

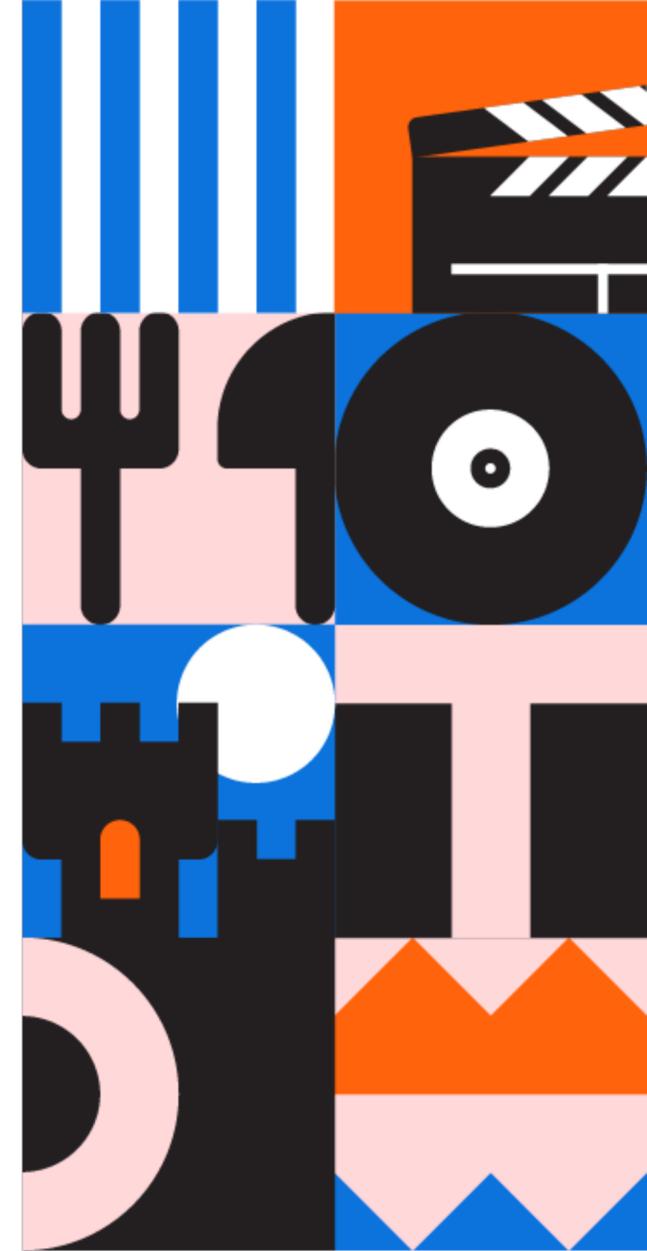
Visitor Satisfaction regarding Sustainability

SUBDIRECCIÓN GENERAL DE CONOCIMIENTO Y ESTUDIOS TURÍSTICOS DE TURESPAÑA



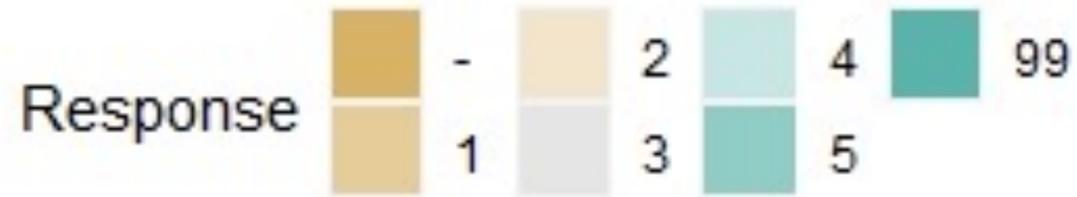
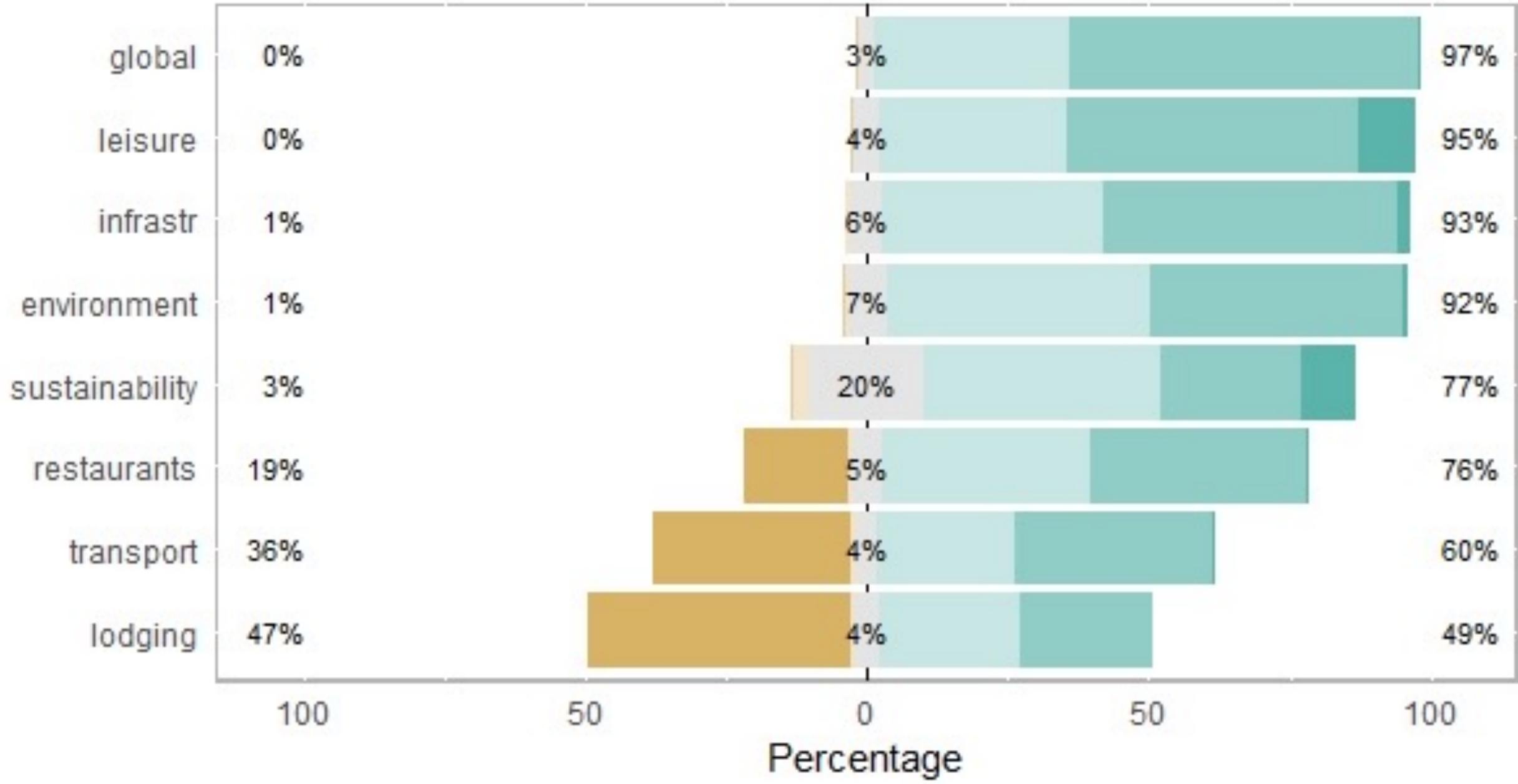
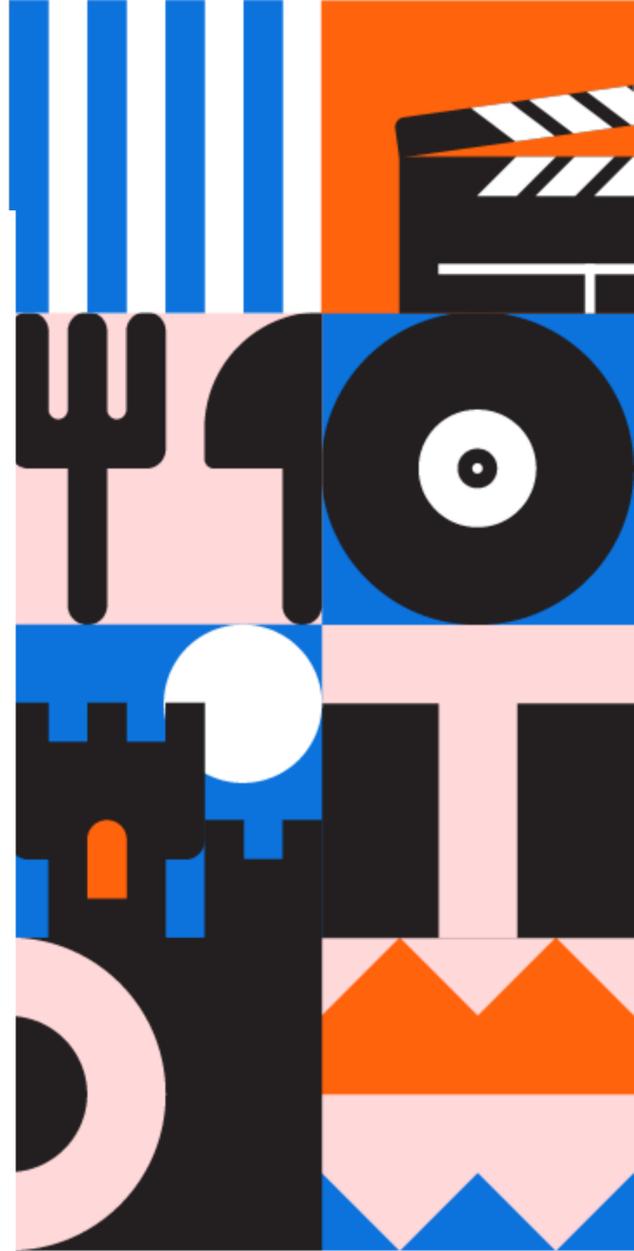


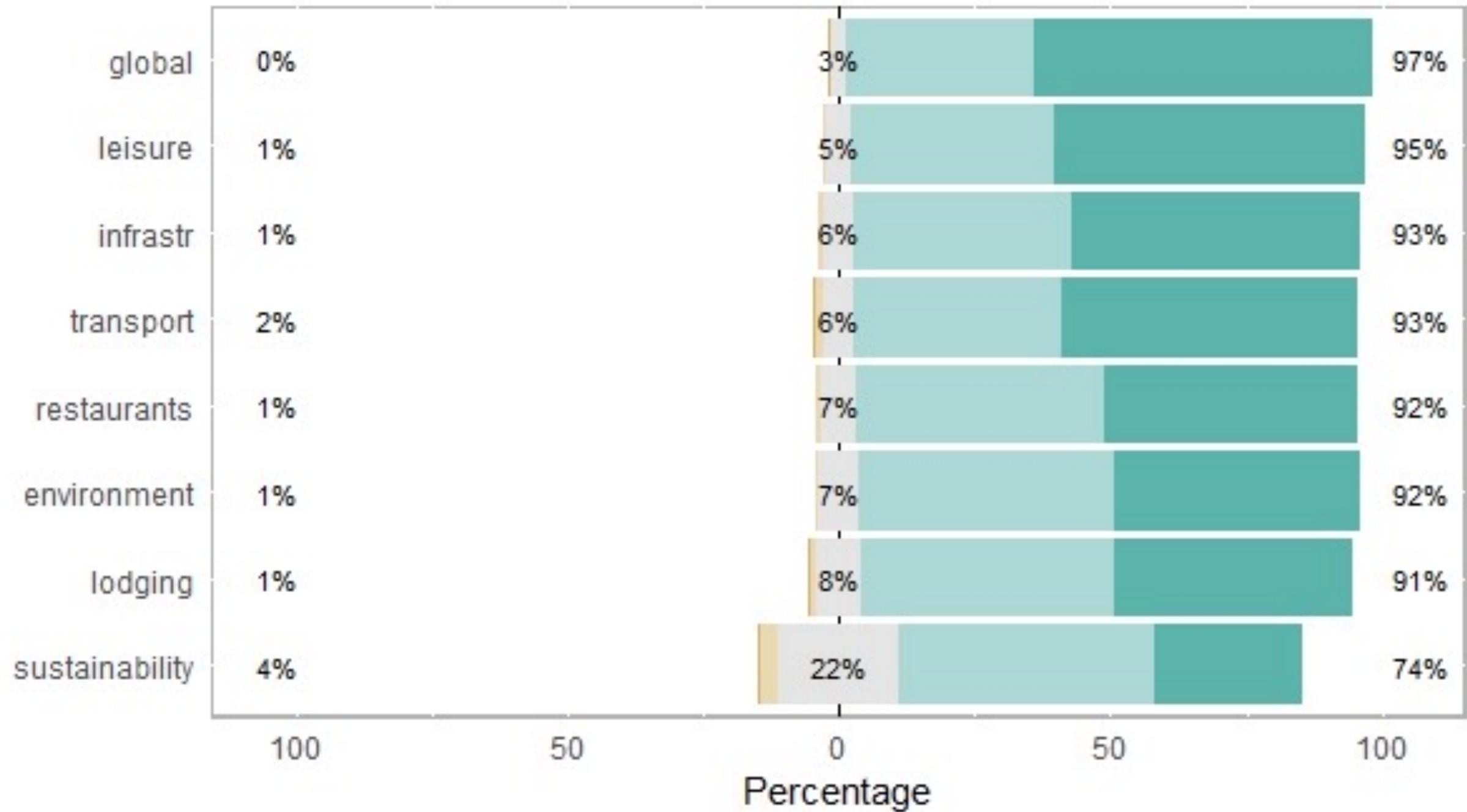
- “Encuesta de Satisfacción de los Viajeros no Residentes” undertaken in 2022
- in-person interviewing of non resident tourist after their stay, on their way out of the country (airports, ports, train stations and highways).
- carried out in three waves: June, August and November
- 18,987 valid interviews obtained
- the questionnaire contains information about different aspects, like the country of residence, destination or destinations, main motive for the trip, reason for choosing Spain, age, gender, etc...
- and a series of questions regarding the satisfaction of the tourist with different elements of the trip and with the travel experience overall.
- one of the elements included in the survey was sustainability, as well as lodging, restaurants, leisure activities, environment, public transportation in the destination, infrastructure (airports, highways, etc.).
- satisfaction was graded on a Likert scale 1-5



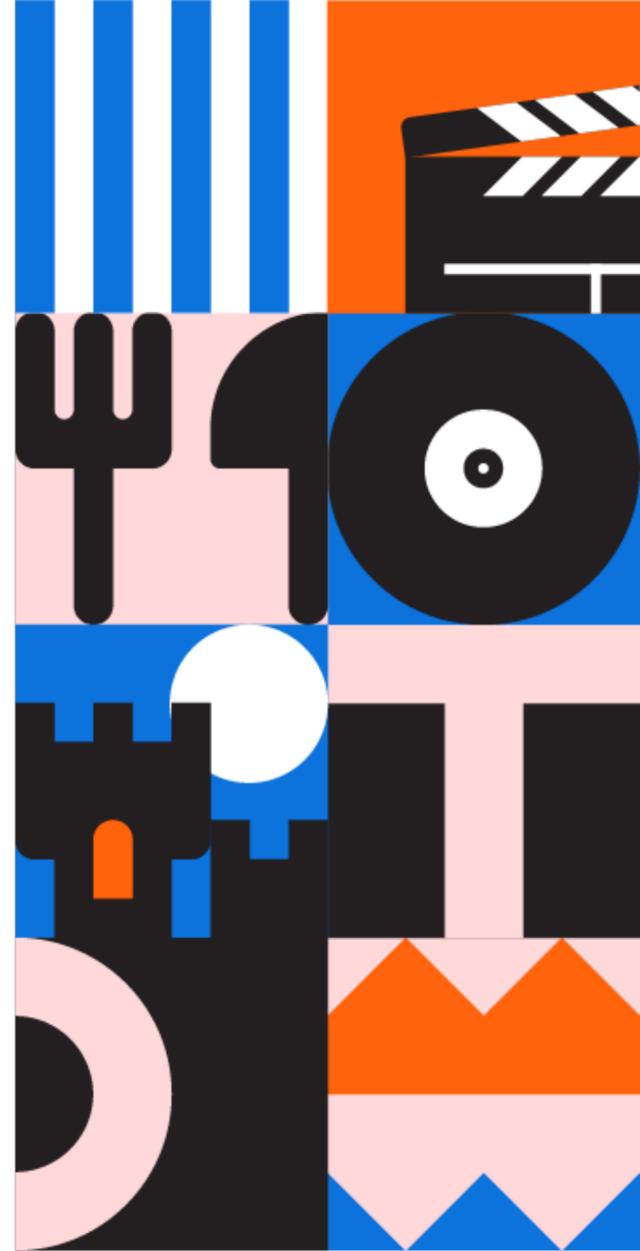
Satisfaction with elements or dimensions of the travel experience



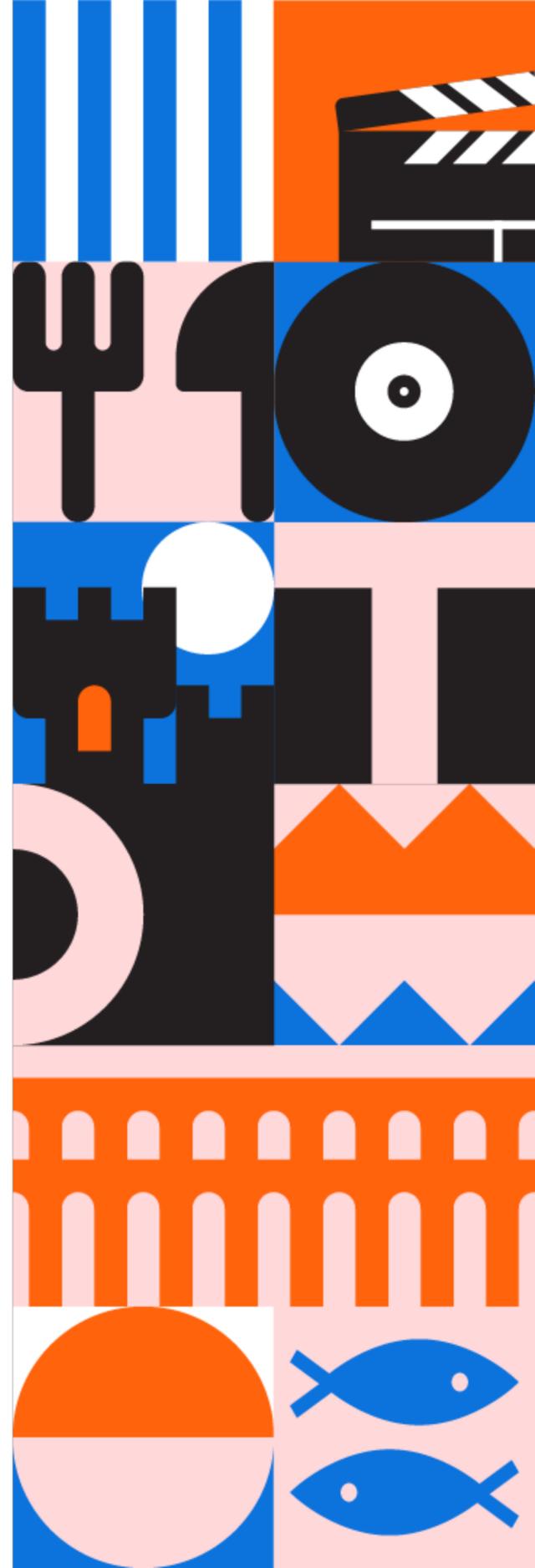




Response very unsatisf. unsatisfied neutral satisfied very satis



How does satisfaction with sustainability relates to satisfaction with the travel experience?

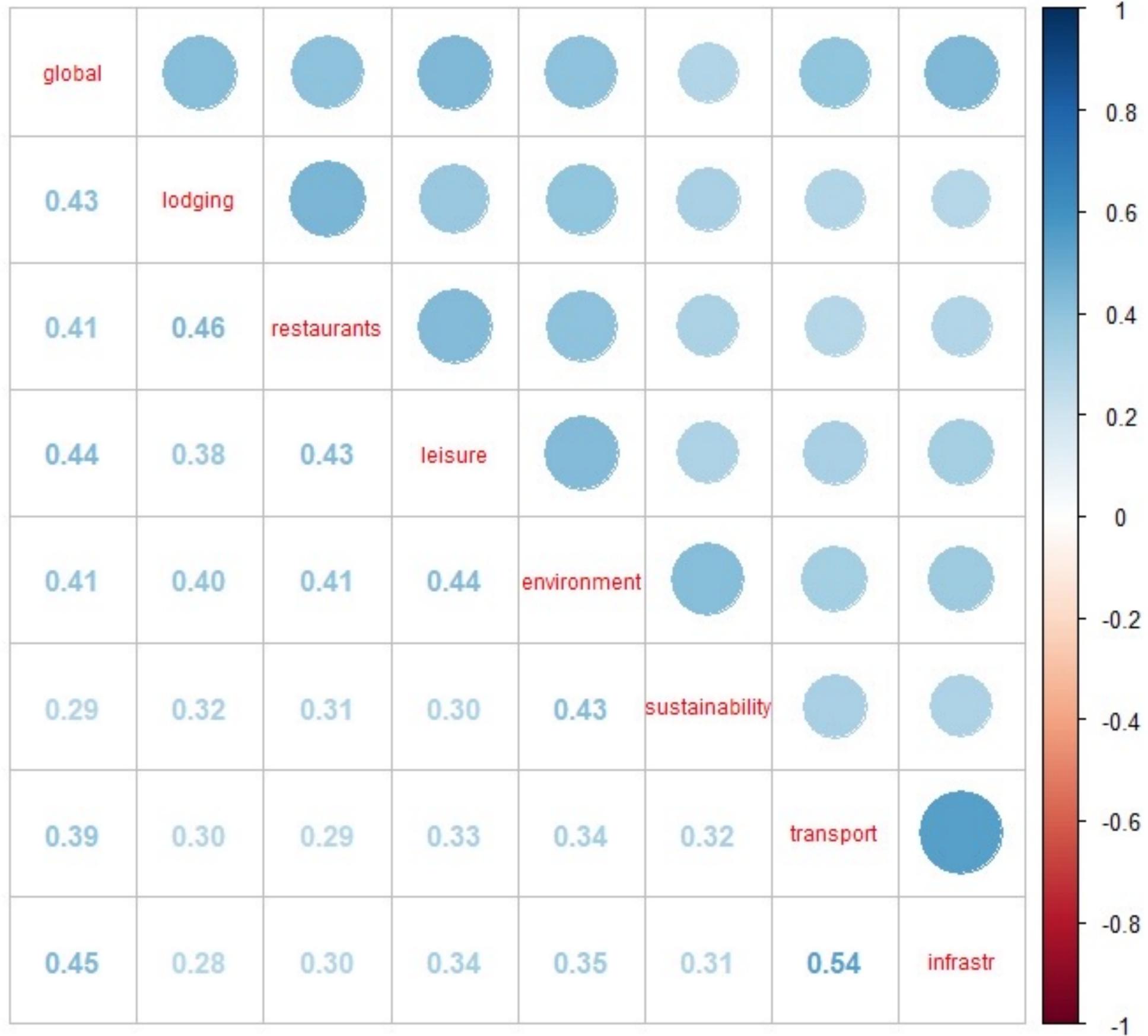




- We performed correlation analysis between the different dimensions. Spearman method.
- Correlation \neq causation
- Clues regarding relationships in tourists minds.



Correlations between dimensions



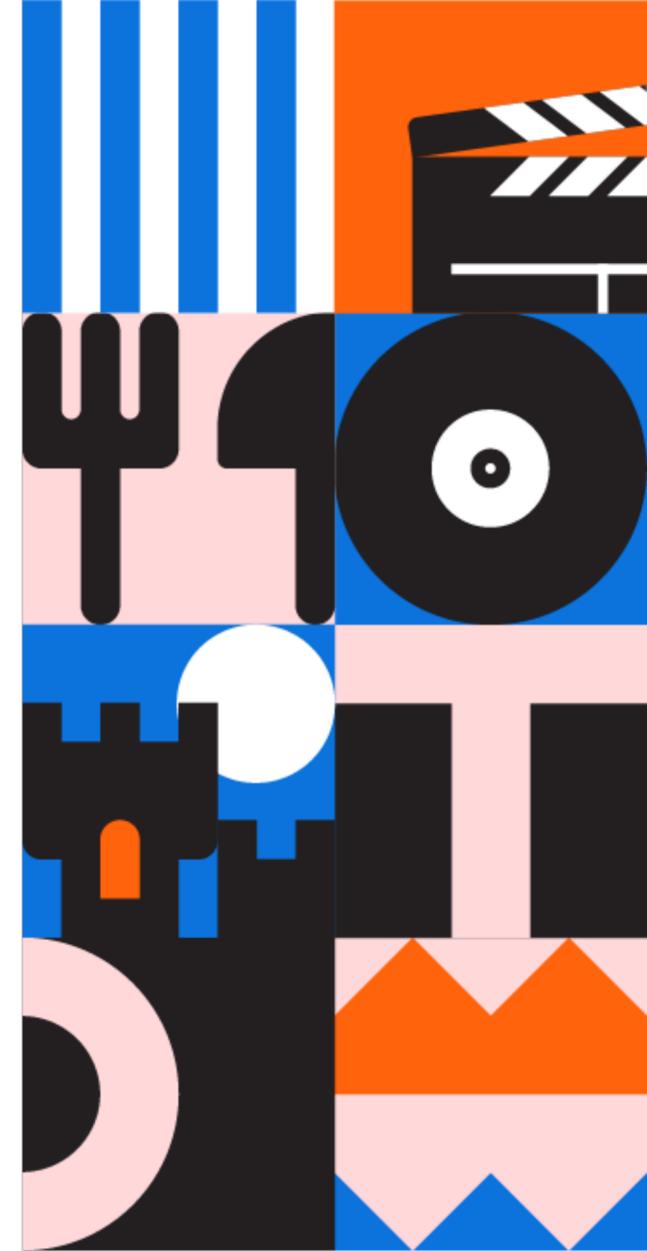


- We transformed global satisfaction in a dummy variable ($5 = 1$).
- Then performed a logistic regression: each dimension against this dummy.
- Assumptions for logistic regressions were fulfilled in all cases and all coefficients (both intercept and variable) were highly significant.



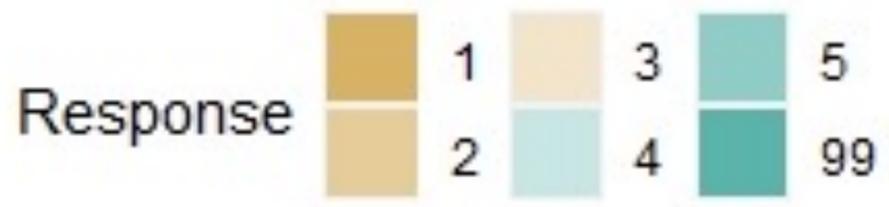
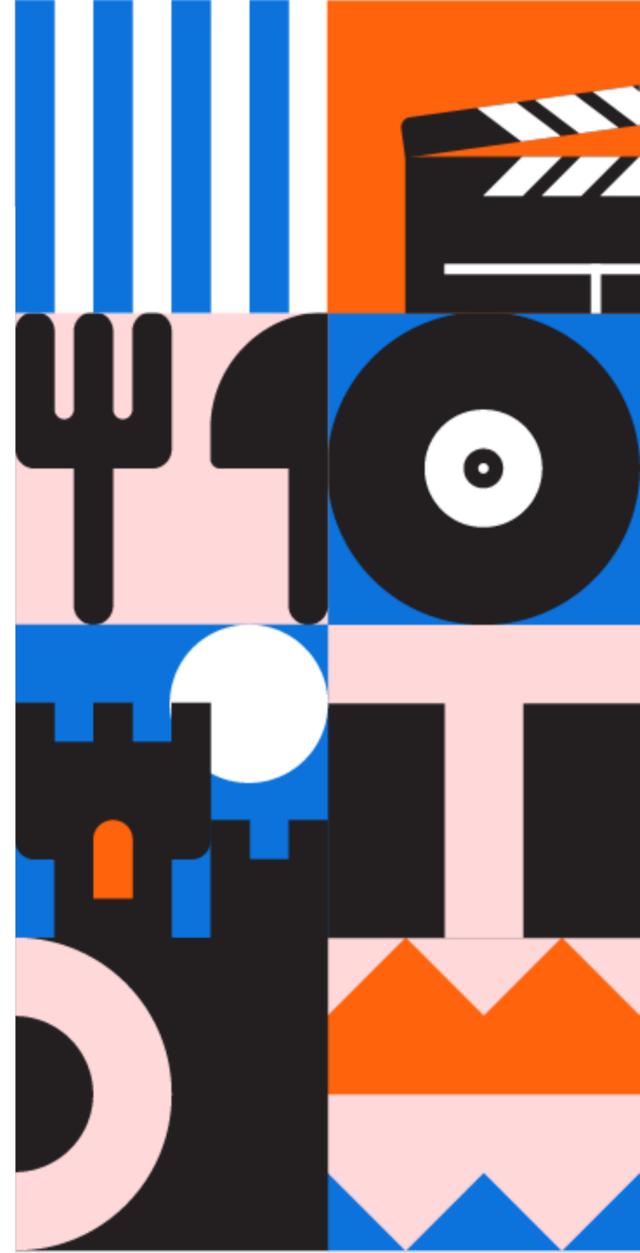
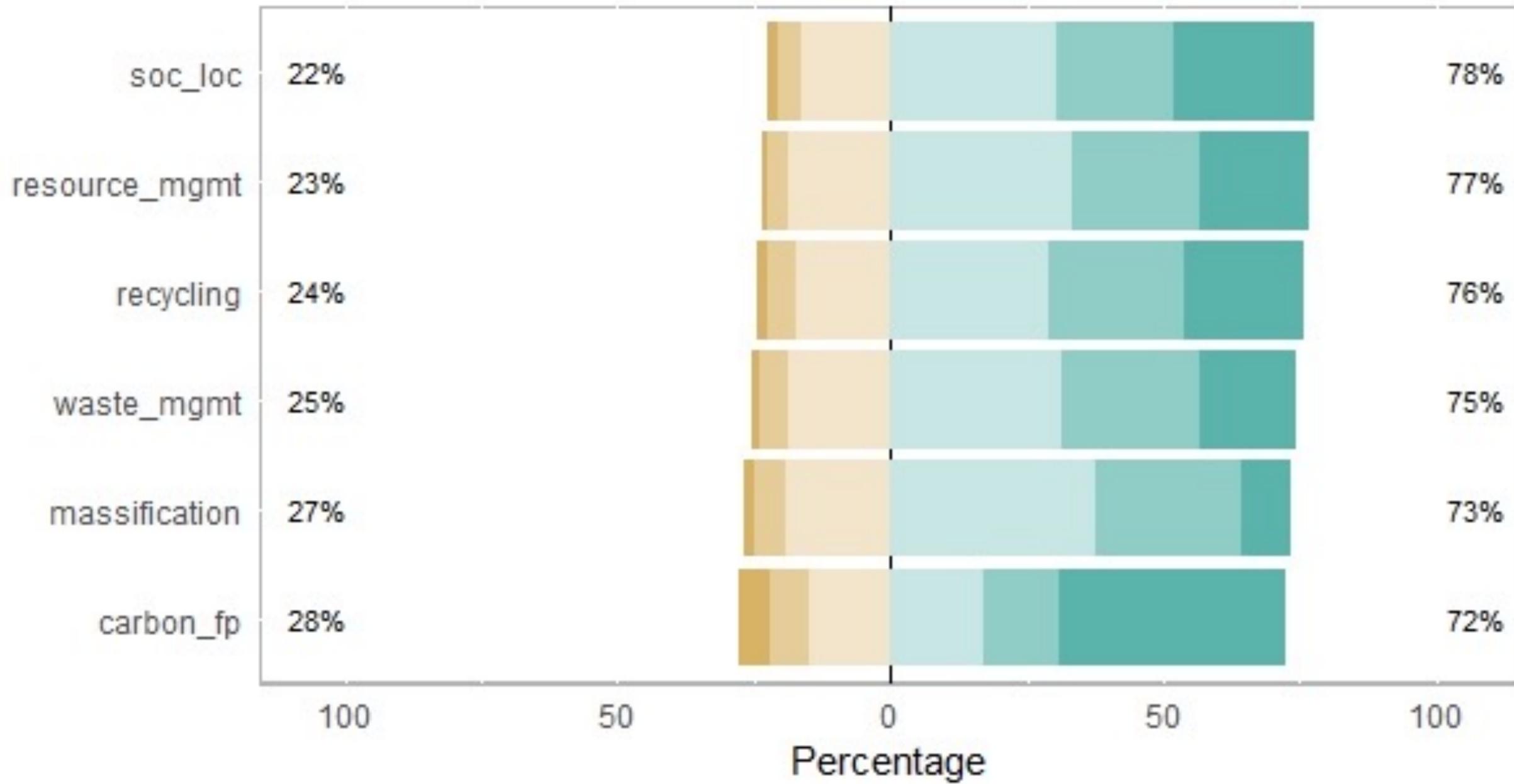
Probabilities and marginal effects

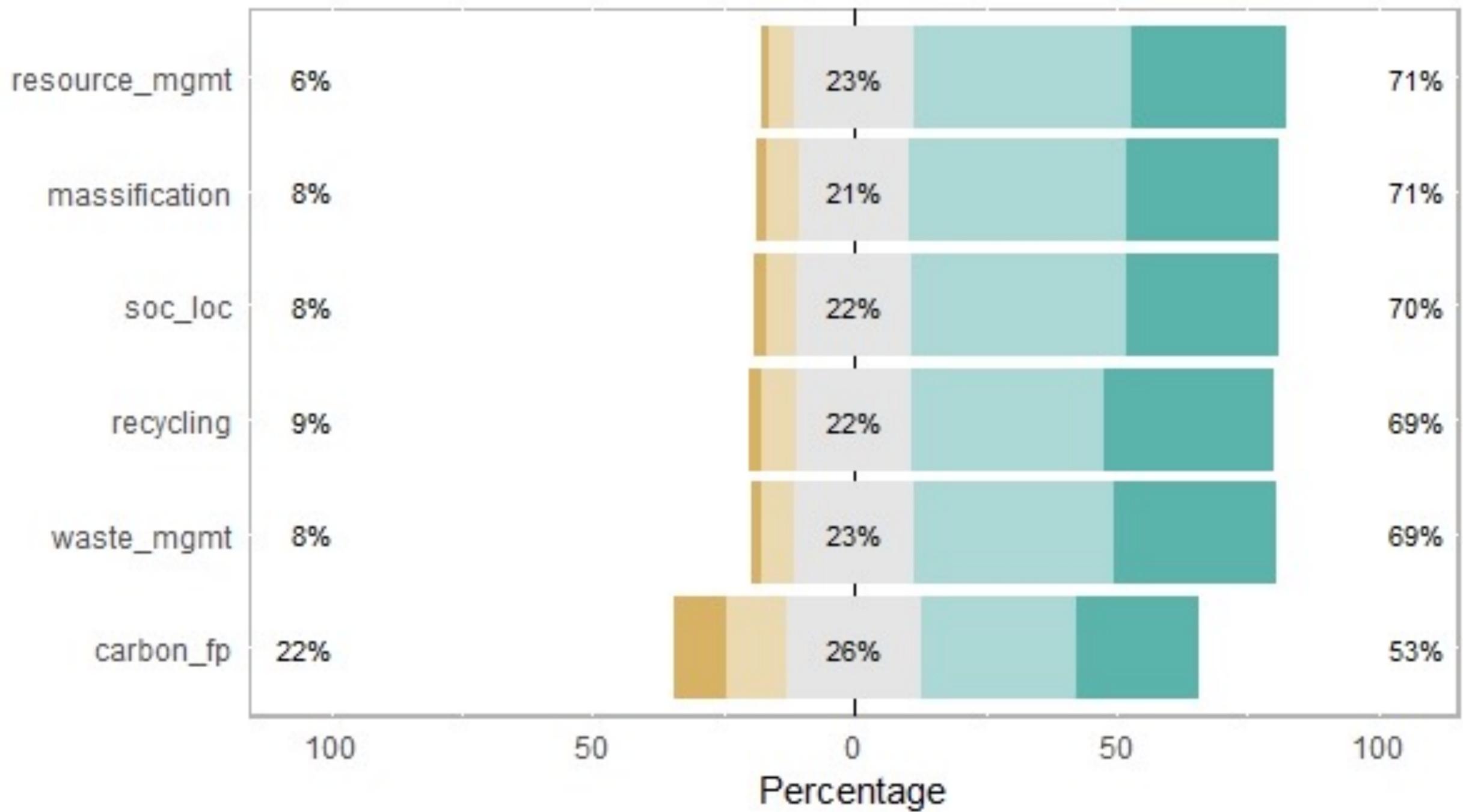
##	Dimension	if 1	if 2	if 3	if 4	if 5	margin
## 1	leisure	0.0069	0.033	0.14	0.44	0.79	0.20
## 2	infrastructure	0.0087	0.039	0.16	0.46	0.80	0.20
## 3	lodging	0.0132	0.052	0.19	0.49	0.80	0.20
## 4	environment	0.0141	0.056	0.20	0.51	0.81	0.20
## 5	restaurants	0.0159	0.062	0.21	0.52	0.82	0.20
## 6	transports	0.0265	0.085	0.24	0.52	0.78	0.19
## 7	sustainability	0.1594	0.286	0.46	0.64	0.79	0.16



Satisfaction with different elements of sustainability



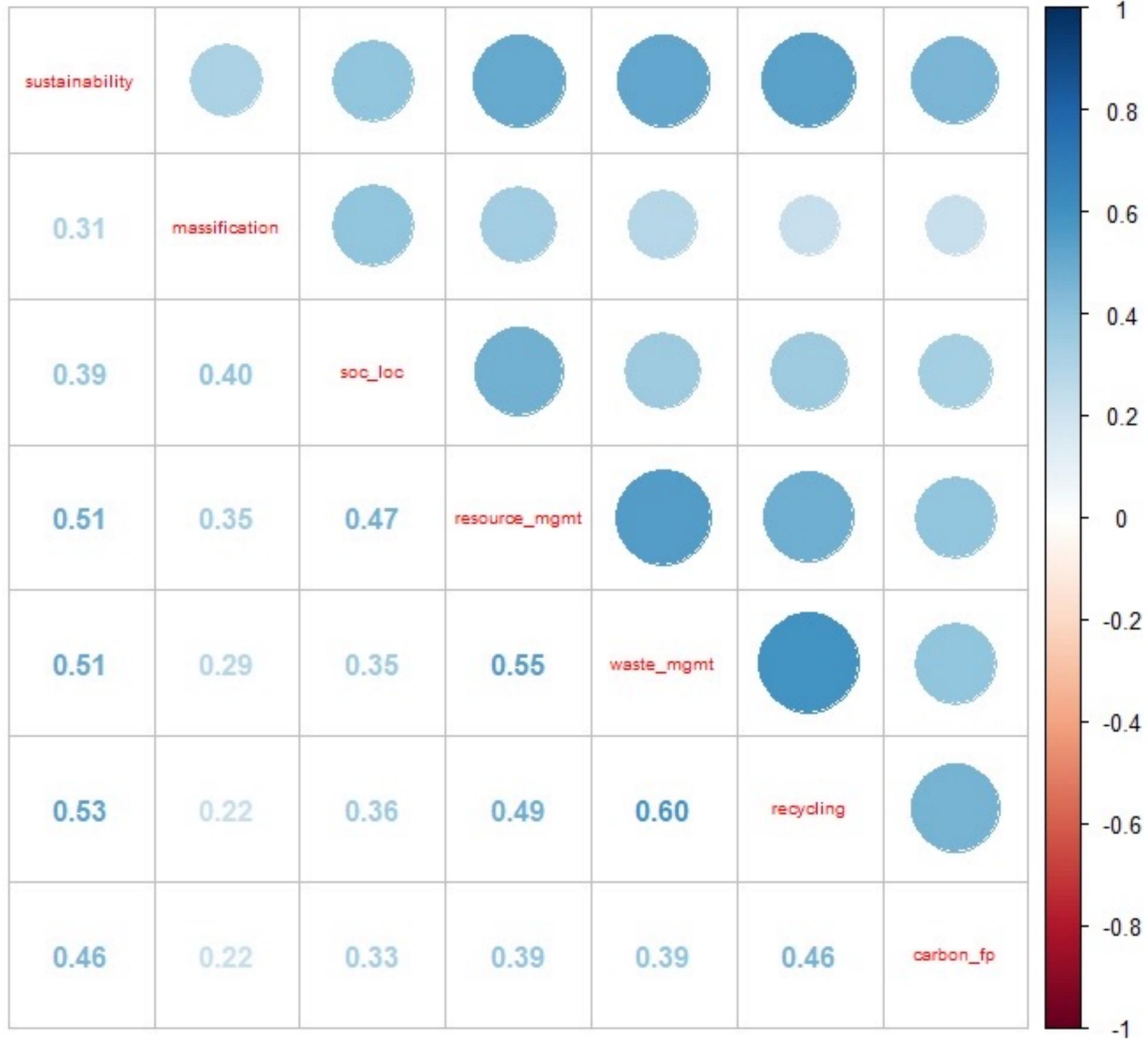




Response very unsatisf. unsatisfied neutral satisfied very sat



Correlations between sustainability attributes





Thank you!