

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

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Abstract:

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

Keywords:

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

Introduction

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

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

Manta is the main port of Ecuador. The city offers food and beverage establishments, accommodation, excellent locations for developing coastal marine activities, entertainment and sports centres. The available tourist activities include nature-

based and wildlife activities, for example, those in the Coastal Wildlife Refuge Marina de Pacoche. Tourists can find howler monkeys among the trees in the reserve and endangered marine species, such as the leatherback turtle, the Pacific seahorse and the Galapagos fur seal (*Arctocephalus galapagoensis*). From July to October, tourists can also see humpback whales, which come to mate in the warm waters off the coasts. This destination has also attractive beaches such as Murciélago, Barbasquillo, San Mateo and San Lorenzo, where tourists can practice water and recreational sports. Murciélago is ideal for surfing and bodyboarding. San Mateo offers kayaking, surfing, and kitesurfing. The marine enclave of Santa Marianita, located in the south of Manta, is the centre for kiteboarding. Manta became internationally known when it hosted the Bodyboarding World Championship in 2004 and the South American Beach Sports Games in 2011. The city also has a variety of artistic and cultural events, as well as restaurants with a generally seafood-based cuisine that complements its tourist niche. Throughout the year, Manta is a featured destination for important cruise companies who organize trips in the city and programmed recreational activities. Taken together, these characteristics make the Manta one of the South American destinations of greatest potential for coastal marine tourism.

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

Theoretical framework

Demand motivations in coastal marine destinations

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

In the specific and more recent coastal marine tourism, many studies analyse worldwide which are the main motivators of this kind of tourism. For example, at the European level, Kozak (2002), in a study on tourist trips to Mallorca (Spain), pointed out reasons such as culture, pleasure/fantasy, relaxation and physical motivations for visiting coastal marine destinations. A similar study conducted in Spain, specifically on coastal tourism in Murcia (Spain), identified five main reasons for visiting: nature and peacefulness, physical and cultural activities, family, trip features (including price and distance), and rural life (Molera & Abaladejo, 2007). Yoon and Uysal (2005) in their study on the motivations of tourists in the North of Cyprus established three motivational factors classified as 'push' factors (internal forces related to tourists' desires), such as relaxation, achievement, family togetherness, safety/fun. They also identified three 'pull' motivational factors (external forces related to the attributes of the destinations), which were: small size and reliable weather, cleanness and shopping, nightlife and local cuisine. Other authors have highlighted the main pull motivations of marine tourism, which

include participating in marine sports, taking a cruise, swimming in the ocean, relaxing on a beach, and experiencing sea foam water, which act as relevant attraction factors for visiting this kind of destination (Morgan, 1999; Min, 2001; Duman & Mattila, 2005). More recently, Queiroz et al. (2014) in their study of the Azores (Portugal), found that most tourists claimed to be attracted to the islands due to their "natural values" (e.g., landscape, biodiversity, and geodiversity). The activities most practiced were whale watching and mountaineering / hiking, followed by diving and other sports. The profile of tourists points to a mainstream ecotourist with soft, or incidental, costal focus. Lacher et al. (2013) in their study on South Carolina (United States) also emphasized the relevance of food as an extremely important aspect of vacations in sun and beach destinations.

The results in other geographical regions such as Africa come to similar conclusions. According to the study of Saayman et al. (2009) at two marine tourism destinations in Africa, the following motivational factors were important: escape and relaxation, destination appeal and personal attachment. Kruger and Saayman (2010) found six reasons that motivated tourists visiting the Tsitsikamma National Park on the Indian Ocean coast of South Africa. These comprised seeking knowledge, nature experience, photography, escape and relaxation, park attributes and nostalgia. Van Der Merwe et al. (2011), in their study on five coastal marine destinations in South Africa, found four motivational factors. Their results revealed similarities with other investigations, and highlighted escape and relaxation as travel motivations. However, use of time and personal attachments were unique motives identified in their study. Kassean and Gassita (2013), in a study on the island of Mauritius (South Africa), examined the motivational drivers and the factors of attraction that explain how a tourist decides to choose a holiday destination. Their findings show that rest and relaxation are the strongest

driving motivational forces, followed by nostalgia, escape, novelty and social interaction. The key pull reasons were the special climate of Mauritius, the exquisite landscape, unique flora and fauna, exotic beaches, the environment, the warm Mauritian hospitality and the authentic Mauritian culture. Finally, Rid et al. (2014) in their study conducted in Gambia, found four motivating factors. The first labelled as "heritage and nature", was a motivational dimension that incorporates an item on natural and rural tourism, as well as national, historical and cultural parks. The second factor, labelled "authentic rural experience", summarizes six attributes that reflect a great interest in the real social life of rural communities in Gambia, including "stay among the rural population", "real dishes / food of Gambia", "Gambian rural ways of life", "rural agricultural products." This dimension is also characterized by the desire to have "strong feelings of experiences" and to share interesting experiences. The third factor was labelled "learning", combining four items that indicate interest in learning " local languages" and "traditional dances", as well as about "myths and legends" and "local crafts". The fourth factor referred to "sun and beach", including items like "swimming" and "sun and beach".

Other studies conducted in Asia, such as that of Jeong (2014) in Seoul (South Korea), identified push and pull motivations, as well as the relevance of the nature of the activities to be conducted in the destination. The implication seems to be that a marine tourist destination focusing on static activities should appeal to tourists who have escape push motivations, while a marine tourist destination focusing on active activities should appeal to tourists who have novelty push motivations. Mohd Isa & Ramli (2014) showed that destination awareness, motivation and word-of-mouth are factors that influence tourists to visit the FRI aquarium in Penang (Malaysia). However, they found that the image of the destination had an insignificant relationship to tourist visits.

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

Demand segmentation in coastal marine destinations

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

In their study in Gambia (Africa), Rid et al. (2014) performed a motivational segmentation and found four groups. These were, firstly, Heritage & nature seekers, who exhibited high motivation to experience natural and cultural sites. Secondly, multi-

experiences seekers, who did not show attraction in sun and beach activities, but valued experiences as "Authentic rural experiences" as well as the experience of "heritage / nature" or "Learning local dances and languages". Thirdly, multi-experiences & beach seekers, with high motivation in almost all factors, who wanted several types of motivation, including "sun and beach". Finally, Sun & beach seekers who were characterized mainly by the "sun and beach" motif.

European studies were also interested in demand segmentation of coastal marine destinations. For example, Moscardo et al. (2001) conducted a study on three European tourist destinations, Germany, United Kingdom and the Netherlands, identifying three different segments, "eco-coastal", "active beach", and "passive seaside" tourists. The first group, which is the most interesting segment for our research, was characterized by the high scores given to activities that increased contact with and knowledge of the natural environment, looking for cultural experiences and aspects related to ethnic tourism, as well as to activities and experiences in national parks, forests, lakes, rivers and mountains. Reig-Garcia and Coenders-Gallard (2002) in their study on tourists who visited the Costa Brava (Spain) which examined their environmental preferences and perceptions, and how those affected their decisions, found five segments: "unsatisfied", "elderly travellers", "satisfied travellers who return", "beach lovers", "tranquillity lovers" and "nightlife lovers". A subsequent analysis carried out in Spain by Rodríguez-González and Molina-Molina (2007) on the segmentation of the Spanish tourist demand, highlighted four clear segments: "average and long-distance" tourism, "inland family" tourism, "active coastal" tourism, and "sun and beach family" tourism. Some years later, Ferreira et al. (2010) in their study on Spanish tourists found five clusters: "culture seekers", "culture seekers oriented by low prices", "sun and tranquillity seekers", "sun and night lovers", and "night lovers oriented by low prices". More recently, Valls et al. (2018) made a segmentation of

English tourists who visited the coastal destination of Costa Daurada and Terres de l'Ebre (Spain). Using an ontology-based methodology, they found the following groups: the “visiting” group, who are motivated by culture, sightseeing, shopping, and well-being; the “enjoying” group, who value holidays, kindness, relaxation and entertainment; the “holidaying” group, motivated by vacations on the beach and holidays destinations; the “beaching” group, whose main motivational factor is the beach; the “sunbathing” group, whose main concerns are to enjoy holidays, the beach and the sun; and the “relaxing” group, motivated by the beach, but associated with the beauty of the place and the landscape, well-being, and relaxation. Another study conducted by Rudež et al. (2013) in a different coastal destination, Portorož (Slovenia), found four segments: “friends-oriented” visitors, interested in going out for walking, eating, nightlife and enjoying the swimming pool; “well-being” visitors, more engaged in water sports, spas, events, tennis, golf, and casinos; “curious-passive” visitors, who preferred to walk, to go out for eating, visiting historical sites, nightlife and shopping; and “multifarious visitors”, who liked to walk, go out in the afternoon, eat, and visit historical and cultural places.

There are other studies that conduct demand segmentation of coastal marine tourism in Asia, such as that of Caber et al. (2016), who segmented cruise tourists in terms of their travel motivations. Two groups were obtained through the analysis of conglomerates conducted on a sample of international cruise tourists visiting the port of Kuşadasi (Turkey). The first group was described as “variety focused, elderly, social and repeated cruise” tourists, who were motivated by the escape needs of their normal environment and everyday routine. The second group was described as “utilitarian and ambitious” tourists, composed by different age groups, who are socially active and seek personal benefits. Also in Turkey, Paker and Vural (2016) conducted a benefit segmentation on marinas as destinations, to identify the market segments based on

yachters' expectations, where safety constituted the most important item, followed by accessibility and tourist attraction. They identified five segments labelled as "socially oriented", "indifferent", "supportive facilities oriented", "service and prestige oriented", and "touristic attractiveness oriented". They found three dimensions: social, adventure and freedom, which best explained what the yachters look for. Another recent study by Lee et al. (2018) on the island of Liuqiu (Taiwan), suggested that tourists can be divided into four groups according to their recreational experiences: "aestheticists", who had higher factor scores for experiential aesthetics while the lowest score was for experiential learning; "hedonists", who obtained the lowest scores in experiential aesthetics and reflective factors; "knowledge seekers", who had greater experiential aesthetics and learning factor scores; and finally "multi-experience recreationists", who had the highest scores in all the factors considered.

In North-America, Lacher et al. (2013) conducted a destination segmentation in three coastal locations of South Carolina (United States) and found significant preferences for the local character and ownership of local restaurants, suggesting that tourists probably have a considerable regional component in their holidays. Also, tourists feel that regional coastal cuisine is an important part of their vacation, no matter what kind of coastal destination they choose. In South America, a recent study conducted in Ecuador by Carvache-Franco et al. (2018) in Villamil Beach, found three tourist segments: "beach lovers", who have high motivations for enjoying the sun and the beach, "coastal nature", who have high motivations for enjoying the typical gastronomy, for the sun and the beach, the tourist attractions and for knowing the flora & fauna and, "coastal passive", who have medium and low motivations in all aspects. In another recent study, Carvache-Franco et al. (2019) found four different segments of tourists in the coastal marine destination of Montañita (Ecuador): "eco-coastal" tourists, who visit the

destination motivated by climate, beach and contact with nature; “water sports” tourists, who visit the destination motivated by surfing and who enjoy the sun and the beach; “sun and beach” tourists, who visit the destination mainly motivated by rest and relaxation together with sun and beach criteria; and “indifferent” tourists, with low scores in almost all motivation criteria and who are not clearly related to any of the dimensions identified.

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

However, in coastal marine tourism, the studies that have linked the sociodemographic aspects and the characteristics of the trip with tourist segmentation are scarce. For example, Carvache-Franco et al. (2019) found that the group "sun and beach" tourists, was primarily formed by students. In regard to this specific segment, Rid et al. (2014) stated that "sun & beach tourists", had the highest percentage of tourists visiting the destination for the first time. Carvache-Franco et al. (2019) also found that "eco-coastal" tourists were those that would have greater intentions to return to the destination. Several authors have found significant differences when they compare the sociodemographic aspects and the characteristics of the trip of different tourist segments (Park & Yoon, 2009; Prayag, 2012; Red, 2014; Carvache et al., 2019).

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

by sun and beach, by eco-coastal activities, cultural activities rooted in the territory, and relaxation.

Study area: the city of Manta

The city of Manta, also known as "The Pacific Gate", is located in the Southwest of the Manabí province of Ecuador. Manta was the capital of the Manteña culture and was officially christened "San Pablo de Manta" on March 2, 1534. In 1837, during his term as President of the Republic, Vicente Rocafuerte declared Manta as the First Maritime Port of Ecuador. Subsequently, during his government administration, General Juan Jose Flores declared it an import and export port. (Figure 1)

INSERT FIGURE 1

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

Methodology

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

by the respondents, but interviewer team was always available to address any doubts that arose.

The final sample size was 390 valid questionnaires and an infinite population was justifiable since, in 2015, 625,000 tourists arrived in Manta (Decentralized Autonomous Government of Manta, 2016). The present investigation uses a margin of error of +/- 5%, a confidence level of 95% and a variation of 50% (Table 1).

INSERT TABLE 1

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

Results

Factorial Analysis

A factorial analysis allowed us to extract three motivational dimensions. Principal component analysis was used for data reduction, varimax rotation being used to obtain a clearer interpretation of the factors. To determine the number of factors, those with eigenvalues greater than 1.00 were taken into account. This resulted in a three-factor solution that represented 66.5% of the total variance. The Kaiser-Meyer-Olkin (KMO) index was 0.73, so it was acceptable to conduct the factorial analysis. In addition, Barlett's sphericity test was significant ($p < 0.05$). The results are shown in Table 2.

INSERT TABLE 2

Table 2 shows the factor labelled "Ecotourism and gastronomy", as having the greatest explanatory capacity (39.4% of the total variance). This first dimension is related to motivations for enjoying the typical gastronomy of Manta, for its tourist attractions, for knowing its flora and fauna, visiting local communities, and for the prices of tourist services. The second factor labelled "Sun and beach and entertainment" captures 14.9% of the total variance. This second dimension is related to tourists motivated by visiting family and friends, for their commercial activity, for the proximity to the place of residence, for their nightlife and for enjoying the sun and the beach. The third factor, "Relaxation", had 5.6% of the total variance and consisted of tourists motivated by resting and being relaxed.

Demand segmentation in the city of Manta

Anon-hierarchical K-means cluster analysis was carried out for demand segmentation in Manta. Under the criterion of maximizing the variance between typologies, and minimizing the variance within each typology, the best solution meeting the criteria resulted in three conglomerates. The characterization of the clusters from the averages of the motivational variables appears in Table 3. The ANOVA F statistic allows one to conclude that the means compared were not equal, but it did not determine their differences, for which a post hoc analysis was applied, where the Levene statistic in all the variables was less than 0.05, so the hypothesis of equality of population variances was rejected. The F statistic could not be used because it did not comply with the homoscedasticity assumption, so we ran the Brown-Forsythe and Welch tests. As shown in Table 5, the critical level associated with both statistics was less than 0.05, so the equality of means was rejected, and we concluded that the means of the groups were not

equal. To allow us to contrast the significant differences between the different means, the Games-Howell test was applied.

INSERT TABLE 3

As shown in Table 3, in the first group were tourists who have high motivation for resting (4.1) and sun / beach (4.1), which justifies labelling this segment as "Beach lovers". In addition, they were related to the sun and beach and entertainment motivational dimension, as well as the relaxation dimension. The second group is formed by visitors who have high motivations for resting (4.8), enjoying the sun and the beach (4.5), for enjoying the local gastronomy (4.2) and for its attractions (4.2); this justifies their "Eco-coastal" label. They were basically related to the motivational dimension of ecotourism and gastronomy, as well as the sun and beach and entertainment dimension. The third group was made up of tourists who have high motivation in a wide range of aspects and who have been labelled "Multiple motives" tourists. They were related to the three dimensions mentioned above.

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

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

Relationships of the clusters with sociodemographic variables.

Table 4 shows an age difference between the three groups ($\chi^2 = 52.501$, $p = 0.000$). Most of younger people belong to the "Beach lovers" cluster. The majority of middle-

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

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

INSERT TABLE 4

Relationship of the clusters to the characteristics of the trip.

The results in Table 5 show the relationship between the different types of tourists in the city of Manta and the characteristics of their trips, in terms of the type of companions they had during the trip, their frequency of visit, satisfaction, and intention to return.

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

"Multiple motives" cluster was the most satisfied. Finally, there was a relationship depending on the intention to return to the destination ($\chi^2 = 49.517$, $p = 0.000$), those who had the greatest intention of returning to the destination were the "Eco-coastal". Therefore, as the motivation for gastronomy and eco-tourism activities increased, the intention to return to the destination also grew.

INSERT TABLE 5

Discussion

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

With regard to the market segmentation, our results are similar to those found in previous research. For example, Moscardo et al. (2001) found three segments, one of them identical to ours, the "Eco-coastal" segment, while their active beach tourists seem be analogous to our "Multiple motives" cluster. In another study, Reig-Garcia and Coenders-Gallard (2002) found five segments, two of which were quite similar to those in the present study, their satisfied travellers who return (our "Eco-coastal") and beach lovers (our "Beach lovers"). Rodríguez-González and Molina-Molina (2007) found four

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

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

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

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

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

the intention of returning to the destination were natural environment, reputation and kindness of the people. These were factors highly valued by the "eco-coastal" group, the one with the highest probability of returning to this city. Similar results were found by Carvache-Franco et al. (2019) in the coastal marine destination of Montañita (Ecuador) where the group "eco-coastal" had a greater intention of returning to the destination. In the present study, and in line with similar research (Park & Yoon, 2009; Prayag, 2012; Red, 2014; Carvache et al, 2019), significant differences were found in sociodemographic aspects and characteristics of the trip when comparing the tourist segments,

Conclusions

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

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

At a theoretical level, regarding the motivations in coastal marine destinations, the dimensions found in the present study are quite similar to those of previous studies

(Kruger & Saayman, 2010; Van Der Merwe et al., 2011; Kassean & Gassita, 2013). Particularly, with regards to ecotourism and gastronomy motivational dimensions, we found important similarities with the work of Lacher et al. (2013) who pointed out that tourists feel that regional coastal cuisine is an important part of their vacations, suggesting the motivational importance of gastronomy.

Regarding the demand segmentation of tourists in Manta, this study adds a quite new demand segment, infrequently considered by previous studies on coastal marine destinations, which is the “multiple motives” segment (Onofri & Nunes, 2013; Valls et al., 2018; Carvache-Franco et al., 2018; Carvache-Franco et al., 2019). The present study also broadens existing theory by confirming that the characteristics of coastal marine tourism (Orams, 2007; Porter & Kaufman, 2013; Orams & Lueck, 2016) can be found in destinations such as Manta.

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

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

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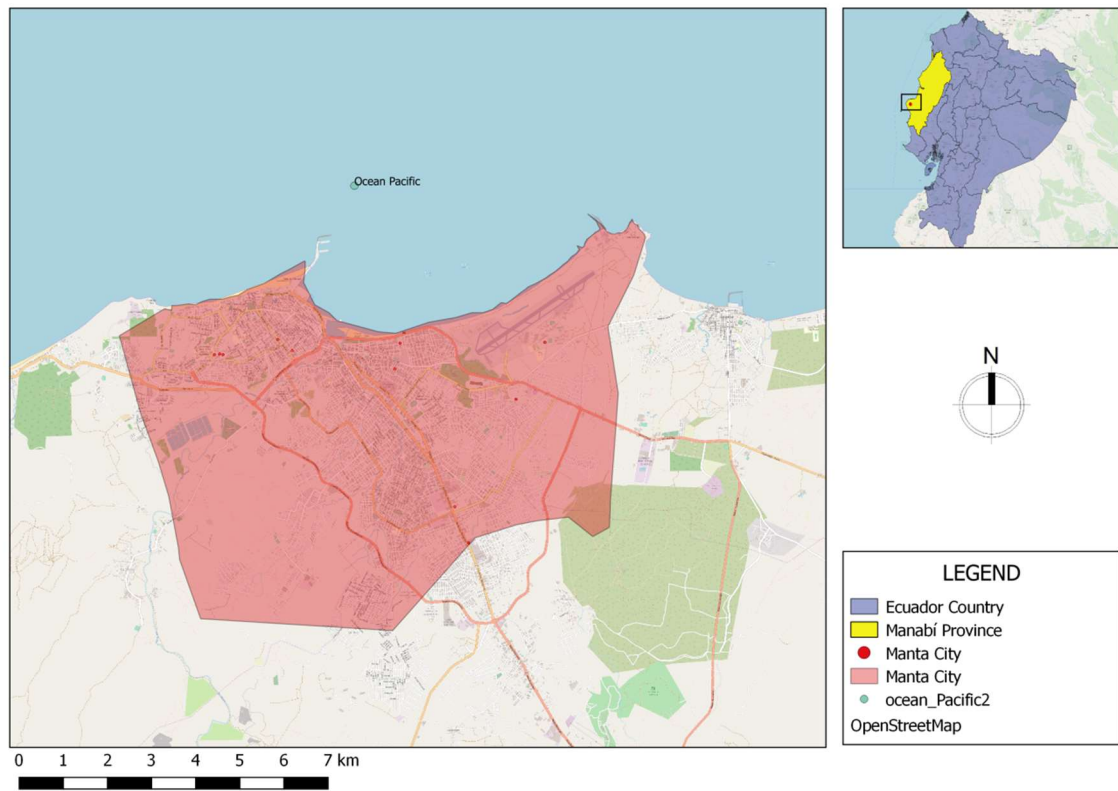
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Figure 1. Geographical location of the city of Manta (Ecuador)



Source: The authors

Table 1. Research file.

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

Table 2. Factorial Analysis

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

Table 3. Characterization of clusters based on the motivational variables

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

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

Table 4. Relationship cluster with variables sociodemographic

Variables	Cluster case number			Total	χ^2	Sig.
	Beach lovers	Eco-coastal	Multiple motives			
Age	< 20 years old	15.10%	1.90%	5.70%	6.40%	52.501 0.000
	20 - 29 years old	54.80%	34.00%	29.90%	35.60%	
	30 - 39 years old	20.50%	34.90%	34.60%	32.10%	
	40 - 49 years old	8.20%	15.10%	16.10%	14.40%	
	50 - 59 years old	1.40%	8.50%	13.70%	10.00%	
	> 60 years old		5.70%		1.50%	
Total	100.00%	100.00%	100.00%	100.00%		
Marital Status	Single	61.60%	43.40%	35.50%	42.60%	42.513 0.000
	Free Union	17.80%	12.30%	37.40%	26.90%	
	Widower		1.90%	1.40%	1.30%	
	Married	20.50%	37.70%	24.60%	27.40%	
	Divorced		4.70%	0.90%	1.80%	
Total	100.00%	100.00%	100.00%	100.00%		
Level of Education	Primary education	2.70%	1.90%	4.70%	3.60%	49.475 0.000
	Secondary education	28.80%	17.90%	53.10%	39.00%	
	University education	67.10%	77.40%	42.20%	56.40%	
	Postgraduate /Master's degree/ Ph.D.	1.40%	2.80%		1.00%	
Total	100.00%	100.00%	100.00%	100.00%		
Professional activity	Student	60.30%	18.90%	16.10%	25.10%	117.901 0.000
	Businessman/ Business owner	5.50%	10.40%	13.70%	11.30%	
	Public employee		16.00%	16.10%	13.10%	
	Private employee	5.50%	12.30%	10.40%	10.00%	
	Independent Professional	2.70%	5.70%	8.10%	6.40%	
	Housework	8.20%	2.80%	16.10%	11.00%	
	Unemployed	4.10%	9.40%	7.60%	7.40%	
	Retired		12.30%	0.50%	3.60%	
	Informal worker	9.60%	11.30%	4.70%	7.40%	
Others	4.10%	0.90%	6.60%	4.60%		
Total	100.00%	100.00%	100.00%	100.00%		

Table 5. Relationship cluster with variables related to travel characteristics

Variables		Cluster case number			Total	χ^2	Sig.
		Beach lovers	Eco-coastal	Multiple motives			
Type of company	Alone	4.10%		0.90%	1.30%	17.053	0.000
	With family	38.40%	56.60%	55.00%	52.30%		
	With the partner	11.00%	13.20%	8.50%	10.30%		
	With Friends or co-workers	46.60%	30.20%	34.10%	35.40%		
	others			1.40%	0.80%		
Total		100.00%	100.00%	100.00%	100.00%		
Frequency of visit	1 to 3 times a year	57.50%	33.00%	44.10%	43.60%	25.300	0.000
	4 to 6 times a year	31.50%	39.60%	46.40%	41.80%		
	7 to 9 times a year	11.00%	27.40%	9.50%	14.60%		
Total		100.00%	100.00%	100.00%	100.00%		
Degree of general satisfaction	1	2.70%			0.50%	67.998	0.000
	2				0.00%		
	3	17.80%			3.30%		
	4	19.20%	21.70%	20.90%	20.80%		
	5	60.30%	78.30%	79.10%	75.40%		
Total		100.00%	100.00%	100.00%	100.00%		
After my experience I think I'll be back on a next occasion	1	2.70%			0.50%	49.517	0.000
	2	2.70%			0.50%		
	3	11.00%	7.50%	0.50%	4.40%		
	4	15.10%	12.30%	31.30%	23.10%		
	5	68.50%	80.20%	68.20%	71.50%		
Total		100.00%	100.00%	100.00%	100.00%		