actividades recreativas. También los empleados privados mayormente en Montañita eran Amantes de la playa y en Manta eran del grupo Eco cosero.

Acerca de la compañía del viaje, en Manta los Amantes de la playa viajaban en compañía de amigos. En cuanto al género, en Montañita los hombres identificaban especialmente al segmento de Deportes acuáticos. Se puede concluir que ciertos aspectos sociodemográficos podrían variar debido a las características propias de cada destino.

6.2. Implicaciones teóricas

La presente tesis para tratar de aportar resultados robustos y generalizables llevó a cabo análisis en diferentes destinos costeros y marinos, que cuentan con diferentes atractivos naturales y culturales, para tratar de obtener resultados valederos y así realizar aportes a nivel teórico y práctico. De esta manera se realizaron dos estudios en destinos urbanos, como son las ciudades de Salinas y Manta, y dos en destinos rurales, como son las Islas Galápagos y Montañita.

Como implicaciones teóricas hay que enfatizar las dimensiones motivacionales encontradas en los destinos considerados, que consolida 6 factores motivacionales, como

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hemos destacado anteriormente: Auténtica experiencia costera, Patrimonio y naturaleza, Aprendizaje, Novedad e interacción social, Actividades físicas, Sol y playa. Buena parte de estas motivaciones ya han sido destacadas en estudios previos, usando denominaciones si no idénticas parecidas, y haciendo referencia en todo caso a dimensiones motivacionales que comparten gran parte de sus rasgos definidores con las encontradas en esta tesis. Sin embargo, nuestro trabajo realiza aportes importantes. Una de las principales contribuciones a la literatura académica es haber encontrado una dimensión, que no ha sido identificada en ningún trabajo previo. La dimensión Auténtica experiencia costera, encontrada en Salinas y Galápagos, así como en Montañita y Manta, aunque se le atribuyó otra etiqueta, no ha sido identificada con las mismas características en estudios previos. Otra contribución relevante es la estandarización con la que se han identificado las 6 dimensiones, con leves particularidades en cada destino, pero extrapolables a todos ellos, incluyendo tanto los destinos costeros urbanos como rurales. A modo de síntesis, nuestro estudio concluye la relevancia que en los destinos marino y costeros tienen los factores motivacionales que giran en torno a la naturaleza, la cultura, los aspectos sociales, y las actividades de sol y playa.

En lo relacionado a la segmentación de la demanda, en esta tesis se han identificado seis tipos fundamentales de turistas en base a sus motivaciones: Eco-costeros, Amantes de la playa, Múltiples motivos, Múltiples motivos costeros, Indiferentes, y Deportes Acuáticos. Una contribución importante relacionada con la segmentación de la demanda es el haber podido identificar los segmentos más importantes de manera diferenciada en destinos marinos y costeros, en función de si son urbanos o rurales. Así en los destinos urbanos, como las ciudades de Salinas y Manta, destacaron como principales grupos de turistas los Eco-costeros, Amantes de la playa, Múltiples motivos y Múltiples motivos costeros. En los destinos con características rurales, como Galápagos y Montañita, los grupos de turistas más importantes fueron los Múltiples motivos, Eco-costeros, Indiferente, Deportes acuáticos y Amantes de la playa. Se observan algunas coincidencias que hacen pensar en la importancia de este tipo de turistas en los destinos marinos y costeros independientemente de sus particularidades, urbanas o rurales, pero también se observan diferencias que justifican el aporte de este resultado. Otra contribución relevante en cuanto a los resultados de la segmentación de la demanda es haber encontrado varios segmentos nuevos en la demanda

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del turismo costero y marino. Se trataría en concreto de los turistas llamados Eco costeros, Múltiples motivos costeros, Indiferente, o Deportivo acuático que no fueron encontrados en estudios similares previos. La aparición de estos nuevos segmentos es un aporte significativo a la literatura académica. Por último, añadimos la contribución de que cuando no hemos encontrado el tipo de turista Eco costero de manera individual, esta tipología se ha agregado al denominado Múltiples motivos, como ocurrió en la ciudad de Salinas. De la misma manera, en destinos que son áreas marinas protegidas como Galápagos es posible encontrar al turista Amante de la playa dentro del turista Múltiple motivos. Por último, el turista de Deportes acuáticos encontrado en Montañita tiene características del compartidas con el Eco costero y Amante de la playa, solo que en este tipo de destinos la relevancia y especial foco en estas actividades deportivas hizo surgir un tipo específico y diferenciado de turista. Estos resultados permiten realizar un aporte importante a la literatura académica, al poderse afirmar que a nivel genérico los principales tipos de turistas identificados en los destinos marinos y costeros contemplan los Múltiples motivos, Eco costeros, Amantes de la playa, e Indiferentes.

En lo referente a la satisfacción y lealtad de los turistas hacia los destinos costeros y marinos, los hallazgos muestran que los turistas Múltiples motivos son los de mayor satisfacción y lealtad, aunque los Eco costeros también pueden presentar altas puntuaciones para retornar al destino. Estas conclusiones no fueron identificadas en estudios similares realizados con anterioridad.

Por último, en la tesis también se realizaron aportes teóricos sobre los aspectos sociodemográficos que caracterizaban a los distintos tipos de turistas, pudiéndose concluir que los Eco costeros viajaban con mayor frecuencia, los Amantes de la playa viajaban en compañía de amigos., los turistas del grupo Deportes acuáticos eran fundamentalmente hombres. También se han encontrado diferencias en variables sociodemográficas en relación a los destinos urbanos y rurales, de esta manera en Montañita los empleados privados eran Amantes de la playa y en Manta eran del grupo Eco cosero. Otra diferencia, relativa a la ocupación, fue que en Montañita los Eco costeros eran sobre todo estudiantes mientras que en Manta los estudiantes se incluían más bien en el grupo de Amantes de la playa. Es decir los estudiantes en los destinos costeros y marinos rurales se sientes más atraídos por la

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naturaleza y la cultura y en una gran ciudad o destino urbano costero se sienten más atraídos por disfrutar de la playa y su amplia variedad de servicios turísticos. Todos estos aspectos sociodemográficos y características del viaje constituyen un aporte a la literatura previa.

6.3. Implicaciones prácticas

Como implicaciones prácticas, la presente tesis recomienda que para mejorar la estancia del turista es necesario aumentar los niveles de satisfacción y las puntuaciones en las dimensiones motivacionales, que pueden estar influidas por aspectos o actividades específicas en cada caso o factor motivacional.

Desde esta perspectiva, ofrecemos un listado de medidas que podrían implantarse en los destinos marinos y costeros, que no pretende ser una lista exhaustiva, pero sí sugeridora de posibles medidas y acciones para mejorar los distintos factores motivacionales encontrados en la tesis.

Para mejorar el factor Auténtica experiencia costera, se podrían crear productos turísticos que incluyan actividades que intensifiquen las relaciones con la población costera. También se podrían hacer paquetes turísticos donde se impartan cursos de pesca, avistamiento de flora y fauna marina, navegación, recorridos en el paisaje costero, montar a caballo, visita a museos y practicar deportes acuáticos.

En cuanto a la motivación Patrimonio y naturaleza, se podrían agregar a los productos actividades como senderismo hacia lugares con naturaleza costera, avistamiento de flora y fauna, educación ambiental, talleres de biodiversidad, visita a museos marinos y culturales, visita a monumentos históricos, paseos culturales, proyección de películas del destino ya sean estas sobre su historia o sobre sus atractivos naturales y culturales.

Acerca de la motivación Aprendizaje se podrían implementar talleres educativos donde los turistas puedan aprender elaboración de artesanías, bailes típicos, gastronomía típica, cultura y tradiciones, leyendas y fotografía. En los establecimientos turísticos también se pueden proyectar videos sobre la cultura e historia local, todo con la intención de aumentar el conocimiento del turista y su cercanía a los destinos que visita.

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En lo relacionado a la dimensión motivacional Novedad e interacción social, se podrían implementar festivales en la playa de distintos tipos como artísticos, culturales y gastronómicos. Asimismo, los establecimientos turísticos podrían ofrecer promociones para los cumpleaños o graduaciones. Se podrían adecuar los establecimientos turísticos para realizar bodas y demás eventos como congresos y reuniones. Se recomienda crear paquetes turísticos para lunas de miel y quinceañeras. También se podría realizar dinámicas de grupos entre los propios turistas para que entre ellos se conozcan y puedan socializar con las personas de su interés.

Para mejorar la motivación Actividades físicas se recomienda que los destinos ofrezcan alquiler de equipos de deportes acuáticos como tablas de surf, equipos de buceo y snorkel, o equipamiento para todo tipo de actividades deportivas que puedan realizarse en la zona. También se pueden ofrecer ropa y accesorios para deportes acuáticos en las tiendas de ropa playera y deportiva. Es importante que las playas cuenten con salvavidas de manera permanente, lo que da seguridad al turista para la práctica de los deportes acuáticos. Se recomienda implementar cursos de los diversos deportes acuáticos para todas las edades y categorías. También es recomendable que los destinos establezcan normas de seguridad y control para la práctica de deportes en las zonas costeras y marinas. Asimismo se podrían realizar concursos deportivos.

Acerca de la motivación Sol y playa se podría sugerir que los destinos implementen áreas de recreación en la playa. Se adecúen las áreas para el descanso con sillones para tomar el sol y parasoles accesibles. Debe de implementarse lavamanos en sitios accesibles en las playas. Sería bueno ubicar puntos de información turística y unidades de emergencia médica. También se podrían implementar cursos de natación. Sería necesario implementar las normas de bioseguridad en la zona costera para disfrutar de la playa de una manera segura y placentera.

En la medida en que los segmentos de turistas encontrados puntúan alto en determinadas dimensiones motivacionales, la recomendación de medidas y acciones para mejorar cada una de dichas dimensiones podrían servir para atraer de mejor manera a los turistas que realizan

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el viaje y visitan esos destinos marinos y costeros por su especial motivación en un sentido u otro.

6.4. Limitaciones

A pesar de las contribuciones de esta tesis, no está exenta de ciertas limitaciones. Por ejemplo, debido a que los cuatro estudios se realizaron en los meses más soleados y en la temporada del año de más alta afluencia de turistas a la costa; una de las limitaciones de este estudio es la temporalidad debido a que la demanda puede variar de acuerdo a cada época del año en los destinos costeros y marinos estudiados.

En lo referente a la metodología aplicada se utilizó el Método de Muestreo por Conveniencia, siendo este tipo de muestreo no probabilístico, el cual se aplica cuando la muestra estadística a formar es seleccionada en el entorno próximo al investigador, sin existir requisitos específicos. Aunque facilita el trabajo de recolección de datos, existe un riesgo de que se produzca un sesgo estadístico en los resultados, lo que supone una limitación de esta tesis.

Los estudios fueron transversales, no longitudinales, durante un periodo máximo de recolección de la muestra de dos meses, y por lo tanto se ciñen a un momento concreto en el tiempo. Esto implica que quizás si los datos se recolectaran en otro momento los resultados podrían ser ligeramente diferentes.

El trabajo se realizó en cuatro destinos de los cuales dos son urbanos, una ciudad portuaria y una ciudad costera, y dos son rurales, un destino deportivo y un área marina protegida. Esto implicó ventajas, ya que los resultados logrados pudieron identificar ciertas diferencias relacionadas a las particularidades del destino, sin embargo, no dejan de ser un número limitado de tipologías en cuanto al espectro total de destinos marinos y costeros que podrían analizarse, lo que también limita el alcance de los resultados de esta tesis.

6.5. Futuras líneas de investigación

Como futuras líneas de investigación se podría llevar a cabo un estudio de la oferta de acuerdo a los diferentes grupos o segmentos del turismo costero y marino hallados en esta

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tesis, y también ampliando la temporalidad con la que se realizaron nuestros estudios. De esta manera se podría orientar hacia la creación de una cartera de productos acordes a cada temporada del año, investigando las preferencias de los productos en base a los segmentos de la demanda y la estacionalidad.

Se propone continuar avanzando en el estudio de las motivaciones y la segmentación para lograr aportar implicaciones a nivel práctico más relevantes y precisas. Es decir se puede seguir investigando en las relaciones que mantienen las motivaciones con los aspectos sociodemográficos, con la satisfacción, lealtad, sostenibilidad, y gasto efectuado en destino. Asimismo faltan estudios sobre la segmentación en relación al cuidado ambiental y a los aspectos sociodemográficos.

Se podría complementar el estudio cuantitativo realizado con el estudio de casos cualitativos que enriquezcan los resultados obtenidos. Para ello se recomienda emplear y combinar ambas técnicas de investigación en nuevos estudios que permitan enriquecer los resultados y los aportes realizados.

Se podría replicar el estudio en otros destinos costeros tanto a nivel nacional como internacional. Es necesario realizar estudios en varios destinos urbanos y zonas rurales para ir aportando a la literatura académica y contrastar los resultados obtenidos sobre una base de información mucho más amplia. Esto permitiría generalizar los resultados y obtener una visión más holística de cómo es la demanda en este tipo de destino, agregando sus particularidades concretas.

Todas estas líneas marcan una hoja de ruta interesante para seguir avanzando en la investigación sobre cómo mejorar el turismo y la sostenibilidad en los destinos marinos y costeros.

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7. APÉNDICES

Apéndice A. Motivation and segmentation of the demand for coastal and marine destinations (Capítulo 2)

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Motivation and segmentation of the demand for coastal and marine destinations



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ABSTRACT

Coastal and marine destinations offer a variety of activities for their visitors. The objective of this empirical study was, considering the above assertion, analyzing the segmentation of the demand for this kind of destination in terms of customer motivations. This project was an on-site investigation conducted in the city of Salinas, an important coastal and marine destination in Ecuador. The researchers used 385 questionnaires and analyzed them with multivariate statistical techniques. The results show six motivational factors: "Authentic coastal experience," "Heritage and nature," "Learning," "Novelty and social interaction," "Physical activities" and "Sun and beach." The study also shows the existence of two different segments of visitors. The first group labeled "Beach lovers" formed by tourists who have high motivation in such aspects related to the sun and the beach, this group refers to the motivational dimension "sun and beach." The second group, labeled "Multiple coastal motives," grouped tourists who have high values in all the motivational dimensions. The findings of this research suggest the need for a more refined and complete brand that could attract not only beach lovers but also other segments of tourists motivated by the different activities and features that this coastal and marine destination can offer.

1. Introduction

Studies in coastal and marine destinations are increasingly important because this type of tourism offers a greater variety of activities experiencing the contact with nature and culture compared to the traditional tourism focused on the sun and the beach. For Orams and Lück (2013), the recreational use of the sea and the coastal sites tend to grow in the future.

Studies focused on the demand side of tourism are crucial to improve sustainability in coastal and marine destinations, since they contribute to the sites' development plans. However, the literature is rather scarce about the motivational dimensions and the clusters that comprise the segmentation of the demand for these types of marine and coastal destinations. The reasons for the above are the varied features of such sites, the motivations tourists have for visiting them, and the different types of visitors they attract.

The importance of the present study lies in the comprehensive analysis of previous research carried out to construct a scale of motivations applicable to marine and coastal destinations. This scale served to establish the motivational dimensions and determine the demand segments.

The focus of this research was the city of Salinas, which is considered the most important tourist beach, located in the western part of the Santa Elena province in Ecuador. Salinas is a beautiful city rising on the geographical edge of Ecuador and entering the Pacific Ocean; these characteristics make it the most outstanding place in the Pacific coast from Panama to the far South of the continent. This important coastal and marine destination in Ecuador has a significant hotel infrastructure, a variety of seafood offerings, as well as a diversity of tourist services. Salinas offers an assortment of coastal and marine sports throughout the year, being its main attraction, the sighting of humpback whales, which occurs every year from June to September.

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Apéndice B. From motivation to segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador (Capítulo 3)

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From motivation to segmentation in coastal and marine destinations: a study from the Galapagos Islands, Ecuador

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ABSTRACT

National parks with marine reserves have great potential for coastal and marine tourism. In this regard, the Galapagos archipelago is an important coastal and marine destination in Ecuador declared a World Heritage Site by UNESCO. The objective of this empirical study was to analyze demand segmentation considering tourists' motivations in this destination. The research was carried out in situ, and multivariate statistical techniques were used to analyze the 407 questionnaires collected. The results show six motivational factors: learning, heritage and nature, sun and beach, sports, authentic coastal experience, novelty, and social interaction. Two different segments of visitors have also been found. The first group, called 'Multiple Motives,' is formed by tourists with high motivation in all the motivational variables that include sun and beach. The second group, called 'Eco-coastal,' is made up of tourists who have a great motivation to experience marine life and national parks, discovering new things they are not used to, and for knowing their flora and fauna. From these findings, useful recommendations emerge for service providers and institutions related to the tourist offer in this kind of coastal and marine destinations.

ARTICLE HISTORY

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KEYWORDS

Tourism; sustainable; satisfaction; loyalty; demand

1. Introduction

The recreational use of the coast and the sea is destined to grow in the future (Orams & Lück, 2013). The environmental impact of coastal and marine tourism is gaining the attention of firms, scholars, and institutions (Merli et al., 2019). In this sense, marine tourism includes those recreational activities that involve travelling a significant distance from the visitor's place of residence and for which the marine environment acts as a host or focus (Orams, 1999, p. 9). It now extends beyond beach-based activities, to include a wide spectrum of activities, which include scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea kayaking, visits to fishing villages, marine parks, and aquariums, sailing and motor yachting, maritime events and races, as well as the cruise ship industry (Lück, 2007). Maritime tourism constitutes a form of tourism totally connected and dependent on the sea and the marine environment (Lekakou & Tzannatos, 2001).

On the other hand, coastal tourism is also a typology that currently includes a wide variety of activities, like sports (beach volleyball, coasteering, surfing, kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature-based and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteer and educational activities (beach clean-ups, invasive weed

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Apéndice C. Segmentation of foreign tourist demand in a coastal marine destination: The case of Montañita, Ecuador (Capítulo 4)

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Segmentation of foreign tourist demand in a coastal marine destination: The case of Montañita, Ecuador



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ABSTRACT

Demand segmentation at coastal destinations contributes to the commercialization of locations in order to create products and services in accordance with each of the groups found. Ecuador is located in South America, and on its coast is the province of Santa Elena, where the Montañita Commune is located. This spot has been designated as a "Surf City" and constitutes a popular area visited by foreign tourists. Recreational activities related to sun and beach holidays take place here, and water sports such as surfing and parasailing are popular. This study aims at identifying the different segments of demand of foreign tourists in this coastal marine destination in terms of their motivational dimensions. To do so, an empirical work herein has been undertaken on-site, using a questionnaire and applying a factorial analysis as a multivariate technique. The results show the existence of three motivational dimensions: "Water Sports and Social Visits", "Ecotourism", and "Sun and Beach". According to the motivation schemes, four typologies of foreign tourists have been identified. First, "Eco-coastal Tourists" who visit the destination motivated by climate, sand and contact with nature. Second, "Indifferent Tourists" with low scores in almost all motivation criteria and who are not clearly related to any of the three dimensions identified. Third, "Water Sports Tourists" who visit the destination motivated by surfing and who enjoy the sun and the beach. Fourth, "Sun and Beach Tourists" who visit the destination and are mainly motivated by rest and relaxation together with sun and beach criteria. The importance of this research lies in its contribution to the understanding of the characteristics of the different clusters of foreign tourists with regard to the motivational dimensions involved in this type of tourism.

1. Introduction

The traditional beach holiday remains a contemporary mass tourism phenomenon (Bramwell, 2004), although it is not completely stable and involves some remarkable changes. For example, Poon (1993) recognised a shift from the stereotypical 3-S (Sun, Sand and Sex) tourist to an increasingly sophisticated and demanding tourist, who is looking for more than just rest and relaxation. Therefore, the recreational use of the coast and the sea are destined to grow in the future (Orams and Lück, 2013), and it is crucial to undertake studies to better understand this kind of tourism and obtain positive economic consequences for companies in this sector and for the region. Marine Tourism includes those recreational activities that involve traveling far from the visitor's place

of residence and in which the marine environment acts as a host or focus (Orams, 2002, p.9). Marine Tourism now extends beyond beach activities to a wide spectrum of activities, such as scuba-diving and snorkelling, windsurfing, jet skiing, fishing, sea kayaking, visits to fishing villages, marine parks and aquariums, sailing and motor yachting, maritime events and races, as well as to the cruise ship industry, to mention a few (Lück, 2007). Coastal Tourism is also a factor, which currently includes a wide variety of activities: sports (beach volleyball, coasteering, surfing, kayaking), wellness stays (spa and wellness resorts, beach walking, beachcombing), nature based and wildlife viewing (rock-pools, seabirds, turtles, pinnipeds), and volunteer and educational activities (beach clean-ups, invasive weed eradication, species counts, language schools, museums) (Orams and Lueck,

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Apéndice D. Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: a case study in Manta (Ecuador) (Capítulo 5)

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Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: a case study in Manta (Ecuador)

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ABSTRACT

Coastal marine tourism offers new alternatives for tourist recreation in coastal destinations having natural and cultural attractions. The objective of this study is to create a demand segmentation of a coastal marine destination in terms of tourists' motivations as related to their sociodemographic parameters and trip characteristics. The empirical work was carried out in situ in the city of Manta, Ecuador, by administering a questionnaire to 390 visitors to the city and conducting multivariate statistical techniques on the data collected. The results show that there are three motivational dimensions which might be termed: ecotourism / gastronomy, sun / beach / entertainment, and relaxation and which determine three tourist clusters. Firstly, the 'beach lovers' tourists, who have high motivations for resting, and enjoying the sun, beach and entertainment activities. Secondly, the 'eco-coastal' tourists who, besides their high motivations for resting, sun, and the beach, also enjoy the typical cuisine, and the attractions offered by the city. The 'multiple motives' tourists, have high motivations for all the available attractions. Regarding the sociodemographic variables and the trip characteristics, the findings suggest that the older the tourist, the higher their level of motivation and the greater their motivations for sun, beach and gastronomy; students have also high motivations for the sun and the beach. The greater the frequency of visits, the higher the level of motivation and the satisfaction of these tourists, and the greater the motivation for coastal tourism and gastronomy. These results offer a basis for tourism providers to develop products and services customized to demand.

ARTICLE HISTORY

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KEYWORDS

Coastal marine tourism;
touristic city; motivation;
segmentation; demand;
gastronomy

Introduction

Tourism destinations have long benefited from sun and beach tourism but, more recently, the recreational uses of coastal regions have increased in importance (Orams & Lück, 2013). Coastal locations are those areas that are adjacent to the sea and the coastal zone is defined as those areas of land which border the marine environment (Beatley, Brower, & Schwab, 2002). The coastal zone extends inland to the first major change in topography beyond which coastal processes have little influence (International Coastal and Marine Tourism Society, 2013).

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Capítulo 7. Apéndice

Apéndice E. Encuesta sobre turismo costero y marino de Salinas (Ecuador).

- 1.- Nacionalidad: 1 Ecuatoriano 2 Extranjero
- 2.- Procedencia: 1 Norteamérica 2 Europa 3 Sur América 4 Asia
5 Resto del mundo
- 3.- País de procedencia: _____
- 4.- Sexo: 1 Hombre 2 Mujer
- 5.- Estado civil: 1 Soltero 2 Casado 3 Otros
- 6.- Edad: 1 Menos de 20 años 2 21-30 3 31-40 4 41-50 5 51-60 6 Más de 61 años
- 7.- Nivel de formación: 1 Primaria 2 Secundaria 3 Universitaria 4 Postgrado/ Maestría/PhD
- 8.- ¿Cuál es su actividad profesional?
1 Estudiante 2 Investigador/ Científico 3 Empresario/ dueño de negocios 4 Empleado Privado 5 Empleado Público 6 Jubilado 7 Desempleado 8 Otros
- 9.- ¿Cuántas veces ha visitado Salinas?
1 Primera vez 2 2 veces 3 3 veces 4 Más de 3 veces
- 10.- ¿En compañía de quién realiza su viaje?
1 Solo 2 Con la familia 3 Con amigos 4 Con la pareja 5 Otros.....
- 11.- ¿Cuántos días dura su estadía en Salinas?
1 un día 2 2 días y 1 noche 3 3 días y 2 noches 4 4 días y 3 noches
5 5 días y 4 noche 6 Más de 6 noches
- 12.- ¿Cual es su nivel de renta o ingreso mensual (Dólares/mes)?
1 Menos de \$500 2 De \$500 a \$1,000 3 De \$1,001 a \$1,500 4 De 1,501 a \$2,000
5 De \$2,001 a \$2,500 6 De 2,501 a \$3000 7 Más de \$3000
- 13.- ¿Cuál fue su promedio de gasto diario por persona en esta visita? Incluya el hospedaje.
1 Menos de \$30 2 \$30,01-\$60,01 3 \$60,01-\$90 4 \$90,01 - \$120 5 \$120,01 - \$150
6 Más de \$150

Capítulo 7. Apéndice

PREGUNTAS DE MOTIVACIONES

14.- Valore de 1 a 5 (siendo 1 poco y 5 mucho) los motivos para visitar Salinas (Señale con una X)

	Motivos de visita	1	2	3	4	5
1	Importancia del turismo en espacios naturales.					
2	Importancia de la historia y cultura de Salinas					
3	Importancia del turismo marino costero					
4	Experimentar sitios de fauna marina y parques nacionales.					
5	Experiencia de atracciones históricas					
6	Experiencia de cultura y tradiciones reales					
7	Experiencia relacionada con el paisaje costero de Salinas					
8	Productos agrícolas rurales					
9	Compartir interesantes experiencias con la población local					
10	Quedarse entre la población costera					
11	Fuertes sentimientos de experiencia					
12	Gastronomía típica de Salinas					
13	El estilo de vida de la población costera de Salinas					
14	Aprender bailes tradicionales					
15	Aprender idiomas locales de Salinas					
16	Interés por los mitos y las leyendas					
17	Interés por la artesanía local					
18	Importancia del turismo de sol y playa					
19	Importancia de la natación					
20	Importancia para deportes acuáticos					
21	Para descansar					
22	Por seguridad y protección					
23	Calidad ambiental del aire, agua y suelo.					
24	Quiero ver las cosas que normalmente no veo					
25	Para visitar familiares y amigos					
26	Por su vida nocturna					
27	Por conocer su flora y fauna					
28	Por sus atractivos turísticos					
29	Por su actividad comercial					

Capítulo 7. Apéndice

15. Por favor, califique de 1 a 5, (siendo 1 poco y 5 mucho) su satisfacción general en Salinas. (Señale con una X)

Satisfacción general en Salinas	1	2	3	4	5
1. Satisfacción general					
2. Satisfacción teniendo en cuenta el tiempo invertido y el esfuerzo					
3. Satisfacción en comparación con las expectativas previas					

16. Valore de 1 a 5, (siendo 1 poco y 5 mucho) su intención de volver y recomendar Salinas. (Señale con una X)

Variables de volver y recomendar el destino	1	2	3	4	5
1. Tengo la intención de volver a venir a este destino					
2. Tengo la intención de recomendar este destino					
3. Cuando hable de Salinas diré cosas positivas					

Capítulo 7. Apéndice

Apéndice F. Encuesta sobre turismo costero y marino de Galápagos (Ecuador)

- 1.- Nacionalidad: 1 Ecuatoriano 2 Extranjero
- 2.- Procedencia: 1 Norteamérica 2 Europa 3 Sur América 4 Asia
5 Resto del mundo
- 3.- País de procedencia: _____
- 4.- Sexo: 1 Hombre 2 Mujer
- 5.- Estado civil: 1 Soltero 2 Casado 3 Otros
- 6.- Edad: 1 Menos de 20 años 2 21-30 3 31-40 4 41-50 5 51-60 6 Más de 61 años
- 7.- Nivel de formación: 1 Primaria 2 Secundaria 3 Universitaria 4 Postgrado/ Maestría/PhD
- 8.- ¿Cuál es su actividad profesional?
1 Estudiante 2 Investigador/ Científico 3 Empresario/ dueño de negocios 4 Empleado Privado 5 Empleado Público 6 Jubilado 7 Desempleado 8 Otros
- 9.- ¿Cuántas veces ha visitado las Islas Galápagos?
1 Primera vez 2 2 veces 3 3 veces 4 Más de 3 veces
- 10.- ¿En compañía de quién realiza su viaje?
1 Solo 2 Con la familia 3 Con amigos 4 Con la pareja 5 Otros.....
- 11.- ¿Cuántos días dura su estadía en las Islas Galápagos?
1 2 días y 1 noche 2 3 días y 2 noches 3 4 días y 3 noche 4 5 días y 4 noches
5 Más de 5 días
- 12.- ¿Cual es su nivel de renta o ingreso mensual (Dólares/mes)?
1 Menos de \$500 2 De \$501 a \$1,000 3 De \$1,001 a \$1,500 4 De 1,501 a \$2,000
5 De \$2,001 a \$2,500 6 De 2,501 a \$3000 7 Más de \$3000
- 13.- ¿Cuál fue su promedio de gasto diario por persona en esta visita? Incluya el hospedaje.
1 Menos de \$50 2 \$50,01-\$100 3 \$100,01 - \$150 4 \$150,01 - \$200 5 \$200,01- \$250 6 Más de \$250

Capítulo 7. Apéndice

14.- Valore de 1 a 5 (siendo 1 poco y 5 mucho) los motivos para visitar la Islas Galápagos.
 (Señale con una X)

	Motivos de visita	1	2	3	4	5
1	Importancia del turismo en espacios naturales.					
2	Importancia de la historia y cultura de Galápagos					
3	Importancia del turismo marino costero					
4	Experimentar sitios de fauna marina y parques nacionales.					
5	Experiencia de atracciones históricas					
6	Experiencia de cultura y tradiciones reales					
7	Experiencia relacionada con el paisaje costero de Galápagos					
8	Productos agrícolas rurales					
9	Compartir interesantes experiencias con la población local					
10	Quedarse entre la población costera					
11	Fuertes sentimientos de experiencia					
12	Gastronomía típica de Galápagos					
13	El estilo de vida de la población costera de Galápagos					
14	Aprender bailes tradicionales					
15	Aprender idiomas locales de Galápagos					
16	Interés por los mitos y las leyendas					
17	Interés por la artesanía local					
18	Importancia del turismo de sol y playa					
19	Importancia de la natación					
20	Importancia para deportes acuáticos					
21	Para descansar					
22	Por seguridad y protección					
23	Calidad ambiental del aire, agua y suelo.					
24	Quiero ver las cosas que normalmente no veo					
25	Para visitar familiares y amigos					
26	Por su vida nocturna					
27	Por conocer su flora y fauna					
28	Por sus atractivos turísticos					

Capítulo 7. Apéndice

15. Por favor, califique de 1 a 5, (siendo 1 poco y 5 mucho) su satisfacción general en las Islas Galápagos. (Señale con una X)

Satisfacción general en la isla Galápagos	1	2	3	4	5
1. Satisfacción general					
2. Satisfacción teniendo en cuenta el tiempo invertido y el esfuerzo					
3. Satisfacción en comparación con las expectativas previas					

16. Valore de 1 a 5, (siendo 1 poco y 5 mucho) su intención de volver y recomendar las Islas Galápagos. (Señale con una X)

Variables de volver y recomendar el destino	1	2	3	4	5
1. Tengo la intención de volver a venir a estas Islas					
2. Tengo la intención de recomendar estas Islas					
3. Cuando hable de estas islas diré cosas positivas					

Capítulo 7. Apéndice

Apéndice G. Encuesta sobre turismo costero y marino de Montañita (Ecuador).

- 1.- Nacionalidad: 1 Ecuatoriano 2 Extranjero
- 2.- Procedencia: 1 Norteamérica 2 Europa 3 Sur América 4 Australia
5 Resto del mundo
- 3.- País de procedencia: _____
- 4.- Sexo: 1 Hombre 2 Mujer
- 5.- Estado civil: 1 Soltero 2 Unión libre 3 Viudo
4 Casado 5 Divorciado
- 6.- Edad: 1 Menos de 20 años 2 20-29 3 30-39 4 40-49 5 50-59 6 Más de 60 años
- 7.- Nivel de formación: 1 Primaria 2 Secundaria 3 Universitaria 4
Postgrado/ Maestría/PhD
- 8.- ¿Cuál es su actividad profesional?
1 Estudiante 2 Empresario/ dueño de negocios 3 Empleado Público 4 Empleado Privado
5 Profesional independiente 6 Tareas del hogar 7 Desempleado 8 Jubilado
- 9.- ¿Cuántas veces ha visitado Montañita?
1 Primera vez 2 2 veces 3 3 veces 4 Más de 3 veces
- 10.- ¿En compañía de quién realiza su viaje?
1 Solo 2 Con la familia 3 Con amigos 4 Con la pareja 5 Con familiares y amigos
5 En grupos organizados
- 11.- ¿Cuántos días dura su estadía en Montañita?
1 1-3 días 2 4-6 días 3 7-9 días 4 10-12 días
5 13-15 días 6 16-18 días 7 19-21 días 8 22-24 días 8 más de 24 días.
- 12.- ¿Cual es su nivel de renta o ingreso mensual (Dólares/mes)?
1 Menos de \$700 2 De \$700 a \$1.000 3 De \$1.001 a \$1.500 4 De 1.501 a \$2.500
5 De \$2.501 a \$3.500 6 Más de \$3.500
- 13.- ¿Cuál fue su promedio de gasto diario por persona en esta visita? Incluya el hospedaje.
Dólares al día.....

Capítulo 7. Apéndice

PREGUNTAS DE MOTIVACIONES

14.- Valore de 1 a 5 (siendo 1 poco y 5 mucho) los motivos para visitar Salinas (Señale con una X)

	Motivos de visita	1	2	3	4	5
1	Practicar el surf					
2	Practicar parasailing					
3	Disfrutar del sol y la playa					
4	Disfrutar de la vida nocturna y diversión					
5	Realizar recorridos en contacto con la naturaleza					
6	Descanzar					
7	Visita a familiares y amigos					
8	Conocer a la comunidad					
9	Otros.....					

15.- Preguntas de lealtad.

Variables de volver y recomendar el destino	SI	NO
1. Tengo la intención de volver a venir a este destino		
2. Tengo la intención de recomendar este destino		

Capítulo 7. Apéndice

Apéndice H. Encuesta sobre turismo costero y marino de Manta (Ecuador).

1. País de origen _____ Ciudad/estado _____

2.- Sexo:

1 Hombre 2 Mujer

2.- Edad:

1 Menos de 20 años 4 40-49 años
2 20-29 años 5 50-59 años
3 30-39 años 6 60 años o más

3.- Estado civil:

1 Soltero 4 Casado
2 Unión Libre 5 Divorciado
3 Viudo

4.- Nivel de formación:

1 Enseñanza primaria 3 Enseñanza Universitario
2 Enseñanza secundaria 4 Postgrado / Maestría / Ph.D.

5.- ¿Cuál es su actividad profesional?

1 Estudiante 6 Labores del hogar
2 Empresario/dueño de negocio 7 Desempleado
3 Empleado Público 8 Jubilado/a
4 Empleado Privado 9 Trabajador informal
5 Profesional independiente 10 Otros

6. ¿En compañía de quién visita Manta?

1 Solo 4 Con amigos o compañeros de trabajo
2 Con la familia 5 Otros. Indicar _____
3 Con la pareja

7. ¿Con qué frecuencia visita Manta?

De 1 a 3 veces al año
 De 4 a 6 veces por año
 De 7 a 9 veces por año
 Más de 9 veces al año

Capítulo 7. Apéndice

8 ¿Por qué medios se informa usted de Manta? Puede señalar más de uno.

- 1 Prensa
- 4 Información encontrada en internet
- 2 Radio
- 5 Recomendación en Redes Sociales
- 3 Revistas
- 6 Otros.
- 3 Recomendación de amigos

9. Por favor, califique de 1 a 5 (siendo 1, poco; y 5 mucho) los principales motivos para visitar Manta.

Motivos	1	2	3	4	5
1. Por descansar					
2. Por disfrutar del sol y la playa					
3. Para su actividad comercial					
4. Para visitar familiares y amigos					
4. Para disfrutar de su gastronomía típica					
5. Por sus atractivos turísticos					
6. Por su vida nocturna					
7. Por los precios de los servicios turísticos					
8. Para visitar comunidades					
9, Cercanía a mi lugar de residencia					
10. Por conocer su flora y fauna					

10. ¿Cómo calificaría de 1 a 5, su grado de satisfacción general de Manta como destino turístico? (Señale con una X)

Muy insatisfecho			Muy Satisfecho	
1	2	3	4	5

Muchas gracias