

PROFILE AND SATISFACTION ANALYSIS OF TOURISTS WHO VISIT MONTAÑITA-ECUADOR

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The sun and beach tourism is a typology that moves many travelers to a destination that maintains natural conditions and having facilities for tourists. Because more and more people are traveling abroad on holiday, with growth of 34% between 2007 and 2014, as to the vacation of sun and beach growth of 39% occurs in the same period, keeping the share market higher with 29% compared to all types of holiday trips (ITB World Travel Trends Report 2015/2016). In this sense, tourist destinations seek every day to be more competitive in the market and therefore a destination with tourist potential for sports like surfing is very important in tourism in any country, as would be the Ecuador case. Therefore, in sun and beach destinations, it is necessary to work for the benefit of the quality of destinations with natural and cultural attractions, it is therefore key to develop strategies on continuous improvement of tourism products.

In that sense, the Commune of Montañita, as a traditional sun and beach destination in Latin America, is present as an option for tourists who want to visit the Ecuadorian coast. The recognition that has Montañita is increasing due to the different activities that can be performed in this tourist destination, including surfing. Thus, Montañita is considered the surfing capital of Ecuador due to the beach width and strength of the waves which is favorable for practices and competitions of surfing. It is located 200 km from the city of Guayaquil, making it a potential destination for those tourists who arrive to this city by the International Jose Joaquin de Olmedo Airport. According to Marin (2011), these geographical and natural conditions should be exploited to boost the economy of this destination throughout the year.

The aim of this paper is to present the main profile features of foreign tourists visiting Montañita, along the main motivations of travelers will be identified, and the satisfaction of tourism services offered at this destination. In this regard following González et al. (2006) the main motivations of tourism for sun and beach is resting and relaxation followed by fun and entertainment, so it is important to establish what the main motivations of a destination for sun and beach to improve your tourist offer.

In different studies that have been analyzed the profile and demand of tourists (among others, De la Torre, 2011; Arizón, 2012; Lopez-Guzman, T., Ribeiro, M.A., Orgaz-Agüera, F. and Marmolejo Martin, J.A., 2015, Guilarte, Y.P., and Gonzalez, R.C.L., 2016), which reveals the importance of this type of research. In several studies, the variable key for loyalty is the satisfaction, which generates intend to return to the destination (Yuksel, A., Yuksel, F., y Bilim, 2010; Forgas-Coll, Palau-Saumell, Sánchez-García, y Callarisa-Fiol, 2012), and satisfaction is also very important to recommend the destination (Hosany and Witham, 2010). Following Bujosa, A., Riera, A., and Pons, P.J. (2015), tourists traveling to sun and beach destinations is multi-purpose, because of tourist attractions combined with other interesting beach places situated in the destination, so it is important to study these patterns to have a greater understanding of this segment, so, in a tourist destination of sun and beach is a need to improve the services because if the tourists visit it for its main attractions such as the beach and recreational activities, tourists also have the motivation to visit other nearby places and perform other activities.

On the other hand, the study of the motivations can better understand the expectations, the needs and goals of tourists and it is the key to design marketing strategies and help positioning and competitiveness of the agents involved in tourism (Beltran , 2014), which makes important to carry out a socio-demographic and motivation study in tourist destinations.

This research is based on conducting field work to collect data, for which a questionnaire developed based on different previous work on the profile of tourists (Correia et al., 2013; Lopez-Guzman et al., 2015; Guilarte, Y.P., and Gonzalez, R.C.L., 2016). The questionnaire consisted of 24 questions, technically organized into three sections. In the first section consisted of tourists socio-demographic information, the second section focused on the characteristics and motivations tourist had for the trip and in the third section the questionnaire assessed tourism services in Montañita. 430 questionnaires, of which 408 were valid were applied, this being the sample size, for which the infinite population was used because there is a study to determine the number of foreign tourists coming to Montañita, analyzing the results with a margin of error of +/- 4.85%, a confidence level of 95% and 50% variance. The presentation and analysis of the results was carried out by creating a database using the SPSS statistical program.

The results of this investigation suggest important evidence about the profile of tourists visiting Montañita. Thus, tourists who arrive to this destination are men and women from several continents, the vast majority are single, the age range of tourists is between 20 to 39 years old, college educated, in terms of occupation the vast majority are students and independent professionals. Montañita is a destination where tourists arrive in small groups, groups that remain for short stays of up to three days and others who are enjoying longer stays is the destination. The vast majority of tourists stay in hostels and they usually arrive by public transport. The average tourist spending per day is \$ 41.38, which makes the place economical for tourists, Montañita destination is usually promoted through word of mouth that means by spoken recommendation.

The motivations that were most valued were enjoying the sun and the beach, followed by resting. With regards to the relationship between the main motivations and different variables hotels, analyzed through a Spearman correlation, it was found that the variables

that have the greatest influence with the motivation of enjoying the sun and the beach are the Internet service and staff service, while the variables that most influence the motivation for resting were cleanliness, quality of information received, professionalism at Check-in and staff service.

Among the places, the tourists thought of visiting in the destination for the duration of their stay, it was visiting the beach, followed by going to restaurants where they could try the typical food of this area, visiting nightclubs and bars, followed by practicing surf. In this sense, the beach becomes the biggest tourist attraction of this place, with the surf sports activity with greater interest being done on the beach.

The most valued variable in the services of accommodation establishments was the location of tourist accommodations and the most valued variable of the restaurants was the quality of the food and drinks, demonstrating the importance of the beach and gastronomic variety of the destination.

As for surfing, the study found that the total respondents, 42% mentioned that they practiced surfing, while 58% said they did not practice it, and this will result in a percentage considered to establish that although Montañita is recognized internationally as a surfing destination, according to our research, plus the motivation for surfing, travelers are attracted to this place for its beaches. Those tourists who practice surfing mentioned that the most important thing that drew them to practice this sport was the water temperature and the size of the waves, which demonstrates the potential of its natural resources for surfing.

Among the main aspects that tourists consider to be improved in the destination are taking care of the place and installing tourist information stations. It is important to consider these aspects within tourist development plans of the place.

Foreign tourists who were surveyed are willing to recommend to their family and friends to visit the destination, which shows its good experience during their stay. Also, most tourists said that they will return to the destination, which indicates good satisfaction of the tourists in this destination.

On the other hand, it could be a good option to improve the quality of tourism services in Montañita and in this way increase the frequency of visits of tourists for this destination in order to offer services according to the demand and for public institutions to implement plans and public policies that promote the development of tourism in Montañita. This place is a destination that has great potential for tourism of sun and beach and surfing, making it necessary to perform such studies in order to contribute to improve tourism destination.

Finally, this study concludes that analyzing the profile, motivations and satisfaction of tourists brings extensive and useful information to improve tourism services of a destination and thus positively impact the experience of tourists when the visit is made. It is important that the different national and local, with responsibilities in the tourism sector and private companies to develop strategies in order to reinforce the most valued variables and at the same time, public administrations improve the less valued variables in both hotel services services and restaurants.

