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GENDER PERSPECTIVE IN NATURE SPORT TOURISM

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Resumen

Dada la relevancia que está tomando el turismo de naturaleza como principal alternativa de ocio, siguiendo los principios de sostenibilidad, minimizando el impacto ambiental, la cultura local, y contribuyendo a la generación de ingresos y empleo; estudios anteriores han tratado de analizar la demanda considerando a los turistas como un grupo homogéneo. El desarrollo del turismo requiere incorporar el enfoque de género para conocer su impacto diferenciado en materia de sostenibilidad lo que le permitirá implementar las acciones y actividades turísticas indicadas, eficaces y efectivas. Por consiguiente, este estudio pretende analizar el perfil sociodemográfico del turista de naturaleza en España segmentándolo desde una perspectiva de género, para ofrecer una oferta ordenada que permita satisfacer la necesidad de acercarse al medio natural y contribuir a la igualdad de género. Para ello, se han analizado los datos obtenidos de la Encuesta de Turismo de Residentes del Instituto Nacional de Estadística de 2019, a partir de una muestra de 3.768 personas, seleccionando aquellos viajeros cuyo motivo de viaje principal fuera turismo de naturaleza. Los hallazgos muestran que hay un mayor porcentaje de mujeres que de hombres, en su mayoría con un perfil más joven, que viven en pareja o con cónyuges, con un mayor porcentaje sin carga familiar, con un mejor nivel académico y mayores ingresos que los hombres, que trabajan por cuenta ajena con empleos fijos. En conclusión, es importante realizar un estudio detallado desde la perspectiva de género para que el turismo de naturaleza aborde realmente los retos de la sociedad y promueva las herramientas necesarias para lograr la igualdad de género a nivel global.

Palabras claves

Perspectiva de género; turismo de naturaleza; turismo sostenible; perfil del turista.

Abstract

Given the relevance that nature tourism is taking as the main leisure alternative, following the principles of sustainability, minimizing environmental impact, local culture, and contributing to the generation of income and employment; previous studies have tried to analyze the demand considering tourists as a homogeneous group. Tourism development requires incorporating the gender approach to understand its differentiated impact on sustainability, which will enable it to implement appropriate, efficient and effective tourism actions and activities. Therefore, this study aims to analyze the sociodemographic profile of the nature tourist in Spain, segmenting it from a gender perspective, in order to provide an ordered offer to satisfy the need to approach the natural environment and contribute to gender equality. To this end, data obtained from the 2019 National Statistics Institute's Resident Tourism Survey of the National Institute of Statistics have been analyzed, based on a sample of 3,768 people, selecting those travelers whose main reason for travel was nature tourism. The findings show that there is a higher percentage of women than men, mostly with a younger profile, living as a couple or with spouses, with a higher percentage with no family burden, with a better academic level and higher income than men, who are employed with permanent jobs. In conclusion, it is important to carry out a detailed study from a gender perspective so that nature tourism really addresses the challenges of society and promotes the necessary tools to achieve gender equality at a global level.

Keywords

Gender perspective; nature tourism; sustainable tourism; tourist profile.

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1. Introduction

Today, tourism is conceived as a sector in full expansion and of vital importance as a strategy for the development of the economy at all levels, being a key sector in the world economy (Kim et al., 2006; Roura y Morales, 2011; Sigala, 2020). In The Worldwatch Institute, Chafe (2005) distinguishes eight similar categories of tourism that have nature and the environment as their references, such as adventure tourism, ecotourism, geotourism, mass tourism, nature-based tourism, pro-poor tourism, responsible tourism, and sustainable tourism. Thereby, there is a growing interest in finding a sustainable model from a social, economic, and environmental point of view, called Sustainable Tourism (Blasco, 2005). The concept of sustainable tourism according to the Federation of National and Natural Parks (Lalanguí et al., 2017), Sustainable Tourism is constituted by “all forms of tourism development, management, and activity that maintain environmental, social and economic integrity, as well as the well-being of natural and cultural resources in perpetuity”.

Furthermore, they must be closely related to the Sustainable Development Goals (Sostenible, 1986) set by the United Nations for Agenda 2030 (Abou-Shouk et al., 2021). These Goals bring us to the concern of our article to know the gender perspective and the role of sustainability in nature tourism (Sostenible, 1986). To a greater or lesser extent, the practice of activities in nature produces different levels of impact on the natural environment in which they are carried out (Crosby, 1996; Inskip, 1999). These levels should be minimized to achieve a sustainable environmental impact. For this reason, it considers that it vitally important to know the socio-demographic profile of nature tourists to adapt and reduce their environmental impact (Różycki y Dryglas, 2014). In this way, Alarcón (2018) states that it is necessary to place gender equality at the very core of tourism activities so that tourism can be developed sustainably and responsibly. The importance of this topic is demonstrated by studies such as the review of Gallego-Martínez (2019), which indicates that to the best of his knowledge, there is limited literature on this issue, and studies on tourism and gender in Spain are in an initial phase of academic production; or the study by Yerkes et al. (2020) examining cross-country variation in gender differences in leisure quality and contributing to the understanding of gender differences between countries.

Initially, academics anticipated that increasing women’s economic contributions would result in greater equity for women (Chang et al., 2020) but opposing evidence has emerged, and the topic of whether women benefit from global labor market integration remains unanswered, since norms and customs are based on deeply held beliefs that dictate the behavior and privileges of individuals in societies and have an impact on all aspects of life (Smith et al., 2003). When accessing the tourism space, female visitors were found to be more sensitive to and vulnerable to specific types of danger, such as physical, social or economic risk (Qi et al., 2009); despite the fact that women’s tourist engagement is now on level with men’s (Harris et al., 2007). Additionally, mountains and isolated national parks have long been portrayed as ecosystems to be ‘colonized’ and ‘tamed’ by men (Cronon, 1996) while socialization and self-care activities still attributed to women (McNiel et al., 2012). However, Myers (2010) identified that the perceived risks associated with adventure activities provided an opportunity for personal challenge that led to a sense of accomplishment, pride and increased confidence among the female participants. The women talked about making deliberate attempts to get over their concerns, grow in confidence in their physical prowess, and feel more empowered overall. In this line, there are already studies that identify an exponential growth in the demand of women to participate in outdoor activities, such as mountaineering, even more than men (Vodden-McKay & Schell, 2010). In terms of recreation, is not evenly spread

throughout society, and socio-demographic factors influence the prevalence and scope of this access (Shores et al., 2007). Women's leisure is regarded less than men's in patriarchal society, and as a result, women tend to prioritize others' leisure over their own or believe they are not entitled to it (Hargreaves, 1989). Women are still underrepresented in recreational activities overall, despite an increase in their engagement in outdoor leisure activities (Boniface, 2006). In this sense, socialization of women with regard to outdoor recreational activities is constrained by structural limitations, such as cultural beliefs about women's "places," which may give rise to gender-based prejudices or other barriers that limit the participation of some women in these activities (McNiel et al., 2012). Conversely, women's positioning about nature and the outdoors has been particularly complex and contradictory. Women have always been connected with the natural world, being women confined to the indoor domain; rather than the cultural/male domain (Moore, 2011), so new currents of thinking aimed to capitalize on aligning women and nature, pointing out at the linkage between women's oppression and environmental problems, and looking for new ways to re-inhabit natural spaces (Lindsey, 2020). Because the societal backdrop considers some activities to be more suited for men, women who excel as outdoor professionals are frequently referred to as "superwomen," implying that being a woman in the outdoors, particularly in a leadership role, is unusual (Delay & Dymont, 2003). As a result, a reactionary feminist trajectory has emerged that distances women from this discourse (Disch & Hawkesworth, 2018).

Thereby, the aim of the study is to analyze the sociodemographic profile of nature tourists in the Spanish context, offering both public and private organizations, valuable information to develop lines of action and proposals aimed at reducing the gender gap in the area.

2. Material and Methods

Participants

The sample that we present in the study is the population that carries out nature tourism in Spain and refers to 3768 people, distributed throughout the Spanish territory, especially in the communities where there is a larger population. Regarding the sample inclusion criteria, the population included in the study comprises people over 15 years of age, men, and women who are residents in the main family dwellings throughout Spain.

Design

Tourist trips analyzed were those made by the population of residents with main family homes in Spain; and the trips made by those over 15 years of age, residents with main family homes in Spain. These criteria have been established in order to characterize the participation of women in sports tourism, generating an initial approach to the gender perspective in this context, analyzing those differences existing in the current Spanish society.

The data collection was obtained through the source of the National Institute of Statistics (INE) of the year 2019 (Instituto Nacional de Estadística, 2019), which takes the necessary logical, physical, and administrative measures to ensure that the protection of confidential data is effective, guaranteeing the anonymity of the data collected from the survey. In the statistical analysis, we only included the people whose Main Reason for the Trip variable was Nature Tourism.

Measures

As for the variables studied, it should be noted that there are different socio-demographic variables which we will now detail: age, gender, nationality, marital status (Butler, 1995), cohabitation with a partner, level of studies, relationship between economic activity, professional status in the job performance, type of household, type of accommodation, and main means of transport. In compliance with the Data Protection Act, the National Institute of Statistics takes all the logical, physical, and administrative measures necessary to ensure that the data is treated confidentially.

Data Analysis

The statistical programme SPSS (Statistical Package for Social Sciences), version 20.0 for Windows 10, was used for the analysis of the data collection of the microdata survey of the National Institute of Statistics. The data are expressed in percentages, standard deviation and interquartile range, in whose results no relevant differences were evidenced.

The non-parametric Mann-Whitney U test (McKnight & Najab, 2010) was performed to check whether there were statistically significant differences between men and women. Next, a contingency table with Pearson's chi-squared test (Greenwood & Nikulin, 1996) was performed to check whether there were statistically significant differences between the variables studied, noting that the level of significance for all statistical tests was set at $p > .05$. Finally, to check whether the variables met the assumption of normality, the Kolmogorov Smirnov test was used (Lilliefors, 1967).

3. Results

Table 1 shows the distribution of frequencies of the variables studied by gender. It should be noted that there are statistically significant differences according to gender in the variable's nationality, relationship of economic activities, professional status, and type of household.

Table 1.
Gender differences according to age, nationality, and marital status

	Total	Men	Women	p
Age	N	N (%)	N (%)	
	3768	1766 (46.9%)	2002 (53.1%)	<.01
Nationality	N (%)	N (%)	N (%)	
Only Spanish	3634 (96.4%)	1695 (96%)	1939 (96.9%)	.024
Only Foreign	86 (2.3%)	52 (2.9%)	34 (1.7%)	
Spanish and Foreign	48 (1.3%)	19 (1.1%)	29 (1.4%)	
Marital status	N (%)	N (%)	N (%)	
Single	1110 (29.5%)	535 (30%)	575 (28.7%)	.101
Married	2217 (58.8%)	1030 (58.3%)	1187 (59.3%)	
Widowed	111 (2.9%)	39 (2.2%)	72 (3.6%)	
Separate	54 (1.4%)	26 (1.5%)	28 (1.4%)	
Divorced	276 (7.3%)	136 (7.7%)	140 (7%)	

In the nationality variable, we can observe how the highest percentage of nature tourists in Spain are of Spanish nationality (96.4%), consistent with the data on the origin of nature tourism in the Sectoral Plan for Nature and Biodiversity Tourism 2014-2020 (approved by RD 416/2014) which indicates that the number of national tourists (86%) is higher than that observed for foreign tourists (14%). Also, there is a difference in nationality according to gender ($p = .024$). In foreign nationality, 52 men had exclusively foreign nationality; however, only 34 women had this foreign nationality. Regarding the variable marital status, we find a higher percentage of married people (58.8%), followed by 29.5% in single people.

Table 2.
Gender differences according to cohabitation, level of studies and economic activity

	Total	Men	Women	p
	N (%)	N (%)	N (%)	
Cohabitation with a partner				
Cohabitation with their spouse	2175 (57.7%)	1008 (57.1)	1167 (58.3%)	.261
Cohabitation with a common-law partner	379 (10.1%)	168 (9.5%)	211 (10.5%)	
Not cohabitation together as a couple	1214 (32.2%)	590 (33.4%)	624 (31.2%)	
Level of studies	N (%)	N (%)	N (%)	
Primary education or less	96 (2.6%)	45 (2.6%)	51 (2.6%)	.185
Secondary education, first stage	576 (15.4%)	288(16.4%)	288 (14.4%)	
Secondary education, second stage	719 (19.2%)	347 (19.8%)	372 (18.6%)	
Post - secondary education	2359 (62.9%)	1071 (61.2%)	1288 (64.4%)	
Relationship between economic activity	N (%)	N (%)	N (%)	
Employed	2629 (70.1%)	1273 (72.7%)	1356 (67.8%)	<.001
Unemployed	225 (6%)	77 (4.4%)	148 (7.4%)	
Retired	532 (14.2%)	314 (17.9%)	218 (10.9%)	
Other inactive	364 (9.7%)	87 (5%)	277(13.9%)	

Concerning as cohabitation with a partner is concerned, most of the participants cohabitation with their spouse (57.7%). A difference can be observed ($p= .261$) in cohabitation with a common-law partner according to gender, where 168 men and 211 women are observed. This is an activity in which a high level of education predominates, as shown below. High school level (62.9%) is the majority, showing a large significant difference according to the gender analysed. Significant differences according to gender were also obtained in the categories of retired people and the rest of the inactive ($p < .01$). However, employed people predominate (70.1%), followed by retirees (14.2%).

Table 3.
Gender differences according to professional status, household, and secondary housing availability

	Total	Men	Women	p
Professional status in the job performed	N (%)	N (%)	N (%)	
Employer, professional or self-employed person who employs others	151 (5.7%)	101 (7.9%)	50 (3.7%)	<.001
Employer, professional or self-employed person who does not employ others	196 (7.5%)	124 (9.7%)	72 (5.3%)	
Employee or employee with a permanent contract	1973 (75%)	926 (72.7%)	1047 (77.2)	
Employee or employee with a temporary contract	309 (11.8%)	122 (9.6%)	187 (13.8%)	
Type of household	N (%)	N (%)	N (%)	
Single household	574 (15.2%)	305 (17.3%)	269 (13.4%)	<.001
Single parent cohabitation with a child	283 (7.5%)	105 (5.9%)	178 (8.9%)	
Couple without children cohabitation at home	993 (26.4%)	427 (24.2%)	566 (28.3%)	
Couple with children cohabitation at home	1725 (45.8%)	855 (44.8%)	870 (43.5%)	
Other household	193 (5.1%)	74 (4.2%)	119 (5.9%)	
Secondary housing availability	N (%)	N (%)	N (%)	
Yes	1328 (35.2%)	638 (36.1%)	690 (34.5%)	.287
No	2440 (64.8%)	1128 (63.9%)	1312 (65.5%)	

According to the professional status in the job performed, the main profile was of a salaried employee or employee with an indefinite contract (75%). In this variable, a significant difference was obtained ($p < .01$), according to gender, specifically in the profile of Employer, professional or self-employed person who employs others. The sample selected the household in which couples with children cohabitated at home (45.8%) as the most popular type of household, followed by the household of couples without children who cohabitated in the same household (26.4%). Again, significant differences ($p < .01$) were found according to gender in this variable. However, no significant differences were found for the variable of availability of secondary housing.

Table 4.
Gender differences according to accommodation and transport

	Total	Men	Women	p
Type of accommodation	N (%)	N (%)	N (%)	
Hotel or apartment hotel	753 (20%)	356 (20.2%)	397 (19.8%)	.142
Hostel	114 (3%)	59 (3.3%)	55 (2.7%)	
Complete housing for rent	382 (10.1%)	178 (10.1%)	204 (10.2%)	
Room for rent in a private home	6 (0.2%)	1 (0.1%)	5 (0.2%)	
Rural tourism accommodation	556 (14.8%)	269 (15.2%)	287 (14.3%)	

Shelter	70 (1.9%)	38 (2.2%)	32 (1.6%)	
Camps	362 (9.6%)	155 (8.8%)	207 (10.3%)	
Cruise	11 (0.3%)	7 (0.4%)	4 (0.2%)	
Other market accommodations	19 (0.5%)	8 (0.5%)	11 (0.5%)	
Home ownership	811 (21.5%)	379 (21.5%)	432 (21.6%)	
Family, Friend or company housing	524 (13.9%)	236 (13.4%)	288 (14.4%)	
Shared use housing	6 (0.2%)	0 (0%)	6 (0.3%)	
Swapped homes	7 (0.2%)	2 (0.1%)	5 (0.2%)	
Other non-market accommodation	147 (3.9%)	78 (4.4%)	69 (3.4%)	
Main means of transport	N (%)	N (%)	N (%)	
Air transport	303 (8%)	127 (7.2%)	176 (8.8%)	.464
Cruise	6 (0.2%)	3 (0.2%)	3 (0.1%)	
Ferry	26 (0.7%)	11 (0.6%)	15 (0.7%)	
Own, leased or rented boat	1 (0.0%)	0 (0%)	1 (0%)	
Car or other private cars owned or leased	3204 (85%)	1526 (86.4%)	1678 (83.8%)	
Car or other private cars rented without a driver from rental companies	43 (1.1%)	18 (1%)	25 (1.2%)	
Taxis or carpooling with payment to the driver	5 (0.1%)	2 (0.1%)	3 (0.1%)	
Car or carpooling with payment to the driver	2 (0.1%)	0 (0%)	2 (0.1%)	
Bus	132 (3.5%)	59 (3.3%)	73 (3.6%)	
Train	32 (0.8%)	13 (0.7%)	19 (0.9%)	
Non-motorized land transport	5 (0.1%)	4 (0.2%)	1 (0%)	
Other means of transport	9 (0.2%)	3 (0.2%)	6 (0.3%)	

The type of accommodation is another important factor in the characterization, which has a significant economic impact on the areas of observation and surroundings. The type of accommodation chosen by our sample on their trips is predominantly homeownership (21.5%), followed by hotels or apartment hotels (20%). This variable is an issue of relevance for the hotel sector, as it shows very different values in the category of shared use housing, in which no men selected this type of accommodation, and significant differences were found according to gender ($p < .01$). The main means of transport used was the private car (85%), one of the least sustainable of all, followed by air transport (8%).

4. Discusión

This study has led to a several conclusions and contributions, such as the description of the profile of the nature tourist from a gender perspective. Its purpose has been to facilitate the work of designing activities to achieve a more orderly offer, enhance our sustainable tourism, and to achieve the satisfaction of all structures involved, adapting to the challenges of society.

With this study, new answers are provided to this theoretical framework, demanded in studies such as the Gallego-Martinez (2019) or the Meng & Uysal (2008), who stated that it was important that future researchers examine tourist behaviour further from gendered perspectives in nature-based tourism settings. Concerning gender, it can highlight that there is a higher percentage of women than men. However, to further define the profile we have considered other types of variables. As regards the mean age variable of our sample was 49.19 years for men and 48.73 for women, in line with some studies, such as Crespo (2019) who state that the profile of the nature tourist is over 45 years old, or Beedie & Hudson (2003) which indicate that most of these tourists are over 30 years old.

It should be noted that the socio-economic variable of marital status has a positive effect on participation in sustainable tourism (KC & Thapa Parajuli, 2014). In line with Mogollón (2008), who indicates that it is clear that the type of tourism products demanded will depend on the group to which is owned, and it is increasingly observed, that adventure tourism is more practiced by young couples without children or singles, defining adventure tourism as any journey involving at least two of the three elements listed below: contact with culture, the outdoors, or a physical activity (Adventure Travel Trade Association et al., 2011). However, establishing a typology of tourism products typically in demand according to their life cycle family is risky, although necessary on many occasions. Significant differences were found ($p < .01$), as 72 women were widowed and only 39 men were widowed. Also Hanson's study (2010), trying to show new approaches to sustainability, states that gender differences tend to remain stable when socio-demographic variables such as education, income and marital status are held constant.

Likewise, an author such as Mill (1990) point out that an increase in the level of education is an element that encourages tourism and physical activity. Regarding this area of education in general, authors such as Anup & Parajuli (2014) recommend carrying out education and awareness programmes related to tourism and women's gender empowerment. In this way, the study shows that household size is a variable that has a positive effect on participation in sustainable tourism.

In line with the Annual Report of the visitor profile of tourist offices (Campesino et al., 2018), where hotels were the most demanded establishments. It is worth noting that, according to the Hall et al. (2016) study, the most common green practices in hotels tend to be water conservation, energy efficiency and waste reduction. It is estimated that after the variable of the main means of transport used, the accommodation sector is the most polluting sector, contributing 21% of global tourism greenhouse gas emissions (Scott et al., 2008). Furthermore, in this relationship with sustainability, the type of accommodation is a major user of energy, land and water resources, contributing to the production of water, food and other waste (Hall et al., 2016). The World Health Organization (WHO) has recently pointed out that the air we breathe is polluted by emissions from motor vehicles, and that exposure to these particles reduces the quality of life (Organization & others, 2016). This characteristic reflects the preferential travel habits of tourists and the scarcity of transport alternatives, due to the rural nature of the areas where the activity takes place. For this reason, as indicated in the study by Rojo-Ramos et al. (2021), it is of vital importance to understand consumer preferences, so that appropriate services can be offered and the impact they may have on the ecosystem can be mitigated. In this context, public administrations must offer ecological alternatives to the current situation of nature tourism in Spain and the environment, generating infrastructures and facilitating

the development of strategies for the development of tourism companies, such as economic allocations for environmentally friendly transport initiatives or including these locations in public transport routes.

In this way, Cavagnaro et al.'s (2021) study with young travelers reveals that there are groups that offer great opportunities for a sustainable tourism approach, but others require a different framing of the tourism offer, and others seem to be interested only in hedonic experiences. Thereby, according to Quintana (2017), the main future line of research should be to achieve a sustainable tourism product that is compatible with the post-modern background scenario outlined by the Sustainable Development Goals (Sostenible, 1986) most relevant to this issue: health and well-being, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, reduction of inequalities, sustainable cities and communities, responsible production and consumption, and climate action. Accordingly, in her study of the relationship between gender and the Sustainable Development Goals, authors Alarcón & Cole (2019), argues that if gender equality is not effectively addressed in a meaningful and substantial way, tourism's potential will be considerably reduced. Indeed, the Global Report on Women in Tourism (Abou-Shouk et al., 2021) provides a series of key factors that contribute to gender equality in the tourism sector, seeking to mitigate inequality, harness the potential of tourism, and helping to achieve Sustainable Development Goal 5: "achieve gender equality and empower all women and girls".

5. Conclusión

In summary, we can conclude that the socio-demographic profile of the nature tourist in Spain is mainly female, in general with a younger profile, cohabitation as a couple or with their spouses, coming from big cities, with a better academic level and income than men, and working with permanent jobs. These data lead us to look for sustainable tourism options that are generally oriented towards women, promoting concrete actions that favor the implementation of gender equality, linking the variables analysed with the gender perspective and the sustainability of tourism. Most of the variables shown in the study found significant differences according to gender. The most notable differences were in foreign nationality, widowhood, level of post-secondary education, number of retired people and the rest of the inactive people, the professional status in the job performed and, finally, in the variable of the couple without children cohabitation at home.

The results obtained are relevant for the design of a tidy offer, to ensure a sustainable product, and to succeed in addressing the real challenges of today's society (Bento et al., 2016; Mediavilla, 2013). For example, the issue of transportation must be addressed by public administrations since most nature tourism companies cannot take effective measures on their own (Bento et al., 2016). By analyzing the socio-demographic profile taking into account the gender perspective, the quality of the demanded offer of nature tourists will increase, achieving greater satisfaction and boosting sustainable tourism in Spain. Finally, sustainable tourism plays a key role in achieving the most related Sustainable Development Goals, as well as gender equality and women's empowerment in tourism. All of the findings, recommendations, and action points provide the methods and tools necessary to empower women in tourism and achieve gender equality worldwide. Private institutions should participate in calls for research and investment in gender issues, as this is considered the most effi-

cient way to propose and develop this type of actions in different areas that encompass the gender perspective and sustainable tourism. In addition, these companies have first-hand knowledge of the demands and difficulties of the consumers of these activities, so their perceptions are of great relevance to adapt any line of action. Similarly, public institutions have great potential to promote equality in outdoor activities. The generation of physical activity programs in the natural environment from an early age for women, the expansion of the offer of those activities most requested by female tourists or the promotion of those companies that favor the inclusion of women in their activities are examples of good practices in this sector.

This research shows a number of limitations that should be noted. The first limitation is that the total sample size cannot be indicated as significant, as we have a small number of participants compared to the actual number of tourists travelling in our country each year and practice nature activities, since the Sectorial Plan for Nature and Biodiversity Tourism 2014-2020 (Real Decreto 416/2014, 2014) estimates around 35 million annual overnight stays associated with nature tourism. This indicates that the data presented here should be treated with caution. The second limitation of the study is the impossibility of knowing the actual destinations or nature sites preferred by our tourists. If knowing this information, it would increase the quality of the offers, favoring the full development of this type of tourism.

Based on the results and findings obtained in the research, some lines of future research are proposed. One of them is that we propose to the scientific community the possibility of broadening the object of study, taking foreign tourists as a sample. In this way, it will be possible to identify with greater precision the profile and interests of those who engage in nature tourism, taking into account the gender perspective. In this way, the study could be designed in other places, thus being able to compare the differences in the socio-demographic profiles of nature tourists in other countries, also from a gender perspective.

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7. Conflicts of Interest

The authors declare no conflict of interest.

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9. References

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