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**TESIS DOCTORAL**

**EL COMPORTAMIENTO DE LA DEMANDA  
HACIA UN TURISMO MÁS SOSTENIBLE EN  
DESTINOS SATURADOS. ANÁLISIS DE LAS  
IMPLICACIONES ECONÓMICAS**

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*“El mundo está lleno de valores y principios, pero, a veces, las personas no saben lo que éstos implican”*



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# CAPÍTULO 1

## INTRODUCCIÓN

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## 1.1. JUSTIFICACIÓN Y OPORTUNIDAD

Desde que, en documentos como el Primer Informe al Club de Roma (“Los límites del crecimiento”) (1972) o el Informe Brundtland (1987), se mostrara la complejidad sin precedentes de la relación entre economía, sociedad y medio ambiente, la comunidad internacional ha generado más propuestas e instrumentos –Declaración de Río (1992), Agenda 21 (1994), Río+20 (2012), entre otras muchas-, que han sacado a debate diversas facetas vinculadas con la sostenibilidad. Asimismo, han ido surgiendo muchísimas iniciativas y experiencias basadas en la filosofía de la sostenibilidad, por ejemplo: el movimiento *slow*, los bancos del tiempo, el comercio justo, la banca ética y solidaria, la responsabilidad social corporativa, la democracia participativa, los observatorios ciudadanos, el foro social mundial, las agendas 21 para la sostenibilidad local, la Carta de la Tierra, los códigos de conducta, etc.

Todo esto da muestra de que los ideales que defienden un modelo de desarrollo sostenible pueden desenvolverse en muy distintos ámbitos y ser iniciativa de diferentes sectores sociales, pues se han utilizado en numerosas disciplinas y en una amplia variedad de contextos, incluyéndose la actividad turística. De hecho, el desarrollo turístico sostenible ha sido igualmente discutido, estudiado y promovido por la comunidad científica desde la década de los 80, así como desde el ámbito institucional a través de las declaraciones, convenciones, pronunciamientos, códigos y acuerdos que han inspirado el movimiento global hacia el turismo sostenible (Convención sobre la Protección del Patrimonio Mundial, Cultural y Natural, 1972; Declaración de Manila sobre el Turismo Mundial, 1980; Código del Turista, 1985; Declaración de la Haya sobre el Turismo, 1989; Carta Mundial del Turismo Sostenible, 1995; Declaración de Berlín sobre Diversidad Biológica y el Turismo Sostenible, 1997; Declaración del Milenio de las Naciones Unidas, 2000; Código Ético Mundial para el

Turismo, 2001; Declaración de Nanda Devi sobre Conservación de la Biodiversidad y Ecoturismo, 2001; Código para el Turismo Sostenible, 2001; Declaración de Djerba sobre Turismo y Cambio Climático, 2003; Declaración de Davos - Cambio Climático y Turismo: responder a los retos mundiales, 2007; “El Futuro que queremos”, Conferencia de Naciones Unidas sobre Desarrollo Sostenible Río+20, 2012; Carta Mundial del Turismo Sostenible+20, 2015; entre otros).

Esta oleada de preocupación ética y sostenible impulsa la creencia de que existe una nueva, creciente y generalizada conciencia social, por lo que los consumidores se sentirán atraídos por empresas (productos/servicios) responsables y, en el caso de los turistas, por destinos que apuesten, en su conjunto, por una gestión y producción sostenibles. Pero, ¿existe suficiente evidencia empírica para apoyar esta creencia? ¿Existe una verdadera tendencia hacia lo sostenible, o es solo un pequeño segmento del mercado el que refleja esta actitud? Y, en ese caso, ¿qué implicaciones económicas se derivan de la existencia de este segmento?

Es indudable que ha habido un importante y creciente interés científico, académico, institucional, empresarial y social por todo tipo de cuestiones relacionadas con la sostenibilidad y la ética, incluyéndose lo referente al consumo sostenible. La sostenibilidad atrae tanto a políticos como a empresarios, y es utilizada como atractivo de marketing, muchas veces sin ningún tipo de escrúpulo, lo que hace necesario clarificar este concepto y su relación con el turismo, al ser éste una actividad económica mundial de gran relevancia y repercusión. Así, partiendo de la reivindicación de este cambio profundo de actitud por parte de los empresarios y políticos, que asegure un avance real hacia la gestión sostenible de los destinos turísticos, no debe menospreciarse, ni ignorarse, la responsabilidad personal que reside en cada turista para actuar de una manera más consciente ante la complejidad y dificultad que implica este proceso de cambio.

En general, el comportamiento de los turistas es un tema fundamental en los estudios de turismo (Swarbrooke y Horner, 2007) y, en particular, el comportamiento

sostenible de los mismos es un área de estudio en auge (Budeanu, 2007; Weeden, 2013). En la literatura sobre desarrollo sostenible es frecuente el uso del término “consumidores éticos” (*ethics consumers*) para referirse a aquellos consumidores que prefieren productos o servicios que son más respetuosos con aspectos ambientales y sociales (Harrison et al., 2005; McDonald et al., 2012; Newholm y Shaw, 2007; entre otros). Por otra parte, especialmente en la literatura de marketing, estos mismos consumidores se denominan “consumidores verdes” (*green consumers*), concepto que, igualmente, incluiría a consumidores interesados en aspectos éticos. En general, examinando la literatura científica, se observa que son muchas las definiciones que se han desarrollado en torno a esta idea del consumidor con comportamientos o actitudes vinculadas a la sostenibilidad. Sin embargo, aunque estos discursos utilizan diferentes términos, todos ellos identifican a las personas que abrazan unos ideales de consumo sostenible.

El debate científico respecto al comportamiento del consumidor en cuestiones relacionadas con la sostenibilidad es intenso. Por una parte, algunos autores defienden que la noción de consumidor sostenible es demasiado amplia y moralista, siendo su aplicación real bastante endeble o poco realista (Devinney et al., 2010). De hecho, en los últimos años, han proliferado trabajos y artículos científicos que defienden que las declaraciones en pro de la ética y la sostenibilidad no se transforman en comportamientos de consumo reales, por lo que esos ideales no conllevan implicaciones (económicas, sociales o medioambientales) significativas (Carrigan y Attalla, 2001; Carrington et al., 2010; etc.). Por otra parte, investigaciones anteriores han demostrado la existencia de una relación entre los valores de los individuos, las actitudes y el comportamiento (Bergin-Seers y Mair, 2009; Hansla et al., 2008; Mehmetoglu et al., 2010; Steg et al., 2005; Wurzinger y Johansson, 2006), así como una creciente sensibilidad de la sociedad, en general, y de los turistas, en particular, acerca de los impactos ambientales, sociales y culturales que puede generar la actividad turística en los destinos. No obstante, la evidencia empírica sobre un verdadero cambio en el comportamiento de consumo parece, cuanto menos, cuestionable.

Miller (2003) defiende la idea de que los consumidores que toman sus decisiones de compra sobre la base de la calidad ambiental, social y económica de los productos están dispuestos a transferir estos hábitos a la compra de productos turísticos. Sin embargo, algunas investigaciones han demostrado la existencia de una importante diferencia entre los valores declarados y el comportamiento turístico real (Araña et al., 2013; Barr, et al. 2011; Hares, et al., 2010; McKercher et al., 2010), y defienden que la mayoría de los consumidores presta poca atención a las consideraciones éticas en sus decisiones de compra finales, existiendo una brecha entre la actitud manifestada y el comportamiento de compra real. De hecho, algunos estudios esgrimen que esta supuesta concienciación masiva no tiene un reflejo directo en el comportamiento real del consumidor, especialmente en decisiones relacionadas con el turismo (Gössling et al., 2006; Line et al., 2010; Miller, 2003; Weaver, 2012), siendo la norma social la de una sensibilidad superficial, caracterizada por declaraciones éticas y ambientales, pero comportamientos económicos reales más laxos en dichas cuestiones.

Actualmente, existen muchos destinos turísticos que se encuentran en estado de madurez avanzada y que requieren de un largo proceso de renovación integral. Ante esta situación de estancamiento, el futuro de estos destinos dependerá más que nunca de políticas turísticas que apuesten por una gestión sostenible de los mismos (Bramwell y Lane, 1993; Dodds y Butler, 2010; Kozak y Martín, 2012; Ritchie y Crouch, 2003; Vera e Ivars, 2003; entre otros). El éxito o fracaso de estas iniciativas dependerá de muchos elementos relacionados con los actores turísticos (públicos y privados) responsables de la planificación, gestión y producción turística. Sin embargo, para la consecución real de un desarrollo turístico sostenible, no solo la producción (productos/servicios) turística, en todas sus fases, debe realizarse siguiendo unas pautas sostenibles, sino que también el cliente final, en este caso el turista, elemento principal del sistema turístico, debe conocer y valorar los principios de la sostenibilidad en los que se basa el producto turístico que está consumiendo en un territorio determinado, y debe asumir un comportamiento responsable en dicho destino, contribuyendo con ello a la consecución de los objetivos de sostenibilidad.

Conocer qué significa el desarrollo sostenible desde la perspectiva del turista, cómo interpreta este término y qué importancia real (especialmente económica) le otorga, resulta clave para diseñar las actuaciones más adecuadas para lograr la verdadera transformación hacia un nuevo modelo turístico cuyo valor central sea la sostenibilidad, pues, en última instancia, es la demanda la que da forma al nuevo escenario turístico. Es necesario, por tanto, vislumbrar si en el mercado turístico se valoran las opciones más justas, solidarias o sostenibles y, lo más importante, si realmente se consume de acuerdo con esos valores, y no solo en función del beneficio personal. Un destino con futuro, en la situación actual, es aquel que sabe lo que quiere ofrecer, a quién se quiere dirigir y decide, de manera autónoma, apostar por una gestión estratégica sostenible. Para ello, resulta conveniente conocer cuál es el perfil del turista actual de cada destino y decidir si interesa, o no, seguir dirigiendo esfuerzos hacia el/los segmento/s de mercado actuales, si lo que se pretende es reconvertir un destino turístico maduro y obsoleto en un destino turístico competitivo y sostenible.

En definitiva, el debate académico respecto al comportamiento del consumidor turístico y sus implicaciones económicas reales en cuestiones relacionadas con la sostenibilidad es intenso e, incluso, controvertido. Así, existen oportunidades para la investigación sobre las implicaciones económicas reales de la existencia de un consumidor turístico en pro de la sostenibilidad, incluyéndose un análisis interdisciplinar del consumidor que proporcione un mayor conocimiento real y demuestre empíricamente supuestos y expectativas sobre el consumo sostenible en el ámbito del turismo. Por tanto, y debido a la falta de consenso global sobre las actitudes y el comportamiento real de los consumidores, esta investigación trata de aportar nuevas evidencias empíricas que faciliten respuestas a diferentes cuestiones relacionadas con la conducta sostenible del consumidor en decisiones vinculadas a su actividad turística.

Como expone Peattie (2010), el consumo sostenible es un proceso que está fuertemente influenciado por los valores del consumidor, sus normas y costumbres. Se trata de un ámbito de estudio muy complejo, diverso y dependiente del contexto en el

que se analice. En concreto, para esta investigación se ha elegido un caso emblemático: la Costa del Sol Occidental de Andalucía (España), que destaca como un destino turístico de sol y playa tradicional, maduro y obsoleto (Agarwal y Shaw, 2007; Branwell, 2004; Navarro, 2005, 2006, 2012; Pulido y López, 2013; Vera y Rodríguez, 2010; entre otros), con una necesidad de renovación de sus patrones de desarrollo turístico. En este sentido, cobra especial interés el debate sobre el comportamiento sostenible del turista en destinos sometidos a una elevada presión, consecuencia de un desarrollo turístico excesivo que, según los expertos, está poniendo en peligro su viabilidad futura.

Cabe destacar que, como antecedente a la elaboración de esta tesis doctoral, se realizó una primera aproximación a este debate, incluida en el trabajo de Fin de Máster realizado por la doctoranda en el marco del *Máster en Economía y Desarrollo Territorial*, cursado en la Universidad de Jaén. Este trabajo, denominado “*¿Existe el turista sostenible? Factores determinantes de la disposición a pagar del turista por un destino sostenible*”, recibió el “Premio al mejor Trabajo Fin de Máster” defendido durante 2011, por la Universidad de Jaén.

Además, a lo largo de la realización de esta tesis doctoral, los resultados obtenidos se han presentado y discutido en foros de debate académicos y científicos, presentándose a congresos nacionales e internacionales:

1. López, Y. y Pulido, J.I. (2013): “The tourist role in achieving a sustainable destination. A case study in Spain”. Comunicación oral. *Clute Institute International Academic Conference*. Paris, 9-11 de junio de 2013.
2. López, Y. y Pulido, J.I. (2012): “Variables explicativas de la disposición a pagar del turista por un destino más sostenible. Un estudio de caso”. Comunicación oral. *XV Congreso Internacional de Turismo Universidad Empresa*. Castellón, 10-11 de mayo 2012.

3. López, Y. y Pulido, J.I. (2012): "Análisis de la disposición a pagar del turista por un destino más sostenible. El caso de la Costa del Sol Occidental". Póster. *IV Semana Verde "Actúa en Verde"*. Universidad de Jaén, 23-27 de abril 2012.

Asimismo, el resultado de estos avances en el desarrollo de la presente tesis doctoral ha sido publicado como capítulos de libro, como se recoge seguidamente:

1. López, Y. y Pulido, J.I. (2012): "Is there a sustainable tourist? The Case of the Western Costa del Sol". En Ineson, E.M., Nita, V. y Wells, K. (eds.): *International case studies for hospitality and tourism management students and trainees, volume 3*. Romania. Editura Tehnopress: 50-54.
2. López, Y. y Pulido, J.I. (2013): "Variables explicativas de la disposición a pagar del turista por un destino más sostenible. Un estudio de caso". En Olivares, D. (dir.): *Actas del XV Congreso Internacional de Turismo Universidad Empresa*. Valencia. Tirant lo Blanch: 371-399.
3. Pulido, J.I. y López, Y. (2013): "Regeneration of mature coastal tourism destinations. Three case studies in Spain". En Mihalič, T. y Gartner, W.C. (Eds.): *Tourism: Developments, Issues and Challenges*. New York. Nova Science Publishers, Inc.: 303-334.

## 1.2. HIPÓTESIS Y OBJETIVOS

Una vez expuestas las razones que argumentan la elección del tema objeto de estudio, se recogen, a continuación, las hipótesis que justifican el planteamiento del presente trabajo de investigación, así como el objetivo general del estudio y, finalmente, los objetivos específicos que se derivan de cada una de estas hipótesis.

### **1.2.1. HIPÓTESIS**

Las hipótesis planteadas en esta investigación, y reflejadas en los artículos que componen esta tesis doctoral, justificándose la unidad temática, se enumeran a continuación:

**Hipótesis 1:** Aunque no existe una tendencia generalizada hacia el consumo sostenible, sí se puede identificar un segmento de la demanda cuya actitud, compromiso, conocimiento y comportamiento (en este estudio denominado “inteligencia sostenible”) reflejan, en mayor medida, valores vinculados con la sostenibilidad.

**Hipótesis 2:** Se pueden identificar un conjunto de variables que determinan la disposición a pagar (en adelante DAP) de los turistas por un destino más sostenible.

**Hipótesis 3:** El segmento de turismo con alto nivel de "inteligencia sostenible" ("turista pro-sostenible") está dispuesto a pagar más por un destino más sostenible.

### **1.2.2. OBJETIVO GENERAL**

El objetivo general de esta tesis doctoral, además de contrastar las hipótesis planteadas, consiste en conocer si el turista actual, especialmente en destinos turísticos maduros que apuestan (al menos sobre el papel) por la sostenibilidad como eje central de las políticas de actuación (en este estudio, la Costa del Sol Occidental) realmente conoce y valora los principios de la sostenibilidad. Para ello, se plantea identificar qué segmento de la demanda refleja mayor actitud, compromiso, conocimiento y comportamiento vinculado con la sostenibilidad del destino y, a partir de dicha segmentación, estudiar la implicación económica real (y las variables que la condicionan) de cada segmento en relación a su DAP por una mayor sostenibilidad del destino, así como las motivaciones que condicionan su respuesta.

La consecución de este objetivo permite fundamentar empíricamente una posición crítica en torno a la sostenibilidad del turista, defendiendo la tesis de que las actitudes declaradas en pro de la sostenibilidad declaradas por una parte de la demanda turística no se traducen en mayor disposición a pagar por la sostenibilidad, y exponiéndose las posibles causas justificadas de este hecho.

### 1.2.3. OBJETIVOS ESPECÍFICOS

El propósito final de esta investigación se puede completar con los siguientes objetivos específicos:

**Objetivo 1:** Segmentar la demanda turística de la Costa del Sol Occidental desde el punto de vista de su “actitud, compromiso, conocimiento y comportamiento ante la sostenibilidad del destino”, considerando a estos como componentes de una variable latente que se denominará “inteligencia sostenible”.

**Objetivo 2:** Analizar las características demográficas y socioeconómicas (procedencia, edad, sexo, nivel de estudios, etc.) de los segmentos identificados.

**Objetivo 3:** Identificar qué variables explican en mayor o menor medida la DAP declarada por los turistas por disfrutar de un destino más sostenible.

**Objetivo 4:** Determinar la disposición a pagar (DAP) por un destino más sostenible para cada uno de los segmentos inicialmente identificados.

## 1.3. PLANTEAMIENTO METODOLÓGICO GENERAL

El presente apartado se centra en la exposición de la metodología seguida para el desarrollo de la investigación. Aunque serán tratadas con mayor detalle a lo largo de este trabajo, a continuación, se explican someramente las fuentes de información

utilizadas, el proceso de revisión teórica, las características e importancia del trabajo empírico y las técnicas de análisis usadas. La metodología utilizada para la elaboración del presente trabajo implica las siguientes fases (Gráfico 1):

### **I. Revisión teórica**

- Revisión de la literatura científica necesaria para justificar cada una de las cuestiones estudiadas.
  - Actualización del concepto de sostenibilidad y su aplicación en la gestión de destinos turísticos, conociendo el papel que ejercen los principales actores en el desarrollo sostenible de éstos y prestando especial atención al papel del turista como elemento clave para el éxito de las políticas de sostenibilidad en el turismo.
  - Revisión de las diferentes conceptualizaciones del consumidor con actitudes y/o comportamientos sostenibles.
  - Análisis del papel de los turistas en la gestión sostenible del destino turístico, estudiando la evolución, tendencias y los nuevos valores del turista actual, así como el debate académico en torno a la brecha entre actitudes sostenibles y comportamientos económicos reales.
  - Estudio del interés científico por valorar monetariamente cuestiones relacionadas con la sostenibilidad de los destinos.

### **II. Estudio empírico**

- Realización y aplicación de una encuesta estructurada, dividida en tres bloques: i) caracterización de la demanda turística, ii) caracterización de la demanda turística en términos de sostenibilidad y iii) implicaciones económicas del comportamiento del turista por un destino más sostenible (Anexo 1).

La encuesta fue realizada en los municipios que forman parte del destino objeto de estudio (Costa del Sol Occidental) a 1.188 turistas, durante los meses de julio a septiembre de 2013.

Debido a la imposibilidad de acceder al universo poblacional de turistas que visitan la Costa del Sol Occidental, se ha procedido a realizar un muestreo, optándose por el muestreo aleatorio simple y fijándose el tamaño muestral total en 1.188 encuestas.

La encuesta ha sido validada por parte de un grupo de expertos antes de realizarla en el destino seleccionado (Anexo 2).

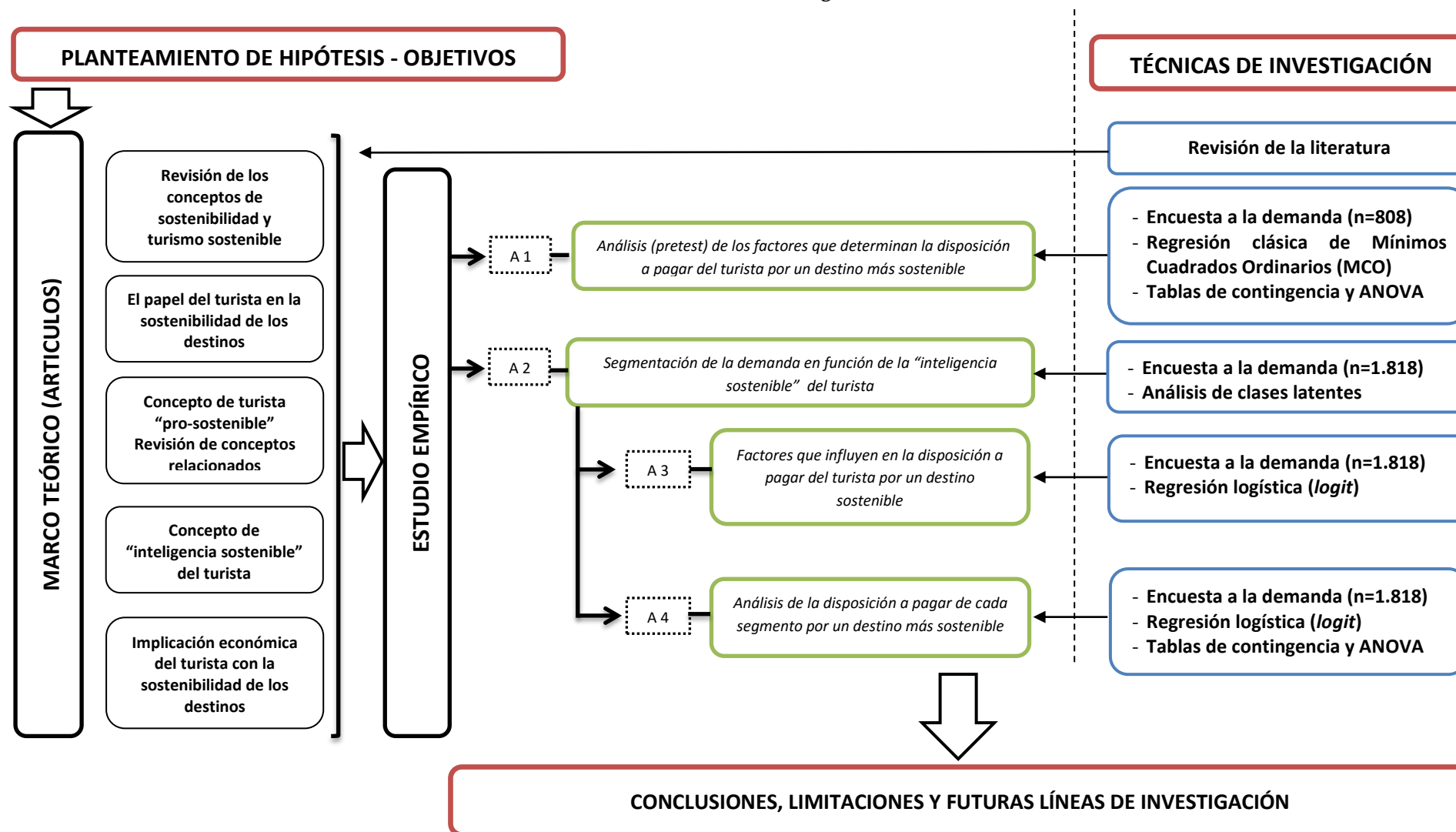
Cabe señalar que en el primer artículo que compone esta tesis doctoral se analizaron los resultados obtenidos de una primera encuesta *pretest* a la demanda, menos desarrollada que la versión final (utilizada en el resto de artículos presentados) y para un tamaño muestral inicial más reducido ( $n=818$ ), pero igualmente validada por el grupo de expertos anteriormente mencionado. Posteriormente, la estructura de la encuesta (Anexo 1), así como el tamaño muestral, fueron ampliados ( $n=1.188$ ).

- Análisis previo de los factores (sociodemográficos y relacionados con las características del viaje) determinantes de la disposición a pagar por un destino más sostenible. Este estudio se realizó con el objetivo de verificar la validez de un análisis con dicho enfoque, validándose el interés científico de los resultados obtenidos, a fin de continuar con la investigación y profundizar en la temática.
- Segmentación de la demanda a través de un análisis de clases latentes, considerando una variable latente denominada “inteligencia sostenible”, definida ésta por distintas variables de la encuesta justificadamente seleccionadas.
- Análisis de los factores condicionantes de la DAP, utilizándose una metodología distinta al primer estudio *pretest* e incluyendo variables diferentes. En este caso, se utilizan cuatro predictores: características socio-demográficas, características del viaje, la actitud de los entrevistados hacia la

sostenibilidad y el tipo de segmento (de acuerdo con la segmentación anteriormente realizada).

- Valoración económica de la DAP del turista por un destino más sostenible. Aunque tradicionalmente se han utilizado métodos directos/preferencias declaradas, entre los que los métodos de valoración contingente permiten calcular la DAP a través de diferentes modelos paramétricos (logit, probit), no paramétricos (Turnbull, Kriström) u otros modelos (Spike), la eliminación de los "ceros" protesta redujo significativamente el número de cuestionarios válidos para llevar a cabo esta investigación. Como consecuencia de ello, la información disponible es mucho más limitada y la aplicación de las metodologías tradicionales con el fin de estimar la DAP era infructuosa, ya que los resultados obtenidos en todos los casos no fueron estadísticamente significativos. Por tanto, fue necesario buscar una metodología diferente que permitió el análisis que se pretendía alcanzar y que incluía resultados estadísticamente significativos, utilizándose para ello modelos de regresión logística (logit).

Gráfico 1  
Estructura de la investigación



## 1.4. ESTRUCTURA DE LA INVESTIGACIÓN

Este trabajo de investigación se ha estructurado en seis capítulos. El presente sirve de introducción para mostrar el planteamiento general del mismo: importancia del tema a investigar, hipótesis de trabajo, objetivo general y objetivos específicos y el planteamiento metodológico que guía la investigación. Asimismo, se justifica la unidad temática de la misma, ya que esta tesis doctoral no responde a una estructura clásica, sino que se basa en un compendio de publicaciones de la doctoranda (o tesis por artículos), todas ellas siguiendo una línea argumental común y justificada y, por supuesto, cumpliendo con los requisitos que se exigen a una tesis por compendio de publicaciones en la Universidad de Jaén, a la cual la doctoranda está adscrita.

Tras el primer capítulo introductorio, cada uno de los siguientes cuatro capítulos conforman el estudio empírico de esta tesis, incluyéndose los artículos científicos publicados o presentados a evaluación. De este modo, los capítulos dos, tres, cuatro y cinco son una copia de los artículos publicados o pendientes de publicar en revistas de reconocido prestigio internacional en el ámbito de la investigación turística. Cabe destacar que, debido a que las revistas internacionales seleccionadas exigen su publicación en inglés, éste será el idioma de tres de los artículos presentados en la presente tesis doctoral.

El capítulo dos, titulado “Factores determinantes de la disposición a pagar por un destino más sostenible. El caso de la Costa del Sol Occidental”, corresponde al primer artículo publicado en **Cuadernos de Turismo** (incluida, entre otras, en Scopus, Master Journal List de Thomson Reuters, Web of Science, Ulrich’s, catálogo de Latindex Redalyc). La FECYT (Fundación Española para la Ciencia y Tecnología), en 2015 renovó a esta revista el Sello de Calidad de Revistas Científicas Españolas. Este artículo se basa en los resultados obtenidos de una primera encuesta *pretest* de la demanda (n=818) y, dado que sus resultados fueron significativos, fundamentaban una investigación más profunda en el ámbito de estudio seleccionado, expuesta en los artículos correlativos. Cabe destacar un dato muy significativo en este estudio, y es que

sólo el 23,8% de los encuestados se han mostrado dispuestos a pagar una cantidad mayor por disfrutar de un destino que apuesta por la sostenibilidad. Ni tan siquiera una cuarta parte de los encuestados estaría dispuesta a pagar más por disfrutar de un destino que está realizando un tremendo esfuerzo para recualificar su oferta y posicionarse en el mercado como un territorio que apuesta por la sostenibilidad como una de sus principales señas de identidad.

El tercer capítulo, titulado "*In search of the pro-sustainable tourist: A segmentation based on the tourist sustainable intelligence*", corresponde al segundo artículo que ha sido publicado en **Tourism Management Perspectives** (incluida, entre otras, en Scopus). Este estudio consiste en una segmentación la demanda turística de la Costa del Sol Occidental desde el punto de vista de su "actitud, compromiso, conocimiento y comportamiento ante la sostenibilidad del destino", considerándose ésta como una variable latente que se ha denominado "inteligencia sostenible". Una vez definidos los segmentos en función de sus niveles de "inteligencia sostenible" (denominados: turista "despreocupado", "reflexivo" y "pro-sostenible"), se analizan las características demográficas y socioeconómicas (edad, sexo, nivel de estudios, etc.) de cada uno de ellos. En la actualidad, hay muchos destinos internacionales que han alcanzado una etapa avanzada de madurez y que requieren un largo proceso de actualización hacia la sostenibilidad. En estos casos, sobre todo cuando hay una inversión económica significativa para este fin, es esencial saber cómo se comportan los turistas con respecto a la sostenibilidad de los destinos, saber lo que piensan y cómo actúan en relación con estos temas. En definitiva, conocer sus diferentes grados de "inteligencia sostenible". Todas estas cuestiones son cruciales para segmentar el mercado en función de su implicación con el desarrollo sostenible del turismo. De acuerdo con Stanford (2008), los turistas son un recurso sin explotar, que pueden hacer contribuciones positivas para el turismo sostenible, sin embargo, la literatura se centra principalmente en las otras partes interesadas. Los resultados obtenidos muestran que la Costa del Sol Occidental recibe un porcentaje significativo de turistas con los valores y actitudes hacia la sostenibilidad (denominados "turistas reflexivos" y "pro-sostenibles").

El capítulo cuatro, titulado *“Factors influencing the willingness to pay for sustainable tourism: a case of mass tourism destinations”*, contiene el tercer artículo, que ha sido aceptado para su publicación en la revista **International Journal of Sustainable Development & World Ecology** (incluida, entre otras, en Scopus, IOSIS, Current Advances in Ecological Environmental Sciences, Current Contents (Agriculture, Biology & Environmental Sciences) Environmental Abstracts, Environmental Periodicals Bibliography, Geo Abstracts, GEOBASE, Research Alert and Sci Search, Proquest (CSA), Lexis Nexis, Redaktion Dietrich Publikationen, CAB, EMBASE, Elsevier Biobase). El número de estudios publicados en los últimos años que analicen el concepto de los turistas "pro-sostenibles" o "sostenibles", o la disposición de éstos a pagar por la sostenibilidad (en su concepción más holística), es escaso, por lo que es difícil identificar los factores clave que determinan la disposición a pagar de los turistas por destinos sostenibles, o en pro de la sostenibilidad. En este artículo se identifican las variables que influyen en la disposición a pagar de los turistas para disfrutar de un destino más sostenible. Para ello, a través de un modelo Logit, se emplearon diferentes predictores que, de acuerdo con la literatura revisada, influyen en la variable dependiente (DAP) y a priori, pueden explicar la DAP en el destino analizado. En concreto, se utilizaron cuatro predictores: características socio-demográficas, características del viaje, actitud de los entrevistados hacia la sostenibilidad y el tipo de segmento (de acuerdo con la segmentación realizada en un estudio anterior, en base a la "inteligencia sostenible" del turista). Además de estos cuatro predictores, se generó un modelo final, con la integración de los cuatro predictores, a fin de analizar en qué medida todas estas variables, en conjunto, influyen en la toma de decisiones por parte del turista con respecto a su disposición a pagar por un destino turístico más sostenible.

El capítulo cinco, denominado *“Are tourists really willing to pay more for sustainable destinations?”*, ha sido recientemente enviado a la revista **Journal of Destination Marketing & Management** (incluida, entre otras, en Journal Citation Report y Scopus) y está pendiente de evaluación. Tras la identificación de los diferentes segmentos de demanda ("despreocupados", "reflexivos" y "pro-sostenibles"),

utilizando el concepto de "inteligencia sostenible" (nivel de compromiso, actitud, conocimiento y/o el comportamiento en materia de sostenibilidad), este estudio plantea la hipótesis de que el segmento de turismo con alto nivel de "inteligencia sostenible" ("turista pro-sostenible") está dispuesto a pagar más por un destino más sostenible. El objetivo principal es estimar la prima que cada segmento está dispuesto a pagar por un destino más sostenible, utilizando un modelo de regresión logística. Los resultados corroboran la poca disposición a pagar (26,6% de los encuestados) si el compromiso de los destinos con la sostenibilidad se tradujera en un aumento en el precio. Estos datos son significativos, especialmente cuando una gran mayoría de los que están dispuestos a pagar más no pagaría más de un 10% por encima del coste de su viaje.

Una vez expuestos los distintos estudios empíricos que conforman esta tesis doctoral, en el capítulo seis se presenta un resumen global de los resultados y la discusión de los mismos. Seguidamente, se recogen las principales conclusiones que corroboran tanto las hipótesis principales del trabajo como la consecución de los diferentes objetivos planteados en el primero de los capítulos. Por otra parte, se muestran las limitaciones que se han encontrado en el desarrollo de la investigación, así como las posibles futuras líneas de investigación que se plantean a partir de los resultados obtenidos.

Finalmente, se incluye un Anexo que recoge varios documentos: i) la estructura final de la encuesta utilizada para el estudio empírico y, ii) una breve ficha técnica de los expertos consultados para la validación de la misma.

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## **CAPÍTULO 2**

### **FACTORES DETERMINANTES DE LA DISPOSICIÓN A PAGAR POR UN DESTINO MÁS SOSTENIBLE. EL CASO DE LA COSTA DEL SOL OCCIDENTAL**

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## FACTORES DETERMINANTES DE LA DISPOSICIÓN A PAGAR POR UN DESTINO MÁS SOSTENIBLE. EL CASO DE LA COSTA DEL SOL OCCIDENTAL

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### RESUMEN

Diferentes políticas turísticas españolas han pretendido lograr una gestión sostenible de los destinos, sin embargo, para la consecución de un destino sostenible debe actuarse tanto en la oferta como en la demanda. La Costa del Sol Occidental es un prototipo de destino turístico de sol y playa que inició un proceso de reconversión a través del *Plan Qualifica*. El estudio empírico realizado permite conocer el perfil del turista actual en este destino, así como identificar las variables explicativas que condicionan la disposición a pagar (DAP) del turista por disfrutar de un destino más sostenible. Cabe destacar que sólo el 23,8% de los encuestados se han mostrado dispuestos a pagar una cantidad mayor por disfrutar de un destino que apuesta por la sostenibilidad en dicho destino.

**Palabras clave:** sostenibilidad, disposición a pagar, política turística, demanda turística, gestión de destinos.

**Factors determining the willingness to pay for a more sustainable destination. The case of the Western Costa del Sol**

### ABSTRACT

Different tourism policies had aim to achieve a Spanish tourism sustainable management of destinations, however, to achieve a sustainable destination must act on both the supply and demand. Costa del Sol is a prototype resort of sun and beach, initiated a restructuring process, *Plan Qualifica*. The empirical study allows to know the current tourist profile in

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these destinations, and to identify explanatory variables that influence the willingness to pay (WTP) of tourists to enjoy a more sustainable destination. Stressing that only 23.8% of respondents were willing to pay more to enjoy a destination that focuses on sustainability.

**Key words:** sustainable, willingness to pay, tourism policy, tourism demand, tourism management.

## 1. INTRODUCCIÓN

La actividad turística constituye desde hace décadas el motor más importante del crecimiento de la economía española posicionándose como uno de los principales impulsores del desarrollo económico del país, al contribuir de manera notable en la Balanza de Pagos, en el Producto Interior Bruto y en la generación de empleo. Sin embargo, esta actividad económica ha causado numerosos impactos negativos en el territorio, pues parte de los beneficios generados durante los últimos treinta años en el turismo español se han obtenido a costa del equilibrio medioambiental y social, lo que ha generado la degradación de los frágiles recursos ambientales, especialmente los costeros, hasta una situación alarmante.

Conscientes de la necesidad de reducir los impactos negativos del turismo y adoptar medidas que permitieran la recuperación de la actividad turística española (Vacas y Landeta, 2009), desde principios de los años 90 del siglo pasado se han diseñado distintas iniciativas para lograr la incorporación del concepto de sostenibilidad en la política turística<sup>1</sup>. Como ejemplo representativo de este tipo de iniciativas, se desarrolló el Plan de Reconversión Turística para la Costa del Sol Occidental, *Plan Qualifica*, cuyo enfoque estratégico, fundamentado, sobre el papel, en los principios de la sostenibilidad, pretendía la renovación integral de un destino maduro de sol y playa.

Es evidente que, si se pretende que la actividad turística sea un instrumento para el desarrollo sostenible del destino, necesita de una serie de compromisos por parte de los agentes involucrados directamente en el desarrollo de la misma. Así, las autoridades públicas, la comunidad receptora, los agentes profesionales y, finalmente, los turistas, deben cooperar y asumir un compromiso común con la finalidad de lograr una gestión integral del mismo bajo criterios de sostenibilidad. Sería interesante que la demanda adoptase estos valores si se quiere que el destino sea más sostenible. De este modo, la demanda secundaría las acciones emprendidas desde la oferta, al menos en esta nueva etapa de planificación de destinos que han iniciado un proceso de reconversión, como es el caso de la Costa del Sol Occidental.

Así, el interés de esta investigación se centra en los siguientes objetivos específicos:

1. Analizar el perfil del turista actual que recibe la Costa del Sol Occidental, así como identificar y caracterizar la demanda dispuesta a pagar por un turismo sostenible.
2. Identificar los factores que condicionan la disposición a pagar (DAP) del turista por disfrutar de un destino más sostenible, en este caso la Costa del Sol Occidental.

<sup>1</sup> Destacan: *Plan Futures I* (1992), *Plan Futures II* (1996), *Plan Integral de Calidad del Turismo Español (PICHTE)* (2000), *Plan del Turismo Español Horizonte 2020* (2007) y *Plan Turismo Litoral Siglo XXI* (2011).

## 2. LA SOSTENIBILIDAD COMO VALOR EN EL MERCADO TURÍSTICO

De acuerdo con Voinov (2008), la sostenibilidad es ahora una cuestión más política (normativa) que un concepto científico. De hecho, debe ser «una política que permita involucrar en su caracterización a todos los sectores, niveles y ejes rectores que participan en ella» (Enríquez et al. 2012: 425). En España, aunque existe literatura sobre política turística (Bayón, 1999; Esteve y Fuentes, 2000; entre otros), sólo de forma parcial y con carácter tangencial se ha tratado hasta ahora la cuestión de la sostenibilidad en la política turística española. En concreto, para el caso de España, si se analiza la acción pública en materia turística, pueden identificarse diferentes etapas (Velasco, 2005; Pulido, 2011). Durante la mayor parte de la centuria pasada, su intervención varió muy poco en lo fundamental: hasta el inicio de la década de los años ochenta, la política turística se caracterizó por su centralismo, por tener como objetivo prioritario el mayor crecimiento turístico posible, por insistir demasiado en los mismos motivos de atracción, el sol y la playa, por actuar fundamentalmente sobre la oferta y por la escasez de recursos destinados al sector. No obstante, durante los últimos quince años del siglo pasado, se introdujeron los primeros cambios significativos en materia de política turística: por un lado, y por mandato constitucional, ésta se descentralizó a favor de las Comunidades Autónomas y, por otro, desde la Administración central se trató de avanzar, en colaboración con las autonómicas y locales, hacia la sustitución del modelo tradicional de «monocultivo» por otro diversificado, aunque sin perder, lógicamente, la especialización competitiva, potenciado la calidad, la competitividad y la sostenibilidad del sector turístico (Pellerejo, 2004).

En España, hace dos décadas que el concepto de sostenibilidad se incorporó al discurso de la política turística del Gobierno Central. Veinte años después, la apuesta por la sostenibilidad, al menos sobre el papel, debería haber producido algún cambio en el modelo de desarrollo turístico, pues ha sido uno de los principios inspiradores de la acción cotidiana de los decisores ministeriales. Y, sin embargo, se aprecian pocos avances, tanto en la variación de las características del producto básico que compone la oferta turística del país, como en la asunción de la filosofía que hay detrás de la idea de sostenibilidad por parte de los actores públicos y privados dedicados al turismo (Velasco, 2010). Esto último es debido a que, aunque el concepto de turismo sostenible está ampliamente aceptado y difundido en el sector turístico, su significado real muchas veces es menospreciado, debido a la falta de consenso respecto al concepto de sostenibilidad (López Palomeque, 2007). De hecho, a pesar del interés suscitado por las propuestas incluidas en el Plan de Turismo Español Horizonte 2020, lo cierto es que «no se deduce que se esté produciendo un cambio de filosofía en términos de sostenibilidad. Al contrario. El objetivo prioritario sigue siendo crecer. Es más, por ejemplo, el Plan *Qualifica* plantea como objetivo el crecimiento turístico sostenible en el tiempo (BOJA núm. 75, de 17 de abril de 2007, p. 61)» (Pulido y López, 2010: 272)

El último documento de planificación del turismo español en el que la sostenibilidad se convierte en una apuesta clave es el denominado *Plan del Turismo Español Horizonte 2020*, vigente en la actualidad. Este Plan está diseñado en torno a cuatro grandes ejes, compuestos cada uno de ellos por distintos programas y acciones. En el cuarto eje, *Sostenibilidad del modelo*, se incluye el programa de recualificación de destinos turísticos

maduros, al que se vinculó el *Plan de Reconversión Turística para la Costa del Sol Occidental, Plan Qualifica*.

Es evidente que «la sostenibilidad se ha convertido en uno de los principales valores del cambio de paradigma en el actual modelo de desarrollo turístico y, por supuesto, en un factor clave para la competitividad de cualquier destino» (Rodríguez y Pulido, 2011: 128). En esta línea, Santos y Fernández (2010) defienden que, a pesar de las estrategias de cambio, aún persisten políticas continuistas que refuerzan el modelo de desarrollo turístico vigente en el litoral español desde mediados del siglo XX, caracterizado, básicamente, por intensos procesos de urbanización del territorio, el dominio del negocio inmobiliario y la oferta no reglada de alojamiento. En opinión de Perelli (2011), la madurez de los destinos turísticos litorales españoles, asociada a su larga trayectoria y modelo desarrollado, obligan a afrontar aspectos como los cambios en los hábitos de viaje y patrones de comportamiento, que se vienen advirtiendo desde finales de los 90 del siglo pasado.

Por este motivo, desde hace años, la administración pública apuesta por un salto cualitativo hacia la sostenibilidad del modelo, con diversos planes y programas que impulsan y complementan las iniciativas de renovación protagonizadas por el sector privado (Bengochea, 2011). Así, son numerosas las actuaciones promovidas por la administración española en los últimos años para la recuperación de los destinos turísticos maduros con signos de deterioro evidente como consecuencia de la masificación y sobrexplotación. No obstante, la demanda debe apoyar las acciones emprendidas desde la oferta, y valorar las nuevas cualidades que un desarrollo turístico sostenible puede ofrecerles. Según la Organización Mundial del Turismo (OMT, 2004: 7), «el turismo sostenible debe reportar también un alto grado de satisfacción a los turistas y representar para ellos una experiencia significativa, que los haga más conscientes de los problemas de la sostenibilidad y fomente en ellos prácticas turísticas sostenibles».

Siendo el turista el actor del sistema turístico por excelencia en la gestión sostenible del destino, resulta clave conocer el perfil del actual turista para poder así diseñar las actuaciones más adecuadas, con el fin de lograr la verdadera transformación hacia un nuevo modelo turístico cuyo valor central sea la sostenibilidad, pues, en última instancia, es la demanda la que da forma al nuevo escenario turístico.

Respecto a las diferentes tipologías y tendencias del turista, como señala Nicolau (2010: 60, *apud* Sánchez, 2000), «la heterogeneidad de la demanda es especialmente patente en la actividad turística, manifestándose en los últimos años con la aparición de diferentes tipos de turistas». Asimismo, numerosos estudios sobre el comportamiento del consumidor turístico señalan que existe una creciente conciencia sobre los impactos ambientales, sociales y culturales que puede generar la actividad turística. Los turistas que promueven y consumen un turismo sostenible son sensibles a los impactos que esta actividad puede generar y, por tanto, tratan de proteger el destino. Según Machado y Hernández (2008: 113), «la visión del turismo del siglo XXI nos proyecta a consumidores más informados, más cultos y exigentes, con reconocida vocación ambientalista, que buscan una mayor autenticidad del producto que le permita vivir su tiempo de ocio en escenarios naturales, limpios y bien conservados, disfrutar de la realización de actividades, vivir experiencias inolvidables».

En general, los estudios sobre comportamiento del consumidor en relación a su concienciación ambiental y responsabilidad en el consumo muestran que se están produciendo cambios. Los resultados de 2011 ImagePower® *Green Brands Survey*<sup>2</sup>, realizado por varias consultoras de investigación, gestión y diseño de marca, revelan las tendencias con respecto al consumo de green brands o marcas ecológicas. Este estudio, realizado con más de 9.000 personas de 8 países —Alemania, Brasil, China, Reino Unido, Francia, EEUU, la India y Australia—, identifica tendencias emergentes relacionadas con la percepción y el comportamiento del consumidor a la hora de escoger productos ecológicos, mostrando la tendencia creciente al consumo de green brands o marcas ecológicas. En concreto, el interés de los mercados europeos por comprar productos ecológicos ha crecido con respecto a años anteriores y, aunque se trate de productos más caros que los convencionales, los clientes están dispuestos a pagar un precio más alto por ellos. Más del 60% de los consumidores de todo el mundo prefieren comprar productos de compañías responsables con el medio ambiente y que respetan el entorno. Si bien, en países desarrollados como Reino Unido, el 40% de los encuestados declara no estar dispuesto a comprar un producto más caro tan sólo porque sea verde.

Asimismo, un estudio reciente realizado por la agencia holandesa de cooperación al desarrollo (SNV, 2009) recoge las principales tendencias que en los próximos años van a condicionar el estilo de vida de las personas y, en consecuencia, sus decisiones a la hora de comprar productos turísticos: el cambio generacional, la urbanización, la necesidad de conectarse con la naturaleza, el interés por «lo verde», la demanda de autenticidad, sentirse realizado y la aparición de turismo vivencial como estilo de vida

La investigación más interesante presentada en los últimos años es la realizada por Wehrli et al. (2011). El estudio demuestra que, en general, los turistas están bien informados sobre los aspectos más importantes del turismo sostenible y, según las principales conclusiones obtenidas en la primera fase empírica de la investigación, para el 22% de los encuestados la sostenibilidad es uno de los tres factores principales a la hora de reservar sus vacaciones, lo que representa un interesante mercado potencial para los destinos turísticos.

En definitiva, toda la sociedad hace referencia a la sostenibilidad, incluido el sector turístico, pero cabe preguntarse si esta nueva preocupación surge desde un verdadero conocimiento y si, en tal caso, dicho conocimiento deriva en verdaderas líneas de comportamiento, actitudes y convencimiento respecto a la necesidad de un nuevo modo de producir y consumir.

Para que el turismo sea sostenible es condición *sine qua non* que el turista sea sostenible (Punzo, 2004: 11). Un turista consciente de que el esfuerzo por mantener el equilibrio entre los tres pilares esenciales de la sostenibilidad (ambiental, sociocultural y económico) a la hora de viajar, no solo responde tanto a las necesidades de los turistas como del territorio, sino que, al mismo tiempo, está recibiendo servicios especializados, de calidad y con un gran valor añadido. De ahí la necesidad de analizar las características de la demanda turística en un destino turístico que está acometiendo medidas y acciones

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<sup>2</sup> Disponible en: <http://www.cohnwolfe.com/en/ideas-insights/white-papers/green-brands-survey-2011> (Último acceso: 5 noviembre 2011).

para su reconversión integral en clave de sostenibilidad. ¿Cómo es el perfil del turista en un destino que apuesta estratégicamente por la sostenibilidad? Y, aún más importante, ¿qué factores condicionan la DAP del turista por un destino sostenible?

### 3. CASO DE ESTUDIO

El turismo de sol y playa es la tipología que genera el mayor flujo de turistas y se presenta, por tanto, como un importante motor de desarrollo en muchos países. En España, casi desde los orígenes del turismo, la Costa del Sol Occidental ha sido uno de los destinos turísticos mediterráneos donde el llamado turismo de masas tuvo un mayor arraigo. Su consideración como destino turístico internacional empieza a adquirir importancia a partir de la segunda mitad del siglo pasado, en un momento en el que el turismo de elite, escaso y selectivo, buscaba nuevos lugares, período que también coincide con el de la incorporación a la actividad turística de unas capas sociales más amplias (Navarro, 2005).

No obstante, el desarrollo turístico de la segunda mitad del siglo pasado ha tenido consecuencias negativas, destacando la alteración del paisaje y del ecosistema, la pérdida de patrimonio natural y cultural, el consumo intensivo de agua y energía, el aumento de residuos y el crecimiento urbanístico, entre otros. En este sentido, y según defiende Galacho (2009), el fenómeno turístico en la Costa del Sol Occidental ha modificado radicalmente la distribución espacial de la población y los usos del suelo, generando un modelo territorial en el que las formas tradicionales han cedido a los empujes de nuevas formas espaciales. La primera línea de playa se convirtió, desde los inicios de la actividad turística, en el lugar preferente de ocupación e implantación de urbanizaciones turísticas. En concreto, según manifiesta Galacho (2009: 38), «el 95% de esta franja litoral, desde Torremolinos hasta Manilva, estaba ya urbanizado a principio de los años ochenta». Aun así, el proceso no se detuvo. Continuó con un boom inmobiliario sin precedentes, por su extensión e intensidad, y los consiguientes efectos de artificialización del territorio, tanto por el consumo de nuevos espacios (paisajes naturales devorados) como por la transformación de los existentes, con la destrucción del patrimonio (Rodríguez, 2008).

En efecto, más del 80% de los turistas que visitan Andalucía eligen la costa, buscando la bondad del clima mediterráneo, mientras que únicamente el 9% del total del territorio de Andalucía corresponde a la costa, lo que muestra una idea de la concentración turística que soporta el territorio (Garrido y López, 2010). Los últimos datos publicados por el Instituto Nacional de Estadística<sup>3</sup>, sobre los resultados de la Encuesta de Ocupación Hotelera, muestran que, durante 2011, la Costa del Sol recibió un total de 3.897.574 viajeros alojados en establecimientos hoteleros, que generaron 19.104.754 pernoctaciones, con un grado de ocupación del 56,83%. Un análisis de la oferta de alojamiento permite constatar que en la Costa del Sol, un destino catalogado como maduro y saturado, el número de plazas ha aumentado en los últimos doce años a un ritmo mayor

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<sup>3</sup> Disponible en: <http://www.ine.es/jaxi/menu.do?type=pcaxis&path=%2Ft11%2Ffe162eoh&file=inebas e&L=0> (Último acceso: 26 marzo 2012).

(34,24%) que la demanda (29,94%), lo cual, en principio, resulta contraproducente para un destino que, desde la aplicación de sus recientes políticas de reconversión turística, apuesta no por la expansión y la dinámica de crecimiento turístico continuado, sino por un desarrollo turístico sostenible. Hay que tener en cuenta, en cualquier caso, que el ritmo de crecimiento de la oferta hotelera se estancó en 2008, decreciendo desde entonces un 6,43%, lo que viene a justificar la necesidad de ajuste oferta-demanda.

Reconocidos los evidentes signos de agotamiento del modelo turístico español de sol y playa, que caracteriza, entre otros destinos, a la Costa del Sol Occidental, se deben «asumir transformaciones estructurales, tanto en la planificación integral y en la coordinación administrativa como de la misma industria turística para revalorizar la cadena de valor de forma eficiente y competitiva» (Jiménez, 2007: 74). Con esta intención, surge el *Plan de Recualificación Turística de la Costa del Sol Occidental, Plan Qualifica*, la primera iniciativa emprendida en Andalucía para la mejora de zonas turísticas consolidadas, actuando como referente en la gestión de la recualificación turística, aunque los resultados de tales políticas, en la práctica, aún están por ver.

La Costa del Sol Occidental se encuentra en un punto de inflexión en el que se vislumbran dos posibles alternativas: declive o reinención y transformación para volver a ser competitivos. Ante esta situación de estancamiento, el futuro del destino dependerá, más que nunca, del éxito de las políticas turísticas adoptadas. No obstante, las circunstancias por las que atraviesa el destino elegido para este estudio son similares a las que se producen en cualquier otro en su misma situación, y son numerosos los destinos<sup>4</sup> que actualmente se encuentran en la etapa de reconversión integral y cuyos procesos y acciones sitúan a la sostenibilidad como filosofía y eje central de los mismos.

#### 4. METODOLOGÍA

Para poder analizar, tanto las características básicas de la demanda como el comportamiento del turista en materia de sostenibilidad, se ha realizado una encuesta estructurada (Tabla 1) en los municipios que forman parte del destino objeto de estudio a 818 turistas, durante los meses de julio y agosto de 2011. Para ello, dada la imposibilidad de identificar el objeto de estudio (todos los turistas que visitan la Costa del Sol Occidental), se ha planteado un muestreo aleatorio simple en el que el único criterio de selección ha sido el de haber pernoctado, al menos, una noche en el destino en el que se realizaba la encuesta. Los lugares escogidos para encuestar a los turistas fueron, preferentemente, la playa, el paseo marítimo y los chiringuitos.

Durante el mes de junio de 2011, se procedió a la validación de la encuesta por parte de tres expertos en el área objeto de análisis de la presente investigación, con la intención de mejorar, completar y corroborar el contenido final de la encuesta y, una vez analizados los resultados, se elaboró lo que iba a ser el cuestionario definitivo, que ha servido de base para el presente estudio.

<sup>4</sup> En España existen varios destinos turísticos en proceso de reconversión: Costa del Sol Occidental, sur de Gran Canaria (Maspalomas), Playa de Palma, Puerto de la Cruz (Tenerife), Lloret de Mar (Cataluña).

**Tabla 1**  
**FICHA TÉCNICA DE LA ENCUESTA**

<b>Población</b>	Turistas (nacionales y extranjeros) que pernoctan en una de las ciudades de destino
<b>Ámbito</b>	Municipios de Torremolinos, Benalmádena, Fuengirola, Mijas, Marbella, Estepona, Casares y Manilva (ámbito de actuación del Plan <i>Qualifica</i> )
<b>Tipo de encuesta</b>	Cuestionario estructurado realizado mediante entrevista personal
<b>Tamaño de la muestra</b>	818 encuestas válidas
<b>Error muestral</b>	± 3,4 %
<b>Nivel de confianza</b>	95 % ( $p = q = 0,50$ )
<b>Periodo del trabajo de campo</b>	Julio y agosto de 2011

Fuente: Elaboración propia.

Utilizando las herramientas de la estadística descriptiva, a través del software estadístico SPSS versión 19.0, se realiza un primer análisis descriptivo de las características sociodemográficas y psicográficas del turista que actualmente visita la Costa del Sol Occidental, así como su reacción ante una hipotética subida de precios en este destino como consecuencia de una apuesta por la sostenibilidad.

Al objeto de cuantificar qué cantidad adicional estaría dispuesto a pagar un turista que viaje a la Costa de Sol Occidental por una mayor sostenibilidad de este destino, se decidió utilizar el método de la valoración contingente. El método de la valoración contingente es una de las técnicas —a menudo la única— que tenemos para estimar el valor de bienes (productos o servicios) para los que no existe mercado (método directo o de no mercado). Esto quiere decir que no está basado en datos de mercado, sino en la construcción de un mercado para el bien público o medioambiental (en este caso, la sostenibilidad del destino) en cuestión (León, 1995). Definiendo los parámetros de este mercado se pregunta a los individuos por su máxima disposición a pagar o mínima disposición a aceptar por un cambio en las características del destino.

Otros posibles enfoques son los constituidos por los métodos indirectos o de mercado. Sin embargo, este enfoque consiste en observar el comportamiento de los individuos en algún mercado relacionado con el bien público que se pretende analizar. Los más utilizados son el método del coste del desplazamiento y el método de los precios hedónicos<sup>5</sup>. Pero, considerando que el estudio trata de medir la disposición a pagar si el destino fuera

<sup>5</sup> Para una revisión de los métodos indirectos puede consultarse, entre otros, Braden y Kolstad (1991) y McConnell (1993).

más sostenible (mercado ficticio), se ha optado por utilizar un método de no mercado, la valoración contingente, para modelizar hasta qué punto una sociedad valora un determinado activo económico (en este caso, la sostenibilidad de un destino). De forma más específica, la valoración contingente intenta estimar el cambio que se produciría en el bienestar de los turistas que visitan la Costa del Sol Occidental ante una variación en la cantidad de un bien determinado (en este caso, el destino turístico Costa del Sol Occidental). Es decir, este método cuantifica la cantidad de dinero que el turista estaría dispuesto a pagar a cambio del incremento de utilidad que se produciría como consecuencia de un mayor sostenibilidad del destino.

En este caso, para examinar el impacto de las variables seleccionadas en la disposición a pagar, se plantea la estimación de una función de valoración, usando una sencilla regresión clásica de mínimos cuadrados ordinarios (MCO),

$$\log DAP_i = \int (X_i)$$

donde  $DAP_i$  es la disposición a pagar por el individuo  $i$  y  $X_i$  un vector de variables explicativas de la DAP.

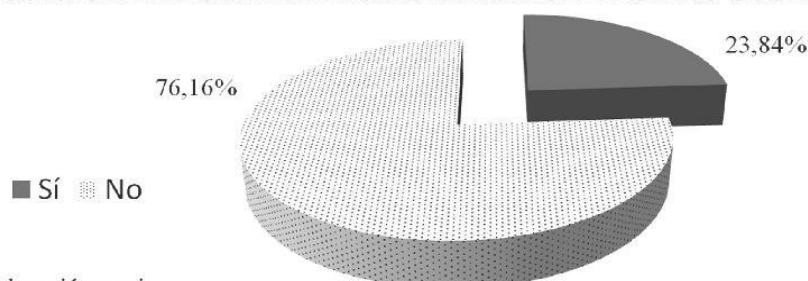
De este modo, para la identificación de los factores que condicionan la DAP del turista por un destino más sostenible, se han utilizado tablas de contingencia, cuando se trataba de variables categóricas (tipo de alojamiento, con quién viaja, etc.), y el análisis de la varianza (ANOVA) para analizar las variables intervalares o cuantitativas (edad, números de noches en destino, etc.). El objetivo, en ambos casos, es ver cuáles de las variables analizadas explican la DAP y en qué medida lo hacen, para lo que será necesario realizar un contraste de hipótesis de independencia de las variables analizadas, utilizando el estadístico de la Chi-cuadrado de Pearson.

## 5. ANÁLISIS DE RESULTADOS Y DISCUSIÓN

Seguidamente, se procede al análisis y discusión de la información obtenida en la encuesta, así como a la contrastación de algunas de las conclusiones obtenidas con investigaciones anteriores referentes al objeto de estudio. En concreto, el objetivo es conocer las características básicas de la demanda turística costasoleña y su posible comportamiento ante una hipotética subida del precio como consecuencia de una apuesta del destino por la sostenibilidad (Figura 1). La primera conclusión es que más de las tres cuartas partes de los encuestados (76,16%) se niega a pagar más por su estancia, si esta fuese más cara por ser más sostenible<sup>6</sup>. Por tanto, es evidente que en este destino el comportamiento del consumidor turístico respecto a la sostenibilidad del mismo no se traduce, en última instancia, en una mayor valoración económica de las características y valores que la sostenibilidad representa. Únicamente el 23,84% percibe un valor añadido en el destino derivado de la incorporación de prácticas sostenibles y, por tanto, está dispuesto a abonar un precio más elevado por su estancia.

<sup>6</sup> Es cierto que una mayor sostenibilidad del destino no necesariamente tiene por qué implicar un mayor coste y, consecuentemente, un precio más elevado, pues puede ser consecuencia de un uso más eficiente de los recursos. En cualquier caso, en esta investigación se asume como planteamiento del trabajo que un esfuerzo del destino por avanzar hacia la sostenibilidad conllevará un incremento en el precio del mismo.

**Figura 1**  
**DISPOSICIÓN A PAGAR DEL TURISTA POR UN DESTINO SOSTENIBLE**



Fuente: Elaboración propia.

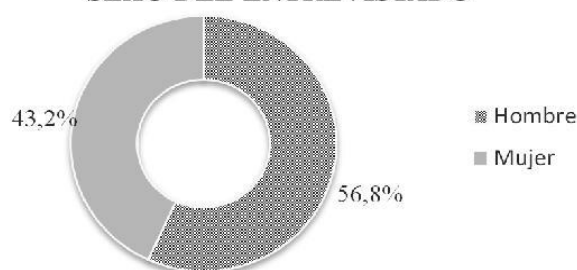
Contrastando los resultados con otros estudios, cabe citar a Rheem (2009), quien realizó una encuesta online para conocer la opinión de los viajeros estadounidenses respecto a la sostenibilidad de los productos turísticos. Su trabajo se centró en los aspectos ambientales (reducción del consumo, reducción de la producción basura, reciclaje, adquisición de productos «verdes» e impuestos por emisiones de carbono). Entre las principales conclusiones, cabe destacar que el 44% de los encuestados consideran importantes los aspectos medioambientales a la hora planificar sus viajes y un tercio de los viajeros están dispuestos a pagar una prima por un viaje más sostenible. Sin embargo, un estudio de Travelhorizons (2009) sostiene que sólo el 9% de los consumidores estadounidenses están dispuestos a pagar más por opciones de viaje más sostenibles, aunque el 78% de los viajeros se consideran a sí mismos como «ambientalmente conscientes».

A continuación, se procede al análisis de las principales variables que suelen tenerse en cuenta en este tipo de estudios, a fin de identificar aquellas que realmente condicionan, y también en qué medida, la DAP de los turistas encuestados.

#### a) Género

Según pone de manifiesto la Figura 2, la demanda turística en la Costa del Sol Occidental queda representada por un 56,8% de encuestados masculinos, frente al 43,2% de mujeres. Por tanto, existe una representación prácticamente equitativa del

**Figura 2**  
**SEXO DEL ENTREVISTADO**



Fuente: Elaboración propia.

turista en función del sexo. Según muestra el Tabla 2, son los hombres, que suponen el 56,85% de la muestra, los que manifiestan una mayor DAP (24,5%, frente al 22,9% de las mujeres).

Esta menor disposición a pagar por parte de las mujeres es aún más significativa si se tiene en cuenta lo que vienen poniendo de manifiesto la mayoría de los estudios realizados en los últimos años sobre tendencias de comportamiento del consumidor turístico. Según estos estudios, las mujeres comienzan a asumir un papel protagonista en el mundo de los viajes, cada vez condicionan en mayor medida la elección del destino en el seno familiar y, en un porcentaje mucho mayor del que los hombres, viajan solas.

El contraste de hipótesis de independencia, cuyos resultados se recogen en la Tabla 2, permite conocer que se trata de dos variables independientes. La Chi-cuadrado de Pearson y el resto de estadísticos utilizados presentan una significación muy alta. El género, por tanto, no explica la disposición a pagar de los turistas, no puede ser considerado con un factor condicionante de la DAP.

**Tabla 2**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Género	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
<b>Hombre</b>	351	75,5	114	24,5	465	20,59	28,41
<b>Mujer</b>	272	77,1	81	22,9	353	18,52	27,28
<b>Total</b>	623	<b>76,2</b>	195	<b>23,8</b>	818	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Género - DAP**

	Valor	gl	Sig. asintótica (bilateral)	Sig. exacta (bilateral)	Sig. exacta (unilateral)
<b>Chi-cuadrado de Pearson</b>	,272 <sup>a</sup>	1	,602		
<b>Corrección por continuidad<sup>b</sup></b>	,193	1	,661		
<b>Razón de verosimilitudes</b>	,273	1	,601		
<b>Estadístico exacto de Fisher</b>				,620	,331
<b>Asociación lineal por lineal</b>	,272	1	,602		
<b>N de casos válidos</b>	818				

a. 0 casillas (,0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 84,15.

b. Calculado sólo para una tabla de 2x2.

Fuente: Elaboración propia.

**b) Edad**

El segmento de edades comprendidas entre 18 y 29 años es el más representativo entre los turistas encuestados para esta investigación, pues representa el 43,77% del total (Figura 3). En consecuencia, una primera caracterización del perfil del turista presenta un turista joven que se desplaza en pareja (40%).

Los grupos de entre 30-44 y 45-65 años muestran porcentajes similares (27,14 y 25,67%, respectivamente), aunque lo realmente llamativo, debido a su bajo porcentaje, es el segmento de población mayor de 50, en el que quedan incluidos los jubilados, un grupo considerado tradicionalmente como objetivo de este tipo de destinos, por su potencialidad tanto en términos de tiempo como de gasto. No obstante, cabe recordar que la encuesta se realizó durante los meses de verano.

En la Tabla 3 se muestra que la media de edad de los turistas que se muestran conformes a pagar una prima es de 41,12 años, reduciéndose a los 34,18 años para el segmento de encuestados que se niega al pago. Parece, por tanto, que a mayor edad de los encuestados existe una mayor disposición a pagar Asimismo, permite comprobar que ambas variables, edad y DAP, son dependientes (significación cero) y, por lo tanto, la edad del turista en una variable explicativa.

**Tabla 3**  
**DESCRIPTIVOS-TABLA ANOVA**

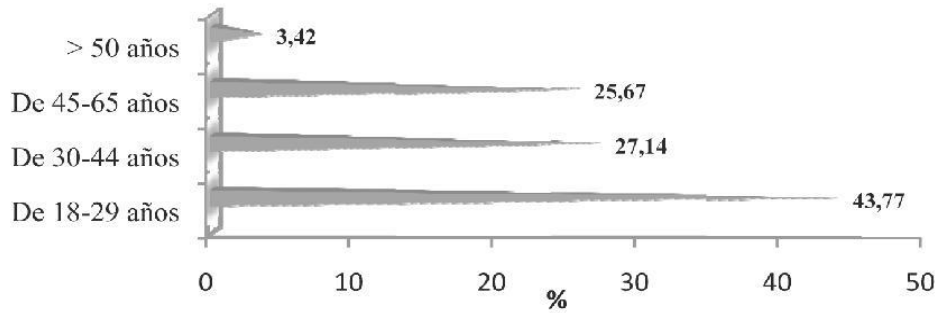
	N	Media	Des- viación típica	Error típico	Intervalo de confianza para la media al 95%		Mínimo	Máximo	
					Límite inferior	Límite superior			
Edad del entrevistado	No	623	34,18	13,816	,554	33,09	35,27	18	76
	Sí	195	41,12	13,976	1,001	39,15	43,10	18	68
	<b>Total</b>	<b>818</b>	<b>35,83</b>	<b>14,159</b>	<b>,495</b>	<b>34,86</b>	<b>36,81</b>	<b>18</b>	<b>76</b>

**Tabla ANOVA**

		Suma de cuadrados	gl	Media cuadrática	F	Sig.
Edad del entrevistado	Inter-grupos	7163,119	1	7163,119	37,321	,000
	Intra-grupos	156618,269	816	191,934		
	<b>Total</b>	<b>163781,389</b>	<b>817</b>			

Fuente: Elaboración propia.

**Figura 3**  
**EDAD DEL ENTREVISTADO**

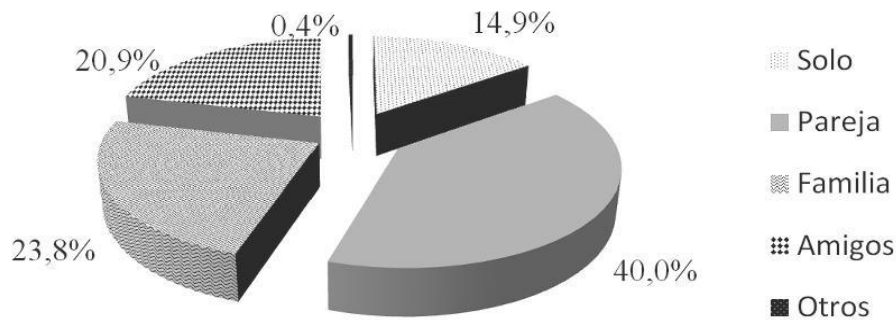


Fuente: Elaboración propia.

**c) Modalidad de grupo**

Un alto porcentaje de la población que viaja a la Costa del Sol Occidental lo hace en pareja (40%) (Figura 4). Seguido por un 23,8% que viaja en familia y un 20,9% que prefiere viajar con los amigos. Viajar de forma individual o en otras modalidades es algo mucho menos frecuente (14,9 y 0,4%, respectivamente).

**Figura 4**  
**MODALIDAD DE GRUPO**



Fuente: Elaboración propia.

Para esta variable, la Chi-cuadrado de Pearson muestra un valor inferior al 5% (Tabla 4), lo que pone de manifiesto que ambas variables son dependientes, o dicho de otra forma, que la modalidad de grupo según viaja el turista es otro de los factores explicativos de su disposición a pagar. Los segmentos que muestran una mayor DAP son familias (29,7%) y parejas (25,4%).

**Tabla 4**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Modalidad de Grupo	Disposición a pagar				Total	Intervalo de Confianza (95%)	
	No		Sí			Límite Inferior (%)	Límite Superior (%)
	F.	%	F.	%			
Solo	104	85,2	18	14,8	122	8,50	21,10
Pareja	244	74,6	83	25,4	327	20,68	30,12
Familia	137	70,3	58	29,7	195	23,29	36,11
Amigos	135	78,9	36	21,1	171	14,98	27,22
Otros	3	100,0	0	,0	3	0,00	0,00
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Modalidad de grupo - DAP**

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	11,390 <sup>a</sup>	4	,023
Razón de verosimilitudes	12,534	4	,014
Asociación lineal por lineal	,812	1	,367
N de casos válidos	818		

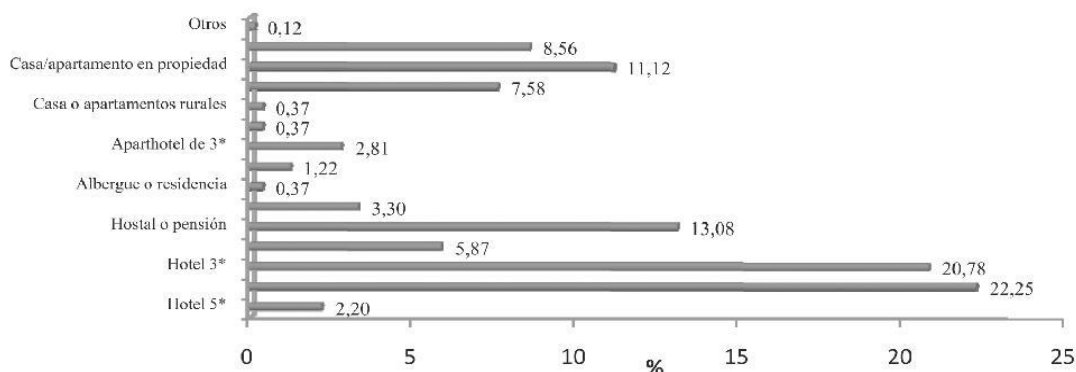
a. 2 casillas (20,0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es ,72.  
Fuente: Elaboración propia.

**d) Tipo de alojamiento**

La Figura 5 permite analizar el tipo de alojamiento que eligen los turistas en la Costa del Sol Occidental. Los hoteles de 3 (20,8%) y 4 estrellas (22,2%) representan al mayor porcentaje de turistas encuestados (43%). Sin embargo, el hotel de 5 estrellas apenas es considerado como alojamiento por los encuestados, pues solo un 2,2% ha declarado pernoctar en este tipo de establecimientos.

Por otra parte, un 19% se aloja en hoteles de una o dos estrellas, u hostel/pensión. Para este segmento, al que se podrían añadir los turistas que se hospedan en casas de amigos o familiares (8,6%), el criterio de selección respecto al alojamiento es claramente el económico. Asimismo, el turismo residencial queda representado por el 11,1% de los encuestados, que disponen de una casa o apartamento en propiedad.

**Figura 5**  
**TIPO DE ALOJAMIENTO EN DESTINO**



Fuente: Elaboración propia.

En principio, cabe pensar que el alojamiento elegido por los turistas para pasar sus vacaciones es un condicionante básico de su DAP. Como se muestra en la Tabla 5, podrían distinguirse tres grandes grupos de turistas: los que optan por hoteles de categoría media-alta (tres y cuatro estrellas) (entre los dos representan por encima del 43% del total de encuestados), que son la mayoría, los que se alojan en vivienda propia o casa de amigos y familiares (19,62%) y los que duermen en hostales o pensiones (que son el 10% del total).

Una primera lectura permite deducir que son los turistas alojados en hoteles 5\* los que muestran una mayor DAP. Un 72,2% de los encuestados han respondido positivamente, estarían dispuestos a pagar una mayor cantidad porque la Costa del Sol Occidental fuera un destino sostenible. En menor medida, pero con un porcentaje también significativo, han manifestado una alta DAP los alojados en HA 1\* o 2\* (66,7%) y en HA 4\* o 5\* (40%). Sin embargo, el tamaño de la muestra es tan pequeño que esta información es muy poco significativa, como muestra la gran amplitud de los intervalos de confianza para estos tres casos.

La realidad es que, para los tres grandes grupos identificados inicialmente, en los que el número de observaciones ya sí que es significativo y el intervalo de confianza garantiza la fiabilidad de los resultados obtenidos, la DAP de los turistas es mucho más baja. En concreto, como se aprecia en la Tabla 5, los turistas que muestran una disposición a pagar más alta (38,5%) son los que se alojan en hoteles 4\*, seguidos de los alojados en viviendas en propiedad (25,3%), viviendas alquiladas (21%) y hoteles 3\* (19,4%). Sólo el 10,3% de los turistas alojados en hostales o pensiones muestran DAP.

Finalmente, la Tabla 5 también recoge los resultados de las pruebas realizadas para contrastar la hipótesis de independencia de las variables analizadas. A la vista de esos resultados, se rechaza la hipótesis de independencia, es decir, que el tipo de alojamiento es, en efecto, un factor que explica la DAP de los turistas que visitan la Costa del Sol Occidental. En este sentido, Deloitte (2008) investigó el comportamiento de los turistas de negocios: el 38% se habían informado sobre el respeto al medio ambiente por parte

**Tabla 5**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Tipo de alojamiento	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
Hotel 5*	5	27,8	13	72,2	18	51,50	92,90
Hotel 4*	112	61,5	70	38,5	182	31,43	45,57
Hotel 3*	137	80,6	33	19,4	170	13,46	25,34
Hotel de 1* o 2*	41	85,4	7	14,6	48	4,61	24,59
Hostal o pensión	96	89,7	11	10,3	107	4,54	16,06
Camping	24	88,9	3	11,1	27	-0,75	22,95
Albergue o residencia	3	100,0	0	,0	3	0,00	0,00
Hotel-Apartamento (HA) de 4* o 5*	6	60,0	4	40,0	10	9,64	70,36
Hotel-Apartamento (HA) de 3*	20	87,0	3	13,0	23	-0,74	26,74
Hotel-Apartamento (HA) de 1* o 2*	1	33,3	2	66,7	3	13,37	120,03
Casa o apartamentos rurales	2	66,7	1	33,3	3	-20,03	86,63
Apartamentos o casa alquiladas	49	79,0	13	21,0	62	10,86	31,14
Casa/apartamento en propiedad	68	74,7	23	25,3	91	16,37	34,23
Casa/apartamento de familiares/ amigos	59	84,3	11	15,7	70	7,18	24,22
Otros	0	,0	1	100,0	1	100,00	100,00
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Alojamiento - DAP**

	Valor	G1	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	75,144 <sup>a</sup>	14	,000
Razón de verosimilitudes	71,431	14	,000
Asociación lineal por lineal	6,585	1	,010
N de casos válidos	818		

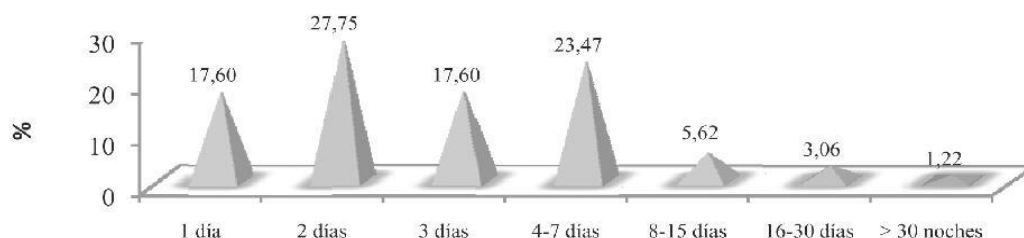
a: 10 casillas (33,3 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es ,24.  
Fuente: Elaboración propia.

del hotel en el que se iban a alojar, y el 28% estaban dispuestos a pagar un 10% más por un hotel ecológico.

#### e) Número de días en destino

Para valorar el nivel de conocimiento que el turista posee sobre el destino, resulta conveniente saber no sólo el número de días que ya lleva en destino, lo que le permite familiarizarse con el entorno, sino también si es la primera vez que viaja a este destino o, por el contrario, lo ha visitado con anterioridad. La Figura 6 representa el número de días que el turista ya había pasado en destino en el momento en que se le hizo la encuesta.

**Figura 6**  
**NÚMERO TOTAL DE DÍAS QUE EL TURISTA YA HA PASADO EN EL DESTINO**



Fuente: Elaboración propia.

Para un 17,6% era el primer o el tercer día que disfrutaban del destino, mientras que un mayor porcentaje, 27,75%, había pasado dos días. Un 23,47%, presumiblemente, disponían de un mayor conocimiento del destino, al llevar ya entre 4 días y una semana en alguno de los municipios costasoleños incluidos en el análisis, mientras que tan solo un 9,9% había permanecido en el destino, en el momento de ser encuestado, más de una semana.

Según muestra la Tabla 6, la media de días no varía significativamente entre los segmentos de turistas que sí están dispuestos a pagar por la sostenibilidad del destino (5,22 días) y los que no (4,05 días). Por otra parte, el análisis de varianza (ANOVA) (Tabla 6), muestra una significación inferior al 5%, lo que muestra su interdependencia con la DAP del turista.

#### f) Frecuencia de visita

Según pone de manifiesto la Figura 7, para un 45,9% de los encuestados es la primera vez que visitan el destino, de los cuales un 6,5% manifiesta, además, que no lo volverá a visitar en un futuro. El 55,4% restante afirma haber visitado este destino con anterioridad y con una frecuencia de visita que oscila desde las varias veces al año (8,6%) hasta los turistas que vuelven cada verano (12,7%). Por otra parte, y aunque no todos los años, un 14,4% regresa a la Costa del Sol Occidental como lugar de vacaciones y, finalmente, un 18,5% afirma que visita el destino de vez en cuando.

**Tabla 6**  
**DESCRIPTIVOS-TABLA ANOVA**

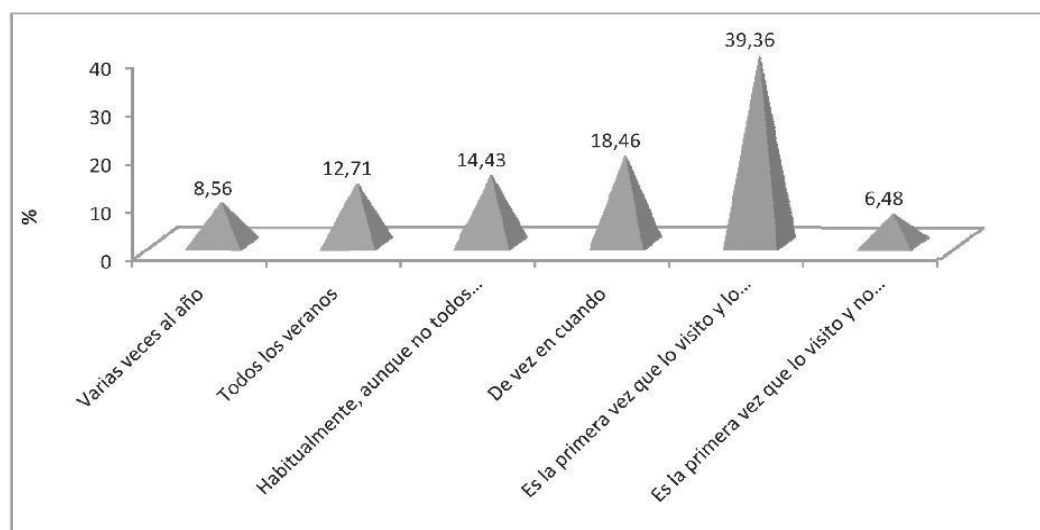
	N	Media	Desviación típica	Error típico	Intervalo de confianza para la media al 95%		Mínimo	Máximo	
					Límite inferior	Límite superior			
Número de días que lleva ya disfrutando sus vacaciones en este destino	No	623	4,05	5,839	,234	3,59	4,51	0	50
	Sí	195	5,22	6,920	,496	4,24	6,19	0	44
	<b>Total</b>	<b>818</b>	<b>4,33</b>	<b>6,130</b>	<b>,214</b>	<b>3,91</b>	<b>4,75</b>	<b>0</b>	<b>50</b>

**Tabla ANOVA. Número de días - DAP**

		Suma de cuadrados	gl	Media cuadrática	F	Sig.
Número de días que lleva ya disfrutando sus vacaciones en este destino	Inter-grupos	201,784	1	201,784	5,399	,020
	Intra-grupos	30498,411	816	37,376		
	<b>Total</b>	<b>30700,196</b>	<b>817</b>			

Fuente: Elaboración propia.

**Figura 7**  
**FRECUENCIA DE VISITA**



Fuente: Elaboración propia.

La Tabla 7 muestra que para el segmento para el que es la primera vez que visitan el destino y volverán a visitarlo en un futuro, el 20,2% afirma estar dispuesto a pagar una prima. Por su parte, los turistas que visitan la Costa del Sol Occidental habitualmente, aunque no todos los años (14,43%), son el segmento con mayor porcentaje de turistas que afirman su DAP por un destino sostenible (43,2%).

**Tabla 7**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Frecuencia de visita	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
Varias veces al año	55	78,6	15	21,4	70	11,79	31,01
Todos los veranos	80	76,9	24	23,1	104	15,00	31,20
Habitualmente, aunque no todos los años	67	56,8	51	43,2	118	34,26	52,14
De vez en cuando	116	76,8	35	23,2	151	16,47	29,93
Es la primera vez que lo visito y lo volveré a hacer	257	79,8	65	20,2	322	15,81	24,59
Es la primera vez que lo visito y no lo visitaré nunca más	48	90,6	5	9,4	53	1,54	17,26
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Frecuencia de visita - DAP**

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	33,131 <sup>a</sup>	5	,000
Razón de verosimilitudes	31,454	5	,000
Asociación lineal por lineal	6,113	1	,013
N de casos válidos	818		

a. 0 casillas (,0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 12,63.  
Fuente: Elaboración propia.

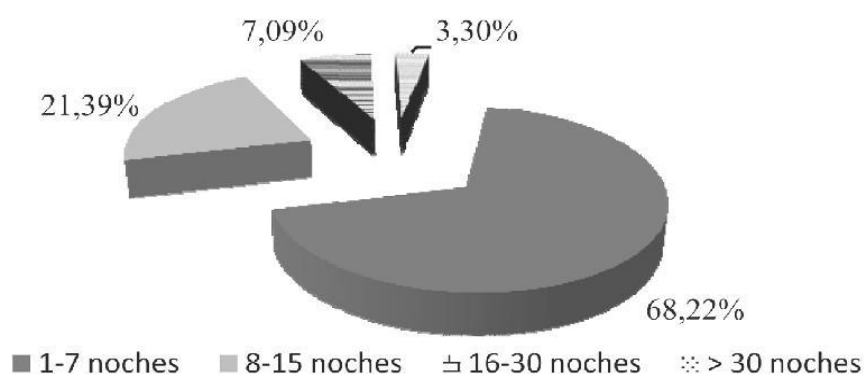
Por último, el contraste de la hipótesis de independencia (Tabla 7) tiene como resultado 0 en la prueba de Chi-cuadrado de Pearson, lo que confirma que la frecuencia de visita del turista es un factor determinante de la DAP del mismo. En este sentido, dicha hipótesis se confirma en otros estudios. Por ejemplo, Adlwarth (2010) presenta un estudio sobre las vacaciones de los turistas alemanes en 2007/2008, dividiendo a los hogares

alemanes en dos grupos, los interesados en Responsabilidad Social Corporativa (RSC) y no interesados en RSC. Un 33% de los hogares en los que se suele realizar turismo con asiduidad están interesados en la RSC, dando valores muy altos a cuestiones tales como la protección del medio ambiente y el clima, la ayuda al desarrollo, el cumplimiento de normas éticas, en especial los derechos humanos, y el compromiso social con los menos favorecidos. El 50% de los viajeros interesados en RSC gastaría hasta un 5% más y el otro 50% más del 10-15%. Por tanto, los turistas que viajan con asiduidad, o lo que es lo mismo, mayor frecuencia, muestran una mayor preocupación y disposición a pagar por cuestiones vinculadas a la sostenibilidad del destino.

### g) Número de noches en destino

Respecto a la duración de la estancia en destino (Figura 8), una amplia mayoría (68,22%) permanecerá en el mismo aproximadamente una semana, seguido de un 21,39% que alargará sus vacaciones entre 8 y 15 días. Tan solo un 7,09% está entre dos y cuatro semanas, siendo, incluso, menor el porcentaje que amplía sus vacaciones más de 30 días en la ciudad de destino.

**Figura 8**  
**NÚMERO TOTAL DE NOCHES QUE PASARÁ EN DESTINO**



Fuente: Elaboración propia.

A continuación, se analizan las variables de tipo cuantitativo mediante tablas de análisis de la varianza (ANOVA). La Tabla 8 muestra los estadísticos descriptivos de la variable referente al número de noches que el turista piensa quedarse en el destino. Así, la media de noches que pasa el segmento de turistas que no está dispuesto a pagar más por un destino sostenible (76,16%) es de 8,78 noches, mientras que el número medio de noches en destino por parte del 23,84% dispuesto a pagar aumenta a 10,87 noches. En consecuencia, parece existir una mayor predisposición al pago de los turistas conforme mayor es su estancia en destino.

La significación de esta variable respecto a la DAP muestra un valor de 0,17%, lo que demuestra que la misma puede considerarse como una variable explicativa de la disposición a pagar del turista.

**Tabla 8**  
**DESCRIPTIVOS-TABLA ANOVA**

	N	Media	Des- viación típica	Error típico	Intervalo de con- fianza para la media al 95%		Mínimo	Máximo	
					Límite inferior	Límite superior			
Número de noches que piensa que- darse en el destino	No	623	8,78	10,064	,403	7,99	9,58	1	90
	Sí	195	10,87	12,353	,885	9,13	12,62	1	90
	<b>Total</b>	<b>818</b>	<b>9,28</b>	<b>10,684</b>	<b>,374</b>	<b>8,55</b>	<b>10,02</b>	<b>1</b>	<b>90</b>

**Tabla ANOVA. Número de noches - DAP**

		Suma de cuadrados	gl	Media cuadrática	F	Sig.
Número de noches que piensa quedarse en el destino	Inter-grupos	646,793	1	646,793	5,699	,017
	Intra-grupos	92606,973	816	113,489		
	<b>Total</b>	<b>93253,767</b>	<b>817</b>			

Fuente: Elaboración propia.

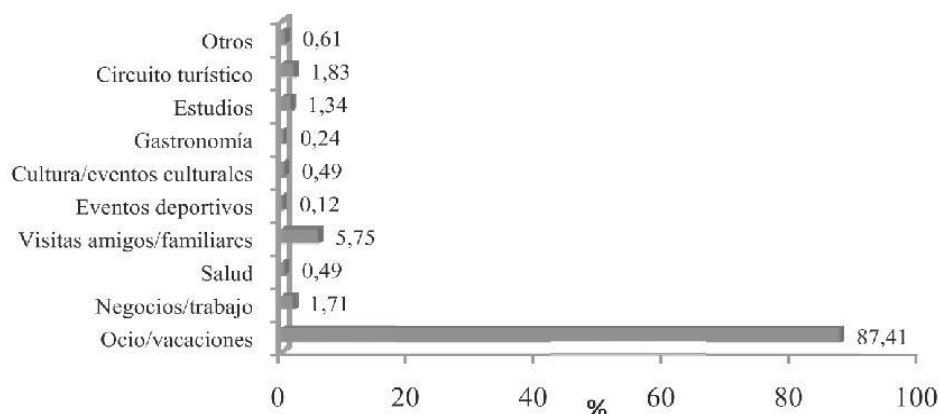
#### **h) Motivo principal del viaje**

Según muestra la Figura 9, el motivo principal de la visita es vacacional y está ligado al disfrute del tiempo de ocio del turista (87,41%). El siguiente motivo de desplazamiento es la visita a amigos y familiares (5,75%), quedando el resto de posibles causas con valores casi inapreciables.

Estos datos muestran que los motivos culturales quedan prácticamente excluidos a primera vista (0,49%). El disfrute durante ese tiempo de ocio incluye, en muchas ocasiones, la realización de actividades culturales, eventos deportivos, etc., aunque no son éstos los que motivan que el turista viaje a la Costa del Sol Occidental (Tabla 9).

La Tabla 9 indica que, si bien la mayoría de los turistas que visitan el destino por motivos de salud o el disfrute de actividades culturales, están dispuestos a pagar en mayor

**Figura 9**  
**MOTIVO PRINCIPAL DEL VIAJE**



Fuente: Elaboración propia.

porcentaje por un destino sostenible (75%), son los segmentos con las frecuencias más bajas y, por lo tanto, la fiabilidad es mínima para estos casos. Respecto a los turistas que se desplazan por motivo vacacional, un 24,60% sí está dispuesto a pagar una prima, frente al 75,4% que se niega a soportar un aumento de precio. El número de respuestas positivas disminuye para el segmento cuyo principal motivo es la visita a amigos o familiares (14,9%), pues el 85,1 % respondió negativamente.

Para este factor, los resultados de Chi-cuadrado (Tabla 9) demuestran que las variables son dependientes entre sí. Sin embargo, debe considerarse que, según se recoge en la nota a, al pie del Tabla 9, hay muchos ítems para los que se ha obtenido una frecuencia de respuestas muy baja, lo que pone en cuestión la fiabilidad de los datos obtenidos para dichos ítems. Por tanto, considerando el amplio porcentaje que se desplaza por motivos vacacionales (87,41%), puede afirmarse que este rasgo sí es un factor determinante de la DAP del turista.

### i) Reservas para este viaje

La siguiente variable analizada es la realización, o no, de reservas previas al viaje por parte del turista. En este caso, únicamente se analizará la relación entre la DAP y el hecho de haber efectuado alguna reserva previamente, no desagregándose la información en función del tipo de reserva (viaje completamente organizado, alojamiento, transporte o algún extra).

La Figura 10 muestra que un 30,7% afirmó no haber efectuado ninguna reserva previa al viaje, mientras que un 69,3% sí ha realizado algún tipo de reserva. De estos últimos, la DAP es positiva sólo para el 26,6%. Este porcentaje se reduce (17,5%) para el segmento de turistas que se ha desplazado al destino sin haber realizado ninguna reserva previa,

**Tabla 9**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

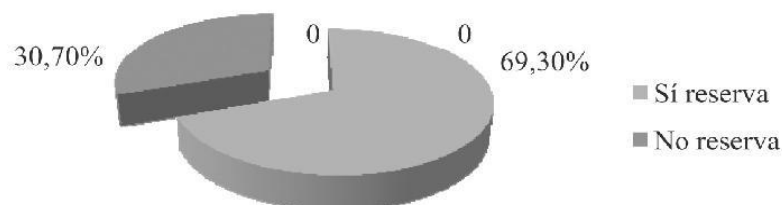
Motivo principal del viaje	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
Ocio/vacaciones	539	75,4	176	24,6	715	21,44	27,76
Negocios/trabajo	14	100,0	0	,0	14	0	0
Salud	1	25,0	3	75,0	4	32,56	117,44
Visitas amigos/familiares	40	85,1	7	14,9	47	4,72	25,08
Eventos deportivos	1	100,0	0	,0	1	0	0
Cultura/eventos culturales	1	25,0	3	75,0	4	32,56	117,44
Gastronomía	1	50,0	1	50,0	2	-19,30	119,30
Estudios	11	100,0	0	,0	11	0	0
Circuito turístico	10	66,7	5	33,3	15	9,45	57,15
Otros	5	100,0	0	,0	5	0	0
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>23,8</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Motivo principal del viaje - DAP**

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	25,044 <sup>a</sup>	9	,003
Razón de verosimilitudes	30,046	9	,000
Asociación lineal por lineal	,655	1	,418
N de casos válidos	818		

a. 13 casillas (65,0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 24.  
Fuente: Elaboración propia.

**Figura 10**  
**RESERVAS PREVIAS AL VIAJE**



Fuente: Elaboración propia.

siendo un 82,5% los turistas que, no habiendo reservado ningún servicio, responden negativamente a la propuesta de pago ante una posible subida del precio del producto turístico en un destino sostenible.

**Tabla 10**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Reserva previa	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
Sí reserva	416	73,4	151	26,6	567	22,96	30,24
Ninguna reserva	207	82,5	44	17,5	251	12,80	22,20
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Reservas para este viaje - DAP**

	Valor	gl	Sig. asintótica (bilateral)	Sig. exacta (bilateral)	Sig. exacta (unilateral)
Chi-cuadrado de Pearson	7,938 <sup>a</sup>	1	,005		
Corrección por continuidad <sup>b</sup>	7,445	1	,006		
Razón de verosimilitudes	8,270	1	,004		
Estadístico exacto de Fisher				,004	,003
Asociación lineal por lineal	7,928	1	,005		
N de casos válidos	818				

a. 0 casillas (0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 59,83.

b. Calculado sólo para una tabla de 2x2.

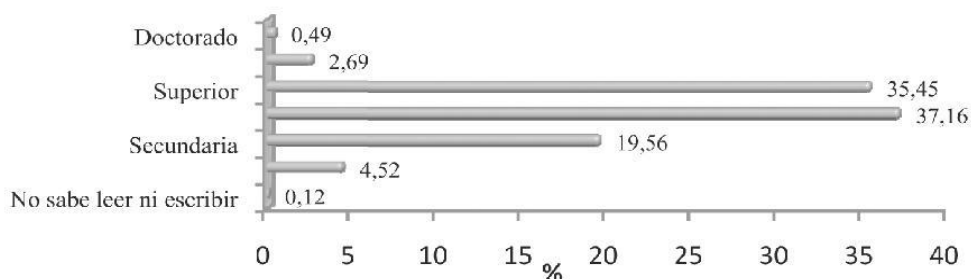
Fuente: Elaboración propia.

Para esta variable, el contraste de independencia (Tabla 10) da una significación asintótica muy inferior a 0,05, demostrándose así que la variable «reservas para este viaje» es un factor determinante de la DAP del turista para este destino.

#### j) Nivel de estudios

La Figura 11 permite comprobar que aproximadamente un tercio de los encuestados posee un alto nivel de estudios, con un 35,45% con titulación superior (grado, diplomatura o licenciatura). Solo un 3,18% posee título de máster o doctorado, mientras que, entre los encuestados que han completado la enseñanza secundaria (19,56%) o el bachillerato (37,16%), suponen más de la mitad del total (56,72%).

**Figura 11**  
**NIVEL DE ESTUDIOS DEL ENTREVISTADO**



Fuente: Elaboración propia.

El turista que visita actualmente la Costa del Sol Occidental tiene una mayoritaria formación media-baja, lo que hace pensar que su conocimiento sobre cuestiones relacionadas con la sostenibilidad no va más allá de la cotidianidad. El nivel de estudios suele ser otra de las variables que condicionan las decisiones de compra de la demanda. En este caso, el porcentaje de turistas con formación superior (Grado, Diplomatura, Licenciatura) o bachillerato es muy similar (35,45 y 37,16%, respectivamente), seguidos de un 19,56% que ha completado la secundaria.

Según muestra la Tabla 11, si bien los turistas que poseen un título de Máster presentan un mayor porcentaje respecto a la DAP (36,4%), su frecuencia no es muy elevada (2,69%) lo que impide obtener datos concluyentes para este segmento. No obstante, se comprueba que la DAP del turista va en aumento en relación a una mayor formación, a excepción de los doctorandos (aunque éstos solo representan el 0,49% del total de encuestados, lo que, de nuevo, dificulta obtener conclusiones significativas).

La Tabla 11 permite contrastar que, definitivamente, el nivel de estudios es un factor determinante de la DAP, pues los resultados de significación asintótica son muy inferiores al 5%. En este sentido, según un estudio realizado por la consultora alemana *European Excellence* (Hosteltur, 2009), tras la realización de 962 encuestas en las zonas de facturación de los aeropuertos de Madrid, Barcelona, Valencia, Málaga, Sevilla, Santiago de Compostela, Palma de Mallorca, Gran Canaria y Tenerife, entre turistas de todas las

**Tabla 11**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Nivel de estudios	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
No sabe leer ni escribir	1	100,0	0	,0	1	0	0
Primaria	33	89,2	4	10,8	37	0,80	20,80
Secundaria	131	81,9	29	18,1	160	12,13	24,07
Bachillerato	245	80,6	59	19,4	304	14,95	23,85
Superior	196	67,6	94	32,4	290	27,01	37,79
Máster	14	63,6	8	36,4	22	16,29	56,51
Doctorado	3	75,0	1	25,0	4	-17,44	67,44
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Nivel de estudios - DAP**

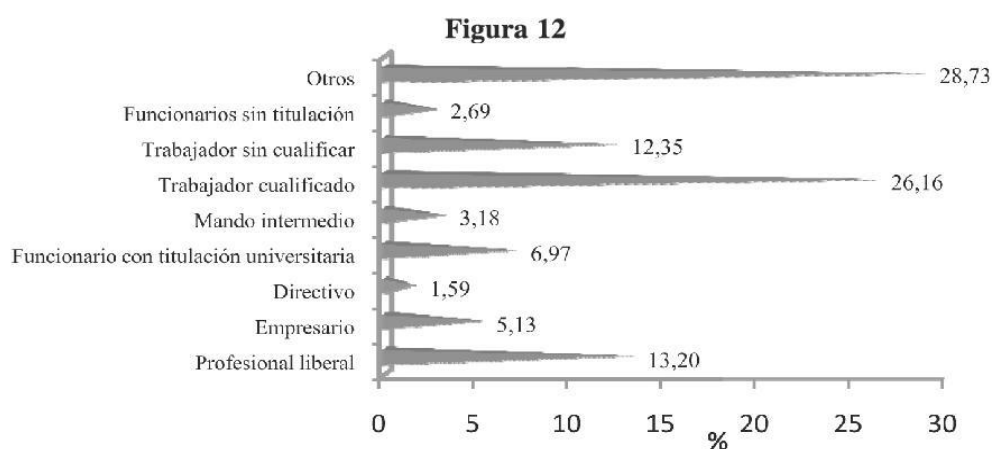
	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	23,585 <sup>a</sup>	6	,001
Razón de verosimilitudes	23,816	6	,001
Asociación lineal por lineal	19,207	1	,000
N de casos válidos	818		

a. 4 casillas (28,6 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es ,24.  
Fuente: Elaboración propia.

nacionalidades, señalaba que la saturación del modelo de sol y playa está influyendo en el impulso de un nuevo tipo de turistas que busca nuevos productos con valor añadido. Así, este estudio planteaba que, frente al aún mayoritario turista homogéneo, previsible, gregario e inexperto, que se guía, sobre todo, por el precio, surge con fuerza un nuevo perfil de cliente heterogéneo, espontáneo, individual y experto, más centrado en conseguir una buena relación calidad-precio. Entre sus conclusiones, el estudio señala, además, que crece la presencia de un cliente de nivel cultural medio-alto, que valora la tranquilidad, la naturaleza, el respeto por el entorno y el buen servicio.

### k) Situación laboral/Categoría profesional

Respecto a la situación laboral del turista, los datos obtenidos tras la encuesta muestran que el 63,9% son personas activas laboralmente, siguiéndole el sector estudiantil (17,4%). Por otro lado, el porcentaje de demanda cuya ocupación son las labores domésticas es mínima (3,9%), lo que significa que, en la mayoría de las parejas (modalidad de grupo preferente para viajar, con un 40%), trabajan ambos, viajando en periodos vacacionales en los que los dos coinciden.



Fuente: Elaboración propia.

Aún se precisa más el poder adquisitivo de la población observando las ramas socio-profesionales a las que pertenecen (Figura 12), motivo por el cual se he decidido valorar el factor de «categoría profesional» antes que la «situación laboral». Predominan los trabajadores cualificados (26,16%) y se aprecia un porcentaje considerable de la población ocupada en sectores liberales (13,2%). Cabe destacar que, dentro del grupo «otros», un 57,9% son estudiantes, seguido de un 12,8% de amas de casa y un 8,1% de población jubilada.

La Tabla 12 permite comprobar que los segmentos mejor posicionados profesionalmente presentan porcentajes más elevados respecto a la afirmativa en su disposición a pagar, siendo este el caso de: directivos (53,8%), profesionales liberales (41,7%), empresarios (35,7%) y funcionarios con titulación (31,6%).

Finalmente, se comprueba, mediante las pruebas de Chi-cuadrado (Tabla 12), que la significación asintótica es cero, lo que demuestra la interdependencia entre ambas variables, categoría profesional y DAP.

### l) Ingresos totales

La última variable categórica analizada es la cantidad total de ingresos mensuales (€). Cabe esperar que esta variable esté directamente vinculada con la DAP del turista, pues

**Tabla 12**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Categoría profesional	Disposición a pagar				Total	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
Profesional liberal	63	58,3	45	41,7	108	32,40	51,00
Empresario	27	64,3	15	35,7	42	21,21	50,19
Directivo	6	46,2	7	53,8	13	26,70	80,90
Funcionario con titulación	39	68,4	18	31,6	57	19,53	43,67
Mando intermedio	19	73,1	7	26,9	26	9,85	43,95
Trabajador cualificado	179	83,6	35	16,4	214	11,44	21,36
Trabajador sin cualificar	89	88,1	12	11,9	101	5,59	18,21
Funcionarios sin titulación	16	72,7	6	27,3	22	8,68	45,92
Otros	185	78,7	50	21,3	235	16,07	26,53
<b>Total</b>	<b>623</b>	<b>76,2</b>	<b>195</b>	<b>23,8</b>	<b>818</b>	<b>20,88</b>	<b>26,72</b>

**Pruebas de Chi-cuadrado. Categoría profesional - DAP**

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	46,181 <sup>a</sup>	8	,000
Razón de verosimilitudes	44,356	8	,000
Asociación lineal por lineal	25,130	1	,000
N de casos válidos	818		

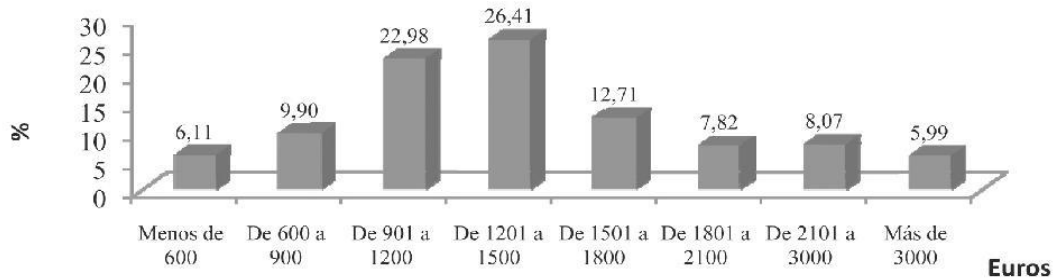
a. 1 casillas (5,6 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 3,10.

Fuente: Elaboración propia.

una situación económica favorable supone una mayor capacidad de asumir gastos por parte del consumidor.

La Figura 13 muestra el poder adquisitivo real del turista. Los mayores porcentajes pertenecen a valores de entre 901 y 1.500€ (49,39%). Asimismo, un 12,71% tiene unos ingresos mensuales que oscilan entre los 1.501 y 1.800€, mientras que un 21,88% de la población encuestada supera los 1.800 euros de ingresos totales al mes.

**Figura 13**  
**INGRESOS TOTALES MENSUALES**



Fuente: Elaboración propia.

**Tabla 13**  
**TABLA DE CONTINGENCIA-PRUEBAS DE CHI-CUADRADO**

Ingresos totales mensuales	Disposición a pagar				Total (F.)	Intervalo de confianza (95%)	
	No		Sí			Límite inferior (%)	Límite superior (%)
	F.	%	F.	%			
<b>Menos de 600</b>	48	96,0	2	4,0	50	-1,43	9,43
<b>De 600 a 900</b>	69	85,2	12	14,8	81	7,07	22,53
<b>De 901 a 1.200</b>	161	85,6	27	14,4	188	9,38	19,42
<b>De 1.201 a 1.500</b>	176	81,5	40	18,5	216	13,32	23,68
<b>De 1.501 a 1.800</b>	69	66,3	35	33,7	104	24,62	42,78
<b>De 1.801 a 2.100</b>	38	59,4	26	40,6	64	28,57	52,63
<b>De 2.101 a 3.000</b>	39	59,1	27	40,9	66	29,04	52,76
<b>Más de 3.000</b>	23	46,9	26	53,1	49	39,13	67,07
<b>Total</b>	623	76,2	195	23,8	818	<b>20,88</b>	<b>23,72</b>

**Pruebas de Chi-cuadrado. Ingresos totales mensuales - DAP**

	Valor	gl	Sig. asintótica (bilateral)
<b>Chi-cuadrado de Pearson</b>	76,230 <sup>a</sup>	7	,000
<b>Razón de verosimilitudes</b>	75,689	7	,000
<b>Asociación lineal por lineal</b>	70,209	1	,000
<b>N de casos válidos</b>	818		

a. 0 casillas (,0 %) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 11,68.

Fuente: Elaboración propia.

La Tabla 13 muestra el poder adquisitivo real del turista y su posición final respecto al pago de un supuesto incremento en el precio. La mayor disposición a pagar se produce en los segmentos con mayores ingresos mensuales, pero las frecuencias observadas en estos segmentos son muy bajas. Por otra parte, los intervalos de confianza, en general en todos los segmentos, también son muy amplios, razón por la que tampoco es sencillo adoptar conclusiones respecto a la medida en que esta variable condiciona la disposición a pagar del turista en cada segmento. La única afirmación posible es que, en efecto, a mayor volumen de ingresos la postura asertiva del turista frente al pago va en aumento.

En relación a lo expuesto anteriormente, la contrastación de la hipótesis de dependencia (Tabla 13) confirma, con una significación asintótica cero, que los ingresos mensuales totales del turista son un factor determinante respecto a su DAP.

## 6. CONCLUSIONES

Los resultados obtenidos en esta investigación han permitido realizar un análisis del perfil del turista actual que recibe la Costa del Sol Occidental. Asimismo, junto a este análisis descriptivo, se identifican las variables que explican, o condicionan, la disposición a pagar (DAP) del turista por disfrutar de un destino más sostenible, en este caso la Costa del Sol Occidental.

La mayoría de las doce variables analizadas en la estimación (a excepción del género) han resultado ser significativas, aunque en diferente medida, para explicar la disposición a pagar del turista que visita este destino por una oferta más sostenible. Esta información es muy valiosa para quien tiene que tomar decisiones de gestión del destino en términos de sostenibilidad, pues permite, como se planteaba anteriormente, orientar sus políticas por el lado de la demanda, superando la actual actuación excluyente desde la perspectiva de oferta, que parece estar dando escasos resultados.

Sólo el 23,8% de los encuestados se han mostrado dispuestos a pagar una cantidad mayor por disfrutar de un destino que apuesta por la sostenibilidad. Este dato es muy significativo. Ni tan siquiera una cuarta parte de los encuestados estaría dispuesta a pagar más por disfrutar de un destino que está realizando un tremendo esfuerzo para recualificar su oferta y posicionarse en el mercado como un territorio que apuesta por la sostenibilidad como una de sus principales señas de identidad.

Por tanto, parece incongruente la apuesta por generar una oferta para la que, a priori, parece no haber demanda. Así, la solución a plantear podría ir en una doble dirección. O intentar modificar las pautas de comportamiento del actual turista, mejorando su conocimiento en materia de sostenibilidad, su conciencia ambiental y, consecuentemente, su solidaridad con el destino hasta el punto de aumentar su disponibilidad a pagar y la cantidad máxima que está dispuesto a pagar. O reposicionarse en el mercado, buscando segmentos de demanda que sí valoren los productos turísticos sostenibles que la Costa del Sol Occidental pudiera ofrecer tras este proceso. En cualquiera de los dos casos, deben emprenderse con acciones estratégicas dirigidas tanto a la oferta como a la demanda, quedando incluidos en tal proceso todos los elementos propios del sistema turístico con capacidad de actuación y decisión.

Resulta muy difícil cambiar las pautas de comportamiento adquiridas, pero, para que la decisión y elección del turista sea responsable, se requiere que disponga de información relevante. Sin embargo, disponer de información sobre el comportamiento sostenible del destino puede resultar complicado y, en cualquier caso, debido a la enorme complejidad de los procesos productivos reales, es bastante difícil obtener dicha información, que, al final, dependerá de la transparencia y credibilidad del destino. En resumen, el destino debe, en primer lugar, ofrecer productos y servicios que realmente se basen en la filosofía de la sostenibilidad, pues ésta puede ayudar a revalorizarse como un destino único, diferenciado y responsable. Y, finalmente, debe comunicarse el cambio de actitud a los consumidores actuales y potenciales.

De hecho, hay experiencias previas de reconversión y reposicionamiento en el mercado. Por ejemplo, el proyecto de reconversión de la bahía de Palma de Mallorca (Magaluf), por parte de la cadena hotelera Meliá Hotels International. Pretende regenerar una de las áreas más degradadas de la zona y donde tiene ocho establecimientos con más de 5.000 plazas —la tercera parte de la planta hotelera de Magaluf—. Su proyecto, que ha logrado el compromiso del Gobierno balear, pretende reposicionar el destino en el mercado, eliminando su régimen de todo incluido por 30 o 40 euros diarios, y apostando por precios de 280 y 350 euros por noche en concepto de alojamiento y desayuno en temporada alta. Con ello, busca un reposicionamiento hacia clientes de mayor poder adquisitivo con la mejora de la calidad de su oferta, es decir, reposicionar Magaluf como destino turístico al incrementar el valor de su oferta, así como su sostenibilidad. Esta iniciativa, a su vez, ha tenido como modelo de cambio a destinos tan emblemáticos como Miami Beach, que también tuvo una época de decadencia, mala imagen y saturación, a pesar de haber tenido el RevPAR más alto de USA, por delante de destinos como New York o Hawai. Las infraestructuras turísticas eran pobres, la ventaja competitiva con respecto a otros destinos similares era débil y no existía marca de destino. La solución fue iniciar estrategias a largo plazo de reconversión y reposicionamiento turístico, el denominado *Preservation and Development Plan (1980)*, desde entonces en continua actualización y reorientación.

Cabe señalar que el contenido de este artículo forma parte de una investigación más amplia cuyos resultados están aún en proceso de análisis. Por tanto, son numerosas las posibles futuras líneas de investigación que se plantean a partir de los resultados obtenidos. Por ello, en futuras aportaciones se pretende dar respuesta a preguntas como: ¿hasta qué punto conoce el turista qué significa un producto más sostenible? ¿Mejoraría la calidad de lo que consume, la experiencia turística, o tan solo se trata de proteger al medioambiente?, etc. En definitiva ¿hasta qué punto es capaz el turista de entender que podría tratarse de pagar más por un producto que podría beneficiar a todos los *stakeholders* y cuánto estaría dispuesto a pagar entonces?

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# **CAPÍTULO 3**

## **IN SEARCH OF THE PRO-SUSTAINABLE TOURIST: A SEGMENTATION BASED ON THE TOURIST “SUSTAINABLE INTELLIGENCE”**

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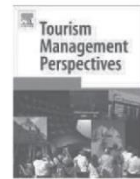




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# In search of the pro-sustainable tourist: A segmentation based on the tourist "sustainable intelligence"

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### ABSTRACT

It is suggested in this paper that in any debate about sustainable tourism, it is essential to focus on the visitor. The paper reports findings derived from a latent class analysis premised on the concept of "sustainable intelligence" on the part of the tourist. Using this method, three segments were found to display differing levels of commitment, attitude, knowledge and/or behaviour with regard to sustainability; these parameters being measures of "sustainable intelligence". Data were derived from 1188 respondents who had stayed at least one night in Western Costa del Sol (Spain), a mature sun and sand tourism destination currently undergoing rejuvenation. Three tourist segments were identified — the reflective, unconcerned and prosustainable tourist; thereby not only identifying implications for destination management and a discussion of how sustainability may be purchased, but also contributing to the literature by demonstrating the viability of the concept of "sustainable intelligence".

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## 1. Introduction

Currently, a competitive destination is one in which those actors involved in its management know what they want to offer and who they want to address; thus, they decide, in a coordinated manner, to encourage sustainable strategic management.

Sustainability has traditionally been regarded as a key factor for competitiveness in tourism destinations. Indeed, the concept of sustainability appears to be present in many decisions and government actions that have led to the drafting of tourism plans (on different territorial scales) associated with this topic. Currently, there are numerous tourism destinations that are in an advanced maturity stage that require a long process for a complete renovation. Given this impasse, the future of these destinations will depend more than ever on tourism policies that are committed to sustainable management (Bramwell & Lane, 1993; Dodds & Butler, 2009; Kozak & Martin, 2012; Ritchie & Crouch, 2003, among others).

If a mature and saturated tourism destination seeks to become more sustainable but cannot overcome pressure induced by growing numbers of tourists, then one possible solution is to attract a differing market sector that displays more sustainable behaviours (Miller, Rathouse, Scarles, Holmes, & Tribe, 2010). However, extant research has adopted an approach to understanding sustainable tourism that has marginalized the voices of tourists. One of the most important limitations is considering that the sustainability of destinations could be improved

exclusively from the supply perspective; however, tourists play a key role in achieving sustainable tourism. Therefore, it appears advisable to know which tourist behaviour/attitudes may be considered sustainable, particularly when addressing a mature and obsolete tourism destination (as in the case studied in this article) that is attempting to restructure itself as a competitive and sustainable tourism destination.

Knowing the meaning of sustainability from the tourists' perspective and the real importance they attach to it is key to achieving the transformation towards a new tourism model whose central value is sustainability. In fact, a shift of focus from sustainable tourism supply to demand has already been proposed by certain authors (Budeanu, 2007; Cohen, Higham, Gossling, & Peeters, 2014; Kastenholz, 2004; Weeden, 2013), making this a currently trending topic. Considering these previous studies on pro-sustainable tourists, the main contribution provided by this paper is that the researcher's methodological improvement of research in this field delves further into this conceptualization.

Segmenting the tourism market before running or undertaking certain actions or policies ensures that these are the most appropriate and tailored to the needs of the market. Therefore, if a destination's objective is to position or reposition itself in the market as a sustainable tourism destination, it is logical and necessary to determine the consumer heterogeneity to distinguish segments based on the behaviours, attitudes and values associated with the sustainability philosophy to be analysed. Additionally, determining the importance and size of each class or segment is crucial for the design of strategies and marketing planning.

In sum, the academic debate regarding tourists' consumer behaviour and the true economic implications of sustainability issues are intense and controversial. This paper highlights that researchers continue to

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have minimal consensus regarding who pro-sustainable tourists actually are. Thus, there are opportunities for research on the real implications of tourists' behaviour with regard to sustainability, including an interdisciplinary analysis of the consumer to provide more in-depth knowledge on sustainable consumption in the tourism field.

This article hypothesizes that, when analysing demand, for tourism, the incorporation of certain variables related to sustainability can prove that there is a trend towards sustainable behaviour in certain segments of demand, which shows their "sustainable intelligence". Consequently, any competitive positioning strategy or repositioning of a destination should consider not only the perspective of supply but also demand. Focusing on a perspective that incorporates demand variables allows for knowing the "sustainable intelligence" of the tourist and acting in response to the challenges generated by this type of tourist demand. To validate this hypothesis, an emblematic coastal tourism destination recognized as mature by the scientific literature has been chosen, Western Costa del Sol (Andalusia, Spain). In recent years, this area has undergone a series of actions to renew its patterns of tourism development, in search of a new model based on quality, innovation and sustainability. This fact underlies the final decision to select this destination for the methodological application of this research.

The objective is to show that, in these mature sun-and-sand tourism destinations, it is possible to identify one or more segments of demand that have a high level of commitment, attitude, knowledge and/or behaviour regarding sustainability. To achieve this goal, this article segment on the tourism demand of Western Costa del Sol considers a latent variable called "sustainable intelligence". (This concept is exposed, defined and justified in the following sections of this article.) Finally, this article proceeds to analyse the demographic and socio-economic characteristics of the identified segments (age, sex, education level, and income level).

## 2. Theoretical framework

Because documents such as the First Report of the Club of Rome (The Limits to Growth) (1972) and the Brundtland Report (1987) showed the unprecedented complexity of the relation between the economy, society and environment, the international community has generated more proposals and tools (Rio Declaration, 1992; Agenda 21, 1994; and Rio + 20, 2012) that have generated debate on various aspects related to sustainability. Additionally, many initiatives and experiences have emerged based on the philosophy of sustainability, for example, time banks, fair trade, ethics and solidarity banking, corporate social

responsibility, Agenda 21 for local sustainability, codes of conduct, and "slow travel".

This emergence provides proof that defending the ideals of sustainable development can be found in many different areas and represents initiatives in different social sectors, including tourism. In fact, sustainable tourism development has also been discussed and promoted internationally (Manila Declaration, 1980; Tourist Code, 1985; Global Code of Ethics for Tourism, 1997; Declaration of the Hague, 1989; The European Charter for Sustainable Tourism Protected Areas, 2001; and Global Sustainable Tourism Criteria, 2013) and by the scientific community since the 1980s. This widespread discussion shows that there has been a significant and growing scientific, academic, corporate and social interest in issues related to sustainability and ethics, including sustainable consumption.

Overall, tourist behaviour is a fundamental issue in tourism studies (Swarbrooke & Horner, 2007), and, in particular, pro-sustainable tourist behaviour is a thriving field of study (Budeanu, 2007; Cohen et al., 2014; Weeden, 2013). In the literature on sustainable development, it is common to use the term "ethics consumers" for consumers who prefer products or services that are less harmful in terms of environmental and social issues (Harrison, Newholm, & Shaw, 2005; Newholm & Shaw, 2007; among others). Moreover, in the marketing literature, these same consumers are called "green consumers", which similarly includes consumers interested in ethical issues.

Reviewing the literature, it is observed that there are many definitions that have been developed around this term. Certain authors claim that "green consumers" are those who are becoming more aware of and concerned about environmental problems (Soonthorsmai, 2007), relating them solely to pro-environmental attitudes. Other authors extend the implications of the "green consumer" in a holistic view of a sustainable lifestyle (Gilg, Barr, & Ford, 2005).

In sum, although these discourses use different terms, all are used to identify people who embrace ideals of sustainable consumption. Thus, these consumers appear to respond to market changes linked to sustainability and ethics. Table 1 shows a brief definition of each concept by quoting some of the most relevant authors and emphasizing studies that apply these concepts to tourism.

Tourists who promote and consume sustainable tourism are sensitive to the impacts that this activity can generate and therefore attempt to protect the destination. Furthermore, as noted by Darnall, Ponting, and Vazquez-Brust (2012), sustainable consumption is often perceived as a business opportunity. In fact, recent studies demonstrate the true potential of "sustainable" consumers in different types of companies directly linked to tourism (hotels, restaurants, and transportation

**Table 1**  
Consumers related to sustainability.  
Source: In-house.

	Definition	Authors
Green consumer	Most of the scientific literature linking the green consumer only with pro-environmental attitudes, claiming that these consumers are those increasingly aware and sympathetic to the environmental problems. This definition agrees with the theoretical definition of environmental or ecological consumer. In fact, in many cases both terms are used interchangeably, especially in the field of "green or eco-marketing", which is identified as being a consumer concerned about environmental problems.	<i>General literature:</i> Diamantopoulos, Schlegelmilch, Sinkovics, and Bohlen (2003), Elkington, Hailes, and Makower (1990), Fraj and Martínez (2007), Peattie (1995), Soonthorsmai (2007). <i>Tourism literature:</i> Bergin-Seers and Mair (2009), Hedlund (2013), Swarbrooke and Horner (2007).
Ethical consumer	The distinction between green and ethical consumption is important due to the fact that ethical consumption encompasses more than merely environmental issues and, therefore, includes a complex decision making process for consumers. Ethical consumption is linked to personal and intimate issues, matters of conscience, as the ethics of each individual are related to their own personal values, which is considered "good" or "right" from their particular vision of issues of such complexity as moral criticism, justice, and social welfare.	<i>General literature:</i> Bateman, Fraedrich, and Iyer (2002), Carrigan and Attalla (2001), Harrison et al. (2005), Lewis and Potter (2011), Shaw and Shiu (2002). <i>Tourism literature:</i> Fennell and Malloy (1999), Ruhi and Gurel (2006), Weeden (2013), Wheeler (1995).
Sustainable consumer	Sustainable consumption aims to safeguard fundamental values such as honesty, integrity, compassion, justice, freedom and peace against the supremacy of greed, fraud, excess and violence. It also pursues the efficient and intelligent use of natural resources to ensure the maintenance of the resource base for existence, a higher quality of life and equitable economic and social development.	<i>General literature:</i> Gilg et al. (2005), Hobson (2002), Roundtable (2006), Sanne (2002), Spaargaren (2003), UNDP (2010). <i>Tourism literature:</i> Budeanu (2007), Werhli et al. (2011).

companies) and showed the profitability of tourists with sustainable behaviour (Chen & Peng, 2012; Law et al., 2012; Teng, Wu, & Liu, 2013; amongst others).

Therefore, as Edgel (2006) acknowledges, destinations attempt to respond to this new demand and show a greater concern to develop more sustainable tourism. Miller (2003) supports the idea that consumers who made their purchasing decisions on the basis of the environmental, social and economic qualities of products are willing to transfer these habits to the purchase of tourism products.

The scientific debate regarding consumer behaviour in sustainability issues is intense. Indeed, some authors advocate that this proposed mass awareness of the environmental, social and cultural impacts that tourism activity can generate in the destinations is not directly reflected in actual consumer behaviour, particularly regarding tourism-related decisions (Miller, 2003; Weaver, 2012; among others). In addition, other studies argue that there is an important difference between declared values and actual tourist behaviour (Araña, Carmelo, Moreno-Gil, & Zubiaurre, 2013; Gössling, Bredberg, Randow, Svensson, & Swedlin, 2006; Mc Kercher, Prideaux, Cheung, & Law, 2010; Miller, 2003; Weaver, 2012).

Although other research has proven a relation between individual values, attitudes and behaviour (Bergin-Seers & Mair, 2009; Hansla, Gamble, Juliusson, & Gärling, 2008; Steg, Dreijerink, & Abrahamse, 2005; Wurzinger & Johansson, 2006) and the growing awareness of the environmental, social and cultural effects that tourism can create in destinations, other studies argue that most of the consumers focus minimally on ethical considerations in their final purchase decisions; thus, there is a gap between the expressed attitudes and the actual purchase behaviour (attitude-behaviour or word-deed gap) (Auger & Devinney, 2007; Belk, Devinney, & Eckhardt, 2005; Carrigan & Attalla, 2001; Follows & Jobber, 2000; among others). Accordingly, it is interesting to examine the relations between the values, attitudes and actual behaviour of tourists towards sustainable consumption patterns.

A problem in the study and analysis of consumer attitudes and behaviour towards sustainability is the variety of variables that can be considered when analysing sustainable behaviour. This variety varies according to the researchers' understanding of sustainability. Therefore, certain authors relate sustainable behaviour solely to environmental issues (Dolnicar, Crouch, & Long, 2008; Gilg et al., 2005; Rheem, 2009). However, other authors (although there are few contributions) study the relationship between tourists and sustainability from a more holistic and inclusive perspective (Werhli et al., 2011).

This article endorses the approach that tourists in favour of sustainability are not a homogenous and static group but vary depending on the extent of their "sustainable intelligence", as it is called in this study; this is a concept that, as discussed below, includes several variables related to the attitude and behaviour of tourists regarding a destination's sustainability.

### 2.1. Conceptualizing the latent variable "sustainable intelligence"

The crucial element of this research has been called "sustainable intelligence", which is defined as an inherent capacity for a certain type of tourist, the possession of which conditions their motivations, expectations and behaviours.

Psychologist Daniel Goleman, in his subsequent studies on emotional, social and ecological intelligence (Goleman, 1995, 2006, 2009, respectively), has attained interesting conclusions allowing for the modification of the classical concept of "intelligence". This author argues that there are different means of being intelligent and that intelligence is related more to self-awareness, impulse control, persistence, enthusiasm, empathy, self-motivation and social skills rather than to intelligence quotient (IQ).

As Goleman (2009: 63) argues, "emotional intelligence and social intelligence are built on the ability to view the perspective of others, to feel what they feel and show our respect [...] ecological intelligence

extends this ability to all natural systems, showing the same empathy where we notice any signs of suffering in the world and making the efforts to improve things".

Goleman (2009: 61) defines intelligence as "the ability to learn from experience and to adequately address and respond to our environment". Moreover, Constanza (1997: 108) defines sustainability as "the relationship between dynamic human economic systems and ecological systems, that are also dynamic but, however, changing at a slower pace, in which: a) human life can continue indefinitely; b) human individuals can prosper; c) human cultures can develop; but in which d) the effects of human activities remain within bounds, so as not to destroy the diversity, complexity and functioning of the ecological system that serves to sustain life."

Accordingly, the term "sustainable intelligence", applied in this case to the tourist, refers to the ability of tourists to apply their experience and knowledge regarding the effects of tourism on the environment in which it is practised, developing proactive behaviour towards sustainable tourism, from the perspective of both consumption and production.

A tourist with high "sustainable intelligence" is one who shows empathy towards sustainable tourism development in the territory where he enjoys holidays. Consequently, these tourists have an intellectual understanding of sustainability and take measures to facilitate the incorporation of sustainability in the processes of production and tourism consumption. Therefore, the development of "sustainable intelligence" is essential for tourists to adapt their motivations, expectations and behaviours towards a much more sensible and responsible stance regarding the destination.

### 2.2. Variables selected to define "sustainable intelligence"

From a statistical perspective, the "sustainable intelligence" is a latent variable (not directly observable); therefore, it has been quantified by indirect indicators, which, to a greater or lesser degree, are related to the variable.

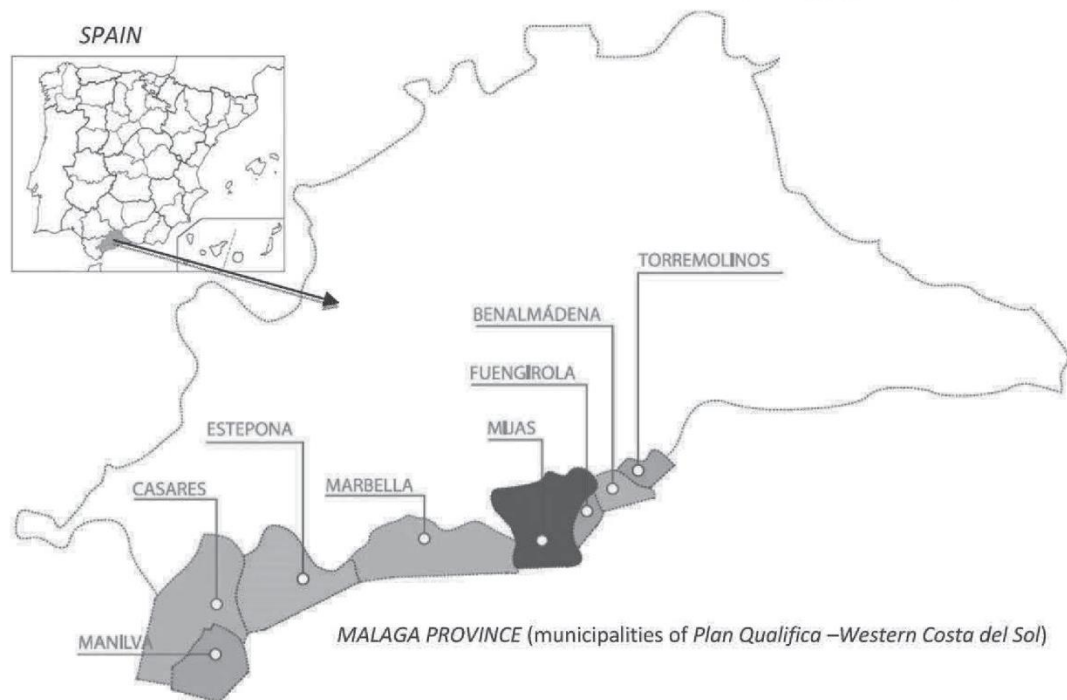
Therefore, the data from some of the questions asked of tourists in the survey noted above have been used (Table 2).

In Appendix 1, information is outlined regarding the construction of the variables used as indicators for a tourist's "sustainable intelligence". These variables have been devised based on a series of questions included in the survey undertaken of tourists, in accordance with the consultation of a panel of experts, which has allowed for the responses provided to be addressed and codified to aid us in achieving the variable used. In summary, nine questions from the survey have been chosen (these, henceforth, will be referred to as variable A, variable B, variable

**Table 2**  
 Variables preselected to define tourist "sustainable intelligence".  
 Source: In-house.

Variables	Definition
Variable A	Knowledge of the meaning of sustainable tourism destination
Variable B	Importance of working for the sustainability of tourism destinations
Variable C	Type of sustainable behaviour during stay
Variable D	Valuation of characteristics relating to sustainability of the destination
Variable E	Willingness to pay for a more sustainable tourism destination
Variable F	Acknowledgment of responsible business behaviour
Variable G	Prepared to pay additional amount (to the total cost of the trip) ensuring by contract that the money is earmarked for projects to improve the sustainability of the destination
Variable H	Prepared to pay additional amount (to the total cost of the trip), tax deductible, to improve the sustainability of the destination
Variable I	Attitude towards the establishment of a tax to improve the sustainability of the destination

**Territorial situation of the Western Costa del Sol (Malaga province)**



Source: Authors' own elaboration.

Map 1. Territorial situation of the Western Costa del Sol (Malaga province).  
Source: Authors' own elaboration.

C, variable D, variable E, variable F, variable G, variable H and variable I) relating to tourists' knowledge, attitude, rating, behaviour and economic involvement with regard to sustainability for the destinations, thus reflecting different levels of "sustainable intelligence" on behalf of the tourist.

It should be noted that initially, nine predictive variables were considered to define "sustainable intelligence" (Table 2), although the variables B and F were eliminated because the responses of tourists surveyed were identical; thus, we have a constant, and these variables do not provide information because of their high level of homogeneity.

**3. Case study**

This analysis has been conducted in Western Costa del Sol (Andalusia, Spain) (Map 1), which is highlighted as a typical mature and obsolete sun-and-sand tourism destination beset by recognized problems of unsustainability (Agarwal & Shaw, 2007; Bramwell, 2004; Navarro et al., 2012) in need of renewal of its tourism development patterns.

The economy of Costa del Sol is based primarily on tourism and other services thereto, particularly trade, real estate and construction, resulting from the spread of second homes. Tourism has been the economic catalyst since the 1950s, becoming a powerful driving force in the transformation and modernization of Costa del Sol's entire coastline (Barke & Towner, 2004) and causing the abandonment of the towns from the interior to the coastal zone. This abandonment was accompanied by the construction of hotels, urban and tourist residential complex projects and second homes, creating new land uses and new living concepts (Royo, 2013).

However, as stated by Paneque, Corral, Guimaraes, del Moral, and Pedregal (2009), "urban development in the area has been

characterized by intense growth in the absence of an adequate regulatory framework". Over the last 50 years, and particularly in the last decade, the massive occupation of spaces has caused major impacts on the landscape, conditioning the future of the tourism activity.

In fact, Western Costa del Sol holds half of the Andalusian tourism market and is the epitome of the Andalusian tourism model. In this territorial space, some municipalities have built more than 60% of its first kilometre of coastline, for example, Torremolinos (73.8%), Fuengirola (73.4%) and Benalmádena (69.3%) (Chica & Barragán, 2011). Moreover, the historical imposition of an unsustainable tourism model currently means that Western Costa del Sol is suffering from blurred municipal administrative divisions and is becoming an urban continuum running for 60 km with few vacant spaces.

In general, experts agree that this transformation has led to a chaotic tourism development model that requires the implementation of new tourism policies supported by planning actions based on sustainability criteria (Almeida, 2009; Navarro, 2012; Navarro, Damian, & Fernández, 2013; Pulido-Fernández & López-Sánchez, 2013).

The objective of the latest tourism policies (*Plan Qualifica*<sup>1</sup>) is to achieve a profound change in the Western Costa del Sol traditional tourism model, shifting from a development model based on growth to a new model based on quality, innovation and sustainability. In fact, as the *Plan Qualifica* acknowledges, "the new model we advocate is based on rehabilitation facing expansion; defends an economic and not territorial expansion. Breaking the dynamics of tourism growth, investing in sustainable tourism development" (Junta de Andalucía, 2007: 65). Therefore, the debate is particularly interesting regarding the attitude

<sup>1</sup> Contained in the Requalification Programme for Mature Tourism Destinations (Spanish Tourism Plan Horizon 2020).

and behaviour of tourists regarding the destination's sustainability in a territory that is encountering the challenge of achieving true transformation towards a new tourism model through the implementation of tourism policies whose core value is sustainability.

It is particularly striking that all strategies proposed in the *Plan Qualifica*<sup>2</sup> are based exclusively on supply side measures (mainly infrastructure projects such as construction, remodelling, and rehabilitation). However, there are no strategies that target tourists; in addition, there has been no specific analysis undertaken on the demand for this destination. This crucial issue is of the utmost importance to be able to adjust strategies and actions that consider the real or desired tourist demand (redirect to new segments) for that destination.

Although scientific literature is making significant progress in generating predictive and reliable market intelligence, currently, most destinations only have information relating to the main traditional tourism variables (tourist arrivals, length of stay). However, no current statistical information or trend studies discuss important issues such as the awareness and valuation of sustainability by the tourist. This omission is counterproductive, considering the large investment that is currently being made in many international destinations to reorient their tourism models towards sustainability. Therefore, the identification of demand segments that value sustainability-related attributes should be prioritized.

Thus, Western Costa del Sol is an appropriate tourism destination to conduct this research, whose objective is to first analyse the role of tourists in the management of a tourism destination that seeks to focus on sustainability and, second, to determine whether there is a genuine pro-sustainable tourist for this type of destination to whom sustainability policies can be oriented or, conversely, to whom it is necessary, as Miller et al. (2010) stated, to change the demand.

#### 4. Methodology

The empirical model uses a latent class analysis, which acknowledges the existence of groups or segments of demand with different levels of "sustainable intelligence". The model's objective is to determine the number of latent classes and the typology of each one, assuming that there is a relation between observed variables and the latent variable called "sustainable intelligence". The Statistical Package for the Social Sciences (SPSS, version 22.0) was used to analyse the data obtained from the survey.

##### 4.1. Questionnaire and survey

To verify our hypothesis, a survey was conducted in the municipalities that are part of the tourism destination under study (Table 3).

Given the impossibility of identifying the target population (tourists visiting Western Costa del Sol), due to the lack of adequate statistical information, a simple random sampling method was conducted using 1188 valid surveys with domestic and foreign tourists who stayed overnight in any of the cities that comprise this destination.

During the month of June (2013), the survey was validated by five individuals who specialize in this paper's area of analysis, with the intention of improving, supplementing and corroborating the final content of the survey.

The survey was divided into three parts: i) characterization of tourism demand, ii) characterization of tourism demand in terms of sustainability and iii) economic implications associated with improving the sustainability of the destination. To define tourists' "sustainable intelligence", a series of questions (dichotomous or multiple choice) were selected.

**Table 3**  
 Survey data sheet.  
 Source: In-house.

Universe	Tourists (domestic and foreign) staying overnight at one of the cities of the destination
Scope	Benalmádena, Casares, Estepona, Fuengirola, Manilva, Marbella, Mijas and Torremolinos ( <i>Plan Qualifica</i> municipalities)
Type of survey	Structured questionnaire conducted by personal interview
Sample size	1188 valid surveys
Sampling error	± 2.843%
Confidence level	95% (p = q = 0.50)
Fieldwork period	July and August 2013

##### 4.2. Methodological tool: latent class analysis

Although market segmentation is no longer a ground-breaking topic in the field of marketing, the application of latent class analysis (LCA) is continually attracting more acceptance as a methodology in the scientific literature. Traditionally, LCA (Collins & Lanza, 2010; Goodman, 1974; Magidson & Vermunt, 2004; McCutcheon, 1987; Rindskopf & Rindskopf, 1986) is used as a statistical method to identify substantively meaningful groups from multivariate categorical data (Van der Palm, Van der Ark, & Vermunt, 2013).

Specifically, in the tourism field, this method has been rarely used until recently (Alegre, Mateo, & Pou, 2011). However, in recent years, some authors have used and recognized the value of this methodological tool in studies applied to different facets of the tourism field (Figini & Vici, 2012; Koutra & Diaz, 2013; Pulido-Fernández & Sánchez-Rivero, 2010; Richards & van der Ark, 2013; among others). Thus, a latent class model is established as a powerful tool for segmenting markets, showing that it can overcome the results obtained with traditional techniques based on cluster analysis (Hagenaars & McCutcheon, 2000).

LCA provides an analogous framework for measuring categorical latent variables. Whereas the factor model characterizes the latent variable with a continuous (e.g., normal) distribution, the latent class model divides a population into mutually exclusive and exhaustive subgroups (Lanza, Collins, Lemmon, & Schafer, 2007).

This methodology allows the development of an unobserved nominal variable (latent) with k categories, which represents each segment identified in the population under study. This is a statistical technique to study the existence of one (or several) latent variables from a previous set of variables. In this study, the latent variable is tourists' "sustainable intelligence" defined by seven variables (Table 3), after discarding two other variables initially considered. A detailed explanation of the research methodology is provided in Appendix 2.

#### 5. Results

In this study, it was assumed that certain variables are associated with each other. However, no causal relations between these were raised. Table 4 shows the correlations (Gamma coefficient of correlation between ordinal variables) between the variables expressed, which define the model latent construct. As may be noted, no value is close to 1, which indicates that the assumption of local independence of the variables is true.

As a rule, the selection of the model that best fits the data should be identified by the model that obtains the lowest value of BIC (see Appendix 2). Thus, as a first step, the model was estimated with two latent classes. Then, models were evaluated by increasing the number of LC, one by one. Table 5 shows the results obtained in models with two, three and four LC.

The model with three LC is chosen because it is the model with a minimum value for the parameter BIC. Analysing this three-LC model for nine variables, it was observed that the results of the variables B

<sup>2</sup> Retrieved from: <http://www.qualifica.org/> (Accessed: August 12, 2014).

**Table 4**  
Correlations between the variables expressed.  
Source: In-house.

Variables	A	B	C	D	E	F	G	H	I
A	1								
B	0.120	1							
C	-0.047	0.235	1						
D	-0.083	-0.198	0.344	1					
E	-0.006	-0.257	0.012	0.090	1				
F	-0.025	-0.568	0.412	0.253	0.304	1			
G	-0.084	-0.351	-0.014	0.131	0.503	0.198	1		
H	-0.089	0.311	0.193	0.365	0.421	0.305	0.661	1	
I	-0.066	0.578	-0.203	-0.291	-0.193	-0.371	-0.329	-0.334	1

and F showed no significant differences; therefore, it was decided to omit these variables.

After eliminating these variables (B and F), the models with two, three and four LC were adjusted, but with seven variables. Again, the three-LC model is selected for its lower BIC value (Table 6).

The following table shows the results of the three-LC model with seven variables (Table 7). It can be observed that group 3 has a higher “sustainable intelligence”, followed by group 1 and, finally, group 2.

As observed in Table 7, not all variables used to characterize “sustainable intelligence” have the same ability to discriminate. In fact, the response of tourists regarding variable A (knowledge of the meaning of sustainable tourism destination) is very similar in all three groups.

Thereafter, the three segments identified were characterized, using, on the one hand, the values obtained for the three segmentation variables and, on the other hand, the socio-demographic features of each segment, according to the responses of their members when surveyed. Each segment has been designated with a name that attempts to be consistent with the average behaviour of those individuals who create them regarding the issues under study: their “sustainable intelligence”.

### 5.1. Segment 1: reflective tourist

The first segment identified, composed of those who have been designated as reflective tourists, represents 66% of the sample (784 individuals), making this the largest segment. This segment has a general (37%) or in-depth understanding (40%) of the meaning of a sustainable tourism destination. In addition, 79% of these tourists behave in a manner moving towards sustainability, and three-quarters of respondents valued all of the characteristics linked to the sustainability of the destination (relating to aspects such as accessibility, availability of local products and services, good customer service, public safety, no overcrowding, and positive attitude of residents towards tourism).

Therefore, this segment is highly knowledgeable, showing appropriate behaviour and a positive valuation of the issues linked to the sustainability of the destination. However, this segment does not show an economic implication towards sustainability because 70% are not willing to pay for a more sustainable tourism destination. However, if the reasons for this refusal to pay more for the sustainability of the destination are analysed, it is found that it is not an outright and unjustified

denial. However, respondents felt that they should not assume this economic effort to improve the destination’s sustainability.

In fact, the main reasons provided for refusing to pay more centre on the following: i) the government should be the body that assumes these investments; ii) companies create the greatest impact, so they must assume these costs; and iii) a sustainable destination need not be more expensive; instead, it should be more efficient in using its resources.

In sum, this is a tourist who is aware of the implications that a requalification towards sustainability of the tourism offer may have for a destination and who expresses behaviour and attitudes towards sustainability. However, this tourist is not willing to pay more if the commitment of Western Costa del Sol to redirect its tourism offer in terms of sustainability involves an increase in prices.

The main features of these tourists are summarized in the table above (Table 8). This segment is mainly formed by Spanish tourists (63.7%); they travel preferably as couples and have a high educational level. In addition, 66.7% of the respondents are employed with a monthly income between 900 and 1500 euros. Among all the segments, this is the one with the lowest average cost of travel expenses (847.8 euros). Although, for many, it is their first visit to this location, this segment shows a great willingness to return (40.4%).

### 5.2. Segment 2: unconcerned tourist

This is the smallest segment, consisting of 202 respondents (17% of the total sample), which includes those who have been designated as unconcerned tourists because they, as a whole, are unaware of the meaning of sustainability and its implication for a tourism destination.

Analysing the characteristics of this segment, approximately one-third of respondents do not know what the sustainability of tourism destinations means and implies. However, the remainder of those surveyed have a general (28%) or in-depth understanding (40%) of the concept. Despite having a fairly acceptable level of knowledge, 78% show poor or unsustainable behaviour during their stay, and nearly 70% value some (or none) of the characteristics relating to the sustainability of the destination. These data indicate that the respondents’ behaviour and attitude towards the sustainability of the destination are highly negative, despite having a general understanding of the meaning of sustainability.

**Table 5**  
Comparison of the models with two, three and four latent classes, with nine manifest variables.  
Source: In-house.

	AIC	BIC
2 latent-classes model	13612	13789
3 latent-classes model	13290	13558
4 latent-classes model	13217	13617

**Table 6**  
Comparison of the models with two, three and four latent classes, with seven manifest variables.  
Source: In-house.

	AIC	BIC
2 latent-classes model	12922	13079
3 latent-classes model	12632	12869
4 latent-classes model	12597	12915

**Table 7**

Results of three-latent class model with seven manifest variables (characterization of the latent classes).

Source: In-house.

	Reflective tourist	Unconcerned tourist	Pro-sustainable tourist
Size of the group	0.66	0.17	0.17
<i>Variable A: knowledge of the meaning of sustainable tourism destination</i>			
Unaware of meaning	0.23	0.32	0.20
General understanding	0.37	0.28	0.36
In-depth understanding	0.40	0.40	0.44
<i>Variable C: type of sustainable behaviour during stay</i>			
Sustainable behaviour	0.15	0.00	0.15
Behaviour moving towards sustainability	<b>0.79</b>	0.22	<b>0.63</b>
Poorly sustainable behaviour	0.06	<b>0.70</b>	0.17
Unsustainable behaviour	0	0.08	0.04
<i>Variable D: valuation of characteristics relating to sustainability of the destination</i>			
All characteristics are valued	<b>0.75</b>	0.00	<b>0.70</b>
Many characteristics are valued	0.21	0.32	0.15
Some characteristics are valued	0.03	0.48	0.10
Not value any characteristics	0.01	0.20	0.05
<i>Variable E: willingness to pay for a more sustainable tourism destination</i>			
Willing to pay	0.08	0.09	<b>0.90</b>
Not willing to pay, but with attitude towards sustainability	0.32	0.32	0.06
Not willing to pay	<b>0.70</b>	0.49	0.04
<i>Variable G: provide an additional amount (to the total cost of the trip) ensuring by contract that the money is earmarked for projects to improve the sustainability of the destination</i>			
Yes	0.03	0.05	<b>0.80</b>
No	<b>0.97</b>	<b>0.95</b>	0.20
<i>Variable H: provide an additional amount (to the total cost of the trip), tax deductible, to improve the sustainability of the destination</i>			
Yes	0.03	0.05	<b>0.72</b>
No	<b>0.97</b>	<b>0.95</b>	0.28
<i>Variable I: attitude towards the establishment of a tax to improve the sustainability of the destination</i>			
Negative attitude	<b>0.56</b>	<b>0.83</b>	0.02
Positive attitude, but selfishness	0.02	0.07	0.13
Positive attitude, but with conviction	0.06	0.06	<b>0.71</b>
Neutral attitude	0.36	0.03	0.14

Bold in table identifies the values that are significant.

With regard to its economic implication, the WTP is very low (0.09% respond affirmatively to this question); furthermore, they express a negative attitude towards the implementation of a tax (83% reply that they would stop travelling there or simply express their refusal to pay the tax). Moreover, the respondents completely reject the proposal of paying more to improve the sustainability of the destination (95%).

Table 9 summarizes the socio-economic features of this segment. It is the segment with the youngest average age (31.7 years), is male-dominated (61.5%), travelling preferably in couples (43.5%) and mainly staying in four-star hotels. The segment has a higher level of education than the previous segment. This segment also has a higher average monthly income and average cost of travel expenses than reflective tourists (1116.7 euros). This segment is the group with the lowest number of employees and the highest percentage of students (27.5%).

### 5.3. Segment 3: pro-sustainable tourist

The third segment composes 17% of the sample (202 tourists). This segment has a general (36%) or very good (44%) knowledge of the meaning of sustainable tourism and the implications of sustainability for an improvement in the competitiveness of a destination.

**Table 8**

Socioeconomic features of the reflective tourist.

Source: In-house.

Sex	Men (55.2%) Women (44.8%)
Average age	37.1 years
Nationality	Spanish (63.7%) Foreign (36.3%)
Types of accommodation	Four-star hotel (18.5%) Three-star hotel (23.5%) Hostel/guesthouse (15.7%)
Travel group	Alone (23.3%) Couple (37.9%) Family (22.1%)
Main motivation for visiting this destination	Leisure/holidays (88.8%)
Frequency of travel to this destination	First-time visit and will come back (40.4%) From time to time (17.9%) Usually, but not every year (16.8%)
Level of education	High school degree (34.5%) Higher (college degree) (30.3%) Secondary education (26.8%)
Employment status	Employed (66.7%) Student (15.3%)
Professional status	Skilled worker (32.9%) Others: housewife, retired, student, etc. (24.1%)
Average monthly income	From 901 to 1.200 € (27.1%) From 1.201 to 1.500 € (25.3%)
Average cost of travel expenses	847.8 €

Furthermore, 70% of respondents valued all of the characteristics relating to the sustainability of the destination.

In contrast to previous segments, 90% of pro-sustainable tourists are willing to pay for a more sustainable tourism destination, and approximately three-quarters of respondents are willing to provide an additional amount (to the total cost of the trip) to improve the sustainability of the destination.

Therefore, there is a pro-sustainable tourist who is aware of the impact that tourism activity can generate in the destination where they

**Table 9**

Socioeconomic features of the unconcerned tourist.

Source: In-house.

Sex	Men (61.5%) Women (38.5%)
Average age	31.7 years
Nationality	Foreign (55.5%) Spanish (44.5%)
Types of accommodation	Four-star hotel (27.5%) Three-star hotel (18%) Own apartment/house (17%)
Travel group	Couple (43.5%) Family (23%)
Main motivation for visiting this destination	Leisure/holidays (78%)
Frequency of travel to this destination	First-time visit and will come back (35%) Every summer (19.5%)
Level of education	High school degree (52%) Higher (college degree) (23.5%)
Employment status	Employed (53.5%) Student (27.5%)
Professional status	Others: housewife, retired, student, etc. (43%) Skilled worker (25.5%)
Average monthly income	From 1.201 to 1.500 € (32%) From 901 to 1.200 € (28%)
Average cost of travel expenses	1116.7 €

**Table 10**  
Socioeconomic features of the pro-sustainable tourist.  
Source: In-house.

Sex	Men (56.5%) Women (43.5%)
Average age	43.5 years
Nationality	Foreign (53.1%) Spanish (46.3%)
Types of accommodation	Four-star hotel (29.5%) Three-star hotel (23.7%)
Travel group	Couple (46.9%) Family (30%)
Main motivation for visiting this destination	Leisure/holidays (92.3%)
Frequency of travel to this destination	First-time visit and will come back (31.9%) Usually, but not every year (22.7%)
Level of education	Higher (college degree) (54.1%) High school degree (22.7%)
Employment status	Employed (68.6%) Retired (16.4%)
Professional status	Freelance (22.2%) Skilled worker (20.8%) Others: housewife, retired, student., etc. (17.9%) Civil servant (with college degree) (10.6%)
Average monthly income	From 1.201 to 1.500 € (21.3%) From 1.501 to 1.800 € (19.8%)
Average cost of travel expenses	1475.7 €

enjoy their holidays (pro-sustainable behaviour, 78%). This type of tourist understands the meaning of sustainability and the implications that a commitment to sustainable tourism can imply for that territory. In addition, this type of tourist is willing to pay more for a sustainable tourism product (90%) and to accept a tax, provided that these tourists are provided the assurance that the funds collected are intended to improve those aspects of the destination that have to do with its sustainability (71%).

Table 10 gathers the segment's main socio-economic features. This segment has an older average age (43.5 years). This segment travels preferably in pairs (46.9%), and they mainly stay in three- or four-star hotels. It is worthwhile to highlight that pro-sustainable tourists have the highest level of educational qualifications. In this segment, nearly 70% of respondents are employed; this is followed by the group of retired (16.4%). Finally, it is also noteworthy that this is the segment with the highest average monthly income and presents the highest average travel expenses (1475.70 euros).

As will be explained in the following section, the findings indicate that tourist segmentation based on their "sustainable intelligence" is meaningful for policymakers and marketing managers. Understanding the motivations, expectations and behaviours of tourists related to the sustainability of the destination can be crucial for local policymakers to address their actions and shape their policies according to the characteristics of the demand. That shaping is particularly pivotal when the destination has conducted an expensive strategy of repositioning in the market through investment in sustainable tourism development (Plan *Qualifica*).

## 6. Discussion and implications

The findings send a clear message and confirmation for managers: tourists do not consider and value "sustainability" in a similar manner. Therefore, "sustainable intelligence" should be identified and understood to succeed in matching services to demand.

Currently, there are many international destinations that have now attained an advanced stage of maturity and require a long process of renovation towards sustainability. In these cases, particularly when there is a significant financial investment for this purpose, it is essential to know how tourists are regarding the sustainability of the destinations and to know what they think and how they act in relation to these issues, to observe their different degrees of "sustainable intelligence".

All of these issues are crucial to segment the market based on their involvement with the sustainable tourism developments. However, in accordance with Stanford (2008), tourists are an untapped resource; they can make positive contributions to sustainable tourism. However, the literature focuses mainly on the other stakeholders.

Critically examining tourism research and literature, many studies analyse the sustainability of tourists from an exclusive perspective because they are focused on willingness to pay for sustainable issues (mainly for environmental protection) (Becken, 2007; Manaktola & Jauhari, 2007), sustainable behaviour (Budeanu, 2007) (generally, addressing only environmentally responsible forms of behaviour and an awareness of climate change) (Kim & Weiler, 2013; Gössling, Scott, Hall, Ceron, & Dubois, 2012), or the attitude-behaviour gap in sustainable tourism (Antimova, Nawijn, & Peeters, 2012).

This paper, in contrast to previous studies (Dolnicar, 2004), provides a holistic approach to the analysis of the sustainability of tourists, proposing a multi-dimensional model to segment the market; this includes sustainable knowledge, behaviours, attitudes, values and willingness to pay for a more sustainable destination ("sustainable intelligence"). Thus, we can conclude that "sustainable intelligence" is a tourist capacity, which destinations could diagnose and enhance if they want to invest in sustainability as a competitive advantage.

Policymakers and destination managers should adopt the principles of sustainability to encourage tourism development. In addition, we support the idea that one possible means to stimulate a destination's sustainable development is to attract people who behave in a more sustainable manner (Dolnicar, 2006; Wehrli, Priskin, Schaffner, Schwarz, & Stettler, 2013). To achieve that objective, the concept of "sustainable intelligence" is a key element to achieving relevant and complete information regarding the relationship between the tourist and the sustainability of the destination. However, ultimately, this relationship is the key to promoting sustainable management for destinations.

It must be emphasized that, in relation to the attitude-behaviour gap in sustainable tourism (particularly in relation with tourists' economic implications), this paper goes one step further than merely discussing the differences between sustainable attitude and behaviour. One must clarify that, although certain tourists (*reflective* tourists) are not economically involved in issues related to sustainability, this does not mean that they do not value it. In that case, the tourists offered a wide range of explanations justifying why they were willing/unwilling to pay for sustainable tourism and why they have one specific behaviour. In fact, the main reasons given for refusing to pay more are the following: i) the government should be the entity that assumes these investments; ii) companies generate the greatest impacts, so they must assume these costs; and iii) a sustainable destination does not have to be more expensive but should be more efficient at using its resources.

Based on the results, despite its dependence on package holidays and its mass-tourism-based structure, the Western Costa del Sol model receives a significant percentage of tourists with values and attitudes towards sustainability (*reflective* and *pro-sustainable* tourists). Therefore, considering that sustainability must be a central factor in the competitiveness of tourism destinations, in the long term, the model's persistence must be based on the adaptation of the sun-and-sand tourism model within the framework of sustainable development.

Furthermore, the model must be based on the segments of demand with a high level of commitment, attitude, knowledge and/or behaviour towards sustainability.

Both segments have a high level of commitment and awareness with regard to sustainability; however, their levels of economic engagement vary considerably. Therefore, pricing policies (price increase) can dissuade "reflective tourists" because although they defend the values of sustainability, they do not consider that pro-sustainable destinations have to be more expensive. However, if the more representative segment had been "pro-sustainable tourists", the increasing of prices would have been considered as a differentiation strategy.

Surveys consistently show that, on the one hand, tourists claim they would be prepared to pay a premium for sustainable tourism experiences (Dodds, Graci, & Holmes, 2010); however, on the other hand, research demonstrates that, for a majority of tourists (in the UK at least), price is the most important factor when purchasing a holiday (Sharpley, 2012).

Another highly pertinent issue being widely discussed in the scientific sphere is whether investment in sustainability involves higher costs for the destination and therefore a price increase. If, on the other hand, this commitment to sustainability leads to the efficiency improvement and the price rises, this is solely proffered as a differentiation strategy. It is important to note that a commitment to sustainability does not necessarily mean that the destination should be more expensive, although this can form a price strategy (Hedlund, 2011). However, whoever spends more money on sustainability issues does not necessarily become more sustainable; instead, whoever achieves a higher level of commitment, attitude, knowledge and/or behaviour towards sustainability becomes more sustainable.

The results contribute to a controversial debate: Should pro-sustainable destinations be more expensive? Can sustainability be bought? Alternatively, for tourists with high purchasing power, can they be "sustainable" more easily?

In our opinion, the objective should be to attract tourists who appreciate, recognize and commit to the sustainability of destinations. Therefore, policymakers should encourage the incorporation of demand policies that preserve and consolidate both segments.

Furthermore, based on the results, this destination should attempt to change the behaviour patterns of "unconcerned tourists" to improve their knowledge on sustainability, their environmental awareness and, consequently, their empathy with the destination.

However, to achieve this, policymakers and destination managers must provide consumers with more information to help them make better ethical judgments (Carrigan & Attalla, 2001). This behaviour would lead to an improvement in the effectiveness of informative and awareness-raising tools that target the facilitation of the shift towards sustainable tourist behaviour and actions (Buhalis, 2000; Budeanu, 2007). Furthermore, specific actions are required to combat the scepticism of consumers in relation to sustainability (*unconcerned* tourist).

It is important to change the character of the destination, to which most of the restructuring plans of mature coastal destinations have been devoted, at least in Spain, or its tourism model. However, this change must be coupled with the need to report the tourism demand, real and potential, of this new philosophy and the need for this to be accompanied by a behavioural change on behalf of demand. There needs to be movement towards a new corporate image of Western Costa del Sol as a tourism destination that highlights the values of sustainability.

## 7. Conclusions

The survey was conducted on Western Costa del Sol, one of the world's leading markets for sun-and-sand tourism. As an example of mass tourism with high environmental costs, this destination

has been condemned by certain authors as entering a final phase of decline.

It is important to highlight that this paper has shown that "sustainable intelligence" is a capability that the tourist has (or may have) and that can be measured, diagnosed and therefore developed and/or strengthened. These actions are the great challenge for policymakers and destination managers.

Despite the substantive literature on visitor motivation, there are challenges pertaining to the complexity and heterogeneity of tourists' needs and the inter-relationship between motivation and other constructs, such as attitudes or behaviours (Matheson, Rimmer, & Tinsley, 2014).

To summarize, market segmentation in tourism is useful for the sake of planning and managing demand-oriented policies (Legohérel, Hsu, & Daucé, 2015; Kim & Weiler, 2013). Hence, segmentation based on the tourist "sustainable intelligence" could be a crucial tool for improving sustainable destination development.

Caution should be upheld when generalizing the results. This study attempts to answer the very important question regarding the evaluation of the perceptions of tourists with regard to "sustainability" to facilitate tourism management by considering the needs of the market. Of course, "the needs of the market" do not necessarily transform a destination into a sustainable one considering its three pillars. However, as has been displayed herein, this information can be used as an input that the destination managers can consider when drafting their management plan.

The main limitation to this study is the sample size (1188 tourists) because this limits the information available, in addition to the reliability of the results and possibilities of statistical handling. The time period chosen for the survey (July–August 2013) may also need to be considered in this context. These months represent the peak season for this destination (mass-market tourists); thus, it should also be considered that if the survey had been conducted throughout the year, the results may have been different.

Last, regarding future research directions, it would also be interesting to examine the suitability of the concept proposed ("sustainable intelligence") for other types of tourism destinations (not only sun-and-sand tourism destinations) based and focused on sustainability.

Therefore, it should be noticed that the variables used in this study to analyse the "sustainable intelligence" are adapted to the characteristics of the destination studied. However, each destination should select the variables according to the type of tourist destination (because a sun-and-sand tourism destination is not the same as an urban destination) and its own characteristics as its capacity to generate information (territorial intelligence).

It would also be interesting to discover whether there is a significant difference between the attitudes (and motives) of each segment identified regarding the establishment of a tax for projects to improve the sustainability of the destination. Specifically, to what extent are these tourists willing to pay through taxes? Is there a gap between the expressed attitudes and the actual economic behaviour? This subject has been studied by several authors and applied to different destinations, particularly with regard to environmental taxes (Do Valle, Pintassilgo, Matias, & André, 2012; Gooroochum & Thea Sinclair, 2005; Palmer & Riera, 2003; etc.). However, there are barely any empirical studies regarding the establishment of taxes to improve the entire sustainability of a destination.

In addition, another challenge will be to develop a strategic agenda highlighting the priorities that policymakers and managers of destinations must confront to attract, retain or increase "pro-sustainable" tourists.

Another interesting route to extend this research may compare the different levels of satisfaction with the destination and the social carrying capacity of each segment identified. In addition, the influence of social–demographic variables as moderator variables may be examined.

Appendix 1

Variable	What does this measure?	Structure of the question	Statistical coding
A	Identification of the meaning for the tourist of what a sustainable destination is	Seven possible responses were offered (multiple choice response), four directly related to the possible benefits of sustainable development for a destination whilst the other three tackled negative aspects of the same. In this way, a new variable has been created (NUM) defined as being the “number of positive responses”. Thus, the maximum value for this new variable is 4; if the respondent marks all four positive responses, and the minimum value is 0, if they have not marked any of the possible correct answers.	1 = they do not know what a sustainable destination means (values 0 or 1 for the variable NUM). 2 = they have a general or intermediate knowledge of what a sustainable destination means (values 2 or 3 for the variable NUM). 3 = they know very well what a sustainable destination means (value 4 on the variable NUM).
B	Whether the tourist considers important working towards sustainability of tourist destinations (dichotomous response)	The reasons to rate (on a scale from 1 to 7 depending on the level of importance) for the tourist who DOES consider working towards sustainability; there are four.	To select the type of tourist who is genuinely concerned about sustainability, this variable is coded thus: 1 = the respondent DOES consider important working towards sustainability. (And their values for items a and b are between 1 and 3, whilst their values for questions c and d are between 5 and 7). 0 = the respondent DOES NOT consider important working towards sustainability. Depending on the value obtained in the first question and the number of positive responses obtained in the second question, coding has been performed in the following manner (and reaching the final value in line with their overall importance, as given in the previous paragraph): 1 = sustainable behaviour during their stay (when the respondent answers YES to a total of between 7 and 9 actions, whenever the value of said actions in question 21 is between 5 and 7 (if they are positive) or 1 and 3 (if they are negative)). 2 = behaviour moving towards sustainability (when the respondent answers YES to a total of between 4 and 6 actions, whenever the value of said actions in question 21 is between 5 and 7 (if they are positive) or 1 and 3 (if they are negative)). 3 = rather unsustainable behaviour during their stay (when the respondent answers YES to a total of between 1 and 3 actions, whenever the value of said actions in question 21 is between 5 and 7 (if they are positive) or 1 and 3 (if they are negative)).
C	This values whether the tourist considers important the undertaking of certain actions linked to sustainability and whether they carry these out during their stay.	Comprised of two questions. In the first, the tourist is asked to rate the importance (1 = unimportant 7 = very important) in their opinion that a series of actions related to sustainability has whenever they travel. The second question asks the tourist whether or not they have carried out any (or all) of the actions mentioned beforehand during their stay. It is worth highlighting that there are both positive and negative actions (in other words, sometimes “sustainable” behaviour involves rating an item with 1 and on other occasions giving an item 7). Obviously, not all the responses have the same link with un sustainable behaviour. Therefore, a group of experts rated the importance of each item (1 = unimportant 10 = very important) depending on their greater or lesser bond with sustainable behaviour.	4 = totally unsustainable behaviour during their stay (when the respondent answers YES to a total of 0 actions). This variable is coded in the following manner: 1 = the tourist rates all characteristics linked to destination sustainability when choosing their holiday destination (when the total of the items they have rated between 5 and 7 gives a total score of between 22 and 29) 2 = the tourist rates many of the characteristics linked to destination sustainability when choosing their holiday destination (when the total of the items they have rated between 5 and 7 gives a total score of between 15 and 21). 3 = the tourist rates some of the characteristics linked to destination sustainability when choosing their holiday destination (when the total of the items they have rated between 5 and 7 gives a total score of between 8 and 14). 4 = the tourist rates none of the characteristics linked to destination sustainability when choosing their holiday destination (when the total of the items they have rated between 5 and 7 gives a total score of between 1 and 7).
D	This rates the importance the tourist gives to a series of aspects when choosing a holiday destination.	The items are rated on a scale from 1 to 7 (1 = unimportant 7 = very important). Given that all of the items explain to the same extent the sustainability of a destination, we have decided to, following the consultation of the expert panel, code the items by giving them a score of between 1 and 3 depending on their links with destination sustainability (1 = little/none; 3 = notable). Thus the rating of the entire set of items would give a total of 29 points. Therefore, in order to code the variable, the points for the items that the tourist had rated between 5 and 7 would be added.	This variable is coded in the following manner: 1 = the respondent IS willing to pay more. 2 = the respondent IS NOT willing to pay more, for duly justified reasons. 3 = the respondent IS NOT willing to pay more, due to selfishness or lack of awareness.
E	The final reaction of the tourist when faced with a possible increase in prices for the touristic product Western Costa del Sol Occidental derived from the destinations backing of sustainability	Tourists who responded NO to willingness to pay more were asked to give a reason for their negative response from a series of options (multiple choice response): Therefore, and in line with the reference literature, it is understood that the tourist responded that they would NOT pay for destination sustainability, there	

Appendix 1 (continued)

Variable	What does this measure?	Structure of the question	Statistical coding
F	Whether the tourist acknowledges responsible behaviour	are then a series of reasons that show that, despite not having economic commitment, there may well be a belief or attitude in place in favour of sustainability. The question approaches whether the tourist acknowledges responsible behaviour when the company (hotel, restaurant, transport, vehicle rental, etc.) from whom they have purchased a product and/or tourist service during the trip, when they are informed that the companies (on a voluntary basis) set aside part of their profits for use on projects geared towards improving sustainability for this destination (dichotomous response). This allows us to know whether the tourist would contribute extra to the cost of their stay, giving assurances that the company will match this amount and that this money can be used for projects geared towards improving sustainability for this destination (dichotomous response). This allows us to know whether the tourist would provide an extra to the cost of their stay, guaranteeing that this amount could be deducted from their income or corporate tax declaration for the next year (dichotomous response).	This variable is coded in the following manner: 1 = the respondent DOES acknowledge responsible behaviour on the part of the company. 0 = the respondent DOES NOT acknowledge responsible behaviour on the part of the company
G	Economic implication on the part of the tourist regarding sustainability	This allows us to know whether the tourist would contribute extra to the cost of their stay, giving assurances that the company will match this amount and that this money can be used for projects geared towards improving sustainability for this destination (dichotomous response). This allows us to know whether the tourist would provide an extra to the cost of their stay, guaranteeing that this amount could be deducted from their income or corporate tax declaration for the next year (dichotomous response).	This variable is coded in the following manner: 1 = the respondent WOULD contribute towards the cost of their stay 0 = the respondent WOULD NOT contribute towards the cost of their stay
H	Economic implication on the part of the tourist regarding sustainability	This allows us to know whether the tourist would provide an extra to the cost of their stay, guaranteeing that this amount could be deducted from their income or corporate tax declaration for the next year (dichotomous response).	This variable is coded in the following manner: 1 = the respondent WOULD contribute towards the cost of their stay. 0 = the respondent WOULD NOT contribute towards the cost of their stay. Depending on the results obtained, coding has been performed in the following manner: 1 = negative attitude with regard to the imposition of the levy. 2 = positive attitude with regard to the imposition of the levy, though due to selfishness. 3 = positive attitude with regard to the imposition of the levy, though due to conviction. 4 = neutral attitude with regard to the imposition of the levy, due to lack of information for the decision making process.
I	Economic implication on the part of the tourist regarding sustainability	This allows us to know the reaction of the tourist regarding the imposition of a levy to raise funds to be used for – projects geared towards improving sustainability for this destination – (single response). Six possible answers are given.	2 = positive attitude with regard to the imposition of the levy, though due to selfishness. 3 = positive attitude with regard to the imposition of the levy, though due to conviction. 4 = neutral attitude with regard to the imposition of the levy, due to lack of information for the decision making process.

Appendix 2

Out of all the latent clustering models, in this research the LCA was used. The model chosen is the LCA base model, the multinomial logistic model in which the error distribution is independent and homogeneous across all individuals. The model starts with one Latent Class (LC), adding classes until the statistical method chosen to measure the goodness of the method be optimal.

In LCA, the most commonly statistics models used to evaluate the fit of LC models are Bayesian statistical information criterion (BIC) and the Akaike information criterion (AIC). Information criteria for model selection were originally derived by Akaike (1973) who used the Kullback–Leibler information measure to discriminate between competing models. Schwarz (1978) derived another major class of information criteria by using Bayesian statistics. As a rule, for selecting the model that best fits the data should be identified by the model that obtains the lowest value of BIC.

The most commonly statistics models used to evaluate the fit of LC models are BIC and AIC. The preferred models are those that minimize the AIC or BIC values. In addition, the BIC tends to select less complex models (with fewer parameters) than the AIC. As a rule, for selecting the model that best fits the data should be identified by the model that obtains the lowest value of BIC.

Then, the latent class model can be expressed as:

$$\pi(Y_i = y) = \sum_{t=1}^T \pi(X_i = t) \prod_{j=1}^J \pi(Y_{ij} = y_j | X_i = t)$$

where the function arguments are:

$\pi$  the likelihood;

$Y_i$  the response vector of the case i;  
 $Y_{ij}$  the response of the case i in the variable j, with J the number of variables in the model;  
 $X_i$  the latent variable, t indicates a particular latent class; with T, the number of latent classes.

This paper proceeds then to segment the tourism market according to the "sustainable intelligence" of tourists, applying a model of LCA based on nine predictor variables initially considered (Table 3). The aim of the model is to determine the number of LC and the typology of each one, assuming that there is a relationship between observed variables and the latent variable ("sustainable intelligence").

To estimate the LC model, the observed variables are incorporated, assuming local independence between them. Where A, B, C, D, E, F, G, H and I represent the observed variables, and latent variable "sustainable intelligence" (X) is the one that relates these variables.

Formally, the model can be written as:

$$\pi(A_p B_q C_r D_s E_k F_n G_w H_v I_m = X_t) = \sum_{t=1}^T \pi(X_t = t) \prod_{p=1}^P \pi(A_p | X_t) \prod_{q=1}^Q \pi(B_q | X_t) \prod_{r=1}^R \pi(C_r | X_t) \prod_{s=1}^S \pi(D_s | X_t) \prod_{k=1}^K \pi(E_k | X_t) \prod_{n=1}^N \pi(F_n | X_t) \prod_{w=1}^W \pi(G_w | X_t) \prod_{v=1}^V \pi(H_v | X_t) \prod_{m=1}^M \pi(I_m | X_t)$$

where A, B, C, D, E, F, G, H and I are observed variables with J categories. The letters p, q, r, s, k, n, w, v and m are used to denote the categories of the observed variables. Thus, (p = 1,2,3), (q = 1,2), (r = 1,2,3,4), (s = 1,2,3,4), (k = 1,2,3), (n = 1,2), (w = 1,2), (v = 1,2) and (m = 1,2,3,4). The latent variable is represented by the letter X with significance t (T = 1,2,...,T).

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# **CAPÍTULO 4**

## **FACTORS INFLUENCING THE WILLINGNESS TO PAY FOR SUSTAINABLE TOURISM: A CASE OF MASS TOURISM DESTINATIONS**

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## FACTORS INFLUENCING THE WILLINGNESS TO PAY FOR SUSTAINABLE TOURISM: A CASE OF MASS TOURISM DESTINATIONS

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### ABSTRACT

The relationship between sustainability and tourists is complex. There has been little increase in the number of studies published over recent years focusing on the concept of “pro-sustainable” tourists, or the tourist’s willingness to pay for sustainability, making it increasingly difficult to identify key explanatory factors that determine tourists’ willingness to pay for sustainable destinations.

To provide a richer understanding of tourists’ heterogeneous preferences for sustainable destinations this study allows us to determine current tourists’ attitude towards sustainability and to identify explanatory variables that influence their willingness to pay to enjoy a more sustainable destination. This study surveyed tourists on the Western Costa del Sol (Spain), a mature sun-and-sand destination that is currently restructuring and facing several developmental challenges associated with sustainability.

***Key words:** willingness to pay, pro-sustainable tourists, sustainable destinations, sustainable intelligence, Western Costa del Sol.*

## 1. INTRODUCTION

Sustainability is attracting enormous attention today throughout the world. On a global scale, it has become an increasingly important strategic goal in many government actions and decisions, leading to the production of sustainable tourism plans (at different territorial scales). Sustainability has become one of the main values in the move towards a paradigm shift in tourism development and a key factor for the competitiveness of destinations. Currently, many tourism destinations are very mature and require a long process of complete renovation. Given this impasse, the future of these destinations will depend more than ever on tourism policies that are committed to their sustainable management (Bramwell & Lane, 1993; Ritchie & Crouch, 2003; Dodds & Butler, 2009, Kozak & Martin, 2012, among others).

But any competitive strategy for the positioning or repositioning of a destination should consider not only the supply-side perspective, but also the demand side. All stakeholders should cooperate closely and make a common commitment. And, undoubtedly, the role of tourists is crucial to address the challenge of sustainability.

The profile of tourists has changed dramatically in recent years. Academic debate regarding the behavior of tourists and the real economic implications for sustainability issues is intense and even controversial. There are, therefore, opportunities for research into the real implications of tourism for sustainability, including an interdisciplinary analysis of the consumer to provide more realistic knowledge and to empirically demonstrate assumptions and expectations about sustainable tourism consumption.

An important challenge facing marketers and tourism managers is to identify which consumers are willing to pay more for sustainable destinations and, to do so, an enhanced knowledge of the profile of these consumers would be extremely useful.

To know the meaning of sustainability from the tourists' perspective and the real importance they attach to it is a key to achieving the transformation towards a new model of sustainable tourism. In fact, a shift of focus from the supply to the demand for sustainable tourism has already been proposed by some authors (Kastenholz, 2004; Budenau, 2007; Weeden, 2013; Cohen et al., 2014), making this a current trending topic.

This paper hypothesizes that there is a set of variables that determine tourists' willingness to pay (WTP) for a more sustainable destination. The Western Costa del Sol (Andalusia, Spain) was chosen to validate the hypothesis.

It is an emblematic coastal tourist destination which is recognized as mature by the scientific literature. In recent years, a series of actions (called the *Qualifica Plan*<sup>1</sup>, costing over €34 million) have been undertaken to renew its tourism development pattern, seeking a new model based on quality, innovation and sustainability. This fact underlies the final decision to select the destination for the methodological application of this research.

The aim is to show that, in mature sun-and-sand tourism destinations, it is possible to identify the predicting factors of tourists' WTP for more sustainable destinations, and, on the basis of this, to go on to design strategies aimed at increasing the WTP of tourists visiting these destinations. A logistic regression model was constructed to identify four predicting variables and, additionally, to build a complete model in which all the variables were analyzed together. The goal was to verify which variables determine WTP and the extent to which they do so.

Prior to the empirical study, an analysis of the territory involved in the research is presented, together with the theoretical framework for this research, including a revision and update of the key concepts governing this study. It is concluded that niche specialization should be recognized and incorporated into planning and management. The policy implications for destination management are addressed.

## 2. THEORETICAL FRAMEWORK

Milne et al. (1998: 35) stated that “while truly sustainable tourism can probably never be achieved, it remains an ideal that must be attained”. Gössling et al. (2012) posit that there is academic, political and industry consensus that tourism should become more sustainable, a process that requires the participation of all stakeholders. In this regard, the role of the tourist, the main player in the tourism system, is crucial in order to progress towards sustainable tourism. An overview of the state of sustainable tourism in the scientific literature indicates that sustainable tourist behavior is nowadays a thriving field of study (Weeden, 2013). Progress has been made not only in the conceptualization of the sustainability of tourism, but there is also extensive literature that analyzes the relationship between individuals' values, attitudes and behavior. Different studies argue that most consumers pay little attention to ethical considerations in their final purchase decisions, so there is a gap

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<sup>1</sup> Contained in the *Requalification Program for Mature Tourism Destinations (Spanish Tourism Plan Horizon 2020)*.

between the expressed attitudes and actual purchasing behavior (attitude–behavior or word–deed gap) (Auger & Devinney, 2007; Belk et al., 2005; Carrigan & Attalla, 2001; Follows & Jobber, 2000; Hibbert et al., 2013). Juvan & Dolnicar (2014) explore the attitude-behavior gap in sustainable tourism.

Tourists' purchasing decisions, and not their declarations of intent, accurately represent their real sustainable behavior. Therefore, it is essential to know whether tourists who claim greater awareness and joint responsibility with the destination have a real willingness to pay a premium for sustainable destinations.

Another highly pertinent issue being widely discussed is the question of whether or not investment in sustainability involves higher costs for the destination and therefore an increase in the price. If, on the other hand, this commitment to sustainability leads to the improvement of efficiency and price rises, then it is solely put forward as a differentiation strategy. It is important to note that a commitment to sustainability does not necessarily mean that the destination should be more expensive, but it can be a price or a differentiation strategy. The commitment to sustainability differentiates and makes destinations more competitive, making it possible to offer a price above the level of perfect competition, exercising a market power that would increase the social profitability of tourism in the destination. As stated by Hedlund (2011: 279), "many ecologically sustainable tourism alternatives are more expensive than their less sustainable counterparts" and, in that case, tourists need to be willing to pay more in order to be more sustainable.

Accordingly, WTP as an economic instrument for sustainable tourism management is of interest, especially in destinations that are seeking a more sustainable business model as a differentiating element in the market (Birdir et al., 2013).

In this regard, as shown below, the Western Costa del Sol is clearly not sustainable. It is a saturated mass tourist destination that apparently supports sustainability as the core of its latest tourism policies (See next section).

Different approaches to non-market valuation have been in use for over 30 years (hedonic pricing, travel cost models, WTP, among others) (Carson & Mitchel, 1995, Carson et al, 2001; Carson & Hanneman, 2005). Numerous studies have analyzed the WTP of tourists on issues related to: the conservation and protection of natural areas (Casey et al., 2010; Piriyaapada & Wang, 2014; Subade & Francisco, 2014), ecotourism services (Cheung & Jim, 2014), sustainable products (Werhli et al., 2011), sustainable destinations (López-Sánchez & Pulido-Fernández, 2014), climate change (Araña et al., 2013), nature-

based tourism (Luzar et al., 1998), etc. Other studies support the relevance of WTP, showing that there are tourists willing to pay more for different sustainability-related issues (restaurants, hotels, transport, products, etc.) (Chung, et al., 2011; Dodds et al., 2010; Namkung & Jang, 2014; Choi & Ritchie, 2014).

The following table shows selected WTP studies, differentiating between general consumers and tourists.

**Table 1**  
**Willingness to pay (literature review)**

	<b>WTP (general consumers)</b>	<b>WTP (tourists)</b>
To preserve or protect <b>natural areas</b>	Hadker et al., 1997; White & Lovett, 1999; Bandara & Tisdell, 2005; Subade & Francisco, 2014.	Barnes et al., 1999; Campbell & Smith, 2006; Casey et al., 2010; Batel et al., 2014; Piriypada & Wang, 2014.
To reduce or prevent the risks of <b>climate change</b>	Berk & Fovell, 1999; Brouwer et al., 2008; Veronesi et al., 2014.	Hares et al., 2010; Araña et al., 2013; León & Araña, 2014.
To improve or preserve the <b>quality of beaches/coast</b> .	Georgiou, et al., 2000; Alberini et al., 2005; McGonagle & Swallow, 2005.	Lindsay et al., 1992; McConnell, 1977; Campbell & Smith, 2006; Blakemore & Williams, 2008;
For more <b>“ecological” or “sustainable” services/products</b> (including: environmental services/products, reduction of social impacts, etc.)	Lindberg & Johnson, 1997; Laroche et al., 2001; Roe et al., 2001; Hökby & Söderqvist, 2003.	Lee, 1997; Baddeley, 2004; Werhli et al., 2011; Cheung & Jim, 2014; López-Sánchez & Pulido-Fernández, 2014.

Source: Authors.

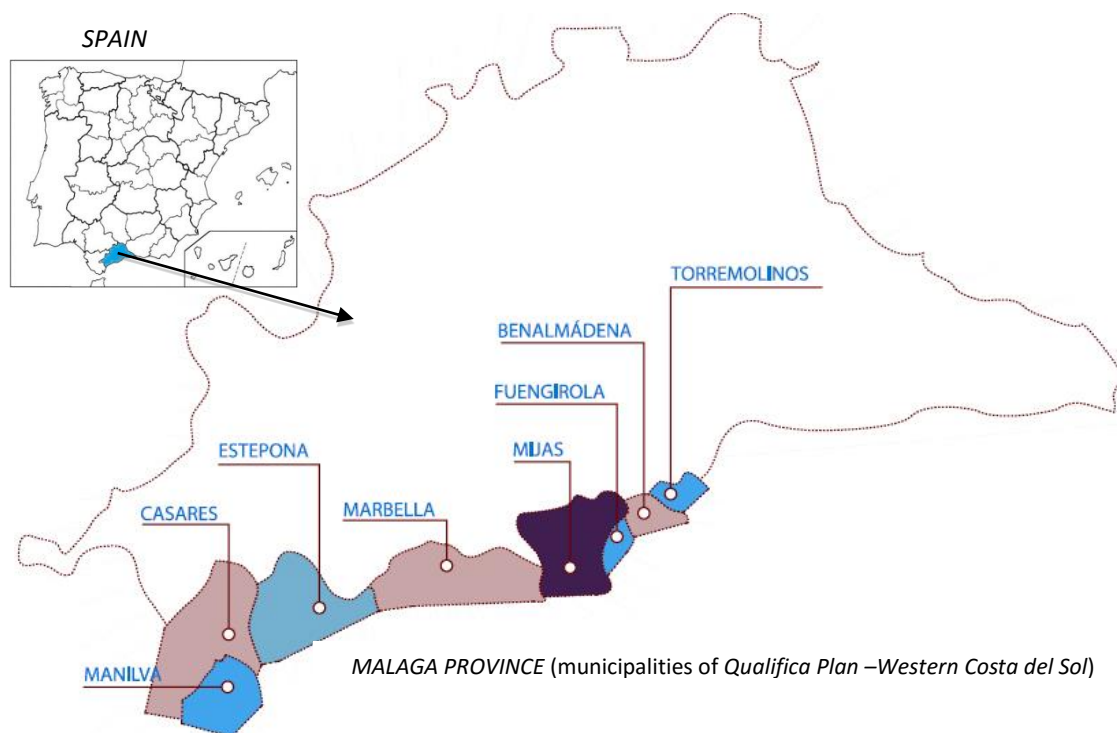
It should be emphasized that the aim of this paper is to identify predictors of tourists’ WTP for more sustainable destinations, not to calculate the tourists’ WTP. The main limitation to calculating tourists’ WTP is the sample size (1,188 surveys) because it limits the information available and the possibilities of statistical treatment. This study forms part of a wider investigation into consumer behavior related to sustainable tourism and for that reason, the identification of this set of variables in this paper is the first, but crucial, step towards the analysis of the WTP of each segment identified. In the future, it is intended to expand the sample sufficiently in order to obtain statistically significant results when analyzing tourists’ WTP.

### 3. CASE STUDY

This section analyses the basic characteristics of the territory studied, the Western Costa del Sol (Map 1), a saturated tourist destination with problems of unsustainability (Agarwal & Shaw, 2007; Bramwell, 2004; Navarro, et al., 2012), but which is very well-known internationally.

The evolution and strategies of tourism management in the Costa del Sol is described below, in order to explain the orientation of development strategies and their possible conflicts with the load capacity and the quality of the territory as a tourism product. Finally, a reflection is offered on the strategies applied in this destination to meet the challenges of the 21<sup>st</sup> century.

Map 1  
Location of the Western Costa del Sol (Malaga province)



Source: Authors.

The Western Costa del Sol is located on the coast of the Andalusian province of Malaga, the leading regional tourism territory. The total area of the province is 7,308.4 km<sup>2</sup>, the smallest in the entire region (representing only 8.34% of the regional land area), and is made up of 101 municipalities. Although it is the smallest province in the region, it has the highest number of hotel establishments in Andalusia (between hotels, apartment-hotels, guesthouses and pensions), with a total of almost 800. Specifically, the 17

municipalities on the coast of Malaga (Eastern and Western) contain 47.7% of all hotel beds in Andalusia and 63% of legalized apartments. Furthermore, it has 40.8% of the second homes found in the coastal municipalities of the region, it has 10 yachting marinas and over 50% of the golf courses in Andalusia (Escorza, 2001; Amorós, 2003).

Focusing the analysis on the Western Costa del Sol<sup>2</sup>, the municipalities are very diverse and have adapted themselves individually to the vertiginous development process imposed by tourism (Royo, 2013). The economy of the Western Costa del Sol is based, fundamentally, on tourism and all of the associated services, especially commerce and the real estate and construction sectors, as a result of the proliferation of second homes, both on the coast and inland (Barke & Towner, 2004). Since the 1950s, tourism, spurred by political and economic factors, became the central player in economic growth in these municipalities, causing a displacement of the population from inland areas to the coastal zone, and bringing with it the construction of hotels, urban development complexes and second homes, creating new uses of the territory and new concepts of habitation.

In the following decades, there was a real estate boom unprecedented in its scope and intensity, leading to the consumption of new spaces (with natural landscapes being devoured), the transformation of existing spaces and the consequent destruction of the heritage. In fact, the Western Costa del Sol concentrates half of the regional tourism offer and is the leading exponent of the Andalusian tourism model. Paneque et al. (2009: 993) stated “urban development in the area has been characterized by intense growth in the absence of an adequate regulatory framework”.

The Spanish government singled out tourism as the motor of the current economic recuperation (after the Great Recession of 2008), but the star tourism product still remains the same mass sun-and-sand product that Spain, and especially the Western Costa del Sol, has been exploiting for 50 years. This is the same model whose inevitable demise has been proclaimed for over a decade, for which reason it was essential to launch sustainable tourism policies.

In this regard, the main intervention in tourism policy in recent years in this destination is the Tourism Requalification Plan of the Western Costa del Sol (known as the *Qualifica Plan*), based on the principles of sustainability. It is the first initiative taken in Andalusia to improve consolidated tourism zones, and is

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<sup>2</sup> Due to the fact that the scope of this study is restricted to the Western Costa del Sol, an analysis of the Eastern Costa del Sol has not been included; (they are two stretches of coastline whose intensity of growth and development are very different). However, for a better understanding of tourism processes, transformations and the configuration of the Costa del Sol as a whole, Almeida (1999, 2009), Navarro (2012), Navarro et al. (2012, 2013), etc., among others, are recommended.

a reference point for the management of sustainable tourism requalification, at least on paper. In fact, as the *Qualifica Plan* itself recognizes, “the new model we advocate is based on rehabilitation rather than expansion; it proposes economic rather than territorial expansion. Breaking from the dynamics of tourism growth, investing in sustainable tourism development” (Junta de Andalucía, 2007: 65).

The problem is that although the scientific literature is making significant progress in generating reliable, predictive market intelligence, at present, most of the destinations only have information relating to the main traditional tourism variables (tourist arrivals, length of stay, etc.). However, no current studies of statistical information or trends discuss important issues such as awareness and valuation of sustainability by the tourist. This is counterproductive, considering the heavy investment that is currently being made in many international destinations for the reorientation of the tourism model towards sustainability. The identification of demand segments that value sustainability-related attributes should be prioritized.

In this regard, it is particularly striking that all the strategies proposed in the *Qualifica Plan*<sup>3</sup> are based exclusively on supply-side measures (mainly infrastructure projects such as construction, remodeling, rehabilitation, etc.) However, there are no strategies aimed at tourists, nor has there been any specific analysis of the demand for this destination. This crucial issue is indispensable in order to adjust strategies and actions, considering the real or desired tourist demand (redirected to new segments) for that destination.

In general, experts agree that this has led to a chaotic tourism development model that requires the implementation of new tourism policies supported by planning action based on sustainability criteria (Almeida, 2009; Navarro, 2012; Navarro et al., 2013; Pulido-Fernández & López-Sánchez, 2013).

The ultimate goal of the *Qualifica Plan* is to achieve a profound change in the traditional Western Costa del Sol tourism model, moving from a development model based on growth towards a new model based on quality, innovation and sustainability. For that reason, it is necessary to analyze whether there actually are pro-sustainable tourists in this type of destination towards whom sustainability policies can be oriented or, on the contrary, whether it is necessary, as stated by Miller et al. (2010), to change the demand. To this end, a survey was conducted in the municipalities of the Western Costa del Sol (Table 2).

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<sup>3</sup> From: <http://www.qualifica.org/> (Accessed: 12 January 2015).

## 4. METHODOLOGY

### Sample

Given the impossibility of identifying the target population (tourists visiting the Western Costa del Sol), due to the lack of adequate statistical information, a simple random sample was taken, carrying out 1,188 valid surveys with domestic and foreign tourists who stayed overnight in any of the cities that comprise this destination (Table 2).

**Table 2**  
**Survey data sheet**

<b>Universe</b>	Tourists (domestic and foreign) staying overnight at one of the cities of the destination
<b>Scope</b>	Benalmádena, Casares, Estepona, Fuengirola, Manilva, Marbella, Mijas and Torremolinos ( <i>Qualifica Plan</i> municipalities)
<b>Type of survey</b>	Structured questionnaire conducted by personal interview
<b>Sample size</b>	1,188 valid surveys
<b>Sampling error</b>	± 2.843 %
<b>Confidence level</b>	95 % ( $p = q = 0.50$ )
<b>Fieldwork period</b>	July and August 2013

Source: Authors.

In this sample of 1,188 participants, after eliminating registers with lost data and “protest zeros”, 666 interviewees were included (sampling error: 3.797%; confidence level 95%;  $p = q = 0.50$ ). The “protest zeros” were those who justified their negative response for one of the following reasons:

- I am not interested in these issues.
- I do not believe in this kind of contribution; in the end everything will go on as usual.
- I do not think that a sustainable destination needs to be more expensive, but it should be more efficient in its use of resources.

### Model

Logistic regression models are commonly used to build a model from a linear predictor of the probability of the occurrence of an event. In our study, it was proposed to use this type of model in order to predict the probability of a positive WTP.

The dependent variable was defined for  $Y_i = 1$  when WTP is positive, and  $Y_i = 0$  when WTP is negative. The logistic regression analyzed the data of

the binomial distribution  $Y_i \sim B(p_i, n_i)$ , for  $i = 1, \dots, n$ , where the number of Bernoulli tests  $n_i$  is known and the probability of success  $p_i$  is unknown. The applicable model follows the Logit function:

$$\text{Logit } P(Y_i=1 | \beta, X_i) = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \dots + \beta_k X_{ik}, \quad i=1, \dots, n$$

Where:

$$\text{Logit } P(Y_i = 1 | \beta, X) = \ln [p(Y_i = 1 | \beta, X) / (1 - p(Y_i = 1 | \beta, X))];$$

$\beta_j$  is the parameter associated with the variable  $j$ ,  $j=1, \dots, k$ , which were estimated by means of the maximum likelihood method;

$x_j$  are dummy variables, that is,  $x_{ij}$  (value of the variable  $j$  for individual  $i$ ) and take the values 0 and 1.

Using an algebraic transformation, the corresponding logistical model is obtained, indicating the probability of the predicted occurrence by means of the predictive linear function in which a subject  $i$  has a positive DAP:

$$P(Y_i = 1 | \beta, X) = [1 + \exp(-(\beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \dots + \beta_k X_{ik}), \quad i=1, \dots, n)]^{-1}$$

The coefficient is called the *odds*:

$$\text{Odds} = P(Y_i = 1 | \beta, X) / [1 - P(Y_i = 1 | \beta, X)]$$

The calculation of two odds corresponding to a unit increase in one of the explanatory variables of the model leads to the concept of the *odds-ratio* as the coefficient of the two odds:

$$\text{Odds-ratio} = \text{odds}_2 / \text{odds}_1 = \exp(\beta_j)$$

Therefore, using this statistical model, the probability can be determined that a tourist will be willing to pay more for a more sustainable tourism destination when said tourist belongs to one of the reference categories of each predictor in the model.

Finally, for the analysis of the results of the model, the reference category is the last. Furthermore, all of the variables were introduced into all of the models. The software used was SPSS, v. 22.

## **Predictors**

Following an exhaustive review of the relevant literature, several factors that may influence consumers' WTP more for sustainable products/services were identified. The main factors can be classified into five general categories: demographics, knowledge, values, attitudes and behavior (Laroche et al., 2001). For this study, the predictors selected have been classified into four categories: socio-demographic and economic characteristics, trip characteristics, tourist attitudes towards sustainability and, finally, degree of "sustainable intelligence"<sup>4</sup>. The justification for the selection of these possible predictors of WTP in the destination analyzed is given below.

### **Predictor 1. Socio-demographic and economic characteristics**

It is very common to consider classic socio-demographic and socio-economic aspects which identify the tourist (age, sex, level of education, place of origin, income, etc.) amongst the explanatory variables of WTP. The literature reviewed to date coincides in that the demographic and socio-economic profile of the tourist conditions his WTP for aspects related to sustainability (see bibliography Table 1). Thus, some authors directly relate these variables to ecological or pro-sustainable behavior, obtaining some positive results (Buttel, 1974; Van Liere & Dunlap, 1980; Neuman, 1986; Arcury et al., 1987; Zeidner & Shechter, 1988; Daniere & Takahashi, 1999) and some negative results (Jackson, 1983; Daniere & Takahashi, 1999). There have been different studies which relate certain socio-economic variables with pro-sustainable behaviors from different perspectives, such as: gender (Arcury et al., 1987; Laroche et al., 2001), age, (Buttel, 1974; Daniere & Takahashi, 1999; Van Liere & Dunlap, 1980), level of education, (Zeidner & Shechter; 1988), profession (Rose et al., 1995), income (Goetze, 1981), amongst others.

### **Predictor 2. Trip characteristics**

Although no literature has been found on WTP, the characteristics of the trip (reason for the trip, duration of the stay, repetition of the visit, size of the group, type of accommodation used, etc.) are usually a different set of variables which the scientific literature considers explanatory of such important variables

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<sup>4</sup> López-Sánchez & Pulido-Fernández (2016: 61) define the concept of "sustainable intelligence", applied to tourists, as "the ability of tourists to apply their experience and knowledge about the effects of tourism on the environment in which it is practiced, developing proactive behavior towards sustainable tourism, both from the point of view of consumption and production".

as tourist expenditure. Numerous studies have analyzed the relationship between trip characteristics and visitor spending (Cannon & Ford, 2002; Kastenholz, 2005) or, specifically, how the duration of stay, participation in an organized trip and choice of accommodation have an effect on expenditure at the destination (Fredman, 2008). Brida and Scuderi (2013) present a comprehensive review of econometric approaches to the analysis of tourist expenditure at the individual level, and the results show that the most frequently used explanatory variables are income, socio-demographic and trip-related. For this reason, despite not finding any relevant studies which analyze the effect of trip characteristics on WTP, we understand that this type of variable should be included in this analysis, since they may be reliable predictors, as they are for tourist expenditure in the destination.

### **Predictor 3. Attitude of the tourist towards the sustainability of the destination**

Some authors consider other variables, such as attitudes and values, to be reliable predictors of the sustainable behavior of the consumer (Goetze, 1981; Hildebrandt, 1984; Rose et al., 1995). Numerous studies analyze the attitudes and values of purchasers/tourists as conditioning factors of their willingness to pay for sustainability, such as the willingness to pay for green electricity (Hansla et al., 2008), for renewable energy supply in hotel accommodation (Dalton, et al, 2008), to help conserve the environment (Bergin-Seers & Mair, 2009), or consumer attitudes towards eco-tourism and carbon labels (Eijgelaar et al., 2016), among others.

Nevertheless, there are no significant bibliographical references to studies which analyze the attitude of the tourist towards the overall sustainability of destinations as a predictor of WTP. That is, would the tourist be willing to pay more for the overall sustainability of the destination? Most studies only analyze the attitude of the tourist with regard to certain specific aspects related to the sustainability of the destinations (ecological footprint, environmental conservation, etc.). Mihalic (2000: 70) said that “visitors are not (yet) willing to pay for it or to take into account all the sustainability dimensions when choosing a destination”.

#### Predictor 4. Degree of “sustainable intelligence”

Until recently, tourism demand and sustainability had only been partially studied by considering some attitudes and values. López-Sánchez & Pulido-Fernández (2016: 61) studied the subject in greater depth, introducing the concept of “sustainable intelligence” as a latent variable, defined as “a capacity inherent to a certain type of tourist, whose possession conditions their motivations, expectations and behaviors”. According to these authors, tourists with high “sustainable intelligence” show empathy towards sustainable tourism development in the territory where they enjoy their holidays. Consequently, they have an intellectual understanding of sustainability and take measures to facilitate the incorporation of sustainability into the production and consumption processes of tourism. Therefore, the development of “sustainable intelligence” is essential for tourists to adapt their motivations, expectations and behaviors towards a much more sensitive and responsible stance regarding the destination.

In their study, López-Sánchez & Pulido-Fernández (2016) identified three segments –“reflective tourist”, “unconcerned tourist” and “pro-sustainable tourist”- which were compared, showing their different levels of commitment, attitude, knowledge and behavior with regard to sustainability segmentation. Consequently, this segmentation appears to be an appropriate predictor of the tourist’s WTP for a more sustainable destination, insofar as it is the result of the incorporation of a wider set of variables than those considered in Predictor 3.

## 5. RESULTS

Of the 1,818 tourists surveyed, only 666 answered the questions about their willingness to pay for a more sustainable destination, and so the sample that was finally used in this study was significantly reduced, as shown in Table 3.

**Table 3**  
**Dependent variable (WTP)**

Willingness to pay	N	%	CL 95%
Yes	177	26.6	23.2-30.0
No	489	73.4	70.0-76.8
Total	666	100	

Source: Authors.

Of the interviewees who answered the questions on WTP, only 26.6% expressed a willingness to pay. The key question, in the light of this figure, is to identify the factors which condition the WTP of the tourists who visit the Western Costa del Sol.

To do so, using the Logit model described above, different predictors were employed which, according to the literature review, usually influenced the dependent variable (WTP), and so, a priori, they may explain WTP in the destination analyzed. Specifically, four predictors were used: socio-demographic characteristics, trip characteristics, attitude of interviewees towards sustainability and the type of tourist (according to the segmentation made in a previous study).

As well as these four models, a final model was generated, integrating the four predictors, in order to analyze to what extent all of these variables together influence decision-making by the tourist with respect to WTP for a more sustainable tourist destination.

The results obtained from the analysis of the influence of each one of the variables on the dependent variable are shown below.

### **Predictor 1. Socio-demographic and economic characteristics**

The socio-demographic and economic characteristics of the subsample analyzed are shown in Table 4. The profile obtained after analyzing said table is of an operative, with monthly income of less than €1,500, young (aged between 18 and 30 years), with a middle-level education, in employment and predominantly male.

The results of the Logit model are shown in Table 5. For most of the variables studied in this section, the p-values associated with the  $\beta$  coefficients of the different categories into which each variable has been broken down are significant at the 1% or the 5% level, and so it must be concluded that these variables are significantly related to WTP and that, consequently, as had been supposed, the socio-demographic and economic characteristics of tourists affect their WTP for the Western Costa del Sol to be a more sustainable destination.

With respect to the specific characteristics, Table 5 reveals that men are less likely than women (though not much less) to be willing to pay for sustainability. The same is seen in tourists of between 18 and 30 years of age (who are a majority in the subsample analyzed), who are less likely than those of over 45 years of age (the reference category), while the 31-45 age group show a greater likelihood.

**Table 4**  
**Socio-demographic and economic characteristics**

Variable	Category	N	%	CL 95%
Sex	Men	369	55	51.6-59.2
	Women	297	45	40.8-48.4
Age	18-30	355	53	49.5-57.1
	31-45	158	24	20.5-27.0
	>45	153	23	19.8-26.2
Nationality	Spanish	343	52	47.7-55.3
	Foreign	323	48	44.7-52.3
Level of education	Basic/Unqualified	15	2	1.1-3.4
	Medium	367	55	51.3-58.9
	Higher	284	43	38.9-46.4
Labor situation	Employed	419	63	59.2-66.6
	Unemployed	247	37	33.4-40.8
Professional category	Entrepreneur/Self-employed	116	17	14.5-20.3
	Public servant/Management	102	15	12.6-18.1
	Operative	264	40	35.9-43.4
	Other	184	28	24.2-31.0
Income (€/month)	<€1,500	457	69	65.1-72.1
	€1,500-€3,000	188	28	24.8-31.6
	> €3,000	21	3	1.8-4.5

**Source:** Authors.

Odds ratios greater than 1 imply that the predetermined variable is a factor which enhances the probability of the occurrence of the dependent variable. This is seen in the 31-45 age group (OR=1.107), which means that policymakers and destination managers should consider this to be a priority segment.

The level of education is also an explanatory variable of WTP. Tourists with a medium-level education are less willing to pay than tourists with university education. Consequently, it would be useful to direct efforts to improve the sustainability of the tourism destination towards tourists with university studies.



test, which evaluates the overall goodness of fit of the model, shows that there are no significant differences between the values observed and the values predicted by the model [Chi-squared (8) = 8.039; p = .430].

### Predictor 2. Trip characteristics

The scientific literature usually identifies trip characteristics as another set of variables that explain WTP. Table 6 summarizes the trip characteristics of the subsample analyzed. The subsample consisted mainly of tourists travelling as a couple (34.4%) or alone (29.1%) and who stayed mainly in hotels (53%).

The cost of the trip was less than €500 for 38.1% of the interviewees and between €501 and €1,000 for another 33.6%. Most of the trips were vacational (88.4%).

**Table 6**  
**Trip characteristics**

Variable	Category	N	%	CL 95%
Nights' accommodation	1-5	288	43.2	39.5-47.0
	6-15	333	50.0	46.2-53.8
	>16	45	6.8	4.9-8.7
Type of accommodation	Hotel	353	53.0	49.2-56.8
	Guesthouse/Pension	124	18.6	15.7-21.6
	Campsite/Hostel/Apartment-hotel/Timeshare	49	7.4	5.4-9.3
	House/Apartment	140	21.0	17.9-24.1
Type of group on the holiday	Alone	194	29.1	25.7-32.6
	Couple	229	34.4	30.8-38.0
	Family	120	18.0	15.1-20.9
	Friends	123	18.5	15.5-21.4
Reason for the trip	Health, visit to family/friends, culture, study, sightseeing tour, others	65	9.8	7.5-12.0
	Leisure, holidays, sport, gastronomy	589	88.4	86.0-90.9
	Business, work, meetings	12	1.8	0.8-2.8
Reservation for this trip: none	Yes	476	71.5	68.0-74.9
	No	190	28.5	25.1-32.0
Total cost of the trip	<500	254	38.1	34.4-41.8
	501-1,000	224	33.6	30.0-37.2
	>1,000	188	28.2	24.8-31.6

Satisfaction with the trip	Mean	Dt	CL 95%
Yes	6.52	0.79	6.40-6.64
No	6.3	1.08	6.20-6.39
Total	6.36	1.01	6.28-6.43

Source: Authors.

Of the interviewees, 43.2% stayed on the Western Costa del Sol for between 1 and 5 nights, while a further 50% stayed for between 6 and 15 nights.

71.5% of the components of the subset analyzed had not made any prior reservation through a travel agency, which means that they organized the trip themselves and had not bought a package tour.

Table 7 shows the results of the adjusted model. As in the case of the socio-demographic variables, in this case there is also a considerable number of categories into which each variable has been broken down and in which the p-value associated with coefficient  $\beta$  is significant. It must therefore be concluded that the characteristics of the trip have a significant relationship with the variable explained, WTP.

The analysis of the different variables allows us to draw very interesting conclusions with a view to orienting the action of policymakers, destination managers and companies. Firstly, it can be deduced that the greater the number of nights stayed, the lower the likelihood of the tourists showing WTP for the destination to be sustainable.

Furthermore, the likelihood of willingness to pay is greater when the tourists are accommodated in hotels than in other types of accommodation. This last statement holds especially if it is taken into account that accommodation in hotels has an OR of 1.989, which means that it is particularly influential on WTP for the Western Costa del Sol to be a more sustainable destination.

The type of group with which the tourist travels conditions WTP. Table 7 shows that there is greater likelihood of WTP in the reference category (friends), followed by those who travel as a couple, who demonstrate a slightly lower likelihood of WTP than those who travel with a group of friends, and much further still from the likelihood of WTP of those who travel as a family and, above all, those who travel alone.

Another variable that affects WTP is the reason for the trip. In this case, tourists who travel for vacation (who, it should be recalled, represent 88.4% of the subsample analyzed) are less likely to be willing to pay. Those who travel for reasons of health, visits to friends/family, culture, study, etc., show a greater likelihood of WTP, higher than the reference category (business, work, meetings), though not much higher.

It is also interesting to highlight that tourists who reserve the trip in advance show a greater likelihood of willingness to pay than those who have not made any reservation, with, furthermore, an OR greater than one (1.501).

Moreover, as would seem logical, the less expensive the trip, the lower the likelihood of willingness to pay for the destination because said destination is more sustainable. In addition, and also logically, the likelihood of showing

WTP is higher amongst tourists who are satisfied with their trip (with an OR of 1.490) than those who are dissatisfied.

**Table 7**  
**Results of the adjusted model (predictor 2)**

	$\beta$	Sig.	OR	CL 95% for OR	
				Lower	Upper
Nights' accommodation (1-5)	-.992	.018**	.371	.163	.844
Nights' accommodation (6-15)	-1.060	.006*	.347	.163	.739
Accommodation (Hotel)	.688	.031**	1.989	1.064	3.718
Accommodation (Guesthouse/Pension)	-.539	.002*	.583	.255	1.336
Accommodation (Campsite/Hostel/...)	-.269	.591	.764	.287	2.034
Travel group (Alone)	-.708	.024**	.492	.266	.912
Travel group (Couple)	-.023	.037**	.977	.552	1.729
Travel group (Family)	-.142	.005*	.867	.455	1.652
Reason for trip (Health, visits,...)	.114	.021**	1.121	.117	10.778
Reason for trip (Leisure, vacation,...)	-.455	.007*	.635	.070	5.775
Reservation (Yes)	.406	.032**	1.501	.861	2.617
Cost of trip (<500)	-.802	.005*	.449	.255	.788
Cost of trip (501-1,000)	-.440	.004*	.644	.405	1.026
Satisfaction with trip (Yes)	.399	.000*	1.490	1.193	1.860
Constant	-2.225	.039**	.108		

\* Significant at the 1% and level    \*\* Significant at the 5% level

Source: Authors.

The omnibus test on the coefficients of the model indicates that the model has an adequate fit, in which not all of the coefficients are zero coefficients [Chi-squared (14) = 83.576; p = 0.000].

The Cox and Snell R<sup>2</sup> coefficient (.118) and the Nagelkerke R<sup>2</sup> coefficient (.172) indicate that the variation in the dependent variable explained by the model is moderate. The chi-squared coefficient of the Hosmer and Lemeshow test, which evaluates the overall goodness of fit of the model, shows that there are significant differences between the values observed and the values predicted by the model [Chi-squared (8) = 16.226; p = .039].

### **Predictor 3. Attitude of the tourist towards the sustainability of the destination**

As demonstrated in the section on methodology, the attitude of tourists towards sustainability conditions their behavior in the destination and, consequently, should condition the WTP. This section analyses the tourists' attitude and its influence on the WTP for the Western Costa del Sol to be a more sustainable tourist destination.

Table 8 reveals that the interviewees believe that, in general, the tourist destination analyzed is sustainable, a claim which contradicts the generalized

perception in the scientific literature and amongst tourism managers and planners, who generally consider this to be a saturated, obsolete destination which, in fact, is currently undergoing a process of conversion.

The majority (89%) consider that it is important to work for the sustainability of tourist destinations. That is, they consider sustainability to be an aspect that should be taken into account in the planning and management processes in tourist destinations.

Nevertheless, they are unwilling to pay an additional amount above the cost of their trip to provide the resources necessary for sustainable tourism projects in the destination where they are enjoying their holidays; they are not even willing to do so when it is suggested that this additional amount may be deducted from the amount they pay in income tax.

**Table 8**  
**Attitude of the tourist towards the sustainability of the destination**

		N	%	CI 95%
It is important to work for the sustainability of tourism destinations (Yes)	Yes	593	89.0	86.7-91.4
	No	73	11.0	8.6-13.3
Belief that this destination is sustainable (Yes)	Yes	481	72.2	68.8-75.6
	No	185	27.8	24.4-31.2
Additional contribution for sustainability projects (Yes)	Yes	107	16.1	13.3-18.9
	No	559	83.9	81.1-86.7
Additional contribution deductible from income tax (Yes)	Yes	106	15.9	13.1-18.7
	No	560	84.1	81.3-86.9

Source: Authors.

The results of the adjusted model, shown in Table 9, allow logical conclusions to be drawn. The tourists who are willing to pay additional amounts for sustainability projects and those who would pay more if this amount could be deducted from their taxes appear to be much more likely to be willing to pay for the Western Costa del Sol to improve its sustainability. It should also be highlighted that the OR in both cases is extremely high.

It is also logical that those who believe that the destination is sustainable are less likely to be willing to pay than those who think that it is not sustainable.

It is striking, though, that the tourists who agree that it is important to work for the sustainability of tourist destinations (89% of the subsample analyzed) show a lower likelihood of being willing to pay to make this specific destination more sustainable than those who do not believe that it is important to work for the sustainability of tourist destinations. However, the p-value

associated with coefficient  $\beta$  of this variable is relatively high, and so it must be concluded that this variable has no significant relationship with WTP.

**Table 9**  
**Results of the adjusted model (predictor 3)**

	$\beta$	Sig.	OR	CL 95% for OR	
				Lower	Upper
It is important to work for the sustainability of tourism destinations (Yes)	-.541	.115	.582	.297	1.141
Belief that this destination is sustainable (Yes)	-.090	.029**	.914	.548	1.524
Additional contribution for sustainability projects (Yes)	2.978	.000*	19.647	9.807	39.358
Additional contribution deductible from income tax (Yes)	1.874	.000*	6.512	3.395	12.493
Constant	-1.397	.000*	.247		

\* Significant at the 1% level \*\* Significant at the 5% level

Source: Authors.

The omnibus test of the coefficients of the model indicates that it has an adequate fit, in which not all of the coefficients are zero coefficients [Chi-squared (4) = 260.816;  $p = 0.000$ ].

The Cox and Snell  $R^2$  coefficient (.324) and the Nagelkerke  $R^2$  coefficient (.472) indicate that the variation of the dependent variable explained by the model is very high. The chi-squared coefficient of the Hosmer and Lemeshow test, which evaluates the overall goodness of fit of the model, shows that there are no significant differences between the values observed and the values predicted by the model [Chi-squared (3) = 2.583;  $p = .461$ ].

#### **Predictor 4. Degree of “sustainable intelligence”**

The composition of the three segments identified in the study by López-Sánchez & Pulido-Fernández (2016) when applied to the subsample of those who responded to the questions about WTP used in this study is shown in Table 10. As can be seen, the majority segment is reflective tourists (60.8%), followed by pro-sustainable tourists (20.6%) and unconcerned tourists (18.6%).

**Table 10**  
**Segments identified**

Segments	N	%	CL 95%	
			Lower	Upper
Reflective tourist	405	60.8	57.1	64.5
Unconcerned tourist	124	18.6	15.7	21.6
Pro-sustainable tourist	137	20.6	17.5	23.6
Total	666	100.0		

Source: Authors.

Table 11 provides the results of the adjusted model, showing that reflective tourists show a lower likelihood than those of the reference segment (pro-sustainable tourists) of willingness to pay extra for sustainability. The same occurs with unconcerned tourists, although this segment displays a more proactive attitude towards payment than reflective tourists.

Consequently, as predicted, tourists' "sustainable intelligence" conditions their WTP. Pro-sustainable tourists are more likely to have a high WTP than the other two segments. In turn, the likelihood of unconcerned tourists being willing to pay is greater than that of reflective tourists. Therefore, the policymakers and managers of the Western Costa del Sol should plan and develop actions aimed at attracting tourists with "sustainable intelligence".

**Table 11**  
**Results of the adjusted model (predictor 4)**

	$\beta$	Sig.	OR	CL 95% for OR	
				Lower	Upper
Reflective tourists	-6.479	.000*	.002	.000	.005
Unconcerned tourists	-5.639	.000*	.004	.001	.012
Constant	3.799	.000*	44.667		

\* Significant at the 1% level \*\* Significant at the 5% level

Source: Authors.

The omnibus test of the coefficients of the model indicates that it has an adequate fit, in which not all of the coefficients are zero coefficients [Chi-squared (2) = 450.178; p = 0.000].

The Cox and Snell R<sup>2</sup> coefficient (.491) and the Nagelkerke R<sup>2</sup> coefficient (.716) indicate that the variation of the dependent variable explained by the model is very high. The chi-squared coefficient of the Hosmer and Lemeshow test, which evaluates the overall goodness of fit of the model, shows that there are no significant differences between the values observed and the values predicted by the model [Chi-squared (1) = .000; p = 1.000].

## 6. DISCUSSION AND CONCLUSIONS

It is unquestionable that there has been a significant and growing scientific, academic, corporate and social interest in all matters related to sustainability and ethics, including issues of sustainable consumption. Sustainability attracts both politicians and the business community and is used as a marketing device, often without scruples of any kind. Thus, taking as a starting point the demand for this profound change of attitude in entrepreneurs and politicians, which would ensure real progress towards the sustainable management of tourist destinations, the personal responsibility of each tourist to act in a more conscious manner with respect to the complexity and difficulty involved in this process of change should not be underestimated or ignored.

The results obtained in this research have made it possible to identify the variables which explain or condition tourists' WTP to enjoy a more sustainable destination, in this case the Western Costa del Sol.

Most of the variables analyzed for the four predictors studied have been shown to be significant. Though to differing extents, all explain the WTP for a more sustainable destination of visiting tourists. This information is very valuable to those who take decisions on the sustainable management of the destination, since it allows them to direct their policies towards the demand side, leaving behind the current policy of exclusively taking supply-side action, which appears to be bearing little fruit.

It is necessary for the destination managers of the Western Costa del Sol to direct their offer towards those tourist segments which show a greater likelihood of willingness to pay for the efforts being made to make this destination more sustainable.

In order to be willing to pay for something, in this case for the improvement of the sustainability of the destination, tourists must be given relevant information to inform their decision making. In order to create realistic expectations, it is essential to communicate appropriate, accurate information. But accessing information about the sustainable behavior of the destination may be difficult for the tourist, due to the enormous complexity of real productive processes. According to Mihalic (2000: 70) "true sustainable projects are not as attractive to destination managers because many of their components cannot be directly supported by 'cost saving' and/or 'increased tourist demand' arguments". Therefore, managers at this destination must make endeavors to improve transparency and credibility as regards sustainability and, to this end,

they must know which variables influence WTP for this destination to be more sustainable.

Destination managers must undertake awareness campaigns to inform tourists of the reason for the price increase. Why are they paying more? Marketing is vital to ensure the success of the differentiation strategy based on the sustainability of the destination. Nevertheless, according to Butler (1980; 2006a; 2006b), a real change in direction towards sustainability can only be conveyed if there is a complete change in the identity on which the tourist attraction is based. That is to say, the destination must make a profound change, not simply window-dressing or a whitewash (or, as it is known in marketing literature, a *greenwash*) based on the practices of some tourist destinations or companies, which manipulate the presentation of their products and/or services to make them seem environmentally friendly or sustainable. However, this change in presentation is cosmetic, superficial and is an example of misleading marketing.

Analyzing the results obtained in this paper, it has been shown that pro-sustainable tourists are more likely to be willing to pay for sustainability than the other two segments. It should be remembered that these tourists have greater “sustainable intelligence”. Consequently, the policymakers and the business community of the destination should direct their actions, firstly, towards those tourists with higher “sustainable intelligence” (“pro-sustainable” and “reflective” tourist) and, secondly, to generating greater “sustainable intelligence” among the tourists visiting the Western Costa del Sol (especially “unconcerned tourists”). In addition, another challenge will be to develop a strategic agenda highlighting the priorities that policymakers and managers of destinations must face to attract, keep or increase tourists with greater “sustainable intelligence” (whereas “pro-sustainable” and “reflective” tourists represent 81.4% of the sample and the main difference between the first and the second segment is just the WTP, but both show highly knowledgeable, appropriate behavior and a positive valuation of the issues related to the sustainability of the destination). In this regard, policymakers and the business community should increase their own “sustainable intelligence” and understanding about what “sustainable intelligence” means, especially when, as the results demonstrate, more than three-quarters of tourists are showing appropriate behavior and a positive valuation of the issues related to the sustainability of the destination.

With regard to the socio-demographic and economic characteristics, the destination managers of the Western Costa del Sol should work to disseminate

their efforts in the field of sustainability amongst tourists of between 31 and 45 years of age, with a university education, an income of between €1,500 and €3,000 and amongst entrepreneurs and the self-employed.

Meanwhile, the trip characteristics which most influence WTP are the number of nights the tourist spends in the destination (the fewer the nights, the higher the WTP), accommodation in hotels, travelling with friends, reasons for the trip related to health, visits to friends and family, culture and study, having made reservations and satisfaction with the trip.

Counterintuitive results like greater income not translating automatically into greater WTP should be noted. It is not just a question of having considerable purchasing power, it is very much a matter of values and perceptions.

It should also be stressed that the increase in the number of nights decreases the likelihood of WTP to make the destination sustainable. Although it could be understandable as the tourist is already likely to be paying more (hence the probable reduced willingness to pay an even higher price), one can also question whether more and shorter stays – though contributing to higher WTP - contribute necessarily in any greater degree to the sustainability of the destination (particularly when for this type of destination this can also mean an increase in flights, carbon emissions, etc.). In that sense, as stated by Gosling et al. (2005: 427), “long stays are more eco-efficient than short stays, since the impact of transport to the destination is distributed over a longer period”. So, it could be interesting to measure whether it is better for the sustainability of the destination to attract tourists for shorter or longer stays, considering their WTP for the sustainability of the destination.

The highest WTP is found among those who travel for reasons of health, visits to friends/family, etc., and the lowest among those who travel as a family. This might challenge understandings or the literature on sustainability. It can be argued that, just as interesting or important as reporting and understanding the variables or profiles that report higher WTP, it is also important to try to explore the reasons why other “surprising” profiles report the opposite. In terms of insights for theory and practice, negative results, not just the positives, offer rich grounds for discussion.

Finally, policymakers and destination managers must also take into account the attitude of tourists towards sustainability. It has been shown in this paper that tourists who are willing to pay extra for sustainability projects and those who would pay more if this amount could be deducted from their taxes show a much greater likelihood of willingness to pay for the Western Costa del

Sol to be a more sustainable destination. Therefore, the destination should, on the one hand, offer products and services which are truly based on the philosophy of sustainability, since this could help to revalorize it as a unique, differentiated, responsible destination. On the other hand, it must communicate to all current and potential consumers this change in philosophy chosen by the destination in setting out its horizon for the improvement of its sustainability, since, in this way, tourists will be provided with information that will lead them to take decisions with a greater WTP.

Some caution should be applied when generalizing the results. Through a WTP approach, it is possible to attribute an economic value, which in turn can be used as an economic policy. However, the choice of factors included in the conceptual framework may not be exhaustive. What additional variable might also influence tourists' sustainability-conscious behavior? It would be interesting to integrate factors related to the firms and their products, such as prices, brand image, advertising or product/destination quality, and it would seem pertinent to address them in future research.

It would also be interesting to discover whether the results generated in this study can be applied to all types of destination. To answer these questions, researchers could eventually study the factors that influence tourists' willingness to spend more for sustainable destinations, but from a completely different angle. Future research could, for example, be conducted into other kinds of tourist destinations (not only sun-and-sand tourist destinations) based and focused on sustainability.

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# **CAPÍTULO 5**

## **ARE TOURISTS REALLY WILLING TO PAY MORE FOR SUSTAINABLE DESTINATIONS?**

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### Abstract

The understanding of pro-sustainable behaviour and its true economic implications is an important subject for tourism destination marketers and policymakers, especially given that limited research has focussed on the economic implications of tourist preferences for more sustainable destinations. Following the identification of three different demand segments using the concept of "sustainable intelligence" (level of commitment, attitude, knowledge and/or behaviour with regard to sustainability), this study hypothesizes that the tourist segment with high level of "sustainable intelligence" (called "pro-sustainable tourist") is willing to pay more to visit a more sustainable destination. The main aim of this paper is to use the logistic regression model to estimate the premium price that each segment is willing to pay to visit a sustainable destination. This paper reports the result of a willingness to pay study using data from 1,118 respondents visiting the Western Costa del Sol (Spain), a mature sun-and-sand destination that is currently facing several developmental challenges supposedly associated with sustainability. The results obtained from this research study indicate that the tourist segment with high levels of "sustainable intelligence" is willing to pay more to visit a more sustainable tourism destination. However, there is little willingness to pay if the destination's commitment to sustainability increases the price of the tourism product (26.6% of respondents).

<b>Keywords</b>	willingness to pay; pro-sustainable tourist; sustainable intelligence; destinations management; Western Costa del Sol (Spain)
<b>Taxonomy</b>	Sustainable Tourism, Tourism Economics, Destination Marketing and Management, Tourism Management
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# Are tourists really willing to pay more for sustainable destinations?

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## ABSTRACT

The understanding of pro-sustainable behaviour and its true economic implications is an important subject for tourism destination marketers and policymakers, especially given that limited research has focussed on the economic implications of tourist preferences for more sustainable destinations.

Following the identification of three different demand segments using the concept of "sustainable intelligence" (level of commitment, attitude, knowledge and/or behaviour with regard to sustainability), this study hypothesizes that the tourist segment with high level of "sustainable intelligence" (called "pro-sustainable tourist") is willing to pay more to visit a more sustainable destination. The main aim of this paper is to use the logistic regression model to estimate the premium price that each segment is willing to pay to visit a sustainable destination.

This paper reports the result of a willingness to pay study using data from 1,118 respondents visiting the Western Costa del Sol (Spain), a mature sun-and-sand destination that is currently facing several developmental challenges supposedly associated with sustainability.

The results obtained from this research study indicate that the tourist segment with high levels of "sustainable intelligence" is willing to pay more to visit a more sustainable tourism destination. However, there is little willingness to pay if the destination's commitment to sustainability increases the price of the tourism product (26.6% of respondents).

**Key words:** *willingness to pay, pro-sustainable tourist, sustainable intelligence, destinations management, market segmentation, Western Costa del Sol (Spain).*

## **1. Introduction**

Different issues related to the sustainability field, including sustainable consumption, have gained significant institutional, scientific, academic, corporate and social momentum over the past two decades. However, even though the idea of sustainable development has been discussed in tourism research for almost a quarter of a century, the inclusion of the tourist in this debate has been delayed and partial. In that sense, Sharpley (2014: 37) declares “the exclusion of the tourist from the majority of the research”. However, for over a decade, tourist behaviour has been fundamental issue in tourism studies (Swarbrooke & Horner, 2007).

The subject areas in sustainable tourism research have significantly changed over the 25-year period of analysis and, in particular, sustainable tourist behaviour is currently a thriving field of study (Weeden, 2013; Cohen et al., 2014), experiencing significant growth since 2008 (Ruhanen et al., 2015). Nevertheless, in academic discussions, the conceptual basis of the sustainable tourist has been controversial and somewhat bewildering, thus resulting in different conceptualizations of “sustainable or pro-sustainable tourists”.

The role of tourists is crucial to research on the challenge of sustainability. As the World Tourism Organization already noted over a decade ago, “sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourist, raising there awareness about sustainability issues and promoting sustainable tourism practices amongst them” (WTO, 2004: 7).

It is undeniable that tourists’ profile has changed significantly in recent years. Numerous studies on tourist consumer behaviour indicate that there is a growing awareness of the environmental, social and cultural impact that tourism activity can generate. Tourists who promote and consume sustainable tourism are sensitive to the impacts that this activity can generate and therefore try to protect the destination (Harrison et al., 2005; Werhrlı et al., 2011; Hedlund, 2013).

However, the scientific debate regarding consumer behaviour in sustainability issues is intense. Hence, many contemporary academics (e.g., Auger & Devinney, 2007; Belk et al., 2005; Carrigan & Attalla, 2001; Weaver, 2012; among others) suggest that most consumers pay little attention to ethical considerations in their final purchase decisions; therefore, there is a gap between the expressed attitudes and actual purchase behaviour (attitude–behaviour or word–deed gap).

From a management and research perspective, it is important to obtain a greater understanding of consumer attitudes and economic implications of the current tourist regarding sustainability, with the aim of achieving a new tourism model

whose central value is sustainability. In that sense, an important challenge facing policymakers and marketing managers is to identify which tourists are willing to pay more for sustainable destinations and if pro-sustainable tourists spend more than their less-sustainable counterparts (Nickerson et al., 2016).

This paper's aim is to contribute an understanding of the role played by tourists to a destination as a strategic element of differentiation. Drawing on contemporary research on sustainable behaviour and the "pro-sustainable tourist", this article begins by outlining the ways in which the "pro-sustainable tourist" has been understood and the importance of determining the economic value of sustainability from the tourist perspective.

This research extends previous work regarding the concept of "sustainable intelligence" as a component of tourism demand, to which a latent class analysis can be applied. Using this method, the resulting three segments ("reflective tourist", "unconcerned tourist" and "pro-sustainable tourist") were compared, showing their different levels of commitment, attitude, knowledge and behaviour with regard to sustainability ("sustainable intelligence") (López-Sánchez & Pulido-Fernández, 2016). To further expand and refine the theoretical understanding of "sustainable intelligence", this work estimates the premium price that each segment is willing to pay to visit a sustainable destination.

The paper is structured as follows. The paper's introduction gives an overview of the approach. The theoretical framework presents a review and update of key concepts on which this study is conducted. Then, prior to the empirical study, a brief analysis of the context in which the research is conducted is presented, an emblematic coastal tourism destination, the Western Costa del Sol (Andalusia, Spain), which is recognized as mature by the scientific literature that has carried out an expensive strategy of repositioning in the market through investment in sustainable tourism development (Plan *Qualifica*<sup>5</sup> of Western Costa del Sol).

In the following section, the methodology adopted in the study is described and the accepted methods in the literature to derive WTP are compared; then, the study findings are presented. The results enrich the understanding pro-sustainable tourist background and portray the practical and theoretical contributions of the suggested conceptual model, as well as its limitations. The article concludes by exposing the future research themes in the field of pro-sustainable tourism.

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<sup>5</sup> Contained in the *Requalification Program for Mature Tourism Destinations (Spanish Tourism Plan Horizon 2020)*.

## **2. Literature review**

### **2.1. What does it mean to be a “sustainable tourist”?**

As stated by Gössling et al. (2012), there is academic, political and industry consensus that tourism should become more sustainable, a process that requires the participation of all stakeholders. In this regard, the role of the tourist, the main actor of the tourism system, is crucial in advancing towards sustainable tourism. However, in the sustainable tourism debate, it is common to relegate, even overlook, the role of tourists, even though they should be the focus of discussion by exploring what it means to be a "sustainable tourist" – that is, a tourist with sustainable or pro-sustainable attitudes and behaviours (Stanford, 2008; Sharpley, 2014).

It should be stressed that tourists' sustainability must be understood as a continuous process rather than a static state; it must be considered a permanent process of adaptation and balance to adjust their relationship with ecological, economic and social systems.

Many studies have looked at tourists who identify themselves as being sustainable in some way. In fact, an overview of the state of sustainable tourism in the scientific literature indicates that sustainable tourist behaviour is currently a thriving field of study (Weeden, 2013). In the literature, there are many definitions that have been developed around tourists' sustainability according to different criteria and using different methodological approaches. A problem in the study and analysis of pro-sustainability consumerism is the variety of variables that can be considered when analysing sustainable behaviour, which vary according to how the researcher understands sustainability. For example, some authors relate sustainable tourism behaviour only to environmental issues (Gilg et al., 2005; Rheem, 2009; Dolnicar et al., 2008), while other authors (although there are few contributions) study the relationship between tourists and sustainability from a more holistic and inclusive perspective (Werhrli et al., 2011).

In the past two decades, there have been a significant number of conceptual approaches to the idea of "sustainable tourist". Not all of these, of course, have been accepted. Worthy of special mention is the green, environmental or ecological tourist (Bergin-Seers & Mair, 2009; Hedlund, 2013; Swarbrooke & Horner, 2007; Juvan & Dolnicar, 2014), ethical tourist (Fennel & Malloy, 1999; Ruhi & Gurel, 2006; Weeden, 2013; Wheeler, 1995) or sustainable tourist (Budeanu, 2007; Werhrli et al., 2011). Additionally, other conceptualizations related to different aspects of sustainability are the nature-based tourist (Luzar et al., 1998; Chhetri et al., 2004; Mehmetoglu, 2007), slow tourist (Dickinson & Lumsdon, 2010; Yurtseven & Kaya, 2011),

responsible tourist (Spenceley, 2010; Sharpley, 2013), community-based tourist (Reed, 1997; Lee et al., 2013), geotourist (Dowling & Newsome, 2006; 2008; 2010), people-first tourist (Morais et al., 2012), pro-poor tourist (Ashley & Goodwin, 2007), and just tourist (Mihalič & Fennel, 2014), among others.

Progress has not been made solely in the conceptualization of tourists' sustainability; there is also an extensive body of literature that analyses the relationship between individuals' values, attitudes and behaviour. Indeed, previous research has shown an existing relationship between individuals' values, attitudes and behaviour (Bergin-Seers & Mair, 2009; Hansla et al., 2008; Mehmetoglu et al., 2010; Wurzinger & Johansson, 2006; Kim & Weiler, 2013). Moreover, numerous studies on tourist consumer behaviour indicate that there is a growing awareness of the environmental, social and cultural impact that tourism activity can generate (Kuoni, 2011; Travelhorizons, 2009, TUI, 2004; Dwyer et al., 2009; Weeden, 2013; among others).

As Peeters (2012) and Weaver (2012) argue, although sustainable development is now a well-established term, its implementation has not been particularly successful. In fact, several authors submit that this proposed mass awareness of the environmental, social and cultural impact that tourism activity can generate in destinations is not directly reflected in actual consumer behaviour, particularly regarding tourism-related decisions (Miller, 2003; Weaver, 2012; among others). Additionally, other studies argue that there is an important difference between the declared values and the actual tourist behaviour (Araña et al., 2013; Gössling et al., 2006; McKercher et al., 2010; Miller, 2003; Weaver, 2012). Aside from this, other authors argue that most consumers pay little attention to ethical considerations in their final purchase decisions, so there is a gap between the expressed attitudes & actual purchase behaviour (attitude-behaviour or word-deed gap) (Auger & Devinney, 2007; Belk et al., 2005; Carrigan & Attalla, 2001; Follows & Jobber, 2000; Hibbert et al., 2013).

Several authors (Miller, 2003; Yeoman, 2008; Boniface & Cooper, 2005; amongst others) support the idea that consumers make their purchasing decisions on the basis of the environmental, social and economic quality of products and are willing to transfer these habits to the purchase of tourism products. As a matter of fact, consumer behaviour shows trends towards the consumption of green brands and sustainability, as these factors are important when booking their holiday destinations (Adlwarth, 2010; Dodds et al., 2010; Hedlund, 2011; Rheem, 2009; Wehrli et al., 2013). For this reason, as Edgel (2006) recognizes, destinations try to respond to these new demands and show a greater concern to develop more

sustainable tourism. Furthermore, as noted by Darnall et al. (2012), sustainable consumption is often perceived as a business opportunity.

This implies a willingness to buy beyond the incentive of price comparison, in search of the quality and opportunities that are consistent with environmental and social concerns. Miller (2003) supports the idea that consumers make their purchasing decisions on the basis of the environmental, social and economic quality of products and are willing to transfer these habits to the purchase of tourism products. In fact, recent studies demonstrate the real potential of "sustainable" consumers in different types of companies directly linked to tourism (hotels, restaurants, transportation companies, etc.), showing the profitability of tourists with sustainable behaviour (Chen & Peng, 2012; Law et al., 2012; Teng et al., 2013; among others). In short, the academic debate regarding the sustainable behaviour of tourism consumers and real economic implications on sustainability issues is intense and even controversial.

## **2.2. Should tourists be willing to pay more for more sustainable destinations?**

Another highly pertinent issue being widely discussed in the scientific sphere is whether investment in sustainability involves higher costs for the destination and, therefore, an increase in price. If, on the other hand, this commitment to sustainability leads to the improvement of efficiency and the price rises, this process is put forward solely as a differentiation strategy. In this regard, recent studies contribute to breaking with one of the most widespread myths about sustainability – which tourism sustainability can be obtained only at the expense of economic progress (Pulido-Fernández et al., 2015). It is important to note that a commitment to sustainability does not necessarily mean that the destination should be more expensive, but rather, it can be a price strategy. As León (2004: 8) states, “sustainability plays a determining role in product differentiation, which allows to offer a price above the level of perfect competition, exercising a market power that would increase the profitability of tourism for the destination society”. As stated by Hedlund (2011: 279), “many ecologically sustainable tourism alternatives are more expensive than their less sustainable counterparts” and, in that case, tourists need to be willing to pay more in order to be more sustainable. An interesting question is: are pro-sustainable tourists a higher spending market? And, is true that, as stated by (Nickerson et al., 2016: 176), “sustainable tourists have significantly higher spending patterns than less-sustainable tourists”?

In the field of tourism, numerous studies have analysed the WTP of tourists on issues related to the conservation and protection of natural areas (Casey et al., 2010;

Piriyapada & Wang, 2014; Subade & Francisco, 2014), ecotourism services (Cheung & Jim, 2014), sustainable products (Werhli et al., 2011), sustainable destinations (López-Sánchez & Pulido-Fernández, 2014), climate change (Araña et al., 2013), nature-based tourism (Luzar et al., 1998), etc. Other studies support the relevance of the WTP, showing the existence of tourists willing to pay more for sustainability-related issues from different perspectives (hotels, transport, products, etc.), (Dodds et al., 2010; Rivera, 2002; Namkung & Jang, 2014; Choi & Ritchie, 2014).

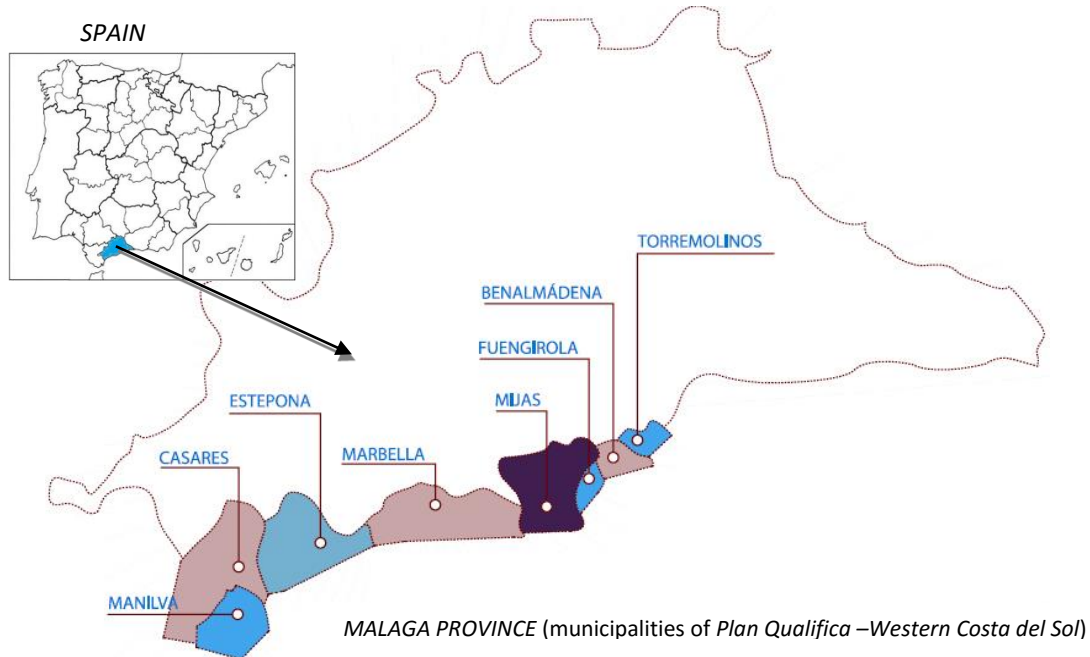
Accordingly, it is interesting to examine the willingness to pay as an economic instrument for sustainable tourism management, especially in destinations that try to restructure their business model towards sustainability as a differentiating element in the market (Birdir et al., 2013) and demonstrate that in regard to tourism, it pays to be sustainable.

### **3. Case study**

This analysis has been conducted on the Western Costa del Sol (Andalusia, Spain) (Map 1), which stands out as a typical mature and obsolete sun-and-sand tourism destination with recognized problems of unsustainability (Agarwal & Shaw, 2007; Bramwell, 2004; Navarro, 2012) in need of renewal of its tourism development patterns. It is a destination that has carried out an expensive repositioning strategy in the market through investment in sustainable tourism development (Plan *Qualifica*).

In truth, as the Plan *Qualifica* itself recognizes, "the new model we advocate is based on rehabilitation facing the expansion; defends an economic and not territorial expansion. Breaking the dynamics of tourism growth, investing in sustainable tourism development" (Junta de Andalucía, 2007: 65). Therefore, the debate is particularly interesting with regard to the attitude and behaviour of tourists about the sustainability of the destination, in a territory that is facing the challenge of achieving true transformation towards a new model of tourism through the implementation of tourism policies whose core value is sustainability.

Map 1. Territorial situation of the Western Costa del Sol (Malaga province)



Source: Authors' own elaboration.

It is particularly striking that all strategies proposed in the Plan Qualifica are based exclusively on supply-side measures (mainly infrastructure projects such as construction, remodelling, rehabilitation, etc.). However, there are no strategies aimed at tourists, nor has any specific analysis of the demand for this destination been made. This crucial issue is indispensable to adjust strategies and actions, considering the actual or desired tourist demand (redirecting to new segments) for that destination.

Since tourism began to develop in Malaga in the mid-1950s, it has become a powerful driving force for the transformation and modernization of Spain's entire coastline (Barke & Towner, 2004). However, this process has generated notable pressure on the land, which, in turn, has radically changed the coast's character. The historical imposition of unsustainable tourism has caused a serious impact on the landscape that has resulted in a new reality that is more complex from a territorial and sustainable point of view. This has led to a chaotic tourism development model (Paneque et al., 2009) that requires the implementation of new tourism policies supported by planned action based on sustainability criteria<sup>6</sup>. This is precisely the aim of the Plan Qualifica, whose ultimate goal is to achieve a profound change in the Western Costa del Sol traditional tourism model from a development model based on growth to a new one based on quality, innovation and sustainability. This fact

<sup>6</sup> To gain an understanding of the transformation and impacts of the tourism sector in Western Costa del Sol, it is recommended to read, among others, Almeida (1999, 2009), Navarro (2012), Navarro et al. (2012, 2013), etc.

underlies the final decision to select this destination for the methodological application of this research.

## 4. Methodology

### 4.1. Questionnaire and survey

To verify our hypothesis, a survey was conducted in municipalities that are part of the tourism destination under study (Table 1).

Given the impossibility of identifying the target population (tourists visiting the Western Costa del Sol), due to the lack of adequate statistical information, a simple random sampling method was conducted, carrying out 1188 valid surveys with domestic and foreign tourists who stayed overnight in any of the cities that comprise this destination.

During the month of June (2013), the survey was validated by five specializing in this paper's area of analysis, with the intention of improving, supplementing and corroborating the final content of the survey.

The survey was divided into three parts: i) characterization of tourism demand, ii) characterization of tourism demand in terms of sustainability and iii) economic implications associated with improving the sustainability of the destination.

**Table 1. Survey data sheet**

<b>Universe</b>	Tourists (domestic and foreign) staying overnight at one of the cities of the destination
<b>Scope</b>	Benalmádena, Casares, Estepona, Fuengirola, Manilva, Marbella, Mijas and Torremolinos ( <i>Plan Qualifica</i> municipalities)
<b>Type of survey</b>	Structured questionnaire conducted by personal interview
<b>Sample size</b>	1,188 valid surveys
<b>Sampling error</b>	± 2.843 %
<b>Confidence level</b>	95 % (p = q = 0.50)
<b>Fieldwork period</b>	July and August 2013

Source: Authors' own elaboration.

### 4.2. Segmenting the tourism market: A latent class analysis based on tourists' "sustainable intelligence"

In an attempt to delve further than the current literature's partial consideration of several attitudes and values in order to segment the tourism demand concerning sustainability, López-Sánchez and Pulido-Fernández (2016: 61) introduce the concept

of “sustainable intelligence” as a latent variable considered as “an inherent capacity to a certain type of tourist, whose possession conditions their motivations, expectations and behaviors”. According to the authors, a tourist with high “sustainable intelligence” is one who shows empathy towards sustainable tourism development in the territory where he enjoys holidays. Consequently, he has an intellectual understanding of sustainability and takes measures to facilitate the incorporation of sustainability in the processes of production and tourism consumption. Therefore, the development of “sustainable intelligence” is essential for tourists to adapt their motivations, expectations and behaviours towards a much more sensible and responsible stance regarding the destination.

López-Sánchez and Pulido-Fernández (2016) identify and compare three segments – the “reflective tourist”, “unconcerned tourist” and “pro-sustainable tourist” – showing their different levels of commitment, attitude, knowledge and behaviour with regard to sustainability segmentation<sup>7</sup>. This segmentation has been used in this article to analyse to what extent demand segments, whose motivations, expectations and behaviours are different when visiting the destination in which this research was carried out, show a different willingness to pay to visit a more sustainable destination.

#### **4.3. Most common methodologies to study the WTP: Reasons to choose this concrete method**

Within the direct methods group/declared preferences, the Contingent Valuation Method allows calculating the Willingness to Pay (WTP) through different models. The final model choice depends on the sample size or on the question format. Some of these formats are the referendum, multiple, auction and open format. However, there is still no standard about which is the best format, under which circumstances it should be applied, or which is the appropriate statistical model to estimate the WTP trustworthily.

Contingent valuation (CV) is a stated preferences method widely used to measure, in monetary units, people’s preferences concerning environmental assets and public goods. It consists of creating a hypothetical market by asking people how much they would be willing to pay for a certain nonmarket good as “sustainability”.

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<sup>7</sup> The aim of this previous study (López-Sánchez & Pulido-Fernández (2016) was to demonstrate that, in these mature sun-and-sand tourism destinations, is possible to identify one or more segments of demand that show a high level of commitment, attitude, knowledge and/or behavior towards sustainability. Details of this methodology and findings have been published; for that reason, this paper includes only those results that are absolutely necessary for the reader to understand the origin of the investigation. Readers are invited to read the previous work for a supplemental background and methodological details that enhance the credibility of this paper.

Parametric approaches (such as logit and probit models) are most used, but non-parametric methods have some advantages with respect the parametric approaches since the WTP estimators are easily calculated and are more robust to wrong specifications of the probability distribution function. The non-parametric approach presented by Kriström (1990) is based on a theorem developed by Ayer et al. (1955), but it can be considered a particular case of the Turnbull's algorithm (Turnbull 1976), which faces the problem posed by Ayer et al. (1955) as an extreme case of double censoring. Later, Kriström (1997) developed a parametric estimation based on a specific likelihood function that allows for zero responses in the WTP: the spike model.

To summarize, in Table 2, the main methodologies used to estimate the WTP are revised and summarized, even quoting as a reference some general studies and others within the tourism area that define and/or use these models.

The next step is to estimate, using a logistic regression model, the probability that any of the identified segments would be willing to pay for Western Costa del Sol to become a more sustainable tourist destination. The extent to which any segment is willing to pay more than the rest is also included.

Using referendum question requires a large sample size. In this regard, Hanemann and Kanninen (1996) recommend a sample size between 500 and 1,000 (in that case, the initial sample size was 1,188 surveys).

The statistical analysis differentiated real zeros from protest zeros, and protest zeros were eliminated. Real zeros correspond to tourists who participate in the hypothetical market but do not recognize the worth of it, whilst protest zeros correspond to tourists showing a clear discomfort with the suggestion of paying an additional amount. This type of tourist, corresponding to protest zeros, is not included in the hypothetical market; therefore, it should be excluded from the analysis.

In order to identify protest zeros, tourists who were not willing to pay more for their stay in Western Costa del Sol were asked to give a reason for their negative response. Thus, protest zeros are considered tourists whose negative response is one of the following:

- I am not interested in this type of issue.
- I do not believe in this type of contribution; at the end of the day, nothing will change.
- I do not think a sustainable destination has to be more expensive, but rather, it should use its resources more efficiently.

Consequently, the initial sample comprised 1,188 tourists; however, records with missing data and “protest zeros” were dismissed, so, finally, there were 666 valid surveys, with a sampling error of 3.797%, for a confidence level of 95% ( $p = q = 0.50$ ). Moreover, a first descriptive analysis through contingency tables is carried out by using descriptive statistics tools, through the statistical software SPSS version 22.0, in regard to categorical variables and analysis of variance (ANOVA) to analyse interval or quantitative variables. The purpose is to identify which of the identified segments can explain WTP and to what extent.

**Table 2**  
**Willing to pay approaches**

MODEL	LITERATURE
<b>PARAMETRICS approaches</b>	
<p><b>PARAMETRICS approaches</b> (Logit, Provit and their different variations)</p>	<p><i>GENERAL LITERATURE:</i> Loureiro &amp; Hine (2002); Whittington et al. (1990); Cameron &amp; James, (1987).</p> <hr/> <p><i>TOURISM LITERATURE:</i> Lee &amp; Han (2002), Kim et al. (2007), Dharmaratne et al. (2000), Wang, &amp; Jia, (2012), Yacob et al. (2009).</p>
<b>NON PARAMETRICS approaches</b>	
<p><b>Turnbull Model I:</b> This technique only needs as information the negative answers proportion to each of the prices offered in the referendum type questions. It provides a simple estimation way. The disadvantage it has compared to the regression model is that the WTP is only explained through the proportion of negative answers to the prices offered and in no case through other variations or individual features.</p> <p><b>Kriström Model :</b> Contrary to the Turnbull technique, the amount that leads to the probability of zero acceptance must be specified by the analyst, if the survey does not provide this information. The average in Kriström depends partly on this arbitrary value.</p>	<p><i>GENERAL LITERATURE:</i> Turnbull, (1976); Carson &amp; Steinberg (1990); Kriström (1990).</p> <hr/> <p><i>TOURISM LITERATURE:</i> Brouwer et al. (2008); Edwards (2009).</p>
<b>OTHER APPROACHES</b>	
<p><b>SPIKE</b></p> <p>This model, contrary to Logit and Probit (which only represents <math>WTP &gt; 0</math>) allows to include the <math>WTP = 0</math>, detected on the first rating question that identifies the individuals that would be willing to pay, in contrast with those who would not be willing to pay in an hypothetic market. This model, therefore, allows the estimation of the WTP distribution with an “spike”, i.e., with a discontinuity on the 0 value, due to the fact that a positive probability is assigned to <math>WTP = 0</math>.</p>	<p><i>GENERAL LITERATURE:</i> Del Saz-Salazar &amp; Garcia-Menendez, (2001); Kriström, (1997).</p> <hr/> <p><i>TOURISM LITERATURE:</i> Hanley et al., (2009); Farr et al., (2014).</p>

Source: Authors' own elaboration.

#### 4.4. Logistic regression model

Removing the “zeros” as a complaint has significantly reduced the number of valid questionnaires to undertake this research. As a consequence, the available information is much more limited, and the application of traditional methodologies in order to estimate the WTP was completely fruitless, as the results obtained in all cases were not statistically significant. Therefore, it has been necessary to look for a different methodology that allowed to the intended analysis to be achieved and that included statistically significant results.

Models of logistic regression are commonly used to model, through a linear predictor, the probability of the occurrence of an event (Greene, 1997; Hosmer, 1989; Maddala, 1983; Hanemann & Kanninen, 1996). Our research applies this type of model to predict the probability of positive WTP.

The dependent variable was defined for  $Y_i = 1$  when WTP is positive and  $Y_i = 0$  when WTP is negative. Logistic regression analyses data of binomial distribution  $Y_i \sim B(p_i, n_i)$ , where, for  $i = 1, \dots, n$ , where the numbers of Bernoulli trial  $n_i$  are known and the probabilities of success  $p_i$  are unknown. The applicable model follows the Logit function:

$$\text{Logit } P(Y_i=1 | \beta, X_i) = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \dots + \beta_k X_{ik}, \quad i=1, \dots, n$$

where

- $\text{Logit } P(Y_i = 1 | \beta, X) = \ln [p(Y_i = 1 | \beta, X)/(1-p(Y_i = 1 | \beta, X))]$ ;
- $\beta_j$  is the parameter associated with the variable  $j$ ,  $j=1, \dots, k$ , that has been estimated through the maximum likelihood method:
- $x_j$  are *dummy* variables; in other words,  $x_{ij}$  (value of variable  $j$  on the individual  $i$ ) takes values 0 and 1.

An algebraic transformation provides the corresponding logistic model that indicates the probability of predicted occurrence by the predictive linear function that subject  $i$  presents a positive WTP:

$$P(Y_i = 1 | \beta, X) = [1 + \exp(-(\beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \dots + \beta_k X_{ik}), i=1, \dots, n)]^{-1}$$

*Odds* refer to the following ratio:

$$\text{Odds} = P(Y_i = 1 | \beta, X) / [1 - P(Y_i = 1 | \beta, X)]$$

The calculation of two *odds* concerning a unitary increase in one of the explicative variables of the model leads to the concept of the *odds-ratio* as the ratio of the two *odds*:

$$\text{Odds-ratio} = \text{odds2} / \text{odds1} = \exp(\beta_j)$$

Software SPSS, version 22.0 was used. The reference category to analyse the adjusted model is the last one (pro-sustainable tourists).

## 5. Results

### 5.1. Segmented analysis regarding willingness to pay

As shown in Table 3, only 26.6% of the survey (n=666) is willing to pay more for Western Costa del Sol to become a more sustainable destination than it is at present. The vast majority of this type of tourist willing to pay more money for destination sustainability is part of the segment called “pro-sustainable tourists”. In fact, 97.8% of this segment shows their availability to pay more, versus a small number of tourists from the other two segments who have shown willingness to pay an additional charge.

This lack of commitment shown by survey respondents in terms of accepting a higher cost of travel to a destination that is making relevant efforts to improve its sustainability is confirmed, as seen in Table 3, by the notion that even the people willing to pay would only pay a very reduced additional amount, which is limited, in general, to 10% of the total amount of the cost of travel.

Again, “pro-sustainable tourists” are the ones who are willing to pay more money, even identifying a small group who is willing to pay up to 50% of the current amount paid, although this group should be considered a merely testimonial case because the vast majority (85.4%) of people estimate their additional payment to not exceed 10%.

**Table 3. Willingness to pay more for a more sustainable tourist destination**

Are you willing to pay more?	Total		Reflective tourist		Unconcerned tourist		Pro-sustainable tourist	
	N	%	N	%	N	%	N	%
<b>No</b>	489	73.4	379	93.6	107	86.3	3	2.2
<b>Yes</b>	177	26.6	26	6.4	17	13.7	134	97.8
<b>10%</b>	146	21.9	16	4.0	13	10.5	117	85.4
<b>20%</b>	11	1.7	2	.5	3	2.4	6	4.4
<b>30%</b>	3	.5	2	.5	-	-	1	.7
<b>40%</b>	2	.3	1	.2	-	-	1	.7
<b>50%</b>	5	.8	2	.5	-	-	3	2.2
<b>75%</b>	1	.2	-	-	-	-	1	.7
<b>Double</b>	10	1.5	4	1.0	1	.8	5	3.6
<b>Total</b>	<b>666</b>	<b>100.0</b>	<b>405</b>	<b>100.0</b>	<b>124</b>	<b>100.0</b>	<b>137</b>	<b>100.0</b>

Source: Authors' own elaboration.

Table 4 shows the tourists willing to pay over 100 euros more than the amount they are paying now in order to enjoy a more sustainable tourist destination (in this case, Western Costa del Sol). In order to choose this value, an estimation of the central tendency on WTP per tourist has been carried out through the median, whose value was 100 euros, which indicates that half of people are willing to pay less than 100 euros more to enjoy a sustainable tourist destination, while the other half shows a WTP higher than 100 euros.

The mean is the most used average measure, as all opinions are taken into account, and offers a more exact value; however, it may be affected by the so-called "asymmetry" that represents the distribution of observations in relation to a central value and may be caused by the existence of extreme values that distort its meaning. Therefore, the mean is used to prevent the arithmetic mean from becoming excessively distorted by the existence of extreme values.

In general, Table 4 shows that, amongst the people willing to pay more, the group of people who would pay over 100 euros is greater than the group of people willing to pay less than 100 euros. It is also noticeable that the difference between both groups (in favour of the ones willing to pay over 100 euros) is more significant in "reflective tourists" and "unconcerned tourists" than in "pro-sustainable tourists".

**Table 4. Tourists willing to pay over 100 euros more than at present**

	Total		Reflective tourist		Unconcerned tourist		Pro-sustainable tourist	
	N	%	N	%	N	%	N	%
<b>0</b>	488	73.3	378	93.3	107	86.3	3	2.2
<b>&lt;100 euros</b>	77	11.6	6	1.5	6	4.8	65	47.4
<b>&gt;100 euros</b>	101	15.2	21	5.2	11	8.9	69	50.4
<b>Total</b>	666	100.0	405	100.0	124	100.0	137	100.0

Source: Authors’ own elaboration.

Table 5 summarizes the descriptive statistical principles. In general, the people included in the analysed survey are willing to pay (WTP) 6.29% (62.89 euros) more than the amount actually paid (cost of travel-CT) to visit a more sustainable tourist destination. However, when the survey is segmented into the three previously identified groups, it is shown that “reflective tourists” are willing to increase the amount paid by only 2.31% (17.64 euros), whereas the “unconcerned tourists” would overpay 2.41% (30 euros). “Pro-sustainable tourists” have expressed their intention to pay the highest amount in relation to the cost of travel. The tourists in this segment express their intention to pay 15.35% (226.42 euros).

**Table 5. Descriptive statistics**

		Total		reflective tourist		unconcerned tourist		pro-sustainable tourist	
		Cost of travel (CT)	Δ CT (WTP)	Cost of travel (CT)	Δ CT (WTP)	Cost of travel (CT)	Δ CT (WTP)	Cost of travel (CT)	Δ CT (WTP)
<b>N</b>	<b>Valid</b>	666	666	405	405	124	124	137	137
	<b>Lost</b>	0	0	0	0	0	0	0	0
<b>Mean</b>		999.1291	62.8874	762.9630	17.6370	1245.2500	30.0081	1474.5182	226.4161
<b>Median</b>		700.0000	.0000	600.0000	.0000	900.0000	.0000	1100.0000	100.0000
<b>Standard Dev.</b>		1037.97092	254.76028	707.98484	96.77763	1161.03830	99.53310	1452.91697	496.53998
<b>Minimum</b>		.00	.00	.00	.00	.00	.00	44.00	.00
<b>Maximum</b>		7150.00	3500.00	6000.00	1200.00	6500.00	700.00	7150.00	3500.00
<b>Percentiles</b>	<b>5</b>	100.0000	.0000	100.0000	.0000	105.0000	.0000	211.2000	11.8000
	<b>10</b>	200.0000	.0000	150.0000	.0000	300.0000	.0000	440.0000	24.0000
	<b>25</b>	400.0000	.0000	300.0000	.0000	600.0000	.0000	605.0000	50.0000
	<b>50</b>	700.0000	.0000	600.0000	.0000	900.0000	.0000	1100.0000	100.0000
	<b>75</b>	1200.0000	20.0000	1000.0000	.0000	1500.0000	.0000	1650.0000	200.0000
	<b>90</b>	2030.0000	140.0000	1600.0000	.0000	2405.0000	90.0000	3300.0000	500.0000
<b>95</b>	3000.0000	300.0000	2100.0000	100.0000	3500.0000	232.5000	5050.0000	710.0000	

Source: Authors’ own elaboration.

The following aspect to be compared is the two dependent variables (cost of travel and WTP) between the three segments. Table 6 includes descriptive statistics. The previously mentioned statement is confirmed: “pro-sustainable tourists” are willing to pay an amount 7.5 times higher than the amount “unconcerned tourists” would pay; and “unconcerned tourists”, at the same time, are willing to pay 70% more than “reflective tourists”.

**Table 6. ANOVA to analyse the differences of WTP between the three segments**

		N	Mean	Standard Deviation	CL 95%		Minimum	Maximum
					Lower limit	Higher limit		
Cost of travel (CT)	reflective tourist	405	762.9630	707.98484	693.8041	832.1218	.00	6000.00
	unconcerned tourist	124	1245.2500	1161.03830	1038.8652	1451.6348	.00	6500.00
	pro-sustainable tourist	137	1474.5182	1452.91697	1229.0415	1719.9950	44.00	7150.00
	<b>Total</b>	666	999.1291	1037.97092	920.1546	1078.1037	.00	7150.00
Δ CT (WTP)	reflective tourist	405	17.6370	96.77763	8.1834	27.0907	.00	1200.00
	unconcerned tourist	124	30.0081	99.53310	12.3152	47.7010	.00	700.00
	pro-sustainable tourist	137	226.4161	496.53998	142.5234	310.3087	.00	3500.00
	<b>Total</b>	666	62.8874	254.76028	43.5038	82.2710	.00	3500.00

Source: Authors' own elaboration.

Since variances are not homogeneous, the robust statistical testing under the violation of homogeneity assumption has been estimated. The overall F test indicates that there are significant differences among the three segments within the two analysed variables: Cost of travel [ $F(2,288.8) = 20.558$ ;  $p < .001$ ] and WTP [ $F(2,152.5) = 22.291$ ;  $p < .001$ ].

The overall F test also indicates that there are significant differences among the three segments; however, it does not specify the segments. Multiple comparisons carried out by the use of Tukey's HSD test reveal (Table 7) that there are differences regarding the cost of travel (CT) among the three groups, being highest in “pro-sustainable tourists” with respect to “reflective tourists” and similar to “unconcerned tourists”, as well as in “unconcerned tourists” with respect to “reflective tourists”. The increase in cost of travel (WTP) is

higher among “pro-sustainable tourists” in relation to “unconcerned tourists” and “reflective tourists”, with the last two groups having the same value.

**Table 7. Multiple comparisons (Tukey’s HSD)**

	(I) Class	(J) Class	Mean difference (I-J)	Standard error	Sig.	CL 95%	
						Lower limit	Higher limit
Cost of travel (CT)	reflective tourist	unconcerned tourist	-482.28704*	102.04355	.000	-721.9858	-242.5883
		pro-sustainable tourist	-711.55529*	98.26705	.000	-942.3831	-480.7275
	unconcerned tourist	reflective tourist	482.28704*	102.04355	.000	242.5883	721.9858
		pro-sustainable tourist	-229.26825	123.23816	.151	-518.7528	60.2163
	pro-sustainable tourist	reflective tourist	711.55529*	98.26705	.000	480.7275	942.3831
		unconcerned tourist	229.26825	123.23816	.151	-60.2163	518.7528
Δ CT (WTP)	reflective tourist	unconcerned tourist	-12.37103	24.74296	.871	-70.4919	45.7498
		pro-sustainable tourist	-208.77902*	23.82725	.000	-264.7489	-152.8092
	unconcerned tourist	reflective tourist	12.37103	24.74296	.871	-45.7498	70.4919
		pro-sustainable tourist	-196.40799*	29.88211	.000	-266.6006	-126.2154
	pro-sustainable tourist	reflective tourist	208.77902*	23.82725	.000	152.8092	264.7489
		unconcerned tourist	196.40799*	29.88211	.000	126.2154	266.6006

\*. The mean difference is significant at level 0.05.

Source: Authors’ own elaboration.

Table 8 shows that “pro-sustainable tourists” would mostly be willing to pay more for their stay in Western Costa del Sol, in case projects to improve the sustainability of this destination would imply an increase in prices. For its part, the independence hypothesis test, carried out through Pearson’s chi-squared test, demonstrates that there is a relationship between both variables (identified segments and willingness to pay).

Table 8. Contingency table - chi-squared tests

		In case sustainability for this destination implies an increase in prices; would you be willing to pay more to stay in this destination?		Total	
		No	Yes		
Segments	<b>reflective tourist</b>	Count	379	26	405
		% within the segment	93.6%	6.4%	100.0%
	<b>unconcerned tourist</b>	Count	107	17	124
		% within the segment	86.3%	13.7%	100.0%
	<b>pro-sustainable tourist</b>	Count	3	134	137
		% within the segment	2.2%	97.8%	100.0%
<b>Total</b>	Count	489	177	666	
	% within the segment	73.4%	26.6%	100.0%	
		Value	Gl	Asymptotic sig. (bilateral)	
<b>Pearson's chi-squared</b>		451.099 <sup>a</sup>	2	,000	

Source: Authors' own elaboration.

Finally, having broken down the value WTP= yes based on the median of WTP (Table 9), "pro-sustainable tourists" are divided equally between both values. The results shown in Table 9 reveal two relevant issues. First, the issue is focussed on not paying or paying over 100 euros of the actual cost of travel because, within the three segments, the percentage of people willing to pay over 100 euros is higher than the percentage of people willing to pay less than 100 euros. Second, although "pro-sustainable tourists" are the ones showing higher WTP for a sustainable destination, when responses regarding the median of WTP are analysed, this group shows a smaller difference between the people willing to pay more than 100 euros and the group willing to pay less than 100 euros. Finally, it is worth highlighting that the chi-squared test shows a relationship between the segment and the willingness to pay with a threshold of 100 euros.

It is possible to identify a segment willing to pay more than the rest of tourists due to extra costs to improve the sustainability of the destination of the Western Costa del Sol.

**Table 9. Contingency table - Chi-squared tests**

		WTP_categ			Total	
		0	<100 euros	>100 euros		
Segments	<b>reflective tourist</b>	Count	378	6	21	405
		% within the segment	933%	1.5%	5.2%	100.0%
	<b>unconcerned tourist</b>	Count	107	6	11	124
		% within the segment	86.3%	4.8%	8.9%	100.0%
	<b>pro-sustainable tourist</b>	Count	3	65	69	137
		% within the segment	2.2%	47.4%	50.4%	100.0%
Total		Count	488	77	101	666
		% within the segment	73.3%	11.6%	15.2%	100.0%
		Value	gl	Asymptotic sig. (bilateral)		
<b>Pearson's Chi-squared test</b>		454.375 <sup>a</sup>	4	.000		

Source: Authors' own elaboration.

### 5.2. Are pro-sustainable tourists willing to pay more to visit a more sustainable destination?

Results regarding the adjustment of logistic regression are shown in Table 10, including the estimation of the maximum likelihood of the model parameters for the variables that are statistically significant, (it should be noted that, in this case, segments are used as explicative variables of WTP).

Beta coefficients of such variables are significantly different from zero, with a significance level of 5% (Wald test). This indicates that the variables explain the risk ratio of the model; in other words, they have the ability to describe the probability of one segment to have WTP for the destination to become more sustainable in relation to the probability of not having WTP. As it can be demonstrated, the beta estimation is a negative number, which implies that an increase in the respective variables will produce a decrease in the probability of willingness to pay.

The signs of parameter estimations correspond to the expected results. The analysis in Table 10 supports statements made so far. In fact, it has been verified that “reflective tourists” have a lower probability to contribute with an additional payment for the destination subject to this research to improve sustainability than “pro-sustainable tourists” (reference category).

The same situation can be found with “unconcerned tourists” to a lesser extent, which also shows less probability to pay an additional amount to visit a sustainable destination than “pro-sustainable tourists”.

**Table 10. Model adjustment of logistic regression**

	B	Sig.	OR	I.C. 95% for OR	
				Lower	Higher
<b>reflective tourist</b>	-6.479	.000	.002	.000	.005
<b>unconcerned tourist</b>	-5.639	.000	.004	.001	.012
Constant	3.799	.000	44.667		

Source: Authors' own elaboration.

Accordingly, it has been stated that pro-sustainable tourists are the group of tourists showing more WTP due to the efforts made by Western Costa del Sol to become a more sustainable tourist destination.

Finally, it should be mentioned that the omnibus test on the model coefficients indicates that this model includes an appropriate adjustment, in which not all coefficients are null [Chi-squared (2) = 450.178;  $p = 0.000$ ].

The coefficient of Cox and Snell  $R^2$  (.491) and the coefficient of Nagelkerke  $R^2$  (.716) indicate that the variation in the dependent variable explained by the model is very high. The chi-squared coefficient of the Hosmer and Lemeshow test, evaluating the goodness of the overall adjustment of the model, shows that there are not significant differences between the observed values and the values predicted by the model [Chi-squared (1) = .000;  $p = 1.000$ ].

## 6. Discussion and conclusions

The results obtained from this research support the hypothesis raised at the beginning of this paper: the tourist segment with high levels of "sustainable intelligence" (commitment, attitude, knowledge and/or behaviour with regard to sustainability) is willing to pay more to visit a more sustainable tourism destination. The combination of pro-sustainable behaviour and increased spending provides evidence of a market segment in which destinations can benefit (Nickerson et al., 2016)

It is undeniable that not all tourists visiting the Western Costa del Sol have the same degree of awareness with regard to what sustainability means and implies; therefore, their behaviour is very different, demonstrating that "pro-sustainable tourists" have a greater WTP and are also willing to pay a higher amount.

On the other hand, there is little willingness to pay if the destinations' commitment to sustainability would increase the price of the tourism product

(26.6% of respondents). These data are significant, especially in view of the fact that a large majority of those who are willing to pay more would not pay more than 10% above the cost of travel. As Budeanu (2007: 499) states, “the low support from customers is one of the main barriers for progress towards sustainable tourism. One reason can be that existing initiatives are missing customers' attention, discouraging industry and governments to continue promoting sustainable tourism”.

The results obtained in this study corroborate what has been advocated by recent literature (Weaver, 2012). Beyond grandiloquent statements about their interest in sustainability, tourist behaviour indicates little concern for the impacts generated by their activity in the destination visited, especially in relation to their economic implications. It seems incongruous to be obsessed with the creation of a tourism offer for which, a priori, there seems to be no demand. However, although customers are not willing to pay a significant premium, the supply of sustainable tourism products can be a successful differentiation strategy to gain market share.

The solution to be raised could be twofold: either by trying to change the behaviour patterns of the present tourists (especially “unconcerned tourists”), improving their knowledge on sustainability, their environmental awareness and, consequently, their empathy with the destination, to the point of increasing their WTP and the maximum amount that they are willing to pay or through repositioning itself in the market, trying to find other demand segments that value the new tourism offer that will emerge after this process (pro-sustainable tourists). Both cases must be undertaken with strategic actions aimed at supply and demand. Thus, public authorities, the receiving community, private companies and, finally, tourists should cooperate and have a share in the commitment to achieve comprehensive management based on sustainability criteria.

Not only is it important to change the character of the destination, to which most of the restructuring plans of mature coastal destinations have been devoted, at least in Spain, or even its tourism model, it is also necessary to inform the tourism demand, both real and potential, for its new philosophy and the need to be accompanied by a change in the behaviour. However, for this to occur, tourists need to obtain relevant information regarding the destinations' commitment to sustainability. However, achieving comprehensive information about destination sustainability could be difficult because, ultimately, it will depend on the transparency and credibility of destination. In short, the

destination must first offer products and services that are really based on the philosophy of sustainability, as this can help becoming revalued as a unique, differentiated and responsible destination. Finally, it should communicate the change to current and potential tourists.

To summarize, market segmentation in tourism is useful for the sake of planning and managing demand-oriented policies. Hence, a segmentation based on tourists' "sustainable intelligence" could be a crucial tool for improving sustainable destination development. To identify "pro-sustainable" tourists would be extremely useful, especially in destinations whose public policies are committed to sustainability, such as Western Costa del Sol, because within the extensive body of literature on sustainable tourism, its successful implementation is an emerging and important theme (Waligo et al., 2013).

The results obtained suggest, in fact, the need for complementing supply policies with demand policies in order to overcome the current actions exclusively from the supply perspective, which has resulted in little success. As Pulido-Fernández (2011: 260) highlights, "sustainability cannot be covered exclusively from a supply perspective. On the contrary, tourism demand – i.e., tourists – plays a key role in achieving sustainable tourism".

In other words, it is not sufficient to guide tourism supply towards more sustainable practices; it is also necessary that tourists appreciate these efforts and are willing to make their own efforts by improving their behaviour, of course, and by paying a higher price to enjoy a destination that is making an effort to be more sustainable. In this way, the demand would support the actions undertaken on the supply side.

The main methodological problems and limitations should be addressed. Clearly, one limitation of our approach is that, due to the reduced sample size after removing the "zeros" as a complaint, the traditional WTP models could not be used, as the final results had no statistical significance. This has led to an alternative methodology that ensured that the intended analysis was more reliable.

Finally, with an eye to future research directions, it would also be interesting to discover whether there is a significant difference between the attitudes (and motives) of each segment identified regarding the establishment of a tax for projects to improving the sustainability of the destination (Palmer & Riera, 2003; Gooroochurn & Thea, 2005; Do Valle et al., 2012; etc.).

Another interesting route to extend this research might be comparing the different levels of satisfaction with the destination and the social carrying capacity of each segment identified.

In addition, another challenge will be to develop a strategic agenda highlighting the priorities that policymakers and managers of destinations must face to attract, keep or increase “pro-sustainable” tourists.

Finally, going a step further in the analysis of the WTP due to the sustainability of the destinations, it is proposed, once the sample has been broadened, to carry out a comparative analysis of the WTP to check the sustainability of the segments identified through different models (logit, probit, spike, etc.) (Del Saz-Salazar & García-Menéndez, 2001; Bengochea-Morancho et al., 2005). In conclusion, an interesting question could be, “which factors affect the willingness of tourists to pay for sustainable destinations?”

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# **CAPÍTULO 6**

## **CONCLUSIONES, LIMITACIONES Y**

## **FUTURAS LÍNEAS DE INVESTIGACIÓN**

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## 6.1. INTRODUCCIÓN

La literatura científica lleva años reconociendo que será difícil avanzar en materia de sostenibilidad si no se implica a los turistas, los verdaderos protagonistas del hecho turístico. En el capítulo introductorio de esta tesis doctoral se planteaba la necesidad de ampliar el conocimiento del turista actual, especialmente en destinos turísticos maduros que apuestan (al menos, sobre el papel) por la sostenibilidad como eje central de las políticas públicas de actuación (en este estudio, la Costa del Sol Occidental). Para ello, en esta investigación se ha identificado qué segmentos de la demanda refleja mayor actitud, compromiso, conocimiento y comportamiento vinculado con la sostenibilidad del destino y, a partir de dicha segmentación, se ha estudiado la implicación económica real (y las variables que la condicionan) de cada segmento en relación a su disposición a pagar (en adelante DAP) por una mayor sostenibilidad del destino, así como las motivaciones que condicionan su respuesta.

Los resultados a que ha dado lugar esta investigación permiten validar las hipótesis planteadas al principio. En efecto, como se ha demostrado, aunque no existe una tendencia generalizada hacia el consumo sostenible, sí se puede identificar un segmento de la demanda cuya actitud, compromiso, conocimiento y comportamiento (en este estudio denominado "inteligencia sostenible") reflejan, en mayor medida, valores vinculados con la sostenibilidad. Además, se han identificado un conjunto de variables que determinan la DAP de los turistas por un destino más sostenible. Y, finalmente, se ha constatado que el segmento de turismo con alto nivel de "inteligencia sostenible" ("turista pro-sostenible") está dispuesto a pagar más por un destino más sostenible.

La validación de las hipótesis planteadas permite fundamentar empíricamente una posición crítica en torno a la sostenibilidad del turista, defendiendo la tesis de que las actitudes declaradas en pro de la sostenibilidad por una parte importante de la demanda turística no se traducen directamente en mayor disposición a pagar por la sostenibilidad del destino, siendo clave el análisis de las posibles causas justificadas de este hecho.

También se han cumplido los objetivos establecidos al inicio de esta investigación, no sólo obteniendo interesantes conclusiones, que serán de gran utilidad en el ámbito científico y en el de la propia gestión del destino, sino, incluso, planteando futuras líneas de investigación, que profundizarán sobre éstos y otros aspectos que, a buen seguro, contribuirán a avanzar hacia la gestión sostenible de este tipo de destinos y, en concreto, de aquel en el que se ha centrado el trabajo, la Costa del Sol Occidental. A continuación, se recogen las conclusiones obtenidas, las limitaciones de esta tesis doctoral y las futuras líneas de investigación.

## **6.2. CONCLUSIONES**

Parece una constante que un término o expresión nazca para explicar un concepto, en principio original, y al cabo del tiempo, muchas veces pocos años, el vocablo quede desvirtuado, diluido o, simplemente, mal interpretado por su uso inadecuado, abusivo o inconsciente. Esto ha pasado con conceptos como sostenibilidad y desarrollo sostenible en el ámbito de las políticas públicas y las acciones empresariales. Sin embargo, la sostenibilidad en el turismo no es un objetivo factible, si lo que se pretende es simplemente adaptar los modelos turísticos actuales de destinos obsoletos y masivos.

En la actualidad, hay muchos destinos internacionales que han alcanzado una etapa avanzada de madurez y que requieren un largo proceso hacia la sostenibilidad. En estos casos, sobre todo cuando hay una inversión económica significativa para este

fin, es esencial conocer la posición de los turistas, dilucidar su actitud, compromiso, conocimiento y comportamiento ante la sostenibilidad del destino, para observar sus diferentes grados de "inteligencia sostenible". Los turistas son un recurso sin explotar que pueden hacer contribuciones positivas para el turismo sostenible. Sin embargo, las políticas turísticas se centran, principalmente, en acciones dirigidas a la oferta.

La sostenibilidad atrae tanto a políticos como a empresarios y es utilizada como gancho de marketing, muchas veces sin ningún tipo de escrúpulo, lo que hace necesario clarificar este concepto y su relación con el turista y el turismo, como actividad económica mundial de gran relevancia. Este trabajo avanza en la necesidad de aclarar, explicar y analizar el concepto de sostenibilidad (del destino y del turista), especialmente ante determinados intereses y reiterados intentos de su uso indebido por parte de representantes empresariales o políticos.

Partiendo del necesario cambio profundo de actitud de los empresarios y políticos para que caminen hacia la gestión sostenible de los destinos, las instituciones tienen que cumplir su cometido y así debe exigirse, pero sin olvidar que los turistas tienen a su disposición un medio de intervención que puede tener una influencia directa sobre los centros de poder económico: nuestra manera de consumo.

Los turistas, en definitiva, son consumidores cuyo comportamiento de compra está condicionado, o influenciado, por su nivel de conocimiento sobre el producto que adquieren y por la capacidad de éste para satisfacer sus necesidades y motivaciones. Y parece que ambas cuestiones se olvidan, en la mayoría de las ocasiones, cuando se diseñan las estrategias de planificación y gestión de un destino.

En la presente investigación se destaca el creciente papel que el turista ha ido adquiriendo en la literatura como elemento clave del sistema turístico, especialmente en lo relativo al avance de los destinos turísticos en materia de sostenibilidad. Es cierto, como se ha señalado, que, hasta el momento, se ha prestado más atención al análisis de otros componentes, considerados tradicionalmente como los elementos sustanciales del

sistema (el sector privado, la administración pública, etc.), pero, en la última década, ha aparecido un volumen creciente de literatura que pone énfasis en los dos grupos de agentes más olvidados hasta ahora: la población residente y los turistas.

Esta es, precisamente, una de las aportaciones más novedosas de este trabajo. Haber abordado el estudio de la sostenibilidad de los destinos turísticos desde la óptica de la demanda. Como se ha demostrado, la mayoría de los estudios, y especialmente los procesos de planificación para la recualificación de destinos maduros que se han puesto en marcha en España durante los últimos años, han dejado de lado esta óptica para centrarse exclusivamente en la perspectiva de la oferta, sin tener en cuenta lo que piensa, siente y valora el turista, que es, al fin y al cabo, quien debe consumir la oferta que se está generando.

Entre las principales cuestiones planteadas en el marco teórico, cabe recordar que ser sostenible empieza a convertirse en un aspecto clave para la gestión de los destinos y, además, la demanda empieza a valorar estas cuestiones. Cada vez más clientes y agencias exigen un compromiso ético con el destino y con los principales actores del territorio. En la misma línea, se viene planteando en los últimos años que la sostenibilidad puede ser rentable. En consecuencia, los destinos turísticos deben considerar la opción de una estrategia de diferenciación en términos de apuesta por la sostenibilidad (si cuenta con una cuota de mercado rentable). El objetivo no debe ser tanto recibir muchos turistas, como que vengan menos turistas, pero generando rentabilidad económica y social al destino.

Los responsables políticos se vanaglorian del aumento anual y constante del número de turistas a destinos que, desde hace años, muestran problemas de sobrecarga, impactos en el territorio e insostenibilidad demostrada. Es evidente que el turismo ha sido un motor determinante en el proceso de la recuperación económica. Pero el hecho es que, salvo excepciones, lo que empuja la industria turística es lo de siempre: el mismo turismo de sol y playa masivo que destinos turísticos como la Costa del Sol Occidental han explotado intensamente desde hace ya más de cincuenta años.

El mismo cuyo final irremediable se lleva proclamando más de dos décadas, y por lo que se planteaba como imprescindible centrarse en buscar alternativas. Y, sin embargo, en momentos de crisis se vuelve a lo que funciona, en vez de aprovechar el cambio coyuntural para introducir un giro radical hacia la sostenibilidad, se “maquilla” el modelo turístico actual, se realizan valiosas inversiones en mejorar las infraestructuras, pero se obvian acciones de análisis del mercado para tener la información necesaria que permita reinventar un destino en clave de sostenibilidad y que ésta sea comunicada eficazmente.

Y comprendiendo esto, cabe preguntarse ¿Qué significa que un consumidor no tenga un comportamiento sostenible? ¿Qué no paga más por la sostenibilidad? ¿Qué no elige los productos/servicios más sostenibles? Pero, ¿por qué ser más sostenible debe traducirse en estar dispuesto a pagar más dinero? La sostenibilidad no debería ser más cara, no es un “artículo de lujo”, sino que debería ser una opción en el mercado para que el turista, informado y consciente, se decante por ella.

En este sentido, los resultados obtenidos en esta tesis doctoral contribuyen a un debate controvertido: ¿deberían ser más caros los destinos más sostenibles o, por el contrario, estar al alcance de la mayoría del mercado? ¿Se puede comprar la sostenibilidad? Y, los turistas de alto poder adquisitivo, ¿pueden, por tanto, ser más “sostenibles” con mayor facilidad?

Es importante tener en cuenta que un compromiso con la sostenibilidad no significa necesariamente que el destino deba ser más caro, aunque esto pueda considerarse una estrategia de precios. Sin embargo, el que gasta más dinero en cuestiones relacionadas con la sostenibilidad no necesariamente es más sostenible (en su conjunto); en cambio, el que logra un mayor nivel de compromiso, actitud, conocimiento y comportamiento hacia la sostenibilidad sí es realmente más sostenible. Pero, para que el turista tenga un comportamiento y actitudes pro-sostenibles, debe comprender las consecuencias de sus comportamientos y qué significa ser sostenible.

La Costa del Sol Occidental sigue siendo una gran potencia turística, y consolidar ese liderazgo en el tiempo exige apostar por la innovación y la diferenciación de su oferta, traduciéndola en experiencias singulares. Ello en paralelo a renovar las estrategias de marketing y distribución, que hoy permiten las tecnologías digitales, para captar y retener aquellos segmentos de turistas que, de manera sostenible, permitan generar una mayor rentabilidad socioeconómica.

La Costa del Sol Occidental es uno de estos destinos que necesita, con urgencia, reinventarse en clave de sostenibilidad. Un destino maduro que ha puesto en marcha un proceso de recualificación orientado, exclusivamente, a adaptar su oferta, en teoría, a las nuevas necesidades de la demanda, pero que, curiosamente, se ha olvidado de ella en dicho proceso de recualificación.

La estrategia de precios (a la baja), tradicionalmente seguida por los destinos de litoral españoles (y no sólo los de litoral), implica malvender los recursos, poner en peligro la rentabilidad de las inversiones e hipotecar el futuro de las generaciones venideras. La solución debe ser regenerar la oferta y reposicionar el destino, generando valor para otro tipo de turistas que reconozcan lo que implica la sostenibilidad y lo que ésta aporta a su propia experiencia y a la mejora de las condiciones del destino.

Es importante destacar que este trabajo ha demostrado que la "inteligencia sostenible" es una capacidad que tiene el turista (o puede tener) y que puede ser medida, diagnosticada y, por tanto, desarrollada y/o fortalecida. Estas acciones son el gran desafío para las autoridades y los gestores de los destinos. Además, se ha demostrado que la segmentación del mercado basada en el concepto "inteligencia sostenible" puede ser una herramienta fundamental para mejorar el desarrollo sostenible de los destinos, vital para una correcta planificación y diseño de sus políticas en favor de la sostenibilidad.

Este estudio comparte la idea de que una de las acciones clave para estimular un desarrollo sostenible del destino es atraer a personas que se comportan de una

manera pro sostenible. Para alcanzar dicho objetivo, el concepto de "inteligencia sostenible" es un elemento clave en la consecución de información relevante y completa respecto a la relación entre el turista y la sostenibilidad del destino.

Cabe señalar que este trabajo, en contraste con estudios previos, ofrece un enfoque integral para el análisis de la sostenibilidad de los turistas, proponiendo una segmentación del mercado que incluye variables de carácter multidimensional, incluyendo conocimientos, comportamientos, actitudes, valores y la voluntad de pagar por un destino más sostenible ("inteligencia sostenible"). Por lo tanto, se puede concluir que la "inteligencia sostenible" es una capacidad turística, que podrían diagnosticar y mejorar los destinos que desean invertir en sostenibilidad como ventaja competitiva, más aun considerando que la sostenibilidad debe ser un factor central en la competitividad de los destinos turísticos en el largo plazo.

La segmentación realizada en esta tesis doctoral en función de la "inteligencia sostenible" ha permitido diferenciar tres grupos de turistas ("despreocupados", "reflexivos" y "pro-sostenibles"). Cada uno de ellos muestra un comportamiento diferente respecto a las cuestiones analizadas, lo que implica que las estrategias para acercarse a cada grupo por parte de los gestores y, en general, actores del destino también lo deben ser. En concreto, la caracterización realizada para cada segmento parece vislumbrar que los turistas reflexivos, sin entrar dentro del perfil de lo que tradicionalmente se conoce como "turista pro sostenible", mantienen un nivel alto de conocimiento y de sensibilización hacia las cuestiones relacionadas con la sostenibilidad, por lo que bien podrían ser el público objetivo de las políticas de demanda diseñadas desde el destino para reorientar su actual posicionamiento con la sostenibilidad como elemento de diferenciación.

Finalmente, esta tesis doctoral suscribe la necesidad de que la industria del turismo tendrá que ajustar sus modelos de negocio para centrarse en el logro de la sostenibilidad. Hasta hace poco, el turismo sostenible se relacionaba exclusivamente con imágenes de destinos rodeados de naturaleza o turismo de naturaleza. Esto tendrá

que cambiar. Todas las formas de viaje deberán ser más sostenibles, todas las tipologías turísticas deberán respetar y comprometerse con estos principios.

El desafío para la industria del turismo mundial, y especialmente para un destino saturado (como la Costa del Sol Occidental), es saber cómo reinventarse a sí mismo en clave de sostenibilidad. A nivel mundial, las llegadas de turistas han superado el billón por año. Los ingresos basados en el turismo representan alrededor del 10% del PIB mundial. La transición hacia la sostenibilidad debe ser una prioridad para destinos y turistas o, de lo contrario, las generaciones futuras no tendrán la oportunidad de disfrutar de grandes destinos hoy en riesgo de “morir de éxito”.

### **6.3. LIMITACIONES**

Este trabajo de investigación se ha enfrentado a una serie de dificultades que, de alguna manera, limitan el resultado final del mismo. Por una parte, existe una considerable carencia de bibliografía científica sobre el tema objeto de estudio (el comportamiento del turista, en términos de disposición a pagar, respecto a la sostenibilidad del destino, así como segmentaciones de la demanda en función de la “inteligencia sostenible” del turista). La mayor parte de los estudios disponibles se orientan al análisis del comportamiento del consumidor relacionado con cuestiones ambientales y están realizados por consultoras, más con fines comerciales que científicos. Además, en la bibliografía consultada, el tratamiento de la información se hace exclusivamente a nivel descriptivo, existiendo muy pocos casos en los que se haya afrontado este tipo de estudios con metodologías que faciliten una explotación más detallada y profunda de la información disponible.

Por otra parte, es evidente que el tamaño de la muestra (1.188 personas) limita la información disponible y, con ello, la fiabilidad de los resultados y las posibilidades de tratamiento estadístico. De hecho, al eliminar de la muestra los “ceros protesta” el tamaño muestral se redujo a 666 turistas. Aunque podían no haberse eliminado los

“cero protesta” el rigor de la investigación así lo exigía. Ello, por ejemplo, limitó las posibilidades de aplicación de las metodologías tradicionales para el cálculo de la DAP de los turistas por un destino más sostenible.

Finalmente, hay que considerar como una limitación el período temporal elegido para realizar las encuestas (julio y agosto de 2013). Es cierto que es la temporada alta y es el momento en que más turistas visitan el destino, pero también lo es que se trata de la época en la que mayor concentración hay de turistas, además de turistas de masas. Quizás, encuestando durante todo el año los resultados hubieran sido diferentes, aunque entendemos que no radicalmente diferentes.

#### 6.4. FUTURAS LÍNEAS DE INVESTIGACIÓN

Los resultados obtenidos son significativos y, como se señalaba anteriormente, han permitido validar la hipótesis planteada y la consecución de los objetivos establecidos. Asimismo, el trabajo realizado ha sentado las bases para futuras investigaciones, proponiéndose las siguientes.

La segmentación realizada ha permitido identificar tres grupos con características y comportamientos bien diferenciados. A través de alguna técnica de carácter cualitativo (focus group, delphi, etc.), podría establecerse una agenda de las prioridades que deben guiar la actuación de los actores turísticos del destino analizado para reorientar sus acciones con el fin de mantener a los segmentos interesantes para la sostenibilidad del destino, así como para implicar al turista que desconoce o infravalora dichas cuestiones.

También sería interesante examinar la idoneidad del concepto propuesto ("inteligencia sostenible") para otros tipos de destinos turísticos (no sólo los destinos de sol y playa) que apuesten por la sostenibilidad. Por tanto, hay que hacer notar que las variables utilizadas en este estudio para analizar la "inteligencia sostenible" están

adaptadas a las características del destino estudiado. Sin embargo, se deben seleccionar las variables de acuerdo con el tipo de destino turístico (porque un destino de sol y playa muestra considerables diferencias respecto a un destino urbano, por ejemplo).

Por otra parte, podría ser de especial interés analizar, para cada uno de los segmentos identificados, la percepción de congestión, o la capacidad de carga del turista en relación a la masificación del destino (*social carrying capacity of the demand*). Asimismo, se plantea la posibilidad de estudiar si la demanda con mayor “inteligencia sostenible” manifiesta distintos niveles de satisfacción, tanto con el destino, como comparando ese destino con el mercado, debido a sus diferentes expectativas en relación a los distintos ítems seleccionados.

Finalmente, se plantea, una vez ampliada la muestra, que permite aplicar los modelos tradicionales con la suficiente significación estadística, llevar a cabo un análisis comparativo de la DAP por un destino más sostenible la sostenibilidad entre los diferentes segmentos identificados, a través de diferentes modelos (paramétricos, no paramétricos, Spike, etc.), para contrastar qué metodología es la más adecuada y estadísticamente significativa.

# ANEXOS

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## **ANEXO 1**

### **ENCUESTA SOBRE EL COMPORTAMIENTO DE LA DEMANDA TURÍSTICA EN RELACIÓN CON LA SOSTENIBILIDAD DEL DESTINO**

**(Español / Inglés)**



## PARTE 1. CARACTERIZACIÓN DE LA DEMANDA TURÍSTICA

### 1. ¿Reside de forma permanente en la ciudad de la encuesta?

1. Sí (*Fin de la encuesta*)      2. No (*Continúa la encuesta*)

### 2. Durante su viaje, ¿pasa alguna noche en la ciudad de la encuesta?

1. Sí (*Turista*)      2. No (*Fin de la encuesta*)

### 3. ¿Cuántas noches piensa quedarse en el destino y en qué tipo de alojamiento?

Nº noches

#### Tipo de alojamiento:

Hotel de 5 estrellas		Apartotel de 3 estrellas	
Hotel de 4 estrellas		Apartotel 1 ó 2 estrellas	
Hotel de 3 estrellas		Casa o apartamentos rurales	
Hotel de 1 o 2 estrellas		Apartamentos o casas alquiladas	
Hostal o Pensión		Casa/apartamento en propiedad	
Camping		Casa/apartamento de amigos o familiares	
Albergue o residencia		Tiempo compartido (multipropiedad)	
Apartotel de 4 ó 5 estrellas		Otros _____	

### 4. ¿Cuántos días lleva ya disfrutando sus vacaciones en este destino?

### 5. ¿Con quién viaja estas durante vacaciones?

Sólo		Amigos	
Pareja		Otros: _____	
Familia			

### 6. Sexo del entrevistado

Hombre       Mujer

### 7. Edad del entrevistado

### 8. ¿Podría indicarnos el país, la provincia y la ciudad/pueblo en el que vive?

País: \_\_\_\_\_

Provincia: \_\_\_\_\_

Ciudad: \_\_\_\_\_

### 9. ¿Cuál es el motivo principal por el que ha viajado a este destino?

(señalar sólo uno, el principal)

Ocio/vacaciones		Cultural/eventos culturales	
Negocios/trabajo		Gastronomía	
Practicar deporte		Estudios	
Salud		Circuito turístico	
Visitas familiares/amigos		Otros	
Eventos deportivos			

### 10. ¿Ha realizado reservas para este viaje?

Ninguna	
Viaje completamente organizado	
Reserva de alojamiento	
Reserva de transporte	
Algún extra (coche, excursiones, museos, etc.)	

### En caso afirmativo, ¿cómo ha reservado estos servicios?

Agencia de viajes	
Operadores online (Internet)	
Directamente al proveedor (hotel, transporte, etc.)	

### 11. ¿Con qué frecuencia visita este destino? (señalar sólo una respuesta)

Varias veces al año	
Todos los veranos	
Habitualmente, aunque no todos los años	
De vez en cuando	
Es la primera vez que lo visito y lo volveré a hacer	
Es la primera vez que lo visito y no lo visitaré nunca más	

12. Estudios de mayor nivel que ha completado

No sabe leer o escribir		Superior (Grado, Diplomatura, Licenciatura)	
Primaria		Máster	
Secundaria		Doctorado	
Bachillerato			

13. Situación laboral

Ocupado		Labores del hogar	
Parado		Estudiante	
Retirado/jubilado		Otros	

14. Categoría Profesional

Profesional liberal (abogado, médico)		Trabajador cualificado	
Empresario		Trabajador sin cualificar	
Directivo		Funcionarios sin titulación	
Funcionario con titulación universitaria		Otros: _____	
Mando Intermedio			

15. Ingresos totales mensuales del encuestado

(Si el encuestado se encuentra en cualquier situación por la que no percibe ingresos, indicar ingresos del cabeza de familia)

< 600 €		1.500 € - 1.800 €	
600 € - 900 €		1.800 € - 2.100 €	
900 € - 1.200 €		2.100 € - 3.000 €	
1.200 € - 1.500 €		> 3.000 €	

16. Valore con qué frecuencia (1 =ninguna frecuencia; 7=muy frecuentemente) realiza Ud. las siguientes actividades durante este viaje

<b>Disfrutar de la playa</b> (tomar el sol, comer en chiringuitos, pasear por paseo marítimo, etc.)	
<b>Actividades culturales</b> (visitas culturales, museos, iglesias, lugares emblemáticos, etc.)	
<b>Consumo local</b> (comprar productos locales, artesanía, consumir comida local, etc.)	
<b>Diversión</b> (salir de copas, pubs, fiestas nocturnas, visita a parque temático, alquiler de moto náutica en la playa, etc.)	
<b>Ir de tiendas</b> (comprar en las mejores tiendas de ropa, calzado, tecnología, cosméticos, etc.)	
<b>Ocio tranquilo</b> (senderismo, bicicleta, visitar áreas naturales cercanas, fotografía, etc.)	

PARTE 2. CARACTERIZACIÓN DE LA DEMANDA TURÍSTICA EN TÉRMINOS DE SOSTENIBILIDAD

17. ¿Qué significa para Ud. que un destino turístico sea sostenible? (Respuesta múltiple, puede señalar las que considere oportuno)

Que se respeta el medioambiente y se cuida el entorno	
Que las empresas locales se benefician del turismo	
Que permita aumentar el número de turistas cada año	
Que el turismo mejore el nivel de vida de los que viven aquí	
Que el destino puede seguir creciendo (más empresas, hoteles, restaurantes)	
Que los residentes del destino pueden decidir sobre el crecimiento del turismo	
Que el destino es capaz de satisfacer positivamente cualquier necesidad del turista	

18. ¿Considera Ud. que es importante trabajar por la sostenibilidad de los destinos turísticos?

No  Sí

SI RESPONDIÓ SÍ, por favor, valore la importancia de las siguientes razones (1=nada importante; 7=muy importante)

Es importante para seguir creciendo crear empleo en esos destinos	
Para que mis hijos pudieran seguir yendo a estos destinos de vacaciones	
Los ciudadanos que han nacido y/o viven en estos destinos tienen derecho a disfrutar de una vida de calidad	
La mayoría de los destinos turísticos tradicionales están seriamente amenazados	
¿Quiere exponer alguna otra razón?	_____

SI RESPONDIÓ NO, por favor, valore la importancia de las siguientes razones (1=nada importante; 7=muy importante)

No creo en eso de la "sostenibilidad" de los destinos, me parece un concepto simplemente de marketing	
Creo que la situación de insostenibilidad de los destinos turísticos no tiene solución, no puede ser controlada	
A mí me parece que este destino está bien así y que no necesita ningún tipo de mejora	
¿Quiere exponer alguna otra razón?	_____

19. ¿Considera que este destino es sostenible? Sí  No

20. Valore Ud. la importancia (1=nada importante; 7=muy importante) que tiene la intervención de cada uno de los siguientes agentes para que cualquier destino turístico sea sostenible

ÍTEMS	VALORACIÓN						
	1	2	3	4	5	6	7
Instituciones públicas	1	2	3	4	5	6	7
Sector privado	1	2	3	4	5	6	7
Población residente	1	2	3	4	5	6	7
Turistas	1	2	3	4	5	6	7
Excursionistas	1	2	3	4	5	6	7

21. Valore la importancia (1=nada importante 7=muy importante) que tienen para Ud. los siguientes aspectos cada vez que viaja

ÍTEMS	VALORACIÓN						
	1	2	3	4	5	6	7
Informarse sobre el destino (patrimonio natural y cultural, gastronomía, historia, ocio, etc.) antes y durante el viaje	1	2	3	4	5	6	7
Elegir los operadores turísticos, compañías aéreas, hoteles y/o restaurantes más barato	1	2	3	4	5	6	7
Adaptarse a las normas y respetar las costumbres del destino, aun siendo distintas a las de mi lugar de residencia	1	2	3	4	5	6	7
Comprar en grandes superficies, porque garantizan mayor calidad, variedad y seguridad	1	2	3	4	5	6	7
Reservar todas las actividades antes de viajar, para evitar problemas en destino	1	2	3	4	5	6	7
Conocer la cultura local, disfrutando de festejos y eventos típicos del destino	1	2	3	4	5	6	7
Respetar al máximo el patrimonio local durante mi visita	1	2	3	4	5	6	7
Usar los servicios gestionados por la población local (transporte, guías locales, comercios locales, etc.)	1	2	3	4	5	6	7
Consumir comida típica del lugar más que comida internacional	1	2	3	4	5	6	7

22. ¿Ha realizado, o realiza, Ud. las siguientes actuaciones durante el presente viaje?

ÍTEMS	SI	NO
Informarse sobre el destino (patrimonio natural y cultural, gastronomía, historia, ocio, etc.) antes y durante el viaje		
Elegir los operadores turísticos, compañías aéreas, hoteles y/o restaurantes comprometidos con la población local y el medio ambiente		
Adaptarse a las normas y respetar las costumbres del destino, aun siendo distintas a las de mi lugar de residencia		
Comprar en pequeños comercios donde disponen de productos autóctonos		
Reservar todas las actividades antes de viajar, para evitar problemas en destino		
Conocer la cultura local, disfrutando de festejos y eventos típicos del destino		
Respetar al máximo el patrimonio local durante mi visita		
Usar los servicios gestionados por la población local (transporte, guías locales, comercios locales, etc.)		
Consumir comida típica del lugar más que comida internacional		

23. Valore la importancia (1=nada importante 7=muy importante) que Ud. otorga a los siguientes aspectos a la hora de elegir un destino al que irse de vacaciones

ÍTEMS	VALORACIÓN						
	1	2	3	4	5	6	7
Calidad del medio ambiente urbano (limpieza, tráfico, ruido, etc.)	1	2	3	4	5	6	7
Accesibilidad (red de comunicaciones, accesos, etc.)	1	2	3	4	5	6	7
Calidad del entorno natural	1	2	3	4	5	6	7
Disponibilidad de productos y servicios locales	1	2	3	4	5	6	7
Disponibilidad de un programa de actividades culturales	1	2	3	4	5	6	7
Buena atención y trato al cliente	1	2	3	4	5	6	7
Seguridad ciudadana	1	2	3	4	5	6	7
No exista masificación del destino	1	2	3	4	5	6	7
Actitud positiva de los residentes hacia el turismo	1	2	3	4	5	6	7
Disponibilidad de un sistema de transporte urbano	1	2	3	4	5	6	7
Relación precio/servicio adecuada	1	2	3	4	5	6	7
Información y señalización turística adecuada	1	2	3	4	5	6	7

**PARTE 3. PERCEPCIÓN DEL TURISTA RESPECTO A LA SOSTENIBILIDAD DEL DESTINO**

24. Si ya había visitado este destino con anterioridad, ¿nos podría indicar cómo lo ve en la actualidad respecto a sus anteriores visitas? (si el turista no ha estado en el destino anteriormente, no contestar)

IGUAL	No ha cambiado	<input type="checkbox"/>
MEJOR	1. Más cuidado y mejores equipamientos	<input type="checkbox"/>
	2. Es más barato	<input type="checkbox"/>
	3. Mejor trato al cliente y más profesionalización	<input type="checkbox"/>
	¿Quiere exponer alguna otra razón? _____	
PEOR	1. Hay más gente y más ruido	<input type="checkbox"/>
	2. Es más caro	<input type="checkbox"/>
	3. La calidad en la atención al cliente ha bajado	<input type="checkbox"/>
	¿Quiere exponer alguna otra razón? _____	

25. Valore (1=nada satisfecho; 7=muy satisfecho) los siguientes aspectos del destino en el que Ud. disfruta ahora mismo de sus vacaciones. Hágalo en función de sus expectativas (¿qué esperaba encontrar antes de llegar?) y de sus percepciones (¿qué se ha encontrado?)

ÍTEMES	EXPECTATIVAS ¿Qué esperaba?							PERCEPCIONES ¿Qué ha encontrado?						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Calidad del medio ambiente urbano (limpieza, tráfico, ruido, etc.)														
Accesibilidad (red de comunicaciones, accesos, etc.)														
Calidad del entorno natural														
Disponibilidad de productos y servicios locales														

Disponibilidad de un programa de actividades culturales	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Atención y trato al cliente	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Seguridad ciudadana	1	2	3	4	5	6	7	1	2	3	4	5	6	7
No exista masificación del destino	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Buena relación y actitud de los residentes con el turismo	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de un sistema de transporte urbano	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Relación calidad/precio adecuada	1	2	3	4	5	6	7	1	2	3	4	5	6	7

26. Señale en qué medida ha disfrutado durante este viaje (1=mínimo; 7=máximo)

**PARTE 4. DISPOSICIÓN A PAGAR DEL TURISTA POR UN DESTINO MÁS SOSTENIBLE**

27. ¿Cuál ha sido el coste total de este viaje? (si el encuestado no conoce la cantidad exacta, dar un cifra aproximada)

Coste del viaje (euros)

28. Si la apuesta de este destino por la sostenibilidad supone una subida de los precios del producto turístico. ¿Estaría Ud. dispuesto a pagar más por su estancia en este destino?

No  Sí

En caso negativo, ¿Podría indicar el motivo? (Respuesta múltiple)

No me interesan estos temas	<input type="checkbox"/>
Prefiero emplear mi dinero para fines sociales	<input type="checkbox"/>
Yo no vivo aquí, sólo hago turismo, y esto es un problema de la gente de aquí, no mío	<input type="checkbox"/>
No creo en este tipo de contribuciones, al final todo seguirá igual	<input type="checkbox"/>
Me gustaría, pero en este momento no puedo	<input type="checkbox"/>
Yo contribuyo con mis impuestos, debe ser el Gobierno el que asuma estas inversiones	<input type="checkbox"/>
Son las empresas las que generan los mayores impactos, así que deberían ser ellas las que se hicieran cargo de estos costes	<input type="checkbox"/>
No creo que un destino sostenible tenga que ser más caro, sino más eficiente en el uso de sus recursos	<input type="checkbox"/>
Me falta información para decidir	<input type="checkbox"/>

En caso afirmativo, ¿Cuánto dinero más estaría Ud. dispuesto pagar? (autocálculo en PDA al incluir cantidad en pregunta 27)

10%	50%
20%	75%
30%	El doble
40%	La cantidad que me pidieran

29. Si la empresa (hotel, restaurante, transporte, alquiler de vehículos, etc.) con la que Ud. ha contratado algún producto y/o servicio turístico durante este viaje

- a) le informa de que, de forma voluntaria, destina una parte de los beneficios por la venta de sus productos a proyectos de mejora de la sostenibilidad de este destino, ¿Ud. reconoce que se trata de un comportamiento responsable?

No  Sí

- b) le propone que Ud. pague una cantidad adicional al coste de su viaje, asegurándole por contrato que ella va a sumar una cantidad idéntica y que todo ese dinero se va a destinar a proyectos de mejora de la sostenibilidad de este destino, ¿Ud. aportaría esa cantidad adicional?

No  Sí

En caso afirmativo, ¿cuánto dinero aportaría?

Aportación adicional (euros)

- c) le propone que Ud. pague una cantidad adicional al coste de su viaje, garantizándole que Ud. va a poder deducir esta cantidad en su impuesto de la renta, o en el impuesto de sociedades, del año siguiente, ¿Ud. aportaría esa cantidad adicional?

No  Sí

En caso afirmativo, ¿cuánto dinero aportaría?

Aportación adicional (euros)

30. ¿Cómo reaccionaría Ud. si se estableciera un impuesto que pagaran todos los turistas para dedicar el dinero recaudado a proyectos de mejora de la sostenibilidad de este destino? (señalar sólo una respuesta)

Dejaré de pasar mis vacaciones en este destino y me buscaré otro más barato	
Tengo aquí mi segunda residencia, si sólo lo pagan los turistas me parece perfecto, porque así dejarán de venir y estaremos más tranquilos	
Lo pagaré, siempre que tenga seguridad de que realmente se va a dedicar a mejorar la sostenibilidad del destino	
No lo pagaré. Un impuesto sólo servirá para llenar las arcas del Ayuntamiento, que se gastará el dinero como quiera y el destino seguirá estando igual o peor	
Pagaré el impuesto pues encarecerá este destino y vendrá menos gente, convirtiéndose en un destino más selecto	
Me falta información para decidir	



**PART 1. CHARACTERIZATION OF TOURISM DEMAND**

**1. Do you live permanently in the city of the survey?**

1. Yes (*End of the survey*)      2. No (*Continue the survey*)

**2. On this trip, do you overnight in the city of the survey?**

1. Yes (*Tourist*)      2. No (*End of the survey*)

**3. During your trip, how many nights did you stay overnight in the destination and what kind of accommodation do you stay?**

Number of nights

**Kind of accommodation:**

Five-star Hotel		Three-star aparthotel	
Four-star Hotel		One/two-star aparthotel	
Three-star Hotel		Rural apartment/house	
One/two-star Hotel		Rented apartment/house	
Guesthouse or boarding house		Apartment/house ownership	
Camping		stay with family or friends	
Shelter or hostel		Timeshare	
Five/four-star aparthotel		Other (please specify) _____	

**4. How many days have you spent already in the destination?**

**5. With whom do you travel?**

Alone		Friends	
Couple		Other (please specify) : _____	
Family			

**6. Gender**

Male       Female

**7. Age**

**8. Where are you from?**

Country: \_\_\_\_\_

Province: \_\_\_\_\_

City: \_\_\_\_\_

**9. What is the main objective of your visit to the destination?**

(Please select just one option)

Pleasure/holiday		Cultural	
Business		Gastronomy	
Sport		Studies	
Health		Package tour	
Visiting friends and relatives		Other (please specify)	
Sports events			

**10. Did you book travel services for this trip?**

No	
Package travel	
Accommodation reservation	
Transport reservation	
Any extra service (car, sightseeing, museums, etc.)	

**If so, how have you booked these services?**

Travel agency	
Online operators (Internet)	
Directly to the provider (hotel, mode of transport, etc.)	

**11. How often do you visit this destination? (Please select just one option)**

Several times a year	
Every summer	
Usually, but not every year	
From time to time	
First-time visit and will come back	
First-time visit and will not come back again	

12. Education level

Illiterate		Higher (College degree)	
Primary school		Master degree	
Secondary school		Doctoral studies	
High school degree			

13. Employment status

Employed		Household work	
Unemployed		Student	
Retired		Other (please specify)	

14. Professional status

Freelance		Skilled worker	
Businessman		Unskilled worker	
Executive		Civil servant (without college degree)	
Civil servant (with college degree)		Other (please specify): _____	
Middle managers			

15. Income per month

(Where applicable, indicate income of the household head)

< 600 €		1.500 € - 1.800 €	
600 € - 900 €		1.800 € - 2.100 €	
900 € - 1.200 €		2.100 € - 3.000 €	
1.200 € - 1.500 €		> 3.000 €	

16. Evaluate how often do you do the following activities during this trip (1 = never; 7 = very often)

Enjoy the beach (sunbathing, eating at beach bars, stroll along the promenade, etc.)	
Cultural activities (cultural visits, museums, churches, emblematic places, etc.)	
Local consumption (local produce, crafts, eat local food, etc.)	
Fun (nightlife, pubs, night parties, visiting theme park, sea scooter rentals, etc.)	
Shopping (go shopping in the best shops, shoes, technology, cosmetics, etc.)	
Peaceful leisure (hiking, biking, visit nearby natural areas, photography, etc.)	

PART 2. CHARACTERIZATION OF TOURISM DEMAND IN TERMS OF SUSTAINABILITY

17. What does it mean for you that a destination is sustainable? (Multiple choice)

That the environment is respected	
That local businesses benefit from tourism	
That allows to increase the number of tourists every year	
That tourism improves the living standards of those who live here	
That the destination may continue to grow (companies, hotels, restaurants)	
That destination residents can decide on tourism growth	
That the destination is able to satisfy any need of the tourist	

18. In your view, is it important to work for the sustainability of tourist destinations?

No  Yes

IF YES, please, evaluate the importance of the following reasons (1=no at all important; 7=very important)

It is important to keep growing and create jobs in those destinations	
So that my kids could keep going to these holiday destinations	
Destination residents are entitled to enjoy a quality life	
Because most traditional tourist destinations are seriously threatened	
Any other reason _____	

IF YOU ANSWERED NO, please, evaluate the importance of the following reasons (1=no at all important; 7=very important)

I do not believe in the "sustainability" of destinations, just seems a marketing concept	
I think the unsustainability of tourism destinations has no solution, it cannot be controlled	
It seems to me that this destination is good at it is and does not need any improvement	
Any other reason _____	

19. Do you think that this destination is sustainable? Yes  No

20. Evaluate the importance of the involvement of each of the following agents so that any destination can be more sustainable (1=no at all important; 7=very important)

ÍTEMS	VALUATION						
	1	2	3	4	5	6	7
Public institutions	1	2	3	4	5	6	7
Private sector	1	2	3	4	5	6	7
Resident population	1	2	3	4	5	6	7
Tourists	1	2	3	4	5	6	7
Day trippers	1	2	3	4	5	6	7

21. Evaluate the importance of the following aspects when you travel (1=no at all important; 7=very important)

ÍTEMS	VALUATION						
	1	2	3	4	5	6	7
Learn about the destination (natural and cultural heritage, cuisine, history, leisure, etc.) before and after the journey	1	2	3	4	5	6	7
Choose the cheapest tour operators, airlines, hotels and / or restaurants	1	2	3	4	5	6	7
Adapt to the existing norms and local customs, although different to my place of residence	1	2	3	4	5	6	7
Buy in large shopping areas, because they guarantee greater quality, variety and safety	1	2	3	4	5	6	7
Book all activities before traveling to avoid problems on arrival	1	2	3	4	5	6	7
Know the local culture, enjoying celebrations and typical events of the destination	1	2	3	4	5	6	7
Respect to the maximum local heritage during my visit	1	2	3	4	5	6	7
Using the services managed by local people (transportation, local guides, local businesses, etc.)	1	2	3	4	5	6	7
Consume typical food rather than international food	1	2	3	4	5	6	7

22. Have you done (or will you do) the following activities during your trip?

ÍTEMS	YES	NO
Learn about the destination (natural and cultural heritage, cuisine, history, leisure, etc.) before and after the journey		
Choose the cheapest tour operators, airlines, hotels and / or restaurants		
Adapt to the existing norms and local customs, although different to my place of residence		
Buy in large shopping areas, because they guarantee greater quality, variety and safety		
Book all activities before traveling to avoid problems on arrival		
Know the local culture, enjoying celebrations and typical events of the destination		
Respect to the maximum local heritage during my visit		
Using the services managed by local people (transportation, local guides, local businesses, etc.)		
Consume typical food rather than international food		

23. Evaluate the importance of the following aspects to choose the holiday destination (1=no at all important; 7=very important)

ÍTEMS	VALUATION						
	1	2	3	4	5	6	7
Quality of the urban environment (cleanliness, traffic, noise, etc.)	1	2	3	4	5	6	7
Accessibility (communications network, access, etc.)	1	2	3	4	5	6	7
Quality of the natural environment	1	2	3	4	5	6	7
Availability of local products and services	1	2	3	4	5	6	7
Availability of a cultural programme	1	2	3	4	5	6	7
Good customer service and attention	1	2	3	4	5	6	7
Public safety	1	2	3	4	5	6	7
No overcrowding of the destination	1	2	3	4	5	6	7
Positive attitude of residents towards the destination	1	2	3	4	5	6	7
Availability of an urban transport system	1	2	3	4	5	6	7
Good value for money	1	2	3	4	5	6	7
Adequate tourist information and signposting	1	2	3	4	5	6	7

**PART 3. TOURIST PERCEPTION OF DESTINATION SUSTAINABILITY**

24. If you have visited before the destination, how do you perceive the destination compared to previous visits?

EQUAL	Has not changed	<input type="checkbox"/>
BETTER	4. More carefully maintained and best equipments	<input type="checkbox"/>
	5. Is cheaper	<input type="checkbox"/>
	6. Best service and treatment to the client	<input type="checkbox"/>
	Any other reason _____	
WORSE	4. More people and more noise	<input type="checkbox"/>
	5. Is expensive	<input type="checkbox"/>
	6. The customer service is worse	<input type="checkbox"/>
	Any other reason _____	

25. Evaluate the importance of the following aspects of the destination (1= wholly dissatisfied; 7= highly satisfied). Answer according to your (What did you expect to find before arriving?) and perceptions (What have you found?).

ÍTEMS	EXPECTATIONS What did you expect?							PERCEPTIONS What have you found?						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Quality of the urban environment (cleanliness, traffic, noise, etc.)														
Accessibility (communications network, access, etc.)														
Quality of the natural environment														
Availability of local products and services														
Availability of a cultural programme														
Good customer service and attention														
Public safety														

No overcrowding of the destination	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Positive attitude of residents towards the destination	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Availability of an urban transport system	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Good value for money	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Adequate tourist information and signposting	1	2	3	4	5	6	7	1	2	3	4	5	6	7

26. Please rate your satisfaction level with this travel:  (1= wholly dissatisfied; 7= highly satisfied).

**PART 4. TOURIST WILLING TO PAY MORE FOR A SUSTAINABLE DESTINATION**

Cost of travel (euros)
<input type="text"/>

27. How much do you totally spend on average for this trip?

28. If the commitment to sustainability of this destination implies a rise in prices of tourism products. Would you be willing to pay more for your stay in this destination?

No  Yes

If YOU ANSWERED NO, please include the reason (multiple choice)

I am not interested in these issues	<input type="checkbox"/>
I prefer to spend my money for social purposes	<input type="checkbox"/>
I do not live here, I just do tourism, and this is a problem of local people, not mine	<input type="checkbox"/>
I do not believe in such contributions, at the heart of it nothing would have changed	<input type="checkbox"/>
I would, but at this moment I can not	<input type="checkbox"/>
I pay my taxes, the government should assume this investment	<input type="checkbox"/>
The companies generate the greatest impacts, so they should be the ones who assume these costs	<input type="checkbox"/>
I do not believe that a sustainable destination has to be more expensive, but more efficient use of resources	<input type="checkbox"/>
I need more information to decide	<input type="checkbox"/>

**IF YES, How much more money would you be willing to pay?** (auto-calculated with PDA including question 27)

10%	50%
20%	75%
30%	Double
40%	The amount they order

**29. If the company (hotel, restaurant, transportation, car rentals, etc.) with which you have contracted any tourist service/product during this trip**

**d) Informs you that, voluntarily, they earmark a portion of profits to projects to improve the sustainability of this destination. Do you recognize that this is responsible behaviour?**

No  Yes

**e) Proposes you to pay an additional amount, guaranteeing under contract that they will add an identical amount and all that money are being spent on projects to improve the sustainability of this destination. Would you pay that extra amount?**

No  Yes

**If YES, How much money would you be willing to pay?**

Additional amount euros)

**f) Proposes you to pay an additional amount, guaranteeing that you will deduct this amount on your income tax, or corporation tax, the following year. Would you pay that extra amount?**

No  Yes

**If YES, How much money would you be willing to pay?**

Additional amount (euros)

**30. How will you react if a tax (for all tourists) is established to spend the money raised on projects to improve the sustainability of this destination?** (Please select just one option)

I will stop holidaying in this destination and look for a cheaper one	
I have my second home here. It seems perfect to me if tourists are the only who pay because they will stop coming here and we will have a more relaxed atmosphere	
I will pay, provided that I am sure that it is going to be invested in improving the sustainability of the destination	
I will not pay. That tax will only be useful to fill the town hall coffers, which will spend the money as it wants and the destination will remain the same, or worse	
I will pay the tax because it would make this destination more expensive and fewer people would come, becoming a more exclusive destination	
I need more information to make a decision	



## **ANEXO 2**

### **EXPERTOS PARTICIPANTES EN LA VALIDACIÓN DE LA ENCUESTA**



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