

Motivational profile of satisfied tourists in La Costa del Sol

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Objective:

To analyze the motivational profile of tourists who visit La Costa del Sol.

Method:

Sample: 144 tourists in Costa del Sol.

Instruments

- Questionnaire of Satisfaction* (Devesa-Fernández, Laguna-García and Palacios-Picos, 1997)
- Questionnaire of Tourist Motivation*

Results:

We found interaction between Social and Hedonistic Motivation; and between Utilitarian and Hedonistic Motivation.

Profiles of satisfied tourists in La Costa del Sol:

- Those traveling with high hedonistic motivation and low utilitarian motivation.

Profiles of unsatisfied tourists in La Costa del Sol:

- Those traveling with low hedonistic motivation and high social motivation.
- Those traveling with low hedonistic motivation and low utilitarian motivation.

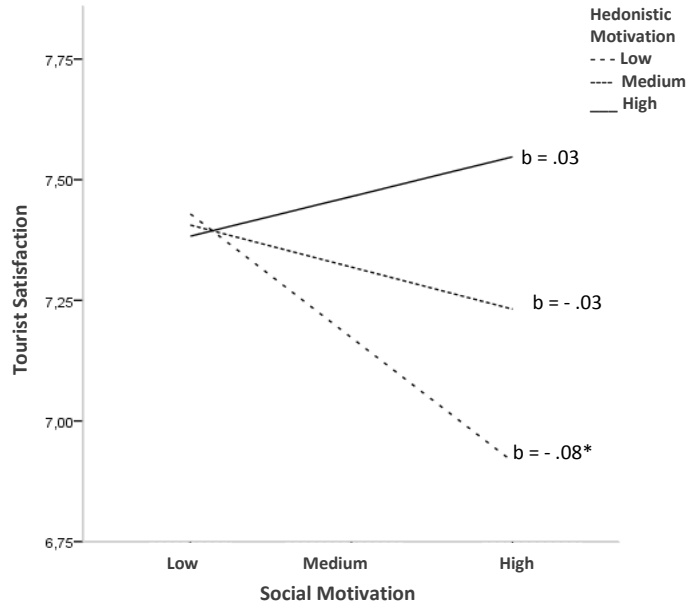


Fig. 1. Interaction between Hedonic Motivation and Social Motivation as predictors of Tourist Satisfaction

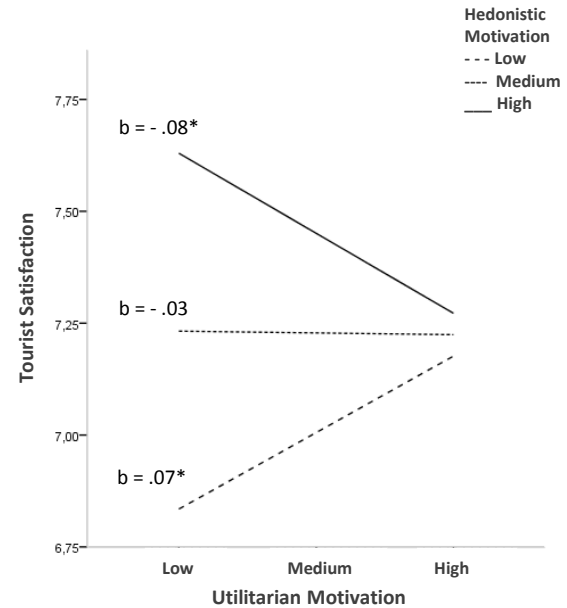


Fig. 2. Interaction between Hedonic Motivation and Utilitarian Motivation as predictors of Tourist Satisfaction

Note: *: $p < .05$