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Title: Motivation and segmentation of the demand for coastal and marine destinations

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Abstract: The objective of this empirical study was, considering the above assertion, analyzing the segmentation of the demand for this kind of destination in terms of customer motivations. This project was an on-site investigation conducted in the city of Salinas, an important coastal and marine destination in Ecuador. The researchers used 385 questionnaires and analyzed them with multivariate statistical techniques. The results show six motivational factors: "Authentic coastal experience," "Heritage and nature," "Learning," "Novelty and social interaction," "Physical activities" and "Sun and beach." The study also shows the existence of two different segments of visitors. The first group labeled "Beach lovers" formed by tourists who have high motivation in such aspects related to the sun and the beach, this group refers to the motivational dimension "sun and beach." The second group, labeled "Multiple coastal motives," grouped tourists who have high values in all the motivational dimensions.

### Letter to reviewers

Dear reviewers,

The authors of the manuscript titled "Motivation and segmentation of the demand for coastal marine destinations" greatly appreciate the recommendations and suggestions received throughout the revision process. We are sure that they will improve the quality and scientific rigor of this work and its chance of publication.

In this Table, we indicate the changes and corrections added in the new version of the manuscript, trying to respond carefully to the queries and suggestions of the reviewer.

Kindest regards,

The authors

**-Reviewer 1**

<b>Recommendations made by reviewer 1</b>	<b>Corrections incorporated in the new version of the manuscript</b>
The paper goes over prior literature (historical and contemporary materials) regarding the research topic and cite an appropriate range of literature sources. The study reveals the gap in the knowledge that this research will fill. However, I do not see any hypothesis or a specific research question. In my opinion, the study could form/present a hypothesis that provides a link to the underlying theory.	Three research questions were proposed in the new version of the manuscript. The research questions have been added at the end of each subsection in the Theoretical framework (RQ1 page 8, lines 3-4; RQ 2 page 11, lines 9-10; and RQ 3 page 12 lines 11-12). These research questions have been responded throughout the study.
Is the applied research methodology solid? The research uses a variety of multivariate statistical techniques; however, since there are no hypotheses or a specific research question, it is hard to understand the purpose of the proposed methodology for data analysis. The authors should justify the techniques selection, why they were appropriate for their research.	In the new version, we have added how the sample was collected (page 15, lines 19-24). We have also justified the statistical analysis techniques used, as Reviewer 1 suggested (page 16, lines 4-13)

<b>Recommendations made by reviewer 2</b>	<b>Corrections incorporated in the new version of the manuscript</b>
Beginning with the Introduction it needs a reconfiguration, is not properly presented. You should be more clear and direct. At the moment, the front end of the paper is quite vague and one does not get a sense that this kind of study is really needed. A better way to begin would be to talk about the problem in the first paragraph (explain why this research is relevant), give a brief overview of past studies in the second, show what you are doing	Following this suggestion of Reviewer 2, we have re-written the Introduction section. The first paragraph has been added to the introduction explaining why the research is relevant (page 1, lines 22-23, and page 2, line 1). Also, a second paragraph has been added that briefly focuses on the current situation of the previous findings (page 2, line 3-8). In addition, a third paragraph has been added explaining what we are doing differently in this

different in the third, and use the fourth for the main goals and novelty of the study.	study (page 2, line 9-19). A fourth paragraph was also added describing the main objectives and the contribution of the present study (page 2, lines 20-24 and page 3, lines 1-5).  The conceptual part describing the meaning of marine and coastal tourism has been moved to the Theoretical framework section in this new version of the manuscript.
The literature review is relevant and interesting, however, several times authors have a very confusing writing and many grammar errors. The text should be proofread.	After this suggestion of Reviewer 2, we decided that the whole manuscript was reviewed by a native English editor
The area of study section doesn't make any sense. It should be included in the methodology section.	The "study area" section has been included in the Methodology section, as suggested. The Methodology section was divided into two subsections, the first for describing the area of study, and the second for describing the survey, data collection and analyses
The methodology section is incomplete. Which is the sampling method? How and where were the visitors approached?	A paragraph has been added explaining the sampling method and how the sample was collected (page 15 line 13-18)
In the results section, authors should also present the Cronbach's Alpha, besides the variance for each factor	Cronbach's Alpha has been added for each factor found in Table 3 (page 18-19)
Segmentation on motivations should be done with the factors extracted as in Table 3 and not the individual variables	The segmentation showed in Table 4 (page 21), has been set only with the motivational factors identified in Table 3 and not with the individual motivations. Thank you very much for the recommendation
In the results authors establish a relationship between the two clusters with satisfaction, however in the literature review there is nothing about satisfaction? Which is the relationship? The same for the factors of intention of returning, recommending and saying positive things about the destination.	A new subsection about Satisfaction and loyalty in coastal marine destinations has been added to the Literature section (page 11 lines 12-24 and page 12 lines 1-6) Our results have also been related to the literature on this topic in the discussion section (page 26, line 7-13)
The conclusions are too brief, this is a tourism management journal, management implications should be expanded.	In the conclusion section of the new version of the manuscript, several implications have been highlighted, theoretical (page 26, lines 20-24, and page 27 lines 1-3), practical (page 27 lines 4-7), and implications for managers and policy-makers in the tourism sector of coastal marine destinations (page 27, lines 8-22)
Several grammar errors, (beginning in the first sentence...).	The entire manuscript has been reviewed by a native English editor. We hope that the new version is free of grammar errors
Also, the references are not properly presented in APA style, authors should correct References section.	A review of references regarding APA standards has been carried out



# Motivation and segmentation of the demand for coastal and marine destinations

## Abstract

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

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

## 1. Introduction

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

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

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

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

22        The touristic and economic relevance of this locality makes the academic inquiry on the  
23 characteristics of the demand in this tourist destination pertinent. So far, there has not been any  
24 documented study that addresses this issue for the benefit of tourism service providers in the city

1 of Salinas. Even considering other coastal and marine tourist destinations, the number of  
2 academic studies analyzing how to segment the demand in terms of motivation is still scarce.  
3 Hence, the objective of this study was to conduct a segmentation analysis of the demand in terms  
4 of the motivations tourists had to visit this city and the relationship of these segments with their  
5 levels of satisfaction and their intention to return. Since the city of Salinas exhibits similar  
6 characteristics to other coastal and marine destinations, our conclusions on the motivations and  
7 the demand segmentation of this destination could contribute to the scientific knowledge on this  
8 matter.

9

## 10 **2. Theoretical framework**

11 Marine tourism includes those recreational activities that involve traveling a significant  
12 distance from the visitor's place of residence and for which the marine environment acts as a host  
13 or focus (Orams, 1999, p.9). Marine tourism now extends beyond beach-based activities to  
14 include a broad spectrum of activities that use the coast and the sea as their primary driver. These  
15 activities include scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea kayaking,  
16 visiting fishing villages, marine parks, and aquariums, sailing and motor yachting, maritime  
17 events and races, as well as the traveling on cruise ships (Lück, 2007). For Lekakou and  
18 Tzannatos (2001), marine tourism constitutes a form of tourism connected and dependent on the  
19 sea and the marine environment.

20 Additionally, Hall (2001) defines coastal tourism as a form of touristy where the water  
21 element is predominant and is considered to be the site's main asset and advantage. Coastal  
22 tourism acts as a factor which currently includes a wide assortment of activities, such as sports  
23 (beach volleyball, coasteering, surfing, or kayaking), wellness stays (spa and wellness resorts,  
24 beach walking, beachcombing), nature and wildlife viewing (rock-pools, seabirds, turtles,

1 pinnipeds), and volunteering and educational activities (beach clean-ups, invasive weed  
2 eradication, species counts, language schools, museums) (Orams & Lueck, 2016a). Therefore,  
3 coastal tourism can be understood as a part of marine tourism, both of them being closely linked  
4 to each other, as far as the coastal area is the point of departure and return for aquatic tourism  
5 activities, such as sailing, scuba diving, cruising, deep sea fishing, and whale watching (Orams &  
6 Lueck, 2016b). The recreational use of the sea and the coast is continuously growing (Orams &  
7 Lück, 2013), making marine and coastal destinations particularly interesting for research.

8

### 9 *2.1. The motivation of demand in coastal and marine destinations*

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

14 Previous studies on tourists' motivations have identified two main models, content models,  
15 and process models (Hsu et al., 2010; Suni & Komppula, 2012). Content models involve different  
16 ones, which use various conceptualizations of needs, such as Maslow's theory of the hierarchy of  
17 needs (1943), the two-factor motivation theory, and Plog's Allocentric theory (1974). Regarding  
18 the process models, they address behavior predictions after one has been motivated. Dann's  
19 theory (1977) of pull-push factors and Crompton's theory of motivation (1979) developed by Iso-  
20 Ahola (1982) fall into this category. Process models are more used because they are better at  
21 predicting behavior (Hsu et al., 2010). Therefore, it would mean that tourists' motivations are part  
22 of a process and tend to be complicated and multidimensional (Crompton, 1979; Uysal et al.,  
23 1993). Furthermore, they can be characterized by different elements and involve varied  
24 dimensions, being considered as a fundamental criterion for market segmentation (Ferreira et al.,



1 2010; Frochot, 2005; Jang et al., 2002; Kau & Lim, 2005; Kozak, 2002; Reig-Garcia &  
2 Coenders-Gallard, 2002; Rodríguez-González & Molina-Molina, 2007).

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

18 Saayman et al. (2009) carried out studies on two marine tourist destinations in Africa, and  
19 the following motivational factors were deemed as important, escape and relaxation, destination  
20 appeal, and personal attachment. But some motivations were specific to the specific destination;  
21 for example, in Jeffreys Bay, they identified leisure and novelty activities, yet in Hartenbos, the  
22 characteristics of socialization and travel were the significant motivational issues that explained  
23 the reasons to travel. Therefore, these results confirm that different destinations are related to  
24 various reasons referred by tourists as stimulus to visit them. On a separate study on the same

1 matter, Kruger and Saayman (2010) found six reasons that moved tourists visiting the  
2 Tsitsikamma National Park in the Indian Ocean coast of South Africa; they were seeking  
3 knowledge, nature experience, photography, escape and relaxation, park attributes, and nostalgia.

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

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

1           Ekonomou et al. (2014) performed another investigation in Greece and found eight  
2 motivating factors, beach sites, sustainability, participating costs, accommodation facilities,  
3 accessibility, hospitality, learning, and health services. Rid et al. (2014), in their study conducted  
4 in Gambia, found four motivating factors. The first one was labeled ‘heritage and nature,’ and  
5 was a motivational dimension that incorporated an item on natural and rural tourism, as well as  
6 national, historical, and cultural parks. The second factor, which was designated as ‘authentic  
7 rural experience,’ summarized six attributes of great interest in the real social life of rural  
8 communities in Gambia, including ‘staying among the rural population’, ‘real dishes/food of  
9 Gambia’, ‘Gambian rural ways of life’, ‘rural agricultural products’. The characteristics of this  
10 dimension included the desire to have ‘strong feelings of experiences’ and to share interesting  
11 experiences. The third factor, labeled ‘learning,’ combined four items regarding interest in  
12 learning ‘local languages’ and ‘traditional dances,’ as well as ‘myths and legends’ and ‘local  
13 crafts.’ The fourth factor referred to as ‘sun and beach’ included items such as ‘swimming’ and  
14 ‘sun and beach.’

15           Jeong (2014) identified in Seoul (South Korea), push and pull motivations, as well as the  
16 relevance of the nature of the activities to be done in the destination. Finally, Carvache-Franco  
17 (2018) in Ecuador, found two motivations, sun and beach, and ecotourism. The resulting  
18 implication seems to be that a marine tourist destination focusing on static activities should  
19 appeal to tourists who have escaped push motivations, while a marine tourist destination focusing  
20 on active activities should appeal to tourists who have novelty push motivations.

21           To sum up, the literature on different coastal and marine destinations comprises traditional  
22 ones, like beach destinations on the Mediterranean coast, but also new destinations in Africa,  
23 Australia, or Asia, which involve both active and passive tourist activities. These investigations  
24 reveal that the motivations to visit each coastal and marine destination can vary and include

1 specific characteristics of each destination and the activities carried out there. However, there are  
2 also common dimensions that appear recurrently, such as relaxation, the beach, cultural activities,  
3 natural life, nightlife, gastronomy, and attractions.

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

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

8

## 9 *2.2.Demand segmentation in coastal and marine destinations*

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

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

23 Reig-Garcia and Coenders-Gallard (2002), in their study on tourists visiting Costa Brava in  
24 Spain, examined their environmental preferences and perceptions, and how these issues affected

1 their decisions. They found five segments ‘unsatisfied’, ‘elderly travelers,’ ‘satisfied travelers  
2 who return,’ ‘beach lovers,’ ‘tranquility lovers,’ and ‘nightlife lovers.’ Some years later, Ferreira  
3 et al. (2010) in their study on Spanish tourists found five clusters ‘culture seekers’, ‘culture  
4 seekers oriented by low prices,’ ‘sun and tranquility seekers,’ ‘sun and night lovers,’ and ‘night  
5 lovers oriented by low prices.’ Rudež et al. (2013) conducted another research in Portorož in  
6 Slovenia, and found four segments ‘friends-oriented’ visitors, interested in going out for walking,  
7 eating, the nightlife and enjoying the swimming pool; ‘well-being’ visitors, more engaged in  
8 water sports, spas, events, tennis, golf, and casinos; ‘curious-passive’ visitors, who preferred to  
9 walk, to go out eating, visiting historical sites, nightlife and shopping; and ‘multifarious visitors’,  
10 who liked to walk, go out in the afternoon, eat, and visit historical and cultural places.

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

1 regulation of the zoning of the beach. ‘Accommodation oriented visitors,’ who had the highest  
2 accommodation factor score, showed that the adaptation has a significant influence on the  
3 determined tourist destination.

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

19 In South America, recent studies conducted in Ecuador by Carvache-Franco et al. (2018;  
20 2019a; 2019b) at the beaches of Villamil, Montañita, and Manta, found different tourist  
21 segments. Firstly, ‘beach lovers’, who demonstrated motivations for rest, relaxation, enjoying the  
22 sun and the beach; secondly, ‘coastal nature or eco-coastal’ who show high motivations for  
23 enjoying the typical gastronomy of the place, the climate, the contact with nature, the tourist  
24 attractions and looking at the flora & fauna. Besides, the ‘coastal passive or indifferent tourists,

1 who exhibited medium and low motivations in all aspects, ‘water sports’ tourists, who like to  
2 visit the destination motivated by their passion for surfing, and in their stay, they enjoy the sun  
3 and the beach. Finally, the ‘multiple motives’ tourists, who have high motivations for all the  
4 available attractions at the coastal and marine destinations.

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

10 From these arguments, the second research question is proposed.

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

13

### 14 *2.3.Satisfaction and loyalty in coastal and marine destinations*

15 Visitor satisfaction constitutes one of the critical forecasts for the fidelity and loyalty  
16 associated with a destination and the likeliness of tourists to return (Assaker et al., 2011; Yoon &  
17 Uysal, 2005). Previous research has analyzed the elements that improve the tourists’ intention to  
18 return to specific destinations. Prayag (2012), predicting behavioral loyalty, highlighted three  
19 aspects that would enhance the intention to return to a destination, natural environment,  
20 reputation, and kindness of people. Pranić et al. (2013), in a study of micro cruises in Croatia,  
21 found four factors related to satisfaction and loyalty, suggesting that when the traveler is most  
22 satisfied with the “tourist destination product” factor, they were the most likely to revisit the  
23 destination. Goffi et al. (2019) add evidence stating that sustainability affects the satisfaction of  
24 segments of large-scale coastal package tourists and the intention to return, being these segments

1 interested in sustainability. For Schuhmann et al. (2019) return decisions are sensitive to changes  
2 in all aspects of coastal and marine quality. A reduction in seawater quality discourages tourists'  
3 intention to return more than other environmental factors. In another study in Phuket (Thailand),  
4 Sangpikul (2018), found that two key elements of the tourist experience affected their loyalty in  
5 the case of island destinations, beach attractions, and local people. Also, Hasan et al. (2019)  
6 studied three coastal destinations in Bangladesh and identified that the perceived destination risks  
7 do not affect the decision to revisit them. However, tourist satisfaction and the image of the  
8 destination directly affect both their attitudes and intentions to revisit it.

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

12 Therefore, the following research question was proposed

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

15

### 16 **3. Methodology**

#### 17 ***3.1. Area of study***

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



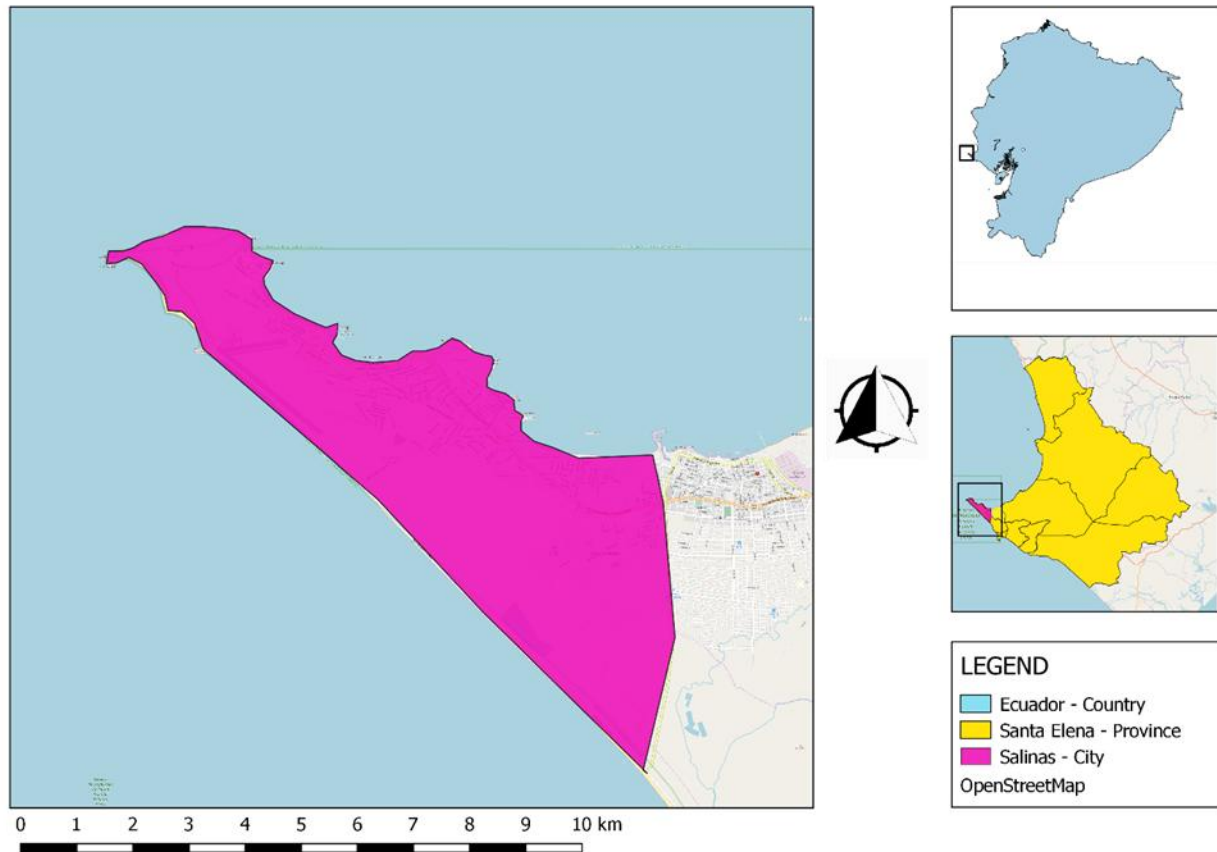
1           In Salinas, swimming is pleasant throughout the year; the water temperature varies from  
2 22°C to 25°C. Tourists can do leisure activities, water sports, enjoy the local cuisine, visit the  
3 Pier in the Malecón street; they can also go horseback riding on the beach, cycling, do some  
4 beach sports, ride a catamaran, or visit the Museum of the Lovers of Sumpa. One attractive  
5 location found in this destination is Chipipe, which is a wide beach with calm waters; another one  
6 is the beach of San Lorenzo where large waves are conducive to surfing.

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

11           In this city, one of the main tourist attractions is the sighting of humpback whales who  
12 travel from Antarctica to the waters of the Ecuadorian coast between June and September to  
13 mate. Several tour operators offer boats that take adventurers between 4 or 5 miles into the sea so  
14 they can appreciate the cetaceans. (Figure 1).

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

22



1

2 **Figure 1.** Geographic location of the city of Salinas (Ecuador)

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

7

### 8 ***3.2.Survey, data collection, and analyses***

9 To achieve the proposed objectives, the researchers carried out fieldwork on a target  
 10 population of visitors over 18 years of age, using a survey containing 17 questions grouped into

1 three blocks, sociodemographic and travel characteristics, motivation of visitors, and satisfaction  
2 and loyalty to the visit.

3 Several previous research papers were reviewed, and their validated scales were considered  
4 when preparing the questionnaire used in this research. Sociodemographic aspects and  
5 characteristics of the trip were adapted from the closed questions of the study by Lee et al.  
6 (2018). The motivation of the trip was measured through 29 items, of which the majority (19  
7 items) came from the study by Rid et al. (2014); 5 items were taken from the study by Jang and  
8 Wu (2006), and the remaining 5 items were taken from the research by Carvache et al. (2019a).  
9 These questions were measured on a 5-point Likert scale. The items referring to satisfaction and  
10 loyalty were taken from the Kyung-Hee Kim and Duk-Byeong Park study (2017), which were  
11 also measured on a 5-point Likert scale. The Cronbach's Coefficient Alpha of the final motivation  
12 scale reached a value of 0.92 which indicates a meritorious internal consistency between the  
13 elements of the scale.

14 A simple random sampling was used so that all tourists had the same probability of being  
15 chosen. The surveys, which were conducted in Salinas during the months of January and  
16 February of 2019, were collected by students from ESPOL University of Guayaquil in Ecuador,  
17 who were previously trained by the authors of this article. Tourists filled out the surveys while  
18 resting or performing recreation activities at the beach and the students were very close to resolve  
19 any inquiries that could have arisen from respondents. The sample size was set at 385 valid  
20 surveys, and the infinite population was used, considering that there is no official number of  
21 tourists visiting the destination of Salinas. A margin of error of +/- 5%, a confidence level at  
22 95%, and a variation of 50% was proposed.

23 The factor analysis was used as a technique to reduce the variables to a smaller number of  
24 factors expressing the same information. Varimax rotation was used to facilitate the interpretation

1 of the data. The Kaiser criterion was used to find the number of factors, where only factors with  
 2 eigenvalues greater than one were used. The KMO index and Bartlett's Sphericity test were used  
 3 to determine whether it was appropriate to perform the factor analysis. The Cronbach Alpha  
 4 coefficient was used to measure the reliability by factor and the reliability in all items. In the  
 5 second stage, the K-means grouping method was implemented, which is the most used in tourism  
 6 research to segment participants (Zografos & Allcroft, 2007). Finally, the Chi-square test was  
 7 used to explore the differences between the groups in terms of satisfaction variables, intentions of  
 8 returning, recommending and saying positive things about the destination. The SPSS program,  
 9 version 22, and multivariate statistical techniques allowed the researchers to collect, organize,  
 10 tabulate, and analyze the data (Table 1).

11 **Table 1.** Research file.

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

12

## 13 **4. Results and discussion**

### 14 ***4.1. Sociodemographic variables***

15 Table 2 shows the sociodemographic and visit characteristics of the respondents. 89.6% of  
 16 the visitors were national, and 10.4% were foreigners. As for their origins, 85.20% were from  
 17 South America. 48.2% were men and 51.8% women. 44.2% were single, and 41.0% were  
 18 married. The two most recurrent age ranges were 21–30 (41.3%) or 31–40 (27.3%) years of age.  
 19 Respondents predominantly had a university-level education (43.4%), while 36.6% only had  
 20 secondary level education. Regarding their occupation, 28.8% were private employees, and

1 17.7% were public employees. 39.20% of subjects spent from 30 to 60 dollars a day at the  
 2 destination. Approximately 51.1% of them visited the destination with their family, and 28.8%  
 3 visited it with friends.

4 **Table 2.** Sociodemographic aspects and characteristics of the visit

<b>Demographics</b>	<b>Categories</b>	<b>N=385</b>	<b>%</b>
Origin	National	345	89.6
	Foreign	40	10.4
Origin by continent	North America	30	7.8
	Europe	26	6.8
	South America	328	85.2
	Rest of the world	1	0.3
Gender	Man	185	48.2
	Woman	100	51.8
Age	<20 years old	41	10.6
	21 - 30 years old	159	41.3
	31 - 40 years old	105	27.3
	41 - 50 years old	49	12.7
	51 - 60 years old	19	4.9
	>60 years old	12	3.1
Marital status	Single	170	44.2
	Married	158	41.0
	Other	57	14.8
Level of education	Primary	30	7.8
	Secondary	141	36.6
	University	167	43.4
	Postgraduate/Master/Ph.D.	47	12.2
Professional activity	Student	74	19.2
	Researcher / scientist	14	3.6
	Business person	58	15.1
	Private Employee	111	28.8
	Public Employee	68	17.7
	Retired	7	1.8
	Unemployed	28	7.3
	Other	25	6.5
Average daily expense	< \$30	139	36.1
	\$30.01 - \$60.01	151	39.2
	60.01 - \$90	51	13.2
	\$90.01 - \$120	17	4.4
	\$120.01 - \$150	26	6.8
	> \$150	1	0.3

Whom you visit with	Alone	27	7.0
	With family	212	55.1
	With friends	111	28.8
	With a partner	29	7.5
	Other	6	1.5

#### 4.2. Motivations in coastal and marine destinations

A five-point Likert scale was used, being 1 little and 5 a lot; it collected the motives of the tourists in the coastal and marine destination. The factor analysis carried out allowed extracting six motivational dimensions. The Main Component Analysis was used as a technique for data reduction. The Varimax rotation method gave a more precise interpretation of the factors, with very high or low factor loads. For the number of factors, the Kaiser criterion was used, taking into account only those factors whose eigenvalues were greater than 1. Six factors were part of the solution in this study, and this represented 60.4 % of the total variance, this being a variance value sufficient total because if a factor with an eigenvalue of less than 1 is increased, this factor will not provide sufficient information to the model. The KMO (Kaiser-Meyer-Olkin) index was equal to 0.88 (found close to 1), so the relationship between the variables is high, and the factor analysis is appropriate. Besides, Barlett's sphericity test was significant <0.05, so the application of the factor analysis was necessary. The Cronbach Alpha index in the six factors varied between 0.72 and 0.86. Table 3 shows these results.

**Table 3.** Factor Analysis

Factors	Factor loads	Eigenvalues	% of explained variance	Cronbach's Alpha
<b>Authentic coastal experience</b>		8.95	30.87	<b>0.84</b>
Stay among the coastal population	0.752			
The lifestyle of the coastal population	0.734			
Share interesting experiences with the local population	0.708			

Strong feelings of experiences lived	0.637			
Access to rural farm goods	0.616			
Typical Salinas cuisine	0.6			
Experience related to the coastal landscape	0.554			
<b>Heritage and nature</b>		2.17	7.47	<b>0.86</b>
Experience marine wildlife sites and national parks.	0.787			
Historical attractions experiences	0.757			
Real culture and traditions experiences	0.746			
Importance of Salinas history & culture	0.719			
Importance of coastal and marine tourism	0.69			
Importance of tourism in natural areas	0.491			
<b>Learning</b>		2.04	7.02	<b>0.82</b>
Interest in myths and legends	0.747			
Learn local languages	0.637			
Interest in local handicrafts	0.597			
Nightlife	0.55			
Learn traditional dances	0.545			
To know the flora and fauna	0.482			
<b>Novelty and social interaction</b>		1.82	6.29	<b>0.73</b>
Environmental quality of air, water, and soil	0.725			
Safety and protection	0.589			
I want to see the things that I normally do not see	0.586			
To visit family and friends	0.546			
To rest and relax	0.504			
For its tourist attractions	0.489			
For its commercial activity	0.486			
<b>Physical activities</b>		1.50	5.15	<b>0.72</b>
Importance of swimming	0.795			
Importance of water sports	0.643			
<b>Sun and beach</b>		1.03	3.55	<b>-</b>
Importance of sun-beach tourism	0.655			
<b>Total variance extracted</b>			<b>60.35</b>	
<b>Cronbach's Alpha of all items</b>				<b>0.92</b>

1  
2 According to the results of Table 3, the first factor was labeled as "Authentic coastal  
3 experience," and this is the factor with the most significant explanatory capacity (30.9%) of the

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

17

#### 18 *4.3.Segmentation in coastal and marine destinations*

19 An analysis of non-hierarchical K average clusters was made based on the motivational  
20 variables, under the criterion of maximizing the variance between segments and minimizing the  
21 variance within each cluster. The best solution that meets the criteria is the one that established  
22 two conglomerates. (Table 4).

23



1

2 **Table 4.** Characterization of the clusters based on the motivational factors

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

3

4 As shown in Table 4, the first group included tourists who reported high levels in the factor  
5 “sun and beach,” which is why this segment has been called "Beach lovers." The second group  
6 contained tourists who had high levels in all motivational dimensions, which is why this segment  
7 has been called "Multiple coastal motives." Therefore, the second research question RQ2 “Which  
8 are the main segments of tourists who visit Salinas as a coastal and marine destination,  
9 considering their motivations?” has been responded with two segments, one motivated by the sun  
10 and the beach and another driven by multiple motives including nature, activities and  
11 experiences, social factors and culture, in addition to the sun and the beach.

12

#### 13 *4.4. Relationship of tourists’ segments with their satisfaction and loyalty*

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

17

18

19

1

2 **Table 5.** Relationship between the clusters and satisfaction

Variable	Cluster case number		Total	Chi-squared	Sig.	
	Beach Lovers	Multiple coastal motives				
Overall satisfaction	1	0.80%	0.50%	1.30%	10.48	0.033
	2	0.50%	0.00%	0.50%		
	3	3.20%	2.20%	5.40%		
	4	16.10%	16.40%	32.50%		
	5	22.60%	37.60%	60.20%		
<b>Total</b>	<b>43.30%</b>	<b>56.70%</b>	<b>100.00%</b>			

3

4 Table 5 shows that there is a significant relationship between the segments and the  
5 satisfaction experienced by tourists ( $p < 0.05$ ), since the segment "Multiple coastal motives"  
6 resulted with 37.6% of tourists with a high level of satisfaction, while the segment "Beach lovers"  
7 came up with 22.6% of tourists with high satisfaction. The segments that obtained a greater  
8 degree of motivation also had higher levels of satisfaction.

9 The Chi-square test analyzed the relationship between the two segments and the intentions  
10 of returning, recommending, and saying positive things about the destination. Also, a Likert scale  
11 of 5 points was used, being 1 little and 5 a lot. Table 6 presents these results.

12 **Table 6.** Relationship between the clusters and the intention of returning, recommending and  
13 saying positive things

Variable	Cluster case number		Total	Chi squared	Sig.	
	Beach Lovers	Multiple coastal motives				
I intend to return to this destination	1	1.6%	0.3%	1.6%	11.604	0.021
	2	1.1%	0.8%	1.3%		
	3	1.1%	12.4%	1.9%		
	4	8.9%	43.3%	21.2%		
	5	30.6%	56.7%	73.9%		
<b>Total</b>	<b>43.3%</b>	<b>56.7%</b>	<b>100.0%</b>			
I intend to recommend this destination	1	0.5%	0.8%	0.5%	10.654	0.031
	2	1.3%		1.3%		
	3	1.1%		1.9%		

	4	11.0%	13.2%	24.2%		
	5	29.3%	42.7%	72.0%		
Total		43.3%	56.7%	100.0%		
When I talk about this destination, I will say positive things	1	0.5%		0.5%	7.903	0.095
	2	0.5%	0.3%	0.8%		
	3	2.2%	1.9%	4.0%		
	4	9.7%	8.6%	18.3%		
	5	30.4%	46.0%	76.3%		
Total		43.3%	56.7%	100.0%		

1  
2 Table 6 shows a significant relationship between the segments and the intentions of  
3 returning to the destination ( $p < 0.05$ ), since the segment "Multiple coastal motives" had 43.3% of  
4 tourists with high intentions to return to the destination, while the segment "Beach lovers" had  
5 30.6% of tourists with high intentions to return to the destination. It means that the segments with  
6 higher levels of motivation, had higher levels of intentions to return to Salinas.

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

17 In summary, these results respond the third research question RQ3 "How is the relationship  
18 between tourists' segments and their satisfaction and loyalty to Salinas as a coastal and marine  
19 destination?", establishing that segments motivated by multiple motives, like nature, the sun and

1 the beach, and culture, have higher levels of satisfaction and loyalty in coastal and marine  
2 destinations.

3

#### 4 *4.5.Discussion*

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

8 To do that, we proposed three research questions. The first one, RQ1, was "Which are the  
9 main motivations of tourists who visit Salinas as a coastal marine destination?" The results of this  
10 paper show six motivational factors of demand in Salinas. The first one, "Authentic coastal  
11 experience," is the factor with the greatest explanatory capacity of the total variance. Also, it is  
12 related to the interests, lifestyles, and landscapes of the coastal population. The second factor,  
13 "Heritage and nature," is related to fauna, culture and traditions, and coastal marine tourism in  
14 natural spaces. The third factor, "Learning," is related to tourists motivated by learning  
15 languages, traditional dances, and knowing the flora and the fauna. The fourth factor, "Novelty  
16 and social interaction," is related to seeing things not commonly seen, and meeting friends and  
17 family. The fifth factor, "Physical activities," is related to a tourist motivated by the importance  
18 of swimming and doing water sports. The sixth factor, "Sun and beach," is associated with a  
19 tourist driven by the sun and the beach.

20 These results are similar to those reported by Rid et al. (2014), who found: 'heritage and  
21 nature', similar to our "Heritage and nature"; 'authentic rural experience', similar to our  
22 "Authentic coastal experience"; 'learning', analogous to our "Learning" and 'Sun and beach',  
23 very similar to the "Sun and beach" factor of this investigation. Also, the factor 'sun and beach'

1 found is similar to other inquiries (Carvache-Franco, 2018; Ekonomou et al. 2014; Kassean &  
2 Gassita, 2013)

3 As a contribution, our findings add two other motivating factors, which arose in other  
4 studies. It is the case of the "Novelty and social interaction" (Jeong, 2014; Kassean & Gassita,  
5 2013; Saayman et al., 2009) and "Physical activities" (Carvache-Franco et al., 2019a; Molera &  
6 Abaladejo, 2007).

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

14 Comparing our results with those from Carvache-Franco et al. (2018), their 'beach lovers'  
15 also appear in our study, as well as their segment called 'coastal nature,' similar to our "Multiple  
16 coastal motives." However, their passive coastal segment did not arise in our study. Also,  
17 Carvache-Franco et al. (2019a) proposed four segments of the demand for foreign tourists in a  
18 coastal and marine destination, 'eco-coastal and water sport' tourists (similar to our "Multiple  
19 coastal motives"), and 'sun and beach' tourists (similar to our "Beach lovers"). Our study did not  
20 find, nevertheless, their group of indifferent tourists. Carvache-Franco et al. (2019b) also found  
21 the group of 'beach lovers,' similar to our "Beach lovers,"; 'eco-coastal' tourists, and 'multiple  
22 motives' tourists, who have the characteristics of our group "Multiple coastal motives." These  
23 results highlight that tourists' segments share the same characteristics and are similar when

1 comparing different coastal and marine destinations, especially when they are in the same  
2 country, like Ecuador in this case.

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

9 The last research question RQ3 was related to tourists' satisfaction, recommendation, and  
10 intention to return to the destination, "What is the relationship between tourists' segments and  
11 their satisfaction and loyalty in Salinas as a coastal and marine destination?" The results show  
12 that segments motivated by multiple motives, like nature, the sun and the beach, and culture, also  
13 have higher levels of intentions to return, to recommend and say positive things about the  
14 destination, similarly to the results of other previous studies (Goffi et al., 2019; Hasan et al.,  
15 2019; Prayag, 2012; Schuhmann et al., 2019).

16

## 17 **5. Conclusions**

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

22 As theoretical implications from this research, it is necessary to highlight that the findings  
23 show a high number of reasons or motivations that encourage tourists to visit Salinas, compared  
24 to those detected in other studies of different coastal and marine destinations (Carvache-Franco,

1 2018; Ekonomou et al. 2014; Jeong, 2014; Kassean & Gassita, 2013; Molera & Abaladejo, 2007;  
2 Rid et al., 2014). However, the number of tourist segments is lower than in other studies,  
3 emphasizing that the main groups of tourists are those motivated by the sun and the beach and  
4 those motivated by the rest of factors that characterize this tourist destination. It means that the  
5 sun and the beach is the only factor that emerges as a definite element to distinguish this  
6 destination.

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

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

22 From the results of this study, stakeholders in the tourism sector in coastal marine  
23 destinations will acknowledge the threat that their destinations are not well recognized, and the  
24 need to join their efforts for developing a more refined and complete brand that attracts not only

1 beach lovers but also other segments of tourists motivated by the different activities and features  
2 that these coastal marine destinations offer.

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

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

23

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## **Motivation and segmentation of the demand for coastal and marine destinations**

### **Highlights**

The highlights of the present manuscript are the followings:

- The study analyzes the motivations and segmentation in a coastal and marine destination
- City of Salinas is a destination with coastal and marine characteristics
- Six factors motivations related to the beach, nature, and culture have been found
- The segments found: "Beach lovers", and "Multiple coastal motives"
- Knowledge of the clusters identified could help to improve the tourism offer.



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4 1 **Motivation and segmentation of the demand for coastal and marine**  
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10 3  
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12 4 **Abstract**  
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14 5 Coastal and marine destinations offer a variety of activities for their visitors. The objective  
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17 6 of this empirical study was, considering the above assertion, analyzing the segmentation of the  
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20 7 demand for this kind of destination in terms of customer motivations. This project was an on-site  
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22 8 investigation conducted in the city of Salinas, an important coastal and marine destination in  
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25 9 Ecuador. The researchers used 385 questionnaires and analyzed them with multivariate statistical  
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27 10 techniques. The results show six motivational factors: "Authentic coastal experience," "Heritage  
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29 11 and nature," "Learning," "Novelty and social interaction," "Physical activities" and "Sun and  
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32 12 beach." The study also shows the existence of two different segments of visitors. The first group  
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34 13 labeled "Beach lovers" formed by tourists who have high motivation in such aspects related to the  
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37 14 sun and the beach, this group refers to the motivational dimension "sun and beach." The second  
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39 15 group, labeled "Multiple coastal motives," grouped tourists who have high values in all the  
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42 16 motivational dimensions. The findings of this research suggest the need for a more refined and  
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44 17 complete brand that could attract not only beach lovers but also other segments of tourists  
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47 18 motivated by the different activities and features that this coastal and marine destination can  
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49 19 offer.  
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51 20 **Keywords:** Segmentation, motivation, demand, coastal, and marine destinations.  
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56 22 **1. Introduction**  
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1           Studies in coastal and marine destinations are increasingly important because this type of  
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4 1           tourism offers a greater variety of activities experiencing the contact with nature and culture  
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7           compared to the traditional tourism focused on the sun and the beach. For Orams & Lück (2013),  
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10           the recreational use of the sea and the coastal sites tend to grow in the future.  
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14 5           Studies focused on the demand side of tourism are crucial to improve sustainability in  
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16 6           coastal and marine destinations, since they contribute to the sites' development plans. However,  
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18 7           the literature is rather scarce about the motivational dimensions and the clusters that comprise the  
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20 8           segmentation of the demand for these types of marine and coastal destinations. The reasons for  
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22 9           the above are the varied features of such sites, the motivations tourists have for visiting them, and  
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24 10           the different types of visitors they attract.  
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28 11           The importance of the present study lies in the comprehensive analysis of previous research  
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30 12           carried out to construct a scale of motivations applicable to marine and coastal destinations. This  
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32 13           scale served to establish the motivational dimensions and determine the demand segments.  
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36 14           The focus of this research was the city of Salinas, which is considered the most important  
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38 15           tourist beach, located in the western part of the Santa Elena province in Ecuador. Salinas is a  
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40 16           beautiful city rising on the geographical edge of Ecuador and entering the Pacific Ocean; these  
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42 17           characteristics make it the most outstanding place in the Pacific coast from Panama to the far  
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44 18           South of the continent. This important coastal and marine destination in Ecuador has a significant  
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46 19           hotel infrastructure, a variety of seafood offerings, as well as a diversity of tourist services.  
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48 20           Salinas offers an assortment of coastal and marine sports throughout the year, being its main  
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50 21           attraction, the sighting of humpback whales, which occurs every year from June to September.  
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54 22           The touristic and economic relevance of this locality makes the academic inquiry on the  
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56 23           characteristics of the demand in this tourist destination pertinent. So far, there has not been any  
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58 24           documented study that addresses this issue for the benefit of tourism service providers in the city  
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1 of Salinas. Even considering other coastal and marine tourist destinations, the number of  
2 academic studies analyzing how to segment the demand in terms of motivation is still scarce.  
3 Hence, the objective of this study was to conduct a segmentation analysis of the demand in terms  
4 of the motivations tourists had to visit this city and the relationship of these segments with their  
5 levels of satisfaction and their intention to return. Since the city of Salinas exhibits similar  
6 characteristics to other coastal and marine destinations, our conclusions on the motivations and  
7 the demand segmentation of this destination could contribute to the scientific knowledge on this  
8 matter.

## 2. Theoretical framework

Marine tourism includes those recreational activities that involve traveling a significant  
distance from the visitor's place of residence and for which the marine environment acts as a host  
or focus (Orams, 1999, p.9). Marine tourism now extends beyond beach-based activities to  
include a broad spectrum of activities that use the coast and the sea as their primary driver. These  
activities include scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea kayaking,  
visiting fishing villages, marine parks, and aquariums, sailing and motor yachting, maritime  
events and races, as well as the traveling on cruise ships (Lück, 2007). For Lekakou and  
Tzannatos (2001), marine tourism constitutes a form of tourism connected and dependent on the  
sea and the marine environment.

Additionally, Hall (2001) defines coastal tourism as a form of touristy where the water  
element is predominant and is considered to be the site's main asset and advantage. Coastal  
tourism acts as a factor which currently includes a wide assortment of activities, such as sports  
(beach volleyball, coasteering, surfing, or kayaking), wellness stays (spa and wellness resorts,  
beach walking, beachcombing), nature and wildlife viewing (rock-pools, seabirds, turtles,

1 pinnipeds), and volunteering and educational activities (beach clean-ups, invasive weed  
2 eradication, species counts, language schools, museums) (Orams & Lueck, 2016a). Therefore,  
3 coastal tourism can be understood as a part of marine tourism, both of them being closely linked  
4 to each other, as far as the coastal area is the point of departure and return for aquatic tourism  
5 activities, such as sailing, scuba diving, cruising, deep sea fishing, and whale watching (Orams &  
6 Lueck, 2016b). The recreational use of the sea and the coast is continuously growing (Orams &  
7 Lück, 2013), making marine and coastal destinations particularly interesting for research.

### 9 *2.1. The motivation of demand in coastal and marine destinations*

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

14 Previous studies on tourists' motivations have identified two main models, content models,  
15 and process models (Hsu et al., 2010; Suni & Komppula, 2012). Content models involve different  
16 ones, which use various conceptualizations of needs, such as Maslow's theory of the hierarchy of  
17 needs (1943), the two-factor motivation theory, and Plog's Allocentric theory (1974). Regarding  
18 the process models, they address behavior predictions after one has been motivated. Dann's  
19 theory (1977) of pull-push factors and Crompton's theory of motivation (1979) developed by Iso-  
20 Ahola (1982) fall into this category. Process models are more used because they are better at  
21 predicting behavior (Hsu et al., 2010). Therefore, it would mean that tourists' motivations are part  
22 of a process and tend to be complicated and multidimensional (Crompton, 1979; Uysal et al.,  
23 1993). Furthermore, they can be characterized by different elements and involve varied  
24 dimensions, being considered as a fundamental criterion for market segmentation (Ferreira et al.,

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4 1 2010; Frochot, 2005; Jang et al., 2002; Kau & Lim, 2005; Kozak, 2002; Reig-Garcia &  
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6 2 Coenders-Gallard, 2002; Rodríguez-González & Molina-Molina, 2007).

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9 3 In the specific case of coastal and marine destinations, a chronological revision of previous  
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11 4 studies on tourist motivations to visit these locations, lets us recognize the relevance of the  
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14 5 particular characteristics of the coastal and marine destinations to explain the reasons why  
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16 6 tourists decide to visit them. The first studies on the topic focused on traditional Mediterranean  
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19 7 destinations. Kozak (2002) in a study on tourist trips to Mallorca in Spain, identified several  
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21 8 reasons such as culture, pleasure/fantasy, relaxation and physical motivations for visiting this  
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24 9 coastal and marine destination. Likewise, Yoon and Uysal (2005), in their study on the  
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26 10 motivations of tourists in Northern Cyprus established three motivational factors classified as  
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29 11 'push' factors, understood as internal forces related to tourists' desires, such as relaxation,  
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31 12 achievement, family togetherness, safety/fun. The above researchers also identified three 'pull'  
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34 13 motivational factors, which are the external forces related to the attributes of the destinations;  
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36 14 these factors were small size and reliable weather, cleanness and shopping, nightlife, and local  
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39 15 cuisine. Molera & Albaladejo (2007) conducted a similar study in the area of Murcia in Spain and  
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41 16 pinpointed five main reasons for visiting the place, namely, nature and peacefulness, physical and  
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43 17 cultural activities, family, trip features (including price and distance), and rural life.

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45 18 Saayman et al. (2009) carried out studies on two marine tourist destinations in Africa, and  
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48 19 the following motivational factors were deemed as important, escape and relaxation, destination  
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51 20 appeal, and personal attachment. But some motivations were specific to the specific destination;  
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53 21 for example, in Jeffreys Bay, they identified leisure and novelty activities, yet in Hartenbos, the  
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55 22 characteristics of socialization and travel were the significant motivational issues that explained  
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58 23 the reasons to travel. Therefore, these results confirm that different destinations are related to  
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60 24 various reasons referred by tourists as stimulus to visit them. On a separate study on the same  
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4 1 matter, Kruger and Saayman (2010) found six reasons that moved tourists visiting the  
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6 2 Tsitsikamma National Park in the Indian Ocean coast of South Africa; they were seeking  
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8 3 knowledge, nature experience, photography, escape and relaxation, park attributes, and nostalgia.  
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11 4 Similarly, Van Der Merwe et al. (2011), in their study on five coastal and marine  
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13 5 destinations in South Africa, found four motivational factors. Their results revealed similarities  
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15 6 with other investigations and highlighted escape and relaxation as the travel motivations.  
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17 7 However, the use of time and personal attachments were unique motives identified in their study.  
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19 8 From another perspective, Smallwood et al. (2012) concluded that visitors who traveled for  
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21 9 recreation through the Ningaloo Marine Park, in northwestern Australia, depended heavily on the  
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23 10 road network, and once in their accommodations, more than a third of them did not travel to  
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25 11 participate in recreational activities. Conversely, some sites had such a strong attraction that  
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27 12 respondents, especially first-time and international visitors, traveled long distances to recreate at  
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29 13 these sites.  
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36 14 The study of Koutra and Karyopouli (2013) in Cyprus, explored the motivations of visiting  
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38 15 tourists to establish whether they perceived Cyprus as a tourist destination throughout the year.  
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40 16 Research indicated that the image of the sun and the sea prevails and determines the visits, but  
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42 17 seasonality neglects the idea of Cyprus as an attractive destination throughout the year. The  
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44 18 approach used by Kassean and Gassita (2013) in a study on the island of Mauritius (South Africa)  
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46 19 was different. When they examined the motivational drivers and attraction factors that explain  
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48 20 how a tourist decides to choose a holiday destination, they found that rest is the most influential  
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50 21 driving motivational force, followed by nostalgia, escape, novelty, and social interaction. The  
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52 22 critical pull reasons were the unique climate of Mauritius, the exquisite landscape, the unique  
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54 23 flora and fauna, the exotic beaches, the environment, the warm Mauritian hospitality, and the  
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56 24 authentic Mauritian culture.  
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1 Ekonomou et al. (2014) performed another investigation in Greece and found eight  
2 motivating factors, beach sites, sustainability, participating costs, accommodation facilities,  
3 accessibility, hospitality, learning, and health services. Rid et al. (2014), in their study conducted  
4 in Gambia, found four motivating factors. The first one was labeled 'heritage and nature,' and  
5 was a motivational dimension that incorporated an item on natural and rural tourism, as well as  
6 national, historical, and cultural parks. The second factor, which was designated as 'authentic  
7 rural experience,' summarized six attributes of great interest in the real social life of rural  
8 communities in Gambia, including 'staying among the rural population', 'real dishes/food of  
9 Gambia', 'Gambian rural ways of life', 'rural agricultural products'. The characteristics of this  
10 dimension included the desire to have 'strong feelings of experiences' and to share interesting  
11 experiences. The third factor, labeled 'learning,' combined four items regarding interest in  
12 learning 'local languages' and 'traditional dances,' as well as 'myths and legends' and 'local  
13 crafts.' The fourth factor referred to as 'sun and beach' included items such as 'swimming' and  
14 'sun and beach.'

15 Jeong (2014) identified in Seoul (South Korea), push and pull motivations, as well as the  
16 relevance of the nature of the activities to be done in the destination. Finally, Carvache-Franco  
17 (2018) in Ecuador, found two motivations, sun and beach, and ecotourism. The resulting  
18 implication seems to be that a marine tourist destination focusing on static activities should  
19 appeal to tourists who have escaped push motivations, while a marine tourist destination focusing  
20 on active activities should appeal to tourists who have novelty push motivations.

21 To sum up, the literature on different coastal and marine destinations comprises traditional  
22 ones, like beach destinations on the Mediterranean coast, but also new destinations in Africa,  
23 Australia, or Asia, which involve both active and passive tourist activities. These investigations  
24 reveal that the motivations to visit each coastal and marine destination can vary and include

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4 1 specific characteristics of each destination and the activities carried out there. However, there are  
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6 2 also common dimensions that appear recurrently, such as relaxation, the beach, cultural activities,  
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8 3 natural life, nightlife, gastronomy, and attractions.  
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10  
11 4 The variety of motivations related to coastal and marine destinations encourages the first  
12  
13 5 research question of this study.  
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15  
16 6 RQ1: Which are the main motivations of tourists who visit Salinas as a coastal and marine  
17  
18 7 destination?  
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## 21 8

### 22 9 *2.2.Demand segmentation in coastal and marine destinations*

23  
24 10 According to Woodside and Martin (2008), demand segmentation extends essential  
25  
26 11 information for tourism service providers, concerning the most relevant objectives and markets to  
27  
28 12 be covered. Ho et al. (2012) pointed out that market segmentation represents the decisive  
29  
30 13 criterion in determining which client groups to contact.  
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33  
34 14 In the specific case of demand segmentation in coastal and marine destinations, there are  
35  
36 15 several studies conducted lately on the topic, which have identified different groups of tourists  
37  
38 16 and their main characteristics. Moscardo et al. (2001) conducted a study on three European  
39  
40 17 tourist destinations, Germany, United Kingdom, and the Netherlands, identifying three different  
41  
42 18 segments, 'eco-coastal,' 'active beach,' and 'passive seaside' tourists. The first group, which is  
43  
44 19 the most interesting segment for our research, obtained high scores in activities that regarded  
45  
46 20 contact with and knowledge of the natural environment, looked for cultural experiences and  
47  
48 21 aspects related to ethnic tourism, as well as in activities and experiences in national parks, forests,  
49  
50 22 lakes, rivers, and mountains.  
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53  
54 23 Reig-Garcia and Coenders-Gallard (2002), in their study on tourists visiting Costa Brava in  
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56 24 Spain, examined their environmental preferences and perceptions, and how these issues affected  
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4 1 their decisions. They found five segments ‘unsatisfied’, ‘elderly travelers,’ ‘satisfied travelers  
5  
6 2 who return,’ ‘beach lovers,’ ‘tranquility lovers,’ and ‘nightlife lovers.’ Some years later, Ferreira  
7  
8 3 et al. (2010) in their study on Spanish tourists found five clusters ‘culture seekers’, ‘culture  
9  
10 4 seekers oriented by low prices,’ ‘sun and tranquility seekers,’ ‘sun and night lovers,’ and ‘night  
11  
12 5 lovers oriented by low prices.’ Rudež et al. (2013) conducted another research in Portorož in  
13  
14 6 Slovenia, and found four segments ‘friends-oriented’ visitors, interested in going out for walking,  
15  
16 7 eating, the nightlife and enjoying the swimming pool; ‘well-being’ visitors, more engaged in  
17  
18 8 water sports, spas, events, tennis, golf, and casinos; ‘curious-passive’ visitors, who preferred to  
19  
20 9 walk, to go out eating, visiting historical sites, nightlife and shopping; and ‘multifarious visitors’,  
21  
22 10 who liked to walk, go out in the afternoon, eat, and visit historical and cultural places.  
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28  
29 11 Other studies such as that of Onofri and Nunes (2013) pointed out two different segments  
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31 12 of tourists ‘greens’, who choose a coastal destination because they have a strong preference for  
32  
33 13 cultural and natural environments, and ‘beach lovers,’ who have a marked preference for the  
34  
35 14 beach. In their research in Gambia (Africa), Rid et al. (2014) performed a motivational  
36  
37 15 segmentation and found four groups ‘heritage & nature seekers’, who exhibited a high motivation  
38  
39 16 to experience natural and cultural sites; ‘multi-experiences seekers’, who did not show an  
40  
41 17 attraction for sun and beach activities, but valued authentic rural experiences as well as the  
42  
43 18 experience of heritage/nature or learning local dances and languages; ‘multi-experiences & beach  
44  
45 19 seekers’, who showed several types of motivation, with high scores in almost all factors,  
46  
47 20 including ‘sun and beach’; and finally, ‘sun & beach seekers’ characterized mainly by the ‘sun  
48  
49 21 and beach’ motif. In another coastal and marine study, Ekonomou et al. (2014) in Greece found  
50  
51 22 three segments ‘cost-sensitive visitors’, focused on the costs and expenses to socialize, participate  
52  
53 23 in traditional marine sports, attend events, and take part in the nightlife. ‘Demanding beach  
54  
55 24 users,’ had the highest score in the dimension of the beach site organized, highlighting the  
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1 regulation of the zoning of the beach. ‘Accommodation oriented visitors,’ who had the highest  
2 accommodation factor score, showed that the adaptation has a significant influence on the  
3 determined tourist destination.

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

19 In South America, recent studies conducted in Ecuador by Carvache-Franco et al. (2018;  
20 2019a; 2019b) at the beaches of Villamil, Montañita, and Manta, found different tourist  
21 segments. Firstly, ‘beach lovers’, who demonstrated motivations for rest, relaxation, enjoying the  
22 sun and the beach; secondly, ‘coastal nature or eco-coastal’ who show high motivations for  
23 enjoying the typical gastronomy of the place, the climate, the contact with nature, the tourist  
24 attractions and looking at the flora & fauna. Besides, the ‘coastal passive or indifferent tourists,

1 who exhibited medium and low motivations in all aspects, ‘water sports’ tourists, who like to  
2 visit the destination motivated by their passion for surfing, and in their stay, they enjoy the sun  
3 and the beach. Finally, the ‘multiple motives’ tourists, who have high motivations for all the  
4 available attractions at the coastal and marine destinations.

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

10 From these arguments, the second research question is proposed.

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

### 13 ***2.3.Satisfaction and loyalty in coastal and marine destinations***

14 **Visitor satisfaction constitutes one of the critical forecasts for the fidelity and loyalty**  
15 **associated with a destination and the likeliness of tourists to return (Assaker et al., 2011; Yoon &**  
16 **Uysal, 2005). Previous research has analyzed the elements that improve the tourists’ intention to**  
17 **return to specific destinations. Prayag (2012), predicting behavioral loyalty, highlighted three**  
18 **aspects that would enhance the intention to return to a destination, natural environment,**  
19 **reputation, and kindness of people. Pranić et al. (2013), in a study of micro cruises in Croatia,**  
20 **found four factors related to satisfaction and loyalty, suggesting that when the traveler is most**  
21 **satisfied with the “tourist destination product” factor, they were the most likely to revisit the**  
22 **destination. Goffi et al. (2019) add evidence stating that sustainability affects the satisfaction of**  
23 **segments of large-scale coastal package tourists and the intention to return, being these segments**

1 interested in sustainability. For Schuhmann et al. (2019) return decisions are sensitive to changes  
2 in all aspects of coastal and marine quality. A reduction in seawater quality discourages tourists'  
3 intention to return more than other environmental factors. In another study in Phuket (Thailand),  
4 Sangpikul (2018), found that two key elements of the tourist experience affected their loyalty in  
5 the case of island destinations, beach attractions, and local people. Also, Hasan et al. (2019)  
6 studied three coastal destinations in Bangladesh and identified that the perceived destination risks  
7 do not affect the decision to revisit them. However, tourist satisfaction and the image of the  
8 destination directly affect both their attitudes and intentions to revisit it.

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

12 Therefore, the following research question was proposed

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

### 16 3. Methodology

#### 17 3.1. Area of study

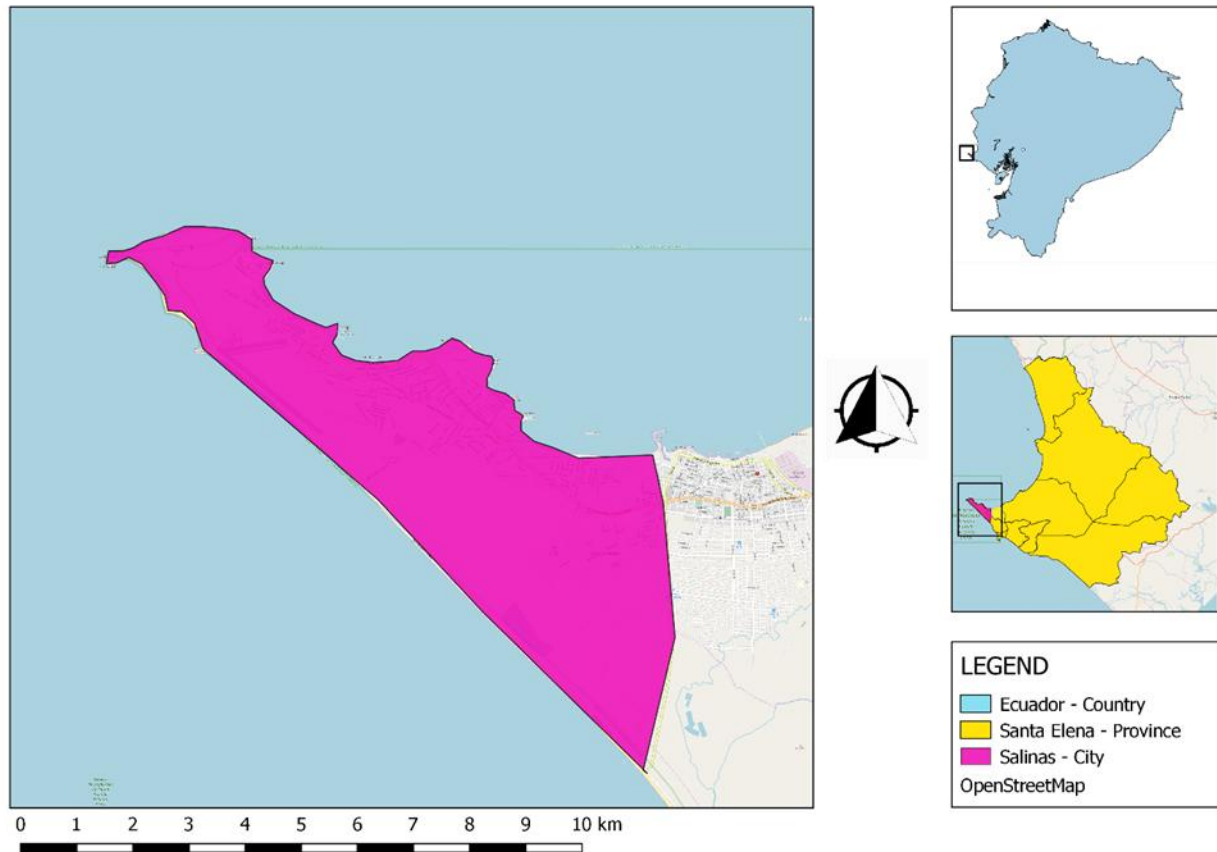
18 The city of Salinas is on the coast of Ecuador. Its name means "from salt," which is an  
19 inexhaustible resource in this area and has been exploited and industrialized for several years.  
20 This destination is called the 'Blue Paradise of the South Pacific,' due to its privileged geographic 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

1 In Salinas, swimming is pleasant throughout the year; the water temperature varies from  
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4 1 22°C to 25°C. Tourists can do leisure activities, water sports, enjoy the local cuisine, visit the  
5  
6 2 Pier in the Malecón street; they can also go horseback riding on the beach, cycling, do some  
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8 3 beach sports, ride a catamaran, or visit the Museum of the Lovers of Sumpa. One attractive  
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10 4 location found in this destination is Chipipe, which is a wide beach with calm waters; another one  
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12 5 is the beach of San Lorenzo where large waves are conducive to surfing.  
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19 7 In Salinas, the behavior of the sea, which has big waves and crystal clear water, calls sports  
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21 8 tourism lovers to do snorkeling, sailing, diving, sailboarding, jet skiing, surfing, deep-sea fishing,  
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23 9 and play beach volleyball. Besides, it is an important scenario for international events of the  
24  
25 10 above-mentioned types of coastal and marine sports.  
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29 11 In this city, one of the main tourist attractions is the sighting of humpback whales who  
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31 12 travel from Antarctica to the waters of the Ecuadorian coast between June and September to  
32  
33 13 mate. Several tour operators offer boats that take adventurers between 4 or 5 miles into the sea so  
34  
35 14 they can appreciate the cetaceans. (Figure 1).  
36  
37

38 15 The coastal and marine fauna production Reserve "Puntilla de Santa Elena" is the  
39  
40 16 Ecuadorian destination, which has become the most visited protected area. This location is one of  
41  
42 17 the most known and frequented places on the central coast of Ecuador. The waters at the reserve  
43  
44 18 are the source of livelihood for several fish populations, and it plays a vital role in the protection  
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46 19 and recovery of fish that have become scarce by overfishing over the years. In addition to its  
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48 20 marine area, the protected area includes beaches, cliffs, and a small expanse of thickets and dry  
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50 21 coastal forests.  
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**Figure 1.** Geographic location of the city of Salinas (Ecuador)

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

### ***3.2. Survey, data collection, and analyses***

To achieve the proposed objectives, the researchers carried out fieldwork on a target population of visitors over 18 years of age, using a survey containing 17 questions grouped into

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4 1 three blocks, sociodemographic and travel characteristics, motivation of visitors, and satisfaction  
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6 2 and loyalty to the visit.  
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9 3 Several previous research papers were reviewed, and their validated scales were considered  
10  
11 4 when preparing the questionnaire used in this research. Sociodemographic aspects and  
12  
13 5 characteristics of the trip were adapted from the closed questions of the study by Lee et al.  
14  
15 6 (2018). The motivation of the trip was measured through 29 items, of which the majority (19  
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17 7 items) came from the study by Rid et al. (2014); 5 items were taken from the study by Jang and  
18  
19 8 Wu (2006), and the remaining 5 items were taken from the research by Carvache et al. (2019a).  
20  
21 9 These questions were measured on a 5-point Likert scale. The items referring to satisfaction and  
22  
23 10 loyalty were taken from the Kyung-Hee Kim and Duk-Byeong Park study (2017), which were  
24  
25 11 also measured on a 5-point Likert scale. The Cronbach's Coefficient Alpha of the final motivation  
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27 12 scale reached a value of 0.92 which indicates a meritorious internal consistency between the  
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29 13 elements of the scale.  
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35  
36 14 A simple random sampling was used so that all tourists had the same probability of being  
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38 15 chosen. The surveys, which were conducted in Salinas during the months of January and  
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40 16 February of 2019, were collected by students from ESPOL University of Guayaquil in Ecuador,  
41  
42 17 who were previously trained by the authors of this article. Tourists filled out the surveys while  
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44 18 resting or performing recreation activities at the beach and the students were very close to resolve  
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46 19 any inquiries that could have arisen from respondents. The sample size was set at 385 valid  
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48 20 surveys, and the infinite population was used, considering that there is no official number of  
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50 21 tourists visiting the destination of Salinas. A margin of error of +/- 5%, a confidence level at  
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52 22 95%, and a variation of 50% was proposed.  
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58 23 The factor analysis was used as a technique to reduce the variables to a smaller number of  
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60 24 factors expressing the same information. Varimax rotation was used to facilitate the interpretation  
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1 of the data. The Kaiser criterion was used to find the number of factors, where only factors with  
 2 eigenvalues greater than one were used. The KMO index and Bartlett's Sphericity test were used  
 3 to determine whether it was appropriate to perform the factor analysis. The Cronbach Alpha  
 4 coefficient was used to measure the reliability by factor and the reliability in all items. In the  
 5 second stage, the K-means grouping method was implemented, which is the most used in tourism  
 6 research to segment participants (Zografos & Allcroft, 2007). Finally, the Chi-square test was  
 7 used to explore the differences between the groups in terms of satisfaction variables, intentions of  
 8 returning, recommending and saying positive things about the destination. The SPSS program,  
 9 version 22, and multivariate statistical techniques allowed the researchers to collect, organize,  
 10 tabulate, and analyze the data (Table 1).

11 **Table 1.** Research file.

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

## 13 4. Results and discussion

### 14 4.1. Sociodemographic variables

15 Table 2 shows the sociodemographic and visit characteristics of the respondents. 89.6% of  
 16 the visitors were national, and 10.4% were foreigners. As for their origins, 85.20% were from  
 17 South America. 48.2% were men and 51.8% women. 44.2% were single, and 41.0% were  
 18 married. The two most recurrent age ranges were 21–30 (41.3%) or 31–40 (27.3%) years of age.  
 19 Respondents predominantly had a university-level education (43.4%), while 36.6% only had  
 20 secondary level education. Regarding their occupation, 28.8% were private employees, and



1 17.7% were public employees. 39.20% of subjects spent from 30 to 60 dollars a day at the  
 2 destination. Approximately 51.1% of them visited the destination with their family, and 28.8%  
 3 visited it with friends.

4 **Table 2.** Sociodemographic aspects and characteristics of the visit

<b>Demographics</b>	<b>Categories</b>	<b>N=385</b>	<b>%</b>
Origin	National	345	89.6
	Foreign	40	10.4
Origin by continent	North America	30	7.8
	Europe	26	6.8
	South America	328	85.2
	Rest of the world	1	0.3
Gender	Man	185	48.2
	Woman	100	51.8
Age	<20 years old	41	10.6
	21 - 30 years old	159	41.3
	31 - 40 years old	105	27.3
	41 - 50 years old	49	12.7
	51 - 60 years old	19	4.9
Marital status	>60 years old	12	3.1
	Single	170	44.2
	Married	158	41.0
Level of education	Other	57	14.8
	Primary	30	7.8
	Secondary	141	36.6
	University	167	43.4
Professional activity	Postgraduate/Master/Ph.D.	47	12.2
	Student	74	19.2
	Researcher / scientist	14	3.6
	Business person	58	15.1
	Private Employee	111	28.8
	Public Employee	68	17.7
	Retired	7	1.8
	Unemployed	28	7.3
	Other	25	6.5
Average daily expense	< \$30	139	36.1
	\$30.01 - \$60.01	151	39.2
	60.01 - \$90	51	13.2
	\$90.01 - \$120	17	4.4
	\$120.01 - \$150	26	6.8
> \$150	1	0.3	

Whom you visit with	Alone	27	7.0
	With family	212	55.1
	With friends	111	28.8
	With a partner	29	7.5
	Other	6	1.5

#### 4.2. Motivations in coastal and marine destinations

A five-point Likert scale was used, being 1 little and 5 a lot; it collected the motives of the tourists in the coastal and marine destination. The factor analysis carried out allowed extracting six motivational dimensions. The Main Component Analysis was used as a technique for data reduction. The Varimax rotation method gave a more precise interpretation of the factors, with very high or low factor loads. For the number of factors, the Kaiser criterion was used, taking into account only those factors whose eigenvalues were greater than 1. Six factors were part of the solution in this study, and this represented 60.4 % of the total variance, this being a variance value sufficient total because if a factor with an eigenvalue of less than 1 is increased, this factor will not provide sufficient information to the model. The KMO (Kaiser-Meyer-Olkin) index was equal to 0.88 (found close to 1), so the relationship between the variables is high, and the factor analysis is appropriate. Besides, Barlett's sphericity test was significant <0.05, so the application of the factor analysis was necessary. The Cronbach Alpha index in the six factors varied between 0.72 and 0.86. Table 3 shows these results.

**Table 3.** Factor Analysis

Factors	Factor loads	Eigenvalues	% of explained variance	Cronbach's Alpha
<b>Authentic coastal experience</b>		8.95	30.87	<b>0.84</b>
Stay among the coastal population	0.752			
The lifestyle of the coastal population	0.734			
Share interesting experiences with the local population	0.708			

Strong feelings of experiences lived	0.637			
Access to rural farm goods	0.616			
Typical Salinas cuisine	0.6			
Experience related to the coastal landscape	0.554			
<b>Heritage and nature</b>		2.17	7.47	<b>0.86</b>
Experience marine wildlife sites and national parks.	0.787			
Historical attractions experiences	0.757			
Real culture and traditions experiences	0.746			
Importance of Salinas history & culture	0.719			
Importance of coastal and marine tourism	0.69			
Importance of tourism in natural areas	0.491			
<b>Learning</b>		2.04	7.02	<b>0.82</b>
Interest in myths and legends	0.747			
Learn local languages	0.637			
Interest in local handicrafts	0.597			
Nightlife	0.55			
Learn traditional dances	0.545			
To know the flora and fauna	0.482			
<b>Novelty and social interaction</b>		1.82	6.29	<b>0.73</b>
Environmental quality of air, water, and soil	0.725			
Safety and protection	0.589			
I want to see the things that I normally do not see	0.586			
To visit family and friends	0.546			
To rest and relax	0.504			
For its tourist attractions	0.489			
For its commercial activity	0.486			
<b>Physical activities</b>		1.50	5.15	<b>0.72</b>
Importance of swimming	0.795			
Importance of water sports	0.643			
<b>Sun and beach</b>		1.03	3.55	<b>-</b>
Importance of sun-beach tourism	0.655			
<b>Total variance extracted</b>			<b>60.35</b>	
<b>Cronbach's Alpha of all items</b>				<b>0.92</b>

According to the results of Table 3, the first factor was labeled as "Authentic coastal experience," and this is the factor with the most significant explanatory capacity (30.9%) of the

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4 1 total variance. Thus, this first motivational dimension is related to interests and lifestyles of the  
5  
6 2 coastal population and experiences associated with coastal landscapes. The second factor was  
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8 3 "Heritage and nature" and meets 7.5% of the total variance. This dimension relates to fauna,  
9  
10 4 national parks, culture and traditions, and coastal marine tourism in natural areas. For the third  
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12 5 factor, "Learning," the findings show that it comprised 7% of the total variance. This dimension  
13  
14 6 relates to a visitor motivated by learning languages and traditional dances, by knowing the flora  
15  
16 7 and the fauna, and by their interest in local crafts. The fourth factor, named "Novelty and social  
17  
18 8 interaction," resulted in 6.3% of the total variance. This fourth dimension relates to seeing things  
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20 9 that are not normally seen, meeting friends and family, and tourist attractions. The fifth factor,  
21  
22 10 called "Physical activities," included 5.15% of the total variance. It relates to a visitor motivated  
23  
24 11 by the importance of swimming and doing water sports. The sixth factor, named "Sun and  
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26 12 beach," comprised 3.55% of the total variance studied. The data showed that this sixth dimension  
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28 13 relates to a visitor motivated by the sun and the beach. From these results, the first research  
29  
30 14 question RQ1 "Which are the main motivations of tourists who visit Salinas as a coastal and  
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32 15 marine destination?" could be responded with the results showing that the motivations for  
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34 16 visiting Salinas are related to the beach, its nature, and its culture.  
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#### 4.3. Segmentation in coastal and marine destinations

45  
46 18 An analysis of non-hierarchical K average clusters was made based on the motivational  
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48 19 variables, under the criterion of maximizing the variance between segments and minimizing the  
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50 20 variance within each cluster. The best solution that meets the criteria is the one that established  
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52 21 two conglomerates. (Table 4).  
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**Table 4.** Characterization of the clusters based on the motivational factors

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

As shown in Table 4, the first group included tourists who reported high levels in the factor “sun and beach,” which is why this segment has been called “Beach lovers.” The second group contained tourists who had high levels in all motivational dimensions, which is why this segment has been called “Multiple coastal motives.” Therefore, the second research question RQ2 “Which are the main segments of tourists who visit Salinas as a coastal and marine destination, considering their motivations?” has been responded with two segments, one motivated by the sun and the beach and another driven by multiple motives including nature, activities and experiences, social factors and culture, in addition to the sun and the beach.

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

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

**Table 5.** Relationship between the clusters and satisfaction

Variable	Cluster case number		Total	Chi-squared	Sig.
	Beach Lovers	Multiple coastal motives			
Overall satisfaction	1	0.80%	0.50%	1.30%	10.48 0.033
	2	0.50%	0.00%	0.50%	
	3	3.20%	2.20%	5.40%	
	4	16.10%	16.40%	32.50%	
	5	22.60%	37.60%	60.20%	
<b>Total</b>	<b>43.30%</b>	<b>56.70%</b>	<b>100.00%</b>		

Table 5 shows that there is a significant relationship between the segments and the satisfaction experienced by tourists ( $p < 0.05$ ), since the segment "Multiple coastal motives" resulted with 37.6% of tourists with a high level of satisfaction, while the segment "Beach lovers" came up with 22.6% of tourists with high satisfaction. The segments that obtained a greater degree of motivation also had higher levels of satisfaction.

The Chi-square test analyzed the relationship between the two segments and the intentions of returning, recommending, and saying positive things about the destination. Also, a Likert scale of 5 points was used, being 1 little and 5 a lot. Table 6 presents these results.

**Table 6.** Relationship between the clusters and the intention of returning, recommending and saying positive things

Variable	Cluster case number		Total	Chi squared	Sig.
	Beach Lovers	Multiple coastal motives			
I intend to return to this destination	1	1.6%	0.3%	1.6%	11.604 0.021
	2	1.1%	0.8%	1.3%	
	3	1.1%	12.4%	1.9%	
	4	8.9%	43.3%	21.2%	
	5	30.6%		73.9%	
<b>Total</b>	<b>43.3%</b>	<b>56.7%</b>	<b>100.0%</b>		
I intend to recommend this destination	1	0.5%	0.8%	0.5%	10.654 0.031
	2	1.3%		1.3%	
	3	1.1%		1.9%	

	4	11.0%	13.2%	24.2%		
	5	29.3%	42.7%	72.0%		
<b>Total</b>		<b>43.3%</b>	<b>56.7%</b>	<b>100.0%</b>		
When I talk about this destination, I will say positive things	1	0.5%		0.5%	7.903	0.095
	2	0.5%	0.3%	0.8%		
	3	2.2%	1.9%	4.0%		
	4	9.7%	8.6%	18.3%		
	5	30.4%	46.0%	76.3%		
<b>Total</b>		<b>43.3%</b>	<b>56.7%</b>	<b>100.0%</b>		

Table 6 shows a significant relationship between the segments and the intentions of returning to the destination ( $p < 0.05$ ), since the segment "Multiple coastal motives" had 43.3% of tourists with high intentions to return to the destination, while the segment "Beach lovers" had 30.6% of tourists with high intentions to return to the destination. It means that the segments with higher levels of motivation, had higher levels of intentions to return to Salinas.

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

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

1 the beach, and culture, have higher levels of satisfaction and loyalty in coastal and marine  
2 destinations.

#### 3 4 *4.5. Discussion*

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

8 To do that, we proposed three research questions. The first one, RQ1, was "Which are the  
9 main motivations of tourists who visit Salinas as a coastal marine destination?" The results of this  
10 paper show six motivational factors of demand in Salinas. The first one, "Authentic coastal  
11 experience," is the factor with the greatest explanatory capacity of the total variance. Also, it is  
12 related to the interests, lifestyles, and landscapes of the coastal population. The second factor,  
13 "Heritage and nature," is related to fauna, culture and traditions, and coastal marine tourism in  
14 natural spaces. The third factor, "Learning," is related to tourists motivated by learning  
15 languages, traditional dances, and knowing the flora and the fauna. The fourth factor, "Novelty  
16 and social interaction," is related to seeing things not commonly seen, and meeting friends and  
17 family. The fifth factor, "Physical activities," is related to a tourist motivated by the importance  
18 of swimming and doing water sports. The sixth factor, "Sun and beach," is associated with a  
19 tourist driven by the sun and the beach.

20 These results are similar to those reported by Rid et al. (2014), who found: 'heritage and  
21 nature', similar to our "Heritage and nature"; 'authentic rural experience', similar to our  
22 "Authentic coastal experience"; 'learning', analogous to our "Learning" and 'Sun and beach',  
23 very similar to the "Sun and beach" factor of this investigation. Also, the factor 'sun and beach'



1 found is similar to other inquiries (Carvache-Franco, 2018; Ekonomou et al. 2014; Kassean &  
2 Gassita, 2013)

3 As a contribution, our findings add two other motivating factors, which arose in other  
4 studies. It is the case of the "Novelty and social interaction" (Jeong, 2014; Kassean & Gassita,  
5 2013; Saayman et al., 2009) and "Physical activities" (Carvache-Franco et al., 2019a; Molera &  
6 Abaladejo, 2007).

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

14 Comparing our results with those from Carvache-Franco et al. (2018), their 'beach lovers'  
15 also appear in our study, as well as their segment called 'coastal nature,' similar to our "Multiple  
16 coastal motives." However, their passive coastal segment did not arise in our study. Also,  
17 Carvache-Franco et al. (2019a) proposed four segments of the demand for foreign tourists in a  
18 coastal and marine destination, 'eco-coastal and water sport' tourists (similar to our "Multiple  
19 coastal motives"), and 'sun and beach' tourists (similar to our "Beach lovers"). Our study did not  
20 find, nevertheless, their group of indifferent tourists. Carvache-Franco et al. (2019b) also found  
21 the group of 'beach lovers,' similar to our "Beach lovers,"; 'eco-coastal' tourists, and 'multiple  
22 motives' tourists, who have the characteristics of our group "Multiple coastal motives." These  
23 results highlight that tourists' segments share the same characteristics and are similar when

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4 1 comparing different coastal and marine destinations, especially when they are in the same  
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6 2 country, like Ecuador in this case.  
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9 3 Also, in Salinas, we found a tourist segment labeled "Multiple coastal motives" which  
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11 4 shares characteristics with different groups of tourists found in other destinations. It could be an  
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13 5 effect of the less differentiated activities and features associated with this coastal and marine  
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15 6 destination, when compared to others, perhaps more identified not just with the sun and the  
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17 7 beach, but also with other relevant features and activities for tourists, that emerged as part of the  
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19 8 image of the destination.  
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23 9 The last research question RQ3 was related to tourists' satisfaction, recommendation, and  
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25 10 intention to return to the destination, "What is the relationship between tourists' segments and  
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27 11 their satisfaction and loyalty in Salinas as a coastal and marine destination?" The results show  
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29 12 that segments motivated by multiple motives, like nature, the sun and the beach, and culture, also  
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31 13 have higher levels of intentions to return, to recommend and say positive things about the  
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33 14 destination, similarly to the results of other previous studies (Goffi et al., 2019; Hasan et al.,  
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35 15 2019; Prayag, 2012; Schuhmann et al., 2019).  
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## 43 17 **5. Conclusions**

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45 18 Coastal and marine destinations offer a variety of alternatives for their visitors. It is  
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47 19 essential to carry out demand studies to establish the tourists' segments as well as their  
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49 20 motivations; this information will contribute to offering products and services according to the  
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51 21 expectancy of the demand.  
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55 22 As theoretical implications from this research, it is necessary to highlight that the findings  
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57 23 show a high number of reasons or motivations that encourage tourists to visit Salinas, compared  
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59 24 to those detected in other studies of different coastal and marine destinations (Carvache-Franco,  
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4 1 2018; Ekonomou et al. 2014; Jeong, 2014; Kassean & Gassita, 2013; Molera & Abaladejo, 2007;  
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7 2 Rid et al., 2014). However, the number of tourist segments is lower than in other studies,  
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9 3 emphasizing that the main groups of tourists are those motivated by the sun and the beach and  
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11 4 those motivated by the rest of factors that characterize this tourist destination. It means that the  
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14 5 sun and the beach is the only factor that emerges as a definite element to distinguish this  
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16 6 destination.

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19 7 As practical implications, the results show that Salinas emerges as a coastal and marine  
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21 8 destination where potential visitors would have multiple reasons to go and enjoy their vacations  
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23  
24 9 and free time. Although, these multiple motivations make uncertain the identification of different  
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26 10 types of tourists, with the only exception of beach lovers.

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29 11 This result implies relevant implications for managers and policy-makers who should make  
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31 12 agreements to prepare tourist planning to build a better-defined and more attractive image of the  
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33 13 destination. In the case of Salinas, the existence of several motivations that attract visitors  
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36 14 explains its great attractive as a coastal marine destination; however, only one segment of  
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38 15 tourists, beach lovers, could be identified. The existence of one generic segment, “multiple  
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40 16 coastal motives,” that brings together different kinds of tourists, encouraged to visit the place for  
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43 17 a set of various reasons, implies that this destination is not well identified in the mind of visitors  
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45 18 who are not beach lovers, and seek another kind of activities and features associated with coastal  
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48 19 and marine destinations. Destination management organizations, managers in the tourism sector  
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50 20 and policy-makers should redesign the brand of these tourist destinations to highlight specific  
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53 21 features in its image.

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55 22 From the results of this study, stakeholders in the tourism sector in coastal marine  
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58 23 destinations will acknowledge the threat that their destinations are not well recognized, and the  
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60 24 need to join their efforts for developing a more refined and complete brand that attracts not only  
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1 beach lovers but also other segments of tourists motivated by the different activities and features  
2 that these coastal marine destinations offer.

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

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

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## SURVEY ON MOTIVATIONS OF MARINE COASTAL TOURISM IN SALINAS

The ESPOL University from Ecuador is conducting a study on the motivations of coastal marine tourism in Salinas. Please answer the following questions:

1. - **Nationality:** 1  Ecuadorian      2  Foreign
2. - **Origin:** 1  North American      2  European      3  South American      4  Asian  
5  Rest of the world
3. - **Country of origin** \_\_\_\_\_
4. - **Gender:** 1  Male      2  Female
- 5.- **Marital status:** 1  Single      2  Married      3  Others
- 6.- **Age:** 1  Less than 20 years    2  21-30    3  31-40    4  41-50    5  51-60    6  More than 61 years
- 7.- **Educational level:** 1  Primary    2  Secondary    3  University    4  Postgraduate / Master / Ph.D.
- 8.- **What is your occupation?**  
1  Student    2  Researcher/ Scientist    3  Businessman    4  Private Employee  
5  Public Employee    6  Pensioner    7  Unemployed    9  Other
- 9.- **How many times have you visited in Salinas?**  
1  First time    2  2 times    3  3 times    4  More than 3 times
- 10.- **Who do you travel with?**  
1  Alone    2  With your family    3  with friends    4  With your partner    5  Others.....
- 11.- **How many days did you stay in Salinas?**  
1  1 days    2  2 days and 1 night    3  3 days and 2 night    4  4 days and 3 night  
5  5 days and 4 night    6  More than 6 days
- 12.- **What is your income level or monthly income (Dollars / month)?**  
1  Less than \$500    2  From \$5001 to \$1,000    3  From \$1,001 to \$1,500    4  From 1,501 to \$2,000    5  From \$2,001 to \$2,500    6  From 2,501 to \$3000    7  More than \$3000
- 13.- **What was your average daily expenditure per person in this visit? Including accommodation.**  
1  Less than \$30    2  \$30,01-\$60    3  \$60,01 - \$90    4  \$90,01 - \$120    5  \$120,01- \$150  
6  More than \$150

**MOTIVATION QUESTIONS**

**14.- Rate from 1 to 5 (1 being little and 5 a lot) the reasons to visit Salinas? (Mark with an X)**

	<b>REASONS TO VISIT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Importance of tourism in natural areas					
2	Importance of Salinas history & culture					
3	Importance of coastal marine tourism					
4	Experience marine wildlife sites and national parks.					
5	Historical attractions experiences					
6	Real culture and traditions experiences					
7	Experience related to the coastal landscape of Salinas					
8	The access to rural farm goods					
9	Share interesting experiences with the local population					
10	Stay among the coastal population					
11	Strong feelings of experiences lived					
12	Typical Salinas cuisine					
13	The lifestyle of the coastal population of Salinas					
14	Learn traditional dances					
15	Learn local languages of Salinas					
16	Interest in myths and legends					
17	Interest in local handicrafts					
18	Importance of sun-beach tourism					
19	Importance of swimming					
20	Importance for water sports					
21	To rest and relax					
22	Safety and protection					
23	Environmental quality of air, water and soil					
24	I want to see the things that I normally do not see					
25	To visit family and friends					
26	Nightlife					
27	For knowing the flora and fauna					
28	For its tourist attractions					
29	For its commercial activity					

**17. Please rate from 1 to 5 (1 being little and 5 a lot) your overall satisfaction about Salinas? (Mark with an X)**

	<b>OVERALL VARIABLES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Overall satisfaction					
2	Satisfaction considering the invested time and effort					
3	Satisfaction in comparison with previous expectations					

**18. Rate from 1 to 5 (1 being little and 5 a lot) your intention to visit again and recommend Salinas? (Mark with an X)**

	<b>RETURN AND RECOMMENDATION VARIABLES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	I have the intention to revisit Salinas					
2.	I have the intention to recommend this destination					
3.	When I talk about this destination, I will give positive comments					



## Motivation and segmentation of the demand for coastal and marine destinations

### Author Biography

#### Wilmer Carvache-Franco



Wilmer Carvache-Franco is a lecturer and researcher at the Higher Polytechnic School of the Litoral ESPOL (Ecuador). He is Ph.D. Candidate in tourism and leisure at the Rovira i Virgili University (Spain) and has a Master's degree in Tourism from the University of Las Palmas de Gran Canaria, Spain. His research focuses on coastal marine tourism with a specific interest in demand studies. He also researches about ecotourism, festivals and gastronomy.

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Mauricio Carvache-Franco, is a researcher at the Espíritu Santo University (Ecuador). He has a Ph.D. in Management from the Polytechnic University of Valencia (Spain). His research interests include ecotourism, tourism marketing and consumer behavior. He has published his works in important Journals like *Current Issues in Tourism*, *Sustainability*, *Ocean & Coastal Management*, *International Journal of Tourism Cities*, *Journal of Convention & Event Tourism*, among others.

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Orly Carvache-Franco, is a lecturer and researcher at the Catholic University of Santiago de Guayaquil (Ecuador). He is a Ph.D. Candidate in Strategic Business Management at Centrum Business School, Peru. His research lines focus on innovation, tourism and development. He has published in journals such as *Ocean & Coastal Management*, *Current Issues in Tourism*, *GeoJournal of Tourism and Geosites*, *Geographica Pannonica*, among others.

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## **Motivation and segmentation of the demand for coastal and marine destinations**

### **Author Photography**



**Wilmer Carvache-Franco**



**Mauricio Carvache-Franco**



**Orly Carvache-Franco**



**Ana B. Hernández-Lara**



**Letter to the editor**

Dear Editor

Editor-in-Chief

Tourism Management Perspectives

By means of the present, we send our manuscript entitled "Motivation and segmentation of the demand for coastal and marine destinations". We communicate that all the corrections indicated by you and the reviews have been carried out carefully during the review process.

We are sincerely grateful to the Editor and the reviewers for their useful comments and suggestions during the review process.

Kindest regards,

The authors

## **Motivation and segmentation of the demand for coastal and marine destinations**

### **Sample CRediT author statement**

**Wilmer Carvache-Franco:** Conceptualization, Methodology, Validation, Investigation, Writing - Original Draft, Writing - Review & Editing, Visualization, Project administration.

**Mauricio Carvache-Franco:** Methodology, Validation, Investigation, Formal analysis, Writing - Original Draft. **Orly Carvache-Franco:** Validation, Formal analysis, Data Curation, Visualization. **Ana B. Hernández-Lara:** Methodology, Review & Editing.