UNDERSTANDING THE RELATIONSHIP BETWEEN TOURISTS' PERCEPTIONS OF SUSTAINABILITY AND THEIR OVERALL SATISFACTION

María Bernal Salazar
University of Cantabria
Elisa Baraibar-Diez
University of Cantabria
Jesús Collado Agudo
University of Cantabria

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

UNDERSTANDING THE RELATIONSHIP BETWEEN TOURISTS' PERCEPTIONS OF SUSTAINABILITY AND THEIR OVERALL SATISFACTION

Abstract:

The main goal of this study is to understand how the discourse on sustainability at tourist attractions influences visitor satisfaction. Specifically, it investigates whether tourists who value social, economic, environmental, and cultural sustainability tend to give higher ratings to tourist attractions. We applied big data techniques and statistical tests to 207,706 online reviews from the main tourist attractions in the Autonomous Communities of Spain.

To classify the content of reviews, we used the deep learning-based language model BETO and validated the hypotheses through ordered logistic regression model. The findings show that environmental and cultural dimensions positively influence tourist satisfaction. However, economic, and social dimensions negatively influence their satisfaction. The results of this study help tourist attraction managers enhance visitor satisfaction by improving sustainability strategies and aligning marketing with visitor perceptions.

Keywords: Perceived sustainability, tourism, UGC.

Track: Tourism Marketing.