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# XXXII Jornadas Luso-Espanholas de Gestão Científica.

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*Motivation, satisfaction and loyalty in outdoor tourism*

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ABSTRACT: Outdoor tourism is a topic that has been increasingly studied since its practice has been growing. So, understanding motivation, satisfaction and loyalty are essential in planning. In this regard, this study aimed to analyse the relationship between motivation, satisfaction, and loyalty among practitioners of outdoor activities in the Northern Region of Portugal. To this purpose, a questionnaire was applied to 216 practitioners of outdoor activities in the Northern Region of Portugal. Three hypotheses were defined; two were tested with Stepwise Multiple Regression and one with linear regression. The results highlighted the existence of a relationship between motivation, satisfaction, and loyalty and between satisfaction and loyalty, corroborating the hypotheses. This demonstrates the importance of knowing the reasons why outdoor activities practitioners choose the region, and how they are satisfied and will transform satisfaction into loyalty. Knowing these factors will enable more effective destination planning that fits practitioners' needs.

KEYWORDS: Satisfaction, Motivation, Outdoor activities, Multiple Regression, Portugal.