Universitat de les
Illes Balears

Faculty of Tourism

Final Degree Project Report

Descriptive and behavior analysis of the all-inclusive tourist focused on the local population of Majorca

Kateryna Khokhlova

Tourism Degree

Academic year 2019-20

Student ID: X5208967L

Work supervised by Francisco Rejón Guardia

Business Economics Department

Abstract

Numerous factors have made tourism an activity that today could be adapted to any taste and budget. For this reason, now more than ever, the key of success in the tourism area is to know the client you are targeting. In this research we focus on the all-inclusive tourist from Mallorca Island, one of the most important European tourist destinations from 1950's.

To know the all-inclusive tourist profile, it was applied a method of the online survey. The questionnaire was sent to the sample group using the technique of snowball sampling. Altogether 107 interviewees participated in this study. After the statistical analysis it was conclude that it is difficult to build a clear profile of the "typical" tourist, but it is possible to describe the common travel behavior of travelers. The population of Mallorca prefer the all-inclusive experience with national destination, accompanied by their family, lasting approximately seven days. The main reason to choose this option is to get more time for relax and planned expenses in advance. In case of destination there is no evidence of the traveler preferences, but special characteristics of the destination and the establishment are important factors as well as the weather and the prices.

Evidently some limitations exist, however the data obtained in this research could be a fundamental basis for a good targeting strategy of all-inclusive resort.

Resumen

Varios factores han ayudado a que el turismo hoy en día sea una actividad que pueda adaptarse a cualquier gusto y presupuesto. Por ello, la clave de un buen funcionamiento del sector turístico es conocer el cliente al que se dirigen. En esta investigación nos centramos en el turista todo incluido proveniente de la isla de Mallorca que ha sido desde 1950 un importante destino turístico.

El método utilizado para conocer este perfil es un cuestionario online que se ha enviado a una muestra de la población escogida mediante el método de bola de nieve. Un total de 107 sujetos han formado parte del análisis. Los resultados han demostrado que es difícil crear un perfil claro del turista, pero sí se puede llegar a concretar el comportamiento turístico que tienen el común los sujetos. La población local mallorquina prefiere viajar a destinos nacionales con sus familias por periodos de siete días. La razón principal por la que elegir este régimen es disfrutar de más tiempo para relajarse y conocer el presupuesto con antelación. En cuanto a la elección del destino no hay evidencia de preferencias, pero las características del destino y de los establecimientos son factores importantes, igual que el clima y el precio.

Evidentemente existen limitaciones, pero los datos obtenidos serán fundamentales para una buena estrategia de posicionamiento de resorts todo incluido.

Index

Index of tables

Index of figures

1. Important terms and definitions.

For a better reading we could find here important definitions that will be used:

1. **Tourism:** According to the definition done by the United Nations & World Tourism Organization in 2010, tourism is "the travel to and lodging at places outside one's usual environment for not more than one consecutive year".
2. **Types of accommodations:** The accommodation on our travel destinations is classified according to the Spanish Chamber of Commerce in five types: hotels, camping, rural accommodation and tourist apartments.
3. **Type of boards**: The board is the meal plan that guests chooses on the reservation. We can distinguish between five types of boards: room only or European plan, bed and breakfast or continental plan, half board (bed, breakfast and lunch or dinner), full board (bed, breakfast, lunch and dinner) or all-inclusive (Ambrosie, 2015).
4. *All-inclusive regime*: "*The all-inclusive regime is the application of a marketing and pricing system in which all services such as breakfast, lunch, dinner, room services, local and imported drinks, sports activities are covered by a fixed price package*" (Çiftçi et al., 2007).
5. *Package tour*: Repeatable and standardized offer consisting of at least two of the elements of transport, accommodation, destination, food and drink, complementary activities etc. This product has a joint price where none of the products can be offered separately (Baum & Mudambi, 1994).
6. *Hotel:* According to the Government of the Balearic Islands (CAIB) a hotel is an establishment created for the provision of a tourist accommodation service with complementary services or without. It could be classified into hotels of 1, 2, 3, 3 superior, 4, 4 superior, 5 stars and 5 stars luxury.
7. **Hotel Apartment:** Establishment that in addition to have meet hotel characteristics it also has facilities for the conservation, preparation and consumption food and beverage inside a residential unit (CAIB, 2019).
8. *Apartment:* Establishment intended to provide a tourist accommodation service with a set of accommodation units that have furniture, adequate facilities, services and equipment for the conservation, processing and consumption of food and beverages (CAIB, 2019)
9. *Residential hotel:* The "Tourism Strategy Agency of the Balearic Islands" defines the Residential hotel as: Hotel without dining service where guests can only take breakfast and other services must be paid as complementary offer.
10. *Freq:* Frequencies. Number of times this answer appears.

For simplify the lecture of the data tables official abbreviations are used for country names:

1. SP: Spain
2. RD: Dominican Republic
3. MX: Mexico
4. ID: Indonesia
5. TR: Turkey

6. TH: Thailand
7. MG: Madagascar
8. IT: Italy
9. GR: Greece
10. DI: Disneyland Paris
11. DE: Germany

2. Introduction

When a customer chooses the all-inclusive regime, this kind of tourism means a prepaid price which includes accommodation, meals, drinks and snacks, the use of facilities and entertainment programs. Often it is provided like a package tour where it is also included the transfers, scheduled excursions etc. (Tourism Intelligence International).

During the last decade it has been done many investigations carried out to analyze the profile of all-inclusive tourists, which we will discuss in later sections of this work. These works were based on the tourist travelling to the typical touristic places such as the Caribbean or Mediterranean destinations, among them are the Balearic Islands, leaving the local population behind. In this research it is the first time when we focus on the local population instead of the inbound tourist.

To know the profile of a client is a crucial fact of any business. In such way the customer can get a better service and the business will retain the client (Limehouse, 1999).

Two questions have been formalized:

1. Is the behavior of the local population of Mallorca going to an all-inclusive resort the same as the foreign tourists visiting the island with the same conditions?
2. Will we see any behavior coincidences within the local population visiting an all-inclusive resort?

For this we will use a small group of the local population using the snowball method. This group will answer an online survey that in addition to all the previous literature will help us to arrive to our goal.

The structure of this study is divided into five parts:

1. Important terms, definitions and the goals of the research.
2. Literature review.
3. Material and method used for the investigation.
4. Results and past investigations comparison.
5. Conclusion and limitations of the research.

3. Objective

The goal of the End Degree Project is for the student to put into practice the knowledge, skills and attitudes acquired during their studies, which will allow the evaluation of their professional capacity and degree of training in accordance with the provisions of the Tourism study plan.

One most difficult steps of the Final Project is to choose a correct objective to cover which has two natures.

- The academic purpose that the realization of the final project has in the training of a student, which is the acquisition of specific skills of the specialization studied (Salido, 2018).
- The specific purpose of the final project is to solve a hypothesis or paradigm.

Regarding the specific purpose of this final project or research objective is to carry out an updated descriptive analysis of the all-inclusive tourist focused on the local population of Majorca.

According the investigation done by Ambrosie in 2015, income of local people of most popular all-Inclusive destinations is smaller and smaller year by year. At same time when construction of all-inclusive hotels increases the employment decreases by 2%.

The following specific objectives will help us reach the general objective:

1. Description of the updated profile in terms of demographic and psychographic information, lifestyle, tourist behavior ("who do you travel with, where do you stay, what other complementary offer do you make…"). Being this psychographic information the most typical data-driven segmentation method in tourism investigations (Dolnicar, 2006).
2. Motivational analysis: Recognize the motivation of tourists who travel to hotels on an all-inclusive basis.
3. Purchase - previous studies vs. current results. Determine the possible changes that have occurred in the tourist typology in recent years.
4. Analyze the reasons of choosing a destination.

With this investigation we would be able to know the profile of this type of tourists. The purpose of marketing is to identify customer's needs, goal that is possible only when you know the client. As the consumer becomes more prosperous and demanding, marketing managers need to know the way these consumers will react to products and offers (Malhotra, 2016). By analyzing the profile of All-Inclusive tourists, we will be able to know the exact target to whom direct marketing. More specifically we will be able to make customized campaign with the interests and profiles and this will save them money because these sending will be more efficient.

4. Definition of all- inclusive tourism

The concept of all-inclusive tourism has been changing over the past years including more and more services: from food and beverage until transfers and complementary activities but never personal expenditure as laundry services, rent a car or phone callings (Issa & Jayawardena, 2003).

This type of board was born in 1936 when Butlin opens hit first "holiday camp". Butlin offers basic accommodation to farmers and entrance to bars, theaters and dining rooms (Tait, 2012). 14 years after that the concept of "all inclusive" as we know it nowadays will be born. Gerald Blitz founded in 1950 his Club Méditerranée and here is when the concept of "all-inclusive holiday" as we know it nowadays will be born (Furlough, 1993).

Even if its origin can be related to Europe, the all-inclusive tourism development and the introduction of the concept of the "luxury all-inclusive resort" was located in the Caribbean and especially in Jamaica. In fact, a study was made in 2003 by Issa and Jayawardena and they discovered that 17 of the 100 best all-inclusive resorts in the world were located in Jamaica and 48 of this 100 all-inclusive were located in the Caribbean Islands (Issa & Jayawardena, 2003). It is well known to all that all-inclusive tourism is very popular in the Caribbean probably due to the big tourist demand of the area and at the same time the insecurity or lack of knowledge of those countries.

Often people choosing this type of tourism are looking for having at their disposal any king of food and beverage at any time in a first class infrastructure (Oviedo, 2013). The disadvantage of this is that often the difference between the hotel and its first-class infrastructure and the local population it could be very different (Oviedo, 2013) and the expenditure of the tourist in the local area could be none (Alegre & Pou, 2008).

Thanks to the study done by Calveras in 2019 in the establishments offering the all- inclusive board, we can summarize the characteristics and the facilities of the hotels offering effectively this the all-inclusive board as follows:

Table 1.

All-inclusive resorts of Majorca

Type of hotels	Characteristics
Big hotels that are part of a hotel chain	In Majorca are based top rank hotel chains: Meliá Hotels International, Barceló Hotel Group, RIU Hotels and Iberostar Hotels & Resorts (European Projects, 2017).
Family hotels	Located in sun and beach areas without a big complementary offer outside the hotel.
Hotel that do not have luxury facilities or high category	These hotels may not get benefit from economies of scales.

Own elaboration. Based on Calveras, 2019. Characteristics of the hotels in Majorca offering the all-inclusive regime.

5. Motivations and the profile of all-inclusive tourists:

As Baloglu and Uysal (1996) said in his work after reading the work of Uysal and Hagan (1993), we could say that most of the people are traveling due to touristic motivations because they are pushed and pulled to do so. Motivations could be classified into push and pull motivations.

Even if motivations are not the main factor that explains the reason why tourist decide to travel, there are a crucial variable that must be studied (Crompton, 1979).

Push factors are related to the psychological motivations that creates the desire to travel. Typical push factors studied in past investigations are the desire of escaping from his routine life or the desire of enjoy an adventure (Kim et al., 2003). Other factors like prestige, novelty, improve family relationships and relaxation are main push factors from sun and beach destinations (Yuan & McDonald, 1990), these factors are related to the needs and wants of the traveler (Klenosky, 2002).

Pull factors are related to the characteristics of the destination that attract tourists to visit that place (Baloglu & Uysal, 1996). Several investigations have been reported that most common pull factors when deciding a travel are: beautiful scenery, historical and cultural resources, beaches, food, infrastructure, entertainment (Kim et al., 2003). These factors are characterized in terms of facilities and attributes of the destination itself (Klenosky, 2002).

With these previous investigations, people used to understand these factors like totally separated factors but in our investigation, we will understand them like correlated factors. Focusing on the investigation of Dann (1981) we may defend that even a pull factors are not a necessary component of the desire to travel, travelers take into account these factors when making the decision to travel because they corresponds to their push motivations.

It is important to take into account that this differentiation of motivations takes into account only the intrinsic motivations to travel and the characteristics of the destination (Anderson & Sastre, 2007). Even if this classification is so accurate, we cannot close the view to this classification because motivation is multidimensional. Tourist do not want to satisfy one just one need, they seek to satisfy several in one moment (Baloglu & Uysal, 1996).

As we can see on the work done by Anderson and Sastre in 2007 another classification of travel motivations could be the Gray's theory of wanderlust and sunlust. The Cambridge Dictionary defines this first concept as the wish to travel far away and to many different places and the concept of sunlust was first used by (Corcoran et al., 1996) to describe the desire to travel with a package tour to sun and beach destinations.

The demand for all-inclusive tourism increases when the insecurity given off by the tourist destination also increases. So we can say that one of the main reasons why a tourist chooses the "all-inclusive" is to know from the beginning the

expense that he will have and the security that this brings them (Alegre & Pou, 2008). Some past investigations show that the main reasons why tourists choose this type of regime is the best value for money and the knowledge of the upfront cost of security for the tourist. This type of regime is usually contracted through a tourist package since the more services that are included, the lower the expenditure in the destination country (Alegre, 2006).

There are usually doubts about whether this type of scheme helps the economy of the country of destination or if it is an option where most of the income stays in the country of origin (in the TTOO or travel agency). As the trip is paid from its origin, tourists who choose the "all inclusive" are not motivated to spend money where they travel (Anderson & Sastre, 2007).

Over the past years lot of investigations has been done related to the profile of the all-inclusive tourists (Agüera et al., 2016; Anderson et al., 2009; Anderson & Sastre, 2007; López-Guzmán et al., 2015) but this work is not updated or is just focused to tourists visiting the Balearic Islands. According to Anderson and Sastre (2007) we know that the tourists choosing this basis are travelling at most in groups of three and four people and average of the length of the trip is six or eight days.

After the work done by López Guzmán et al (2016) in Dominican Republic we can summarize the aspects that the all-inclusive tourist values most as: Sun and beach, the facility of entrance to the country, the landscape and the weather of the destination. The same work was done in Cape Verde the year before (López-Guzmán et al., 2015) and the results were very similar despite of the facility of entrance that was not an important aspect at all.

In the case of Majorca some of the aspects that contributes to choose this type of tourism are the price of the services that are often bought with a package tour, the comfort that brings the all-inclusive board, and the security of the expense incurred (Anderson et al., 2009). Sometimes this reason why tourists chooses the all-inclusive tourism could generate negative externalities for the local population due to the fact that the complementary external supply decreases because the willingness to pay of these tourists is so small (Calveras, 2019b), the quality of the touristic products could also decrease and the motivation and implication of the local staff is also declining (Ozdemir et al., 2012).

But this type of basis is not only a good solution for travelers that are looking for a good price / value ratio, but also for the hotel managers and tour operators. In the case of the hotel managers this basis is a sustainable option for them because it increases the occupancy and for tour operators is an easily salable mode and it brings higher incomes for them (Gutiérrez, 2002). This is observed above all in the large hotels belonging to chains due to the fact that because "An all-inclusive offering is linked to a larger value creation in terms of costs efficiencies or a demand convenience", small hotels do not have the facilities to get benefit from the AI economies of scale and its revenues management techniques are not that developed as in a hotel chain (Calveras, 2019a).

6. Description of the studied area:

Majorca is situated in the Mediterranean Sea and is the biggest island of the Balearic Islands (that are formed by Majorca, Menorca, Ibiza, Formentera and Cabrera). It has an area of 3.626km^2 and it represents the 72.3% of the total area of the Balearic Islands that is 5.014 km^2. The Balearic Autonomous Community is one of the smallest Autonomous Communities of Spain according to its size (Ministerio de Fomento, 2012).

One of the main factors that made this island as one of the main European tourism destination is the big number of sunshine that is in average 2.850 hours and the average annual temperature is 18ºC (European Projects, 2017)

According to statistics National Institute the Balearic Islands are situated in the sixth place in the list of GDP per capita as we can see from the table number one:

Table 2

GDP per inhabitant and per Autonomous Community

	Gross domestic product per inhabitant. 2018
Madrid	35.041
Basque Country	33.223
Navarre	31.389
Catalonia	30.426
Aragon	28.151
Balearic Islands	27.682

Own Elaboration, data extracted from the Spanish Nation Statistics Institute 2018.

Even we can see that Balearic Islands are in the sixth place of gross domestic product per inhabitant, some investigations said that "sun and beach" destinations, where most of all- inclusive hotels are located, have a bigger average public debt, more possibility of bankruptcy, decreased permanent employment and a bigger income inequality (Ambrosie, 2015).

Table 3

Contribution of tourism to the GDP (In millions of €)

Year	Contribution of tourism
2014	113.690
2015	119.011
2016	125.529
2017	137.020
2018	147.946

Own design, data extracted from the Spanish National Statistics Institute 2018.
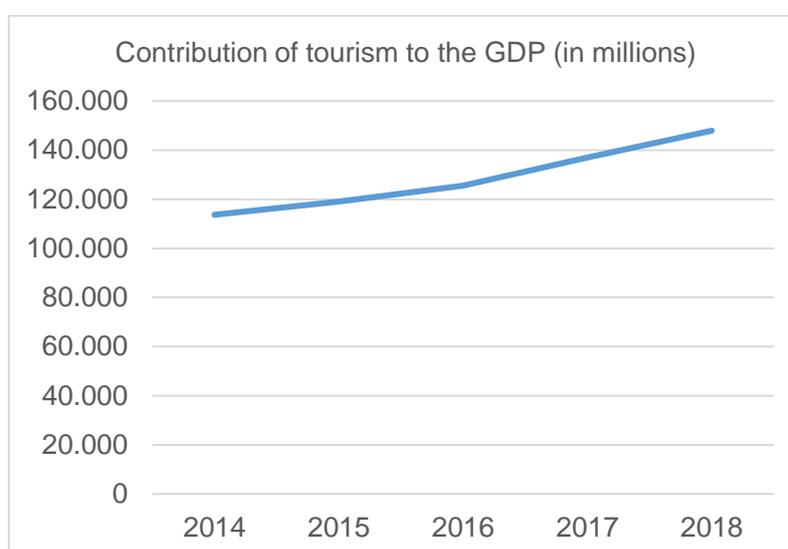
Figure 1. Own elaboration. Evolution of the contribution of tourism to the GPD in Balearic Islands from 2014 to 2018 (in millions of €).

This growth, that has been very gradual as the figure one shows, could be ascribed to two fundamental causes: from a general point of view the recovery of the economy and on the other hand, the existing instability of the eastern Mediterranean accompanied by initiatives of public and private nature for the repositioning of the tourist offer.

This had significant effects on variables such as: increase of the economic capacity of the resident population and the increase of competitiveness.

Focusing on the big number of arrivals of tourists, the Balearic Islands and, in particular the Island of Majorca, have been the object of study in several investigations related to the impact of Tourism in the economy (Polo & Valle, 2008), to the viability and the post-stagnation possible scenario (Knowles & Curtis, 1999) or the social perception of local people related to tourism (Fernández, 2009).

Table 4

Number of arrivals of tourists form Spain, the European Union and rest of the World.

Year	Balearic Islands	Growth in %	Mallorca	Growth in %
2013	15.484.328		11.356.635	
2014	15.916.736	2,71 %	11.515.892	1,38 %
2015	16.477.145	3,40 %	11.827.496	2,63 %
2016	18.363.463	10,27 %	13.090.195	9,64 %
2017	19.592.122	6,27 %	13.943.771	6,12 %
2018	20.250.464	3,25 %	14.502.481	3,85 %

Own elaboration. Data from "Anuari 2018 El Turisme de les Illes Balears"

Due to the big number of tourist's arrivals that is presented in the table number four, we can imagine that the number of tourist establishments also must grow.

Table 5

Number of tourist establishments and number of available places

	2001		2018			
	N of establishments	N of places	N of establishments	N of places	Growth of establish	Growth of places
Apartment	419	52.542	299	33.855	∇ 28,64%	∇ 35,6%
Hotel	495	140.330	632	168.705	Δ 27,67%	Δ 20,22%
Residential hotel	37	2.580	2	284	∇ 94,6%	∇ 89%
Hotel apartment	134	57.530	208	81.125	Δ 55,23%	Δ 41%

Own elaboration. Data extracted from "Anuari 2001;2018 El Turisme de les Illes Balears"

As we can see from the table number five, after seventeen years the number of hotels has grown a 27,67% and the number of available places at these hotels has grown by a 20,22%. This difference probably is due to the grown of small urban or rural hotels with a smaller number of rooms than the typical all-inclusive resorts. One interesting point is the big decrease in the number of residential hotels and the number of apartments.

If we analyze the number or arrivals of tourists to the island, we can see that after 17 years this number has doubled. In 2001 the number of tourist arrivals by plane was 7.026.225 and in 2018 was 14.502.481 (Anuari 2001; 2018 El Turisme de les Illes Balears).

Focusing on all-inclusive establishments, according to the last data available from the Concellería de les Illes Balears, in 2018 were in total 276 hotels offering this type of board that is a total of 112.554 available places GOIB Open Data Catalog.

7. Methods and material

The main objective of this research is to get a clear picture of the profile of all-inclusive tourists but focusing not into the tourists coming to Majorca, instead of that, the focus of this investigation is the local population of Majorca that book an all-inclusive trip.

A deep previous literature review was done to create the most appropriate investigation method. A big number of investigations and papers published from 1979 until 2019 only in academical journals were analyzed and statistic and economic data was used only from official institutions like the Spanish National Statistics Institute and the open catalog from Balearic Island's Government. Some of these academical journals are the International Journal of Contemporary Hospitality Management, Journal of Travel Research and International Journal of Hospitality & Tourism.

7.1. Creation of the research method

Focusing on investigations carried out by authors like López Guzmán et al. in 2016 where the psychographic profile of all-inclusive tourist was analyzed, an online survey was created as the main investigation method. This survey was created following the steps and recommendations of Malhotra (2016). The survey was created with the application "Google Forms" and the answers were analyzed with the software Dyane fourth version. The survey was made in Spanish language to reach a bigger number of individuals.

This online survey was made to cover three objectives:

1. Analyze the sociodemographic characteristics of local population travelling to all-inclusive destinations.
2. Know the reason why tourists decide to choose this regime. Push and pull factors are analyzed in this part.
3. See what values at most tourists from the all-inclusive destination.

The total number of questions of the survey is thirty-one and they were all based in past investigations.

The survey done for the investigation is adapted from Alegre and Pou in 2008 and detail as follows:

- The multi- choice question number six "Which activities you have done on the trip?"
- The multi-choice question number seventeen "Indicate the reasons why you choose that destination"
- The questions eighteen until twenty-six where the overall level of satisfaction where asked.

A second survey done for the investigation carried out by Anderson and Sastre in 2007 was the basis of the following questions:

- From question number nine until the question number sixteen where the level of agreement of the motivations to choose the all-inclusive regime were asked.

The rest of the survey was created with the most common sociodemographic questions.

For knowing the opinion of the tourists, non-comparative scales where used. In first place we can find Likert scale where interviewees indicate their level of agreement with the statement using five categories where the first one is totally disagreeing and the fifth one is totally agreeing. Semantic differential scale is also used where individuals evaluate objects using a seven categories scale where both extremes are totally opposite (Malhotra, 2016)

7.2. Data sheet

Table 6

Data sheet of the investigation

Population	893.798
Sample size	107
Level of confidence	95,5%
Sample error	9,67%
Sampling procedure	Snowball sampling
Geographical scope	Local population (Majorca)
Analysis period	2017-2020
Sample unit	Local population that has been on an all-inclusive trip from 2017 until 2020.
Update date	April 2020
Information sources	Online survey and different information sources explained on the bibliography.

Data from the software Dyane - Own elaboration. Data sheet of the investigation.

7.3. Analysis of the data sheet

7.3.1. Population

The population selected for this investigation is the 893.798 population of Majorca (Spanish National Statistics Institute, 2019). The island of Majorca is one of the most important and popular tourism destinations for the whole world and particularly to Europe.

As the number of individuals is very high, for having a good and valid sample filter questions were asked to see if the interviewee is a valid one or not.

7.3.2. Sample Size

A total of 121 surveys where answered but only 107 were accepted as valid ones. The criteria followed to accept the surveys as valid ones is explained in the following paragraph.

On the one hand, before doing the field work and sending the survey to the population, as the objective was to have the more valid surveys as possible a first interview was made to the interviewee where two main questions where made:

- "Have you been in these 3 past years to an all-inclusive hotel?" and
- "Did you book the stay?"

If both questions were answered with a yes, the interviewee was considered as valid.

On the other hand, the survey was published in social media pages like Facebook and LinkedIn.

After making a depuration of the data with the software Dyane the number of valid surveys dropped to 107 because the surveys where interviewee answer that they did not traveled this last three years to an all-inclusive establishment where eliminated.

Missing data was completed with two different methods:

Table 7

Methods for completing missing answers

Question type	Method
Numerical variables	Replacement with the average method
Categorical and mixed variables	Replacement with the mode method

Own elaboration – data from Malhotra (2016). How to replace missing data in surveys

Only categorical questions were replaced in a total number of seven surveys.

8. Descriptive analysis
8.1. Nationality

Table 8

Nationality of the interviewees

Nationality	Frequencies	%
1 Spain	92	85,98
2 Great Britain	4	3,74
3 Germany	3	2,80
4 Italy	2	1,87
7 Bulgaria	4	3,74
8 Russia	2	1,87
Total frequencies	107	100,00

Own elaboration. Data collected online. Summarized with the software Dyane.

Most of the interviewees were from Spain and just fifteen were from foreign countries. Great Britain and Bulgaria were the most common foreign nationalities both with four individuals.

8.2. Age of the interviewees

The most common age range is from 23 until 43. We can see that the top three ages are 23 years old, 28 years old and 43 years old. The youngest person answering the survey was twenty-three years old and the oldest sixty-four. The typical deviation of age of our sample is 10,5572.

8.3. Level of education
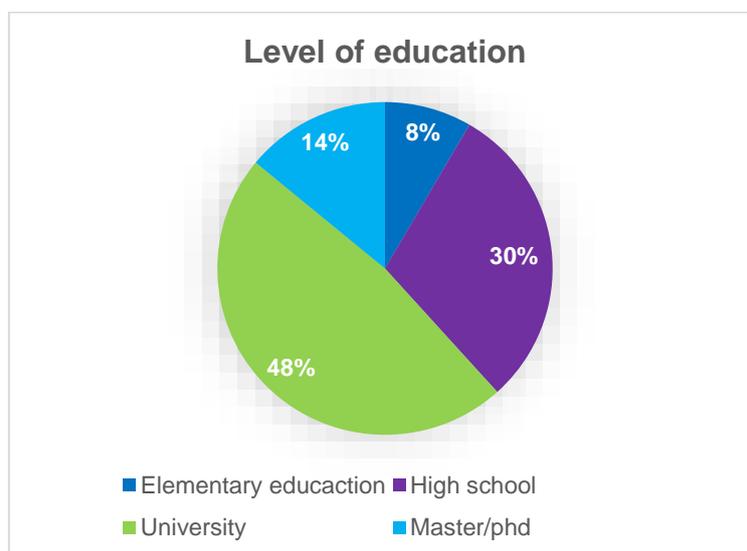
Figure 2. Own elaboration. Data collected online. Level of education of the interviewees

It is confirmed that 48% interviewees were University graduated, 30% interviewees were graduated with a Hight School degree, in third place we can find interviewees postgraduate with 14% answers and finally only 8% of people were graduated with a Primary School degree.

8.4. Gender and marital status
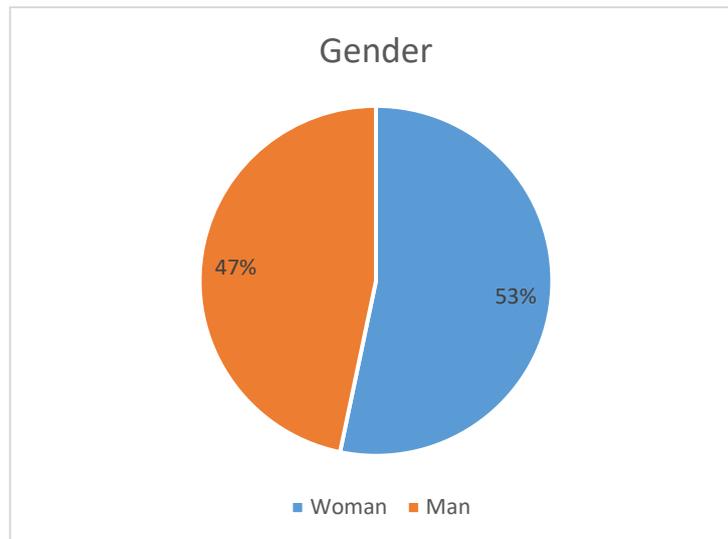
Figure 3. Own elaboration. Data collected online. Gender of the interviewees

The number of women and men that have been answering the survey is close to be the 50% of each gender. This means that no error could occur on the analysis of the data due to the difference between gender.
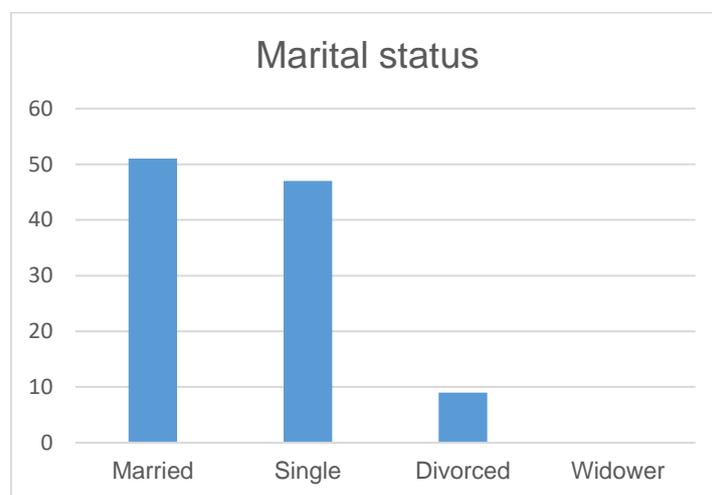
Figure 4. Own elaboration. Data collected online. Marital status of the interviewees

The same occurs with the marital status, where the number of married individuals (51) is close to be the same of single (47). In the case of divorced interviewees only nine individuals answer that they were divorced, all of them over 35 years old.

9. Tourism behavior analysis
9.1. Destination
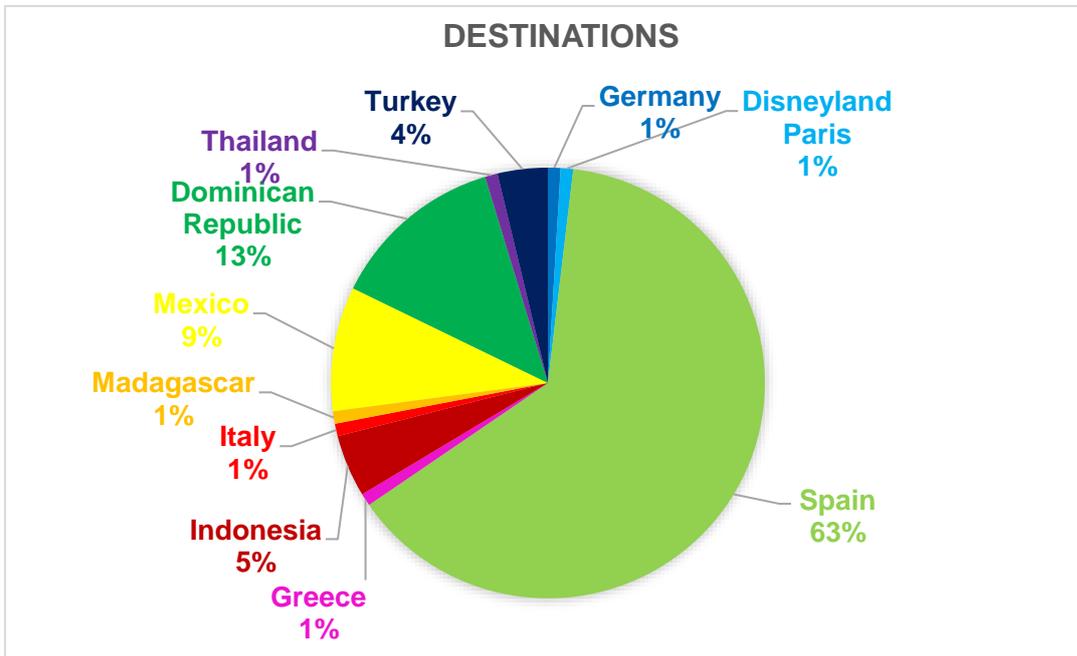
Figure 5. Own elaboration. Data collected from online surveys. Destination for the all- inclusive holiday.

After analyzing the data collected from the surveys, we can see that most of the local people choosing the all-inclusive regime (with a total of 63% of the answers) have travelled to destinations inside Spain. In second place we can find Dominican Republic with a 13% of the answers and Mexico with a 9%. In fourth and fifth place we find Indonesia (5%) and Turkey (4%).

9.2. With whom have travelled the tourists.
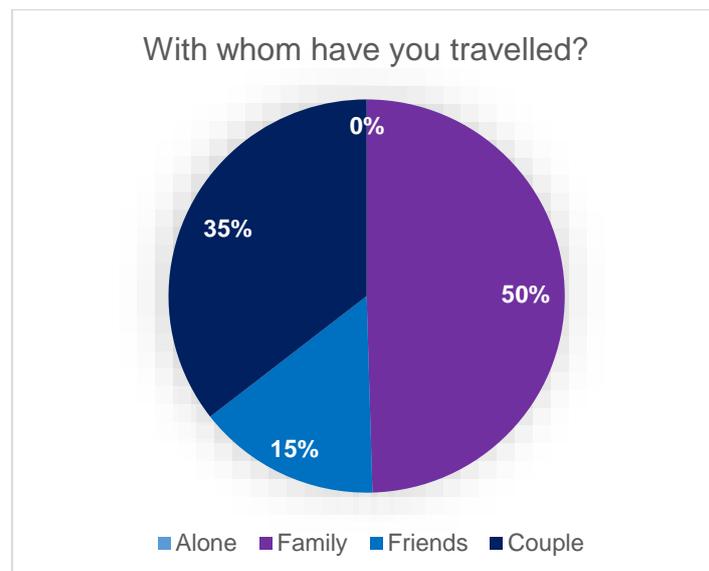
Figure 6. Own elaboration. Data collected online. With whom have travelled the tourists

In is confirmed that interviewees have travelled at most with their family (half of the sample). In second place we can find travelling with their couple with a total number of thirty-eight answers and in last place we can find travelling with friends. No answers travelling alone were given.

9.3. Length of the trip

Table 9

Length of the trip

	Days	Frequencies	%
1	From 1 to 3 days	32	29,91
2	From 4 to 6 days	31	28,97
3	From 7 to 9 days	36	33,64
4	From 10 days and more	8	7,48
	Total frequencies	107	100,00

Own elaboration. Data collected online. Total days that the individual have stayed in the all-inclusive resort. Summarized with the software Dyane.

As it is shown in the table number nine there is no significance difference between the number of days that individuals have stayed at the destination. It is confirmed that the less common length of the trip is ten or more days with just eight answers.

9.4. Hotel category
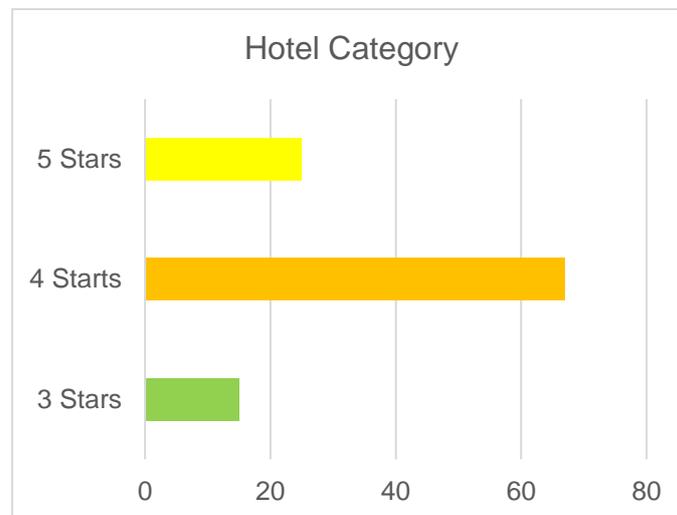
Figure 7. Own elaboration. Data collected online. Hotel category.

It is confirmed that the most common hotel category is four stars or four superior with 67 answers, followed by 5 stars (25 answers) and finally fifteen answers were for three stars category of three superior.

9.5. Push and pull motivations.

A total number of eight questions related to the degree of agreement of pull factors to choose the all-inclusive regime where asked. All of these questions where related to the previous investigation carried out by Anderson and Sastre in 2007.
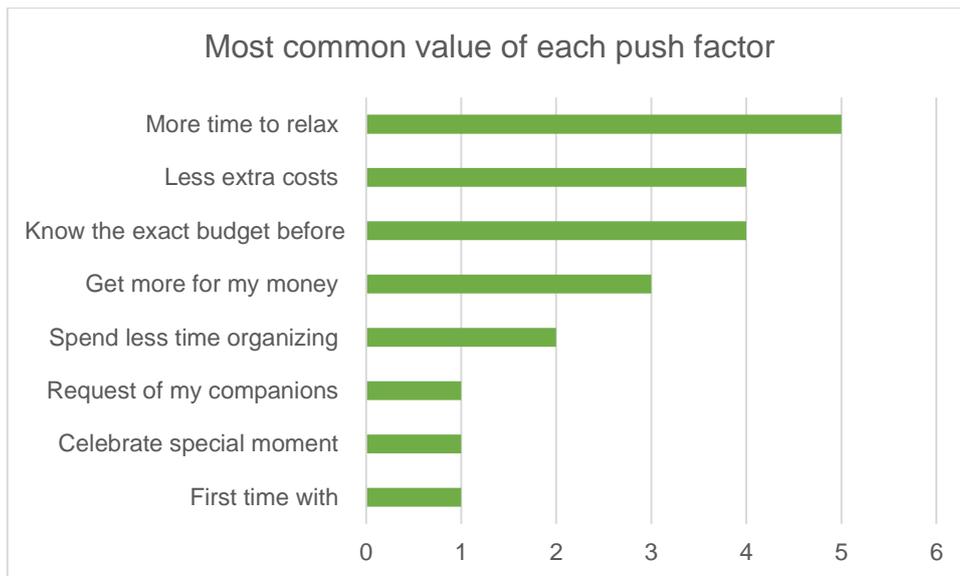
Figure 8. Own elaboration. Data collected online. Most common level of agreement with each factor of choosing the all-inclusive regime (being 1 totally disagree and 5 totally agree)

After analyzing all the answers, it is confirmed that the three most common push factor of choosing the all-inclusive regime are:

1. Having more time to relax: most of local people (a total of 50,47%) were strongly agree with booking the all-inclusive regime for having more time to relax and only 3 persons answered that they are strongly disagree with the statement (Find the data table number 10 in the annex).
2. The second most common push factor is related to spend less money with this regime instead of having bed and breakfast or half board. A total number of 73 interviewees have chosen the all-inclusive regime to spend less money with this regime than for example having only the accommodation (Find the data table number 11 in the annex)
3. Finally, we have knowing the total trip budget before arriving to the destination. A total percentage of 61,68% were agree or strongly agree with it and only a 14,98% of the total sample were disagree (Find the data table number 12 in the annex).

Moreover, pull factors (based on the investigation carried out by Alegre and Pou in 2008) of choosing the destination were analyzed.
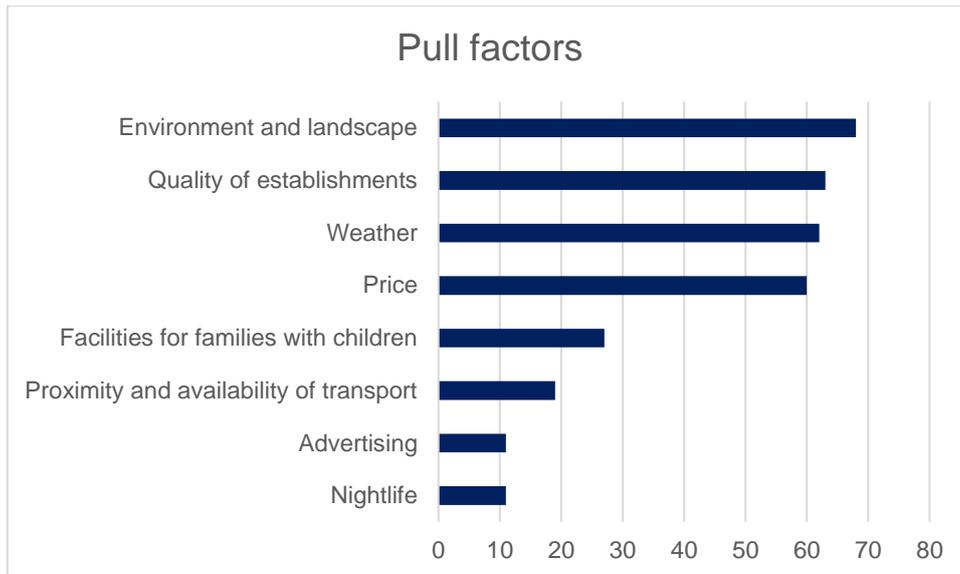
Figure 9. Own elaboration. Data collected online. Pull factor of choosing a destination for an all-inclusive trip.

The question number seventeen of the survey was made to see the pull factors of choosing a destination, the individuals had the possibilities of choosing a maximum of four options that affected them to choose the destination. As showed on the figure number nine, 68 answers went to consider environment and landscape as the most important factor when choosing a trip destination.

In second place we can find the quality of the establishments with only a difference of five answers (63 in total). In third and fourth place we find weather and price with 62 answers and 60 respectively.

We can also see that facilities for families with children is placed in fifth number with a total of 27 answers considering this as a reason to choose the destination.

Furthermore, is confirmed that proximity and availability of transport, publicity of the destination and nightlife are ranked in last places.

9.6. Activities done in the destination

Activities that tourists do at the destination are related to the reason why they have selected that destination. On the table above we could find the different activities that our sample have done on the destination:
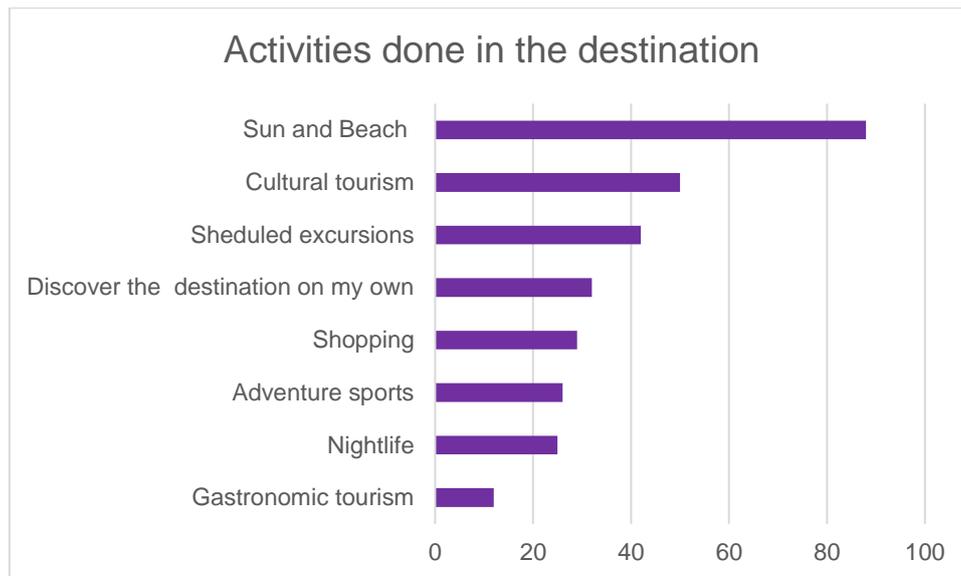
Figure 10. Own elaboration. Data collected online. Activities done at the destination.

We can see that main activities that tourist prefers to do at the destination are in order of importance:

1. Sun and beach with 88 answers is the most popular activity done by tourists at the destination.
2. Cultural tourism with 50 answers. It could sound a little bit strange due to the fact that the common profile of an all-inclusive tourists that we have in mind is not the one that book this regime for visiting the city of the cultural attractions of the destination.
3. Scheduled excursions with 42 answers. These excursions could be in groups or individual and of any kind.
4. Discover the destination on their own. 32 interviewees have explored the destination on their own way.
5. Shopping (29 answers)
6. Adventure sports (26 answers)
7. Nightlife (25 answers)
8. Gastronomic tourism with only 12 answers. It is logical that this is ranked in last place because of the definition of all-inclusive regime.

9.7. Most valuated aspects of the destination

After the analysis of the data collected from surveys it is confirmed that the environment and the landscape of the destination is the most valued issue (Find the data table 13 at the annex)

Following the top three, in second place we can find the quality of the establishment and in third place we can find treatment received as a customer (Find the data table number 14 and 15 at the annex)

The worst valuated aspect from the destination is the night life of the destination, but still the number of tourists satisfied with the nightlife is higher than the number of tourists that did not like it (Find the data table number 16 at the annex).

An interesting point to mention is the fact that even if the number of interviewees that have travelled to Spain is higher than the rest of the world (68 in from the total sum of 107 answers) three of the four worst opinions of nightlife corresponds to Indonesia and Dominican Republic, the fourth opinion is from Spain (Find the data table number 17 at the annex).

10. Multivariate analysis

10.1.   Related factors with the election of the destination
10.1.1.   Level of education

On the one hand, if we analyze deeply the destinations we could see that there is no significant difference between the level of education of interviewees that have traveled to national destinations (33 answers were from elementary school and high school graduated tourists and 35 answers were from higher level graduation).

On the other hand, in the case of Dominican Republic, it is confirmed that is more popular between the university and postgraduate community (ten interviewees of the total number of 14 were people with a university degree or postgraduate). The same happens with the second Latin American destination Mexico, where just one of the ten interviewees was high school graduated.

Furthermore, this tendency is also followed by the other foreign destinations, where tourists at least have a university degree being only Greece and Disneyland Paris selected by tourists with a high school level of education (find the data table number 18 at the annex)

In conclusion it is confirmed that there is no significant difference between the level of education of the local tourist choosing the all-inclusive regime. But the contrary occurs in foreign destinations where we can find more individuals with university degrees.

10.1.2.   Age

When we analyze the age of the tourists and the destinations, we can find the following interesting facts:

1. The young population (age range from 23 to 25 (10 individuals) prefers national destinations we can see that just 2 individuals travelled abroad to Indonesia in particular. Younger tourists (less than 44 years old) prefers to travel to national destinations (82 of 107 total answers).
2. People travelling to Latin American countries are at least 27 years old (for Mexico) and 30 (years old for Dominican Republic). The oldest age range (from 57 years old until 63 years old) have travelled to Spain, Dominican Republic and Mexico

10.1.3. Previous experience

If we focus on previous number of stays, it is confirmed that local people travelling to an all-inclusive national destination, Mexico, Germany and Disneyland Paris, have enjoyed at least two or three times before an all-inclusive trip (find the cross-tabulation analysis table 19 at the annex). Dominican Republic and Thailand were selected most by people that have been more than five time in an all-inclusive establishment. In the case of first time with this regime, only Spanish destinations and Turkey where selected.

10.1.4. Length of the trip

On the other hand, after the Chi Square analysis we can see that there is an association between the destination and the length of the stay (Chi square with 30 grades de liberty = 83,3557 and p- value = 0,0000).

Tourists stayed more time the destinations of Latin-America: from the table number 20 we know that individuals that have chosen Dominican Republic or Mexico stayed at the destination at least one week. Furthermore, just one of the eight tourists that stayed at the destination ten or more days was Spain, the rest corresponds to Mexico and Dominican Republic.

Most of the interviewee have answered Spain as the destination of the all-inclusive holidays (a total number of 68 interviewee of 107) and most common length (with a total number of 29 answers) of the holiday is from one to three days, followed by four to six days with a total number of 26.

With this we can confirm that local tourists choosing the all-inclusive regime prefers to travel inside the country but with a short destination. In addition, we can see that tourists travelling to foreign countries like Dominican Republic and Mexico prefers to travel more days. This tendency is followed also by Turkey, Madagascar and Thailand.

10.1.5. Pull factors

If we analyze deeply the push motivations destination by destination, we find that local people travelling to foreign countries like Dominican Republic and Mexico have chosen that destination due to the good weather (in first place), quality of the establishments and the environment and landscape (in second and third place). There is a difference between these two destinations; Dominican Republic was a destination for families with children that were looking for a good price (find the data table number 21 at the annex). On the contrary even the price was also an important push factor of choosing the destination, the availability of facilities for families with children was not that significant as in Dominican Republic.

Indonesia was selected in first place because of the environment and the landscape and in second place the weather. The third motivation to choose this destination was the price and the last motivation is the quality of the establishments. In the case of Turkey price, weather, quality of the establishment

and the environment and landscape where all ranked in same place as well as Thailand.

All European destinations (Greece, Italy, Germany and Disneyland Paris) where not chose because of any of the top three reasons. Instead of that the pull factors where: Environment and landscape, facilities for families with children and proximity and availability of transport (Find the data table number 21 at the annex).

10.2. Related factor with the hotel category: with whom have the tourists travelled to the destination

On the one hand, there is no association between with who have travelled the individual answering the survey and the category of the hotel visited (Chi squared with 12 degrees of freedom = 7.2269 and p-value = 0.8423) but we can see that most of the tourists travelled with their family (a total of 53 tourists) and to a four stars hotel (a total of 67 tourists). Tourists have not travelled to any one- or two-stars hotel (Find the data table number 22 at the annex).

On the other hand, it is confirmed that high level hotels of at least five stars were visited mostly by families (eighteen of the totals of twenty-five individuals selecting this category).

11. Comparison of the data collected and past investigations

After this analysis we found that the local population choosing the all-inclusive regime could be divided into two groups: tourists travelling to foreign countries and the major part travelling to national destinations. European destinations take a second place when we refer to foreign destinations and paradisiac destinations like Dominican Republic, Mexico, Indonesian, Thailand and Turkey were visited. The main factors that affects people to choose these destinations are the environment and the landscape and in second place the quality of the establishments.

Our sample prefers to travel with two groups: couples and family, but more cases were presented of local population traveling with their family to all-inclusive resort.

The first difference that we could see from these investigation and past investigations carried out for example by Anderson and Sastre in 2007 the length of the local population in an all-inclusive regime is longer (from seven to nine days). In the case of with who is travelling the interviewees the same data was found, the local population travelling to an all-inclusive destination prefers to do it with groups of three or four.

The main push factor of choosing this regime is to have more time to relax that could be related to the desire of escaping from the routine life (Kim et al., 2003). The same happens with the second and third push factor (spending less money and knowing before the exact budget) it corresponds to the factors that push

foreign tourists coming to Majorca to book the all-inclusive regime (Alegre & Pou, 2008).

On the contrary it is confirmed that that there is no tourists booking the all-inclusive regime for "getting more for their money", factor that was crucial for foreign all- inclusive tourists coming to Majorca (Alegre, 2006).

After analyzing the level of satisfaction of the guests and the reasons why they select a particular destination it is confirmed that pull factors corresponds to the most typical ones when choosing a destination: beautiful scenery, historical and cultural resources, beaches, food, infrastructure, entertainment (Kim et al., 2003).

Consequently, it is confirmed that the level of satisfaction of tourists is high in all the aspects related to the destination and the establishment being the nightlife the worst ranked aspect.

Sun and beach are the main activities done at the destination, followed by cultural tourism and scheduled activities, what makes us to think that tourists do not spend the whole stay at the establishment and they prefer to be in contact with the destination.

Sociodemographic information is crucial for creating a good and high quality perception of the establishment visited by tourists (Rodríguez-Rangel et al., 2016). As it is shown in this investigation these factors depend on the destination so there is no possibility to create an exact comparison between past investigations of all-inclusive profiles.

12. Conclusion

Even if the all-inclusive tourism is booked only by the 22% of the total population of Spain (Statista, 2016) is still an important part of the holidays budget of a big number of Spanish.

As we mention before, knowing the profile of a customer is important to create an effective business strategy. All marketing, sales and development strategies has to be created knowing the exact client to which they are supposed to arrive to (Nguyen et al., 2007).

The two questions that we have mentioned in the introduction have been answered with the previous literature review and the analysis of the data survey.

The population of Majorca enjoys the all-inclusive experiences within national destinations with their families with a length of at least one week until nine days. These tourists have been at an all-inclusive resort at least one time before. The main reason to choose this regime (push factors) is to have more time for relax and have the budget controlled in advance. In the case of the destination (pull factors), there is no a particular factor that affects the buyer to choose the destination but the characteristics of the destination and the establishment are important factors as well as the weather and the price of the country.

At the destination what practice most the tourists is enjoying the sun and beach and cultural tourism. The level of satisfaction of the destination and the establishment is in average excellent.

Evidently some limitations exist, however the data obtained in this research could be a fundamental basis for a good targeting strategy of all-inclusive resort.

To continue this research, it would be interesting to investigate new market trends and tourist profile after the Coronavirus influences. The new data will help to understand if the tourist comportment change after such kind of stress or these variations are insignificant.

13. Limitations of the investigation

The main objective of this research is to achieve a complete and updated profile of the local population of Majorca which travels to an all-inclusive resort, but the result can never be completely representative of all the population.

Generally, if we want to create a conclusive investigation like the descriptive analysis, the sample size should be big enough. In fact, investigations where the main goal is to cover an issue like knowing the consumer profile the minimum sample size should be 200 individuals (Malhotra, 2016). Due to the scope limitation our sample is only 107 individuals.

If we analyze the longitudinal effects, it is confirmed that the time available to investigate a problem and measure change or stability over time is in most cases is limited. In fact, during this investigation the world changed due to the Coronavirus and tourism was one of the most affected economic areas. The expectations and behavior of tourists probably are now different from what they used to be.

Finally, the limitation of previous work on this sample made it so difficult to compare results. The profile of tourists has been the objective of a big number of investigations focusing on inbound tourists but not outbound tourists from the island Majorca travelling to all-inclusive resorts.

14. Bibliography

Agüera, F. O., Estrada, J. F. D., López-Guzmán, T., & Cuadra, S. M. (2016). El Sistema Todo Incluido en Cancún: Análisis del Perfil Sociodemográfico, Valoraciones y Satisfacción del Turista ROSA DOS VENTOS - Turismo e Hospitalidade, 8(3).

Alegre, J. (2006). El paquete turístico de todo incluido: un análisis de sus implicaciones económicas para el caso de las islas baleares. Universidad de las Islas Baleares - Departamento economía aplicada Digital Assests, 34.

Alegre, J., & Pou, L. (2008). Tourism Expenditure and all-Inclusive Packages – the case of a Mature Mediterranean Destination. Tourism Economics, 14(3), 645-655.

Ambrosie, L. (2015). Sun and Sea Tourism—Fantasy and Finance of the All-inclusive Industry. Cambridge Scholars Publishing.

Anderson, W., Juaneda, C., & Sastre, F. (2009). Influences of pro- all-inclusive travel decisions. Tourism Review, 64(2), 4-18.

Anderson, W., & Sastre, D. F. (2007). Economic Impacts of All-Inclusives: All-Inclusive Expenditure, Motivation & Linkages In the Balearic Islands. Memory of an investigation.

Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: A canonical correlation approach. International Journal of Contemporary Hospitality Management, 8(3), 32-38.

Baum, T., & Mudambi, R. (1994). A Ricardian Analysis of the Fully Inclusive Tour Industry. Service Industries Journal,14, 85-93.

CAIB. Tourism statistics- Tourism yearbooks. URL: http://www.caib.es/sites/estadistiquesdelturisme/ca/anuaris_de_turisme-22816/

Calveras, A. (2019a). All-inclusive and value creation in hospitality: Evidence from a mature destination, 2001-2017. Tourism Management, 74(2019), 234-246.

Calveras, A. (2019b). The impact of all-inclusive on a destination's competitiveness: Economics and regulation. Department of Business Economics, Universitat de les Illes Balears.

Çiftçi, H., Düzakın, E., & Yıldırım B, Ö. (2007). All Inclusive System and Its Effects on the Turkish Tourism Sector. Problems and Perspectives in Management, 5(3), 269-285.

Corcoran, L., Gillmor, D., & Killen, J. (1996). An analysis of summer sun tourists—Outbound package holidays from Dublin Airport. Irish Geography, 29(2), 106-115.

Crompton, J. L. (1979). Motivations for pleasure vacation. Annals of Tourism Research, 6(4), 408-424.

Dann, G. M. S. (1981). Tourist motivation an appraisal. Annals of Tourism Research, 8(2), 187-219.

Dolnicar, S. (2006). Data-driven Market Segmentation in Tourism – Approaches, Changes Over Two Decades and Development Potential. Faculty of Commerce - Papers (Archive).

European Projects, B. (2017). Balearic Islands Regional Context Survey.

Fernández, J. A. (2009). Los debates sobre la percepción social del turismo en las islas baleares.

Furlough, E. (1993). Packaging Pleasures: Club Méditerranée and French Consumer Culture, 1950-1968. French Historical Studies, 18(1), 65-81.

GOIB Open Data Catalog. URL: https://catalegdades.caib.cat/

Gutiérrez, M. de los M. H. (2002). El modelo Todo Incluido en Cuba: Evolución y perspectiva. Revista Economía y Desarrollo (Impresa), 130(1), 116-136.

Issa, J. J., & Jayawardena, C. (2003). The "all-inclusive" concept in the Caribbean. International Journal of Contemporary Hospitality Management, 15(3), 167-171.

Kim, S. S., Lee, C.-K., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. Tourism Management, 24(2), 169-180.

Klenosky, D. (2002). The «Pull» of Tourism Destinations: A Means-End Investigation. Journal of Travel Research, 40, 396-403.

Knowles, T., & Curtis, S. (1999). The market viability of European mass tourist destinations. A post-stagnation life-cycle analysis. International Journal of Tourism Research, 1(2), 87-96.

Limehouse. (1999). Know your customer | Emerald Insight. Work Study, 48(3), 100-102.

López Guzmán, T., Orgaz Agüera, F., Alector Ribeiro, M., & Domínguez Estrada, F. (2016). All-inclusive tourism in Dominican Republic. An analysis from the perspective of the tourist demand. Revista de Economía del Caribe, 17, 125-142.

López-Guzmán, T., Ribeiro, M. A., Agüera, F. O., & Martín, J. A. M. (2015). El turismo en Cabo Verde: Perfil y valoración del viajero. Estudios y perspectivas en turismo, 24(3), 512-528.

Malhotra, N. (2016). Market Research. Essential Concepts (First Edition). Pearson.

Ministerio de Fomento. (2012). Master Plan of Palma de Mallorca Airport. URL: https://www.mitma.gob.es/areas-de-actividad/aviacion-civil/politicas-aeroportuarias/integracion-territorial-aeroportuaria/planes-directores/plan-director-del-aeropuerto-de-palma-de-mallorca

Nguyen, T. H., Sherif, J. S., & Newby, M. (2007). Strategies for successful CRM implementation. Information Management & Computer Security, 15(2), 102-115.

Oviedo, J. J. (2013). Tursimo integral o todo incluido: Ideologías en juego. Retos Turísticos, 1(2).

Ozdemir, B., Çizel, B., & Bato Cizel, R. (2012). Satisfaction with All-Inclusive tourism resorts: The effects of satisfaction with destination and destination lotalty. International Journal of Hospitality & Tourism, 13(2012), 109-130.

Polo, C., & Valle, E. (2008). An Assessment of the Impact of Tourism in the Balearic Islands. Tourism Economics, 14(3), 615-630.

Rodríguez-Rangel, C., Sánchez-Rivero, M., & Sánchez-Martín, J. M. (2016). Analysis of sociodemographic factors determinan the evaluation of tourism cultural events: An application to Mérida Classical theatre festival. International Journal of Scientific Management and Tourism, 2(2), 415-437.

Salido, J. (2018). How to correctly state the objective of the final project. URL: http://www.esi.uclm.es/www/jsalido/TFG/objetivoTFG.html

Statista, (2016). Holiday travel packages in Spain 2015. URL: https://www.statista.com/statistics/416439/holiday-package-types-preferences-spain/

Tait, D. (2012). An Illustrated History of Butlins. Amberley Publishing Limited.

Tourism Intelligence International (2001). Growing German interest in All-inclusive.

United Nations, & World Tourism Organization (2010). International recommendations for tourism statistics 2008. United Nations.

Yuan, S., & McDonald, C. (1990). Motivational determinants of international pleasure time. Journal of Travel Research, 24(1), 42-44.

15. Annex

Table 10

I booked my stay on an all-inclusive basis to have more time to relax.

Code	Meaning	Frequency	%
1	Strongly disagree	3	2,80
2	In disagreement	5	4,67
3	Neither Agree nor Disagree	12	11,21
4	Agree	33	30,84
5	Strongly agree	54	50,47
	Total frequency	107	100,00

Own elaboration. Data collected online. "Indicate your degree of agreement with the following statement"

Table 11

I booked my stay on an all-inclusive basis for knowing the exact budget of the holidays before arriving to the destination.

	Meaning	Frequency	%
1	Strongly disagree	8	7,48
2	In disagreement	8	7,48
3	Neither Agree nor Disagree	25	23,36
4	Agree	37	34,58
5	Strongly agree	29	27,10
	Total frequency	107	100,00

Own elaboration. Data collected online. "Indicate your degree of agreement with the following statement"

Table 12

I booked my stay on an all-inclusive basis for enjoy my holidays without thinking about the expenses if I do not have booked the all-inclusive regime

	Meaning	Frequency	%
1	Strongly disagree	2	1,87
2	In disagreement	12	11,21
3	Neither Agree nor Disagree	20	18,69
4	Agree	39	36,45
5	Strongly agree	34	31,78
	Total frequency	107	100,00

Own elaboration. Data collected online. "Indicate your degree of agreement with the following statement"

Table 13.

The landscape and environment of the destination.

	Meaning	Frequency	%
1	Very unhappy	0	0,00
2	Very unsatisfied	0	0,00
3	Unsatisfied	0	0,00
4	Indifferent	2	1,87
5	Satisfied	11	10,28
6	Very satisfied	21	19,63
7	Very happy	73	68,22
	Total sum	107	100,00

Own elaboration. Data collected online. "Indicate your level of satisfaction being the one the worst score and 7 the best score"

Table 14

The quality (variety and cleanliness) of the establishment's facilities

	Meaning	Frequency	%
1	Very unhappy	0	0,00
2	Very unsatisfied	1	0,93
3	Unsatisfied	0	0,00
4	Indifferent	2	1,87
5	Satisfied	14	13,08
6	Very satisfied	33	30,84
7	Very happy	57	53,27
	Total sum	107	100,00

Own elaboration. Data collected online. "Indicate your level of satisfaction being the one the worst score and 7 the best score"

Table 15

Treatment received as a customer

	Meaning	Frequency	%
1	Very unhappy	0	0,00
2	Very unsatisfied	0	0,00
3	Unsatisfied	1	0,93
4	Indifferent	3	2,80
5	Satisfied	12	11,21
6	Very satisfied	36	33,64
7	Very happy	55	51,40
	Total sum	107	100,00

Own elaboration. Data collected online. "Indicate your level of satisfaction being the one the worst score and 7 the best score"

Table 16

Nightlife

	Meaning	Frequency	%
1	Very unhappy	2	1,87
2	So unsatisfied	2	1,87
3	Unsatisfied	7	6,54
4	Indifferent	24	22,43
5	Satisfied	26	24,30
6	Very satisfied	29	27,10
7	Very happy	17	15,89
	Total sum	107	100,00

Own elaboration. Data collected online. "Indicate your level of satisfaction being the one the worst score and 7 the best score"

Table 17

Cross Tabulation Analysis.

	Total sample	Destination										
		SP	RD	MX	ID	TR	TH	MG	IT	GR	DI	DE
Night life		Frequencies										
1 Very unhappy	2	0	0	0	2	0	0	0	0	0	0	0
2 Very unsatisfied	2	1	1	0	0	0	0	0	0	0	0	0
3 Unsatisfied	7	5	0	1	0	0	1	0	0	0	0	0
4 Indifferent	24	13	3	3	1	1	0	1	0	0	1	1
5 Satisfied	26	17	5	3	0	1	0	0	0	0	0	0
6 Very satisfied	29	19	4	2	2	1	0	0	1	0	0	0
7 Very happy	17	13	1	1	0	1	0	0	0	1	0	0
Individuals	107	68	14	10	5	4	1	1	1	1	1	1

Own elaboration. Data collected online. Cross Analysis between the opinion about night life and the destination selected for the holiday. One is the worst score and seven the best score.

Table 18

Cross Tabulation Analysis

Desti nation		Total sample		Level of education							
				Primary School		Secondary School		University Education		Postgraduate	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	SP	68	63,55	7	77,78	26	81,25	28	54,90	7	46,67
2	RD	14	13,08	2	22,22	2	6,25	7	13,73	3	20,00
3	MX	10	9,35	0	0	1	3,13	7	13,73	2	13,33
4	ID	5	4,67	0	0	1	3,13	4	7,84	0	0
5	TR	4	3,74	0	0	0	0,00	3	5,88	1	6,67
6	TH	1	0,93	0	0	0	0,00	1	1,96	0	0
7	MG	1	0,93	0	0	0	0,00	0	0	1	6,67
8	IT	1	0,93	0	0	0	0,00	0	0	1	6,67
9	GR	1	0,93	0	0	1	3,13	0	0	0	0
10	DI	1	0,93	0	0	1	3,13	0	0	0	0
11	DE	1	0,93	0	0	0	0,00	1	1,96	0	0
	SUM	107	100	9	100	32	100	51	100	15	100

Own elaboration. Data collected online. Cross Analysis between the destination selected and the level of education.

Table 19

Cross Tabulation Analysis

Desti nation		Total sample		Previous all-inclusive experiences							
				One time		From 2 to 3 times		From 3 to 4 times		More than 5 times	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	SP	68	63,55	6	85,71	32	71,11	8	53,33	22	57,89
2	RD	14	13,08	0	0,00	3	6,67	3	20,00	7	18,42
3	MX	10	9,35	0	0,00	6	13,33	0	0,00	4	10,53
4	ID	5	4,67	0	0,00	1	2,22	2	13,33	2	5,26
5	TR	4	3,74	1	14,29	1	2,22	0	0,00	2	5,26
6	TH	1	0,93	0	0,00	0	0,00	0	0,00	1	2,63
7	MG	1	0,93	0	0,00	0	0,00	1	6,67	0	0,00
8	IT	1	0,93	0	0,00	0	0,00	1	6,67	0	0,00
9	GR	1	0,93	0	0,00	0	0,00	0	0,00	0	0,00
10	DI	1	0,93	0	0,00	1	2,22	0	0,00	0	0,00
11	DE	1	0,93	0	0,00	1	2,22	0	0,00	0	0,00
	SUM	107	100	7	100,00	45	100,00	15	100,00	38	100,00

Own elaboration. Data collected online. Cross Analysis between the destination and previous all-inclusive experience.

Table 20

Cross Tabulation analysis

Destination		Total sample		Duration							
				From 1 to 3 days		From 4 to 6 days		From 7 to 9 days		10 or more days	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	SP	68	63,55	29	90,63	26	83,87	12	33,33	1	12,50
2	RD	14	13,08	0	0,00	0	0,00	12	33,33	2	25,00
3	MX	10	9,35	0	0,00	0	0,00	5	13,89	5	62,50
4	ID	5	4,67	2	6,25	1	3,23	2	5,56	0	0,00
5	TR	4	3,74	0	0,00	1	3,23	3	8,33	0	0,00
6	TH	1	0,93	0	0,00	0	0,00	1	2,78	0	0,00
7	MG	1	0,93	0	0,00	0	0,00	1	2,78	0	0,00
8	IT	1	0,93	0	0,00	1	3,23	0	0,00	0	0,00
9	GR	1	0,93	0	0,00	1	3,23	0	0,00	0	0,00
10	DI	1	0,93	0	0,00	1	3,23	0	0,00	0	0,00
11	DE	1	0,93	1	3,13	0	0,00	0	0,00	0	0,00
	SUM	107	100	32	100	31	100	36	100	8	100

Own elaboration. Data collected from online survey and analyzed with the software Dyane

Table 21

Cross Tabulation Analysis

Pull factors	Total sample	SP	RD	MX	ID	TR	TH	MG	IT	GR	DI	GE
					Destination (Frequencies)							
Price	60	43	6	4	3	2	1	1	0	0	0	0
Weather	62	34	11	10	4	2	1	0	0	0	0	0
Quality	62	39	8	9	2	2	1	1	1	0	0	0
Environment	68	40	9	8	5	2	0	1	1	1	0	1
Nightlife	11	8	0	0	0	2	0	0	0	0	0	1
Facilities families	27	16	5	2	0	0	1	1	0	1	1	0
Transport	19	16	0	0	0	1	0	0	0	1	0	1
Advertising	11	9	0	1	0	0	0	0	0	1	0	0
Individuals	107	68	14	10	5	4	1	1	1	1	1	1

Own elaboration. Data collected online. Cross Analysis between the pull motivations of selecting the destination and the selected destination. Maximum four options.

Table 22

Cross Tabulation Analysis

With whom have you traveled?	Total sample		What category was the hotel where you stayed?							
			1 and 2 Stars		3 stars / 3 superior		4 stars / 4 superior		5 stars	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1 Family	53	49,53	0	0	6	40,00	29	43,28	18	72,00
2 Friends	16	14,95	0	0	3	20,00	12	17,97	1	4,00
3 Couple	38	35,51	0	0	6	40,00	26	38,81	6	24,00
TOTAL	107	100,00	0	0	15	100,00	67	100,00	25	100,00

Own elaboration. Data collected online. Cross Analysis between the quality of establishment and with who have the tourists travelled

Online survey content

1. Have you ever been to an all-inclusive establishment within this past three years?

o 1. Yes

o 2. No

2. What country have you traveled to?

[_____]

3. How many days have you been at your destination?

o 1. From 1 to 3 days

o 2. From 4 to 6 days

o 3. From 7 to 9 days

o 4. 10 days or more

4. With who have you travelled?

o 1. Alone

o 2. Family

o 3. Friends

o 4. Couple

5. Of how many stars was the establishment where you had stayed

o 1. 1 Star

o 2. 2 Stars

o 3. 3 Stars / 3 superior

o 4. 4 Stars / 4 superior

o 5. 5 Stars

6. Choose the activities you have done at the destination:

o 1. Sun and beach

o 2. Adventure sports

o 3. Scheduled excursions

o 4. Nightlife

o 5. Cultural tourism

o 6. Shopping

o 7. Discover the destination

o 8. Gastronomic tourism

7. How likely would you recommend the all-inclusive experience to a friend or family member? Being 1 Very unlikely 7 Very likely

o 1. Very unlikely ----------------------------------7. Very likely

8. How many times have you enjoyed the experience of all-inclusive tourism throughout your life?

o 1. One time

o 2. From 2 to 3 times

o 3. From 4 to 5 times

o 4. More than 5 times

9. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis to have more time to relax*

o 1. Strongly disagree

o 2. Disagree

o 3. Indifferent

o 4. Agree

o 5. Strongly agree

10. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis to save time in organizing the trip*

o 1. Strongly disagree

o 2. Disagree

o 3. Indifferent

o 4. Agree

o 5. Strongly agree

11. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis to know the exact budget of my trip in advance*

o 1. Strongly disagree

o 2. Disagree

o 3. Indifferent

o 4. Agree

o 5. Strongly agree

12. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis to enjoy my holiday without worrying about the extra costs that not having the all-inclusive might entail*

o 1. Strongly disagree

o 2. Disagree

o 3. Indifferent

o 4. Agree

o 5. Strongly agree

13. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis to get more for my money*

o 1. Strongly disagree

o 2. Disagree

o 3. Indifferent

o 4. Agree

o 5. Strongly agree

14. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-*

inclusive basis because I had never enjoyed an all-inclusive stay and wanted to try

- o 1. Strongly disagree
- o 2. Disagree
- o 3. Indifferent
- o 4. Agree
- o 5. Strongly agree

15. Indicate your degree of agreement or disagreement with the following statement: *I booked my stay on an all-inclusive basis because I wanted to celebrate a special moment*

- o 1. Strongly disagree
- o 2. Disagree
- o 3. Indifferent
- o 4. Agree
- o 5. Strongly agree

16. Indicate your degree of agreement or disagreement with the following statement: *I had to book the all-inclusive plan because it was a request from my companions*

- o 1. Strongly disagree
- o 2. Disagree
- o 3. Indifferent
- o 4. Agree
- o 5. Strongly agree

17. Indicate the reasons for choosing your destination (maximum four)

- o 1. The price
- o 2. The weather
- o 3. The quality of the tourist establishments
- o 4. The environment and landscape
- o 5. Nightlife
- o 6. The facilities for families with children
- o 7. Proximity and transport availability
- o 8. Advertising that I saw through media such as television or social networks

18. Indicate your degree of satisfaction with the following aspects of your stay: *The environment and landscape of the destination*

- o 1. Very unsatisfied--------------------------7. Very satisfied

19. Indicate your degree of satisfaction with the following aspects of your stay: *The quality (variety and cleanliness) of the establishment's facilities*

- o 1. Very unsatisfied--------------------------7. Very satisfied

20. Indicate your degree of satisfaction with the following aspects of your stay: *The variety of entertainment within the establishment.*

- o 1. Very unsatisfied--------------------------7. Very satisfied

21. Indicate your degree of satisfaction with the following aspects of your stay: *The variety of off-site entertainment*

- o 1. Very unsatisfied--------------------------7. Very satisfied

22. Indicate your degree of satisfaction with the following aspects of your stay*: Treatment received as a client*

- o 1. Very unsatisfied--------------------------7. Very satisfied

23. Indicate your degree of satisfaction with the following aspects of your stay: *Hospitality of the local population*

o 1. Very unsatisfied-----------------------------7. Very satisfied

24. Indicate your degree of satisfaction with the following aspects of your stay: *The quality and variety of food and drink at the establishment*

- o 1. Very unsatisfied--------------------------7. Very satisfied

25. Indicate your degree of satisfaction with the following aspects of your stay: *Security and protection*

- o 1. Very unsatisfied--------------------------7. Very satisfied

26. Indicate your degree of satisfaction with the following aspects of your stay: *Nightlife*

- o 1. Very unsatisfied--------------------------7. Very satisfied

27. Indicate your nationality

[＿＿＿＿＿]

28. Indicate your gender

- o 1. Woman
- o 2. Man
- o 3. Other

29. Indicate your age

[＿＿＿＿＿]

30. Indicate your marital status

- o 1. Married
- o 2. Single
- o 3. Divorced
- o 4. Widower

31. Indicate your level of studies

- o 1. Primary school
- o 2. Secondary education or Vocational training
- o 3. University education
- o 4. Postgraduate