

THE TOURIST DEMAND FROM THE PERSPECTIVE OF THE MOTIVATION, ASSESSMENT AND SATISFACTION IN A SUN AND BEACH DESTINATION: THE MANTA CASE, ECUADOR

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Abstract: Conducting studies of motivation, evaluation and satisfaction of the demand of sun and beach tourism provides important information to adapt the products according to demand. The present study was conducted in situ in the city of Manta, Ecuador. Using a questionnaire, variant and bivariate statistical techniques were used to achieve the study objectives. The findings show that the main motivations of tourists are to rest, enjoy the beach and the sun, and enjoy the typical local gastronomy, which ratifies the main motivations in destinations with these characteristics. The most valuable aspects of the visit were the hospitality of the residents, the sun and the beach, and the restaurant service. The satisfaction of the destination is high, which shows the potential of this site for this type of tourism.

Key words: Tourism, demand, motivation, satisfaction, assessment, Manta

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INTRODUCTION

Sun and beach tourism has had a growth of 39% between 2007 to 2014, this type of tourism is the most attractive for visitors because of the natural characteristics of the destinations, occupying the best segment of the tourism market with 29% (ITB World Travel Trends Report 2015/2016), the US and Asian market has driven 6% growth between January and August 2016 (ITB World Travel Trends Report 2016/2017), so it is essential to raise an inquiry about of the sun and beach destinations that contribute to improve the provision according to demand. In this sense, vacationing on the beach is becoming a phenomenon of mass tourism (Bramwell, 2004). Consequently, Poon (1993) sought to change the stereotype 3-S (sun, sand and sex) to a more exclusive and strict tourist, who seeks more than a break. For the above reasons, Orams & Lück (2013) ratify that the distraction on the beach is destined to prosper in the future.

Manta is the first fishing port and maritime of Ecuador; the tourist offer is varied, has food and beverage establishments, accommodation, entertainment and sports centers. You can perform different types of tourism like gastronomic, cultural, religious, sun and beach, adventure, meetings and ecotourism. It has the Pacoche Marine Coastal Wildlife Refuge; it has cozy beaches such as the Murciélago, Barbasquillo, San Mateo, San Lorenzo where you can practice water and recreational sports, you can also enjoy artistic and cultural events. The restaurants offer gastronomy based on seafood; while crafts made with local products are sold in pier. In this context, it is important to carry out studies that analyze tourism demand from the perspective of motivation, assessment and satisfaction in sun and beach destinations such as the case of Manta in Ecuador, due to its natural and cultural characteristics typical of this type of tourism; that is why this tourist destination is very visited by national and foreign tourists. At present, there has not been a study that addresses this issue; that is why the objective of this study is to present the results of a field work that addresses a study of the motivations, valuation and satisfaction of tourism demand. The present research aims to achieve this objective and consists of the following parts: the introduction, followed by the review of the literature, then describing the characteristics of the destination, the methodology of the research and the results. The article ends with the conclusions and the bibliography used.

THEORETICAL FRAMEWORK

The field of motivations is increasingly studied in relation to tourism demand, so motivations is a set of biological and spiritual needs and wants that motives one to do specific tasks (Crompton & McKay, 1997). Therefore, it is the central factor in the decision-making process (Yolal et al., 2015). If we refer to the motivations of tourists, these can be divided into two main categories: content models and process models (Hsu et al., 2010; Suni & Komppula, 2012). Content models, in the context of various conceptualizations of needs, are proposed in the form of different models such as Maslow's theory of the hierarchy of needs (1943) two-factor theory of motivation-hygiene, and Plog's (1974) theory of Allocentric- Psychocentric spectrum. Regarding the process models, these include those that address behavior predictions after one has been motivated. Dann's (1977) theory of pull-push factors and Crompton's (1979) theory of motivation which was further developed by Iso-Ahola (1982) are placed in this category. Process models are more central than content models and have a better ability in predicting behavior (Hsu et al., 2010). These models are mostly used. Thus, it can be said that tourists' motivations are usually complex and multi-dimensional (Crompton, 1979; Uysal et al., 1993). In the tourism sector, the main motivations of the sun and beach tourist are rest and recreation, since it is included in leisure tourism (Martínez, 2001;

Rivas, 2004; Bigné et al., 2007). In this sense, for González et al. (2006) the main motivations of sun and beach tourists are rest and relaxation, followed by fun and entertainment. In the same line, for Carvache-Franco et al. (2017), Enjoy the sun and the beach, and rest were the main motivations. In another study, Prebensen et al. (2010) uses two motivational dimensions in sun and beach destinations: Body-related (Sun and warmth-related motivations, and Fitness and health-related motivations) in the Mind-related (Culture and nature-related motivations, and Escapism-related motivations).

About the motivations in coastal marine destinations: Kozak (2002) on the tourists' trip to Mallorca (Spain) revealed reasons such as culture, pleasure / fantasy, relaxation and physics. Molera and Abaladejo (2007) identified five marine reasons for traveling to Murcia-Spain, nature and tranquility, physical and cultural activities, family, travel characteristics and rural life. In another study, Saayman et al. (2009) found five travel motivation factors for marine destinations in South Africa: escape and relaxation, destination attractiveness, socialization, personal attachment, site attributes and trip features. In another study, Kruger and Saayman (2010) found six reasons to travel for tourists visiting Tsitsikamma National Park, located in the Indian Ocean in South Africa, which were as knowledge seeking, nature experience, photography, escape and relaxation, park attributes and nostalgia. In another research (Van Der Merwe et al., 2011) on coastal marine destinations found four motivational factors: Destination attractiveness (Factor 1), Escape and relaxation (Factor 2), Time utilization (Factor 3) and Personal attachment (Factor 4). For De Nisco et al. (2015) different destinations have different reasons for traveling, finding in a study carried out in Africa the same motivations as escape and relaxation, destination attractiveness, and site attractiveness as well as personal attachment and different motivations, for Jeffreys Bay, however, leisure activities and novelty were identified and for Hartenbos, socialization and trip features as additional motives for traveling. In this framework of ideas, marketing focuses on the customer, and relies on administrative processes to make promises or value propositions that reflect individual expectations created by such proposals and their fulfillment is done through the creation of value (Grönroos, 2009). In this sense, factors such as the satisfaction of tourists as a result of the co-creation of services, contribute to the attractiveness of a tourist region, with which the key areas are effectively traced to make, enable and keep promises to tourists (Dolnicar & Ring, 2014). Thus, the study of tourists in a comprehensive manner is necessary to understand their level of satisfaction, as it is evident that this depends on the profile of the visitor, as well as social, financial elements and the environment in which it is related (Torres-Sovero et al., 2012).

On the other hand, the scientific literature recognizes the importance of satisfaction to recommend a destination (Hosany & Witham, 2010), the positive effect it causes when relating it with the intention to return (Zabkar et al., 2009; Chen & Chen, 2010), and for being considered as a moderating part of the image of destination (Chi & Qu, 2008). From another perspective, Das Chagas and Marques Júnior (2011) consider that there are eight perceived dimensions of quality in sun and beach destinations: beaches and facilities, public facilities, food and beverages, transportation services, hotel facilities, services of the hotel, entertainment and attractions, and hospitality and access.

For them it is necessary to provide a quality of service, the relationship between the quality of the image of a destination and tourist satisfaction is well documented in the tourism field (Chen & Chen, 2010, Yüksel et al., 2010; Žabkar et al., 2010; Moliner Velázquez et al., 2011; Cong, 2016). Therefore, it is necessary to analyze variables directly related to the natural environment, the services offered within the destination and its amenities (Safee Sapari et al., 2013). Therefore, it is very important to analyze these

aspects in sun and beach destinations in order to improve the quality of tourist services. Regarding the assessment of sun and beach destinations, in a study (Carvache-Franco et al., 2018) the variables best valued in General Villamil Playas from Ecuador were the "sun and the beach", "Restaurant services", "hospitality of residents", and "accommodation".

CHARACTERIZATION OF MANTA DESTINATION

This aboriginal capital of the Manteña Culture was baptized on March 2, 1534 as "San Pablo de Manta", it happened to occupy the place of seaport, then it was a cabotage port. During the Presidency of the Republic of Ecuador, Vicente Rocafuerte designated it as the First Maritime Port of Ecuador in 1837. Finally, in the administration of General Juan José Flores, it was qualified as an export and import port (Sánchez, 2010). Manta is located in the most western salient of South America, limits to the west with the Pacific Ocean, to the south with Montecristi and to the east with Montecristi and Jaramijó; the temperature fluctuates between 18 ° C and 36 ° C (Figure 1).



Figure 1. Geographic Location of Manta (Ecuador) in South America

According to Decentralized Autonomous Government of Manta (2016), it has an area of 29,265.96 ha, distributed as follows: 70.60% Natural Vegetable Coverage, 15.44% anthropic use, 3.96% livestock use, 5.27% agricultural and mixed agricultural use and 4.73% are unproductive land. Manta energizes the economy of Manabí province - Ecuador, both for the amount of productive units and active services, as for the volume of the total production and its contribution in the formation of Gross domestic product (GDP). (Decentralized Autonomous Government of Manta, 2016) In Malecón sector, the commercial area and hotel chains are concentrated, Tarqui parish sells fishing products and in the urban area there are tourist, commercial, banking and industrial companies. The city also has museums where archaeological fragments of cultures of the region are exhibited.

The Decentralized Autonomous Government of Manta (2016) declared Furniture Cultural Heritage to 38 monuments and 29 real estate as Cultural Patrimony of the Nation.

METHODOLOGY

In order to reach the proposed objectives, an on-site fieldwork was carried out based on a survey that contained 17 questions grouped into two blocks: (socio-demographic information and the satisfaction and motivation of the visitors) whose target population were older visitors of 18 years. Closed and multiple-choice questions on a five-point Likert scale were used to obtain reliable results. The data collected were organized, tabulated and analyzed through the SPSS Version 22 program, univariate and bivariate statistical instruments were also used. Visitors were surveyed near the Murciélago beach in Manta city during weekends between March and April 2018. The surveys were conducted by students of the bachelor's degree in gastronomy at the University of Guayaquil, who were previously trained by the authors of this article. The sample size was 390 and the infinite population was used considering that the study population is over 10,000 according to the number of tourists who visited Manta in 2015 received 625,000 tourists; in 2016 from January to October received a total of 266,000 tourists (Gobierno Autónomo Descentralizado de Manta, 2016). A margin of error of +/- 5%, a confidence level of 95% and a variance of 50% is proposed (Table 1).

Table 1. Research file

Population	National and foreign visitors
Geographic área	Manta city
Period of realization	March and April 2017
Process	Simple random sampling
Confidence level	95%
Error range	+/- 5%
Valid questionnaires	390

Several previous research papers were reviewed in order to elaborate the questionnaire of questions (Prebensen et al., 2010, Van Der Merwe et al., 2011, De Nisco et al., 2015, Carvache-Franco et al, 2018), where you can see relevant research on motivation, assessment and satisfaction of demand in sun and beach destinations. The cronbach alpha index reached the value of 0.83, which indicates a meritorious internal consistency between the elements of the scale.

RESULTS AND DISCUSSION

The results of socioeconomic variables as gender, age, civil status, level of education and professional activity are found in Table 2.

Table 2. Socioeconomic variables

Variable		Percentage
Gender	Man	48.7
	Woman	51.3
Age	Younger than 20	6.4
	Among 20 - 29	35.6
	Among 30-39	32.1
	Among 40-49	14.4
	Among 50-59	10.0
	Older than 60	1.5

Civil Status	Single	42.6
	Free Union	26.9
	Widowed	1.3
	Married	27.4
	Divorced	1.8
Level of Education	Primary education	3.6
	Secondary education	39.0
	University education	56.4
	Postgraduate/master's degree / Ph.D.	1.0
Professional Activity	Student	25.1
	Businessman, business owner	11.3
	Public employee	13.1
	Private employee	10.0
	Independent employee	6.4
	Housework	11.0
	Unemployed	7.4
	Retired	3.6
	Informal worker	7.4
	Others	0.0

According to the results from Table 2, 48.7% of the visitors are men and 51.3% are women, what shows that visitors from both genders arrive the destination, from which, 35.6% have an average age of 20 to 29 years old and 32.1% have an average age of 30 to 39 years old. About the civil status, 42.6% are single and 27.4% are married. Concerning the level of education, a 56.4% have a university education and 39.0% have a secondary education, being 25.1% students as the majority group, followed by public employees with a 13.1% of the total amount of respondents.

To know what company tourists prefer when visiting a place, Table 3 is shown.

Table 3. Who the tourist travels with

Variable	Percentage	Ranking
With family	52.3	1
With friends and coworkers	35.4	2
With the couple	10.3	3
Alone	1.3	4
Others	0.8	5

According to the results from Table 3, tourists use to travel to this destination with their families (52.3%), with friends and coworkers (35.4%), which indicates that Manta is generally a destination to go with the family principally, followed by groups of friends. The frequency the visitors arrive to the destination is presented in Table 4, where the frequency in this destination is from 1 to 3 times a year (43.6%) and from 4 to 6 times a year (41.8%).

Table 4. Frequency of visit

Frequency of visit	Frequency	Percentage
From 1 to 3 times a year	170	43.6
From 4 to 6 times a year	163	41.8
From 7 to 9 times a year	57	14.6
Total	390	100

Motivations

Tourists' motivations are shown in Table 5. It is based on a 5 points Likert scale, being 1 – the less and 5 – the most.

Table 5. Motivations

Motivational variables	Mean	Ranking
Resting	4.63	1
Enjoying beach and sun	4.58	2
Delight with local typical gastronomy	4.24	3
Visiting touristic attractions	4.18	4
Night life	3.84	5
Visiting friends or family	3.79	6
Because of touristic services prices	3.78	7
To know flora and fauna	3.77	8
For its commercial activity	3.59	9
For visiting communities	3.40	10
Closeness to your residence place	3.13	11

As shown in Table 5, the principal motivations of tourists in visiting the destination are resting (4.63), enjoying beach and sun (4.58), delight with local typical gastronomy (4.24) and for its night life (3.62). Similar results (Martínez, 2001; Rivas, 2004; González et al., 2006; Bigné et al., 2007; Carvache-Franco et al., 2017) where the resting is one of the main motivations in this type of tourism. These results show that Manta is a destination of sun and beach where its main motivation is rest, with a delicious typical gastronomy. Based on the two motivational dimensions in the sun and beach destinations found by Prebensen et al. (2010) have been found in the present study the motivations related to the Body: rest, and enjoy the sun and the beach. The motivations found related to the mind were: nightlife and to visit friends or family.

The valuation of the sun and beach in different aspects in Manta are shown in Table 6. It is based on a 5 points Likert scale, being 1 – the worst and 5 – the best.

Table 6. Valuation of the destination

Aspects	Mean	Ranking
Residents' hospitality	4.56	1
Sun and beach	4.53	2
Restaurant service	4.51	3
Accommodation	4.39	4
Security	4.32	5
Touristic services prices	4.17	6
Parking lots	4.15	7
Information and signaling	4.12	8
Commercial zones	4.11	9
Ambient conservation	4.09	10
Recreation places	4.05	11
Cultural activities	3.91	12
Flora and fauna	3.87	13

According to Table 6, the variables with the major valuation were residents' hospitality (4.56), sun and beach (4.53), restaurant service (4.51), accommodation (4.39) and security (4.32). Similar results to the dimensions found by Das Chagas and Marques Júnior (2011) who consider that there are eight perceived quality dimensions in sun and

beach destinations. In the study of Carvache-Franco et al. (2018) similar results were obtained what would seem to indicate the most valued aspirations in a sun and beach destination. Because the destination also has potential for gastronomy, we must also highlight the need for destination marketing organizations to pay more attention to the link between the destination image and food events (Privitera et al., 2018).

By contrast, the variables with the minor valuation were the flora and fauna (3.87), recreation places (4.05) and the ambient conservation (4.09). These findings indicate this destination has a lot of potential in its beach, which is its principal touristic attraction, also its gastronomy based on seafood, and the hospitality of its residents.

General satisfaction

Tourist’ general satisfaction in the destination is shown in Table 7.

Table 7. General satisfaction in the destination

Very unsatisfied	Unsatisfied	Not satisfied not unsatisfied	Satisfied	Very satisfied	Mean of satisfaction
0.5%	0.0%	3.3%	20.8%	75.4%	4.71

According to Table 7, 75.4% of the tourists are very satisfied, with the destination, while a 20.8% are satisfied; this indicates a great percentage of the visitors have a good appreciation of the destination. On the other hand, the general satisfaction mean of the tourists is 4.71 which indicates a high satisfaction. These findings are very important to promote the destination based on the general satisfaction of its visitors. The visitors with the major satisfaction and with their expectations surpassed will have a more positive perspective of the place and in consequence major possibilities to return to the destination and also recommend it to other people (Cruz et al., 2012) which demonstrate the high potential of this destination for tourism.

Tourists’ information media

The following Table 8 shows the means of communication that tourists used to obtain information about the destination. The question was of multiple choices, reason why the result is higher than 100.

Table 8. Information Media

Media	Percentage	Ranking
Friends recommendations	60.0	1
Social media recommendations	37.4	2
Internet based information	33.6	3
Press	27.9	4
Journals	21.5	5
Radio	16.4	6
Others	10.5	7

Table 8, shows that 60% of the respondents came to know the destination through recommendations from friends, 37.4% by social media and 33.6% used the information found on the internet, which indicates the destinations use principally the internet for their publicity, even more than the radio (16.4%), Journals (21.5%) and press in general (27.9%).

Valuation of the experience in Manta

The following Table 9, shows the valuation of the experience after visiting Manta and its response in recommending the destination or not. For the report in the table it has been taken the media of the valuation from 1 to 5, where 1 is strongly

disagree and 5 is strongly agree. According to the exposed on the Table 9, the general valuation of the different questions by the tourists shows a media major to 4.5, which indicates tourists agree on choosing Manta as a touristic destination (4.58), in their satisfaction they also agree (4.57); they would also recommend visiting Manta (4.71) and encourage their related to travel to the destination (4.65), and most importantly, the visitors would like to return Manta eventually (4.65).

Table 9. Experience valuation

Valuation	Mean	Ranking
My decision of visiting Manta was right	4.58	1
My satisfaction level with Manta has been important	4.57	2
I would recommend visit Manta if someone asks me for advice	4.71	3
I will encourage my family and/or friend to visit Manta.	4.65	4
After my experience, I think I will return to Manta on a next occasion.	4.65	5

Relationship of satisfaction with the variables of destination

The relationship of general satisfaction with the different destination variables are presented in Table 10. They have been analyzed through a Spearman correlation.

Table 10. Satisfaction with diferent variables of destination

Aspects	Coefficient	Sig.
Security	0.440**	0.000
Information and signaling	0.369**	0.000
Restaurant service	0.337**	0.000
Recreation places	0.318**	0.000
Sun and beach	0.313**	0.000
Accommodation	0.303**	0.000
Commercial zones	0.267**	0.000
Parking lots	0.261**	0.000
Residents' hospitality	0.258**	0.000
Touristic services prices	0.246**	0.000
Cultural activities	0.239**	0.000
Flora and fauna	0.237**	0.000
Ambient conservation	0.208**	0.000

** Correlación significativa al 1%

According to Table 10, all the variables analyzed show a significant and positive correlation with general satisfaction. So, the variables that have a greater influence on overall satisfaction are the security, information and signage, restaurants services and recreation sites, so these variables should be improved and in this way the level of General satisfaction of tourists visiting Manta.

Relationship of satisfaction with the intention of returning to the destination

The relationship between the level of satisfaction and the intentions of returning to the destination are presented in Table 11. They have been analyzed through a Spearman correlation. As shown in Table 11, a significance level of less than 0.01 has been obtained, so the intentions of returning to the destination are influenced by satisfaction, in other words, the higher level of satisfaction, the greater intentions of return to the destination. In addition, 64.1% of tourists in relation to the total of respondents, are very satisfied and with a high intention to return to Manta, so the quality must be improved in the different

variables of the destination to increase the level of overall satisfaction of tourists and in this way increase the intentions of returning to the destination.

Table 11. Relationship between the degree of satisfaction and the intentions of returning to the destination

After my experience, I think I will come back next time	Degree of general satisfaction					Total	Coefficient	Sig.
	1	2	3	4	5			
1	0.50%					0.50%	0.566	0.000
2			0.50%			0.50%		
3			2.10%	2.10%	0.30%	4.40%		
4			0.80%	11.30%	11.00%	23.10%		
5				7.40%	64.10%	71.50%		
Total	0.50%	0%	3.30%	20.80%	75.40%	100.00%		

Relationship of the satisfaction with main motivations

The relationship with general satisfaction with main motivations are shown in Table 12. They have been analyzed through a Spearman Correlation.

Table 12. Relationship of the satisfaction with main motivations of tourists

Motivations	Degree of general satisfaction					Total	Coefficient	Sig.	
	1	2	3	4	5				
For resting	1						0.273	0.000	
	2				0.3%	0.3%			
	3			1.3%	4.4%	3.3%			9.0%
	4				5.9%	12.8%			18.7%
	5	0.5%		2.1%	10.3%	59.2%			72.1%
Total	0.5%	0.0%	3.3%	20.8%	75.4%	100.0%			
To enjoy sun and beach	1						0.199	0.000	
	2								
	3			1.3%	1.3%	6.2%			8.7%
	4			0.8%	9.2%	14.9%			24.9%
	5	0.5%		1.3%	10.3%	54.4%			66.4%
Total	0.5%	0.0%	3.3%	20.8%	75.4%	100.0%			

As shown in Table 12, a significance level of less than 0.01 has been obtained in the relationship between rest motivations and general destination satisfaction. So the motivations of tourists to rest are influenced by the level of general satisfaction. In other words, the greater the satisfaction of tourists in the destination, the greater motivation for resting. In addition, 59.2% of tourists are very satisfied and highly motivated to rest, which indicates that it is necessary to improve the rest services to increase the motivations of tourists to visit the destination. On the other hand, a significance level of less than 0.01 has been obtained in the relationship between the motivations for enjoying the sun and the beach and the general satisfaction of the destination. So the motivations of tourists to enjoy the sun and the beach are influenced by the level of overall satisfaction. In other words, the greater the satisfaction of tourists in the destination, the greater the motivation for enjoying the sun and the beach. In addition, 54.4% of tourists are very satisfied and have high motivations for the enjoyment of the sun and the beach, which indicates that we must improve the services involved in the enjoyment of the sun and the beach to increase the motivations of tourists for visiting the destination. What ratifies studies as Carvache-Franco et al. (2018) that the main motivations in this typology of tourism revolve around enjoying the sun and the beach, and rest.

CONCLUSION

The study of demand in sun and beach destinations brings important information to develop products according to their motivations, valuation and satisfaction of its travelers. These destinations have their own natural and cultural characteristics that make every time more research is done for having the largest share of the world market. The findings show that the main motivations of tourists are Resting, Enjoying beach and sun, and Delight with local typical gastronomy. The most valued aspects of the visit were Residents' hospitality, Sun and beach, and Restaurant service. The satisfaction of the destination is high, which shows the potential of this destination for this type of tourism. The variables that have a greater influence on overall satisfaction are security, information and signage, restaurant services and places of recreation. In addition, the intentions of returning to the destination are influenced by satisfaction. The motivations of tourists to relax are influenced by the level of general satisfaction. Also, the motivations of tourists to enjoy the sun and the beach are influenced by the level of general satisfaction. From a theoretical perspective it has been found that motivations such as resting, enjoying the sun and the beach are still the main ones in sun and beach destinations (Martínez, 2001, Rivas, 2004, González et al., 2006, Bigné et al., 2007; Carvache-Franco et al., 2017). In addition, the intentions of returning to the destination are influenced by satisfaction (Zabkar et al., 2009, Chen & Chen, 2010). As practical implications it is recommended that the destination focuses on improving security, information and signaling, restaurant services and recreation places because they are variables with the greatest influence on overall satisfaction. It is also necessary to pay attention to the motivations to rest, enjoy the sun and beach, and the typical cuisine to improve the stay of the tourist. It is suggested to take into account the less valued aspects of the destination such as flora and fauna, and cultural aspects to create improvement plans that relate these variables to the visit of tourists. As a final conclusion it can be established that the main limitation of the study is the timeliness of the field study and a new line of research is opened about the relationship between the motivations of body and mind with the variables of assessment of the destinations with these natural characteristics.

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