



**UNIVERSITAT
POLITÈCNICA
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**ANÁLISIS DE LA SEGMENTACIÓN Y
MOTIVACIÓN DE LA DEMANDA DEL
ECOTURISMO: APLICACIÓN EN ÁREAS
PROTEGIDAS EN ECUADOR**

TESIS DOCTORAL

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Resumen

El ecoturismo se ha convertido en una modalidad de turismo que crece más rápido que el turismo en general, debido a su eficacia en la protección del medio ambiente y a los beneficios que trae a las comunidades. En relación a la demanda, esta tipología de turismo presenta motivaciones diferentes al turismo convencional, por lo que adquiere importancia encontrar las características de los diferentes segmentos que conforman la demanda.

La presente tesis propone analizar la segmentación de la demanda y las motivaciones en el ecoturismo, con el fin de proporcionar información a los comercializadores de turismo para planificar estrategias de marketing adecuadas a cada segmento.

En tesis se inicia con una revisión en profundidad de la literatura científica en las áreas de ecoturismo, segmentación y motivaciones en el ecoturismo. Además, se analizan los diferentes casos de segmentación de la demanda y motivaciones en algunos países latinoamericanos y de otras regiones del mundo.

Posteriormente se detallan los dos estudios de campo realizados. El primer estudio de campo se realiza en las áreas protegidas de la provincia del Guayas; el Área Nacional de Recreación Isla Santay y el Refugio de vida silvestre Manglares El Morro. La toma de datos se realiza mediante un muestreo aleatorio simple, donde se obtienen un total de 162 cuestionarios. Con

posterioridad, se recoge la segunda parte de la muestra en el Área Nacional de Recreación Los Samanes, de donde se obtienen 220 cuestionarios. El total de la muestra de las tres áreas protegidas es de 382 cuestionarios. El segundo trabajo de campo se realiza en el Parque Nacional Machalilla, donde se obtienen 386 cuestionarios válidos.

Para analizar los datos se han utilizado diversas técnicas estadísticas, entre las que se encuentran el análisis factorial y la segmentación no jerárquica.

Los resultados indican que hay varias dimensiones motivacionales en el ecoturismo, incluido el autodesarrollo, las relaciones interpersonales y la función defensiva del ego, la construcción de relaciones personales, el recompensarse, el escape y la apreciación de la naturaleza. También se identifican tres segmentos diferentes de ecoturistas en función de sus motivaciones: los múltiples motivos, recompensarse y el escape, y naturaleza. Además, se encuentra que el segmento múltiples motivos tiene mayores niveles de satisfacción e intenciones de volver al destino en relación a los demás. La presente investigación ayudará a las instituciones públicas y las empresas privadas a mejorar sus ofertas de turismo y desarrollar planes de marketing más eficientes.

Palabras claves: Ecoturismo, Segmentación, motivaciones, demanda.

Resum

L'ecoturisme s'ha convertit en una modalitat de turisme que està creixent més ràpid que el turisme en general, a causa de la seva efectivitat en la protecció de l'entorn i els beneficis que aporta a les comunitats. En relació a la demanda, aquest tipus de turisme presenta diferents motivacions al turisme convencional, raó per la qual, trobar les característiques dels diferents segments que configuren la demanda adquireix especial importància.

Aquesta tesi proposa analitzar la segmentació de la demanda així com les motivacions de l'ecoturisme, amb la finalitat de proporcionar informació a la venedors de turisme per a planificar estratègies de màrqueting adequades a cada segment.

En la tesi s'inicia amb una revisió en profunditat de la literatura científica en les àrees de l'ecoturisme, la segmentació i motivacions de l'ecoturisme. A més a més, es reflexiona sobre els diferents casos de la demanda segmentació i motivacions d'alguns països d'Amèrica Llatina i altres regions del món.

Posteriorment, es detallen els dos estudis de camp realitzats. El primer estudi de camp es va dur a terme en els espais protegits de la província de Guayas. Primer de tot, hem realitzat el treball de camp en dues zones protegides: la National Recreation Area Illa Santay i el Refugi de fauna salvatge i els Manglars de El Morro. La recollida de dades es realitza mitjançant un mostreig aleatori simple, amb un total de 162 qüestionaris obtinguts. A continuació

es va recollir la segona part de la mostra en el National Recreation Area Los Samanes amb un total de 220 qüestionaris. La mostra total de les tres àrees protegides és de 382 qüestionaris. El segon treball de camp es va fer en el Parc Nacional Machalilla, on es varen obtindre 386 qüestionaris vàlids..

Per analitzar les dades s'han utilitzat diverses tècniques estadístiques, entre les que es troben l'anàlisi factorial i la segmentació no jeràrquica.

Els resultats indiquen que hi ha múltiples dimensions motivacionals en l'eco-turisme, incloent-hi el desenvolupament personal, les relacions interpersonals, i la funció defensiva del jo, la construcció de les relacions personals, la recompensa, la fugida i la contemplació de la naturalesa. També van identificar tres segments diferents de ecotourists en termes de les seves motivacions: les múltiples raons, per premiar-se i escapar-se, i la natura. A més a més, s'observa que el segment diversos motius tenen majors nivells de satisfacció i les intencions de tornar a la meta en relació amb la resta.

Aquesta recerca serà d'ajuda de les institucions públiques i les empreses privades per a millorar la seva oferta de turisme i desenvolupar plans de màrqueting més eficaç.

Paraules clau: Ecoturisme, Segmentació, motivacions, demanda.

Abstract

Ecotourism has become a form of tourism that grows faster than tourism in general, due to its effectiveness in protecting the environment and the benefits it brings to communities. In relation to the demand side, this type of tourism presents different motivations compared to conventional tourism. That's why, it is very important to find the characteristics of the different segments that make up the demand.

This thesis proposes to analyze the segmentation of the demand and motivations in ecotourism, in order to provide information to tourism marketers to plan marketing strategies appropriate to each segment.

The thesis begins with an in-depth review of the scientific literature in the areas of ecotourism, segmentation and motivation in ecotourism. In addition, the different cases of demand segmentation and motivations are analyzed in some Latin American countries and other regions of the world. Subsequently, two field studies are carried out. The first field study is carried out in the protected areas of the province of Guayas. Firstly, field work is carried out in two protected areas: the Santay Island National Recreation Area and the El Morro Mangrove Wildlife Refuge. The sample collection is carried out through a simple random sampling, where a total of 162 questionnaires are obtained. The second part of the sample is collected in the Los Samanes National Recreation Area, where 220 questionnaires were obtained. The total sample of the three protected areas is 382

questionnaires. The second field study is carried out in the Machalilla National Park, where 386 valid questionnaires were obtained. Factor analysis and non-hierarchical segmentation are used to analyze the data.

The results indicate that there are several motivational dimensions in ecotourism, including self-development, interpersonal relationships and ego-defensive functions, building personal relationships, rewards, escape and nature appreciation. It also identifies three different segments of ecotourists based on their motivations: the multiple motives, reward and escape, and nature. In addition, it is found that the segment multiples motives has higher levels of satisfaction and intentions to return to the destination in relation to others. The present research will help public institutions and private companies to improve their tourism offerings and develop more efficient marketing plans.

Keywords: Ecotourism, Segmentation, motivations, demand.

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CAPÍTULO 1

INTRODUCCIÓN

1. Introducción.

El ecoturismo se ha convertido en uno de los sectores de más rápido crecimiento en la industria del turismo (Das & Chatterjee, 2015). Este tipo de turismo tiene una tasa de crecimiento anual del 5% en todo el mundo y crece tres veces más rápido que el turismo en general (Hultman, Kazeminia & Ghasemi, 2015). En este sentido, debido al creciente interés de los turistas por el medio ambiente y los desplazamientos dirigidos hacia el disfrute del medio natural, junto con la mayor insatisfacción de los turistas con el turismo de masas, se ha descubierto en la industria del turismo un importante hueco de mercado para el desarrollo relacionado con la naturaleza (Rivera, 2010). Además, debido a su eficacia en la protección del medio ambiente, educación, recreación y creación de empleo, las áreas relacionadas con el ecoturismo se han convertido en importantes destinos (Tao & Wall, 2009).

Por otro lado, se ha producido un cambio en la demanda del turista. El turista actual busca lugares más tranquilos fuera de las grandes ciudades, generalmente en contacto con la naturaleza. Por este motivo, la demanda se orienta hacia actividades relacionadas con el medio ambiente, y estas se encuentran en las áreas naturales donde, además, se deben incluir los aspectos culturales y patrimoniales del lugar (Castellanos & Orgaz, 2013). Por otro lado, el ecoturismo, como variedad específica del turismo, es ante todo, una

actividad económica, y especialmente un producto turístico. Como tal, debe tener estructurado perfectamente su propio mercado, teniendo presente que sólo se producirá un auténtico desarrollo del ecoturismo cuando sea efectiva la adecuación entre los intereses, las expectativas y los deseos de la demanda (clientela) y las características de la oferta (Álvarez, 2012).

Por otro lado, los estudios señalan que el predictor más eficaz del comportamiento turístico debería ser el comportamiento en sí mismo, incluidas las motivaciones (Johns & Gyimothy, 2002; Goeldner & Ritchie, 2003; Kotler, Bowen & Makens, 2003). En este sentido, la motivación se ha convertido en un concepto fundamental para el comportamiento de viaje y determina diferentes aspectos de actividad turística, como las razones para viajar, el destino específico o la satisfacción general con el viaje (Castaño, Moreno, García, & Crego, 2003). Además, el estudio de las motivaciones permite entender mejor las expectativas, necesidades y objetivos de los turistas y es un elemento fundamental para diseñar estrategias de marketing y ayudar al posicionamiento y competitividad de los agentes implicados en la actividad turística (Pons, Morales & Díaz, 2007).

Se debe también tener en cuenta que la segmentación de la demanda ha sido ampliamente utilizada para identificar los nichos de mercado de los diferentes productos y servicios turísticos (Park & Yoon, 2009). Además, representa el criterio

decisivo para determinar a qué grupos de clientes debemos contactar (Ho, Ip, Lee, & Mou, 2012) y se desarrolla a partir de teorías de comportamiento tales como la motivación o especialización recreativa (Kim, Kim & Ritchie, 2008).

2. Justificación.

En el ecoturismo, los turistas tienen diferentes motivos para visitar las atracciones y destinos relacionados con la naturaleza (Chikuta, Du Plessis, & Saayman, 2017). Reconocer que los motivos de los ecoturistas son diferentes resulta esencial para los gestores turísticos (Álvarez, 2012). Por lo tanto, la planificación del destino turístico tendrá que comenzar con una investigación del comportamiento turístico (Bansal & Eiselt, 2004). Sin embargo, las investigaciones sobre las motivaciones para viajar son aún un desafío debido a la amplia gama de necesidades humanas y las dificultades metodológicas (French, Craig-Smith & Collier, 1995).

Por otro lado, según Middleton (2002), la segmentación es el proceso de dividir un mercado total o un sector de mercado en subgrupos o segmentos con fines de gestión de marketing. En otras palabras, se basa en la noción de que el mercado está compuesto por subgrupos de personas con necesidades y preferencias diferentes y específicas (Dolnicar, 2002). La segmentación de los viajeros en función de las motivaciones es

uno de los métodos más efectivos para entender a los diferentes grupos que viajan a las áreas protegidas (Crompton, 1979; Schewe, 1990, Weaver & Lawton, 2002; Poria, Butler & Airey, 2004). Así pues, los productos turísticos diseñados de acuerdo a las necesidades de los consumidores podrían ser identificados fácilmente y la formulación, promoción y la entrega de tales productos se facilita (Park & Yoon, 2009). No obstante, son escasos los estudios de segmentación de la demanda en el ecoturismo (Weaver & Lawton, 2002).

Esta tesis proporciona información de la segmentación y motivaciones en el ecoturismo. Estudiar la demanda en ecoturismo es importante debido a que este tipo de turismo crece más rápido en relación al turismo convencional (Hultman, Kazeminia & Ghasemi, 2015). Además, los ecoturistas presentan diferentes motivaciones en relación a otros tipos de turistas (Álvarez, 2012) y, por otro lado, esta tesis contribuye a la escasa literatura científica existente relacionada a la segmentación de la demanda en ecoturismo (Weaver & Lawton, 2002). Adicionalmente, este trabajo servirá como medio de información a las empresas relacionadas con la demanda en el ecoturismo (Nickerson et al., 2016).

3. Objetivos de la tesis doctoral.

Para gestionar eficazmente un destino turístico es necesario conocer los principales motivos que atraen a los visitantes e identificar segmentos de consumidores, desarrollando estrategias comerciales adaptada a los grupos objetivos (Meiriño, Brea, Vila, & López, 2016). En este sentido, la segmentación de turistas según sus motivaciones permite a los proveedores turísticos crear productos y servicios preferidos y valorados por los mercados del destino (Lee, Lee & Wicks, 2004). Es importante considerar que los proveedores de servicios turísticos de un destino deban comprender las necesidades y deseos de los turistas para gestionar los recursos del destino y atraer a diferentes grupos de turistas (Pesonen, 2012), obteniendo así importantes ventajas al segmentar el mercado en el ecoturismo, debido a que los operadores de todo el mundo experimentan presiones claras para garantizar que los consumidores reciben las experiencias que ellos anticipan (Zografos & Allcroft, 2007).

Así pues, la estrategia de segmentación se puede utilizar para identificar grupos turísticos específicos, proporcionar mejores paquetes turísticos, aumentar los beneficios a los destinos y desarrollar una política de turismo o una planificación de marketing más eficiente (Nickerson et al., 2016). También se utiliza para ayudar a los proveedores de servicios turísticos a evaluar nuevas oportunidades de productos o servicios turísticos (Beane & Ennis, 1987). Mientras más información hay sobre el

mercado y los segmentos que lo componen, más fácil resultará diseñar productos o servicios que puedan satisfacer a los clientes (Pulido-Fernández & Sánchez-Rivero, 2010). Sin embargo, la falta de información acerca de los diferentes segmentos ecoturísticos dificulta la eficiencia en los programas de promoción específicos (Park & Yoon, 2009).

Por todo lo expuesto, en esta tesis se plantea el siguiente objetivo general:

- Presentar un análisis de la segmentación de la demanda y motivaciones en el ecoturismo, con el fin de proporcionar información a los comercializadores de turismo para planificar estrategias de marketing adecuadas a cada segmento.

De este objetivo general se desprenden los siguientes objetivos específicos:

- 1.- Profundizar en el conocimiento de la segmentación y las motivaciones en el ecoturismo a través de la revisión de la literatura y el análisis de casos.
- 2.- Identificar las principales variables motivacionales en cada segmento ecoturístico.

3.- Aplicar una segmentación de la demanda en el ecoturismo, para encontrar una relación entre las motivaciones y las variables sociodemográficas.

4.- Aplicar una segmentación de la demanda en el ecoturismo, para encontrar una relación entre las motivaciones y la satisfacción.

5.- Contribuir al debate sobre la demanda en el ecoturismo.

4. Estructura de la tesis doctoral.

Esta tesis se encuentra estructurada mediante el compendio de artículos.

En el primer capítulo introductorio se exponen la justificación, los objetivos y la estructura de la tesis doctoral, así como la metodología seguida durante el desarrollo de la misma.

En el segundo capítulo se presenta el artículo titulado **“Segmentación de la demanda y motivaciones en el ecoturismo. Identificación de Research Gaps en base a la discusión de análisis empíricos”**, el mismo que se encuentra publicado en la revista **Espacios**, en el volumen 39, número 45, del año 2018. Esta revista se encuentra indexada en la base Scopus.

El tercer capítulo lo conforma el artículo titulado **“Motivations analysis in ecotourism through an empirical application: segmentation, characteristics and motivations of the consumer”**, el mismo que se encuentra publicado en la revista **GeoJournal of Tourism and Geosites**, en el volumen 24, número 1, del año 2019. Esta revista se encuentra indexada en la base Scopus. Parte de este artículo fue presentado como ponencia en la 53ª Asamblea Anual CLADEA, realizada en Costa Rica en octubre del año 2018.

El cuarto capítulo lo conforma un artículo titulado **“Segmentation by Motivation in Ecotourism: Application to Protected Areas in Guayas, Ecuador”**, publicado en la revista **Sustainability**, en el volumen 11, issue 1, del año 2019. Esta revista se encuentra indexada en la base Web of Science, con factor de impacto JCR 2.075.

El quinto capítulo se encuentra formado por un artículo titulado **“Segmentation and Motivations in Eco-tourism: The case of a Coastal National Park”**, en proceso de revisión en la revista **Ocean & Coastal Management**, indexada en la base Web of Science, con factor de impacto JCR 2.276.

En el sexto capítulo se presenta la discusión y las conclusiones de la tesis, junto a las limitaciones y futuras líneas de investigación.

5. Metodología.

5.1 Revisión de la literatura

En primer lugar, se realizó una revisión en profundidad de la literatura científica en las áreas de ecoturismo, segmentación y motivaciones. El proceso utilizado para realizar la investigación es la revisión de la literatura en artículos científicos, libros, tesis doctorales y páginas web de instituciones gubernamentales.

Primeramente, se analizó el ecoturismo y los diferentes casos de segmentación de la demanda y motivaciones en algunos países latinoamericanos. Se incluyeron en esta investigación los casos de estudio encontrados en países en Latinoamérica, realizándose una breve descripción del país al que pertenecen. Finalmente, se analizaron los casos de segmentación de la demanda y motivaciones en ecoturismo de otras regiones del mundo. Este estudio se relaciona con el artículo titulado **“Segmentación de la demanda y motivaciones en el ecoturismo. Identificación de Research Gaps en base a la discusión de análisis empíricos”**.

5.2 Descripción de los estudios cuantitativos

En la primera parte de este apartado, se presenta información del estudio cuantitativo realizado en tres áreas protegidas de la provincia del Guayas: el **Área Nacional de Recreación Isla Santay**, el **Refugio de vida silvestre Manglares El Morro** y el

Área Nacional de Recreación Los Samanes. En la segunda parte de este apartado se presenta información de un segundo estudio cuantitativo realizado en el **Parque Nacional Machalilla.** Como tercera y cuarta parte de este apartado se presenta información del diseño del cuestionario y de las herramientas estadísticas utilizadas en el análisis de los datos.

5.2.1 Primer estudio cuantitativo

El primer estudio cuantitativo se realizó en las áreas protegidas de la provincia del Guayas. Primeramente se realizó el trabajo de campo en dos áreas protegidas: el **Área Nacional de Recreación Isla Santay** y el **Refugio de vida silvestre Manglares El Morro,** la recolección de la muestra se realizó entre enero y marzo de 2018, mediante un muestreo aleatorio simple.

La encuesta fue dirigida a turistas nacionales e internacionales mayores de 18 años que se encontraban visitando las dos áreas protegidas en la costa ecuatoriana. Los cuestionarios fueron cumplimentados in situ mientras los visitantes realizaban alguna actividad de recreación en las dos áreas protegidas. Los turistas contestaron a las encuestas de manera independiente, aunque los encuestadores estaban disponibles y preparados para solventar cualquier duda que pudiese surgir. Los encuestadores eran estudiantes universitarios de la carrera de turismo de la ESPOL. Se obtuvieron un total de 162 encuestas válidas, con un

margen de error de +/- 7.8% y un nivel de confianza del 95%. El índice alfa de cronbach alcanzó el valor de 0,97, lo cual indica un índice meritorio en la escala. Este estudio se relaciona con el artículo titulado **“Motivations analysis in ecotourism through an empirical application: segmentation, characteristics and motivations of the consumer”**,

En este estudio se utilizó un análisis factorial, el mismo que permitió facilitar la interpretación de los datos. Adicionalmente, se implementó el método de agrupamiento K-means. Las diferencias entre los grupos en relación a las motivaciones se evaluaron mediante análisis estadísticos que incluyen ANOVA, y los estadísticos Brown-Forsythe y Welch. Para el análisis post hoc se utilizó la prueba Games-Howell. Adicionalmente, se utilizó el análisis de Chi-Cuadrado para explorar las diferencias entre los grupos y las variables de satisfacción e intenciones de volver al destino.

Con posterioridad se recogió la segunda parte de la muestra en el **Área Nacional de Recreación Los Samanes**. La recolección de la muestra se realizó entre abril y julio de 2018, mediante un muestreo aleatorio simple. Se obtuvieron 220 cuestionarios válidos, junto con los 162 cuestionarios anteriores, dieron como resultado un total 382 cuestionarios válidos, con un margen de error de +/- 5% y un nivel de confianza del 95%. El índice alfa de cronbach alcanzó el valor de 0,96, lo cual indica un índice meritorio en la escala. Este estudio se relaciona con el

artículo titulado “**Segmentation by Motivation in Ecotourism: Application to Protected Areas in Guayas, Ecuador**”.

Para este estudio se utilizó un análisis factorial como herramienta de interpretación de datos. Además, se implementó el método de agrupamiento K-means para encontrar los diferentes segmentos. Las diferencias entre los grupos se evaluaron mediante ANOVA y los estadísticos de Brown-Forsythe y de Welch. Para el análisis post hoc se utilizó la prueba Games-Howell. Además, se utilizó el análisis de Chi-Cuadrado para relacionar los segmentos con las variables sociodemográficas, de satisfacción y de intenciones de volver al destino.

5.2.2 Segundo estudio cuantitativo

El trabajo de campo se realizó a los turistas nacionales y extranjeros que visitaban el **Parque Nacional Machalilla**. La toma de cuestionarios se realizó entre agosto y septiembre de 2018, mediante un muestreo aleatorio simple. Se obtuvieron 400 cuestionarios, de las cuales 386 fueron válidos, siendo este el tamaño de la muestra, con un margen de error de +/- 5% y un nivel de confianza del 95%.

Los cuestionarios fueron rellenados in situ mientras los visitantes realizaban alguna actividad en el Parque. Los turistas contestaron a las encuestas de manera independiente, aunque los encuestadores estaban disponibles y preparados para solventar

cualquier duda que pudiese surgir. Los encuestadores eran estudiantes universitarios de la carrera de turismo.

Este estudio se relaciona con el artículo titulado **“Segmentation and Motivations in Eco-tourism: The case of a Coastal National Park”**. En este estudio se utilizó un análisis factorial y el método de agrupamiento K-means. Las diferencias entre los grupos se evaluaron mediante ANOVA, y los estadísticos de Brown-Forsythe y de Welch. Para el análisis post hoc se utilizó la prueba Games-Howell. Finalmente, se utilizó el análisis de Chi-Cuadrado para explorar las diferencias entre los grupos en términos de satisfacción, y de intenciones de volver y recomendar el destino.

5.2.3 Descripción del cuestionario

Para la realización de los dos estudios cuantitativos se utilizó el mismo cuestionario. La encuesta se construyó en base a diferentes estudios previos sobre motivaciones y segmentación de la demanda en ecoturismo (Crompton, 1979; Fodness, 1994; Weaver & Lawton, 2002; Galley & Clifton, 2004; McGehee & Kim, 2004; Jang & Wu, 2006; Lee *et al.*, 2014).

La primera parte del cuestionario mide las características sociodemográficas y de visita de los encuestados. La información solicitada incluye nacionalidad, origen, sexo, edad, nivel de

capacitación, actividad profesional, frecuencia de visitas, compañía de personas para la visita y el gasto realizado.

La segunda parte del cuestionario incluye 34 ítems que capturan las motivaciones de los encuestados. Esta parte del cuestionario consiste en preguntas basadas en una escala Likert de cinco puntos, donde 1 es "un poco" y 5 es "mucho". La tercera parte de la encuesta consiste en 14 ítems que evalúan el nivel de satisfacción de varios aspectos de las áreas protegidas. Para el primer estudio solo incluyeron 12 ítems, debido a las características de las áreas de estudio. Además, esta parte del cuestionario cuenta con una pregunta que mide la satisfacción general y otra que mide las intenciones de volver, recomendar y decir cosas positivas del área visitada. Se utiliza una escala Likert de cinco puntos, donde 1 es "poco" y 5 es "mucho". Sobre la base de un primer borrador del cuestionario, y al realizar una prueba previa de 30 encuestas, se llegó al formato final.

El estudio previo a la prueba sirvió para validar las preguntas y mejorar su comprensión. La versión final del cuestionario busca la máxima claridad de las preguntas sin extender la entrevista a los encuestados.

5.2.4 Análisis de los datos

Los datos de los estudios cuantitativos se analizaron en dos etapas: Primero se realizó un análisis factorial que ayudó a

identificar los constructos que subyacen a las variables, proporcionando una visión global de las motivaciones más sustantivas usando tales constructos. El análisis factorial se ha utilizado ampliamente en la investigación de segmentación de visitantes (Formica & Uysal, 1998; Kastenholz, Davis & Paul, 1999; Johns & Gyimothy, 2002). Específicamente, se utilizó una rotación Varimax para facilitar la interpretación de los datos. El criterio de káiser se utilizó para encontrar el número de factores, donde solo se utilizaron los factores con autovalores mayores a 1. El índice KMO (Kaiser-Meyer-Olkin) y el test de esfericidad de Barlett se utilizaron para conocer si era adecuado realizar el análisis factorial. Se utilizaron las variables con cargas factoriales superiores a 0,4 para el segundo estudio y superiores a 0,5 para el tercer estudio. El índice Alpha de Cronbach se utilizó para medir la fiabilidad de la escala de medida. En la segunda etapa, se implementó el método de agrupamiento K-means, que se usa comúnmente en investigaciones de segmentación turística (por ejemplo, Formica & Uysal, 1998; Kau & Lee, 1999).

Las diferencias entre los grupos en relación a las motivaciones se evaluaron mediante análisis adecuados que incluyen ANOVA, y los estadísticos de Brown-Forsythe y de Welch. Para el análisis post hoc se utilizó la prueba Games-Howell. Finalmente, se utilizó el análisis de Chi-Cuadrado para explorar las diferencias entre los grupos en términos de variables sociodemográficas, de satisfacción y de intenciones de volver al

destino. Los datos recolectados fueron organizados, tabulados y analizados usando el programa SPSS 22.0 para Windows.

CAPÍTULO 2

SEGMENTACIÓN DE LA DEMANDA Y MOTIVACIONES EN EL ECOTURISMO. IDENTIFICACIÓN DE RESEARCH GAPS EN BASE A LA DISCUSIÓN DE ANÁLISIS EM- PÍRICOS

Segmentación de la demanda y motivaciones en el ecoturismo. Identificación de Research Gaps en base a la discusión de análisis empíricos

Segmentation of demand and motivations in ecotourism. Identification of Research Gaps based on the discussion of empirical analysis

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RESUMEN: En el sector turístico se han desarrollado varios estudios en segmentación de la demanda y motivaciones para encontrar diversos grupos homogéneos y poder adaptar la oferta de acuerdo a necesidades más específicas, pero son escasas las investigaciones que aplican la segmentación de la demanda y las motivaciones en el ecoturismo, sector donde las motivaciones por la naturaleza y la cultura hacen diferentes a estos grupos de turistas. Este artículo presenta la identificación de research gaps en la segmentación de la demanda y motivaciones en el ecoturismo, analizando varios casos de estudios en Latinoamérica y otras regiones del mundo.

Palabras clave: Ecoturismo, Ecoturista, Segmentación, Motivaciones, América Latina.

ABSTRACT:

In the tourist sector several studies have been developed in segmentation of the demand and motivations to find diverse homogeneous groups and to adapt the offer according to more specific needs, but the investigations that apply the segmentation of the demand and the motivations in it are limited Ecotourism, a sector where the motivations for nature and culture make different to these groups of tourists. This article presents the identification of research gaps in the segmentation of demand and motivations in ecotourism, analyzing several cases of studies in Latin America and other regions of the world.

Keywords: Ecotourism, Ecotourist, Segmentation, Motivations, Latin America

1. Introducción

El ecoturismo se ha convertido en uno de los sectores de más rápido crecimiento en la industria del turismo (Das & Chatterjee, 2015). Este tipo de turismo tiene una tasa de crecimiento anual del 5% en todo el mundo y crece tres veces más rápido que el turismo en general (Hultman, Kazeminia & Ghasemi, 2015). En este sentido, Debido al creciente interés de los turistas por el medio ambiente y los desplazamientos dirigidos

hacia el disfrute del medio natural, junto con la mayor insatisfacción de los turistas con el turismo de masas, se ha descubierto en la industria del turismo un importante hueco de mercado para el desarrollo del llamado turismo ecológico o ecoturismo (Rivera, 2010). Además, debido a su eficiencia en la protección del medio ambiente, educación, recreación y creación de empleo, las áreas de ecoturismo se han convertido en importantes destinos (Tao & Wall, 2009). En los últimos 25 años, el ecoturismo se apunta como una alternativa viable para alcanzar el desarrollo local sustentable en Latinoamérica, lugar donde se ubican los principales destinos ecoturísticos a nivel mundial (Azevedo, 2007; Pardo, 2008). Por otro lado, se ha producido un cambio en la demanda del turista. El turista actual busca lugares más tranquilos fuera de las grandes ciudades, generalmente en contacto con la naturaleza. Por lo tanto, la demanda busca actividades en el medio natural, y estas se encuentran en las áreas naturales, donde, además, se deben incluir los aspectos culturales y patrimoniales del lugar (Castellanos & Orgaz, 2013). El ecoturismo, como variedad específica del turismo, es ante todo, una actividad económica, y especialmente un producto turístico. Como tal, debe tener estructurado perfectamente su propio mercado, teniendo presente que sólo se producirá un auténtico desarrollo del ecoturismo cuando se produzca una adecuación verdadera entre los intereses, las expectativas y los deseos de la demanda (clientela) y las características de la oferta (Álvarez, 2012). El ecoturismo está sujeto a diferentes interpretaciones que

varían en función de las motivaciones y los enfoques bajo los cuales se define el concepto (Márquez, Arcipreste, Valladares, Salazar, Aguilar, Márquez & Acevedo, 2016). Reconocer que los motivos de los ecoturistas son diferentes resulta esencial para los gestores turísticos. Adaptarse a las necesidades de este segmento de mercado resulta fundamental (Álvarez, 2012). Así, la información sobre las características y evolución de la demanda turística es imprescindible a la hora de planificar la política turística centrada en la diversificación de productos o segmentación de mercados (Collado, Navarro, Talaya & Sánchez, 2007). Además, las nuevas tipologías de turismo cobran cada día más fuerza dentro de la oferta turística (Cañero, López-Guzmán, Moral & Orgaz, 2015). En este sentido, las empresas tratan de conocer mejor a su mercado e intentan agrupar a los consumidores en segmentos, con el fin de adaptarse eficazmente a sus necesidades y aumentar su satisfacción ante los productos ofertados (Collado et al., 2007). No obstante, son escasos los estudios de segmentación de la demanda tendentes a delimitar los diferentes segmentos ecoturísticos (Weaver & Lawton, 2002). El objetivo principal de este artículo es profundizar en el conocimiento de la segmentación y las motivaciones en el ecoturismo a través de la revisión de la literatura y el análisis de casos en algunos países en Latinoamérica y otras regiones del Mundo.

2. Metodología

La metodología utilizada para la elaboración de este artículo es la revisión de la literatura científica en ecoturismo, segmentación y motivaciones. La investigación intenta contribuir a la identificación de research gaps en la segmentación y la motivación en el ecoturismo. Para ello, se realizó una revisión de la literatura del ecoturismo, la segmentación de la demanda en el ecoturismo y las motivaciones en el ecoturismo. El proceso utilizado para realizar la investigación es la revisión de la literatura en artículos científicos, libros, tesis doctorales y páginas web de instituciones gubernamentales. Primeramente, se analizó el ecoturismo y los diferentes casos de segmentación de la demanda y motivaciones en algunos países latinoamericanos. Se incluyeron en esta investigación los casos de estudio encontrados en países en Latinoamérica, realizándose una breve descripción del país al que pertenecen. Los países latinoamericanos donde se encontraron casos de estudio fueron: México, Brasil, Colombia, Costa Rica, Panamá y Ecuador. Se incluyó a Costa Rica por ser un país con potencial en ecoturismo, a pesar de no haberse encontrado en la literatura científica casos de estudio realizados en este país. Finalmente, se analizaron los casos de segmentación de la demanda y motivaciones en ecoturismo de otras regiones del mundo.

3. Revisión de la literatura

3.1. El Ecoturismo

El ecoturismo se originó en América Latina y el Caribe, alrededor de los años 60, en países tales como Costa Rica, Ecuador y Perú (Sundström, 2003). El ecoturismo se suele desarrollar en zonas protegidas de gran belleza e interés ecológico, aunque no únicamente en estos lugares (Puertas, 2007). En cuanto al país de origen, la mayoría de los ecoturistas proceden de naciones occidentales relativamente ricas como EEUU, Alemania, Suecia, Canadá y Australia (Álvarez, 2012). El concepto de ecoturismo apareció en la década de los 60, cuando ecologistas y ambientalistas estuvieron preocupados por el uso inadecuado de los recursos naturales (Higham, 2007). En este sentido, diversos investigadores (Ward, 1997; Wearing y Neil, 2000; Sanz Domínguez, 2002) han estudiado el concepto de ecoturismo a través de los tiempos. Así, Lu & Stepchenkova (2012) señalan que el ecoturismo es una tipología turística que promueve las actividades del turismo en la naturaleza, la conservación de la naturaleza y la generación de beneficios en las comunidades locales. En cambio, Andrei, Chiritescu & Gogonea (2013) consideran que el ecoturismo se basa en la admiración de la naturaleza, ofreciendo productos turísticos en países con biodiversidad extraordinaria, con reservas naturales, parques nacionales y comunidades locales con costumbres y tradiciones

que se han conservado inalteradas. Por su parte Batea (2013) considera al ecoturismo como una experiencia de viaje en la que destaca la naturaleza, contribuyendo a la conservación de los ecosistemas, respetando la integridad de las comunidades. Además, implica la práctica de una conducta en un ambiente agradable, resplandeciente, con vistas panorámicas refrescantes e inalteradas. Existen muchas definiciones de ecoturismo, pero todas tienen en común que es un turismo basado en la naturaleza. Esta clase de turismo se construye y se entiende de forma diferente según la sociedad en la que se desarrolle la actividad (Carter, 2006).

En cuanto a la educación, el ecoturismo es una fuente de conocimiento para los visitantes, no solo por experimentar el ecoturismo de vida silvestre sino también a través de la educación ambiental para adultos (Walter, 2013). En este sentido, el ecoturismo es un instrumento adecuado de educación ambiental y de educación sobre el ocio sostenible y responsable y puede considerarse en cierto modo como una modalidad de turismo activo por el medio natural, la práctica de actividades físicodeportivas, así como a veces la utilización de algunas infraestructuras educativas y de aprendizaje interactivo (Rivera, 2010). Por otro lado, el ecoturismo es concebido como una actividad económica que promueve tanto la sustentabilidad, como el bienestar social, al mismo tiempo que diversifica la economía en el ámbito rural (Pérez, Leyva & García, 2013). En este sentido, el ecoturismo busca minimizar los impactos negativos en los

ambientes y la sociedad (Weaver, 2014). Además, distribuye beneficios financieros a través de estrategias de medios de vida sostenibles (Bramwell, 2014).

El ecoturismo es una estrategia para mejorar la conservación y las comunidades locales de las áreas protegidas (Jalani, 2012). Además, el ecoturismo se desarrolla con los recursos ecoturísticos (productos ecológicos, industria ecológica, medio ambiente ecológico, etc.), es decir, basado en una civilización ecológica (Jing & Fucai, 2011). Además, podemos entender el ecoturismo como una ecoinnovación; ahora bien la eco-innovación turística va más allá del ecoturismo, puesto que no se limita a este sub-sector. La eco-innovación aparece como una fuente competitiva clave para el desarrollo sostenible (Miret-Pastor, Segarra-Oña & Peiró-Signes, 2011). Según Carrascosa y Segarra (2015) para que los proyectos ecoturísticos sean sostenibles en el tiempo y que mantengan su esencia: 1.- Debe haber un mínimo impacto en la interacción con el medio ambiente. 2.- El control y los beneficios económicos deben contentar razonablemente a las comunidades locales, para que, de esta forma, se den al mismo tiempo sostenibilidad medioambiental, cultural y económica. 3.- Debe ser creada una atmósfera de aprendizaje e investigación, para lo cual la educación es el factor básico sobre el que se apoye.

3.2. Las Motivaciones

Ha sido ampliamente demostrado que el comportamiento del visitante se desarrolla en función de la experiencia y motivaciones personales (Serra, 2011). La motivación es definida por muchos investigadores como las necesidades psicológicas y deseos, que provocan, dirigen e integran el comportamiento y actividad (Pearce, 2013). Por su parte, Meng, Tepanon & Uysal (2008) señalan que la motivación se refiere al conjunto de necesidades que influyen en una persona a participar en una actividad turística. Por otro lado, Park & Yoon (2009) consideran que la motivación del turismo se puede clasificar en factores de empujar y de atracción. Los factores de empuje influyen en viajar, mientras que los factores de atracción influyen en atraer al destino dado una vez que se tomó la decisión de viajar (Mehmetoglu, 2012). En este sentido, la motivación funciona como un impulsador del comportamiento para viajar. Además, determina las razones para visitar destinos específicos de turismo, así como la satisfacción general de los turistas con el viaje (Scholtz, Kruger & Saayman, 2013). Además, el realizar estudios sobre motivaciones del turista aporta información importante para mejorar la oferta y contribuir al desarrollo turístico de un destino (Carvache-Franco, Carvache-Franco, Macas & Orden, 2018).

En lo relacionado al Ecoturismo, los turistas tienen diferentes motivos para visitar diferentes atracciones y destinos relacionados con la naturaleza (Chikuta, Du Plessis & Saayman,

2017). Álvarez (2012) señala que el ecoturismo supone identificar la naturaleza como la principal motivación para viajar, con el fin de adquirir más conocimientos acerca de ese entorno natural y concienciarse más sobre el papel del mismo. Por otro lado, Puertas (2007) afirma que los ecoturistas pueden tener diferentes motivaciones a la hora de desarrollar sus viajes, entre ellas: Estar en un enclave natural, observar especies silvestres, la calidad del paisaje, la presencia de parques nacionales, la conservación del entorno, conocer gente nueva, integrarse en las tradiciones y estilos de vida del lugar visitado y disfrutar de la gastronomía.

En cuanto a las características de los ecoturistas, Álvarez (2012) señala que son gente inquieta, activa, que necesita explotar posibilidades de ocio que sean compatibles con el medio ambiente, actividades donde prevalezca la naturaleza por encima de los intereses de la especie humana, Además, de disfrutar del desarrollo personal que permite la realización de actividades físicas, la experiencia de familiarizarse con estilos de vida nuevos, conocer a gente con inquietudes similares, asistir a manifestaciones culturales y comprar objetos de artesanía local. Además, muestran una preferencia por los grupos reducidos y el servicio personalizado. Por otro lado, Cheng, Gurzoy & Del Chiappa (2014) consideran que los ecoturistas influirían positivamente en la intención, el interés y la disposición a pagar un precio más alto por los productos y servicios en ecoturismo. En este sentido, Nickerson, Jorgenson & Boley (2016) han llegado a la conclusión de que los turistas sostenibles están

dispuestos a gastar más, lo que puede aumentar el beneficio de ofrecer destinos turísticos sostenibles.

3.3. La segmentación de mercados

La segmentación de mercados ha sido ampliamente utilizada para identificar los nichos de mercado de los diferentes productos y servicios turístico (Park & Yoon, 2009). La segmentación de mercados tiene como objetivo identificar subgrupos homogéneos de individuos de acuerdo con diferentes criterios, basados en la suposición que cada visitante comparte intereses comunes con otros (Pulido-Fernández, 2010). Además, se identifica a sí misma como el criterio decisivo para determinar a qué grupo de clientes deben dirigirse y cómo emplearse recursos más eficazmente, así como la forma de evaluar de manera eficiente las diferentes estrategias competitivas (Ho, Ip, Lee & Mou, 2012). Para Santesmases (2012) la segmentación es un proceso de división del mercado en subgrupos homogéneos, con el fin de llevar a cabo una estrategia comercial diferenciada para cada uno de ellos, que permita satisfacer de forma más efectiva sus necesidades y alcanzar los objetivos comerciales de la empresa. En este sentido, la estrategia de segmentación se la puede utilizar para identificar grupos turísticos específicos, proporcionar mejores paquetes turísticos, aumentar los beneficios a los destinos y desarrollar una política de turismo o una planificación de mercadotecnia más eficiente (Nickerson,

Jorgenson & Boley, 2016). Además, los productos turísticos diseñados de acuerdo a las necesidades de los consumidores podrían ser identificados fácilmente y la formulación, promoción y la entrega de tales productos se facilita (Park & Yoon, 2009).

A menudo, la segmentación de mercado se desarrolla a partir de teorías de comportamiento tales como la motivación o especialización recreativa (Kim, Kim & Ritchie, 2008). Por lo tanto, para gestionar eficazmente un destino turístico implica conocer los principales motivos que atraen a los visitantes e identificar segmentos de consumidores, desarrollando estrategias comerciales adaptadas a los grupos objetivos (Meiriño, Brea, Vila & López, 2016). Se han plasmado varias definiciones de la segmentación de la demanda, en concreto del mercado turístico y casi todas parecen coincidir en que la diversidad existente de turistas justifica la división del sector turístico (Rodríguez, 2011). Por otro lado, Puertas (2007) ha dividido a los ecoturistas en 3 grupos: 1 “El ecoturista de hitos naturales”: Es por ejemplo aquél que realiza un recorrido por la selva para hacer algo diferente 2 “El ecoturista interesado o de alta motivación”: Es aquel que busca específicamente este tipo de viajes, porque le gusta más disfrutar la naturaleza que pasar sus vacaciones en ciudades o playas. 3 “El ecoturista entregado o científico”: Se trata de investigadores, científicos o estudiosos de la naturaleza, así como personas con vocación ambiental.

4. El ecoturismo en Latinoamérica y otras regiones del mundo (Análisis de casos)

4.1. México

México pertenece al grupo de los países megadiversos, su inventario biológico lo ubica entre los dos con mayor número de ecosistemas y los cinco con mayor diversidad de especies en el mundo (Elbers, 2015). Entre los destinos que son áreas naturales y que concentran la mayor infraestructura del sector se encuentra: Mundo Maya, Barrancas de Cobre, Corredor de Baja California. Entre los destinos que son pequeños sitios ecoturísticos se encuentran: San Nicolás Tolapan, Pueblos Mancomunados, Las Nubes, Cuetzalán, San Juan Nuevo, el parque Ecoalberto, entre otros (López & Palomino, 2008).

4.1.1. Casos de segmentación de la demanda en Ecoturismo en México

Uno de los pocos estudios de segmentación de la demanda es el realizado por Osorio, Maass, Nava, Espinosa de los Monteros y Regil (2011) a los visitantes del Parque Nacional Nevado de Toluca en México. Se realizó el estudio mediante un análisis estadístico de la media y la desviación estándar, encontrando tres perfiles de visitantes. Grupo 1 “Visitante masivo de convivencia”: Su principal motivación es su convivencia recreativa frecuente. Su elección del destino es por la cercanía y el deseo de rodearse de paisaje natural. Grupo 2 “Visitante selectivo de áreas naturales”: Su principal motivación es recorrer

recreativamente el cráter del volcán y sus lagos, convirtiéndose en un visitante sensible hacia la preservación ambiental. Grupo 3 “Visitante de prácticas deportivas”: Su elección del destino es para realizar deportes como motocross o ciclismo de montaña.

4.2. Brasil

Brasil es un país megadiverso, uno de los tres con mayor diversidad biológica. Reúne la mayor diversidad en plantas, mamíferos y peces de agua dulce del mundo. (Elbers, 2015). Brasil tiene un alto perfil ecológico y un gran potencial para el ecoturismo ya que posee una importante variedad de ecosistemas, siendo uno de los 17 países con mega diversidad (Conservación Internacional de Brasil-CI, 2006). Brasil cuenta con un inmenso potencial en lo que respecta a las características propias de fauna, flora y costumbres de las poblaciones locales. Los biomas Mata Atlántica y Cerrado, por ejemplo, están entre los más ricos del mundo en lo que a biodiversidad se refiere (Conservación Internacional de Brasil-CI, 2006).

4.2.1. Casos de segmentación de la demanda en Ecoturismo en Brasil

Uno de los pocos estudios de segmentación de la demanda por beneficios fue el realizado por Niefer (2006) quién mediante un análisis factorial y el método de clustering no jerárquico k-medias, estudiaron a los visitantes de la Isla Superagüi, para la identificación de segmentos del mercado ecoturístico. Se encontraron los siguientes grupos: 1. “Los indiferentes”: Valores

por debajo de la media de todos los factores. Fue el segmento que presentó menos interés por la flora y fauna en comparación a los demás segmentos. 2. “Los aventureros no sociables”: Media alta para escape y naturaleza y baja para cultura e historia, prefiriendo las caminatas exigentes y deportes acuáticos cabalgatas. 3. “Los aventureros sociables”: Es el segmento que presentó un alto interés por todos los asuntos, siendo su mayor interés la contemplación por la naturaleza y las caminatas exigentes, coincidente con el espíritu aventurero. 4. “Los entusiastas”: Es el segmento que presentó el más alto interés para todos los asuntos. 5. “Los naturalistas no sociables”: Las actividades culturales fueron las más atractivas, mostrando un interés medio - alto por la naturaleza.

4.3. Colombia

Colombia es el primer país en biodiversidad por kilómetro cuadrado (Ospina, Mora & Romero, 2013). Además, es el país con mayor riqueza en especies de aves y anfibios, ocupa el segundo lugar mundial en diversidad de plantas, el tercero en reptiles y el quinto en mamíferos (Elbers, 2015). Los Parques naturales más visitados del país son: El Parque Corales del Rosario con 846.164 personas (58,5% de las visitas) y Parque Tayrona con 391.442 personas (27,1% de las visitas) (ABC Programa de Transformación productiva, 2016). El Parque Nacional Natural Amacayacu está ubicado en el extremo sur del departamento del Amazonas, en el denominado “Trapecio Amazónico”. Es la única área del sistema de parques que protege

el bosque inundable del río Amazonas (Parques Nacionales Naturales de Colombia, 2017).

4.3.1. Casos de Segmentación de la Demanda en Ecoturismo en Colombia

Unos de los pocos estudios de segmentación de la demanda es el realizado por Botero & Zielinski (2010) quienes analizaron la segmentación de la demanda turística en Tantagua, utilizando frecuencias y tabulación cruzada entre variables hipotéticamente correlacionadas. Se encontraron 4 segmentos: 1. “Los mochileros”: Viajar para ellos se ha convertido en una especie de sub-cultura, que generalmente comparte los mismos gustos y temas. 2. “Los turistas independientes”: La libertad de elegir su experiencia de viaje es la característica fundamental, pero con un mayor nivel de gasto y comodidad que los mochileros. 3. “Los turistas nacionales, de paquete e independientes”: Se destaca que durante la temporada, mientras que en la temporada baja no alcanzan el 40%. 4. “Los visitantes nacionales”: Se encuentran formados por los turistas nacionales de paquete o independientes y los visitantes locales del Distrito de Santa Marta.

4.4. Costa Rica

En Latinoamérica, Costa Rica es reconocido como el primer destino mundial de ecoturismo (Honey, 2008). En las últimas dos décadas, Costa Rica ha ganado reputación internacional como líder en el turismo naturalista o ecoturismo, de pequeña escala y alto valor, y más ampliamente, como líder

ambiental (Honey, Vargas & Durham, 2010). Entre las actividades en ecoturismo que se realizan en este país se encuentran: Visitas a los volcanes, Observación de flora y fauna, observación de aves con equipo, puentes colgantes, buceo, teleférico, observación de delfines y ballenas, snorkel, espeleología, cavernas, cabalgatas o paseos a caballo (Instituto Costarricense de Turismo, 2016a). Los parques nacionales más visitados son: El Parque Nacional Manuel Antonio, El Parque Nacional Volcán Poás, El Parque Nacional Volcán Irazú, El Parque Nacional Marino Ballena y el Parque Nacional Tortuguero (Instituto Costarricense de Turismo, 2016b). Monteverde y su reserva están entre los principales destinos ecoturísticos del mundo (Alvarado, 2010).

4.5. Panamá

El inventario biológico nacional pone de manifiesto una alta diversidad biológica, particularmente en grupos como las plantas, las aves y los peces marinos. Las áreas protegidas terrestres cubren cerca del 30% del territorio panameño, mientras que las áreas marino-costeras protegidas ocupan una superficie equivalente al 10% del mar territorial. Entre los sitios de Patrimonio Mundial natural se encuentran: El Parque Nacional de Coiba y su zona especial de protección marina, el Parque Nacional del Darién y las Reservas de la Cordillera de Talamanca-La Amistad (Elbers, 2015).

4.5.1. Casos de segmentación de la Demanda en Ecoturismo en Panamá

Uno de los pocos estudios de segmentación de la demanda en el ecoturismo es el de Thurau, Seekamp, Carver & Lee (2015) quienes mediante un análisis factorial, segmentación por conglomerado y la prueba de rango múltiple de Duncan analizaron a los ecoturistas y turistas convencionales procedentes de América del norte y Europa que visitaron el Canal de Panamá mediante crucero. Se encontró 4 grupos. El grupo 1 “Los turistas culturales”: Con elevada preferencia por el aprendizaje de la historia y la cultura. El grupo 2 “Los turistas aventureros”: Con preferencias altas por aventura y moderadas por sociabilización. El grupo 3 “Los turistas naturalistas”: Con elevada preferencia por naturaleza y el escape y moderada preferencia por el aprendizaje. El grupo 4 “Los turistas convencionales”: Con preferencias altas por actividades relacionadas a la seguridad y preservación.

4.6. Ecuador

Ecuador es el país más megadiverso del mundo por unidad de superficie (Zambrano & López, 2015). Dentro de los principales Parques se encuentran: Galápagos, Cotopaxi y Machalilla (Varga, 2007). El Parque Galápagos se encuentra ubicado en el archipiélago de Galápagos, lugar famoso por haber inspirado a Charles Darwin a desarrollar la Teoría del Origen de las Especies. Galápagos fue declarado en 1978 Patrimonio Natural de la Humanidad por la UNESCO (Zambrano y López,

2015). El Parque Nacional Cotopaxi se encuentra en la Sierra central del Ecuador. Entre la fauna del Parque podemos encontrar reptiles, anfibios, aves, mamíferos y peces (Toasa, 2011). El Parque Nacional Machalilla cuenta con el Centro de Interpretación en Puerto López, eventuales servicios de paseos a caballo en Agua Blanca y El Pital, miradores naturales como el de Los Piqueros y Salaite, y senderos como el de Los Frailes y San Sebastián (Lincango, 1997). Por otro lado, el parque nacional de mayor extensión en Ecuador es el “Parque Nacional Yasuní”, ubicado en la Región Amazónica (Zambrano & López, 2015). Esta reserva contiene una gran diversidad genética, mayor que cualquier ecosistema existente en el planeta (Dillon, 2012). Un emprendimiento comunitario reconocido a nivel mundial es el proyecto “Napo Wildlife Center” el cual protege parte del área de la Reserva Natural Yasuní (Pozo, Aguirre & Sánchez, 2016). Otro de los ejemplos es la Comunidad de Capirona, con un modelo de desarrollo basado en ecoturismo comunitario (Falconí & Ponce, 2011).

4.6.1. Casos de segmentación de la Demanda en Ecoturismo en Ecuador

Son escasas las investigaciones relacionadas con la segmentación en el Ecoturismo. Uno de los estudios es el realizado por Diaz-Christiansen, López-Guzmán, Gálvez & Fernández (2016) quienes mediante un análisis factorial y el método de conglomerado post- hoc, analizaron las motivaciones y los perfiles de los turistas que visitan el área protegida Isla Santay en

Ecuador. En esta investigación se encontraron 3 segmentos: 1 “Los turistas sociales”: Que experimentan nuevas sensaciones con familiares y amigos y muestran las puntuaciones más bajas relacionadas a las dimensiones ecológicas. 2 “Los eco-hedónico sociales”: Son los que obtienen las puntuaciones más altas en todos los motivos, buscan al mismo tiempo, el contacto con la naturaleza, salir de la rutina, disfrutar de amigos y familiares y obtener placer por la gastronomía. 3 “Los eco-hedónico”: Muestran puntuaciones menores por la gastronomía y puntuaciones altas en relación a las dimensiones ecológicas.

4.7. Casos de segmentación de la demanda y motivaciones en Ecoturismo en otras regiones del mundo

4.7.1. Área protegida de la Serranía Alta de Cuenca, en España

Uno de los estudios de segmentación de la demanda por motivaciones en áreas naturales protegidas es el de Cordente-Rodríguez, Mondéjar-Jiménez & Villanueva-Álvaro (2014) quienes mediante una segmentación por clases latente analizaron a los visitantes en el área protegida de la Serranía Alta de Cuenca en España. Se encontraron 2 grupos: El grupo 1 “Los naturalistas”: Tienen una motivación única para disfrutar de la naturaleza y los recursos. El grupo 2 “Los turistas con motivaciones múltiples”: Tiene una combinación de varios motivos como naturaleza, gastronomía, culturas y tradiciones.

4.7.2. Geopark Global de Hong Kong

Un estudio de segmentación de la demanda por motivaciones en el turismo de naturaleza es el realizado por Fung & Jim (2015) quienes mediante un análisis de conglomerado K-medias segmentaron a los visitantes del Geopark Global de Hong Kong. En este estudio, el análisis de conglomerados demostró cinco grupos de visitantes: Grupo 1 “Los escapistas buscadores de naturaleza”: Tienen una alta motivación de escapar de la ciudad y buscar la naturaleza, la vegetación, hacer actividades físicas y apreciar los aspectos geológicos. Grupo 2 “Los socializadores orientados a la conveniencia”: Tendencia a viajar con amigos y familiares, y vivir experiencias con otros. Grupo 3 “Los entusiastas del patrimonio”: Tienen preferencia por los aspectos geológicos, con alto nivel educativo y entusiasmo por aprender acerca del patrimonio geológico y las culturas. Grupo 4: “Los visitantes pasivos”: Mantienen bajas las motivaciones en casi todas las variables. Grupo 5 “Los que todo lo quieren”: Motivaciones altas en todas las variables.

4.7.3 Parque Kinabalu, Sabah en Malasia

Un estudio de segmentación de la demanda es el realizado por Sheena, Mariapan & Aziz (2015) quienes mediante un análisis discriminante realizaron los diferentes grupos de ecoturistas que visitan el Parque Kinabalu, Sabah en Malasia, encontrando 3 grupos: Grupo 1 “Los ecoturistas duros”: Constituyen el mayor segmento de ecoturistas en el Parque, se encontraron más dispuestos a probar actividades altamente

desafiantes. Además, mantuvieron el deseo de aprender. Grupo 2 “Los ecoturistas estructurados”: Se parece principalmente al grupo de ecoturistas suaves, por su preferencia por los servicios durante el viaje, los arreglos previos de viaje y por su fuerte preferencia hacia el componente de aprendizaje. Grupo 3: “Los ecoturistas suaves”: Poseen un disgusto hacia las actividades físicas y prefieren paseos guiados por la naturaleza.

4.7.4. Parque Nacional de Paklenica en Croacia

Uno de los estudios de segmentación de la demanda en el ecoturismo es el de Barić, Anić & Macías (2016) quienes a través de un análisis factorial y un análisis de conglomerado K medias, realizaron un estudio a los visitantes del Parque Nacional de Paklenica en Croacia, encontrando 3 grupos: Grupo 1 “Los naturalistas”: El disfrute por la naturaleza es lo más importante. Grupo 2 “Los escapistas”: Tienen deseo por el escape y salir de la soledad, con interés moderado por la naturaleza. Grupo 3 “Los ecoturistas”: Disfrutan de la naturaleza y de lo novedoso con interés educacionales y aprender de las experiencias.

4.7.5. Zonas nacionales de recreación forestal en Taiwán

Uno de los estudios de segmentación de la demanda en destinos naturales de recreación forestal es el realizado por Wang & Liu (2016) quienes utilizan las orientaciones de valor ambiental multidimensionales como los criterios de segmentación para el análisis de un mercado turístico natural de las zonas nacionales de recreación forestal en Taiwán. Mediante un análisis de

conglomerado K-medias se identifican dos segmentos: El grupo 1 “Aceptación”: Formado por turistas que valoran mucho el entorno forestal y tienden a tener un mayor estatus y disfrutan de vivir en un entorno natural. El grupo 2 “Condicionalidad”: Con actitudes negativas hacia el entorno forestal y tiende a percibir el destino natural como un lugar de entretenimiento o de recreación artificial.

4.7.6. Shiretoko. Patrimonio natural del mundo

Un estudio es el de Neuts, Romão, Nijkamp & Shikida (2016) quienes mediante un análisis de clases latentes analizaron los segmentos de mercado que causan impactos económicos en el ecoturismo en Shiretoko, Hokkaido, Japón. El estudio encontró 4 segmentos: Grupo 1: “Observadores de oso”: Motivados principalmente por la observación de osos y como actividades secundarias realizan excursión a cascadas y/o visitando al Centro de Naturaleza de Parque Nacional Shiretoko. Grupo 2 “Amantes del paisaje”: Los elementos del paisaje son el principal motivo para una visita. Grupo 3 “Turistas de grupos organizados”: Sus motivaciones son los elementos del paisaje y la observación de ballenas. Grupo 4 “Los exploradores activos”: Son turistas con amplias motivaciones. Prefieren los elementos del paisaje, pero también la fauna como la observación de osos y pájaros.

4.7.7. República de Serbia

Uno de los estudios de las motivaciones en el ecoturismo es el de Panin & Mbrica (2014) quienes a través de una investigación

descriptiva encontraron las motivaciones más importantes en los ecoturistas en la República de Serbia. Dividen las motivaciones en 4 grupos: Actividades sociales, actividades deportivas y salud, motivación por la naturaleza, y actividades culturales y educativas. Las motivaciones relacionados con las actividades deportivas y de recreación, el impacto positivo en la salud, caminar por el bosque, ver y disfrutar la naturaleza, son las principales motivación en el ecoturismo.

4.7.8. Parques ecológicos restaurados en Corea del Sur

Un estudio de las motivaciones en el ecoturismo es el de Lee, Lee & Lee (2014) quienes mediante un análisis factorial analizaron a los turistas de Parques ecológicos restaurados en Corea del Sur. Se encontraron ocho factores relacionados con la motivaciones: 1 “El autodesarrollo”. 2 “Buscadores de relaciones interpersonales”. 3 “Buscadores de recompensa”. 4 “Constructores de relaciones personales”. 5 “Buscadores de escape”. 6 “Funciones defensivas de ego”. 7 “Apreciadores de la naturaleza”.

A continuación se presenta la Tabla 1 donde se resumen los casos de estudios analizados

Tabla 1 Resumen de casos de segmentación de la demanda y motivaciones en el ecoturismo

Año	Lugar	Resultados encontradas
Niefer (2006)	Isla Superagüi en Brasil	Segmentos: Los indiferentes Los aventureros no sociables Los aventureros sociables Los entusiastas Los naturalistas no sociables
Botero y Zielinski (2010)	Tantagua en Colombia	Segmentos: Los mochileros. Los turistas independientes Los turistas nacionales, de paquete e independientes Los visitantes nacionales
Osorio, Maass, Nava Bernal, Espinosa de los Monteros y Regil (2011)	Parque Nacional Nevado de Toluca en México	Segmentos: Visitante masivo de convivencia Visitante selectivo de áreas naturales Visitante de prácticas deportivas
Cordente-Rodríguez, Mondéjar-Jiménez y Villanueva-Álvaro (2014)	Área protegida de la Serranía Alta de Cuenca en España	Segmentos: Los naturalistas Los turistas con motivaciones múltiples
Panin y Mbrica (2014)	República de Serbia	Motivaciones: Actividades sociales Actividades deportivas y salud Motivación por la naturaleza Actividades culturales y educativas
Lee, Lee, y Lee (2014)	Parques ecológicos	Motivaciones: Autodesarrollo

	restaurados en Corea del Sur	<p>Buscadores de relaciones interpersonales</p> <p>Buscadores de recompensa.</p> <p>Constructores de relaciones personales</p> <p>Buscadores de escape</p> <p>Funciones defensivas de ego</p> <p>Apreciadores de la naturaleza</p> <p>Intención de visitar otra vez</p>
Thurau, Seekamp, Carver y Lee (2015)	Canal de Panamá	<p>Segmentos:</p> <p>Los turistas culturales</p> <p>Los turistas aventureros</p> <p>Los turistas naturalistas</p> <p>Los turistas convencionales</p>
Fung y Jim (2015)	Geopark Global de Hong Kong	<p>Segmentos:</p> <p>Los escapistas buscadores de naturaleza</p> <p>Los socializadores orientados a la conveniencia</p> <p>Los entusiastas del patrimonio</p> <p>Los visitantes pasivos</p> <p>Los que todo lo quieren</p>
Sheena, Mariapan y Aziz (2015)	Parque Kinabalu, Sabah en Malasia	<p>Segmentos:</p> <p>Los ecoturistas duros</p> <p>Los ecoturistas estructurados</p> <p>Los ecoturistas suaves</p>
Diaz-Christiansen, López-Guzmán, Gálvez y Fernández (2016)	Área Protegida Isla Santay en Ecuador	<p>Segmentos:</p> <p>Los turistas sociales</p> <p>Los eco-hedónico sociales</p> <p>Los eco-hedónico</p>
Barić, Anić y Macías (2016)	Parque Nacional de Paklenica en Croacia	<p>Segmentos:</p> <p>Los naturistas</p> <p>Los escapistas</p>

		Los ecoturistas
Wang y Liu (2016)	Zonas nacionales de recreación forestal en Taiwán	Segmentos: Aceptación Condicionalidad
Neuts, Romão, Nijkamp y Shikida (2016)	Shiretoko, Hokkaido, Japón.	Segmentos: Observadores de oso Amantes del paisaje Turistas de grupos organizados Exploradores activos

5. Conclusiones

Existen muchas definiciones de ecoturismo, pero todas tienen en común que es un turismo basado en la naturaleza. Esta clase de turismo se construye y se entiende de forma diferente según la sociedad en la que se desarrolle la actividad (Carter, 2006). El ecoturismo supone identificar la naturaleza como la motivación principal para viajar, con el fin de adquirir más conocimientos acerca de ese entorno natural y concienciarse más sobre el papel del mismo (Álvarez, 2012). Las empresas tratan de conocer mejor a su mercado e intentan agrupar a los consumidores en segmentos, con el fin de adaptarse eficazmente a sus necesidades y aumentar su satisfacción ante los productos ofertados (Collado et al., 2007). Reconocer que los motivos de los ecoturistas son diferentes resulta esencial para los gestores turísticos. Adaptarse a las necesidades de este segmento de mercado resulta fundamental (Álvarez, 2012). En los últimos 25 años, el ecoturismo se apunta como una alternativa viable para alcanzar el desarrollo local sustentable en Latinoamérica, donde

se ubican los principales destinos ecoturísticos a nivel mundial (Azevedo, 2007; Pardo, 2008). Como conclusiones generales se podría decir:

-El ecoturismo es un instrumento adecuado de educación ambiental sostenible y responsable, ofrece la posibilidad de apreciar la naturaleza, realizar deportes o actividades de aire libre, busca minimizar los impactos negativos al medio ambiente, mantiene la biodiversidad, evita que se produzcan cambios ecológicos irreversibles y mejora la conservación y la calidad de vida de las comunidades locales. Además, el Ecoturismo debe de ser visto como un producto turístico, por lo que se debe adaptar la oferta de acuerdo a los intereses y motivaciones de los diferentes segmentos en la demanda, en este sentido se deben ofertar paquetes turísticos adaptados a cada segmento.

-Las motivaciones en el ecoturismo son la naturaleza, la cultura y educación, las actividades sociales y las actividades deportivas y de aventura. Además, existen varios segmentos de ecoturistas, los que tienen un alto interés por la naturaleza, los que buscan el aprendizaje de la historia y cultura, los que buscan practicar deportivos y aventura, y los que buscan conocer personas o socializar con familiares y amigos. En este sentido, las motivaciones de los ecoturistas se encuentran relacionadas con los diferentes segmentos, por lo que la adaptación de la oferta a cada segmento aumentaría el impulso por conocer y viajar, trayendo consigo el bienestar de las comunidades locales.

La información presentada en este estudio puede servir a las operadoras de turismo y a la industria del turismo en general como información importante para que ellos puedan identificar grupos turísticos específicos, proporcionar mejores paquetes turísticos, aumentar los beneficios a los destinos y desarrollar una política de turismo o una planificación de mercadotecnia más eficiente (Nickerson, Jorgenson y Boley, 2016).

La presente investigación se ha limitado a analizar los casos de estudios de segmentación y motivaciones en ecoturismo encontrados mediante la revisión de la literatura científica.

Como una futura línea de investigación sería importante que se analice el estudio de la oferta en el ecoturismo en países latinoamericanos, desde el punto de vista de producto turístico.

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CAPÍTULO 3

MOTIVATIONS ANALYSIS IN ECOTOURISM THROUGH AN EMPIRICAL APPLICATION: SEGMENTATION, CHARACTERISTICS AND MOTIVATIONS OF THE CONSUMER

**MOTIVATIONS ANALYSIS IN ECOTOURISM
THROUGH AN EMPIRICAL APPLICATION:
SEGMENTATION, CHARACTERISTICS AND
MOTIVATIONS OF THE CONSUMER**

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Abstract: In recent years, there has been a growing interest of tourists in the environment and movements directed towards the enjoyment of the natural environment. This study is designed to analyze the motivations and the demand segmentation in ecotourism taking as reference the functional theory. The empirical analysis was carried out in Santay Island National Recreation and Morro Mangrove Refuge in Ecuador. About the data analysis, a factorial analysis and a k-means non-hierarchical segmentation were performed. The results show that there are several motivational factors in ecotourism: “Self-development”, “Interpersonal relationships”, “Building personal relationships and Ego-defensive function”, “Reward”, “Escape”, “Nature

appreciation”. There are three segments of ecotourists: “Multiple motives”, “Nature”, and “Reward and Escape”.

Key words: Motivations, Segmentation, Tourism, Ecotourism, Ecuador

1. Introduction

Ecotourism has 5% annual growth rate worldwide and grows three times faster than tourism in general (Hultman et al., 2015). So there is a growing interest of tourists in environment and movements directed towards the enjoyment of the natural environment (Rivera, 2010). Ecotouristic areas have become important destinations, due to their efficiency in protecting the environment, education, recreation and job creation (Tao & Wall, 2009). In addition, ecotourism is a strategy to improve: conservation and local communities in protected areas (Jalani, 2012). However, Community-based tourism projects will only succeed if successful integrated marketing is undertaken to ensure that the marketing outlays are successful in cultivating sustainable tourism demand (Strydom et al., 2019). In addition, Local authorities must be convinced tourism is a viable and valuable activity that can economically revitalise the area and generate additional income for the local population (Vijulie et al., 2018). On the other hand, studies indicate that the most effective predictor of tourism behavior should be the behavior itself, including the motivations (Goeldner & Ritchie, 2003; Johns & Gyimothy, 2002; Kotler et al., 2003). In this sense, the study of

the motivations allows a better understanding of expectations, needs and objectives of tourists and is a fundamental element to design marketing strategies, also to help the positioning and competitiveness of involved agents in the tourist activity (Pons et al., 2007). On the other hand, tourists have different reasons to visit different attractions and destinations related to nature (Chikuta et al., 2017). In this way, is essential for tourism managers to recognize that ecotourist's motives are different (Álvarez, 2012).

Market segmentation has been widely used to identify the niche markets of different touristic products and services (Park & Yoon, 2009) and it is developed from behavior theories such as motivation or recreational specialization (Kim et al., 2008). In this sense and according to several authors, the segmentation of travelers based on motivations is one of the most effective methods (Crompton, 1979; Schewe, 1990). Therefore, to manage effectively a tourist destination it is necessary to know the main reasons that attract visitors and identify consumer segments, developing commercial strategies adapted to the target groups (Meiriño et al., 2016). In addition, tourism products designed according to the needs of consumers could be easily identified; the formulation, promotion and delivery of these products is facilitated (Park & Yoon, 2009). However, the lack of information about the different ecotourism segments hinders efficiency in promotion programs specifically targeted (Park & Yoon, 2009). Also, it is important to consider that the providers

of tourist services in a destination must understand needs and desires of tourists to manage the destination resources and attract different groups of tourists (Pesonen, 2012). In other words, more information about the market and the segments that comprise it, it is easier to design products or services that can satisfy customers (Pulido-Fernández & Sánchez-Rivero, 2010). However, demand segmentation studies in the different ecotourism segments are scarce (Weaver & Lawton, 2002). To address this gap in research, this study aims to present an analysis of the demand segmentation and motivations in ecotourism, to provide information that will help to plan marketing strategies for each segment to tourism marketers. It is a contribution to the debate about demand in ecotourism. To fulfill this objective, the article is structured, after the introduction, the second section where the literature is reviewed, the third section describing the study area, the fourth section that presents the research methodology, the fifth section with the results of the investigation and the sixth section with the discussion and conclusions of the study.

2. Theoretical framework

Motivations in ecotourism

Swanson and Horridge (2006) defined motivation as a set of needs that make a person involved in touristic activities. They are psychological needs and desires that provoke, direct and integrate behavior and activity (Pearce, 2013). Therefore, it is the

central factor in the decision-making process (Yolal et al., 2015). Motivational factors are defined as psychological needs that play an important role in making a person feel a psychological imbalance that can be corrected through a travel experience (Crompton, 1979; Kim et al., 2000). On the other hand, Álvarez (2012) points out that ecotourism supposes to identify nature as the main motivation to travel, to acquire more knowledge about this natural environment and to become aware of its role.

In contrast, Del Valle (2007) considers the main motivations of rural tourism (ecotourism, agrotourism and adventure tourism): An environment with rural characteristics (low population density, slightly crowded) and naturalness. Attractive physical environment (good climate, presence of mountains, forests, waterbodies, etc.). The possibility to practice sports or outdoor activities is an additional attraction for some of the modalities of rural tourism. Architecture with traditional characteristics, adapted to the environment conditions and with aesthetic values. Maintenance of cultural values such as holidays, traditions, ways of life or local gastronomy. One of the studies about motivation in ecotourism from Panin and Mbrica (2014) who through a descriptive investigation found the most important motivations for ecotourists in the Republic of Serbia. They divide the motivations into 4 groups: sports and health, motivation for nature, cultural and educational activities, and social activities. The motivations related to sports and recreational activities, the positive impact on health, walking in the forest, seeing and

enjoying nature, are the main motivations in ecotourism. Another study about motivations in ecotourism is from Lee et al. (2014) who through a factorial analysis analyzed the tourists of ecological parks restored in South Korea, concluding that there are seven factors related to the motivations: Self-development, Interpersonal relationships, Reward, Building personal relationships, Escape, Ego-defensive function, Nature appreciation.

Regarding the ecotourists' characteristic, Álvarez (2012) points out that they are restless and active people who need to try the leisure possibilities that are compatible with the environment, activities in which nature prevails over the interests of human beings. Also to enjoy personal life development that allows the physical activities, the experience to become familiar with new lifestyles, meeting people with similar concerns, attending cultural events and buying local handicrafts. They also show a preference for small groups and personalized service. On the other hand, Cheng et al., (2016) consider that ecotourists would positively influence on the intention, interest and willingness to pay a higher price for ecotourism products and services. In this sense, Nickerson et al. (2016) concluded that sustainable tourists are willing to spend more, which can increase the benefit of offering sustainable tourism destinations. On the other hand, Ma et al. (2018) conducted a study in the Nanling National Forest Park and the Dinghushan National Nature Reserve, finding that the most important factor in Chinese tourists is "relaxation and

nature exploration”. In contrast, Chow et al. (2019) conducted a study to visitors to the Ramsar wetland in Hong Kong, finding that the most important motivations were relaxation, escape from daily life, and physical and mental health.

The theory used in this study is the functional theory, introduced by Katz (1960), who proposed that there are four motivational functions: knowledge function, expressive value function, self-defense function and utilitarian function.

From the sociology literature, Smith et al. (1956) added another function, a function of social adjustment. The knowledge function focuses on the desire to obtain information to understand the world. Knowledge variables such as learning, meeting new people, appreciating nature and being with like-minded people correspond to the knowledge function. While the desire for knowledge is not an absolute desire to understand the entire universe, people want to understand the events that affect their own lives (Houle et al., 2005). The ego defense function emphasizes the reduction of social pressure by participating in an event. An individual finds means that will allow him to avoid or escape an unpleasant internal or external reality. As a result, the individual can choose to be adaptable to the contemporary event by eliminating anxiety. The elimination of anxiety can be achieved through commitment, such as being a member of a society and joining discussions about topics of similar interest with substantive rationality (Lee et al., 2014). The utilitarian

function emphasizes the minimization of punishment and the maximization of rewards (Fodness, 1994). Measurement of utilitarian function can include gaining self-confidence, being independent, having fun, experiencing different cultures, and avoiding stress. Finally, the social adjustment function describes an acceptable norm for other associates, including family members, relatives and friends (Lee et al., 2014).

Demand segmentation in ecotourism

According to Ho et al., (2012) market segmentation represents the decisive criterion to determine which groups of clients we should contact. The segmentation of heterogeneous tourists according to their motivations allows tourism providers to create products and services preferred and valued by the destination markets (Lee et al., 2004). In this sense, the market segmentation strategy can be used to identify specific groups of tourists, provide better tourism packages, increase the benefits for destinations and develop a more efficient tourism policy and marketing planning (Díaz - Pérez et al., 2005; Nickerson et al., 2016; Xia et al., 2010).

One of the segmentation studies of the demand for motivations in protected natural areas from Cordente-Rodríguez et al., (2014) who through a segmentation by latent classes analyzed the visitors in the protected area of “Serranía Alta” Cuenca (Spain). Two groups were found: Nature: has a unique motivation to enjoy nature and resources. Multiple motive: has a

combination of several reasons such as enjoying nature and gastronomy, and visiting villages to learn about cultures and traditions.

Another study about demand segmentation in ecotourism from Barić et al., (2016) who through a factorial and a cluster K-means analysis conducted a study of visitors to Paklenica National Park in Croatia, they find 3 groups: Naturalist: the enjoyment of nature is the most important. Escapists: have a desire to escape and leave the solitude, with moderate interest in nature. Ecotourists: enjoy nature and novelty with educational interest and learn from experiences. In contrast, Neuts et al., (2016) analyzed market segments that cause economic impacts on ecotourism in Shiretoko, Hokkaido, Japan. The study found four segments: Bear-watchers: motivated mainly by bears observation, and they go on excursions to waterfalls or visit the Nature Center of Shiretoko National Park as secondary activities. Landscape-lovers: the elements of the landscape are the main reason for a visit. Organized tour groups: their motivations are the elements of the landscape and whale observation. Active explorers: are tourists with wide motivations. They prefer the elements of the landscape, but also the fauna as bear and bird observation.

Another study, that of Gu et al. (2018), was conducted in the Changbai Mountain Biosphere Reserve in northeastern China, finding four groups: “nature travelers”, interested in experiencing nature and appreciating natural landscapes; “cultural landscape

tourists”, interested in participating in and appreciating nature and natural landscapes; “food and shopping enthusiasts”, showing a medium–high interest for the natural and cultural features of the reserve; and “eclectic adventurers”, expressing a wide range of motivations to visit the reserve, with higher average scores on most motivational factors. Likewise, Jeong et al. (2018) conducted a study in Kuang Si Waterfall and Konglor Cave in Lao People’s Democratic Republic, finding four segments: “nature and cohesion-seeking tourists”, “nature-seeking tourists”, “passive nature-seeking tourists”, and “want-it-all tourists”. In contrast, Carvache et al. (2019) conducted a study in protected Areas in Guayas, find three segments: Firstly, there is a multiple motives group, with high motivation in all the motivational variables. Secondly, there is a nature group, with high motivation in aspects related to nature. Thirdly, there is a reward and escape group, with high motivation related to nature, fun, exploring the unknown, and escaping from routine.

3. Empirical application

Ecuador is a mega diverse country which has 51 protected areas (Ministry of Environment, 2018), they are visited by national and international tourists. The province of Guayas, located in the coast of Ecuador, has important protected areas. For the present study, the Santay National Recreation Area and Morro Mangrove Wildlife Refuge were selected. These two places were chosen for their natural and cultural characteristics related to ecotourism. In other words, they are very visited because of the

proximity to Guayaquil city, also they have attractions and ecotourism activities.

Santay National Recreation Area

Santay Island is located between the cities of Guayaquil and Duran, in the middle of the great Guayas River, in the Province of Guayas. This place has a wide variety of bird species, confirming its status as a natural refuge, leading it to be internationally recognized as the number 1041 (RAMSAR) place in the world since 2000. Its declaration as a Ramsar place makes this place very important, with global interest and priority for conservation. In 2010, Santay Island was declared as a National Recreation Area by the Environment Ministry due to its environmental importance and for recreational purposes. This site is a wetland visited by waterfowl to rest, for a shelter and nesting. This wetland protects 60 plant species, 12 reptile varieties and 128 types of birds, 12 vulnerable and threatened birds are on the International Trade in Endangered Species List and the World Conservation Union. In addition, this place is important for its mangroves. In addition to its vegetation, several trees are already very scarce and offer protection to some mammals that are already rare. Among the main attractions in flora and fauna, there are mangroves and seabirds that tourists observe while they sail through the estuaries. Another attraction is the Ecovillage because tourists can visit it and appreciate some crocodiles. (Figure 1)

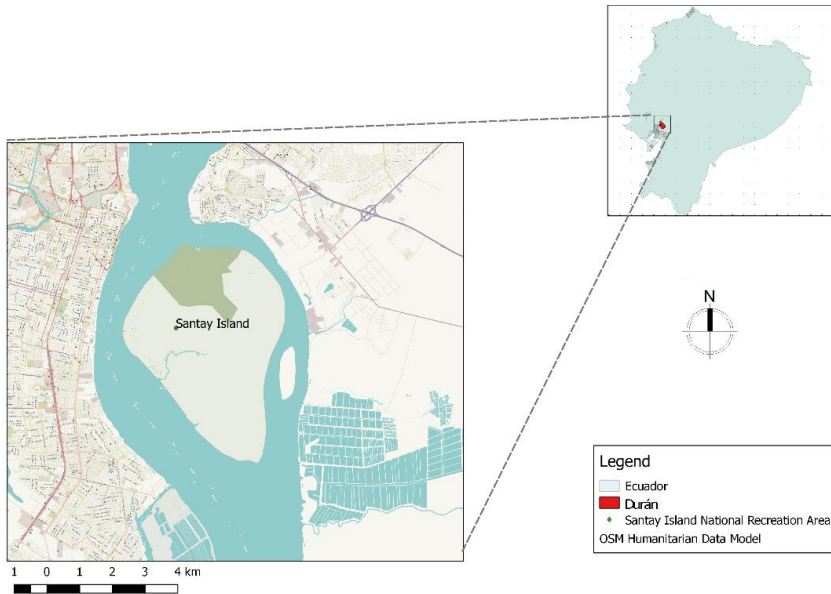


Figure 1. Geographic Location of Santay National Recreation Area (Ecuador)

Morro Mangroves Wildlife Refuge

It is located on “Malecon” street, Morro Port (Rural area) in Guayas Province. The refuge is located to the north of Guayaquil Gulf, where Morro channel or stream begins. The main reason for its declaration as a protected area is the existence of a large population of dolphins that inhabit Morro channel and the frigate colony in “Manglecito Island”. In this place, there are four types of mangroves: red, white, jeli or button and black. In addition, the refuge mainland protects a small dry forest patch. Among the fauna, visitors find more than 80 species in this place, seabirds are the most abundant in the refuge. The main attractions are the observation of dolphins, frigate birds, pelicans and blue-

footed boobies, roseate spoonbill, white ibis and cormorants. On Manglecito Island, there are roosts and nesting places for frigates, pelicans and blue-footed boobies. It is estimated that the colony of frigates is about 6,000 individuals, which makes it one of the highest concentration place of these birds in Ecuador. In another place called “Farallones”, the colonies of blue-footed boobies and pelicans stand out at the entrance of the estuary. (Figure 2)

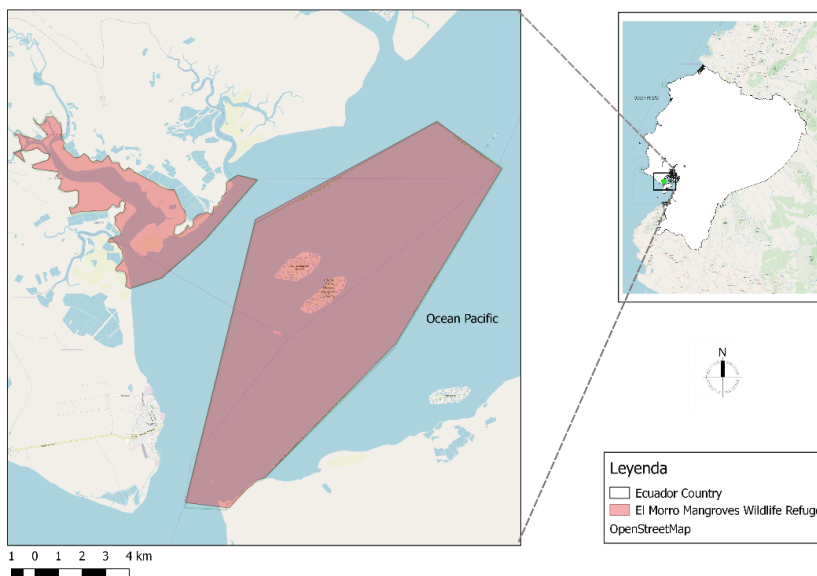


Figure 2. Geographic Location of Morro Mangroves Wildlife Refuge (Ecuador).

4. Methodology

The present empirical research was based on a fieldwork, a questionnaire was applied based on different previous studies about motivations and segmentation of demand in ecotourism (Crompton, 1979; Fodness, 1994; Weaver & Lawton, 2002:

Galley & Clifton, 2004; McGehee & Kim, 2004; Jang & Wu, 2006; Lee et al., 2014). The sample collection was carried out from January to March 2018. The survey aimed national and international tourists over 18 years old who were visiting the two protected areas in the Ecuadorian coast: Santay National Recreation Area and Morro Mangrove Wildlife Refuge. The distribution of the surveys was carried out according to the method of simple random sampling in the aforementioned protected areas. The questionnaires were filled in place while the visitors were doing some recreational activity in both protected areas. The tourists filled out surveys independently, and interviewers were ready to solve any question. The interviewers were students from tourism career in ESPOL University (Guayaquil), who were trained to obtain the sample in the study areas. The questionnaire consisted of Likert questions of 5 points, where 1 was little and 5 a lot. 162 valid surveys were obtained, with a margin of error of +/- 7.8% and a confidence level of 95%. The Combrach's alpha coefficient reached the value of 0.97, which indicates a meritorious index on the scale.

The data was analyzed in two stages: First, a factor analysis was carried out that helped to identify the constructs that underlie the variables, providing a global view of the most substantive motivations using such constructs. Factor analysis has been widely used in visitor segmentation research (Formica & Uysal, 1998; Kastenholz et al., 1999; Johns & Gyimothy, 2002). Specifically, Varimax rotation was used to facilitate the

interpretation of the data. The Kaiser criterion was used to find the number of factors, where only the factors with eigenvalues greater than 1 were used. The KMO index (Kaiser-Meyer-Olkin) and the Bartlett sphericity test were used to know if it was appropriate to perform the factorial analysis. The Combrach's alpha coefficient was used to measure the reliability of the measurement scale. In the second stage, the K-means grouping method was implemented, which is commonly used in tourism segmentation research (for example, Formica & Uysal, 1998, Kau & Lee, 1999). The differences between the groups in relation to the motivations were evaluated by means of adequate analyzes including ANOVA, and the Brown-Forsythe and Welch statistics. For the post hoc analysis, the Games-Howell test was used. Finally, the Chi-Square analysis was used to explore the differences between the groups in terms of sociodemographic variables, satisfaction and intentions to return to the destination. The data collected was organized, tabulated and analyzed using the SPSS 22.0 program for Windows.

5. Results

Motivations in ecotourism

A factorial analysis has been carried out which allowed to extract six motivational dimensions. The analysis of the main component has been used as a technique used for data reduction. The varimax rotation method was used to obtain a clearer interpretation of the factors, so that each one had very high or low

loadings on the factors. For the number of factors that were used in the Kaiser criterion where factors that have eigenvalues greater than 1.00 are taken into account. Six factors are part of the solution and represent 74.8% of the total variance, this is a sufficient total variance value because increasing a factor with an eigenvalue less than 1 will not provide enough information to the model, thus it will increase a bit more the total variance. The KMO index (Kaiser-Meyer-Olkin) is close to one, so the relationship between the variables is high and a factor analysis is appropriate. In addition, Barlett's sphericity test is significant <0.05 , so the factorial analysis must be applied. The results are shown in Table 1.

Table 1. Factorial analysis of motivational variables

Items	Loading						Factors
	1	2	3	4	5	6	
To gain a new perspective on life	0.794						Factor 1: Self-development
To know what I am capable of	0.755						
To have a sense of self-confidence	0.727						
To be independent	0.693						
To understand more about myself	0.683						
To feel inner harmony/peace	0.634						

To have the opportunity to know me better	0.605						
To strengthen relationship with my family		0.843					Factor 2: Interpersonal relationships
To contact family and friends who live elsewhere		0.822					
To reflect on past memories		0.708					
To feel that I belong		0.703					
To reminisce about parents' time		0.686					
To think about good times I have had in the past		0.563					
To know the locals			0.762				
To meet people with similar interests			0.664				
To join the social discussion			0.662				
To follow current events			0.661				
To join interest of people			0.614				
To meet new people			0.593				
To be with others if I need them			0.516				
To visit destination			0.409				

To develop my personal interests				0.715			Factor 4: Reward
To experience new things				0.681			
To explore the unknown				0.681			
To have fond memories				0.676			
To have a sense of self-achievement				0.597			
To experience different cultures				0.538			
To avoid daily stress					0.853		Factor 5: Escape
To be away from the crowds of people					0.749		
To escape from routine					0.712		
To avoid interpersonal stress					0.686		
To be close to nature						0.861	Factor 6: Nature appreciation
To get a better appreciation of nature						0.816	
Auto values	16.435	3.12	1.889	1.747	1.229	1.01	
% variance explained	48.3	9.2	5.6	5.1	3.6	3.0	
% cumulative variance	48.3	57.5	63.1	68.2	71.8	74.8	
KMO	0.919						
Bartlett's sphericity test	Chi squared = 5161.946 sig=0.000						

According to the results of Table 1, the first factor was called "Self-development" and is the factor with the greatest explanatory capacity (48.3%) of the total variance, which is why most tourists are strongly motivated by this dimension. It is related to motivations to gain self-confidence, to be independent, to understand more about myself, to feel harmony and inner peace, and to have the opportunity to know myself better. In addition, it is related in the utilitarian function according to the functional theory. The second factor was called "Interpersonal relationships" and gathers 3.12% of the total variance. This second dimension is related to visitors motivated to contact and strengthen relationships with family and friends, reflecting on past memories and thinking about good times that I have had in the past also it is related to the function of social adjustment according to functional theory. The third factor was called "Building personal relationships and Ego-defensive function", and comprised 1.88% of the total variance. This third dimension is related to a motivated visitor by meeting new people, people with similar interests, to join the interests of people, follow current events, meet new people and know about the destination. In addition, it is related to the defensive function of the ego and the function of knowledge according to functional theory. The fourth factor was called "Reward", and comprised 1.74% of the total variance. This fourth dimension refers to a visitor motivated by having fun, experiencing new things, exploring the unknown, obtaining good memories and experiencing different cultures.

Likewise, it is linked to the utilitarian function according to the functional theory. The fifth factor was called "Escape", and comprised 1.22% of the total variance. This fifth dimension is associated to a visitor motivated by escaping routine and being away from daily stress or crowds. The utilitarian function according to the functional theory. The sixth factor was called "Nature appreciation", and comprised 1.01% of the total variance. This sixth dimension is associated to visitors motivated by nature. It is also related to the function of knowledge according to functional theory. The results are similar to Lee et al. (2014) who conclude that the functional theory in the context of ecotourism is valid, which indicates that the intentions of ecotourists to revisit the restored ecological parks are influenced by a variety of motivating functions. They obtained 7 motivational factors in their study: *Self-development, Interpersonal relationships, Reward, Building personal relationships, Escape, Ego-defensive function, Nature appreciation.*

Demand segmentation in ecotourism

For this part of the investigation, an analysis of non-hierarchical K-means clusters has been carried out. Under the criterion of maximizing the variance between typologies and minimizing the variance within each typology, the best solution that meets the criteria is that which establishes three conglomerates. The characterization of the clusters from the averages of the motivation variables appears in Table 2. The F

statistic of the ANOVA allows to contrast that the compared averages are not equal, but it does not allow to specify where the detected differences are. To know which mean differs from another, the contrast called multiple post hoc comparisons has been used. In order to make these comparisons it can not be assumed that the population variances are equal. The F statistic of the ANOVA is based on the fulfillment of the assumptions of normality and homoscedasticity. Indeed, it is not possible to assume that the population variances are equal, because the critical level associated with the Levene statistic is less than 0.05, the Brown-Forsythe and Welch statistics are used as an alternative to the ANOVA F statistic.

Since the critical level associated with both statistics is less than 0.05, we can reject the hypothesis of equality of means and conclude that the averages of the motivational variables of the three comparative groups are not equal. To contrast the significant differences between the different means, the Games-Howell test has been applied.

Table 2. Characterization of the clusters

Variables	Cluster		
	1	2	3
To be close to nature	4.9*	4.3	4.3
To get a better appreciation of nature	4.9*	4.2	4.4
To experience new things	4.9*	4.2	4.2
To explore the unknown	4.9*	3.9	4.1
To develop my personal interests	4.7*	3.8	3.9

To have fond memories	4.9*	3.9	4.2
To have fun	4.9*	3.9	4.3
To have a sense of self-achievement	4.8*	2.6*	3.7*
To experience different cultures	4.9*	3.9*	4.2*
To meet new people	4.7*	3.2	3.9
To meet people with similar interests	4.7*	2.5*	3.7*
To meet locals	4.7*	3.0*	3.8*
To be with others if I need them	4.5*	2.2*	3.2*
To have the opportunity to know me better	4.7*	2.1*	3.6*
To understand more about myself	4.7*	2.1*	3.6*
To gain a new perspective on life	4.7*	2.5*	3.6*
To think about the good times I have had in the past	4.7*	2.2*	3.3*
To know what I am capable of	4.8*	2.0*	3.4*
To have a sense of self-confidence	4.7*	1.9*	3.4*
To feel inner harmony/peace	4.9*	2.8*	3.9*
To be independent	4.7*	1.9*	3.4
To reminisce about parents' time	4.6*	1.5*	3.2*
To contact family and friends who live elsewhere	4.6*	1.7*	3.2*
To feel that I belong	4.6*	1.7*	3.0*
To strengthen the relationship with my family	4.7*	2.0*	3.3*
To reflect on past memories	4.6*	1.7*	3.1*
To visit the destination	4.8*	3.0*	4.1*
To avoid interpersonal stress	4.8*	3.0*	3.9*
To be away from the crowds of people	4.9*	3.0*	3.9*
To be away from daily stress	4.9*	3.3*	4.1*
To escape from routine	4.9*	3.6*	4.1*
To join the interest of people	4.7*	2.0*	3.6*

To join the social discussion	4.6*	1.9*	3.4*
To follow current events	4.7*	2.0*	3.3*

* Bold values show significant differences in at least two of the means of the three conglomerates

As Table 2 shows, in the first group there are visitors who have high motivation in all the motivational variables, which is why this group has been called "Multiple Motives". In addition, they are related to all motivational dimensions. Visitors who have a high motivation in aspects related to nature and experience new things form the second group. That is the reason why these visitors have been called "Nature". In addition, they are related to the dimension nature appreciation. The third group are visitors who have high motivations related to nature, fun, obtaining memories, experience with new things and experience with different cultures, which is why this group has been called "Reward and Escape". Likewise, they are related to the dimensions of appreciation of nature, reward and escape. The results are similar as Cordente-Rodríguez et al. (2014), who found two groups: Nature and Multiple motive, finding in this study the "Reward and Escape" as the third group.

Satisfaction and intention to return to the destination in the three segments

For the relationship of the three segments with the satisfaction and intentions to return, a Chi-Square significance contrast has been made, and in this way we can find the variables that are really relevant for the analysis. A Likert scale of 5 points

was used, being 1 little and 5 a lot. The results are shown in Table 3.

Table 3. Relationship of the segments with satisfaction and intentions to return

Variables		Cluster			Total
		1	2	3	
Overall satisfaction	1		2.4%	1.8%	1.3%
	2	1.6%		1.8%	1.3%
	3	1.6%	34.1%	12.5%	13.8%
	4	39.7%	39.0%	60.7%	46.9%
	5	57.1%	24.4%	23.2%	36.9%
Total		100.0%	100.0%	100.0%	100.0%
Intentions to return to the destination	1		2.4%		0.6%
	2	1.6%	12.2%		3.8%
	3	3.2%	22.0%	17.9%	13.1%
	4	30.2%	41.5%	41.1%	36.9%
	5	65.1%	22.0%	41.1%	45.6%
Total		100.0%	100.0%	100.0%	100.0%

As shown in Table 3, the segment “Multiple Motives” is characterized because it has a high percentage of very satisfied members (57.1%), so it is the segment with the highest level of satisfaction in relation to the others. Moreover, they have a high level of intentions to return to the destination (65.1%), so it is the segment with the highest level of intention to return to the destination in relation to the others. The segment “Nature” is the least satisfied and the group that has less intention to return to the destination in relation to the other segments. On the other hand,

the segment “Reward and Escape” is characterized because a considerable percentage of its members have a high level of intentions to return to the destination (41.1%).

6. Discussion and conclusions

The segmentation based on the motivations of ecotourists is a useful tool for public institutions and private companies to adapt their offer with different groups of ecotourists. Therefore, they improve tourism products and increase the benefit for destinations, so there are more satisfied ecotourists and with high intentions to return to the destination. The main motivational dimension in ecotourism is the "Self-development", the same that is related to gain self-confidence and be independent. People consider that traveling is an opportunity to enrich their lives. Compared to more commercial forms of travel, ecotourism provides more independent time for people to think about personal matters (Kimmel, 1999). The second dimension in ecotourism is "Interpersonal relationships", related to visitors motivated to contact and strengthen relationships with family and friends. The third dimension in ecotourism is "Building personal relationships and Ego-defensive function", related to a visitor motivated to meet new people or with similar interests, to join the interests of people and follow current events. People tend to behave according to socially desired problems (McGehee & Kim, 2004). The fourth dimension in ecotourism is "Reward", related to a visitor motivated to have fun, experiencing new things and different cultures, so it is not enough for tourists to be surrounded

by nature, but activities must be provided to them, this will generate fun and experience new things. The fifth dimension in ecotourism is "Escape", related to visitors motivated to escape from routine and to be away from daily stress or crowds. Consequently, people travel to reward themselves and take a break from their routines (Broad & Jenkins, 2008). The sixth dimension in ecotourism is "Nature appreciation", related to a visitor motivated to appreciate nature. In addition, it is related to the function of knowledge according to functional theory. It is common to say that the appreciation of the natural environment is the predominant motivation of ecotourists (Weaver & Lawton, 2002; Wurzinger & Johansson, 2006). The dimensions mentioned in this study are similar to Lee et al. (2014), who mentioned that in ecotourism there are seven motivational dimensions related to functional theory. In addition, the findings of this study support other previous ecotourism research related to tourists' motivations (Weaver & Lawton, 2002; McGehee & Kim, 2004; Lee et al., 2014).

Regarding the segmentation in ecotourism, the findings suggest that the market can be divided into three groups based on the motivations of tourists. The first of them formed by the segment "Multiple Motives", with high motivation in all motivational variables, so that the tourist has several reasons to visit the place. The second segment called "Nature" that have high motivations in aspects related to nature and experience new things. The third group called "Reward and escape", who have

high motivations related to nature, fun, and experience with new things and different cultures. The profiles of these three segments showed a statistically significant difference in relation to satisfaction and intentions to return to the destination. Therefore, the segment "Multiples Motive" have higher levels of satisfaction and intentions to return to the destination in relation to others, so it should enhance the offer to this segment of various activities related to nature, culture, fun, social aspects and personal aspects. Likewise, the "Nature" segment is the segment with the lowest levels of satisfaction and the intention to return to the destination in relation to the others. So it should improve the offer of nature enjoyment, such as observation and education about flora and fauna. In contrast, in the "Reward and escape" segment, they have high levels of intentions to return to the destination. Therefore, activities related to fun and experience with new things should be offered to this segment.

The "Multiple Motives" group and the "Nature" group mentioned in this study are similar to the Nature group and the Multiple Motive group found by Cordente-Rodríguez et al. (2014). However, this study provides information from a third group called "Reward and Escape", so it should adapt an offer to this segment related to fun and experience with new things. As a conclusion, the motivational dimensions in ecotourism are related to "Self-development", "Interpersonal relationships", "Building personal relationships and Ego-defensive function", "Reward", "Escape", "Nature appreciation". "Self-development" is the most

important motivational dimension. In ecotourism there are several groups based on the motivations of tourists, several things motivate one group at the same time, called “Multiple motives” another that is only motivated by nature, named "Nature" and the last one that is motivated for fun and experience with new things, named “Reward and Escape”.

Among the practical implications, the findings of this study help tourism managers to establish marketing strategies and to improve the service according to the main motivational factors found, aiming to increase the impulse to visit these protected areas. Moreover, they can adapt the offer according to the characteristics of each segments found, in order to increase the satisfaction level of tourists and the interest to return to these protected areas. This study contributes to public institutions and private companies; they can improve the tourist offer in the destination and develop a more efficient planning. The main limitation of the investigation is the temporality, during the study. As a future line of research, it is recommended to carry out a study about offered products that adapt to the proposed segmentation, especially to the segment of tourists who seek fun and experience with new things.

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CAPÍTULO 4

SEGMENTATION BY MOTIVATION IN ECOTOURISM: APPLICATION TO PRO- TECTED AREAS IN GUAYAS, ECUADOR

Segmentation by Motivation in Ecotourism: Application to Protected Areas in Guayas, Ecuador

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Abstract: Among tourists, there is recently a growing interest in the environment and enjoying the natural world. This study analyzed the motivations and segmentation of the demand for ecotourism, using functional theory as a reference point. Empirical analysis was carried out in Santay National Recreation Area, Morro Mangrove Wildlife Refuge, and Samanes National Recreation Area. The sample included 382 surveys, obtained in situ using the simple random sampling method. Factorial analysis and non-hierarchical segmentation were performed to analyze the data. The results indicate that there are several motivational dimensions in ecotourism, including self-development, interpersonal relationships and ego-defensive function, building personal relationships, escape reward, and nature appreciation.

We also identified three different segments of ecotourists based on their motivations—nature, multiple motives, and reward and escape—as well as the characteristics of the different segments. The present investigation will help public institutions and private companies improve their tourism offerings and develop more efficient marketing plans.

Keywords: segmentation; demand; motivations; ecotourism

1. Introduction

Ecotourism is one of the fastest growing sectors in the tourism industry [1]. Empirical research was also carried out, whereby these motivations were found to represent 5% of the worldwide population and grew three times faster than tourism in general [2]. Tourists are looking for meaningful experiences, such as getting in touch with local communities, learning about an ecosystem, and participating in the conservation of natural resources [3]. Ecotourism areas became important destinations, due to their efficiency in protecting the environment and supporting education, recreation, and job creation [4]. Market segmentation is widely used to identify the niche markets of different tourism products and services [5]. It was developed based on behavioral theories such as motivation or recreational specialization [6]. The segmentation of demand has been extensively studied [7–13]. The segmentation of demand is

extensively considered as a basic criterion for the segmentation of tourism demand [14–18].

Motivation is a fundamental concept in the study of travel behavior and determines different aspects of tourism, including the reasons for travel, choice of specific destination, and overall satisfaction with the trip [19]. Likewise, understanding the reasons for choosing a particular destination and the desires for experiencing something are important primary information, allowing us to improve the quality of the visitors' experiences, as well as their satisfaction [20]. Indeed, each visitor may have different motivations and preferences when traveling to different destinations [14]. Planning by the tourist destination, therefore, has to begin with an investigation of tourist behavior [21].

In relation to ecotourism, the segmentation of visitors based on motivations is the most reliable method for understanding the different groups in trips to protected areas [22,23]. Ecotourists should not be treated as a homogenous group, because their profiles, motivations, and behavioral characteristics differ widely [23,24]. However, the lack of information about the different ecotourism segments hinders efficiency in specifically targeted promotion programs [5]. Despite this, segmentation is used by managers to effectively commercialize a destination [25]. Important advantages are also obtained by market segmentation in ecotourism, because operators around the world experience

clear pressures to ensure that consumers receive the experiences they anticipate [26].

This study is important because the interest in sustainability increased in the tourism industry. It is becoming increasingly important to identify the factors that influence ecotourism behavior [27]. Ecotourism should provide both an educational experience for tourists and economic, sociocultural, and environmental sustainability for the destination [28]. Ecotourism is increasingly recognized as a way to promote not only local livelihoods and culture, but also environmental conservation [29]. Also, this study is important because the tourists are more aware of the environment and have greater motivation to visit attractions and participate in activities due to environment-related content [30]. Instead, the segmentation of tourists according to their motivations allows tourism providers to create preferred and valued products and services in the destination markets [31]. However, the few studies of demand segmentation tended to find different ecotourism segments [28]. Also, there is only a small number of market segmentation studies that deal specifically with visitors of protected areas [32]. Therefore, this study can contribute to fill this gap in the scientific literature because there are few studies conducted on segmentation of ecotourism motivations. In this way, in the region, it is important to segment the demand, so that groups of economically interesting tourists can be identified and cared for. This is especially important in an ecotourism destination where issues of ecological sustainability

are likely to arise. To balance environmental sustainability with economic viability, it is important to attract these groups of tourists that are the most beneficial to the region [33].

To address this gap, this article analyzes the segmentation of the demand in terms of motivations in ecotourism to provide information to tourism marketers that will help them plan efficient marketing strategies. This study also contributes to the debate on demand in ecotourism. To fulfill this objective, the present article includes, after this first introductory section, the second section, which reviews the literature; the third section, which describes the study area; the fourth section, which shows the methodology of the investigation; and the fifth section, which contains the results. The manuscript ends with a sixth section containing the discussion, conclusions, limitations, and future lines of research.

2. Literature Review

2.1. Motivations in Ecotourism

Motivation is defined by many researchers as the psychological needs and desires that provoke, direct, and integrate behavior and activity [34]. Tourist motivation is the set of needs that influence a person to participate in a tourist activity [35], and it is the central factor in the decision-making process [36]. Studying motivations allows us to understand the choices, preferences, and needs of a traveler [21]. Motivational factors are also defined as psychological needs that play an important role in

making a person feel a psychological imbalance that can be corrected through a travel experience [37,38].

Concerning ecotourism, tourists have different reasons for visiting different nature-related attractions and destinations [39]; Wood [40] argued that the main motivations for ecotourism are the observation and appreciation of natural characteristics and related cultural assets. Other scholars pointed out, however, that the main intrinsic motivations for ecotourists are learning about nature, being physically active, and meeting people with similar interests [41]. Relaxation in a natural environment was qualified as the most important need for ecotourists. By contrast, Page and Dowling [42] mentioned that some ecotourists travel to satisfy pleasure and recreational needs, as well as educate themselves about specific areas. For Pearce and Lee [43], the motivations were related to escape, relaxation, relationship enhancement, and self-development. These four central motivations could, therefore, be understood as the backbone or skeleton of all travel motivation patterns. Looking at most important motivations for ecotourists in the Republic of Serbia, Panin and Mbrica [44] divided these motivations into four groups: cultural and educational activities, nature, social activities, and sports and health activities. They also argued that motivations related to sports and recreational activities, a positive impact on health, walking through the forest, and seeing and enjoying nature were the main motivations for ecotourism [44]. By contrast, Lee et al. [45] analyzed tourists at restored ecological parks in South Korea

and found seven motivational factors: self-development, interpersonal relationships, rewards, building personal relationships, escape, ego-defensive functions, and nature appreciation. On the other hand, Ma et al. [46], conducted a study in the National Protected Forest Areas in southern China, finding that the most important motivation in Chinese visitors is “getting close to nature”. In contrast, Ma et al. [47] conducted a study in the Nanling National Forest Park and the Dinghushan National Nature Reserve, finding that the most important factor in Chinese tourists is “relaxation and nature exploration”. On the other hand, Chow et al. [48] conducted a study to visitors to the Ramsar wetland in Hong Kong, finding that the most important motivations were relaxation, escape from daily life, and physical and mental health.

Concerning the characteristics of ecotourists, Cheng et al. [49] considered that ecotourists would positively influence the intention, interest, and willingness to pay a higher price for ecotourism products and services. This led to the conclusion that tourists of sustainability are willing to spend more, which can increase the benefits to sustainable tourism destinations [50].

The present study is founded on functional theory, which was introduced by Katz [51], who proposed that there are four motivational functions based on the literature of sociology: a knowledge function, a function of expressive value, a self-defense function, and a utilitarian function; to these, Smith et al.

[52] added another function, that of social adjustment. The knowledge function focuses on the desire to obtain information to understand the world. Knowledge variables such as learning, meeting new people, appreciation of nature, and being with like-minded people correspond to the knowledge function. Although the desire for knowledge is not an absolute desire to understand the entire universe, people want to understand the events that affect their own lives [53]. The ego-defensive function emphasizes the reduction of social pressure by participating in an event. An individual finds means that will allow him to avoid or escape an unpleasant internal or external reality. As a result, the individual can choose to adapt to the contemporary event by eliminating anxiety. The elimination of anxiety can be achieved through commitment, such as being a member of a society and joining the society's discussions about topics of similar interest with substantive rationality [45]. The utilitarian function emphasizes the minimization of punishment and the maximization of rewards [54]. Measurement of the utilitarian function can include gaining self-confidence, being independent, having fun, experiencing different cultures, and avoiding stress. Finally, the social adjustment function describes an acceptable norm for other associates, including family members, relatives, and friends [45].

2.2. Demand Segmentation in Ecotourism

According to Dolnicar [55], segmentation is based on the notion that the market is composed of subgroups of people with different and specific needs and preferences. Segmentation also identifies itself as the decisive criterion for determining which group of clients should be targeted and how to use resources more efficiently, as well as how to efficiently evaluate different competitive strategies [56]. Many empirical investigations considered motivations as an element of market segmentation research for tourism [57,58]. The segmentation strategy can, in this sense, be used to identify specific tourist groups, provide better tourism packages, increase benefits to destinations, and develop a tourism policy or more efficient planning for marketing [50]. It is also used to help tourism service providers evaluate new tourism product opportunities [59]. According to Ryan [60], women had stronger motivations than men. On the other hand, the groups most motivated by ecotourism were the ones that were most satisfied [61].

Some research on demand segmentation in ecotourism identified the ecotourist as a tourist with motivations and behavior related only to the nature and the criteria of ecotourism learning [62,63]. By contrast, Weaver and Lawton [28] conducted a study in Australia's Gold Coast Hinterland and identified three groups. The first involved "hard" ecotourists, who showed great affinity for conservation and sustainability and preferred to travel in small

groups. These ecotourists were physically active and enjoy challenging activities, and they also had experience in planning their own travel arrangements. The second group involved “soft” ecotourists, who appreciated ecotourism, but like more traditional vacations, they preferred planning multiple, short trips. “Soft” ecotourists were not very physically active and they requested comfort and good-quality service. The final group involved “structured” ecotourists, who, although similar in many ways to the “hard” ecotourists, were more like the “soft” ecotourists in their preference for multipurpose travel and premium services.

Concerning more recent studies, Cordente-Rodríguez et al. [64] analyzed the visitors in the Serranía Alta protected area of Cuenca in Spain. They found two groups: (1) nature, or those who have the unique motivation to enjoy nature and resources; and (2) multiple motives, i.e., those who have a combination of various reasons, such as enjoying nature and gastronomy, and visiting villages to learn about cultures and traditions. By contrast, Sheena et al. [65] analyzed the different groups of ecotourists who visited the Kinabalu Park, Sabah, in Malaysia. Like Weaver and Lawton [28], they found three groups: (1) hard, who constituted the largest segment of ecotourists in the park and were more willing to try highly challenging activities and maintained a desire to learn; (2) structured, who were mainly similar to the “soft” ecotourist group because of their preference for services during the trip, previous travel arrangements, and their strong preference

for a learning component; and (3) soft, who disliked physical activities and preferred guided walks through nature.

Another study, Barić et al. [66], also found three groups in their study of visitors to the Paklenica National Park in Croatia: naturalist, for whom the enjoyment of nature was the most important; escapists, who had a desire to escape and overcome loneliness, with a moderate interest in nature; and ecotourists, who enjoyed nature and novelty, with an interest in education or learning from experiences. They also showed high motivations in the other variables. By contrast, Neuts [33] analyzed market segments with economic impacts on ecotourism in the Shiretoko National park on Hokkaido in Japan. This study found four segments: bear-watchers, who wanted to observe bears or visit waterfalls or the park's Nature Centre; landscape-lovers, for whom the elements of the landscape were the main reason to visit; organized tour groups, who were motivated by the elements of the landscape and the observation of whales; and active explorers, who were tourists with wide motivations, although they preferred landscape elements and the observation of fauna such as bears and birds.

Another study, that of Gu et al. [67], was conducted in the Changbai Mountain Biosphere Reserve in northeastern China, finding four groups: "nature travelers", interested in experiencing nature and appreciating natural landscapes; "cultural landscape tourists", interested in participating in and appreciating nature and

natural landscapes; “food and shopping enthusiasts”, showing a medium–high interest for the natural and cultural features of the reserve; and “eclectic adventurers”, expressing a wide range of motivations to visit the reserve, with higher average scores on most motivational factors. Likewise, Jeong et al. [68] conducted a study in Kuang Si Waterfall and Konglor Cave in Lao People’s Democratic Republic, finding four segments: “nature and cohesion-seeking tourists”, “nature-seeking tourists”, “passive nature-seeking tourists”, and “want-it-all tourists”. In contrast, Smith et al. [32] identified four segments of visitors based on their purposes for visits and activities undertaken. These segments were “nature experience seekers”, who focused on a wide range of active activities; “passive experiencers”, who enjoyed nature in less than a day; “nature explorers”, who participated in a range of activities of a more passive nature; and “relaxing socializers”, who shared nature activities with family and friends.

Based on our review of the literature, we considered the following hypotheses to be worth examining:

Hypothesis 1 (H1). *Motivations are not the same in the different ecotourism segments.*

Hypothesis 2 (H2). *There is a gender difference in segmentation by motivations in ecotourism.*

Hypothesis 3 (H3). *Ecotourism segments with higher levels of motivation have higher levels of satisfaction with and loyalty to ecotourism.*

3. Empirical Application

Ecuador is a country with enormous natural and cultural wealth in its four geographical regions, featuring 51 protected areas [69] that are visited by national and international tourists. The province of Guayas, located in the coastal zone of Ecuador, has important protected areas, and, for the present study, the Santay Island National Recreation Area, Morro Mangrove Wildlife Refuge, and Samanes National Recreation Area were selected. These three sites were chosen for their natural and cultural characteristics as ecotourism destinations, because they are frequently visited and they have a wide variety of attractions and ecotourism activities.

3.1. Santay Island National Recreation Area

Isla Santay is located in the middle of the Guayas River, between the cities of Guayaquil and Durán in the Province of Guayas in Ecuador. This site has a wide variety of bird species, which confirms its status as a natural refuge; it is internationally recognized as a wetland of international importance (Ramsar site) since 2000. Its Ramsar declaration makes this site very important, of global interest, and a priority for conservation. This wetland is visited by waterfowl for rest, shelter, and nesting, and is home to 60 plant species, 12 reptile varieties, and 128 types of birds, of which 12 are listed as vulnerable and threatened on the International Trade in Endangered Species List and the World Conservation Union. This site is also important for its mangroves,

and, among its vegetation, there are a few trees that offer protection to very rare mammals. The flora and fauna are the main ecotourist attractions, and the mangroves and marine/coastal birds are admired by the tourists while they sail through the estuaries. Another attraction is the Ecovillage, where visitors can observe crocodiles. (Figure 1).

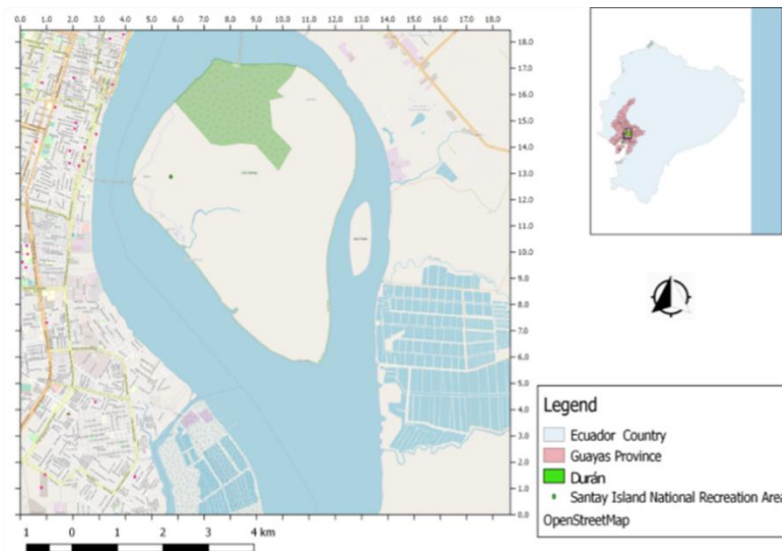


Figure 1. Geographic location of the Santay Island National Recreation Area.

3.2. Morro Mangroves Wildlife Refuge

The Morro Mangroves Wildlife Refuge is located in the north of Guayaquil Gulf, where the Morro channel or stream begins in the province of Guayas in Ecuador. The main reason for its declaration as a protected area is the existence of a large population of dolphins that inhabit Morro channel and the frigate

colony in Manglecito Island. There are four types of mangroves at this site: red, white, black, and *jelí* or button. In its mainland portion, the refuge protects a small patch of dry forest. There are more than 80 species living in this site, and seabirds are the most abundant in the refuge. Among the main attractions, visitors can observe animals such as dolphins, frigate birds, pelicans, blue-footed boobies, roseate spoonbills, white ibis, and cormorants. There are also roosts and nesting sites for frigates, pelicans, and blue-footed boobies on Manglecito Island, and it is estimated that the colony of frigates contains about 6000 individuals, which makes this site one of the highest concentrations of these birds in Ecuador. In Farallones, colonies of blue-footed boobies and pelicans appear at the entrance of the estuary. (Figure 2).

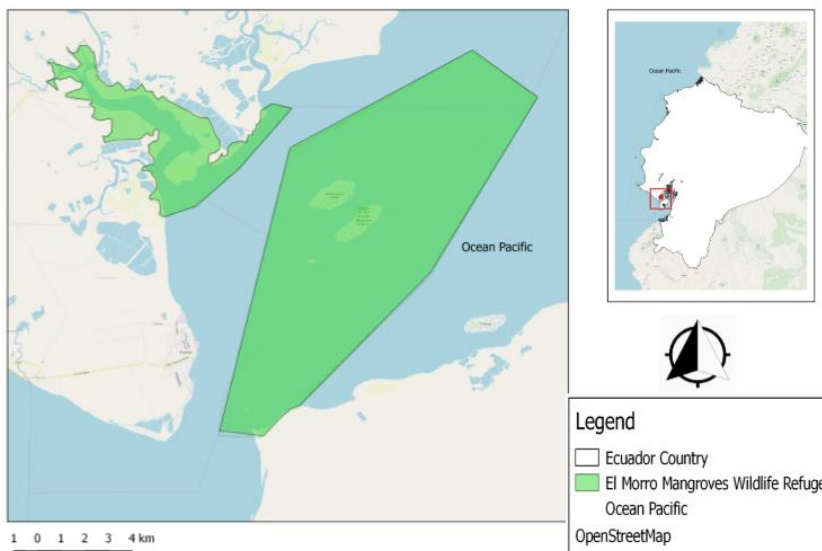


Figure 2. Geographic location of the Morro Mangroves Wildlife Refuge.

3.3. Samanes National Recreation Area

Samanes National Recreation Area is located in the north of Guayaquil, Ecuador. There are still some remains of dry coastal forest and flood plains in this area, which are characteristic of the Guayas River basin. Dry coastal forest is particularly prevalent in the highest areas around Colorado Hill, where one can see trees such as the ceibo, bototillo, pechiche, guasmo, and even the guayacán, as well as the tree that gives the area its name, the saman. The Samanes National Recreation Area is also home to many species of waterfowl such as cormorants, whistling ducks, herons, and coots. Since its creation as a protected area, several facilities were developed to promote sports and leisure activities for the population. (Figure 3).

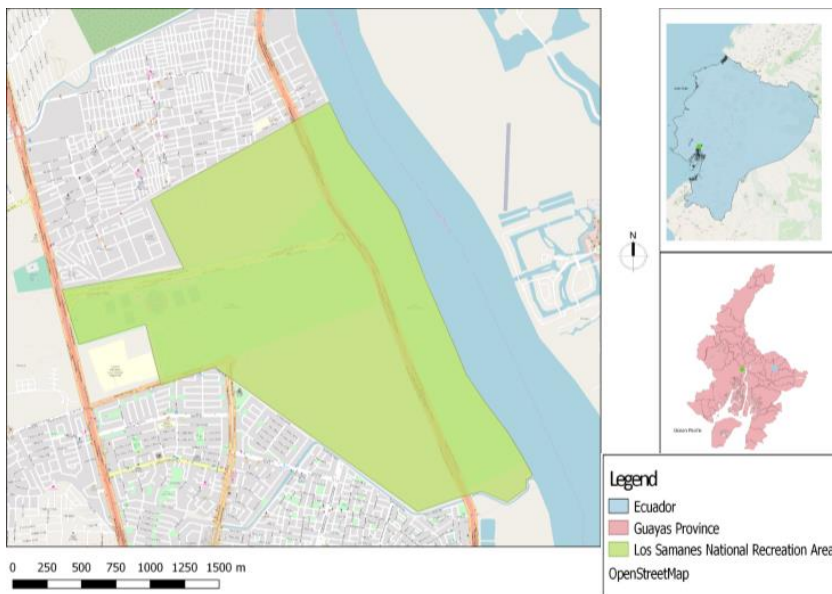


Figure 3. Geographic location of the Samanes National Recreation Area.

4. Methodology

Survey participants were drawn from national and international tourists who were visiting one of the three protected areas in Guayas province on the Ecuadorian coast: Santay Island National Recreation Area, Morro Mangrove Wildlife Refuge, and Samanes National Recreation Area.

The questionnaire for this study was divided into three parts and included items on sociodemographic aspects and characteristics of the visit, motivation, and satisfaction.

The measurement elements developed for this study were based on several previous studies about tourism motivations [30,37,45,54,70–73]. The first part of the questionnaire measured the sociodemographic and visit characteristics of the respondents. The information requested included nationality, origin, sex, age, level of training, professional activity, frequency of visits, company of people for the visit, and the expense. For this part of the questionnaire, closed questions were used. The second part of the questionnaire included 31 items that captured the motivations of the respondents. This part of the questionnaire consisted of questions based on a five-point Likert scale, where 1 was “a little” and 5 was “a lot”. The third part of the survey consisted of 12 items that evaluated the level of satisfaction of various aspects of the protected areas. Multiple categories of satisfaction items were used and adapted to the destination, in addition to another subsection of six items that measured the general satisfaction and

return with the recommendation of the destination. Here, we used a five-point Likert scale, where 1 was “a little” and 5 was “a lot”. On the basis of a first draft of the questionnaire, and by carrying out a pre-test of 30 surveys, the final format was reached. The pre-test study served to validate the questions and improve their understanding. The final version of the questionnaire sought the maximum clarity of the questions without extending the interview of the respondents. The distribution of the surveys was carried out according to the method of simple random sampling in the protected areas, where all the tourists that were inside the protected area had the same probability of being chosen.

The surveys were distributed between January and July of 2018 to visitors in the aforementioned areas. The surveys were conducted by students of the Tourism Career of ESPOL University in Guayaquil (Ecuador), which were previously trained by the authors of this article. The group of interviewers was supervised by an author of this investigation. The surveys were conducted in the areas of rest and feeding of the protected areas. The period of time that was used for the visitors to complete the surveys was when they were resting after having carried out ecotourism activities. The surveys were filled out autonomously by the visitors and the interviewers were very close to answer any questions. In total, 440 visitors were reached, of which 382 completed the questionnaire, which resulted in a response rate of 86.8%. In no cases did the duration of the survey exceed 15 min.

The variability of the population was estimated at 50% ($p = q = 0.5$); 382 surveys were valid and yielded the final sample size, with a margin of error of $\pm 5\%$ and a confidence level of 95%.

The Cronbach's alpha index reached the value of 0.96, which indicates a meritorious index for the scale. The data were analyzed in two stages: firstly, a factor analysis was carried out to identify the constructs underlying the variables, providing a global view of the most substantive motivations using such constructs. Factor analysis is widely used in visitor segmentation research [74–76]. A Varimax rotation was used to facilitate the interpretation of the data. The Kaiser criterion was used to find the number of factors, where only the factors with eigenvalues greater than 1 were used [77]. The Kaiser–Meyer–Olkin (KMO) index and Bartlett's sphericity test were used to determine if it was appropriate to perform the factorial analysis. Cronbach's alpha index was used to measure the reliability of the scale of measurement [43].

In the second stage, the K-means grouping method was implemented, which is commonly used in segmentation research [78]. The differences between the groups in relation to the motivations were evaluated by means of adequate analyses including analysis of variance (ANOVA) and the Brown–Forsythe and Welch statistics. The Games–Howell test was used for post hoc analysis. Finally, the chi square test was used to explore the differences between the groups in terms of

sociodemographic variables, satisfaction, and intentions of returning to the destination. The collected data were organized, tabulated and analyzed statistically using the SPSS 22.0 program for Windows [79].

5. Results

To achieve the objective of this study, we developed a factorial analysis to allow the extraction of six motivational dimensions. The analysis of the main component was used for data reduction. The Varimax rotation method was used to obtain a clearer interpretation of the factors, so that each one had either very high or low factor loading. Factors taken into account in the Kaiser criterion were those with eigenvalues greater than 1.00. Six factors were part of the solution and represented 72.53% of the total variance. The KMO index (Kaiser–Meyer–Olkin) was 0.959, so it was very suitable for factorial analysis. Bartlett’s sphericity test was also significant (<0.05), so factorial analysis was applicable (Table 1).

Table 1. Factorial analysis of motivational variables.

Items	Loadi ng	Eigenva lue	% Variance Explained	Cronbac h's Alpha
Self-development		13.967	45.05	0.945
To have a sense of self- confidence	0.763			
To gain a new perspective on life	0.754			
To know what I am capable of	0.746			
To feel inner harmony/peace	0.69			
To be independent	0.689			
To understand more about myself	0.676			
To think about good times I had in the past	0.659			
To have the opportunity to know me better	0.647			
Interpersonal relationships		2.596	8.38	0.914
To connect with family and friends who live elsewhere	0.768			
To strengthen relationships with my family	0.747			
To reminisce about my parents' time	0.702			
To reflect on past memories	0.651			
To feel that I belong	0.634			
To follow current events	0.545			
To join the social discussion	0.504			
Building personal relationships		2.112	6.81	0.888
To meet new people	0.776			
To know the locals	0.742			
To meet people with similar interests	0.726			
To experience different cultures	0.602			
To be with others if I need them	0.583			
Escape		1.518	4.9	0.876
To get away from daily stress	0.864			
To escape from routine	0.789			
To get away from crowds of people	0.777			
To avoid interpersonal stress	0.718			

Rewards		1.165	3.76	0.786
To have fond memories	0.724			
To explore the unknown	0.695			
To develop my personal interests	0.677			
To experience new things	0.676			
To have fun	0.661			
Nature		1.127	3.64	0.888
To be close to nature	0.872			
To get a better appreciation of nature	0.82			
Total variance extracted			72.53	
Cronbach's alpha (total)				0.959

Our study found that the first factor was called “self-development” and had the greatest explanatory capacity (45.05%) of the total variance. This first dimension was related to the following motivations: to have a sense of self-confidence, obtain a new perspective on life, know own capacities, feel harmony and inner peace, be independent, gain self understanding, think of the good times experienced in the past, and have an opportunity to know oneself better. It was also related to the utilitarian function according to functional theory. The second factor was called “interpersonal relationships and ego-defensive function”, which accounted for 8.38% of the total variance. This second dimension was related to family and friends who live in other places, strengthening relationships with family, remembering parents’ times, reflecting on memories of the past, feeling a sense of belonging, following current events, and joining the social discussion. It was also related to the social-adjustive value and ego-defensive functions. The third factor was “building personal relationships”, which accounted for 6.81% of the total variance.

This third dimension was related to visitors motivated by meeting new people, getting to know the locals, meeting people with similar interests, experiencing different cultures, and being with others if necessary. In terms of functional theory, it was related to the knowledge function.

The fourth factor was called “escape” and made up 4.90% of the total variance. This fourth dimension was connected to visitors motivated to get away from daily stress, escape from routine, get away from crowds, and avoid interpersonal stress. It was also connected to the utilitarian function. The fifth factor was called “reward” and accounted for 3.76% of the total variance. This fifth dimension was related to visitors motivated by gaining good memories, exploring the unknown, developing personal interests, experiencing new things, and having fun. It was also related to the utilitarian function. The sixth and final factor was called “nature appreciation” and accounted for 3.64% of the total variance. This sixth dimension was related to visitors motivated by appreciating nature and being close to it, and it was related to the knowledge function. The six motivational dimensions identified here represent the five functions described by functional theory [50]. These results are similar to those of Reference [44], which obtained seven motivational factors in their study: self-development, interpersonal relationships, reward, building personal relationships, escape, ego-defensive function, and nature appreciation. The findings of this study are

also in line with other previous ecotourism research related to tourist motivations [28,45,72,80].

5.1. Demand Segmentation

We developed a K-means non-hierarchical clustering analysis to create demand segmentation. According to the criterion of maximizing the variance between typologies and minimizing the variance within each typology, it appeared that the best solution according to the criteria was formed by the three conglomerates.

The ANOVA F statistic allows us to note that the compared means are not equal, but it does not specify where the differences are; it is based on the accomplishment of two assumptions: normality and homoscedasticity. To know if one mean differs from another, multiple post hoc comparisons must be used. Because the critical level associated with the Levene statistic was less than 0.05, the use of the Brown–Forsythe and Welch tests were necessary. Because the critical level of the two statistics was less than 0.05, we can reject the hypothesis of equality of means and conclude that the means of the motivational variables of the three conglomerates were not equal. To contrast the significant differences between the different means, the Games–Howell test was applied (Table 2).

Table 2. Characterization of the clusters based on the motivational variables (K-means).

Variables	Cluster 1	Cluster 2	Cluster 3	Post Hoc
To be close to nature	4.8	4.3	4.1	All except 2-3
To get a better appreciation of nature	4.8	4.3	3.9	All
To experience new things	4.8	4.2	3.8	All
To explore the unknown	4.8	4.2	3.6	All
To develop my personal interests	4.7	3.8	3.3	All
To have fond memories	4.8	4.1	3.6	All
To have fun	4.8	4.3	4.1	All except 2-3
To experience different cultures	4.8	4	3.1	All
To meet new people	4.6	3.7	2.6	All
To meet people with similar interests	4.6	3.4	2.3	All
To meet locals	4.6	3.5	2.5	All
To be with others if I need them	4.4	3	1.9	All
To have the opportunity to know me better	4.6	3.4	1.9	All
To understand more about myself	4.6	3.3	1.8	All
To gain a new perspective on life	4.6	3.6	2	All
To think about the good times I had in the past	4.6	3.3	1.9	All
To know what I am capable of	4.7	3.4	1.9	All
To have a sense of self-confidence	4.7	3.4	1.8	All
To feel inner harmony/peace	4.8	3.9	2.8	All
To be independent	4.6	3.4	2	All
To reminisce about my parents' time	4.4	3.1	1.5	All
To contact family and friends who live elsewhere	4.3	3.3	1.6	All
To feel that I belong	4.4	3	1.6	All
To strengthen relationships with my family	4.6	3.3	2.2	All
To reflect on past memories	4.5	3.1	1.9	All
To avoid interpersonal stress	4.8	3.8	3.4	All
To get away from the crowds of people	4.8	3.9	3.3	All

To get away from daily stress	4.8	4.1	3.7	All
To escape from routine	4.8	4.3	3.9	All
To join the social discussion	4.4	3.3	2.2	All
To follow current events	4.5	3.2	2.2	All

Our study found that the first group included visitors with a high motivation in all the motivational variables; thus, this group was categorized as “multiple motives”; this first group was also connected to the six dimensions previously found. The second group included visitors with strong motivations related to nature, fun, experience with new things, exploring the unknown, building good memories, escaping from routine, and getting away from daily stress; thus, this group was categorized as “reward and escape”; this second group was also connected to the nature, reward, and escape dimensions. The third group included visitors with strong motivations in aspects related to nature; thus, these were categorized as “nature”; it is not surprising that this group was also connected to the nature dimension. These results allowed us to confirm hypothesis H1: the motivations are not the same in the different ecotourism segments.

5.2. Relationship of the Segments with Other Variables

In order to find the relationship of the three segments with the sociodemographic variables, a chi square significance contrast was made to find the variables that were really relevant for the analysis. (Table 3).

Table 3. Relationship of the three segments with sociodemographic variables (chi square).

Sociodemographic Variables	Cluster 1	Cluster 2	Cluster 3	Total	Chi Square
Gender					12.593, <i>p</i> < 0.05
Male	46.50%	32.50%	54.20%	42.60%	
Female	53.50%	67.50%	45.80%	57.40%	
Total	100.00%	100.00%	100.00%	100.00%	
Age					23.147, <i>p</i> < 0.05
<20 years old	15.00%	8.30%	10.40%	11.10%	
20–29 years old	50.40%	70.10%	60.40%	61.10%	
30–39 years old	20.50%	17.20%	21.90%	19.50%	
40–49 years old	6.30%	2.50%	1.00%	3.40%	
50–59 years old	4.70%	0.60%	6.30%	3.40%	
>59 years old	3.10%	1.30%		1.60%	
Total	100.00%	100.00%	100.00%	100.00%	
Education					13.921, <i>p</i> < 0.05
Primary	0.80%	0.60%		0.50%	
Secondary	25.20%	13.40%	10.40%	16.60%	
University	66.90%	82.20%	82.30%	77.10%	
Postgraduate/Masters/PhD	7.10%	3.80%	7.30%	5.80%	
Total	100.00%	100.00%	100.00%	100.00%	
Professional activity					31.341, <i>p</i> < 0.05
Student	45.70%	67.50%	61.50%	58.70%	
Researcher/scientist	1.60%	1.30%	2.10%	1.60%	
Entrepreneur/business owner	4.70%	10.20%	9.40%	8.20%	
Private employee	19.70%	10.20%	11.50%	13.70%	
Public employee	14.20%	6.40%	7.30%	9.20%	
Housework	4.70%	1.30%	2.10%	2.60%	
Unemployed	5.50%	2.50%	3.10%	3.70%	
Retired	0.80%	0.60%	1.00%	0.80%	
Informal worker	1.60%			0.50%	
Others	1.60%		2.10%	1.10%	
Total	100.00%	100.00%	100.00%	100.00%	

Our study found that the first segment (multiple motives) tended to have slightly more women (53.5%) than men (46.5%). This segment was primarily between the ages of 20 and 29 years old (50.4%), with either a university (66.9%) or secondary-level education (25.2%), making it the segment with the highest level of secondary education in relation to the others. Regarding professional activity, most were students (45.7%), private employees (19.7%), and public employees (14.20%). The second segment (reward and escape) had double the proportion of women (67.5%) than men (32.5%), and this group had the highest percentages of women compared to the others. Likewise, this group was characterized by a high percentage of members between the ages of 20 and 29 years old (70.1%); this was the segment with the highest percentage of young people in relation to the others. This segment also had a high percentage with a university education (82.2%), and most were students (67.5%). The third segment (nature) tended to have more men (54.2%) than women (45.8%), and this segment had the highest percentage of men in relation to the others. Like the other segments, members of this segment tended to be between the ages of 20 and 29 years old (60.4%), and a high percentage had a university education (82.30%) and were students (61.5%). These results verified hypothesis H2: there is a gender difference in the segmentation by motivations in ecotourism.

5.3. Satisfaction and Intention of Returning to the Destination in the Three Segments

A chi square significance contrast was made to determine the relationship between the three segments and satisfaction and intention of returning, allowing us to find the variables most relevant for analysis. To measure satisfaction and return intention, a five-point Likert scale was used, where 1 was “a little” and 5 was “a lot” (Table 4).

Table 4. Satisfaction and intention of returning to the destination in the three segments (chi square).

Variables	Cluster 1	Cluster 2	Cluster 3	Total	Chi Square
Satisfaction					39.631, <i>p</i> < 0.05
1	0.80%	0.60%		0.50%	
2	0.80%	1.30%		0.80%	
3	5.50%	14.60%	25.00%	14.20%	
4	35.40%	55.40%	40.60%	45.00%	
5	57.50%	28.00%	34.40%	39.50%	
Total	100.00%	100.00%	100.00%	100.00%	
Intentions of returning					39.067, <i>p</i> < 0.05
1		0.60%		0.30%	
2	1.60%	0.60%	7.30%	2.60%	
3	5.50%	18.50%	18.80%	14.20%	
4	25.20%	40.10%	28.10%	32.10%	
5	67.70%	40.10%	45.80%	50.80%	
Total	100.00%	100.00%	100.00%	100.00%	

Our study found that the first segment (multiple motives) tended to have a high percentage of very satisfied members (57.5%), and it was the segment with the highest level of

satisfaction in relation to the others. It also had the highest level of intention of returning to the destination (67.7%) in relation to the other segments. The second segment (reward and escape) was characterized by a high percentage of its members who were satisfied (55%), and a considerable percentage of its members had a high level of intention of returning to the destination (40.1%). The third segment (nature) was characterized by a moderate percentage of satisfied members (40.6%), with a moderate percentage who intended to return to the destination (45.8%), which was higher than the second segment, but lower than the first segment. These results validated hypothesis H3: the segments with higher levels of motivation, have higher levels of satisfaction and loyalty in ecotourism.

6. Discussion and Conclusions

The segmentation of demand in ecotourism allows the differentiation of tourists by their motivations, which provides relevant information for companies involved in tourism. This tool can also be used to make marketing planning more efficient, improve the supply of tourism products, and increase tourist levels of satisfaction and loyalty. There were several motivational dimensions in ecotourism. The main motivational dimension was self-development, which was related to the motivators of gaining self-confidence and being independent. This dimension also had the highest motivational levels in ecotourism. Self-development could also be considered the pursuit of personal growth and the

desire to learn and interact with a host culture and its community [39,81–84]. The second dimension was interpersonal relationships and ego-defensive function, and this was related to visitors motivated by strengthening relationships with family members and following current events. The third dimension was building personal relationships, which was related to visitors motivated by meeting new people [72]. The fourth dimension was escape, which was related to visitors motivated by escaping from routine; many tourists were motivated to travel to escape their daily routines and stress [37,84,85]. The fifth dimension was reward, which was related to visitors motivated by having fun and experiencing new things. This indicates that tourists traveled to reward themselves and take a break [86]. The sixth dimension was nature appreciation, which was related to visitors motivated by a desire to appreciate nature. It is often found that the appreciation of the natural environment is the predominant motivation for ecotourists [23,87]. These findings are similar to those of Reference [44].

Self-development was the main motivational factor in this study unlike others. Among them, Ma et al. [46] found that the most important motivation in Chinese visitors was “getting close to nature”. In contrast, Ma et al. [47] found that the most important factor in Chinese tourists was “relaxation and nature exploration”. On the other hand, Chow et al. [48] conducted a study for visitors to the Ramsar wetland in Hong Kong and discovered that the most important motivations were relaxation,

escape from daily life, and physical and mental health. Although this study did not coincide with others in a relationship with the main motivational factor, they did coincide with other motivational factors, such as those related to nature.

In relation to demand segmentation, the “multiple motives” segment found in this research, with high motivation in all motivational variables, was similar to the “multiple motives” segment found in Cordente-Rodríguez et al. [64], who presented high motivations in all motivational variables. In addition, it was similar to the “eclectic adventurers” segment, found in Gu et al. [67], who were interested in a wide range of motivations. Also, these results were similar to the “want-it-all tourists” segment found in Jeong et al. [68], who had high scores in all motivational factors. Therefore, these authors reinforced one of the findings found in this study, whereby there is a segment in ecotourism interested in all the motivations.

The “nature” segment in the present study, which had high motivations in aspects related to nature, was similar to the nature segment found in Cordente-Rodríguez et al. [64], motivated by nature. Likewise, it was similar to the “nature travelers” segment, found in Gu et al. [67], who were interested in experiencing nature and appreciating natural landscapes. Also, these results were similar to the segment “nature-seeking tourists” found in Jeong et al. [68] who only obtained high scores for the nature factor. In addition, it was similar to the “naturalist” segment found

in Barić et al. [66], for whom the enjoyment of nature was the most important. Therefore, these authors reinforced the finding that exists in ecotourism, whereby a segment is interested only in nature.

The present study also found a third segment, “reward and escape”. We, therefore, recommend the adaptation of a range of products or services related to fun, exploring the unknown, and escaping from routine.

Also, there are studies in the literature, where the groups found differed from this study. These studies were conducted by Weaver and Lawton [28] and confirmed by Sheena et al. [65]. They found three groups: “hard” ecotourists, who showed great affinity for conservation, were physically active, and enjoyed challenging activities; “soft” ecotourists, who were not very physically active and liked comfort; and “structured” ecotourists, who were physically similar to the “hard” ecotourists, but liked the comfort, similar to the “soft” ecotourists. However, more studies in the literature that differentiate the groups by intensity and fondness for ecotourism are lacking.

Segmentation is an important instrument that is used to plan appropriate marketing strategies [5]. For managers of tourism and leisure areas, market segmentation can be used to guide the provision of facilities and services, planning, marketing, and communication for a more profitable and efficient management [88–90]. The knowledge of this diversity of visitors can help

planners and managers become aware of the development of planning and commercialization with more appropriate strategies [24,91]. In addition, segmentation aims to facilitate more effective marketing cost by formulating, promoting, and delivering specifically designed products and services that meet the needs of target groups identified [5].

In conclusion, ecotourism visitors can be divided into three groups based on motivation. Firstly, there is a multiple motives group, with high motivation in all the motivational variables; thus, a range of products or services should be adapted to tourists seeking to practice or participate in all the activities carried out in the protected areas. Secondly, there is a nature group, with high motivation in aspects related to nature, for whom products or services specifically for those who seek the enjoyment of nature, such as the observation of flora and fauna, are indicated. Thirdly, there is a reward and escape group, with high motivation related to nature, fun, exploring the unknown, and escaping from routine. It, therefore, appears that the motivations are not the same for the different ecotourism segments.

The segments differed in terms of sociodemographic variables. The multiple motives segment was characterized by a larger percentage of women than men, which indicates that women had stronger motivations than men [56]. Most people in this segment tended to be young, with either university or secondary-level education, and they were employed as students,

private employees, or public employees; thus, they were interested in more activities than the other segments. The reward and escape segment was characterized by having the highest percentage of women in relation to the other segments; it was also the segment with the highest percentage of young, university-educated people in relation to the other segments. Most people in this segment tended to be students. By contrast, the nature segment was characterized by the highest percentage of men; however, like the reward and escape segment, people in this segment tended to be young and university-educated or employed as students. We can, therefore, conclude that there is a gender distinction in motivation for ecotourism: women seek more nature together with fun (i.e., they tend to belong to the reward and escape segment) and men seek only nature (i.e., they tend to belong to the nature segment).

In terms of satisfaction, the multiple motives segment had the highest percentage of very satisfied members and the highest percentage with high levels of intention of returning to the destination compared to the other segments. It, therefore, appears that segments with higher levels of motivation have higher levels of satisfaction and intention of returning to an ecotourism destination. Finally, the results for demand segmentation corroborated the views of other academics in the field, who concluded that visitors to protected areas were not homogenous [24,28].

The practical implications of this study include its usefulness in helping tourism managers establish marketing strategies and, thus, improve services according to the main motivations of each segment, which will increase the drive to visit these protected areas. Based on the results of this study, tourism managers may also be able to adapt their offerings based on the motivations and sociodemographic variables of the demand segments, which will increase the tourists' level of satisfaction and the interest to return to these protected areas.

The short duration and focus on a narrow geographic area are among the limitations of this study, which hinder its generalizability. Future research should carry out a more specific study of the offered products adapted to the proposed segmentation.

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CAPÍTULO 5

SEGMENTATION AND MOTIVATIONS IN ECO-TOURISM: THE CASE OF A COASTAL NATIONAL PARK

SEGMENTATION AND MOTIVATIONS IN ECO-TOURISM: THE CASE OF A COASTAL NATIONAL PARK

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ABSTRACT:

In recent years there has been growing tourist interest in the environment and enjoyment of the natural environment, prompting ecotourism to grow more rapidly than conventional tourism. This study was designed to analyze the motivations for, and segmentation of demand for ecotourism based on functional theory. Fieldwork was conducted in Machalilla National Park in Ecuador, a protected coastal area where one the main attractions is the opportunity to see humpback whales. The sample consists of 386 questionnaire responses, obtained in situ for convenience. The data were analyzed using factor analysis and non-hierarchical segmentation. The results show that there are several dimensions to motivation for ecotourism: ‘self-development’, ‘interpersonal relationships and ego-defensive function’, ‘building personal relationships’, ‘escape’, ‘nature appreciation’ and ‘reward’.

Ecotourists were also segmented on the basis of their motivations; three segments were uncovered: 'nature', 'reward and escape' and 'multiple motives'. This study should enable public institutions and private companies to improve their tourist offer, benefit the destination and develop a more effective marketing strategy.

Keywords:

Ecotourism, motivation, segmentation, coastal marine, Ecuador.

1. Introduction

Ecotourism has become one of the fastest growing sectors of the tourism industry (Das & Chatterjee, 2015), with annual growth of 5% worldwide; it is growing three times faster than tourism in general (Hultman et al., 2015). Some authors have reported growth rates between 7% and 30% (Fennell, 2014). By 2024, the number of travelers taking ecotourism vacations is expected to be growing three times faster than the number choosing conventional trips, and ecotourists are projected to constitute 5% of holiday travelers worldwide (Starmer-Smith, 2004). These developments seem to reflect a growing trend towards 'environmentalism' or an 'environmental movement' (Fennell, 2014; Lee, 1997).

The desire of tourists for greater individuality, activity and flexibility when planning a vacation has also increased the demand for ecotourism products (Saarinen, 2005). Tourists are looking for meaningful experiences, such as getting in touch with local communities, learning about an ecosystem and participating in the conservation of natural resources (Balmford et al., 2009). In addition, ecotourism areas have become important destinations, due to their efficiency in protecting the environment, education, recreation and job creation (Tao & Wall, 2009). Tourists are more aware of the environment and more motivated to visit attractions and participate in activities related to the environment (Luo & Deng, 2008). The planning for a tourist destination should begin with an investigation of tourist behavior (Bansal & Eiselt, 2004). Understanding the reasons people choose a destination and the experiences they desire is crucial to improving the quality of visitors' experiences and their satisfaction (Chan & Baum, 2005). Failure to meet the needs of ecotourists affects the likelihood that they will return to a destination or recommend it to others (Rivera & Croes 2010). Market segmentation has been widely used to identify niche markets for tourism products and services (Park & Yoon, 2009). Segmentation of visitors based on motivation has been the most reliable method of trying to understand the different groups who travel to protected areas (Poria et al., 2004; Weaver & Lawton, 2002).

Motivation is defined by many researchers as the psychological needs and desires that provoke, direct and integrate behavior and activity (Pearce, 2013). It is the central factor in decision-making processes (Yolal et al., 2015). Tourists have different reasons for visiting attractions and nature-related destinations (Chikuta et al., 2017). Studying travelers' motivations allows us to understand their choices, preferences and needs (Bansal & Eiselt, 2004). Motivational factors can also be defined as psychological needs; a person may feel a psychological imbalance that can be corrected through a travel experience (Crompton, 1979; Kim et al., 2000).

Kruger and Saayman (2010) identified six reasons why tourists travel to the Tsitsikamma National Park, located in the Indian Ocean in South Africa: to search for knowledge, to experience nature, to take photographs, to escape and relax, the park attributes and nostalgia. Queiroz et al. (2014) reported that the majority of tourists in the Azores, Portugal said they were attracted to the islands due to their 'natural value', i.e. the landscape, biodiversity and geodiversity. The most common tourist activities were whale-watching, mountaineering or hiking, diving and other sports. In a study in the Natural Park of the island of Pico in the Azores archipelago in Portugal, Fonseca et al. (2014) found that tourists chose the island as a holiday destination mainly for its landscape and natural value, maritime tourist activities and distinctiveness. The main recreational activities undertaken by tourists during their stay were visits to museums,

events, other cultural events; walking trails; swimming; mountain climbing; whale-watching. Rid et al. (2014) identified several factors motivating visitors to the Gambia. They labeled the first ‘heritage and nature’; it encompasses the importance of natural and rural tourism, experience in national parks, and historical and cultural attractions. The second factor, called ‘authentic rural experience’, encapsulates six attributes that reflect a strong interest in the social life of rural communities in the Gambia, including: rural farm produce, sharing interesting Gambian experiences, stay among rural populace, strong feelings of experience, real Gambian dishes/foods and rural Gambians’ way of life. The third factor was called ‘learning’, and combined four items indicating interest in learning traditional dances, learning local languages, interest in myths and legends and interest in local handicrafts The fourth factor was called ‘sun and beach’.

The framework for this study is functional theory, introduced by Katz (1960), who proposed that there are four motivational functions: a knowledge function, an expressive value function, a self-defense function and a utilitarian function. Drawing on the sociological literature Smith et al. (1956) added another function, social adjustment. The knowledge function refers to the desire to obtain information and understand the world. The ego-defensive function captures the reduction in social pressure that results from participating in an event. The utilitarian function refers to the minimization of punishment and maximization of reward. Finally, the social adjustment function

refers to norms acceptable to one's associates, relatives and friends (Lee et al., 2014).

Dolnicar (2002) noted that segmentation is based on the notion that the market is composed of subgroups of people with different needs and preferences. Segmentation is the main method of deciding which groups should be targeted, determining how to use resources more efficiently and evaluating different competitive strategies (Ho et al., 2012). Some empirical research has considered motivation as an element in market segmentation research in tourism (e.g., Bieger & Laesser, 2002; Ryan & Glendon, 1998). Segmentation of tourists according to their motivations allows tourism providers to create preferred and valued products and services in the destination markets (Lee et al., 2004). Segmentation can be used to identify specific tourist groups, provide better tourism packages, increase benefits to destinations and develop a tourism policy or improve marketing (Nickerson et al., 2016).

A study of tourism in the central coast region of Western Australia (Priskin, 2003) concluded that tourists interested in nature are not a homogeneous group and that their characteristics vary according to the season. Visitors in the summer were occasional coastal tourists whose activities were spatially concentrated along the coast and included various forms of recreation. In the spring, visitors were coming to see the wild flowers and traveled predominantly in the interior; their activities

were focused on nature appreciation. Kim and Weiler (2013) segmented visitors to the coastal area of Charmouth, in the southwest of England based on their environmental attitude. They identified two different segments - 'high environmental attitude' and 'low environmental attitude' - that also differed in terms of gender, age and patterns of use of on-site interpretation. Rid et al. (2014) performed motivation-based segmentation, defining four groups: The first group, the 'multi-experiences & beach seekers', wanted various attractions and features, including sunshine, beaches and nature activities such as bird-watching and fishing. The second group were termed the 'multi-experience seekers' and were not interested in sun and beach activities, but valued authentic rural experiences, heritage, nature, learning local dances and languages, bird-watching and fishing. The third group was the 'heritage & nature seekers', who showed no interest in sunshine and beaches but wanted to experience natural and cultural sites, wildlife, forests and landscapes and local culture and traditions. The fourth group was 'sun & beach seekers', who were mainly interested in sunshine and beaches. Cordente-Rodríguez et al. (2014) analyzed visitors to the protected area of the Serranía Alta de Cuenca in Spain and identified two groups: 'nature-lovers', who were interested solely in enjoying nature and 'multiple motives', who had several reasons for visiting, such as enjoying nature and gastronomy, and visiting villages to learn about cultures and traditions.

Demand segmentation is important to the success of ecotourism, because operators around the world are under pressure to ensure that consumers get the experiences they anticipate (Zografos & Allcroft, 2007). On the other hand, the groups that are most motivated by ecotourism, are the ones that are most satisfied (Carvache-Franco et al., 2018). In addition, the segments with higher levels of motivation express a greater intention to return (Carvache-Franco et al., 2019). However, the lack of information about the different ecotourism segments makes it difficult to provide and promote targeted programs (Park & Yoon, 2009). Nevertheless, segmentation has been used by managers to market destinations effectively (Pike, 2005). There are, however, few demand segmentation studies that have identified multiple ecotourism segments (Weaver & Lawton, 2002).

The Machalilla National Park is a protected natural area located in the coastal area of the province of Manabí in Ecuador, which is visited by national and international tourists. It encompasses land and marine territory and the main attractions are the opportunity to see humpback whales, visits to beaches and islands, the chance to see marine and terrestrial fauna, and visits to communities. This article presents an analysis of the segmentation of ecotourism by demand and motivation, which provides information that tourism marketers can use to improve their marketing strategies.

The study also contributes to the debate on demand in ecotourism. The hypotheses examined in this study were:

(H1): Segments with higher levels of motivation have higher levels of satisfaction by aspect.

(H2): The segments with higher levels of motivation have higher general satisfaction, express a greater intention to return and are more likely to recommend the destination or make positive comments about it.

The rest of this article is organized as follows. Section 2 describes the study area, section 3 sets out the methodology and section 4 presents the results. The article ends with a discussion, which sets out the conclusions and limitations of the research and some future lines of research.

2. Study area

The Machalilla National Park is located in the south of the province of Manabí in Ecuador. It is the fifth most visited protected area in the country. In 1979 it was declared a protected area in order to protect its coastal marine ecosystem and arid and semi-arid forests. The name is derived from the Machalilla culture, a pre-Hispanic culture that inhabited the area for 800 years (1800-1000 BC). The Park also has archaeological sites relating to various cultures, including the Valdivia and Manteño-Huancavilca cultures. The Park covers 41,754 hectares of land and 14,430 hectares of marine habitat. The marine area of the Park was declared a Ramsar site in 1990. The marine area has

bays and inlets with calm waters and a continental shelf from which the islands and islets that characterize this important protected area of Ecuador emerge. The terrestrial area of the park has five hydrographic basins linked to the Cantagallo, Jipijapa, Salaite, Buena Vista and Ayampe rivers.

The main tourist attraction of the Park is viewing of humpback whales. From June to September one can see mammals that are travelling from the cold waters of the Antarctic to reproduce in the warm waters of the Ecuadorian coast. The marine area known as the Cantagallo bass, which lies between the mainland and the Plata Island, is one of the favorite areas of humpback whales. Frailes Beach is considered one of the most unspoilt beaches. Plata Island, located 40 kilometers from Puerto Lopez, is destination for bird-watching and seeing the cliffs of the island; one can go surface diving to contemplate the marine biodiversity. In the Agua Blanca Commune there is a museum with artefacts from the Manteño-Huancavilca culture and a large pool of sulfurous waters offering a refreshing swim. (Figure 1)

INSERT FIGURE 1

Machalilla Park is home to all four species of marine turtles registered in Ecuador: hawksbill, green, goliath and leatherback. In the submarine environments one can see rocky reefs and coral communities, especially around the Plata island. In this protected area there are lobsters, sea cucumbers, snails such as the two pututos and the spondylus or spiny oyster. There are 143 species

of fish including the sierra, grouper, white huayaibe, feather duster, several species of shark (including the whale shark) and the visually striking butterfly fish and parrotfish. The giant blanket fish, a relative of the shark that can reach eight meters long, is also found in these waters.

3. Methodology

The data were obtained from a simple random sample of national and foreign tourists who visited the Machalilla National Park between August and September of 2018. The questionnaires were administered by students trained by the authors of this study. The variability of the population is estimated at 50% ($p = q = 0.5$). Four hundred questionnaires were used, of which 386 were valid, this being the sample size, with a margin of error of +/- 5% and a confidence level of 95% (Table 1).

INSERT TABLE 1

Responses to the questionnaire items were given using a five-point Likert questions scale ranging from 1 (a little) to 5 (a lot). The items were based on several previous studies of motivation in tourism (Crompton, 1979; Fodness, 1994; Weaver & Lawton, 2002; Galley & Clifton, 2004; Lau & McKercher, 2004; McGehee & Kim, 2004; Jang & Wu, 2006; Lee et al., 2014). The value of the Combrach alpha index for the questionnaire was 0.96, which indicates a meritorious index for the scale.

The data were analyzed in two stages: First, factor analysis was carried out to identify the constructs that underlie the variables and provide an overview of the main motivations. Factor analysis has been widely used in visitor segmentation research (Formica & Uysal, 1998; Kastenholz, 1999; Johns & Gyimothy, 2002). We used varimax rotation to facilitate interpretation of the data. The Kaiser criterion was used to determine the number of factors (only the factors with eigenvalues greater than 1 were used). The Kaiser-Meyer-Olkin (KMO) index and Bartlett's sphericity test were used to confirm that the data were suitable for factor analysis. The reliability of the scale was measured as Cronbach's alpha.

Next we carried out K-means cluster analysis, which is commonly used in tourism segmentation research (e.g., Formica & Uysal, 1998; Kau & Lee, 1999). The motivation-related differences between the groups were evaluated using ANOVA and the Brown-Forsythe and Welch statistics. The Games-Howell test was used for post hoc analysis. Finally, the chi-squared test was used to explore group differences in satisfaction variables, intention to return and intention to recommend the destination. The data were organized, tabulated and analyzed statistically using the SPSS 22.0 program for Windows.

4. Results

4.1. Factor analysis

Factor analysis was carried out resulting in extraction of six motivational factors. The analysis of the main component was used for data reduction. The Varimax rotation method was used to obtain a clearer interpretation of the factors, so that each one had either very high or low factor loading. For the number of factors that were used in the Kaiser criterion where factors that have eigenvalues greater than 1.00 are taken into account. Our chosen solution had six factors that together accounted for 68.70% of the total variance. The KMO index was 0.893, indicating that the data were well suited to factor analysis. Bartlett's sphericity test was significant at the 0.05 level, also indicating that factor analysis was appropriate. Cronbach's alpha for the scale as a whole was 0.95, indicating high internal consistency. The results are shown in Table 2.

INSERT TABLE 2

Table 2 shows that the first factor was labeled 'self-development' and accounted for more of the variance (42.07%) than any of the other factors. This factor was related to the following motivations for visiting the Park: to understand more about myself, to discover what I am capable of, to feel self-confidence, to be independent, to have the opportunity to know

myself better, to obtain a new perspective on life, to think about the good times I have had in the past, to feel a sense of belonging, to experience harmony and inner peace and to feel a sense of achievement. It was also related to the utilitarian function of functional theory. The second factor was called 'interpersonal relationships and ego-defensive function' and accounted for 7.98% of the total variance. It was related to the following motivations: to see family and friends who live in other places, to strengthen my relationship with my family, to participate in social discussion, to reflect on memories of the past, to follow current events and to remember holidays with my parents. It was related to the social-adjustive and value functions and to the ego-defensive function. The third factor was called 'building personal relationships' and accounted for 6.74% of the total variance. It represented the motivations to meet new people, to get to know local inhabitants and to meet people with similar interests and was linked to the knowledge function of functional theory. The fourth factor was called 'escape' and accounted for 4.89% of the total variance. It represented the motivations to get away from daily stress, to escape from one's routine, to get away from crowds and to avoid interpersonal stress and was linked to the utilitarian function of functional theory.

The fifth factor was called 'nature appreciation' and accounted for 3.91% of the total variance and represented the motivations to be close to nature, to appreciate nature better and to experience new things and was linked to the knowledge

function of functional theory. The sixth factor was called ‘reward’ and accounted for 3.58% of the total variance. It represented the motivations to have fun and to create good memories and was linked to the utilitarian function.

Thus we identified six motivational factors, representing the five functions described by functional theory (Katz, 1960). These results are similar to those of Lee et al. (2014) who identified seven motivational factors: self-development, interpersonal relationships, reward, building personal relationships, escape, ego-defensive function, nature appreciation.

4.2. Segmentation of demand

Non-hierarchical K-means cluster analysis was used to segment demand. The solution that maximized variance between clusters and minimized within-cluster variance had three clusters. The characteristics of the clusters in terms of the motivational factors are shown in Table 3. The F statistic of ANOVA indicated that there were differences between the means being compared, but does not allow one to specify which pairs of means differ. Multiple post hoc comparisons were calculated for this purpose as this technique does not require equal population variances. The F statistic of ANOVA is only valid if the homoscedasticity assumption is met. As Levene’s test was significant at the 0.05 level, indicating non-homogeneous variance, we used the Brown-Forsythe and Welch statistics as an alternative to the ANOVA F

statistic. Both statistics were significant at the 0.05 level, so we can reject the hypothesis of equality of means and conclude that the means of the motivational variables of the three clusters were not equal. The Games-Howell test was used for post hoc comparisons.

INSERT TABLE 3

As shown in Table 3, the first cluster or segment consists of visitors who had medium-high scores for motivations related to nature and fun, which is why this cluster has been labeled 'Nature'. At the same time, this group is connected to the nature dimension. The second cluster consists of visitors who had high scores for motivations related to nature, new experiences, creating good memories, having fun, escaping from routine and getting away from daily stress, which is why this group has been labeled 'Reward and escape'. This second group is connected to the nature, reward and escape dimensions. The third cluster consists of visitors who had high scores for all motivational factors, which is why this group has been called the 'Multiple motives'. Also, this first group is connected to the 6 dimensions found previously.

4.3. Satisfaction variables in the three segments

A chi-squared significance contrast was used to identify the satisfaction variables that are really relevant for the analysis. 5-point Likert scale was used, where 1 is "a little" and 5 is "a lot". The results are shown in Table 4.

INSERT TABLE 4

Table 4 shows that in general the ‘Nature’ segment did not report high satisfaction scores; the items attracting the highest satisfaction scores were tranquility and conservation of natural and cultural heritage. Overall this segment had the lowest satisfaction. The ‘Reward and Escape’ segment reported high satisfaction with respect to tranquility, conservation of natural and cultural heritage and how locals treat tourists. The final segment, the ‘Multiple Motives’, reported high satisfaction with respect to tranquility, conservation of natural and cultural heritage, how locals treat tourists, road signs, parking and gastronomic quality. This segment had the highest levels of satisfaction. Therefore, these results allow to test the hypothesis proposed (H1): The segments with higher levels of motivation, have higher levels of satisfaction by aspect.

4.4 Overall satisfaction and intentions to return and recommend

A chi-squared significance contrast has been made to determine the relationship between the three clusters and overall satisfaction, intention to recommend and intention to return. 5-point Likert scale was used, where 1 is “a little” and 5 is “a lot”. The results are shown in Table 5.

INSERT TABLE 5

As shown in Table 5, the ‘Multiple motives’ segment had the highest overall satisfaction, and the highest scores for intentions to recommend, intention to return and likelihood of making positive comments about the destination. These results are relevant to hypothesis (H2): segments with higher levels of motivation will have higher levels of overall satisfaction and intentions to return, recommend and make positive comments about the destination.

5. Discussion and conclusions

Segmentation of demand in ecotourism allows us to identify and characterize segments of tourists differentiated by their motivations. Thus segmentation is a tool that can be used to improve market strategies, improve the supply of tourism products and increase the levels of satisfaction, loyalty, recommendations and positive comments about a destination.

There are several motivational factors relevant to ecotourism. The main one is ‘self-development’, which has been defined as the search for personal growth and/or the desire to interact with a host culture and its community (Crompton, 1979; Dann, 1981; Calantone & Johar, 1984; Woodside & Jacobs, 1985). The second factor is ‘interpersonal relationships and ego-defensive function’ and applies to visitors motivated by the desire to strengthen relationships with family members and follow current events. The third factor is ‘building personal relationships’, which applies to visitors motivated to meeting new

people (McGehee & Kim, 2004). The fourth factor is ‘escape’, which applies to visitors motivated by the desire to escape from routine (Crompton 1979; Lounsbury & Hoopes 1985; Woodside & Jacobs, 1985). The fifth factor is ‘nature appreciation’, which applies to visitors motivated by the desire to be able to enjoy nature. The sixth factor is ‘reward’ and applies to those visitors who want to reward themselves and take a break (Broad & Jenkins, 2008). These findings are similar to those of Lee et al. (2014).

The clusters identified in this study were very similar to two segments identified by Rid et al. (2014). The ‘Multiple motives’ segment we identified, with high scores for all the motivational variables, is similar to Rid et al.’s ‘Multi-experiences seeker’ segment, who were not interested in sunshine and beaches, placing greater value on other activities such as authentic rural experiences, heritage, nature, learning local dances and languages, bird watching and fishing. It is also similar to the ‘Multiple motives’ segment identified by Cordente-Rodríguez et al. (2014), who had high scores for all motivational variables. Conversely, our ‘Nature’ segment, who had high scores for nature-related motivations, is similar to the ‘Heritage & nature seekers’ segment of Rid et al. (2014), whose main motivation was to experience natural and cultural sites, wildlife, forests and landscapes, as well as culture and traditions. It is also similar to the ‘Nature’ segment identified by Cordente-Rodríguez et al. (2014), which expressed nature-related motivations. However,

we also identified a third segment that does not appear to have a counterpart in the previous similar studies, we have called this segment ‘Reward and escape’, and would recommend that it be targeted with products or services related to fun, exploration of the unknown and escape from routine. The identification of this segment is the main contribution of this study to the literature on segmentation of tourists.

In conclusion, there are three groups of ecotourists: those belonging to the ‘Nature’ segment have medium-high nature- and fun-related motivations. ‘Reward and escape’ visitors are highly motivated by nature and the possibility of new experiences, creating good memories, having fun and escaping routine and daily stress. The ‘Multiple motives’ segment consists of those with high levels of all the motivations investigated

In relation to the satisfaction by aspect, the ‘Nature’ does not present variables with high satisfaction. The ‘Reward and escape’ segment reported high satisfaction with respect to tranquility, conservation of natural and cultural heritage and how locals treat tourists. The ‘Multiple motives’ segment reported high satisfaction with respect to tranquility, conservation of natural and cultural heritage, how locals treat tourists, road signs, parking and gastronomic quality. So the segments with higher levels of motivation, have higher levels of satisfaction by aspect. In addition, the ‘Multiple motives’ segment had the highest overall satisfaction and reported the highest intentions to return,

recommend and give positive comments about the destination. Thus the segments with higher levels of the motivational variables investigated also reported higher overall satisfaction and greater intentions to return, recommend and give positive comments about the destination.

Among the practical implications of this study as that the findings should help tourism managers to establish marketing strategies and improve their service so that it better addresses the motivations of each of the segments we have identified, which should increase drive to visit these protected areas. The findings should also help tourist managers adapt their offer according to their visitors' motivations and thus increase satisfaction, interest in returning and the levels of recommendations and positive comments about a destination. Finally, the short duration and focus on a narrow geographic area are among the limitations of this study. In the future it would be worth exploring products designed on the basis of the segmentation described here.

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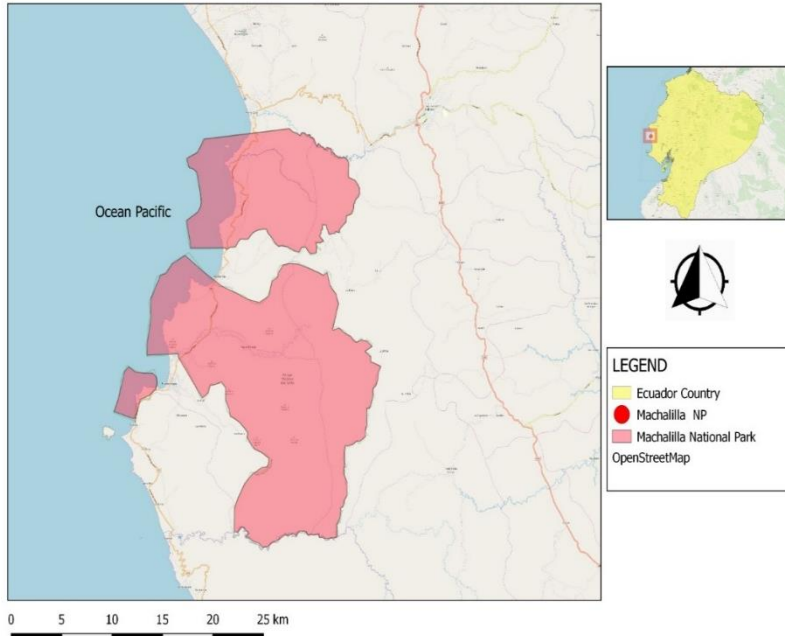
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**Figure 1. Geographical location of Machalilla National Park,
Ecuador**



Source: Authors' elaboration

Table 1. Research overview

Population	National and Foreign Tourists
Geographical area	Machalilla National Park (Ecuador)
Data collection	August to September 2018
Procedure	Simple random sampling
Level of confidence	95%
Error margin	+/- 5%
Valid questionnaires	386

Source: Authors' elaboration

Table 2. Factor analysis

Factors	Loading	Eigenvalue	% variance explained	Cronbach's alpha
Self-development		12.20	42.07	0.94
To understand more about myself	0.786			
To discover what I am capable of	0.786			
To feel self-confident	0.773			
To be independent	0.723			
To have the opportunity to get to know myself better	0.719			
To gain a new perspective on life	0.666			
To think about good times I have had in the past	0.653			
To feel a sense of belonging	0.594			
To feel inner harmony/peace	0.563			
To feel a sense of achievement	0.513			
Interpersonal relationships and ego-defensive function		2.31	7.98	0.87
To connect with family and friends who live elsewhere	0.703			
To strengthen my relationships with my family	0.695			
To participate in social discussion	0.627			
To reflect on past memories	0.622			
To follow current events	0.605			
To remember holidays with my parents	0.603			
Building personal relationships		1.42	6.74	0.86
To meet new people	0.813			
To get to know the locals	0.750			
To meet people with similar interests	0.748			
To experience different cultures	0.659			

Escape		1.95	4.89	0.86
To get away from daily stress	0.869			
To escape from routine	0.822			
To get away from crowds of people	0.741			
To avoid interpersonal stress	0.709			
Nature appreciation		1.13	3.91	0.79
To be close to nature	0.904			
To gain a better understanding of nature	0.869			
To experience new things	0.558			
Reward		1.04	3.58	0.60
To have fun	0.759			
To create good memories	0.748			
Total variance extracted			69.18	
Cronbach's Alpha (Total)				0.95

Source: Authors' elaboration

Table 3. Characterization of the clusters based on the motivational variables

Variables	Cluster 1	Cluster 2	Cluster 3	Post Hoc
To be close to nature	3.8	4.3	4.5	All except 2-3
To gain a better understanding of nature	3.8	4.3	4.6	All
To experience new things	3.9	4.3	4.6	All
To create good memories	3.8	4.3	4.5	All except 2-3
To have fun	4.2	4.5	4.7	All except 2-3
To feel a sense of achievement	2.3	3.4	4.4	All
To experience different cultures	2.9	3.8	4.6	All
To meet new people	2.5	3.6	4.5	All
To meet people with similar interests	2.2	3.3	4.3	All

To meet locals	2.3	3.4	4.4	All
To have the opportunity to get to know myself better	1.8	3.5	4.4	All
To understand more about myself	1.7	3.3	4.5	All
To gain a new perspective on life	2	3.4	4.6	All
To think about the good times I have had in the past	1.7	3.2	4.5	All
To discover what I am capable of	1.6	3.1	4.5	All
To have a sense of self-confidence	1.6	3.3	4.5	All
To feel inner harmony/peace	2.6	4	4.7	All
To be independent	1.8	3.2	4.3	All
To remember holidays with my parents	1.5	2.8	4.3	All
To contact family and friends who live elsewhere	2.2	2.9	4.4	All
To feel a sense of belonging	1.4	2.9	4.4	All
To strengthen the relationship with my family	2.2	3.5	4.6	All
To reflect on past memories	1.6	2.8	4.5	All
To avoid interpersonal stress	2.7	3.9	4.8	All
To be away from the crowds of people	2.9	3.8	4.5	All
To be away from daily stress	3.5	4.2	4.7	All
To escape from routine	3.8	4.3	4.7	All
To participate in social discussion	1.8	3	4.1	All
To follow current events	1.7	3.1	4.3	All

Source: Authors' elaboration

Table 4. Satisfaction with specific aspects of the tourist experience by segment

Variables	Cluster 1	Cluster 2	Cluster 3	Chi squared
Accessibility and infrastructure	3.35	3.39	3.84	20.187, p<0.05
Traffic signs	3.09	3.42	4.09	53.860, p<0.05
Parking	2.68	3.22	4.05	52.391, p<0.05
Accommodation	3.21	3.66	3.97	33.088, p<0.05
Prices	3.45	3.44	3.89	24.377, p<0.05
Guided tours	2.75	2.94	3.26	20.443, p<0.05
How locals treat tourists	3.63	3.94	4.21	22.652, p<0.05
Calmness	3.86	4.15	4.49	28.866, p<0.05
Conservation of natural and cultural heritage	3.76	3.98	4.37	27.543, p<0.05
Sport facilities	2.88	3.26	3.6	29.732, p<0.05
Gastronomy	3.34	3.75	4.02	26.970, p<0.05
Restaurant facilities/equipment	3.11	3.47	3.94	41.846, p<0.05
Tourist information and signs	3.08	3.47	3.96	44.118, p<0.05
Complimentary leisure activities	2.92	3.42	3.73	37.366, p<0.05

Source: Authors' elaboration

Table 5. Overall satisfaction and intentions to return and recommend by segment

Variables	Cluster 1	Cluster 2	Cluster 3	Chi squared
Overall satisfaction	4.02	4.11	4.46	25.669, p<0.05
I intend to revisit this coastal national park	3.81	4.34	4.61	37.126, p<0.05
I intend to recommend this destination	4.22	4.47	4.68	28.122, p<0.05
When I talk about this destination I will make positive comments	4.31	4.57	4.7	18.665, p<0.05

Source: Authors' elaboration

CAPÍTULO 6

CONCLUSIONES

1. Discusión y conclusiones

De acuerdo al primer trabajo de esta tesis doctoral, el ecoturismo es un instrumento adecuado de educación ambiental y de educación sobre el ocio sostenible y responsable y puede considerarse en cierto modo como una modalidad de turismo activo por el medio natural, la práctica de actividades físico deportivas, así como a veces la utilización de algunas infraestructuras educativas y de aprendizaje interactivo (Rivera, 2010). Por otro lado, el ecoturismo es concebido como una actividad económica que promueve tanto la sustentabilidad, como el bienestar social, al mismo tiempo que diversifica la economía en el ámbito rural (Pérez et al., 2013). En este sentido, el ecoturismo busca minimizar los impactos negativos en los ambientes y la sociedad (Weaver, 2014). Las empresas tratan de conocer mejor a su mercado e intentan agrupar a los consumidores en segmentos, con el fin de adaptarse eficazmente a sus necesidades y aumentar su satisfacción ante los productos ofertados (Collado et al., 2007). En este sentido, reconocer que los motivos de los ecoturistas son diferentes resulta esencial para los gestores turísticos. Adaptarse a las necesidades de este segmento resulta fundamental (Álvarez, 2012).

En cuanto a las motivaciones en el ecoturismo, los resultados del segundo, tercer y cuarto trabajo de esta tesis doctoral encontraron 6 dimensiones motivacionales en el ecoturismo: *el autodesarrollo, las relaciones interpersonales, relaciones personales y defensivas del ego, recompensarse,*

escape y apreciación de la naturaleza. El autodesarrollo es la principal motivación en el ecoturismo, el mismo que se relaciona para ganar confianza en sí mismo y ser independiente. La gente considera que viajar es una oportunidad para enriquecer sus vidas. En comparación con las formas más comerciales de viajar, el ecoturismo proporciona más tiempo independiente para que las personas piensen en asuntos personales (Kimmel, 1999). La dimensión "relaciones interpersonales" se encuentra relacionada con los visitantes motivados para contactar y fortalecer las relaciones con familiares y amigos. La dimensión "relaciones personales y función defensiva del ego" se encuentra relacionada con un visitante motivado para conocer gente nueva o con intereses similares, para unirse a los intereses de las personas y seguir los acontecimientos actuales. Las personas tienden a comportarse de acuerdo con los problemas socialmente deseados (McGehee & Kim, 2004).

La dimensión "recompensarse", se encuentra relacionada con un visitante motivado para divertirse, experimentar cosas nuevas y diferentes culturas, por lo que no es suficiente que los turistas estén rodeados de naturaleza, sino que se les deben proporcionar actividades relacionadas con divertirse y experimentar cosas nuevas. La dimensión "escape" se encuentra relacionada con los visitantes motivados para escapar de la rutina y estar lejos del estrés diario o las multitudes. En consecuencia, las personas viajan para recompensarse y tomarse un descanso de sus rutinas (Broad Jenkins, 2008). La dimensión "apreciación de

la naturaleza", se encuentra relacionada con un visitante motivado para apreciar la naturaleza. Es común decir que la apreciación del entorno natural es una motivación predominante de los ecoturistas (Weaver & Lawton, 2002; Wurzinger & Johansson, 2006). Los resultados encontrados en este estudio son similares a las de Lee et al. (2014), quienes mencionaron que en el ecoturismo hay siete dimensiones motivacionales: *el autodesarrollo, las relaciones interpersonales, el recompensarse, el desarrollo de relaciones personales, el escape, la función defensiva del ego y apreciación de la naturaleza*. Además, los hallazgos encontrados en estos estudios respaldan otras investigaciones relacionadas con las motivaciones en el ecoturismo (Weaver & Lawton, 2002; McGehee & Kim, 2004; Lee et al., 2014).

En cuanto a la segmentación de la demanda, los resultados del segundo, tercero y cuarto trabajo de esta tesis encontraron 3 segmentos en el ecoturismo: "múltiples motivos", "naturaleza" y "recompensarse y escape". Así, los "múltiples motivos", tuvieron puntajes altos en todas las variables motivacionales. Este segmento fue similar al segmento de "múltiples motivos" encontrado en Cordente-Rodríguez et al. (2014), quienes presentaron motivaciones elevadas en todas las variables motivacionales. Además, fue similar al segmento de "aventureros eclécticos", encontrado en Gu et al. (2018), quienes estaban interesados en una amplia gama de motivaciones. Además, estos resultados fueron similares al segmento de "turistas que todo lo

quieren" encontrado en Jeong et al. (2018), quienes tuvieron puntajes altos en todos los factores motivacionales. Por lo tanto, estos autores reforzaron el hallazgo de que existe un segmento en el ecoturismo interesado por todas las motivaciones.

En cambio, el segmento "naturaleza", tuvieron elevadas motivaciones en aspectos relacionados con la naturaleza. Este grupo fue similar al segmento "naturaleza" encontrado en Cordente-Rodríguez et al. (2014), quienes se encontraban motivados por la naturaleza. Asimismo, fue similar al segmento de "viajeros de la naturaleza", encontrado en Gu et al. (2018), quienes estuvieron interesados en experimentar la naturaleza y apreciar los paisajes naturales. Además, estos resultados fueron similares al segmento "turistas que buscan la naturaleza", encontrado en Jeong et al. (2018), quienes solo obtuvieron puntajes altos por el factor naturaleza. Además, fue similar al segmento "naturalista" encontrado en Barić et al. (2016), para quienes el disfrute de la naturaleza era lo más importante. Por lo tanto, estos autores reforzaron el hallazgo de que existe en el ecoturismo un segmento solamente interesado en la naturaleza.

Por otro lado, el segmento "recompensarse y escape" se encontraba relacionado con la diversión, explorar lo desconocido y escapar de la rutina.

En relación a las variables sociodemográficas y de acuerdo a los resultados del tercer trabajo de esta tesis doctoral, la mayoría de las integrantes en este segmento eran mujeres, jóvenes, con

estudios universitarios o de educación secundaria. Además, eran estudiantes, empleados privados o empleados públicos. El segmento de recompensarse y escape se caracterizó por tener el mayor porcentaje de mujeres en relación con los otros segmentos; También fue el segmento con el mayor porcentaje de jóvenes con educación universitaria en relación con los otros segmentos. Por el contrario, el segmento de la naturaleza se caracterizó por ser el mayor porcentaje de hombres; sin embargo, al igual que el segmento de recompensarse y escape, las personas en este segmento eran jóvenes, con estudios universitarios y estudiantes.

En relación a la satisfacción por aspecto y de acuerdo al cuarto trabajo de esta tesis doctoral, el segmento 'naturaleza' no presenta variables con alta satisfacción. El segmento de "recompensarse y escape" presentó una alta satisfacción con respecto a la tranquilidad, la conservación del patrimonio natural y cultural y la forma en que los locales tratan a los turistas. El segmento "múltiples motivos" presentó una alta satisfacción en más variables, entre ellas: la tranquilidad, la conservación del patrimonio natural y cultural, la forma en que los locales tratan a los turistas, las señales de tránsito, el estacionamiento y la calidad gastronómica.

En cuanto a la satisfacción e intenciones de volver al destino, los resultados del segundo, tercer y cuarto trabajo encontraron que el segmento “múltiples motivos” tuvo el mayor porcentaje de turistas muy satisfechos y el mayor porcentaje de

turistas con altos niveles de intenciones de regresar al destino en comparación con los otros segmentos.

En cuanto a la recomendación del destino y el decir cosas positivas del destino, los resultados del cuarto trabajo encontraron que el segmento “múltiples motivos” tiene mayores puntajes en las variables recomendar y decir cosas positivas del destino en relación a los demás.

De acuerdo a lo anterior, se ha llegado a las siguientes conclusiones:

El ecoturismo es un instrumento adecuado de educación ambiental sostenible y responsable, que busca minimizar los impactos negativos al medio ambiente y mejorar la conservación y la calidad de vida de las comunidades locales. Además, el Ecoturismo debe de ser visto como un producto turístico, por lo que se debe adaptar la oferta de acuerdo a los intereses y motivaciones de los diferentes segmentos en la demanda, aumentando el impulso por viajar y trayendo consigo el bienestar de las comunidades locales.

Las dimensiones motivacionales en el ecoturismo son: La dimensión "autodesarrollo", relacionada con ganar confianza en sí mismo y ser independiente. Siendo ésta la dimensión motivacional más importante. La dimensión "relaciones interpersonales", relacionada con los visitantes motivados para contactar y fortalecer las relaciones con familiares y amigos. La dimensión "construcción de relaciones personales y la función

defensiva del ego", relacionada con un visitante motivado para conocer gente nueva o con intereses similares, para unirse a los intereses de las personas y seguir los acontecimientos actuales. La dimensión "recompensarse", relacionado con un visitante motivado para divertirse, experimentar cosas nuevas y culturas diferentes. La dimensión "escape" relacionado con los visitantes motivados para escapar de la rutina y estar lejos del estrés diario o las multitudes. La dimensión "apreciación de la naturaleza", relacionada con un visitante motivado por apreciar la naturaleza.

Existen en el ecoturismo tres grupos de turistas. Un segmento denominado "múltiples motivos", con alta motivación en todas las variables motivacionales, por lo que los turistas tienen varias razones para visitar el lugar. Otro segmento denominado "naturaleza" que tienen motivaciones altas en aspectos relacionados con la naturaleza. Y un segmento denominado "recompensarse y escape", que tienen motivaciones importantes relacionadas con la naturaleza, la diversión y la experiencia con cosas nuevas y culturas diferentes.

En la segmentación ecoturística existe una distinción de género: las mujeres buscan más naturaleza juntas con la diversión (es decir, tienden a pertenecer más al segmento recompensarse y escape) y los hombres solo buscan la naturaleza (es decir, tienden a pertenecer más al segmento naturaleza).

El segmento "múltiples motivos" tiene los niveles más altos de satisfacción por aspecto en relación con los demás. Por lo tanto, en el ecoturismo, los segmentos con mayores niveles de motivación, tienen mayores niveles de satisfacción por aspecto.

El segmento "múltiples motivos" tiene los niveles más altos de satisfacción general, intenciones de volver al destino, recomendar y decir cosas positivas en relación con los demás. Por lo tanto, en el ecoturismo, los segmentos con más altos niveles de motivación tienen más altos niveles de satisfacción general, intenciones de volver al destino, recomendar y decir cosas positivas.

2. Limitaciones

Una de las limitaciones de este estudio es la temporalidad. Otra de las limitaciones que tiene este estudio es que se realizó en un área geográfica específica.

3. Futuras líneas de investigación

Como futuras líneas de investigación se deberían llevar a cabo un estudio de la oferta de acuerdo a los diferentes grupos o segmentos ecoturísticos.

CAPÍTULO 7

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CAPÍTULO 8

ANEXOS

1.- Modelo de cuestionario de motivaciones en el ecoturismo

Objetivo: Conocer la opinión sobre “Motivación y valoración del servicio en las áreas protegidas de la provincia del Guayas”.

Preguntas:

- 1.- **Nacionalidad:** 1 Nacional 2 Extranjero
- 2.- **Procedencia:** 1 Norteamérica 2 Europa 3 Sur América
4 Resto del mundo
- 3.- **Sexo:** 1 Hombre 2 Mujer
- 4.- **Edad:** 1 < 20 años 2 20-29 3 30-39 3 40-49 5 50-59 6 >59 años
- 5.- **Nivel de formación:** 1 Primaria 2 Secundaria 3 Universitaria
4 Postgrado/ Maestría/Ph.D

6.- ¿Cuál es su actividad profesional?

- 1 Estudiante 6 Labores del hogar
2 Investigador/ Científico 7 Desempleado
3 Empresario/ dueño de negocios 8 Jubilado/a
4 Empleado Privado 9 Trabajador informal
5 Empleado Público 10 Otros

7. ¿Con qué frecuencia hace turismo en áreas protegidas?

- 1 Anualmente 2 Cada 6 meses 3 Cada 3 meses 4 Mensualmente 5 Semanalmente

8 ¿En compañía de quién realiza su viaje?

- 1 Solo 2 Con la familia 3 Con amigos 4 Con la pareja
5 Otros

9 ¿En grupos de cuántas personas visita las áreas protegidas de la provincia del Guayas?

- 1 Menos de 3 personas 2 3-6 personas 3 Más de 6 personas

10. ¿Cuál es su promedio de gasto (por persona y día) al visitar las áreas protegidas de la provincia del Guayas?

- 1 Menos de \$20 2 \$20-\$40 3 \$40 - \$60 4 \$60 - \$80 5 \$80- \$100 6 Más de \$100

11. Por favor, valore de 1 a 5 (siendo 1, nada importante; y 5 muy importante) las fuentes de información consultadas para visitar las áreas protegidas de la provincia del Guayas (Señale con una X).

Importancia de las fuentes de información consultadas	Nada importante		Muy importante		
	1	2	3	4	5
1. Fuentes oficiales de turismo					
2. Información de proveedores e intermediarios (agencias de viaje)					
3. Medios de comunicación especializados en Turismo					
4. Libros					
5. Guías de viajes					
6. Documentales					
7. Películas y series de TV					
8. Publicidad					
9. Ferias					
10. Amigos y conocidos					
11. Líderes de opinión					
12. Internet					

12. Valore de 1 a 5 (siendo 1, poco; y 5 mucho) los motivos para visitar las áreas protegidas de esta provincia?

Motivos para visitar las áreas protegidas	1	2	3	4	5
1. Ver y disfrutar del entorno natural					
2. Impacto positivo para la salud					
3. Para caminar por el bosque/madera					
4. Para explorar lo desconocido					
5. Por relajación y placer					
6. Por una atmósfera pacífica					
7. Por caminata, senderismo					
8. Por necesidad de escapar de la rutina					
9. Para experimentar diferentes culturas					

10. Para conocer gente nueva					
11. Para conocer personas con intereses similares					
12. Para conocer a los habitantes del lugar					
13. Para estar con otros si yo los necesito					
14. Para tener la oportunidad de conocerme mejor					
15. Para entender más acerca de mí mismo					
16. Para obtener una nueva perspectiva de la vida					
17. Para pensar en los buenos tiempos que he tenido en el pasado					
18. Para saber de lo que soy capaz					
19. Para tener un sentido de confianza en sí mismo					
20. Para sentir armonía / paz interna					
21. Para ser independiente					
22. Para recordar los tiempos de los padres					
23. Para contactar con familiares / amigos que viven en otro lugar					
24. Para sentir que pertenezco					
25. Para fortalecer la relación con mi familia					
26. Para reflexionar sobre los recuerdos del pasado					
27. Para conocer el destino					
28. Para evitar el estrés interpersonal					
29. Para estar lejos de las multitudes					
30. Para estar lejos del estrés diario					
31. Para escapar de la rutina					
32. Para unir el interés de la gente					
33. Para unirse a la discusión social					
34. Para seguir los acontecimientos actuales					

13. Por favor, califique de 1 a 5, (siendo 1 es poco y 5 mucho) los siguientes aspectos de su visita? (Señale con una X)

Satisfacción en los aspectos de ésta área protegida	1	2	3	4	5
1. Acceso a infraestructura					
2. Señalización en carreteras					
3. Aparcamientos					
4. Alojamientos					
5. Precios					
6. Trato humano recibido					
7. Visitas guiadas (si se han recibido)					
8. Tranquilidad					
9. Conservación del patrimonio natural y monumental					
10. Instalaciones para la práctica de deportes					
11. Calidad gastronómica					
12. Equipamiento e instalaciones de los restaurantes					
13. Información y señalización turística					
14. Oferta complementaria de actividades de ocio					

14. Por favor, califique de 1 a 5, (siendo 1 es poco y 5 mucho) su satisfacción general en ésta área protegida? (Señale con una X)

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

15. Valore de 1 a 5, (siendo 1, poco y 5 mucho) su intención de volver y recomendar las áreas protegidas de la provincia del guayas? (Señale con una X)

Variables de lealtad (volver y recomendar)	1	2	3	4	5
1. Tengo la intención de volver a venir a éstas áreas protegidas					

2. Tengo la intención de recomendar éstas áreas protegidas					
3. Cuando hable de éstas áreas protegidas diré cosas positivas					

2.- Información del proceso de revisión del artículo 4.

9

Correo: Mauricio Carvache - Outlook

Invitation to revise manuscript OCMA_2019_6

Victor N. de Jonge (Ocean and Coastal Management) <EvisSupport@elsevier.com>

Lun 18/2/2019 14:58

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