ISCTE Business School
INSTITUTO UNIVERSITÁRIO DE LISBOA

RURAL TOURISM:
WHAT IS THE INFLUENCE OF SPA AS A DECISION FACTOR IN THE ACCOMMODATION CHOICE?

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Dissertation submitted as partial requirement for the conferral of
Master in International Management

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December, 2016

"A vida não é como nós queremos. É como ela se apresenta."

To my grandparents,
my greatest inspiration.

ACKNOWLEDGEMENTS

Doing this masters at ISCTE taught me the power of hard work, perseverance and ambition. I fulfilled my initial goals and I had one of the greatest learning experiences at every level. I have been taught by amazing Professors, who I will never forget, and I am quite sure that their knowledge, now mine as well, will help me along the way. My first thank you is for ISCTE Business School for having me these 2 years. I will surely be a proud alumna!

When I first accepted GuestCentric's offer, I had no clue what was waiting for me. I was completely surprised along this path. Working on a thesis and having a full-time job from 3pm to 00am, every weekday, changed and challenged me. It was never easy or smooth. Many times, I thought this work would never go "live" and here it is. This was only possible because of the magic of the "co-workers" (as I have learnt in IKEA) listed below, in an Oscars' Ceremony style:

To Prof. Victor Alves Afonso and Prof. José Manuel Henriques for their guidance, for asking the questions without answers, for making me think and find solutions, for supporting my decisions any time, for giving suggestions and broadening horizons and for their positive approach along the way. To Prof. Elizabeth Reis for her tremendous generosity, assertive guidance and counselling until the very end. Prof. Elizabeth has the knowledge of an unapproachable expert and the dedication of an old-fashioned primary teacher, a deep thank you. To Prof. Ana Lúcia Martins for the enthusiasm she invested in class and for sharing her time and knowledge with me. To Prof. Elsa Gavinho for her unparalleled contribution. To Prof. Francisco Silva for choosing me to participate in the paper, last year. To Cristina for planting in my mind this relevant theme.

To Filipa, an incredible, super intelligent and interesting mind. For explaining me what I thought "unachievable", to make statistics look like a piece of cake and for having saved me when I was quite lost. To Carolina, a future brilliant bilingual researcher, who switched the light on when all around was very dark.

To GuestCentric who has been enriching me with endless knowledge about the hospitality industry, digital marketing, customer service, even HTML but also for the famous "soft" skills I have been learning. Thank you Catarina and Joana, for backing me up on the less

glorious days, it is cosy to have both of you around. Thank you Sofia, for the incredible companionship, tolerance, patience and example, and Ana, for the profound generosity, protection, listening and flexibility. Both of you were fundamental during the course of this long path. I am very happy for having the opportunity to work with you.

To IKEA for having given me the best part-time ever during the academic part of this masters. I have learnt so much from sales to company culture by living it with my colleagues. IKEA is a place where everyone is equal. I have absorbed the IKEA values, which I applied daily.

To my friends and colleagues who helped by sharing (and showing!) their "work full-time while doing the thesis" experience, Mariana, Tiago and Pia. Thank you Luísa, Andry, Panda, Jacques and Santaninha. Special thanks to Tavares, the "ASAP" man, and to Inês, the super resilient and hard-working girl, both of them the best backstage cheerleaders one can have. To the invisible guidance of the thrilling Leticia, who made me level up my standards. Warm greetings to Zé, Ricardo, Joaninha and Rita for all the patience and loyalty during this long period in which I "disappeared".

To Dr. Emilia, an outstanding professional, that I believe to be one of a kind. I feel very lucky to have crossed paths with you. To Mané, my coach and my friend, who is bravely helping me to become a better person and to focus on achieving my goals. To Lúcia, my physiotherapist but also my friend, who enables me to live almost without pain. For this and everything else, a deep thank you to both!

Last, but most definitely not least, to Duarte and my nuclear Family, in particularly my Mother, who together represent my pillar and even when it is very cloudy/windy they never let me lose the north. In fact, there are no words to express the gratitude I feel to live surrounded by these people who are tremendously special, talented and unique in every single way.

I am a very fortunate person and I am deeply thankful to life for everything that it has enabled me to experience so far. For the people I have been meeting, the places I have been living and travelling. I have been learning so much and there is so much more to discover that I feel positively overwhelmed. For sure, this is a closing chapter in my life. I am feeling like a grown-up girl! And there are so many possibilities in the world... I could not be more excited about what is coming next!

RESUMO

O objetivo deste estudo é analisar a influência do spa como fator de decisão na escolha do alojamento de turismo em espaço rural. Foi aplicado um questionário numa amostra final de 342 pessoas que frequentaram um espaço de turismo rural pelo menos uma vez uma vez na vida. Os resultados revelaram que turistas mais velhos tendem a viajar com o seu companheiro(a) ou família, enquanto os turistas mais novos tipicamente viajam com amigos. Quando viajam com a família, os turistas procuram passar tempo com ela. Por outro lado, o estudo revela que quando os turistas viajam sem crianças, "escapar à rotina", "natureza" e "novas experiências" e "paz e sossego" são as suas principais motivações. Uma análise de cluster revelou dois grupos distintos com base nas preferências em relação ao spa e às características do alojamento mais valorizadas, o que resultou nos segmentos "*Low Spa Preferences and Features*" e o segmento "*High Spa Preferences and Features*". Este último segmento procura uma experiencia completa, com atividades dentro e fora do alojamento, características relativas à qualidade e ao *design* do alojamento, bem como o spa para relaxar. Concluiu-se ainda que para este segmento, o spa é um fator decisivo na sua escolha de um alojamento de turismo em espaço rural. No sentido de desenvolver uma análise mais detalhada do seu perfil, entrevistas individuais e *in-depth* deverão ser endereçadas em futuros estudos.

Palavras-chave: Turismo em espaço rural, Spa, Turismo de bem-estar, Comportamento do consumidor

Sistema de classificação JEL:

M310 - Marketing

Z390 - Tourism: Other

ABSTRACT

The purpose of this study is to analyse the influence of the spa as a decision factor in the rural tourism accommodation choice. A survey was administered on a final sample of 342 respondents that attended a rural tourism site at least once in their lives. The results revealed that older tourists usually travel with their partner and family while younger tourists usually travel with their friends. When travelling with their family, tourists are looking to spend time with them. On the other hand, findings also reveal that when travelling without children, "escape from daily routine", "nature" and "new experiences" and "peace and quiet" are the main motivations for tourists. A cluster analysis revealed distinct groups based on their spa preferences and most valued accommodation features, resulting in the "Low Spa Preferences and Features" and the "High Spa Preferences and Features" segments. This second segment is looking for a full experience including: activities, quality and design features and relaxing at the spa. It was concluded that for this tourist-segment, the spa is a decisive factor for the accommodation choice. In order to further develop and detailed understanding of this tourist profile, future research should focus on in-depth one-to-one interviews.

Keywords: Rural tourism, Spa, Wellness rural tourism, Consumer behaviour

JEL Classification System:

M310 - Marketing

Z390 - Tourism: Other

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List of Signals

p - Proportion

α - Cronbach Alpha coefficient

χ^2 - Chi-square

r - Correlation

N - Frequency

% - Percentage

List of Abbreviations

DP - Deviation pattern

GDP - Gross domestic product

KMO - Kaiser–Meyer–Olkin analysis

M - Mean

PCA - Principal component analysis

K-S - Kolmogorov-Smirnov test

OECD - Organization for Economic Cooperation and Development

1. INTRODUCTION

Tourism has been growing over the past several decades and has become one of the most important economic activities around the world (Lang & O'Leary, 1997; INE, 2015). In 2015, more than one billion tourists travelled to an international destination, contributing 10% of global gross domestic product (GDP), 6% of the world's total exports and representing a 4.4% growth from the previous year (WTO, 2016). Simultaneously, leisure and travel are increasingly viewed as necessary to one's emotional well-being and both mental and physical wealth.

Portugal follows the worldwide trend of turning tourism into a strategic sector with a contribution of approximately 9.5% of GDP and 7.4% of employment (INE, 2015). Although the segments of sun and beach tourism, touring and city breaks are key for these results, these segments are mainly focused on mass tourism. In Europe, the direct demand for rural tourism in 2011 was 13.4 million trips, which represents 5.4% of all leisure trips where the domestic market was the main generator of this demand (IPK International, 2012). In fact, this geographic decentralization and diversification represents an opportunity (Silva, 2013, Almeida *et al*., 2015 and DGADR, 2016). The segmentation is particularly important as a propeller of other touristic emerging products, such as nature-based tourism, rural tourism, tourism of experiences or wellness tourism (Roman *et al*., 2000). These niche products represent a differentiated strategy of tourism which combined with "the enrichment of content of tourist services" through customization (Mudambi & Baum, 1997; Kanellou, 2000; *op. cit*. Stamboulis & Skayannis, 2003:38) has been showing positive results.

1.1 Rural tourism

The history of rural tourism is similar to many European countries (Kastenholz *et al.*, 1999). Since its beginning, rural tourism has been evolving through time. Nowadays, it is perceived as motor of change where it become a dominant factor for local economies several times (Fleischer, 1997, Gartner, 2004 and Dashper, 2014). However, defining rural tourism is not easy due to its multidimensionality and the plethora of factors influencing it.

The importance of defining rural lies in the positive impact it would have in policy terms and for individual regions and businesses that seek funding, market positioning and effective

promotion. Although, it is not easy because of its multidimensional concept (Molera & Albaladejo, 2007 and Lane, 2009). Firstly, when trying to define rural tourism it is relevant to understand the "rurality" concept since, in compliance with Lane (1994a), to "experience rurality" is the unique selling proposition of the rural tourism as well as possessing very valuable characteristics worthy of preservation.

What is the official definition of 'rural'? The Organization for Economic Cooperation and Development (OECD), defined "rural" in the Rural Development Program (2001) by quantitative indicators based on population density and size of territory. Bramwell (1994) and Lane (1994a) gave a qualitative dimension to those same characteristics and a broader evaluation. The characteristics are the combination of size of territory (preferably small), population density (ideally low and populated by traditional people), land use (mainly rural activities) and local economy (less diverse, slow growth and based on family businesses). The OECD (2001) definition lead to the "Everyday Approach to Rurality" (EAR) tool development by Johansen and Nielsen (2012) as OECD is not capable of dealing with local and community definitions of rurality. Although quantitative approaches are often adopted to overcome the existence of "many different rurals" (Argent, 2011:184), cultures and social contexts (Dashper, 2014), it is important to emphasize the key role geographies play in rurality (Lane, 1994a; Gartner, 2004 & Paniagua, 2014). Indeed, the criteria of population density "tend to vary tremendously between countries" (Frochot, 2005). This territorial approach highlights the role of local actors, networks, culture, nature and landscape amenities, critical factors when discussing the places, spaces and practices of rural tourism (Dashper, 2014). From the social point of view, different roles are played by the same person, inherited status, economic class and education done according to it and, finally, close-knit networks (Frankenberg, 1996). The openness and natural environment of the rural territory promotes outdoor activities (Paniagua, 2014) and spiritual experiences (Sharpley, 2011). The economic landscape is characterized by simple economies and little division of labour. The type of company associated with rural tourism is consensual: rural tourism refers to small family enterprises and lifestyle entrepreneurship (Komppula, 2007). The rural tourism industry is thus affected by amateur management where there is much part-time involvement. It is also influenced by seasonal factors (Frankenberg, 1996) not only yearly but also weekly.

Rural tourism is the tourism that takes place in the countryside although "not all tourism in rural areas is considered as rural tourism". Nevertheless, "in its purest form, rural tourism is

concerned with tourists who are specially attracted by natural environment and rural culture" (Lane, 1994b). According to many authors, this definition has ambiguities since not all rural tourists are attracted by the same (Barke, 2004; Frochot, 2005; Roberts & Hall, 2001; Sharpley & Sharpley, 1997). As such, rural tourism is drawn to be developed from the intrinsic resources of "rurality" (meaning natural resources) and the rural way of living (Rural Policy and Rural Tourism Groups, 2000) and this may be one of the reasons that it is "possible to conclude that rural tourism is, in many but not all respects, similar throughout the world" (Fleischer, 1997). These difficulties in defining rural tourism have naturally created adversities in measuring its impacts at different levels (from local to international) and reflect the existent diversity of definitions of both "rural" and "rural tourism" (Hall *et al*., 2003). In any case, the tourist perceives "rural" as a safety place, with solid values, closely related to the traditional and romantic idea of "the good old days" and a simple lifestyle where one is treated respectfully and friendliness (Long, 1998). This dimension turns the art of hospitality especially relevant in rural tourism (PRIVETUR, 2012) which emphasize the individuality that characterize each rural space (Fleischer, 1997). Additionally, beautiful surroundings give the tourist a sense of perfect connection with nature (Kastenholz *et al.*, 1999). In research, this idea has an obvious constraint: it is more difficult to manage qualitative data. Regardless, this vision constitutes an opportunity for rural tourism business (DGADR, 2016).

The accommodation spectrum in rural tourism with respect to size and types goes from campgrounds, self-catering and bed-and-breakfast to full-catering establishments, including hotels/motels which confuses what constitutes rural tourism (Oppermann, 1996). This variety of offer is also reflected in the different types of tourism existent in the countryside like nature-based tourism, ecotourism, active tourism, adventure tourism, birdwatching, cultural tourism, gastronomic tourism, wine tourism, slow tourism, religious tourism, fishing tourism, nostalgic tourism and voluntarism (Privetur, 2012). Thus, it is very difficult to define what constitutes or not rural tourism due to this market complexity since, for instance, in the same rural trip the tourist can do wine, voluntarism and nostalgic tourism. Segmentation plays a fundamental role at this point.

1.1.1 Segmentation

Along with the definition of rural tourism, there was an evolution of the rural tourist (Pereales, 2002), which may be given to an interrelation between these two phenomena. The importance of segmentation lies in the understanding of the tourists' preferences and what are the suitable segments to each tourist destinations. As seen before, rural tourism market is very complex, meaning that the same product may be consumed differently by diverse tourists. Nevertheless, for rural tourism destinations to be sustainable and successful, segmentation needs to be effective (Lane, 1994b; Palacio & McCool, 1997; Butler & Hall, 1998; Roberts & Hall, 2001; Cai, A. L. & Mimi L., 2009). Rural tourists´ segmentation has been studied based on several criteria, such as: their inner motivations and expectations, benefits sought, pull and/or push factors and socio-economic profile (Kastenholz, 1999; Frochot, 2005 and Devesa et al., 2010). However, many authors recognize rural tourism is made by individuals with different characteristics, needs and wants, which leads to greater segmentation (Lane, 1994b; Sharpley & Sharpley, 1997; Román *et al.*, 2000; Roberts & Hall, 2001; Barke, 2004; Frochot, 2005; Molera & Albaladejo, 2007). This diversification notwithstanding, there is a broad consensus regarding rural tourists' socio-economic and demographic profile, as described in the table 1:

Rural Tourist Socio-economic and Demographic profile	
Gender	More females than males
Age	From 25 to 45 years-old
With whom	Usually with families or couples
Education	Upper-middle level
Profession	Average or higher/management positions
Income	Average-high income

Source: Cai A. L. & Mimi L., 2009; Shapley, 2002; Canada Tourism Commission, 2000; Frochot, 2005 and Ministry of Tourism and Recreation of Ontario, 2000.

Table 1 - Rural Tourist Socio-economic and Demographic Profile

Shoemaker & Shaw (2008) argued that not only there is no one best way to segment the market, but also there is no shortage of ways to do so. While demographic segments are easily measured and classified, they may also not be effective due to the variety of people's motivations, expectations and benefits sought (Park *et al*., 2014). On the other hand, psychographic variables are "questionable with regard to identifiability, validity and stability". In the end, each segmentation has pros and cons. Which has not prevented continuous new studies from seeking better ways to target rural tourists. According to Kastenholz *et al.* (1999), tourist markets can be segmented or subdivided in many different ways: geographic location, demographics, geodemographics, usage rates, price sensitivity, lifestyle, behaviour, and motivation are some of the most commonly used segmentation techniques in the tourism industry. Other types of segmentation, for instance based on benefits sought, has generally been found to predict behaviour better than the other more descriptive variables such as demographics and geographics aforementioned (Kastenholz *et al.*, 1999 and Moutinho, 2000).

By benefits sought

The users of this method to segment find little interest in quantities' segmentation methods due to their limitations, as mentioned before, in particular caused by visitors' varying perception of rural areas (Frochot, 2005). Kastenholz *et al.* (1999) suggested a segmentation based on benefits sought in the north and centre of Portugal. Four clusters were identified: "want-it-all ruralists", the youngest, mainly Portuguese and the group with less similarities with the other groups, who primarily value socializing and taking part in activities in a country setting, thus undervaluing the rural values associated with nature and local culture; "independent ruralists" value the opportunity to discover a region in a peaceful, comfortable and quiet atmosphere at their own pace. Consequently, they need the territory signed accurately and are moved by relatives' recommendations and non-commercial travel literature. Additionally they tend to be price sensitive; "traditional ruralists" seek a traditional way of life and a cultural and historical holiday. They are also less demanding than the other ruralists which may be related with their interest in preserving the destination authenticity and "environmental ruralists" desire an unpolluted environment, peace and quiet and plenty of activities for children's entertainment. Furthermore, this type of ruralist is typically the most assiduous one.

Later, Frochot (2005) applied the Kastenholz (1999) study to Scotland. The similar results allowed the conclusion that there is a pattern in between European countries although in different proportions. Molera & Albaladejo (2007) also reached similar conclusions, after identifying five clusters: The "family rural tourists", the biggest segment, emphasizes spending quality time in family and children's programs. They travel short distances and value independent and flexible trips; The "relax rural tourists" have as drivers the nature and peaceful facets of the destination in order to relax. They are independent travels who do not value activities, specifically rural activities; The "active rural tourists" are price sensitive and value small travel distances, also being the most involved in outdoor and cultural activities (excluding daily rural activities).; The "rural life tourists", as the name suggests, are the most interested in rural life activities, traditional gastronomy and relationships with local residents. "They are also very motivated by nature, quality of environment and relaxation"; The "tourists of rural accommodation", the smaller one, do not value nature, calm or relaxation. Their driver is to spend time with their friends. Surprisingly, the segmentation by benefit sought in South Korea led to similar results to those of European countries, considered a "mature" market in comparison with the Asian one (Park *et al.*, 2014). The main difference between Eastern and Western cultures is the motto to travel to the countryside: while in the European countries drivers are related with peaceful atmosphere and nostalgia for the "old times", Korean rural tourists are more willing to look for culture and learning about agriculture (Park & Yoon, 2009).

By target's motivations and expectations

Motivation, also meaning "push" factors, and satisfaction are two essential elements that determine individual behaviour in the field of tourism. "Push" factors are related to internal or emotional aspects, the "why", that can be the desire for escape, rest and relaxation, adventure or social interaction. "Pull" factors, the "where", are linked to external, situational or cognitive aspects, of which, attributes of the chosen destination, leisure infrastructure and cultural or natural features are examples. Nevertheless, these destination attributes may reinforce push motivations. (Crompton, 1979; Dann, 1977; Uysal & Jurowshi, 1994, Devesa *et al.,* 2010; Castaño *et al.*, 2003 and Yoon & Uysal, 2005). In the end, tourist demand is becoming increasingly independent, involved, and discriminatory in the destination selection process

(King, 2002). Devesa *et al.* (2010) identified 4 tourists' motivations segments, for instance: (i)"rest and relaxation visitors", the biggest one, value tranquillity and contact with nature, spend little money and look for escape from routine; (ii) visitors looking for cultural heritage and discovering new places making them long travel distance; (iii) short travel distance that enjoys practice sports and is looking for gastronomic and nature experiences; (iv) return tourists, whose main objective is to visit friends and relatives. Finally, the "general satisfiers" - any tourist segment will value - which are: treatment they received, gastronomy quality, opening hours, availability of services (restaurants and leisure activities) and tourist information. There are other items that have been pointed out in literature, such as the opportunities to explore different cultures, search for peace and solitude (Cai A. L. & Mimi L. 2009), environmental quality (Personen, 2002), the feeling of space and freedom, the search for authenticity and tradition. This latest item is connected with their expectation of friendly reception and relationship with the host. The activities engaged in are usually informal and unplanned (Kastenholz, 1999 and Molera & Albaladejo, 2007).

In general, rural tourism is not connected with luxury like wellness tourism. According to several studies on rural tourism, many of the rural tourists are motivated by the same factors as wellness tourists: they seek relaxation, escape from busy jobs, peace and quiet, sports, and healthy and good gastronomy. A rural holiday as a product means peace and quiet, an easy-going and warm atmosphere, nature, scenery and activities related to nature (Pesonen & Komppula, 2010).

1.2 Wellness tourism

Centuries ago, Romans and Greeks turned the wellness tourism into the oldest form of tourism. On the 18th and 19th century, the wellness touristic destinations were developed around unique nature features related with mineral healing waters, so called "health spas", where European aristocrats and the upper classes would travel under doctors' prescriptions for three weeks (Aron, 1999; Smith & Kelly, 2006; Personen & Komppula, 2010 and Speier, 2011). Nowadays, the wellness industry is more sophisticated. However, "opinions of what constitutes wellness diverge greatly" (Smith & Kelly, 2006). Firstly, Dunn (1959) defined ´wellness` as a special state of health, which implies a global sense of wellness, considering "the human being as a combination of body, spirit and soul, and dependent on his or her environment" (Medina-

Muñoz & Medina-Muñoz, 2013). The World Health Organisation (WHO, 2004) relates mental health with wellness definition as a "state of complete physical, mental and social wellness and not merely the absence of disease or infirmity." Adams (2003) mentioned the four main principles of wellness: its multi-dimensionality, balance, relative nature and perceptual concept. As such, wellness research and practice should be oriented towards identifying causes of wellness rather than causes of illness. On the other hand, Puczkó & Bachvarov (2005) identified the main dimensions of the wellness concept as social, physical, emotional, intellectual, environmental, spiritual and occupational.

The contemporary wellness tourism experience is related with psychological, spiritual or emotional wellness in addition to physical. It is not merely a passive form of tourism with a focus on escapism but tourists are now driven by the desire to actively seek enhanced wellness while also seeking a sense of community, a yoga retreat or pilgrimage, even though they are already active at home (Smith & Kelly, 2006). According to many authors, the concept of wellness involves elements of lifestyle, physical, mental and spiritual wellness, and one's relationship to oneself, others, and the environment. Additionally, happiness, quality of life, holistic practice and spiritual beliefs are also associated, despite the fact that one can easily be healthy but not so in the case of happiness (Bushell & Sheldon, 2009 and Smith & Puczkó, 2009). In the end, we can argue that the concepts of health and happiness, while different, are both included in wellness concept (Saracci, 1997). Nature experiences are an essential part of the wellness experience in the context of Alpine Wellness (Konu, 2010). Therefore, wellness tourism often happens in rural areas. Accordingly, many wellness centres are located beside the ocean or on a mountain top (De Botton, 2002). In this sense wellness tourism could be regarded as rural tourism, but could rural tourism be regarded as a form of wellness tourism?

Today, health tourism has assumed the brand image of the original and classic "Thermalism", encompassing an endless variety of services that have health and leisure in common and where water, due to its natural relationship with the essence of the human being, remains one of the main elements, albeit used in different ways, with different objectives and alongside new techniques. "Where there is no consensus, however, is in the fact that wellness no longer constitutes the mere physical nature of the body" (Smith & Kelly, 2006). Now, in the early 21st century postmodern western societies are witnessing the rebirth and reinvention of health tourism looking for the myth of eternal life and youth - founded on new ideologies,

concepts, spaces and services mostly dominated by the desired for well-being expressed by the spa ideal. This has a special impact in boosting the wellness and health tourism (Fox & Ward, 2006 and Silva Gustavo, 2010). As underlined by Smith & Kelly (2006), wellness is not seen as a destination, becoming instead a journey which is the most important. Thus, the wellness destinations play an alternative role: the role of self-discovery in a calm environment, free from the obligations of home. The same study states that "wellness is not a static concept and is subjective and relative, thus always in flux".

1.2.1 Spa

"Interest in spas has emerged and reached a more mature stage as a response to people's desire for well-being of wellness" (Cohen, 2008). Together with globalization, liberalization of markets, information technology, marketing expertise and expansion, it has led to the development of new and existing services and a more diverse range of prices and solutions that fit a larger number of people, which results on the increase of both spa services demand and supply (Messerli & Oyama, 2004). The USA is still leading but Europe is increasingly improving its offer in every way (Silva Gustavo, 2010).

Throughout the years, spa's concept has been evolving. Today's spa is a democratic place where, besides appearance, one can focus on fitness activities, stress management, peace of mind, pampering, health and wellness (Sherman *et al*., 2007). According to the International Spa Association (ISPA), spas are the drivers as "places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit". Today´s travellers are increasingly looking for spa services as part of their accommodation at hotels, which means offering spa facilities and services could help to increase its competitiveness (Mak *et al.*, 2009 and Tsai *et al*., 2012).

Profiles & Motivations

Studies on motivations of rural tourism are more commonplace than studies on wellness tourism. In fact, there are few studies showing empirical evidence about spa-goers profiling (Bushell & Sheldon, 2009; Chen & Prebensen, 2009; Personen & Komppula, 2010 and Smith & Puczkó, 2009). Notwithstanding, according to Jang *et al*. (2009), spa-goers value the same

characteristics than rural tourists in general albeit with different strength. Wellness tourists and spa goers are typically baby boomers and active health seeking female clients (aged late 30s to mid-50s), highly educated, with top management or expert professions, without dependants, living in a urban area and earning a monthly net household income of 3,000 euros (House of Lords, 2000 and Silva Gustavo, 2010). She typically travels with her spouse less than once a year to a rural destination where she has lived during her childhood (Personen & Komppula, 2010). Although the female spa-goers' market is significantly bigger than the male market, the latter has been increasing by a higher degree. It is relevant to highlight that there are differences between genders in the usage patterns, not only in terms of motivations but also in the way to use. As a consequence, the idea of developing products specialized and promoting a male-friendly experience to male consumers is broadly accepted (Johanson, 2004; Sherman *et al.*, 2007 and Tsai *et al.*, 2012).

The main motivation drivers to frequent spas are: relaxation (Mak *et al*., 2009; Koh *et al.*, 2010; Personen & Komppula, 2010; Silva Gustavo, 2010; Medina-Muñoz & Medina-Muñoz, 2013), rejuvenation (Koh *et al.*, 2010; Tsai *et al.*, 2012), calm atmospheres (Personen & Komppula, 2010), relief and health (Mak et al., 2009 and Koh, et al., 2010). In general, the wellness segment values health, the body, the environment and landscape, social justice, personal development and sustainability (Silva Gustavo, 2010), as well as privacy and spending time out in nature, more so than other segments. This segment is also more demanding when it comes to service level, possibly because those who frequent spas while on holidays are used to do it while at home as well. They are usually looking for relieving from the everyday life stress and work and social pressure and valuing privacy (Sherman *et al.*, 2007 and Personen & Komppula, 2010). Koh, *et al.* (2010) also identified the social factor as the desired to share a special, pleasant experience with family and friends while relaxing and meeting other health-conscious people on the spa setting. Finally, Medina-Muñoz & Medina-Muñoz (2013) developed a relevant study in a resort context that also enriches the understanding of what the spa-goers value in a rural tourism destination: (1) natural conditions of the destination and the relaxing environment of the accommodation, (2) differentiation based on personalized and professional attention, (3) price competitiveness, (4) attractiveness of the offer of wellness treatments and centres, (5) the business offer complementary to the wellness treatments and (6) the offer of sports activities.

The spa services supply

In fact, "gone are the days of spas offering only massages and facials" (Sherman *et al*, 2007). Following-up this statement, Smith & Puczkó (2009:134), identified four different types of spas - traditional spas, hotels and day spas, purpose-built recreational spas, seaside resorts and thalassotherapy centres - as well as five other types of wellness, namely holistic retreat centres, yoga centres, meditation retreats and medical centres. The International spa Association (Ispa) further specifies the spa's offer, adding the following types: club spa, cruise ship area, destination spa, medical spa and mineral springs spa. Silva Gustavo (2010) adds the theme of the spa's concept (zen, spirituals, romantic/honeymoon, luxury), placement (mountain spa, ski spa, golf spa or beach spa) but also the range of existent services, such as different therapies with different kinds of water, oils, wine, milk, chocolate, minerals, sand, aromas, etc.

Given that rural wellness tourism has recently become a trend, there are few studies on this regard. This study is then unique in many ways and it aims to help rural tourism entrepreneurs understand the influence of spa as a decision factor in the rural accommodation process of choice. As well as, who are the rural wellness tourists, in which way they consume rural tourism, what are their motivations and, finally, what is relevant for them. Hopefully, the information provided will help entrepreneurs to take more informed decisions when investing spa facilities and services for their rural tourism businesses.

2. METHODOLOGY

2.1 Population

The study population includes rural tourists worldwide, with a variety of characteristics. The objective was to reach as many individuals as possible. Quotas were not considered since the average spa-goer and the rural tourist profile are not significantly diversified between countries (Silva Gustavo, 2010). The sample for the present study was collected from a population with diverse origins and backgrounds – several different countries, scattered age-groups and distinct social and cultural roots - who did Rural Tourism on at least one occasion.

2.2 Sample collection

In order to reach this population, a survey was applied based on the literature review. The data collection period ranged from 19th of July to 25th of August 2016. A pilot study was conducted before administering the final survey, thereby ensuring that the "survey questions operate well" and "the research instrument as a whole functions well" (Bryman, 2012). The survey was pretested by a sample of 10 respondents aging from 20 to 58 years. Sample test background included rural tourism clients, people who frequent spas and academics, in order to balance the different points-of-view on the subject. Due to the cost and time required to work with a probability sample, a non-probability sample (or non-random sample) was chosen in both methods – pre-test and final survey. The first type of non-probability sampling, named convenience sampling, was used on the questionnaire pre-test interviews in the pilot study, mentioned above. These interviews improved the content and clarity of the questionnaire and resulted in an improved final version. The survey was available in both Portuguese and English languages, to allow foreign respondents to answer without any difficulties. No additional languages were provided since targeted respondents were at ease with the English language. On the second phase, the final self-completion questionnaire was distributed in two different ways: paper format, using the postal questionnaire form (Bryman, 2012 p. 232) through prepaid reply envelope (50 units were distributed). This format allowed the research to reach older respondents who do not have the knowledge necessary to answer an online survey. This source had a response rate of 88%. The second method of distribution was through a web survey targeted on several online channels such as email and social networks. To facilitate this process, a dynamic online link was provided, generated by the online survey software eSurvey Creator. The sample included organizations and groups dedicated to rural affairs or with a keen interest on that subject. Thus, the second phase was conducted using the snowball sampling. Through the different online channels and due to the nature of the snowball sampling method, the response rate could not be measured. In order to ensure that the survey was being applied uniformly to the sample group, the first question contained the definition of Rural Tourism. Although there is no empirical consensus about the Rural Tourism definition, for the purpose of conducting this questionnaire, the one chosen was:

- “Rural Tourism is the tourism that takes place in the ‘countryside’ (Lane, 1994a).

People who answered “Yes” to the question “Do you travel outside the major urban centres?” were allowed to respond to the remaining questionnaire.

The definition of spa used in the questionnaire was:

- “Spas are places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit" (Ispa,1991).

Confidentiality regarding all the information collected was a paramount priority and was safeguarded throughout the whole data collection process. Accordingly, the “Anonymous Survey” setting was selected in the web questionnaire, thus suppressing the connection between mail distribution and the participant IDs, which ensured the intended anonymity. On the other hand, it was very important to allow only one response per person. In order to prevent multiple participation, the option of locking the participants’ browser session ID and setting a cookie that prevents, as well as possible, the same person to participate twice were selected, while allowing people using the same IP address to answer the questionnaire (e.g.: companies, hotspots, etc.).

The survey questionnaire

The survey instrument (picture 1, appendix A) was organised in four sections named introduction, rural tourism, spa and respondent sociodemographic profile. In the first section, the introduction, the motivations of this survey were explained and my student email address was made available to answer any question that could came up to the respondents. None was received. In the second section, the first question defined, as previously mentioned, what would be the sample of this study. Respondents who answered *yes* to Lane’s definition (1994a), were confronted by the following questions: with which frequency did they do tourism outside the major urban centres, what was the duration of the last stay and with whom did they frequent the rural tourism accommodation (Frochot, 2005) on that last stay. Placing the emphasis on the last stay generates more accurate information by respondents (Gilbert, 2008). Respondents who answered *no* were directly taken to the fourth section, to fill all the respondent sociodemographic

profile. Then, respondents were questioned about their main reason to stay in a rural tourism accommodation (Kastenholz, 1999 and Personen & Komppula, 2010) and what were the main sources of information they used to choose it. In the last one, it was given the opportunity to choose up to three options. Finally, respondents were invited to evaluate the importance of the 18 characteristics presented in a table by using a five point Likert scale where value one corresponded to "not important" and value five to "very important". The featured characteristics were: brand's image, history of accommodation, design, environmental responsibility, price, comfort, service, activities, workshops, gastronomy, Wi-Fi, spa, outdoor swimming pool, indoor swimming pool, garden, gymnasium, accesses and free parking (Smith & Kelly, 2006; Molera & Albaladejo, 2007; Park, 2002). Finally, respondents had to indicate what was the most important characteristic from all the aforementioned ones. In the third section, respondents were inquired about their spa preferences in the rural tourism context. The spa's definition mentioned before was available before the first question. Then, the first question requested them to stipulate in what extent they agreed with the following statements, corresponding to the moment when they chose the rural tourism accommodation:

- The existence of a spa is a decisive factor for choosing the rural tourism accommodation.
- I appreciate the availability of a spa, however, I do not regularly use their services.
- Only use spas through promotional packages and/or vouchers.
- I prefer that the spa services come included in promotional packages of rural tourism properties.
- When consuming spa services, I prefer that the price of the service(s) that I used come detailed in the bill.

These statements are in accordance with Personen & Komppula (2010), adapted for this specific study. Once again, a Likert scale of 5 levels was used, where one corresponded to strongly disagree, two to disagree, three to neither agree nor disagree, four to agree and five to strongly agree. Similarly to the second section, a table was presented requesting respondents to choose in which level the following 17 characteristics were important when looking for a rural tourism accommodation where a spa is available: attentive staff, change in routine, exclusivity, free nature exploration, healthy gastronomy, healthy lifestyle, increase my knowledge of the

rural environment, indoor activities available, low population density, luxury, outdoor activities available, peace and quiet, rejuvenation, relaxing, solitude, traditional gastronomy and zen activities (Smith & Kelly, 2006; Mak et al.,, 2009; Gustavo, 2010; Koh *et al*., 2010; Personen & Komppula, 2010 and Hallmann *et al.*, 2012). The same scale was used. Furthermore, respondents had to choose up to three spa's services that they value the most, from the following pre-defined list: aromatherapy, Turkish bath, whirlpool tub, oriental massage, custom massage, traditional massage, massage for two, steam room, aesthetics service, body treatment, facial treatment, personalized treatment (Sherman et al., 2007; Gustavo, 2010 and Ritz Four Seasons Lisbon, 2016). In addition to the "others" option, respondents could also choose the "do not know" option. The following scenario was presented in order for the sampled respondents to mention what price they would be willing to pay for a massage on the back and feet with a total duration of 60 minutes:

> "Description of the experience:
>
> Location in a Rural Tourism accommodation evaluated as high quality in Serra da Estrela, countryside of Portugal, Europe. The spa has a zen and modern atmosphere; certified professionals; offer of tea and cookies from region after the massage as well as free to use slippers, bathrobe and locker; fully equipped bathhouse and spa's infrastructure separated from infrastructure where the bedrooms are located and 2 minutes from the room where you are staying."

The group values to be selected were: less than 25€, from 25€ to 49.99€, from 50€ to 74.44€, 75€ to 99.99€, from 100€ to 124.99€, from 125€ to 150€, more than 150€. The offer and prices selected were based on the offer for October 2016 of Areias do Seixo, Casa das Penhas Douradas, Herdade de Água d'Alte, Pousada Serra da Estrela, Quinta dos Machados and Ritz Four Seasons Lisbon. Finally, the last section, was related with the sociodemographic profile of the respondent where gender, group age, nationality, number of children, education level and net monthly household income were requested.

2.3 Data analysis

The preliminary analysis resulted in 6 research questions that were analysed using two different methods. The questions were:

1. Does the importance of accommodation features differ between male and female?
2. Do spa profile preferences differ between male and female?
3. Do the motives to choose a countryside accommodation differ between male and female?
4. Does the importance of accommodation features differ across age, level of education or number of children?
5. Do spa profile preferences differ based on age, level of education or number of children?
6. Do the motives to choose a countryside accommodation differ based on age, level of education or number of children?

Firstly, to analyse the first 3 research questions, an independent sample t-student test was conducted to assess if differences existed on a dependent variable by an independent variable. An independent samples t-student test is the appropriate statistical test when the purpose of research is to assess if differences exist on a continuous (interval/ratio) dependent variable by a dichotomous (2 groups) independent variable (Laureano, 2013 and Marôco, 2014). The continuous variable is a dependent variable. The dichotomous independent variable is an independent variable with groups: male and female. The assumptions of normality and homogeneity of variance were assessed. Normality assumes that the scores are normally distributed (bell-shaped) and are assessed using the One-Sample Kolmogorov-Smirnov (K-S) test. Homogeneity of variance assumes that both groups have equal error variances and are assessed using Levene's Test for the equality of error variances. The t-student test are two- tailed with the probability of rejecting the null hypothesis when it is true set at $p < 0.05$. This ensures a 95% certainty that the differences did not occur by chance.

Secondly, to analyse the last 3 research questions, an analysis of variance (one-way ANOVA) was conducted to determine if there was a significant difference on any of the dependent variables by age, level of education and number of children. One-way ANOVA is an appropriate statistical analysis when the purpose of research is to assess if mean differences exist

on one continuous dependent variable by an independent variable with two or more discrete groups (Laureano, 2013 and Marôco, 2014). The dependent variables in this analysis were: importance of accommodation features, spa profile preferences, motives to choose a countryside accommodation; and the discrete groups of independent variables are: age, level of education and number of children.

Finally, a cluster analysis was applied in order to determine the meanings between organisms by placing the relatively similar organisms in the same group. Once the organisms were grouped, the characteristics of each group were analysed in order to determine whether or not they were different species (Reis, 2001). The study of perceptions and behaviours, commonly used in marketing research, offers a useful picture of the differences and commonalities between the segmentation of groups. By mapping the importance given to accommodation features, Spa preferences and motives to choose a Rural tourism accommodation, and by identifying characteristics associated with travelling lifestyle, we gained some understanding on how individuals were organized in accommodation features most valued and spa preferences. In order to get a whole and integrated picture of the type of clients, we combined importance of accommodation features, spa profile preferences and motives to choose a countryside accommodation. For that purpose, we ran a two-step cluster analysis, based on the Schwarz's Bayesian method and computing the Log-Likelihood distances. Our initial analysis started with the input of 12 variables, after analysing predictor importance, 10 active variables were kept for clustering.

Assumption of normality

The K-S was used to test normality of population distribution for each groups (table 4, appendix B). The K-S test is one of the few where non-significant difference ($p > 0.05$) is the desired outcome since this is an important assumption (table 5, appendix B) of parametric tests such as t-student test and ANOVA. To make comparisons between different variables easier, all variables were centred by deducting their respective means.

3. RESULTS

3.1 Sample description

A total of 455 individuals replied to the questionnaire. However, 113 questionnaires were not used in this study. There were 70 incomplete questionnaires and, additionally, 43 people responded that they did not do tourism outside the major urban areas, which was an exclusion factor. Therefore, from the surveys distributed, a final sample size of 342 collaborators was obtained. The values were distributed in the following way:

Socio-demographic profile of respondents/sample (n=342)					
Variable	**N**	**%**	**Variable**	**N**	**%**
Gender			**Education**		
Female	216	63.16%	Basic/High Education	29	8.48%
Male	124	36.26%	Bachelor/Post-graduation	175	51.16%
Other	2	0.58%	Master/PhD	138	40.35%
Age Group			**Number of children**		
≤ 25 years	77	22.51%	No	187	54.68%
26 - 30 years	59	17.25%	Yes, 1 child	57	16.67%
31 - 40 years	75	21.93%	Yes, 2 children	75	21.93%
41 - 50 years	63	18.42%	Yes, 3 or more children	23	6.72%
≥ 51 years	68	19.89%	**Net monthly household income**		
Nationality			≤ 1000€	56	16.37%
Portugal	314	91.81%	1001€ - 2500€	142	41.52%
Brazil	6	1.75%	2501€ - 4000€	85	24.85%
Spain	4	1.17%	≥ 4001€	59	17.25%
USA	3	0.88%			
Greece	3	0.88%			
Others	12	3.51%			

Table 2 - Descriptive results for sociodemographic profile of respondents

As shown in table 6 (appendix C), 88% of respondents travel outside major urban centres, 63.1% with their partner, traveling to the countryside in average 2.51 times a year (M = 2.51; DP

= .85), and staying in average 3 nights (M = 2.76; DP = 1.10). The three main sources of information used when deciding about countryside accommodation were online travel agencies (15.8%), advice of friends (15.5%) and website w/ reviews (12%) (table 7, appendix C). The characteristics most valuable for respondents are "comfort" (40.4%), "price" (19.3%) and "service" (12.3%) (table 8, appendix C). On the other hand, the most relevant factors for respondents related with accommodation where spa is available are: "relaxing" (21.6%), at first place, "peace and quiet" and "change in routine" (27.4%). The majority of respondents (57%) are willing to pay for a massage up to 49.99 €, however 21.1% would pay until 74.99€ (tables 9 and 11, appendix C). In terms of spa services, the "custom massage" is the most preferred option (16.2%), briefly followed by the "whirlpool tub" (15.5%) (table 10, appendix C).

3.2 Variables

Accommodation features.

A Principal Component Analysis (PCA) was conducted on the 18 items with orthogonal rotation (varimax) where gastronomy, price, comfort, service, activities, garden, free parking and history of accommodation items were dropped because Kaiser–Meyer–Olkin (KMO) values for individual items were below the acceptable limit of .5 (Field, 2009). PCA was conducted on the remaining 10 items - brand´s image, design, workshops, Wi-Fi, spa, outdoor swimming pool, indoor swimming pool, gymnasium and accessibilities. The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = .79, and all KMO values for individual items were > .5. Bartlett's test of sphericity χ^2 (342) = 790.243, p < .000, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. Six components had eigenvalues over Kaiser's criterion of 1 and in combination explained 68.32% of the variance. Given the convergence of the scree plot and Kaiser's criterion on four components, this was the number of components that were retained in the final analysis. The items that cluster on the same components suggest that component 1 represents 'facilities features' (indoor swimming pool, spa, outdoor swimming pool, gymnasium, activities), component 2 represents 'quality features' (comfort and service), component 3 represents 'design features' (design, brand's image), and component 4 is related with 'environmental concerns' regarding the accommodation's environmental responsibility. The

reliability for each subscale was: accommodation facilities, Cronbach's α = .79; quality features, Cronbach's α = .70; and design features, Cronbach's α = .52. Environmental concerns variable is a single item.

Spa profile preferences.

A PCA was conducted on the 5 items with orthogonal rotation (varimax). The KMO measure verified the sampling adequacy for the analysis, KMO = .504, and all KMO values for individual items were > .5. Bartlett's test of sphericity χ^2 (342) = 86.055, $p < .000$, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. Two components had eigenvalues over Kaiser's criterion of 1 and in combination explained 65.87% of the variance. The items that cluster on the same components suggest that component 1 represents 'spa pre-contemplators' (i.e. only use spas through promotional packages and/or vouchers; I appreciate the availability of a spa, however I do not regularly use their services.). The 'spa pre-contemplator' values the availability of a spa but not as a decisive factor for choosing a rural tourism accommodation. Component 2 represents 'spa contemplators' (i.e. I prefer that the spa services come included in promotional packages of rural tourism; the existence of a spa is a decisive factor for choosing the rural tourism accommodation). The 'spa contemplator' has the existence of spa as an indispensable factor for choosing a rural tourism accommodation. The reliability for spa pre-contemplators subscale was Cronbach's α = .46 while the reliability for spa contemplators subscale was Cronbach's α = .37. Despite the low reliability of the subscales, inter item correlation was moderate. Item "only use spas through promotional packages and/or vouchers" correlated moderately with "I appreciate the availability of a spa, however I do not regularly use their services." (r(342)=.30, p=.000). And item "I appreciate the availability of a spa, however I do not regularly use their services" correlated moderately with "the existence of a spa is a decisive factor for choosing the rural tourism accommodation" (r(342)=.23, p=.000).

Rural tourism accommodation´s choice factors.

A PCA was conducted on the 17 items with orthogonal rotation (varimax). "Low population density" and "traditional gastronomy" items were dropped because KMO values for individual items were below the acceptable limit of .5 (Field, 2009). PCA was conducted on the

remaining 10 items. The KMO measure verified the sampling adequacy for the analysis, KMO = .79, and all KMO values for individual items were > .5. Bartlett's test of sphericity χ^2 (342) = 1309.700, $p < .000$, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. Five components had eigenvalues over Kaiser's criterion of 1 and in combination explained 62.90% of the variance. The items that cluster on the same components suggest that component 1 represents the 'rural experience' (free nature exploration, increase my knowledge of rural environment, healthy lifestyle, healthy gastronomy), component 2 represents the 'relaxing experience' (relaxing, escape from daily routine, peace and quiet, rejuvenation), component 3 the 'sports experience' (indoor activities available, zen activities, outdoor activities available), component 4 is related with the 'luxury experience' (luxury and exclusivity), and component 5 represents the 'affective experience' (attentive staff, solitude). The reliability for each subscale was: Component 1, Cronbach's $\alpha = .75$; Component 2, Cronbach's $\alpha = .73$; Component 3, Cronbach's $\alpha = .66$, Component 4, Cronbach's $\alpha = .54$ and Component 5, Cronbach's $\alpha = .16$. The affective experience subscale showed reliability below the acceptable limit of .50 (Field, 2009) and therefore were not used in further analysis.

3.3 Preliminary analysis

Traveling outside major urban centres

A series of chi-square tests of independence were performed to examine the relation between sociodemographic variables and traveling outside major urban centres travel preferences. Men and women respondents showed similar patterns of responses regarding their preferences about traveling outside major urban centres χ^2 (2, 382)=.408, p=.82. Age χ^2 (2, 382)=.408, p=.34 and number of children χ^2 (3, 382)=.3.389, p=.82 revealed a non-significant relation with traveling outside major urban centres. Level of education showed a significant relation with travelling more outside major urban centres χ2 (2, 382)=35.643, p=.000. Of all respondents who said not to travel outside major urban centres, 39.54% have a lower level of education (e.g. Basic/High Education), while those who said they travel outside major urban centres have a higher level of formal education (51.2% Bachelor; 40.4% Master/PhD).

Frequency of traveling and length of staying in a countryside accommodation

We performed correlational analysis to examine the relation between sociodemographic variables and the frequency of travelling to and the length of stay in a countryside accommodation. We found no significant relationship between gender, age and number of children with frequency of travelling and the length of stay. However we found a significant association between level of education [$r(342)=.121$, $p=.025$], income (342)=. 200, $p=.000$ and frequency of traveling. More educated respondents had a higher frequency of travels outside major urban centres, the same pattern that was obtained for respondents with higher income. Interestingly, we found differences in the association between frequency of traveling and length of staying $r(342)= -.120$, $p=.03$, where those who travel more often tend to have a shorter stay.

With whom

A series of chi-square tests of independence were performed to examine the relation between sociodemographic variables and with whom they travelled the last time. Gender, education level and the number of children revealed a non-significant relation with whom they travel and respondent's. Differences were found for age $\chi 2$ (24, 382)=132.468, $p=.000$ and number of children $\chi 2$ (18, 382)=149.65, p=.000. 66% of younger respondents (≤ 30 years) travelled with friends or with parents (87.1%), while older respondents travelled with their partners.

Main reasons to stay in a countryside accommodation

We conducted a series of chi-square tests of independence to examine the relation between sociodemographic variables and the top five reasons as identified by the survey respondents. Gender, age, level of education revealed a non-significant association with main reasons to go on countryside accommodation. Number of children showed a significant associated with reasons to choose to go on vacation in the countryside χ^2 (6, 382)=12.392, $p=.05$. More than 50% of respondents who chose the categories "escape from daily routine", "nature" and "new experiences" and "peace and quiet" have no children; while 83.3 % of those who highlighted "having time with the family" have at least, one children. The results suggest that

those who travel with children and family and those who travel without may prioritize their motives in different ways.

3.4 Gender differences

A t-student test was undertaken to understand the role of gender differences in the importance of accommodation features, spa profile preferences and motives to choose a countryside accommodation.

Importance of accommodation features

In order to find out if the importance of accommodation features differs from male and female, an independent samples t-student test was applied in the accommodations features previously analysed: facilities, quality, design and environmental concerns. Results indicated that there are non-statistical differences on 'facilities features', t(338) = -.303, p =.76; 'quality features' t(338) = -1.273, p =.20; 'design features', t(338) = .379, p =.71; and 'environmental concerns' t(338) = .386, p=.70, by gender.

Spa profile preferences

Descriptive results showed that respondents tend to have a similar profile as a 'spa pre-contemplators' (M = 3.05; DP = 0.89) and as 'spa contemplators' (M = 3.02; DP = .83). Results from an independent samples t-student test indicated that there are non-significant statistical differences on spa profile preferences. Men and women presented a similar profile as 'spa pre-contemplators' t(338) = -1.556, p =.12 and 'spa contemplators' t(338) = -.641, p =.52.

Rural tourism accommodations choice's factors

Descriptive results showed that when looking for a countryside accommodation with spa services available, respondents tend to value most characteristics that allow people to cope with daily stress, namely, the characteristics that allow changing the routine and having peaceful and quiet moments (M = 4.09; DP = 0.63). Secondly, respondents tend to value factors related with rural experience (M=3.95; DP=0.64) and thirdly factors related with the availability of sport experiences - indoor, outdoor, zen activities - provided by the countryside accommodation (M =

3.17; DP = 0.79). Lastly, accommodation's factors related with the luxury experience are not as valued (M = 3.00; DP = 0 .81).

Results from an independent samples t-student test indicated that men (M = 4.15, SD = .71, N = 216) scored much higher than women (M = 4, SD = .71, N = 124) on the relaxing experience component, t(338)=-2.199, *p*=<.05, two-tailed. The difference of -.16 scale points large, and the 95% confidence interval around the difference between the group means was relatively precise (-.30 to -.02). These results suggest that men looking for a countryside accommodation with spa services assign higher importance to the relaxing experience component than women. Gender did not statistically differ on rural experience t(338) = .819, *p* <41; on sportive experience t(338) = -1.00, *p*=.32; and on luxury experience t(338) = -.564, *p*=.57.

3.5 Sociodemographic differences

An ANOVA test was applied to understand the sociodemographic differences in the importance of accommodation features, spa profile preferences and motives to choose a countryside accommodation.

Importance of accommodation features

A one-way between subjects ANOVA was conducted to compare the effect of age, level of education and number of children on the degree of importance assigned to some accommodation features: facilities features, quality features, design features and environmental concerns. For facilities features, tests of between subjects effects revealed a significant effect of age [F(4, 329) = 3.153, *p* = 0.02] and level of education [F(2, 329) = 1.847, *p* = 0.05]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the ≤ 25 years (M = 2.83.94, SD = .14) was significantly lower when comparing with older respondents such as 26 - 30 years (M = 3.29, SD = 0.15), 31 - 40 years M = 3.18, SD = 0.11), 41 - 50 years M = 3.26, SD = 0.11), or ≥ 51 years M = 3.15, SD = 0.11). Tukey HSD test also indicated that the mean score for the bachelor (M = 3.26, SD =.08) was significantly higher when comparing with master/PhD level of education (M = 3.04, SD = 0.08). However, those with lower level of education did not significantly differ from bachelor or master/PhD. Taken together, these results suggest that older

respondents assign higher importance to sports facilities (swimming pool, spa) than the younger respondents, as well as those with bachelor degree. Additionally, the results suggest that when respondents have a bachelor degree they tend to value more this accommodation feature than when they have a lower degree; and importantly, those with the highest level of education (e.g. Master or PhD) tend to assign lower importance to sports facilities (swimming pool, spa). For quality features tests of between subjects effects revealed a non-statistical significant effect of age [F(4, 329) = .373, p = 0.828], level of education [F(2, 329) = .854, p = 0.43], number of children [F(3, 329) = .653, p = 0.58] or income [F(3, 329) = 1.509, p = 0.21]. For design features tests of between subjects effects revealed a non-statistical significant effect of age [F(4, 329) = 1.827, p = 0.12] level of education [F(2, 329) = 1.724, p = 0.18], number of children [F(3, 329) = .043, p = .99] or income [F(3, 329) =.774, p = 0.51]. Lastly, there was a non-significant statistical effect of amount of sociodemographic variables on environmental concerns [F(4, 329) = 1.73, p = .14].

Spa profile preferences

A one-way between subjects ANOVA was conducted to compare the effect of age, level of education and number of children on the two types of spa profile preferences: spa pre-contemplators and spa contemplators. For spa pre-contemplators, tests of between subjects effects revealed a significant effect of age [F(4, 342) = 4.635, p =.001, η_p^2 = .053].and a marginal effect for number of children [F(3, 342) = 2.263, p =.081, η_p^2 = .020]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the ≤ 25 years was significantly higher when comparing with older respondents such as 41 - 50 years (p =. 008) and ≥ 51 years (p=. 001). Taken together, these results suggest that, on average, younger respondents tend to agree more (M=3.576; DP=.155) that they value the spa availability but they don't use it or only use it through promotional packages, when compared with older respondents as those ranging from 31 - 40 years (M=3.112; DP=.122), 41 - 50 years (M=2.820; DP=.01) or ≥ 51 years (M=2.911; DP=.117).

Regarding the number of children, post hoc comparisons indicated that couples with no children differ significantly from those who have two (p=.027) or more children (p=.036). these results suggest that, on average, individuals with no children tend to be less pre-contemplators, i.e. tend to value less spa availability, or tend to use spa's only through promotional packages,

when compared with those individuals with two (M=3.30; DP=.13) or more than two children (M=3.41; DP=.20).

Rural tourism accommodation's factors of choice

A one-way between subjects ANOVA was conducted to compare the effect of age, level of education and number of children on the motives to choose a countryside accommodation with spa. There was a non-significant statistical effect of sociodemographic variables on facilities features: age [F(4, 329) = . 730, p = .57], education level [F(2, 329) = . 29, p = .748], number of children [F(3, 329) = . 376, p = .77], and level of economic income [F(3, 329) = .421, p = .73]. There was a non-significant statistical effect of sociodemographic variables on quality features: age [F(4, 329) =.373, p = .82], education level F(2, 329) =.854, p =.43, number of children [F(3, 329) =.653, p =.58], and level of economic income [F(3, 329) = 1.509, p =.212]. We also found a non-significant statistical effect of sociodemographic variables on design features*:* age [F(4, 329)=1.827, p =.12], education level [F(2, 329) =1.724, p =.18] , number of children [F(3, 329) =.043, p =.99], and level of economic income [F(3, 329) = .774, p =.51].

For environmental concerns, tests of between subjects effects reveals a significant effect of age [F(4, 329) = 4.388, p =.002] and number of children [F(3, 329) = 1.703, p =.05]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the ≤ 25 years (M = 2.54, SD =.143) was significantly lower when comparing with older respondents such as 26 - 30 years (M = 2.9, SD = .15), 31 - 40 years (M = 3.09, SD = .11), 41 - 50 years (M = 3.19, SD = .12), or ≥ 51 years (M = 2.92, SD =.11). Also, Tukey HSD test indicated that the mean score for those with no children (M = 3.19, SD = .09), was higher when comparing with those with one child (M = 2.8, SD = .13), or with 3 or more children (M = 2.7, SD = .18). Taken together, these results suggest that respondents who value most factors related with luxury features (luxury and exclusivity) of the accommodation are older and mostly have no children.

3.6 Clusters analysis

The active variables were: facilities features, quality features, design features, environmental concerns, rural experience, relaxing experience, sports experience, luxury experience and spa profile preferences: spa contemplators and spa pre-contemplators. We found

a solution of 2 clusters as the more accurate one, in the sense of marketing and statistical intelligibility. By analysing the mean scores of the 10 active variables belonging to the two clusters, we were able to characterize the two customer's profiles: "High Spa Profile Preferences and Features" and "Low Spa Profile Preferences and Features". The Silhouette measure of cohesion and separation was 0.3 (table 68, appendix G). The size of Cluster 1 was 55.3% and size of Cluster 2 was 44.7% with a ratio of sizes = 1.24 (table 69, appendix G).

The table 69 illustrates some of the main characteristics of the clusters based on the mean scores of the active variables. The larger cluster, which represents 55.3% of the respondents, is characterized by the individuals with a stronger preference for facilities features (M=3.57), searching for a sports experience (M=3.549) and filling the profile as a spa contemplator (M=3.40). Due to the stronger preference for facilities features (e.g. indoor swimming pool, spa, outdoor swimming pool, and gymnasium) and for a sports experience (e.g. indoor/outdoor activities and Zen activities) coupled with a spa contemplator profile, we called this cluster as the "High Spa Preferences and Features" profile. The second cluster, which represents 44.7% of the respondents, is characterized by the individuals with a weaker preference for facilities features (M=2.52), and for a sports experience (M=2.73) and with a low profile as a spa contemplator (M=2.55). This change in the strength of the preferences for spa preferences and features associated with spa experiences, drove us to name this cluster the "Low Spa Profile Preferences and Features" profile.

Legend of table 3 on the page 28:

Cluster 1 - spa contemplators
Cluster 2 - spa pre-contemplators

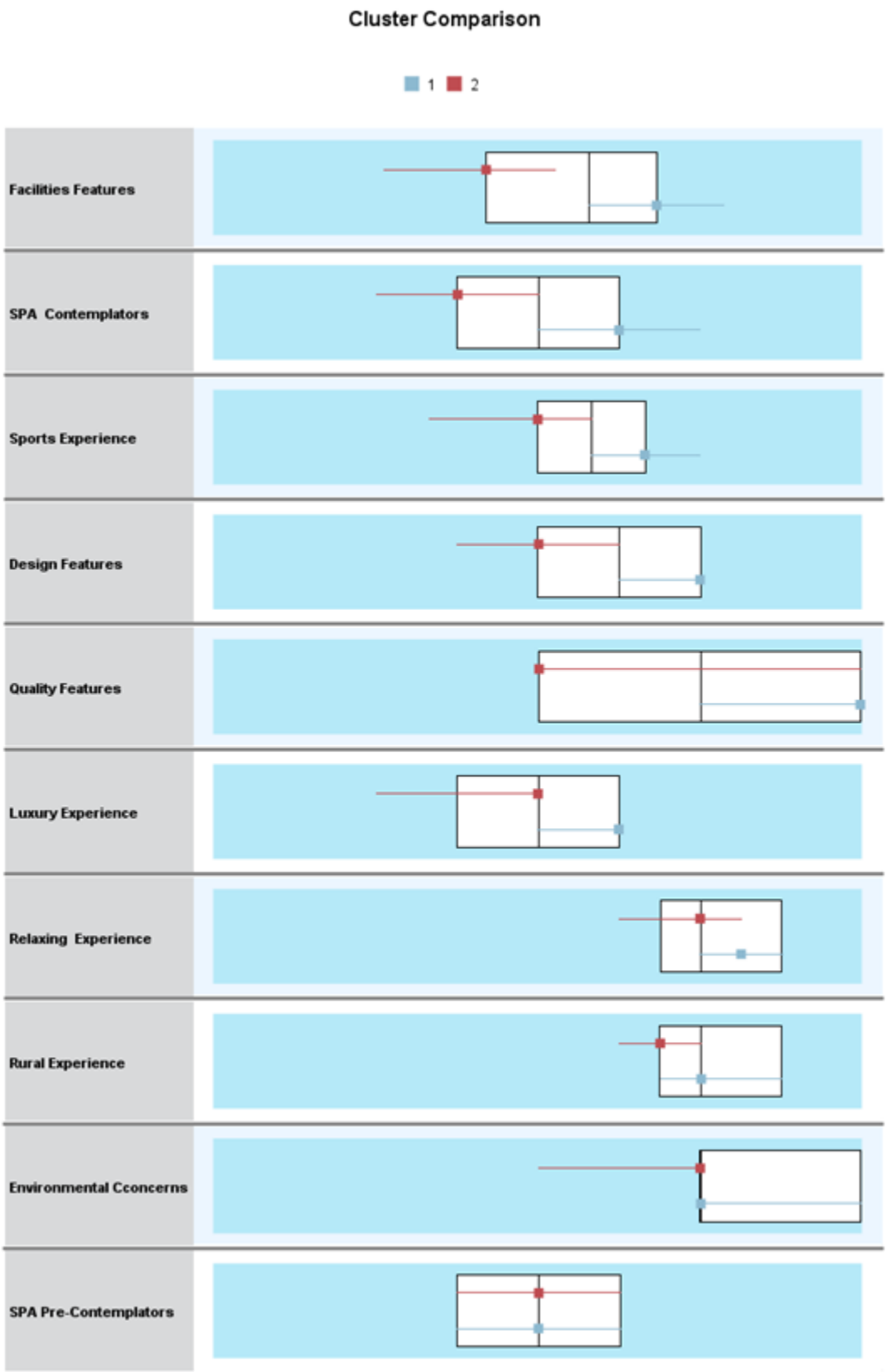

Table 3 - Cluster comparison table

The present cluster analysis identified two clusters: The “high spa preferences and features”, emphasizing on facilities features such as swimming pool, gymnasium and spa facilities, or even o design (e.g. brand's image) or quality features such as comfort and services. These travellers also value indoor/outdoor activities and Zen activities during their stay and therefore, the existence of a spa is a decisive factor when choosing a rural tourism accommodation; the “low spa preferences and features” value much less the existence of features such as swimming pool, gymnasium and spa facilities or are travellers that do not value indoor/outdoor activities and Zen activities, and for whom the existence of a spa is much less a decisive factor when choosing a rural tourism accommodation.

A series of chi-square tests of independence was performed to examine the relation between socio-demographic variables and spa preferences and features profile (tables in appendix H). Men and women respondents show similar patterns of responses regarding their spa preferences and features profile χ^2 (2, 340)=.652, p=.43. Level of education χ^2 (2, 340)= 3.311, p=.18 and number of children χ^2 (3, 342)=3.502, p=.32 and income χ^2 (3, 342)=2.579, p=.46 reveals a non-significant relation with spa preferences and features profile. Age shows a significant relation with spa preferences and features profile $\chi 2$ (4, 342)=14.819, p=.005. 63,8% of younger respondents (≤25 years) have a low spa preferences and features, while the rest of respondents of all age groups tend to high spa preferences and features (64.4% 26-30 years; 58.7% 31-40 years; 60.3% 41-50 years and 60.3% ≥ 51 years) (tables 82 and 83, appendix G).

4. DISCUSSION

The present study was designed to help rural tourism entrepreneurs understand the influence of spa as a decision factor in the rural accommodation process of choice. In order to do so, this study looked for knowing who are the rural wellness tourists, in which way they consume rural tourism, what are their motivations and, finally, what is relevant for them. The respondents of this study travel to the countryside on average 2.51 times a year, and stay on average 3 nights. This data complies with INE’s (2016), where an average of 2.23 nights is mentioned. The three main sources of information used when deciding about countryside accommodation were, by importance order: online travel agencies, advice of friends and website w/ reviews. This results

are slightly different from the studied sample of Silva Gustavo (2010) where family and friends came in first place followed by internet as source of having information about the spa. This difference can be explained by the sample itself and by the subject at hand since the question done was only regarding rural tourism. In general, these respondents usually travel with their partner when they are older and with their friends and parents when they are younger.

Regarding travelling outside urban centre level of education seems to be associate: respondents who said not to travel outside major urban centres, 39.54% have a lower level of education (e.g. Basic/High Education), on the other hand, those who said they travel outside major urban centres have a higher level of formal education (51.2% Bachelor; 40.4% Master/PhD). These results do not reflect Canadian Tourism Commission (2000) findings that mentioned there is no relationship between level of education and level participation in rural tourism (in this specific study, the type of rural tourism considered was agritourism) with exception of females that are slightly more likely to participate. This difference may probably be because education levels in Canada are more homogeneous. As expected travellers with higher level of income and formal education, travel more frequently than respondents with lower ones. Interestingly, these respondents also tend to have a shorter stay.

In what concerns the motivations to choose a countryside accommodation, the number of children suggests to be the differentiated factor as “escape from daily routine”, “nature” and “new experiences” and “peace and quiet” are the main factors when the respondents do not have children. However, “having time with the family” seems to be the main reason when respondents have, at least, one children.

As mentioned above, descriptive results show that when looking for a countryside accommodation with spa services available, respondents tend to value in the first place the following characteristics: “changing the routine”, “relaxing” and a “peace and quiet” moment, in first place. Accommodation’s factors related with the luxury experience are the least valued by respondents. This was already an expectable result since, according to Mak et al. (2009), luxury does not seem to be an indispensable attribute of the spa experience.

In general, this study results suggest that preference for booking accommodation with spa services or without spa services are not related with gender and sociodemographic characteristics of the respondents. The only exception refers to the finding that men assigned higher importance to relaxing, and rejuvenation characteristics than women. This seems to be in line with Sherman

et al.(2007) that mentioned the different interests and needs at spa. Another possibly relevant output is the "facilities feature" and "luxury features" seems to be more valued by older respondents. There is a tendency, in what regards spa, younger respondents do not use or only use spa through promotional vouchers. This may be justified by the lower income younger respondents usually have.

Finally, it was identified two clusters: "High Spa Preferences and Features" and "Low Spa Profile Preferences and Features". The "High Spa Preferences and Features" is a spa contemplator, searching for a sports experience (activities: indoor, outdoor and zen) and, consequently, shows a stronger preference for facilities features (indoor and outdoor swimming pool, spa, gymnasium and activities) during their stay. Additionally, this tourist also values the design and quality features (meaning, design, brand's image, comfort and services) and has more than 26 years old. The existence of a spa is a decisive factor when choosing a rural tourism accommodation. On the opposite of "High Spa Preferences and Features", "Low Spa Preferences and Features" value much less the same factors and is mainly characterized by younger respondents (≤25 years).

5. LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

Before deriving any conclusions from the results, the limitations of this investigation and recommendations for future research need to be acknowledged. Firstly, the obtained sample cannot be considered representative since this is a convenience sample. For instance, 54.68% of the respondents do not have children and only 42.1% earns more than 2,501€ net monthly household income. However, as mentioned on literature review, previous studies have mentioned that rural tourists usually have a higher income. Another limitation resulted from the sample collection chosen method is geography since 91.81% of the respondents are Portuguese. Nonetheless, as mentioned above, according to Silva Gustavo (2010), the average spa-goer profile in Portugal is not far from the international one. There is also an overrepresentation of females (63.16%) in this study, probably because women are more predisposed to fill out questionnaires and more interesting in wellness and rural tourism matters than men (Pesonen & Komppula, 2010).

Due to time and financial constraints, the data collection was conducted during approximately one month in summer where many people are travelling on holidays which restricted their access to internet. Furthermore, the distribution of the survey and the diversity of targets in rural tourism reflects the difficult to appropriately obtain all existent segments represented in this study (Kastenholz *et al.*, 1999; Frochot, 2005; Molera & Albaladejo, 2007 and Park *et al.*, 2014). So, it could be interesting to conduct a new survey in other period of the year and for a longer period of time to comprehend a larger and diversified sample. However, the study used items to restrict options based on literature review. This generalization can conduct set aside some specificity. Due to unique and specific characteristics of spa contemplators, proper of a sub-niche in the spa market, there were relevant information this study missed. To overcome it, future studies should adopt a qualitative technique (e.g. one-to-one in-depth and/or exploratory interviews) to validate these findings and to focus on an in-depth knowledge about this profile before applying other survey. In fact, the democratic access to spa's and wellness tourism is a new trend, consequently, spa contemplators are in the initial development levels regarding the cycle of change of Prochaska & DiClemente (1982).

Comparisons of these results to other pieces of research should carefully performed since hardly any segmentation studies of rural tourists correlated spa as a decision factor. Evidently, the limitations listed above may have conditioned the results and limited its generalizability. Lastly, it is important to highlight that this study must be considered as exploratory research.

6. CONCLUSIONS AND IMPLICATIONS

Research in rural wellness tourism affairs is recent. Then, it is relevant to clarify gender differences regarding the importance each gender assign to the same features and experiences as well as create segments off that information. This information is particularly relevant when communicating and looking for new business opportunities the entrepreneur of a rural tourism accommodation. In the present study, findings reveal the importance of entrepreneurs assure their presence in strategic online travel agencies (e.g. Booking.com) as well as website w/ reviews (e.g. TripAdvisor) so they can attract more business. Regardless of word-of-mouth that keeps being an important vehicle to bring new customers and to feed website with reviews.

However, this is not enough. The development of an integrated marketing strategy will help the entrepreneur to reach their target by knowing in advance that: older tourists usually travel with their partner and family while younger tourists usually travel with their friends. The latest may be the “Low Spa Preferences and Features”.

The creation of special packages to meet their needs should be considered. When travelling with their family, tourists are looking for spending time with them, then the offer of inexpensive programs promoting family/group experiences can be a differentiated point. On the other hand, if tourists are travelling without children, “escape from daily routine”, “nature” and “new experiences” and “peace and quiet” are the motivations and, in this case, inexpensive programs may not be suitable to them. This latest segment would appreciate weekend/romantic packages, experiences packages (e.g.: 7 days cycling, full spa experience or local experience) as well as returning guests packages due to the frequency they travel. These tourists may also be a “High Spa Preferences and Features” and these latter are looking for a full experience including: activities (e.g. zen activities, indoor or outdoor), quality and design feature and relaxing at spa. For this tourist, having a spa is a decisive factor for the accommodation choice and thus, tourism enterprises’ value propositions should be tailored to include such services for this target consumer.

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8. APPENDICES

A - Survey Structure

ISCTE Business School
Instituto Universitário de Lisboa

Theme:

What is the influence of the SPA as a decision factor in the Rural Tourism accommodation choice?

Please choose a language. / Por favor escolha um idioma.

- (●) English
- ( ) Português

Page 1

This survey is part of the master's thesis in International Management at ISCTE - University Institute of Lisbon.
There are no right or wrong answers.
Just answer honestly to the following questions.
We guarantee anonymity and confidentiality.

Any questions, please contact: acsaa1@iscte-iul.pt

Thank you in advance for your cooperation.

Page 2

1. Do you do travel outside major urban centers? *
   - ( ) yes
   - ( ) no

2. If you answered yes, please indicate how often do you travel outside major urban centers?
   - ( ) Less than once per year
   - ( ) Once per year
   - ( ) 2 to 3 times per year
   - ( ) More than 3 times per year

3. **How long was your last stay when you traveled to rural areas (outside major urban centers)?** *

Please, consider the following definition of Rural Tourism:
"Rural Tourism is the tourism that takes place in the "countryside" (Lane, 1994)".

- ◯ 1 night
- ◯ 2 nights
- ◯ 3 nights
- ◯ 4 - 7 nights
- ◯ 8 - 10 nights
- ◯ 11 - 15 nights
- ◯ More than 15 nights

4. **With whom did you go last time you traveled to rural areas?** *

- ◯ Alone
- ◯ Friends
- ◯ Life partner
- ◯ Life partner w/ children
- ◯ Parents (mother and/or father)
- ◯ Other(s) [ ]

5. **What is the main reason for you to stay in Rural Tourism accommodation?** *

- [ ] Escape from daily rotine
- [ ] Festivals
- [ ] Gastronomy
- [ ] Historic heritage
- [ ] Learn about local culture
- [ ] Nature
- [ ] New experiences
- [ ] Peace and Quiet
- [ ] Relaxation
- [ ] Spiritual retreat
- [ ] Sports
- [ ] Time with family
- [ ] Other(s) _____

The choice of Rural Tourism accomodation

6. **What are the main sources of information you used to choose the last Rural Tourism accommodation? Select up to 3 options, please.** *

- [ ] Accommodation website
- [ ] Advice of family
- [ ] Advice of friends
- [ ] Blogs
- [ ] Hospitality awards
- [ ] Hospitality certifications (ex.: low spendings of water or energy)
- [ ] Online travel agencies (ex: "Booking.com", Expedia, Hotelbeds)
- [ ] Television programs
- [ ] Tradicional travel agencies (ex: GeoStar, Viajes Iberia, El Corte Inglés, Thompson)
- [ ] Travel books
- [ ] Travel magazines
- [ ] Websites w/ reviews (ex: TripAdvisor)
- [ ] Other(s) _____

7. **What is the importance you attribute to the following characteristics related with the accommodation?** *

Please, consider the following definition of SPA:
"Spas are places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit" (ISPA,1991).

	Not important	Less important	So-so	Important	Very important
Brand's image	○	○	○	○	○
History of accomodation	○	○	○	○	○
Design	○	○	○	○	○
Environmental responsibility	○	○	○	○	○
Price	○	○	○	○	○
Comfort	○	○	○	○	○
Service	○	○	○	○	○
Activities	○	○	○	○	○
Workshops	○	○	○	○	○
Gastronomy	○	○	○	○	○
WiFi	○	○	○	○	○
SPA	○	○	○	○	○
Outdoor swimming pool	○	○	○	○	○
Indoor swimming pool	○	○	○	○	○
Garden	○	○	○	○	○
Gymnasium	○	○	○	○	○
Accesses	○	○	○	○	○
Free Parking	○	○	○	○	○

8. What is the most important characteristic regarding Rural Tourism accomodation, in your opinion? *

- [ ] Brand's Image
- [ ] History of accommodation
- [ ] Design
- [ ] Environmental responsibility
- [ ] Price
- [ ] Comfort
- [ ] Service
- [ ] Activities
- [ ] Workshops
- [ ] Gatronomy
- [ ] WiFi
- [ ] SPA
- [ ] Outdoor swimming pool
- [ ] Indoor swimming pool
- [ ] Garden
- [ ] Gymnasium
- [ ] Accesses
- [ ] Free Parking

SPA

9. **In the moment you choose the Rural Tourism accommodation, to what extent do you agree with the following statements?** *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The existence of a SPA is a decisive factor for choosing the Rural Tourism accommodation.	◯	◯	◯	◯	◯
I appreciate the availability of a SPA, however, I do not regularly use their services.	◯	◯	◯	◯	◯
Only use SPAs through promotional packages and / or vouchers.	◯	◯	◯	◯	◯
I prefer that the SPA services come included in promotional packages of Rural Tourism properties.	◯	◯	◯	◯	◯
When consuming SPA services, I prefer that the price of the service(s) that I used come detailed in the bill.	◯	◯	◯	◯	◯

10. **When looking for a Rural Tourism accommodation where a SPA is available, what is the relevance of the following factors in your choice?** *

	Not important	Less important	Indifferent	Important	Very important
Attentive staff	◯	◯	◯	◯	◯
Change in routine	◯	◯	◯	◯	◯
Exclusivity	◯	◯	◯	◯	◯
Free nature exploration	◯	◯	◯	◯	◯
Healthy gastronomy	◯	◯	◯	◯	◯
Healthy lifestyle	◯	◯	◯	◯	◯
Increase my knowledge of the rural environment	◯	◯	◯	◯	◯
Indoor activities available	◯	◯	◯	◯	◯
Low population density	◯	◯	◯	◯	◯
Luxury	◯	◯	◯	◯	◯
Outdoor activities available	◯	◯	◯	◯	◯
Peace and quiet	◯	◯	◯	◯	◯
Rejuvenation	◯	◯	◯	◯	◯
Relaxing	◯	◯	◯	◯	◯
Solitude	◯	◯	◯	◯	◯
Traditional gastronomy	◯	◯	◯	◯	◯
Zen activities (ex.:yoga, meditation, pilates)	◯	◯	◯	◯	◯

11. **What is the most valuable factor when looking for a Rural Tourism accommodation where a SPA is available, in your opinion?** *

- [ ] Attentive staff
- [ ] Change in routine
- [ ] Exclusivity
- [ ] Free nature exploration
- [ ] Healthy gastronomy
- [ ] Healthy lifestyle
- [ ] Increase my knowledge of the rural environment
- [ ] Indoor activities available
- [ ] Low population density
- [ ] Luxury
- [ ] Outdoor activities available
- [ ] Peace and quiet
- [ ] Rejuvenation
- [ ] Relaxing
- [ ] Solitude
- [ ] Tradicional gastronomy
- [ ] Zen activities (ex.:yoga, meditation, pilates)
- [ ] Other(s) _____

12. **Indicate the SPA services you value the most? Select up to 3 options, please.** *

- [ ] Aromatherapy
- [ ] Turkish bath
- [ ] Whirlpool tub
- [ ] Oriental massage
- [ ] Custom massage
- [ ] Tradicional massage
- [ ] Massage for 2 (two)
- [ ] Steam room
- [ ] Aesthetics Service
- [ ] Body treatment
- [ ] Facial treatment
- [ ] Personalized treatment
- [ ] Do not know
- [ ] Other(s) _____

13. **Considering the SPA described below, please mention what price you would be willing to pay for a massage on the back and feet with a total duration of 60 minutes.** *

Description of the experience:

- Location in Serra da Estrela, countryside of Portugal, Europe
- Located in a Rural Tourism accomodation evaluated as high quality
- Zen and modern atmosphere
- Certified professionals
- Offer of tea and cookies from region after the massage
- Free to use slippers, bathrobe and locker
- Fully equipped balneary
- SPA'sinfrastructure separated from infrastructure where the bedrooms are located and 2 minutes from the room where you are staying.

◯ < 25€
◯ 25€ to 49.99€
◯ 50€ to 74.99€
◯ 75€ to 99.99€
◯ 100 to 124.99€
◯ 125€ to 150€
◯ > 150€

Demographic data of the respondent

14. **Gender:** *

◯ Female
◯ Male
◯ Other

15. **Age:** *

- ◯ < 18 years
- ◯ 18 - 25 years
- ◯ 26 - 30 years
- ◯ 31 - 40 years
- ◯ 41 - 50 years
- ◯ 51 - 60 years
- ◯ 61 - 65 years
- ◯ > 65 years

16. **Nationality:** *

- ◯ Portuguese
- ◯ Other(s) [ ]

17. **Do you have children?** *

- ◯ No
- ◯ Yes, 1 child
- ◯ Yes, 2 children
- ◯ Yes, 3 children
- ◯ Yes, more than 3 children

18. **Education:** *

- ◯ Basic Education
- ◯ High School
- ◯ Bachelor
- ◯ Master/PhD
- ◯ Other [ ]

19. **Net monthly household income:** *

- ◯ < 1000€
- ◯ 1001€ - 2500€
- ◯ 2501€ - 4000€
- ◯ 4001€ - 6000€
- ◯ 6001€ - 8000€
- ◯ > 8001€

Picture 1 - Survey

B - Table of Assumptions of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Education level	,292	342	,000	,761	342	,000
Number of Children	,303	342	,000	,691	342	,000

a. Lilliefors Significance Correction

Table 4 - Test of Normality for groups <30 respondents: Education level and Number of Children

One-Sample Kolmogorov-Smirnov Test

		Q7_C1	Q7_C2	Q7_C3	Q9. SPA_PreContemplators	Q9. SPA_Contemplators	Q10_C1	Q10_C2	Q10_C3	Q10_C4
N		342	342	342	342	342	342	342	342	342
Normal Parameters[a,b]	Mean	3,1035	4,5088	3,4664	3,2485	2,3918	3,9510	4,0892	3,1764	3,0073
	Std. Deviation	,80274	,49624	,79747	,75099	1,11967	,64387	,63131	,78708	,81452
Most Extreme Differences	Absolute	,121	,269	,166	,122	,216	,138	,160	,163	,216
	Positive	,051	,198	,111	,080	,216	,095	,091	,083	,109
	Negative	-,121	-,269	-,166	-,122	-,128	-,138	-,160	-,163	-,216
Test Statistic		,121	,269	,166	,122	,216	,138	,160	,163	,216
Asymp. Sig. (2-tailed)		,000[c]	,000[c]	,000[c]	,000[c]	,000[c]	,000[c]	,000[c]	,000[c]	,000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 5 - Test of Normality for variables

C - Sample description tables

Descriptive statistics of study sample

Variable	%	Min	Max	M	SD
Travel (yes)	88	0	1		
Number of Times a year		1	4	2.51	.85
<1 times	11.7				
1 to 2	37.7				
2 to 3	38.9				
>3 times	11.7				
Number of nights		**1**	**6**	**2.76**	**1.10**
1	9.6				
2	37.1				
3	28.1				
4 to 7	20.2				
18 to 10	2.9				
11 to 15	2.0				
With whom:					
Friends	20.2				
Parents	11.4				
Partner	41.2				
Partner & Children	21.9				
Alone	2.0				
Others	2.0				
Main reason					
Peace and Quiet	45				
Nature	12.9				
Escape from daily routine	11.7				
New experiences	6.1				
Time w/ family	5.3				
Learn about local culture	4.4				

Table 6 - Frequency results for profile of respondents

Main source of information when booking a countryside accommodation

	N	Percentage
Accomodation website	**114**	**15.9%**
Advice of family	68	9.5%
Advice of friends	**155**	**21.6%**
Blogs	35	4.9%
Hospitality awards	2	0.3%
Hospitality certifications	3	0.4%
Online travel agencies	**158**	**22.0%**
Television programs	6	0.8%
Traditional travel agencies	10	1.4%
Travel books	17	2.4%
Travel magazines	22	3.1%
Website w/ reviews	**120**	**16.7%**
Vouchers/Discounts	8	1.1%
Total	718	100.0%

Table 7 - Frequency of "main source of information when booking a countryside accommodation"

	N	**Percentage**
Brand's image	2	0.60%
History of accomodation	26	7.60%
Design	10	2.90%
Environmental responsibility	23	6.70%
Price	66	19.30%
Confort	138	40.40%
Service	42	12.30%
Activities	10	2.90%
Workshops	1	0.30%
Gastronomy	6	1.80%
WiFi	2	0.60%
SPA	4	1.20%
Outdoor swimming pool	5	1.50%
Indoor swimming pool	3	0.90%
Garden	1	0.30%
Gymnasium	0	0.00%
Accesses	2	0.60%
Free Parking	1	0.30%
Total	**342**	**100%**

Table 8 - Frequency of "what is the most important characteristic regarding rural tourism accommodation"

	N	Percentage
Outdoor activities available	41	12%
Indoor activities available	4	1.2%
Zen activities (ex.:yoga, meditation, pilates)	15	4.4%
Increase my knowledge of the rural enviroment	12	3.5%
Low population density	3	0.9%
Healthy lifestyle	23	6.7%
Exclusivity	3	0.9%
Free nature exploration	37	10.8%
Healthy gastronomy	4	1.2%
Traditional gastronomy	10	2.9%
Luxury	6	1.8%
Change in routine	47	13.7%
Rejuvenation	3	0.9%
Relaxing	74	21.6%
Peace and quiet	47	13.7%
Solitude	3	0.9%
Attentive staff	10	2.9%
Total	**342**	**100%**

Table 9 - Frequency of "most valuable factor when looking for a rural tourism accommodation where is spa is available"

SPA services preference		
	N	**Percentage**
Aromatherapy	35	4.00%
Turkish bath	89	10.10%
Whirlpool tub	136	15.50%
Oriental massage	57	6.50%
Custom massage	142	16.20%
Traditional massage	91	10.40%
Massage for 2	50	5.70%
Steam room	78	8.90%
Aethetics service	24	2.70%
Body treatment	66	7.50%
Facial treatment	25	2.90%
Personalized treatment	49	5.60%
Do not know	33	3.80%
Others	2	0.20%
Total	**877**	**100.00%**

Table 10 - Frequency of spa services preferences of respondents

What price would you be willing to pay for a massage?		
	N	**Percentage**
< 25€	48	14%
25€ to 49.99€	195	57%
50€ to 74.99€	72	21.1%
75€ to 99.99€	18	5.3%
100 to 124.99€	3	0.9%
125€ to 150€	6	1.8%
Total	**342**	**100.0%**

Table 11 - Frequency of "price per massage"

D - Tables of variables

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,809
Bartlett's Test of Sphericity	Approx. Chi-Square	1534,411
	df	136
	Sig.	,000

Table 12 - KMO and Bartlett´s test for accommodation features

Communalities

	Initial	Extraction
Attentive staff	1,000	,639
Change in routine	1,000	,586
Exclusivity	1,000	,540
Free nature exploration	1,000	,596
Healthy gastronomy	1,000	,575
Healthy lifestyle	1,000	,589
Increase my knowledge of rural environment	1,000	,537
Indoor activities available	1,000	,662
Low population density	1,000	,395
Luxury	1,000	,770
Outdoor activities available	1,000	,671
Peace and quiet	1,000	,584
Rejuvenation	1,000	,599
Relaxing	1,000	,695
Solitude	1,000	,575
Traditional gastronomy	1,000	,482
Zen activities	1,000	,550

Extraction Method: Principal Component Analysis.

Table 13 - Communalities for accommodation features

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,715	27,735	27,735	4,715	27,735	27,735	2,902	17,072	17,072
2	1,592	9,362	37,097	1,592	9,362	37,097	2,447	14,397	31,469
3	1,505	8,852	45,949	1,505	8,852	45,949	1,915	11,264	42,732
4	1,188	6,986	52,936	1,188	6,986	52,936	1,571	9,240	51,973
5	1,046	6,152	59,087	1,046	6,152	59,087	1,210	7,115	59,087
6	,915	5,381	64,469						
7	,877	5,161	69,630						
8	,737	4,336	73,966						
9	,694	4,082	78,048						
10	,635	3,738	81,785						
11	,570	3,350	85,135						
12	,515	3,029	88,164						
13	,507	2,984	91,148						
14	,463	2,721	93,869						
15	,398	2,340	96,209						
16	,369	2,169	98,378						
17	,276	1,622	100,000						

Extraction Method: Principal Component Analysis.

Table 14 - Total of variance explained for accommodation features

Component Matrix[a]

	Component				
	1	2	3	4	5
Healthy lifestyle	,710				
Relaxing	,667				
Healthy gastronomy	,660				
Change in routine	,609			-,401	
Peace and quiet	,595				
Rejuvenation	,580				
Free nature exploration	,572	-,404			
Traditional gastronomy	,545				
Increase my knowledge of rural environment	,533				
Low population density	,507				
Exclusivity	,506				
Indoor activities available		,679			
Zen activities	,459	,490			
Outdoor activities available	,510		-,527		
Attentive staff				-,609	
Solitude			,458	,494	
Luxury		,472	,482		,482

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Table 15 - Component Matrix for accommodation features

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,504
Bartlett's Test of Sphericity	Approx. Chi-Square	86,055
	df	6
	Sig.	,000

Table 16 - KMO and Bartlett´s test for spa profile preferences

Communalities

	Initial	Extraction
The existence of a SPA is a decisive factor for choosing the RT accomodation.	1,000	,794
I appreciate the availability of a SPA, however I do not regulary use their services.	1,000	,517
Only use SPAs through promotional packages and/or vouchers.	1,000	,671
I prefer that the SPA services come included in promotional packages of RT properties.	1,000	,653

Extraction Method: Principal Component Analysis.

Table 17 - Communalities for spa profile preferences

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,499	37,463	37,463	1,499	37,463	37,463	1,428	35,698	35,698
2	1,137	28,414	65,877	1,137	28,414	65,877	1,207	30,178	65,877
3	,784	19,599	85,475						
4	,581	14,525	100,000						

Extraction Method: Principal Component Analysis.

Table 18 - Total of variance explained for spa profile preferences

Component Matrix[a]

	Component	
	1	2
Only use SPAs through promotional packages and/or vouchers.	,746	
I prefer that the SPA services come included in promotional packages of RT properties.	,698	,408
I appreciate the availability of a SPA, however I do not regulary use their services.	,644	
The existence of a SPA is a decisive factor for choosing the RT accomodation.		,868

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Table 19 - Component Matrix for spa profile preferences

Rotated Component Matrix[a]

	Component	
	1	2
Only use SPAs through promotional packages and/or vouchers.	,819	
I appreciate the availability of a SPA, however I do not regulary use their services.	,719	
The existence of a SPA is a decisive factor for choosing the RT accomodation.		,868
I prefer that the SPA services come included in promotional packages of RT properties.	,446	,674

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

Table 20 - Rotated Component Matrix for spa profile preferences

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,791
Bartlett's Test of Sphericity	Approx. Chi-Square	1309,700
	df	105
	Sig.	,000

Table 21 - KMO and Bartlett's test for rural tourism accommodation's choice factor

Communalities

	Initial	Extraction
Attentive staff	1,000	,659
Change in routine	1,000	,593
Exclusivity	1,000	,648
Free nature exploration	1,000	,627
Healthy gastronomy	1,000	,566
Healthy lifestyle	1,000	,621
Increase my knowledge of rural environment	1,000	,537
Indoor activities available	1,000	,699
Luxury	1,000	,744
Outdoor activities available	1,000	,673
Peace and quiet	1,000	,584
Rejuvenation	1,000	,590
Relaxing	1,000	,699
Solitude	1,000	,658
Zen activities	1,000	,537

Extraction Method: Principal Component Analysis.

Table 22 - Communalities for rural tourism accommodation's choice factor

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,252	28,344	28,344	4,252	28,344	28,344	2,498	16,654	16,654
2	1,536	10,237	38,581	1,536	10,237	38,581	2,389	15,924	32,579
3	1,482	9,881	48,462	1,482	9,881	48,462	1,862	12,411	44,990
4	1,161	7,739	56,200	1,161	7,739	56,200	1,508	10,055	55,045
5	1,005	6,698	62,898	1,005	6,698	62,898	1,178	7,853	62,898
6	,880	5,868	68,766						
7	,743	4,955	73,721						
8	,654	4,357	78,077						
9	,625	4,167	82,245						
10	,577	3,847	86,092						
11	,508	3,387	89,478						
12	,469	3,124	92,602						
13	,429	2,860	95,463						
14	,393	2,620	98,082						
15	,288	1,918	100,000						

Extraction Method: Principal Component Analysis.

Table 23 -Total variance explained for rural tourism accommodation's choice factor

Component Matrix[a]

	Component				
	1	2	3	4	5
Healthy lifestyle	,712				
Relaxing	,684				
Healthy gastronomy	,651				
Change in routine	,606				
Rejuvenation	,604				
Peace and quiet	,577		,414		
Free nature exploration	,566	-,527			
Increase my knowledge of rural environment	,515				
Exclusivity	,510				,473
Zen activities	,499				
Luxury		,672			,420
Indoor activities available		,512	-,465		
Outdoor activities available	,540		-,611		
Attentive staff				-,609	
Solitude			,472	,582	

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Table 24 - Component Matrix for rural tourism accommodation's choice factor

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Free nature exploration	,744				
Increase my knowledge of rural environment	,718				
Healthy lifestyle	,704				
Healthy gastronomy	,666				
Relaxing		,789			
Change in routine		,715			
Peace and quiet		,692			
Rejuvenation		,634			
Indoor activities available			,814		
Zen activities			,679		
Outdoor activities available	,438		,675		
Luxury				,831	
Exclusivity				,725	
Attentive staff					,729
Solitude					-,709

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

Table 25 - Rotated Component Matrix for rural tourism accommodation's choice factor

E - Tables of preliminary analysis

Descriptive Statistics for Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Facilities Features	342	1,00	4,80	3,1035	,80274
Quality Features	342	3,00	5,00	4,5088	,49624
Design Features	342	1,00	5,00	3,4664	,79747
Environmental Concerns	342	1	5	3,98	,852
Rural Experience	342	1,00	5,00	3,9510	,64387
Relaxing Experience	342	1,00	5,00	4,0892	,63131
Sports Experience	342	1,00	5,00	3,1764	,78708
Luxury Experience	342	1,00	5,00	3,0073	,81452
SPA Contemplators	342	1,00	5,00	3,0234	,82982
SPA Pre-Contemplators	342	1,00	5,00	3,0453	,88660
Valid N (listwise)	342				

Table 26 - Descriptive Statistics for Variables

Group descriptive statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Facilities Features	Female	124	3,0855	,82093	,07372
	Male	216	3,1130	,79733	,05425
Quality Features	Female	124	4,4718	,48264	,04334
	Male	216	4,5417	,49002	,03334
Design Features	Female	124	3,4879	,76367	,06858
	Male	216	3,4537	,81992	,05579
Environmental Concerns	Female	124	4,00	,893	,080
	Male	216	3,96	,829	,056
Spa Contemplators	Female	124	2,9839	,78847	,07081
	Male	216	3,0440	,85680	,05830
Spa Pre-Contemplators	Female	124	2,9516	,86113	,07733
	Male	216	3,1065	,89586	,06096
Rural Experience	Female	124	3,9899	,61930	,05562
	Male	216	3,9306	,65666	,04468
Relaxing Experience	Female	124	3,9919	,71207	,06395
	Male	216	4,1470	,57068	,03883
Sports Experience	Female	124	3,1210	,70015	,06288
	Male	216	3,2099	,83600	,05688
Luxury Experience	Female	124	2,9758	,90359	,08115
	Male	216	3,0278	,76351	,05195

Table 27 - Table of the means of variables

Traveling outside major urban centres

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?					
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Total
Gender	Female	Count	13	5	19	8	48	93
		% of Total	4,8%	1,8%	7,0%	2,9%	17,6%	34,1%
	Male	Count	27	10	25	13	105	180
		% of Total	9,9%	3,7%	9,2%	4,8%	38,5%	65,9%
Total		Count	40	15	44	21	153	273
		% of Total	14,7%	5,5%	16,1%	7,7%	56,0%	100,0%

Table 28 - Crosstab of gender to travelling outside major urban centres

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,321[a]	4	,677
Likelihood Ratio	2,268	4	,687
Linear-by-Linear Association	,048	1	,827
N of Valid Cases	273		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,11.

Table 29 - Chi-square tests of gender to travelling outside major urban centres

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?					
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Total
Age Group R	≤ 25 years	Count	7	3	11	6	32	59
		% of Total	2,6%	1,1%	4,0%	2,2%	11,7%	21,5%
	26 - 30 years	Count	9	3	7	6	25	50
		% of Total	3,3%	1,1%	2,6%	2,2%	9,1%	18,2%
	31 - 40 years	Count	8	2	10	3	36	59
		% of Total	2,9%	0,7%	3,6%	1,1%	13,1%	21,5%
	41 - 50 years	Count	8	2	6	3	31	50
		% of Total	2,9%	0,7%	2,2%	1,1%	11,3%	18,2%
	≥ 51 years	Count	8	5	10	3	30	56
		% of Total	2,9%	1,8%	3,6%	1,1%	10,9%	20,4%
Total		Count	40	15	44	21	154	274
		% of Total	14,6%	5,5%	16,1%	7,7%	56,2%	100,0%

Table 30 - Crosstab of age groups to travelling outside major urban centres

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,560[a]	16	,961
Likelihood Ratio	7,390	16	,965
Linear-by-Linear Association	,102	1	,749
N of Valid Cases	274		

a. 10 cells (40,0%) have expected count less than 5. The minimum expected count is 2,74.

Table 31 - Chi-square tests of age groups to travelling outside major urban centres

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?					
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Total
Education level	Basic/High Education	Count	1	0	7	1	16	25
		% of Total	0,4%	0,0%	2,6%	0,4%	5,8%	9,1%
	Bachelor/Post-Graduation	Count	17	8	21	10	91	147
		% of Total	6,2%	2,9%	7,7%	3,6%	33,2%	53,6%
	Master/PhD	Count	22	7	16	10	47	102
		% of Total	8,0%	2,6%	5,8%	3,6%	17,2%	37,2%
Total		Count	40	15	44	21	154	274
		% of Total	14,6%	5,5%	16,1%	7,7%	56,2%	100,0%

Table 32 - Crosstab of education level for travelling outside major urban centres

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,660[a]	8	,066
Likelihood Ratio	16,158	8	,040
Linear-by-Linear Association	8,614	1	,003
N of Valid Cases	274		

a. 4 cells (26,7%) have expected count less than 5. The minimum expected count is 1,37.

Table 33 - Chi-square tests of education level for travelling outside major urban centres

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?					
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Total
Number of Children	No	Count	26	6	27	15	75	149
		% of Total	9,5%	2,2%	9,9%	5,5%	27,4%	54,4%
	Yes, 1 child	Count	5	3	9	1	31	49
		% of Total	1,8%	1,1%	3,3%	0,4%	11,3%	17,9%
	Yes, 2 children	Count	5	5	6	4	40	60
		% of Total	1,8%	1,8%	2,2%	1,5%	14,6%	21,9%
	Yes, 3 or more children	Count	4	1	2	1	8	16
		% of Total	1,5%	0,4%	0,7%	0,4%	2,9%	5,8%
Total		Count	40	15	44	21	154	274
		% of Total	14,6%	5,5%	16,1%	7,7%	56,2%	100,0%

Table 34 - Crosstab of number of children for travelling outside major urban centres

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,743[a]	12	,317
Likelihood Ratio	14,694	12	,259
Linear-by-Linear Association	,138	1	,710
N of Valid Cases	274		

a. 8 cells (40,0%) have expected count less than 5. The minimum expected count is ,88.

Table 35 - Chi-square tests of number of children for travelling outside major urban centres

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?					
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Total
Net monthly household income R	< 1000€	Count	7	1	8	4	23	43
		% of Total	2,6%	0,4%	2,9%	1,5%	8,4%	15,7%
	1001€ - 2500€	Count	14	3	16	11	73	117
		% of Total	5,1%	1,1%	5,8%	4,0%	26,6%	42,7%
	2501€ - 4000€	Count	7	8	10	2	41	68
		% of Total	2,6%	2,9%	3,6%	0,7%	15,0%	24,8%
	≥ 4001€	Count	12	3	10	4	17	46
		% of Total	4,4%	1,1%	3,6%	1,5%	6,2%	16,8%
Total		Count	40	15	44	21	154	274
		% of Total	14,6%	5,5%	16,1%	7,7%	56,2%	100,0%

Table 36 - Crosstab of net income for travelling outside major urban centres

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,589[a]	12	,042
Likelihood Ratio	21,240	12	,047
Linear-by-Linear Association	6,923	1	,009
N of Valid Cases	274		

a. 5 cells (25,0%) have expected count less than 5. The minimum expected count is 2,35.

Table 37 - Chi-square tests of net income for travelling outside major urban centres

Frequency of traveling and length of staying in a countryside accommodation

Pearson Correlation Matrix among customer profile and customer sociodemographics

	How long	Gender	Age	Number of children	Education Level	Income
How often	**-.120***	-.019	.072	.074	**.121***	**.200****
How long		.067	-.073	-.065	-.002	-.051
Gender			-.128*	**-.115***	.007	**-.214****
Age				**.513****	-.018	**.246****
Number Children					.002	**.287****
Education Level						**.195****

$^{**}p < 0.01$

Table 38 - Pearson Correlation Matrix among customer profile and customer sociodemographics

With whom

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * With whom did you go last time when you traveled to rural areas?	340	34,0%	659	66,0%	999	100,0%
Gender * What is the main reason for you to stay in Rural Tourism accommodation?	340	34,0%	659	66,0%	999	100,0%
Age Group * With whom did you go last time when you traveled to rural areas?	342	34,2%	657	65,8%	999	100,0%
Age Group * What is the main reason for you to stay in Rural Tourism accommodation?	342	34,2%	657	65,8%	999	100,0%
Education level * With whom did you go last time when you traveled to rural areas?	342	34,2%	657	65,8%	999	100,0%
Education level * What is the main reason for you to stay in Rural Tourism accommodation?	342	34,2%	657	65,8%	999	100,0%
Number of Children * With whom did you go last time when you traveled to rural areas?	342	34,2%	657	65,8%	999	100,0%
Number of Children * What is the main reason for you to stay in Rural Tourism accommodation?	342	34,2%	657	65,8%	999	100,0%

Table 39 - Crosstab of gender, age group, education level, number children for with whom and the main reasons to stay in a rural tourism accommodation

Crosstab

			With whom did you go last time when you traveled to rural areas?							
			Friends	Parents (mother and/or father)	Life partner	Life partner w/ children	Alone	Family (extended family)	Other	Total
Gender	Female	Count	21	9	53	36	1	3	1	124
		% within With whom did you go last time when you traveled to rural areas?	30,9%	23,1%	37,6%	48,6%	14,3%	42,9%	25,0%	36,5%
	Male	Count	47	30	88	38	6	4	3	216
		% within With whom did you go last time when you traveled to rural areas?	69,1%	76,9%	62,4%	51,4%	85,7%	57,1%	75,0%	63,5%
Total		Count	68	39	141	74	7	7	4	340
		% within With whom did you go last time when you traveled to rural areas?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 40 - Crosstab of gender for with whom

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,586[a]	6	,102
Likelihood Ratio	10,907	6	,091
Linear-by-Linear Association	2,687	1	,101
N of Valid Cases	340		

a. 6 cells (42,9%) have expected count less than 5. The minimum expected count is 1,46.

Table 41 - Chi-square tests of gender for with whom

Crosstab

			With whom did you go last time when you traveled to rural areas?							
			Friends	Parents (mother and/or father)	Life partner	Life partner w/ children	Alone	Family (extended family)	Other	Total
Age Group R	≤ 25 years	Count	16	27	30	0	2	1	1	77
		% within With whom did you go last time when you traveled to rural areas?	23,2%	69,2%	21,3%	0,0%	28,6%	14,3%	25,0%	22,5%
	26 - 30 years	Count	16	7	33	1	1	0	1	59
		% within With whom did you go last time when you traveled to rural areas?	23,2%	17,9%	23,4%	1,3%	14,3%	0,0%	25,0%	17,3%
	31 - 40 years	Count	10	1	34	26	1	1	2	75
		% within With whom did you go last time when you traveled to rural areas?	14,5%	2,6%	24,1%	34,7%	14,3%	14,3%	50,0%	21,9%
	41 - 50 years	Count	7	2	18	32	2	2	0	63
		% within With whom did you go last time when you traveled to rural areas?	10,1%	5,1%	12,8%	42,7%	28,6%	28,6%	0,0%	18,4%
	≥ 51 years	Count	20	2	26	16	1	3	0	68
		% within With whom did you go last time when you traveled to rural areas?	29,0%	5,1%	18,4%	21,3%	14,3%	42,9%	0,0%	19,9%
Total		Count	69	39	141	75	7	7	4	342
		% within With whom did you go last time when you traveled to rural areas?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 42 - Crosstab of age group for with whom

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	132,468[a]	24	,000
Likelihood Ratio	145,664	24	,000
Linear-by-Linear Association	3,870	1	,049
N of Valid Cases	342		

a. 15 cells (42,9%) have expected count less than 5. The minimum expected count is ,69.

Table 43 - Chi-square tests of age group for with whom

Crosstab

Education level		With whom did you go last time when you traveled to rural areas?							
		Friends	Parents (mother and/or father)	Life partner	Life partner w/ children	Alone	Family (extended family)	Other	Total
Basic/High Education	Count	6	3	11	7	0	1	1	29
	% within With whom did you go last time when you traveled to rural areas?	8,7%	7,7%	7,8%	9,3%	0,0%	14,3%	25,0%	8,5%
Bachelor/Post-Graduation	Count	35	23	65	44	5	0	3	175
	% within With whom did you go last time when you traveled to rural areas?	50,7%	59,0%	46,1%	58,7%	71,4%	0,0%	75,0%	51,2%
Master/PhD	Count	28	13	65	24	2	6	0	138
	% within With whom did you go last time when you traveled to rural areas?	40,6%	33,3%	46,1%	32,0%	28,6%	85,7%	0,0%	40,4%
Total	Count	69	39	141	75	7	7	4	342
	% within With whom did you go last time when you traveled to rural areas?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 44 - Crosstab of education level for with whom

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,271[a]	12	,140
Likelihood Ratio	21,641	12	,042
Linear-by-Linear Association	,158	1	,691
N of Valid Cases	342		

a. 10 cells (47,6%) have expected count less than 5. The minimum expected count is ,34.

Table 45 - Chi-square tests of education level for with whom

Crosstab

			With whom did you go last time when you traveled to rural areas?							
			Friends	Parents (mother and/or father)	Life partner	Life partner w/ children	Alone	Family (extended family)	Other	Total
Number of Children	No	Count	51	36	91	1	5	1	2	187
		% within With whom did you go last time when you traveled to rural areas?	73,9%	92,3%	64,5%	1,3%	71,4%	14,3%	50,0%	54,7%
	Yes, 1 child	Count	8	1	23	22	1	1	1	57
		% within With whom did you go last time when you traveled to rural areas?	11,6%	2,6%	16,3%	29,3%	14,3%	14,3%	25,0%	16,7%
	Yes, 2 children	Count	8	1	21	42	0	2	1	75
		% within With whom did you go last time when you traveled to rural areas?	11,6%	2,6%	14,9%	56,0%	0,0%	28,6%	25,0%	21,9%
	Yes, 3 or more children	Count	2	1	6	10	1	3	0	23
		% within With whom did you go last time when you traveled to rural areas?	2,9%	2,6%	4,3%	13,3%	14,3%	42,9%	0,0%	6,7%
Total		Count	69	39	141	75	7	7	4	342
		% within With whom did you go last time when you traveled to rural areas?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 46 - Crosstab of number of children for with whom

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	149,650[a]	18	,000
Likelihood Ratio	170,206	18	,000
Linear-by-Linear Association	45,360	1	,000
N of Valid Cases	342		

a. 14 cells (50,0%) have expected count less than 5. The minimum expected count is ,27.

Table 47 - Chi-square tests of number of children for with whom

Main reasons to go on a countryside trip

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * What is the main reason for you to stay in Rural Tourism accommodation?	290	99,3%	2	0,7%	292	100,0%
Age Group * What is the main reason for you to stay in Rural Tourism accommodation?	292	100,0%	0	0,0%	292	100,0%
Education level * What is the main reason for you to stay in Rural Tourism accommodation?	292	100,0%	0	0,0%	292	100,0%
Number of Children * What is the main reason for you to stay in Rural Tourism accommodation?	292	100,0%	0	0,0%	292	100,0%

Table 48 - Case Processing Summary

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?						
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Time w/ family	Total
Gender	Female	Count	13	5	19	8	48	11	104
		% within What is the main reason for you to stay in Rural Tourism accommodation?	32,5%	33,3%	43,2%	38,1%	31,4%	64,7%	35,9%
	Male	Count	27	10	25	13	105	6	186
		% within What is the main reason for you to stay in Rural Tourism accommodation?	67,5%	66,7%	56,8%	61,9%	68,6%	35,3%	64,1%
Total		Count	40	15	44	21	153	17	290
		% within What is the main reason for you to stay in Rural Tourism accommodation?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 49 - Crosstab of gender for main reasons to go on a countryside trip

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,798[a]	5	,117
Likelihood Ratio	8,470	5	,132
Linear-by-Linear Association	1,115	1	,291
N of Valid Cases	290		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,38.

Table 50 - Chi-square tests of gender for main reasons to go on a countryside trip

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?						
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Time w/ family	Total
Age Group R	≤ 25 years	Count	7	3	11	6	32	2	61
		% within What is the main reason for you to stay in Rural Tourism accommodation?	17,5%	20,0%	25,0%	28,6%	20,8%	11,1%	20,9%
	26 - 30 years	Count	9	3	7	6	25	1	51
		% within What is the main reason for you to stay in Rural Tourism accommodation?	22,5%	20,0%	15,9%	28,6%	16,2%	5,6%	17,5%
	31 - 40 years	Count	8	2	10	3	36	5	64
		% within What is the main reason for you to stay in Rural Tourism accommodation?	20,0%	13,3%	22,7%	14,3%	23,4%	27,8%	21,9%
	41 - 50 years	Count	8	2	6	3	31	9	59
		% within What is the main reason for you to stay in Rural Tourism accommodation?	20,0%	13,3%	13,6%	14,3%	20,1%	50,0%	20,2%
	≥ 61 years	Count	8	5	10	3	30	1	57
		% within What is the main reason for you to stay in Rural Tourism accommodation?	20,0%	33,3%	22,7%	14,3%	19,5%	5,6%	19,5%
Total		Count	40	15	44	21	154	18	292
		% within What is the main reason for you to stay in Rural Tourism accommodation?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 51 - Crosstab of age group for main reasons to go on a countryside trip

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20,709[a]	20	,414
Likelihood Ratio	19,559	20	,486
Linear-by-Linear Association	,141	1	,707
N of Valid Cases	292		

a. 15 cells (50,0%) have expected count less than 5. The minimum expected count is 2,62.

Table 52 - Chi-square tests of age group for main reasons to go on a countryside trip

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?						
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Time w/ family	Total
Education level R	Basic/High Education	Count	1	0	7	1	16	1	26
		% within What is the main reason for you to stay in Rural Tourism accommodation?	2,5%	0,0%	15,9%	4,8%	10,4%	5,6%	8,9%
	Bachelor/Post-Graduation	Count	17	8	21	10	91	8	155
		% within What is the main reason for you to stay in Rural Tourism accommodation?	42,5%	53,3%	47,7%	47,6%	59,1%	44,4%	53,1%
	Master/PhD	Count	22	7	16	10	47	9	111
		% within What is the main reason for you to stay in Rural Tourism accommodation?	55,0%	46,7%	36,4%	47,6%	30,5%	50,0%	38,0%
Total		Count	40	15	44	21	154	18	292
		% within What is the main reason for you to stay in Rural Tourism accommodation?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 53 - Crosstab of education level for main reasons to go on a countryside trip

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,944[a]	10	,101
Likelihood Ratio	17,383	10	,066
Linear-by-Linear Association	4,039	1	,044
N of Valid Cases	292		

a. 5 cells (27,8%) have expected count less than 5. The minimum expected count is 1,34.

Table 54 - Chi-square tests of education level for main reasons to go on a countryside trip

Crosstab

			What is the main reason for you to stay in Rural Tourism accommodation?						
			Escape from daily routine	Learn about local culture	Nature	New experiences	Peace and Quiet	Time w/ family	Total
Number of Children	No	Count	26	6	27	15	75	3	152
		% within What is the main reason for you to stay in Rural Tourism accommodation?	65,0%	40,0%	61,4%	71,4%	48,7%	16,7%	52,1%
	Yes, 1 child	Count	5	3	9	1	31	3	52
		% within What is the main reason for you to stay in Rural Tourism accommodation?	12,5%	20,0%	20,5%	4,8%	20,1%	16,7%	17,8%
	Yes, 2 children	Count	5	5	6	4	40	9	69
		% within What is the main reason for you to stay in Rural Tourism accommodation?	12,5%	33,3%	13,6%	19,0%	26,0%	50,0%	23,6%
	Yes, 3 or more children	Count	4	1	2	1	8	3	19
		% within What is the main reason for you to stay in Rural Tourism accommodation?	10,0%	6,7%	4,5%	4,8%	5,2%	16,7%	6,5%
Total		Count	40	15	44	21	154	18	292
		% within What is the main reason for you to stay in Rural Tourism accommodation?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 55 - Crosstab of number of children for main reasons to go on a countryside trip

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26,717[a]	15	,031
Likelihood Ratio	27,430	15	,025
Linear-by-Linear Association	3,893	1	,048
N of Valid Cases	292		

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,98.

Table 56 - Chi-square tests of number of children for main reasons to go on a countryside trip

F - Tables of sociodemographic differences

Tests of Between-Subjects Effects

Dependent Variable: Facilities Features

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	19,227[a]	12	1,602	2,629	,002	,088
Intercept	,138	1	,138	,226	,635	,001
Age Group	7,686	4	1,921	3,153	,015	,037
Education	3,694	2	1,847	3,031	,050	,018
Children	1,672	3	,557	,915	,434	,008
Income	,078	3	,026	,043	,988	,000
Error	200,509	329	,609			
Total	219,736	342				
Corrected Total	219,736	341				

a. R Squared = ,088 (Adjusted R Squared = ,054)

Table 57 - Tests of between-subjects effects for facilities features

Pairwise Comparisons

Dependent Variable: Facilities Features

(I) Age Group R	(J) Age Group R	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
≤ 25 years	26 - 30 years	-,456*	,139	,001	-,730	-,182
	31 - 40 years	-,355*	,157	,025	-,664	-,045
	41 - 50 years	-,431*	,172	,013	-,769	-,093
	≥ 51 years	-,319	,172	,064	-,657	,019
26 - 30 years	≤ 25 years	,456*	,139	,001	,182	,730
	31 - 40 years	,101	,159	,525	-,212	,415
	41 - 50 years	,025	,173	,883	-,315	,365
	≥ 51 years	,137	,175	,432	-,206	,481
31 - 40 years	≤ 25 years	,355*	,157	,025	,045	,664
	26 - 30 years	-,101	,159	,525	-,415	,212
	41 - 50 years	-,076	,138	,582	-,348	,196
	≥ 51 years	,036	,136	,792	-,231	,303
41 - 50 years	≤ 25 years	,431*	,172	,013	,093	,769
	26 - 30 years	-,025	,173	,883	-,365	,315
	31 - 40 years	,076	,138	,582	-,196	,348
	≥ 51 years	,112	,140	,424	-,163	,387
≥ 51 years	≤ 25 years	,319	,172	,064	-,019	,657
	26 - 30 years	-,137	,175	,432	-,481	,206
	31 - 40 years	-,036	,136	,792	-,303	,231
	41 - 50 years	-,112	,140	,424	-,387	,163

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table 58 - Pairwise comparisons of age groups for facilities features

Pairwise Comparisons

Dependent Variable: Facilities Features

(I) Education level R	(J) Education level R	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Basic/High Education	Bachelor/Post-Graduation	-,138	,159	,386	-,450	,174
	Master/PhD	,084	,165	,611	-,240	,408
Bachelor/Post-Graduation	Basic/High Education	,138	,159	,386	-,174	,450
	Master/PhD	,222*	,091	,015	,043	,401
Master/PhD	Basic/High Education	-,084	,165	,611	-,408	,240
	Bachelor/Post-Graduation	-,222*	,091	,015	-,401	-,043

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table 59 - Pairwise comparisons of education for facilities features

Tests of Between-Subjects Effects

Dependent Variable: Quality Features

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	19,227[a]	12	1,602	2,629	,002	,088
Intercept	206,062	1	206,062	338,111	,000	,507
Age Group	7,686	4	1,921	3,153	,015	,037
Education	3,694	2	1,847	3,031	,050	,018
Children	1,672	3	,557	,915	,434	,008
Income	,078	3	,026	,043	,988	,000
Error	200,509	329	,609			
Total	895,132	342				
Corrected Total	219,736	341				

a. R Squared = ,088 (Adjusted R Squared = ,054)

Table 60 - Tests of between-subjects effects for quality features

Tests of Between-Subjects Effects

Dependent Variable: Environmental Concerns

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	16,412[a]	12	1,368	1,944	,029	,066
Intercept	1731,006	1	1731,006	2461,099	,000	,882
Age Group	4,874	4	1,219	1,733	,142	,021
Education	2,363	2	1,182	1,680	,188	,010
Children	,810	3	,270	,384	,765	,003
Income	1,932	3	,644	,916	,433	,008
Error	231,401	329	,703			
Total	5656,000	342				
Corrected Total	247,813	341				

a. R Squared = ,066 (Adjusted R Squared = ,032)

Table 61 - Tests of between-subjects effects for environmental concerns

Tests of Between-Subjects Effects

Dependent Variable: Design Features

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	7,375[a]	12	,615	,965	,482	,034
Intercept	,603	1	,603	,946	,331	,003
Age Group	2,398	4	,600	,942	,440	,011
Education	1,215	2	,608	,954	,386	,006
Children	2,838	3	,946	1,486	,218	,013
Income	,810	3	,270	,424	,736	,004
Error	209,488	329	,637			
Total	216,863	342				
Corrected Total	216,863	341				

a. R Squared = ,034 (Adjusted R Squared = -,001)

Table 62 - Tests of between-subjects effects for design features

Tests of Between-Subjects Effects

Dependent Variable: Spa Pre-Contemplators

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	20,821[a]	12	1,735	2,309	,008	,078
Intercept	1,974	1	1,974	2,627	,106	,008
Age Group	13,932	4	3,483	4,635	,001	,053
Education	,481	2	,240	,320	,726	,002
Children	5,101	3	1,700	2,263	,081	,020
Income	1,796	3	,599	,797	,496	,007
Error	247,227	329	,751			
Total	268,048	342				
Corrected Total	268,048	341				

a. R Squared = ,078 (Adjusted R Squared = ,044)

Table 63 - Tests of between-subjects effects for spa pre-contemplators

Pairwise Comparisons						
Dependent Variable: Spa Pre-Contemplators						
(I) Age Group R	(J) Age Group R	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
≤ 25 years	26 - 30 years	,097	,155	,533	-,207	,400
	31 - 40 years	,464*	,175	,008	,120	,808
	41 - 50 years	,756*	,191	,000	,381	1,131
	≥ 51 years	,665*	,191	,001	,289	1,040
26 - 30 years	≤ 25 years	-,097	,155	,533	-,400	,207
	31 - 40 years	,367*	,177	,039	,019	,716
	41 - 50 years	,659*	,192	,001	,282	1,037
	≥ 51 years	,568*	,194	,004	,187	,949
31 - 40 years	≤ 25 years	-,464*	,175	,008	-,808	-,120
	26 - 30 years	-,367*	,177	,039	-,716	-,019
	41 - 50 years	,292	,153	,058	-,010	,594
	≥ 51 years	,201	,151	,184	-,096	,498
41 - 50 years	≤ 25 years	-,756*	,191	,000	-1,131	-,381
	26 - 30 years	-,659*	,192	,001	-1,037	-,282
	31 - 40 years	-,292	,153	,058	-,594	,010
	≥ 51 years	-,091	,155	,558	-,396	,214
≥ 51 years	≤ 25 years	-,665*	,191	,001	-1,040	-,289
	26 - 30 years	-,568*	,194	,004	-,949	-,187
	31 - 40 years	-,201	,151	,184	-,498	,096
	41 - 50 years	,091	,155	,558	-,214	,396
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).						

Table 64 - Pairwise comparisons of age for spa pre-contemplators

Pairwise Comparisons						
Dependent Variable: Spa Pre-Contemplators						
(I) Number of Children R	(J) Number of Children R	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
No	Yes, 1 child	-,150	,168	,373	-,480	,180
	Yes, 2 children	-,368*	,166	,027	-,694	-,042
	Yes, 3 or more children	-,476*	,226	,036	-,920	-,032
Yes, 1 child	No	,150	,168	,373	-,180	,480
	Yes, 2 children	-,218	,159	,170	-,530	,094
	Yes, 3 or more children	-,326	,222	,144	-,764	,112
Yes, 2 children	No	,368*	,166	,027	,042	,694
	Yes, 1 child	,218	,159	,170	-,094	,530
	Yes, 3 or more children	-,108	,208	,604	-,517	,301
Yes, 3 or more children	No	,476*	,226	,036	,032	,920
	Yes, 1 child	,326	,222	,144	-,112	,764
	Yes, 2 children	,108	,208	,604	-,301	,517
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).						

Table 65 - Pairwise comparisons of number of children for spa pre-contemplators

Estimates				
Dependent Variable: Spa Pre-Contemplators				
Age Group R	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
≤ 25 years	3,576	,155	3,271	3,880
26 - 30 years	3,479	,163	3,158	3,800
31 - 40 years	3,112	,122	2,872	3,352
41 - 50 years	2,820	,125	2,574	3,066
≥ 51 years	2,911	,117	2,681	3,141

Table 66 - Estimates of age for spa pre-contemplators

Estimates				
Dependent Variable: Spa Pre-Contemplators				
Number of Children R	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
No	2,931	,098	2,738	3,124
Yes, 1 child	3,081	,136	2,813	3,349
Yes, 2 children	3,299	,125	3,052	3,546
Yes, 3 or more children	3,407	,199	3,015	3,799

Table 67 - Estimates of number of children for spa pre-contemplators

G - Clusters analysis tables

Model Summary

Algorithm	TwoStep
Inputs	10
Clusters	2

Cluster Quality

Table 68 - Two-Step cluster analysis: Model summary

Clusters

Input (Predictor) Importance

1,0 0,8 0,6 0,4 0,2 0,0

Cluster	1	2
Label		
Description		
Size	55,3% (189)	44,7% (153)
Inputs	Facilities Features 3,57	Facilities Features 2,52
	Sports Experience 3,54	SPA Contemplators 2,55
	SPA Contemplators 3,40	Sports Experience 2,73
	Design Features 3,78	Design Features 3,08
	Relaxing Experience 4,29	Quality Features 4,30
	Quality Features 4,68	Luxury Experience 2,68
	Luxury Experience 3,28	Relaxing Experience 3,84
	Rural Experience 4,13	Environmental Cconcerns
	Environmental Cconcerns	Rural Experience 3,73
	SPA Pre-Contemplators	SPA Pre-Contemplators

Table 69 - Cluster analysis: Input (predictor) importance

Cluster comportamentos e preferencias

Gender

Crosstab

			Cluster comportamentos e preferencias		
			1	2	Total
Gender	Female	Count	65	59	124
		Expected Count	68,6	55,4	124,0
		% within Gender	52,4%	47,6%	100,0%
		% within Cluster comportamentos e preferencias	34,6%	38,8%	36,5%
	Male	Count	123	93	216
		Expected Count	119,4	96,6	216,0
		% within Gender	56,9%	43,1%	100,0%
		% within Cluster comportamentos e preferencias	65,4%	61,2%	63,5%
Total		Count	188	152	340
		Expected Count	188,0	152,0	340,0
		% within Gender	55,3%	44,7%	100,0%
		% within Cluster comportamentos e preferencias	100,0%	100,0%	100,0%

Table 70 - Gender crosstab as part of clusters analysis

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,653[a]	1	,419		
Continuity Correction[b]	,482	1	,487		
Likelihood Ratio	,652	1	,420		
Fisher's Exact Test				,430	,244
Linear-by-Linear Association	,651	1	,420		
N of Valid Cases	340				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 55,44.
b. Computed only for a 2x2 table

Table 71 - Gender chi-square tests as part of clusters analysis

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	-,044	,054	-,806	,421[c]
Ordinal by Ordinal	Spearman Correlation	-,044	,054	-,806	,421[c]
N of Valid Cases		340			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Table 72 - Gender correlation's analysis as part of clusters analysis

Education level

Crosstab

			Cluster comportamentos e preferencias		
			1	2	Total
Education level	Basic/High Education	Count	14	15	29
		Expected Count	16,0	13,0	29,0
		% within Education level R	48,3%	51,7%	100,0%
		% within Cluster comportamentos e preferencias	7,4%	9,8%	8,5%
	Bachelor/Post-Graduation	Count	105	70	175
		Expected Count	96,7	78,3	175,0
		% within Education level R	60,0%	40,0%	100,0%
		% within Cluster comportamentos e preferencias	55,6%	45,8%	51,2%
	Master/PhD	Count	70	68	138
		Expected Count	76,3	61,7	138,0
		% within Education level R	50,7%	49,3%	100,0%
		% within Cluster comportamentos e preferencias	37,0%	44,4%	40,4%
Total		Count	189	153	342
		Expected Count	189,0	153,0	342,0
		% within Education level R	55,3%	44,7%	100,0%
		% within Cluster comportamentos e preferencias	100,0%	100,0%	100,0%

Table 73 - Education crosstab as part of clusters analysis

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,311[a]	2	,191
Likelihood Ratio	3,314	2	,191
Linear-by-Linear Association	,547	1	,459
N of Valid Cases	342		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 12,97.

Table 74 - Education chi-square tests as part of clusters analysis

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	,040	,055	,739	,460[c]
Ordinal by Ordinal	Spearman Correlation	,052	,055	,951	,342[c]
N of Valid Cases		342			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 75 - Education correlation analysis as part of clusters analysis

Net monthly household income

Crosstab

			Cluster comportamentos e preferencias		
			1	2	Total
Net monthly household income R	< 1000€	Count	31	25	56
		Expected Count	30,9	25,1	56,0
		% within Net monthly household income R	55,4%	44,6%	100,0%
		% within Cluster comportamentos e preferencias	16,4%	16,3%	16,4%
	1001€ - 2500€	Count	84	58	142
		Expected Count	78,5	63,5	142,0
		% within Net monthly household income R	59,2%	40,8%	100,0%
		% within Cluster comportamentos e preferencias	44,4%	37,9%	41,5%
	2501€ - 4000€	Count	41	44	85
		Expected Count	47,0	38,0	85,0
		% within Net monthly household income R	48,2%	51,8%	100,0%
		% within Cluster comportamentos e preferencias	21,7%	28,8%	24,9%
	≥ 4001€	Count	33	26	59
		Expected Count	32,6	26,4	59,0
		% within Net monthly household income R	55,9%	44,1%	100,0%
		% within Cluster comportamentos e preferencias	17,5%	17,0%	17,3%
Total		Count	189	153	342
		Expected Count	189,0	153,0	342,0
		% within Net monthly household income R	55,3%	44,7%	100,0%
		% within Cluster comportamentos e preferencias	100,0%	100,0%	100,0%

Table 76 - Net monthly household income crosstab as part of clusters analysis

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,579[a]	3	,461
Likelihood Ratio	2,573	3	,462
Linear-by-Linear Association	,051	1	,822
N of Valid Cases	342		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 25,05.

Table 77 - Net monthly household income chi-square tests as part of clusters analysis

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	,012	,054	,225	,822[c]
Ordinal by Ordinal	Spearman Correlation	,038	,054	,705	,481[c]
N of Valid Cases		342			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Table 78 - Net monthly household income correlation analysis as part of clusters analysis

Number of Children

Crosstab

			Cluster comportamentos e preferencias		
			1	2	Total
Number of Children	No	Count	97	90	187
		Expected Count	103,3	83,7	187,0
		% within Number of Children R	51,9%	48,1%	100,0%
		% within Cluster comportamentos e preferencias	51,3%	58,8%	54,7%
	Yes, 1 child	Count	36	21	57
		Expected Count	31,5	25,5	57,0
		% within Number of Children R	63,2%	36,8%	100,0%
		% within Cluster comportamentos e preferencias	19,0%	13,7%	16,7%
	Yes, 2 children	Count	45	30	75
		Expected Count	41,4	33,6	75,0
		% within Number of Children R	60,0%	40,0%	100,0%
		% within Cluster comportamentos e preferencias	23,8%	19,6%	21,9%
	Yes, 3 or more children	Count	11	12	23
		Expected Count	12,7	10,3	23,0
		% within Number of Children R	47,8%	52,2%	100,0%
		% within Cluster comportamentos e preferencias	5,8%	7,8%	6,7%
Total		Count	189	153	342
		Expected Count	189,0	153,0	342,0
		% within Number of Children R	55,3%	44,7%	100,0%
		% within Cluster comportamentos e preferencias	100,0%	100,0%	100,0%

Table 79 - Number of children crosstab as part of clusters analysis

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,502[a]	3	,320
Likelihood Ratio	3,524	3	,318
Linear-by-Linear Association	,060	1	,807
N of Valid Cases	342		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,29.

Table 80 - Number of children chi-square tests as part of clusters analysis

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	-,013	,055	-,244	,807[c]
Ordinal by Ordinal	Spearman Correlation	-,053	,054	-,985	,325[c]
N of Valid Cases		342			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 81 - Number of children correlation analysis as part of clusters analysis

Age Group

Crosstab

			Cluster comportamentos e preferencias		
			1	2	Total
Age Group	≤ 25 years	Count	28	49	77
		Expected Count	42,6	34,4	77,0
		% within Age Group R	36,4%	63,6%	100,0%
		% within Cluster comportamentos e preferencias	14,8%	32,0%	22,5%
	26 - 30 years	Count	38	21	59
		Expected Count	32,6	26,4	59,0
		% within Age Group R	64,4%	35,6%	100,0%
		% within Cluster comportamentos e preferencias	20,1%	13,7%	17,3%
	31 - 40 years	Count	44	31	75
		Expected Count	41,4	33,6	75,0
		% within Age Group R	58,7%	41,3%	100,0%
		% within Cluster comportamentos e preferencias	23,3%	20,3%	21,9%
	41 - 50 years	Count	38	25	63
		Expected Count	34,8	28,2	63,0
		% within Age Group R	60,3%	39,7%	100,0%
		% within Cluster comportamentos e preferencias	20,1%	16,3%	18,4%
	≥ 61 years	Count	41	27	68
		Expected Count	37,6	30,4	68,0
		% within Age Group R	60,3%	39,7%	100,0%
		% within Cluster comportamentos e preferencias	21,7%	17,6%	19,9%
Total		Count	189	153	342
		Expected Count	189,0	153,0	342,0
		% within Age Group R	55,3%	44,7%	100,0%
		% within Cluster comportamentos e preferencias	100,0%	100,0%	100,0%

Table 82 - Age group crosstab as part of clusters analysis

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,819[a]	4	,005
Likelihood Ratio	14,842	4	,005
Linear-by-Linear Association	4,891	1	,027
N of Valid Cases	342		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 26,39.

Table 83 - Age group chi-square tests as part of clusters analysis

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	-,120	,054	-2,224	,027[c]
Ordinal by Ordinal	Spearman Correlation	-,139	,054	-2,586	,010[c]
N of Valid Cases		342			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Table 84 - Age group correlation analysis as part of clusters analysis