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ECOTOURISTS: PROFILE AND IMPLICATIONS FOR THE MARKETING STRATEGY

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BY

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UNIVERSITÉ DU QUÉBEC À MONTREAL

ÉCOTOURISTES: PROFIL ET IMPLICATIONS POUR LA STRATÉGIE MARKETING

MÉMOIRE

PRÉSENTÉ

COMME EXIGENCE PARTIELLE

DE LA MAÎTRISE ÈS SCIENCES DE LA GESTION

PAR

MARIA ALEJANDRA MARTINEZ CARVAJAL

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LIST OF ABBREVIATIONS

UQAM	Université du Québec a Montréal
TIES	The international tourism society
OCR	Observatoire de la consommation responsable
CAGBC	Canada green building consul
LEED	Leadership in energy and environmental design
ISO	International organization for standardization
UNEP	The nations environment programme
WTO	World trade organizations
SIDS	Sustainable development of ecotourism in small islands developing states
ANOVA	Analysis of variance
SPSS	Software product and service solutions
KMO	Kaiser-Meyer-Olkin test

RÉSUMÉ

Le présent mémoire nous présente le profil des citoyens écotouristes et détermine les facteurs clés de succès d'une stratégie marketing centrée sur l'écotourisme.

L'analyse de la littérature fait ressortir six principes internationaux de l'écotourisme. Le premier principe est la protection et la conservation de l'environnement, qui inclue l'eau, les aliments, la nature, la flore et la faune. Le deuxième principe est le processus d'apprentissage de la culture de la communauté locale, de sa nature et ses coutumes, ce qui comprend également la sensibilisation environnementale. Le troisième principe est la visite durable par les touristes et la communauté locale. Le quatrième principe est l'avantage économique pour la communauté locale. Le cinquième est la minimisation de l'impact des visites touristiques sur l'environnement, et finalement la protection des droits de l'homme. Le cadre conceptuel présenté identifie les variables qui caractérisent l'identification des profils des écotouristes et le comportement écotouristique au Québec. En outre, ce cadre conceptuel présente les variables modératrices, il s'agit des facteurs socio-psychologiques, tels que les motivations et les freins; des facteurs sociodémographiques comme le sexe et l'âge; des facteurs situationnels et des préoccupations environnementales, qui modèrent positivement ou négativement l'impact du niveau de préoccupations écotouristiques sur le niveau d'intérêt pour les voyages écotouristiques et le degré de cette préoccupation dans le comportement écotouristique (aller à une destination écotouristique).

Les hypothèses de cette recherche sont :

H1.a: Le niveau de la préoccupation écotouristique a une impact sur le niveau d'intérêt pour une voyage écotouristique;

H1.b: Le niveau de la préoccupation écotouristique a une impact sur le comportement écotouristique (participation à un voyage écotouristique);

H2.a: Les variables socio-psychologiques (motivations et freins) modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le niveau d'intérêt pour une voyage écotouristique;

H2.b: Les variables socio-psychologiques (motivations et freins) modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le comportement écotouristique (participation à un voyage écotouristique);

H3.a: Les variables sociodémographiques modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le niveau d'intérêt pour un voyage écotouristique;

H3.b: Les variables sociodémographiques modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le comportement écotouristique (participation à un voyage écotouristique);

H4.a: Les facteurs situationnels du voyage modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristique sur le niveau d'intérêt pour un voyage écotouristique

H4.b: Les facteurs situationnels du voyage modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le comportement écotouristique (participation à un voyage écotouristique)

H5.a: Le niveau des préoccupations environnementales modèrent positivement ou négativement l'impact du niveau des préoccupations écotouristiques sur le niveau d'intérêt pour une voyage écotouristique

H5.b: Le niveau des préoccupations environnementales modèrent positivement ou négativement l'impact du niveau des préoccupation écotouristiques sur le comportement écotouristique (participation à un voyage écotouristique)

Pour réaliser cette étude, nous avons administré un questionnaire en ligne sur la page Facebook de l'Observatoire de la consommation responsable (<http://www.facebook.com/OCResponsable>), sur le site Web du partenaire de l'étude GaïaPresse (<http://gaiapresse.ca/>), et via sa newsletter. L'échantillon de cette étude est de 287 participants.

D'après les résultats de cette étude, nous pouvons déduire que trois principes doivent être utilisés par les entreprises pour supporter les activités écotouristiques. Il s'agit principalement du processus d'apprentissage, la visite durable et l'avantage économique pour la communauté locale. En outre, les résultats de cette recherche permettent la validation des hypothèses H1a, H1b, H2a, H2b, H5a, and H5b. Par contre, les hypothèses H3a et H3b ont été partiellement confirmées. Cela signifie que les facteurs sociodémographiques, comme le sexe, l'âge et le niveau d'éducation, influencent le niveau d'intérêt pour les voyages écotouristiques et le comportement écotouristique (aller à une destination écotouristique). En plus, les hypothèses H4a et H4b ont aussi été partiellement confirmées. Cela signifie que les facteurs situationnels, tels que le compagnon du voyage et sa durée, n'ont pas un effet modérateur sur la relation entre les préoccupations écotouristiques et nos deux variables dépendantes principales : le niveau d'intérêt pour le voyage écotouristique et le comportement écotouristique.

Grâce à cette étude, nous pouvons conclure que les écotouristes ont un niveau d'éducation supérieur, puisque le niveau d'éducation augmente le niveau des préoccupations environnementales. Les écotouristes aiment avoir le contact avec la nature. Ils estiment que l'écotourisme est une source pour découvrir de nouveaux amis et explorer la nature. Finalement, les écotouristes sont probablement motivés à choisir une destination écotouristique pour une expérience touristique, dans le cas où le voyage inclut la rencontre des gens qui ont le même intérêt.

Mots clés : environnement, écotourists, écotourisme principles, et visite durable.

ABSTRACT

The objective of this study is to identify ecotourists' profiles and to determine the key success factors in ecotourism marketing strategies.

The literature shows the proposal of international principles of ecotourists. They are six. First is protection and conversation of environment, which includes water, aliments, nature, flora and fauna. Second is the learning process of the local community culture, nature, and customs, which also includes environmental awareness. Third is Sustainable visit for both tourists and local community. Fourth is an economic benefit for the local community. Fifth is minimization of the environment impact of the tourists' visits and sixth is the Protection of human rights. This framework that will be presented tries to identify the variables that model the identification of ecotourists' profiles and ecotouristic behavior in Quebec. In addition, this framework shows moderator variables, which are socio-psychological factors like motivations and impediments, socio-demographical factors like sex and gender, situational factors and environmental concerns that moderate positively or negatively the impact of the level of ecotouristic concern in the level of interest in ecotourism travel and the level of ecotouristic concern in ecotouristic behavior (going to ecotouristic destination).

The hypothesis of this research are :

- H1.a: Ecotouristic concerns influences the level of interest for ecotouristic travel
- H1.b: Ecotouristic concerns influences the ecotouristic behavior (going to ecotouristic destination)
- H2.a: Socio-psychological variables (motivations and impediments) moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel
- H2.b: Socio-psychological variables (motivations and impediments) moderate positively or negatively the impact of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination)
- H3.a: Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel
- H3.b: Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the ecotouristic behavior (going to ecotouristic destination)
- H4.a: Situational factors moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel
- H4.b: Situational factors moderate positively or negatively the impact of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination)
- H5.a: Environmental concerns moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel
- H5.b: Environmental concerns moderate positively or negatively the impact of the level of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination)

To make this study an online questionnaire was published in the Facebook of *l'Observatoire de la consommation responsable* (<http://www.facebook.com/OCResponsable>) and in the website of the partner of this study, *GaïaPresse* (<http://gaiapresse.ca/>), via their newsletter. The sample of this study is 287 participants. The results of the survey will act as a classic

academic dissemination in the form of articles in journals or conferences. Also, a special issue of knowledge transfer will be published in GaïaPresse.

The results of this study show that there are three principles that should be used by enterprises to support their ecotourists activities. Those principles are learning process, sustainable visit and the economic benefit for local community. Also, the results of this research let the validation of the hypothesis H1a, H1b, H2a, H2b, H5a, and H5b. The hypothesis H3a, H3a were partially confirmed, which means that some socio-demographical factors such as sex, age, and level of education influence the level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination). In addition, the hypothesis H4a, and H4b were partially confirmed, which means that situational factors such as travel companion and trip duration do not have a moderator effect in the relation between ecotourism concerns and our two major dependent variables in this study, level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination).

This study concludes that, in general ecotourists have a high level of education; as educational level increases the level of environmental concerns also increases. They like to have a close contact with nature. They feel that ecotourism is a source to discover friends and nature. Finally, ecotourists are likely motivated to select ecotourism destination for their touristic experiences if the package or trip includes meeting new people with the same interest.

Keywords: Environment, ecotourists, ecotourism, principles, sustainable visit.

INTRODUCTION

Tourism has become one of the most important factors of revenues in the economy of many countries. In Canada, for example, figure tourism is a source of employment for many Canadians; figure 0.1 shows the distribution of jobs that were created by tourism in 2010. The accommodation and food / drinks are areas that capture the largest share of tourism employment. Also, this graph shows different elements that determine the employment by the tourism industry. Transportation occupies 12%. Accommodation occupies 25%. Food and Beverage Services occupy 25%. Recreation and Entertainment occupy 12%. Travel Services occupy 7% and others industries occupy 19%. In 2010, tourism activity represented 2% of Canada's Gross Domestic Product (GDP). Also in 2008, Canada had the fifteenth place in the United Nations World Tourism Organization Ranking of International Tourism Receipts with a compound annual growth rate of 4.28% (Industry Canada, 2009). Actually, there are different kinds of tourism.

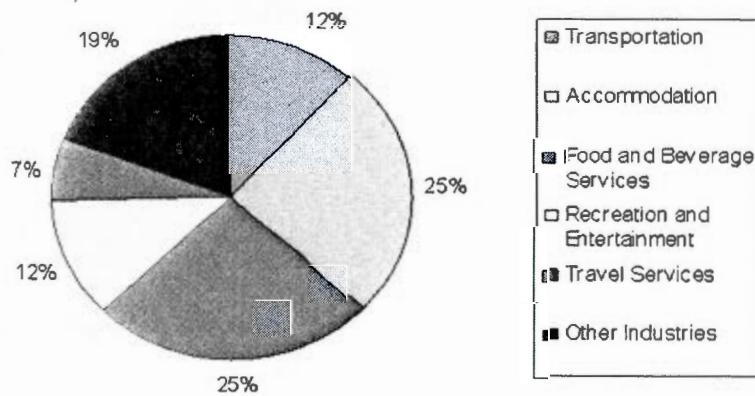


Figure 0.1

Tourism Industries Employment, 2010

Retrieved from Tourism Industries Employment (2012), Industry Canada, 2010

In Quebec, the tourism industry is one of the most important sources of revenues. The tourism industry occupies the eighth place in the ranking of major exportation products. In

addition, the Minister of Tourism of Quebec showed that Quebec welcomed 62,708 thousands of visitors in 2008, which generated an average expenditures of \$9,459 million Canadian Dollars (Ministère du Tourisme, 2010). For example, Quebec offers 108,699 camping spots. These places have witnessed an occupation rate of 52% by seasonal visitors and another rate of 28.8% by temporary campers/visitors (Ministère du Tourisme, 2010).

Over the past decades, with the increased popularity of environmental concerns and biodiversity; a new form of tourism has been developed worldwide, ecotourism. Ecotourism is complex a term to define. because currently there is no unique definition that has been accepted by the academia. James Higham (2007) has many definitions of écotourism. He identifies ecotourism as “a sustainable manner of tourism that has a positive impact on the environment”. For example, flora, fauna, particular landscapes and ecosystems are common elements of ecotourism. These elements are meant to be protected. One of the definitions that is used frequently states the following: “Ecotourism is a responsible travel to natural areas and that conserves the environment and improves the well-being of local people” (TIES, 1990).

According to the *Réseau de Veille en Tourisme* (2008), ecotourism and tourism industry in Quebec generates 11,400 jobs, every year. Further, l'Adventure Écotourisme Quebec (2004), said that “*one of every two Quebecers (57.1%) indicated having participated to ecotouristic activities or adventure tourism in the last year*” (L'Adventure Écotourisme Quebec, 2004). Also, they presented the following table, which displays the proportions of expenditures allocated to ecotouristic and adventure activities, by types of touristic expenditures.

Table 0.1

Proportion of expenditures in ecotourism and adventure activities

Estimation des dépenses récrétouristiques Québécois expliquées par le tourisme d'aventure l'écotourisme		
Les dépenses récrétouristiques selon le type de dépenses		
Transport	821 238 472 \$	27 %
Hébergement	254 424 446 \$	8 %
Nourriture	585 395 681 \$	19 %
Équipement	1 133 175 416 \$	38 %
Services	220 874 251 \$	7 %
Total	3 015 108 266 \$	100 %
Dépenses récrétatives et touristiques selon le lieu de dépenses		
Récrétatives	2 231 172 519 \$	74 %
Touristiques au Québec	657 878 527 \$	22 %
Total des dépenses faites au Québec	2 889 051 046 \$	96%
Touristiques hors Québec	134 459 130 \$	4 %

Adapted from n.d. (2004), *L'Adventure Écotourisme Quebec : Étude sur la valeur économique de l'écotourisme et du tourisme d'aventure.*

It is relevant to point out that the activities from ecotourism and adventure generated an amount of \$2.9 million of Canadian dollars of expenditures, in 2004. Outside of Quebec, these types of activities generated an amount of \$135 million of Canadian Dollars of expenditures, outside of the province of Quebec (in the rest of Canada) (L'Adventure Écotourisme Quebec, 2004). This is information of utmost importance for motivating enterprises to invest in this kind of tourism.

The literature about ecotourists is relatively poor. In particular, we do not know many things about ecotourist consumption behavior and their specific profiles. There are some studies that

try to identify the preferences and likes of ecotourists (e.g. Weaver, 2010; Prim-Allaz *et al.*, 2009; Zofragos *et al.*, 2007; Chang-Hung Tao *et al.*, 2004; Weaver *et al.*, 2002; Galloway, 2002; Twynnam *et al.*, 1997; Palacio *et al.*, 1997; Lindberg, 1991), but they are not contextual, they need to be updated. They also need to have a representative sample, which implies random samples that are representative of the population.

Further, in Quebec there are not many organisations that follow ecotourist guidelines. In this region the projects from *Reseau de Veille en tourisme de l'UQAM* and the *Observatoire de la Consommation Responsable* are the only ones available that show statistics about ecotourists' preferences and behaviors in Quebec (ex: *Guide de l'écotourisme au Quebec*). Who are the ecotourists in Quebec? Are *Quebecers* ready to implement ecotourism practices? In Quebec, which means are used in order to promote the development of ecotouristic practices?

The objective of this study is to **identify ecotourists' profiles and to determine the key success factors in ecotourism marketing strategies**. To achieve this objective a survey was conducted. The sample used for this survey was composed of 287 Quebecers. This thesis is encompasses 5 chapters. The first chapter discusses the environmental context of ecotourism in Quebec. The second chapter presents the literature review on ecotourism. The third chapter contains the framework and the methodology design. The fourth chapter presents the results and the fifth chapter presents the discussions and conclusions of this study.

CHAPTER I

1. ENVIRONMENTAL CONTEXT

1.1 History and Evolution of Ecotourism

Tourism has been one of the most important factors for the economy of many countries. Through history, tourism helped many countries to develop several key industries in order to improve their economies. However, in 1970, several researchers realized that tourism also had a negative impact on the environment. Hector Ceballos-Lascurain (a Mexican architect and environmentalist) created the term *ecotourism*, which is a mix from the terms: *ecology* and *tourism*, namely an ecologically-responsible tourism. Ceballos believed that the environment could have benefits from tourism rather than suffer from its negative consequences. Ceballos started to explain the idea of ecotourism to people from several regions in Mexico. This idea became one of the most popular touristic options to protect the environment and to visit different places while preserving nature (Fennell, 2008).

The first concept that people recognized of ecotourism dates back to the 1970s, although it was only formally defined in 1990 by the International Ecotourism Society, which described ecotourism as "*Responsible travel to natural areas that conserves the environment and improves the well-being of local people.*"

Despite this and other efforts to formalize the concept, ecotourism has always been the victim of terminological ambiguity" (Honey, 2008).

In 1980, ecotourism increased its popularity thanks to many companies that saw in this strategy an efficient way to obtain more profits. Enterprises noticed that people were really interested in traveling. They started to make lots of researches in order to evaluate the profitability of tourism. Studies showed that, in general, people wanted to explore nature and to relax. Consequently, enterprises started to invest in natural places to attract potential tourists. Accommodations were designed as simplistic and natural. In this way ecotourism began (Arnegger *et al.*, 2010).

In 1990, communities and natives started to realize that they could also benefit from this kind of tourism. They learned about the environment surrounding them and were thus able to teach tourists about flora, fauna and cultural customs. In the late 1990s, those communities asked for help from big companies and organizations. They wanted to learn about tourism management and to create programmes intended for ecotourists when they wanted to visit those places (Ecotourism Web Blog, 2008). *"At the same time, firms seeking to remain competitive and to survive in the market began to incorporate these newly emerging concerns in their management and marketing decision making [...] demand for green products were driving forces behind the resurgence of green marketing, the aim of which is to achieve a balance between the objectives of sales and profits, on the one hand, and a concern for society and the environment, on the other"* (Paco et al., 2009).

At the moment, ecotourism is still a growing industry that is willing to please tourists and new investors to natural places. Ecotourism does not have much history but researchers say that it is a developing sector, which has a lot of ways to save the environment that people visit. Researchers said that as people protect natural resources now, people will reap the benefits from such practices in the future. The sustainable development must become a reality for the good of all (Epler, 2002)

The evolution of ecotourism is still a subject to explore and to recognize. Ecotourism started as a solution for a problem. Now, it has become an important sector for the economy of many countries. Also it has become a rescue for the places where humans had been destructive. It is necessary that people take control of what they consume or even touch because if people do not protect natural resources, the future of mankind will be in danger (Fennell, 2008).

1.2 Ecotourism in Canada

Many organizations in Quebec try to promote different types of tourism that encourage protecting and caring for nature. For example, The Committee on the Environment and Sustainable Development made a recommendation to the Government of Quebec, which stipulates the following: *"We demand that our government promotes ecotourism combined with conservation, environmental education and the economical development of local communities"* (The Committee on the Environment and Sustainable Development, 2002). In

response to several recommendations and the business opportunities that ecotourism could have for the region, in 2009, the *Ministère du Tourisme* developed a brand strategy to enhance the tourism industry. The objective of this market positioning was to encourage innovation and performance in the tourism sector and also to promote, at the international level, the quality of the tourism products offered in Québec. The strategy targets five tourism activities with high growth potential: Nature Tourism, Aboriginal Tourism, Outfitting, hunting and sport fishing, Cultural Tourism, Farm tourism (Quebec Government, 2011).

To understand the strategy of the Government of Quebec in relation with natural tourism, it is necessary to make a definition according to this organization as follows: Ecotourism is “→. In fact, the provincial and federal governments have created some 27 national parks in an effort to preserve the region’s most representative specimens and to offer the public the pleasure of exploring these vast expanses of wilderness” (Official tourist site of the Government of Québec, 2011).

This paper emphasizes nature, experience and responsible consumption, as important variables to evaluate since increasingly more people talk about ecotourism and new ways to develop the region. “*A few ecotourism operators have started their work, one involving whale watching on the pacific coast. But in most national parks and others protected areas, including Wells Gray Provincial Park; ecotourism is just a theoretical term*” (Gornet, 2005).

According to a study made in 1997 about tourist perception in British Columbia. “*only 53% of the population used provincial parks in 2001. Most Canadians found out about Wells Gray Park from friends and relatives (See fig. 1.2). Many Canadian visitors to Wells Gray Park live nearby. Although other information sources like travel books, travel agencies and the information centre at Clearwater are used, some tourists find out about the park from other media such as newspapers, but this potentially strong source of information through articles, new stories, and advertisements. is not widely used*” (Gornet, 2005).

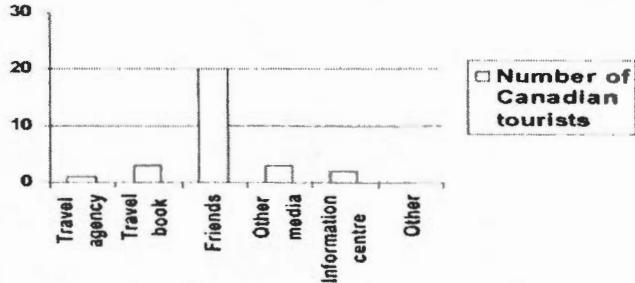


Figure 1.2
Information sources for tourists

Retrieved from Gornet, (2005)

Also, this study shows how important it is that governments, enterprises and society know how to attract tourists to national parks and protected areas that give the opportunity for consumers to experience an ecotourism trip. The figure 1.3 displays tourists' main reasons for visiting natural parks (Gornet, 2005):

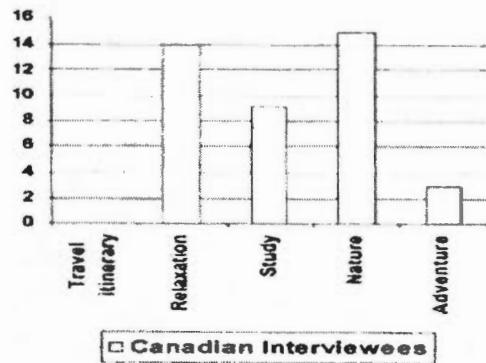


Figure 1.3
Tourists' reasons for visiting natural parks

Retrieved from: Gornet, 2005

The desire to enter in contact with nature and the search for relaxation are the main reasons for tourists to visit natural parks a bit further comes the motivation to study parks and finally the need for adventure. According to this study, travel and itinerary are not important for tourists when tourists choose a travel destination (Gornet, 2005).

Sometimes consumers or potential consumers are worried about “which hotel protects more actively the environment? Which offers better support of its local community? Such questions may be more important to vacationers than the proximity of the hotel with the beach or the type of mint left on the pillow” (The Futurist, 2005). Consumers are trying to be more responsible with their consumption. This is the point, where enterprises have an enormous task by trying to influence consumers in the purchase of an ecotourism travel. Enterprises have to make sure that consumers will be satisfied with the options that they chose for their trip; in that system, agencies will make consumers come back next time they want to go on vacation (Wang, 2010).

Enterprises have the responsibility to attract consumers into ecotourism trip. Meanwhile, they also need to influence tourists’ about their behaviors while they are enjoying a nice time in an ecotourism place, because “ecological tourists are the market converters for value of ecotourism resources and are also protectors and destructors of ecotourism resources, so we have to conduct education on them in the aspect of correct ecological value discovery and ecological appreciation” (Wang, 2010).

There are some strengths, weaknesses, opportunities and threats of ecotourism products that enterprises need to consider in the development of their business in the region of Quebec. *Tourisme Québec* (2002) made a document in which it describes strengths relate to the natural heritage, culture, development of ecotourism products, commercialization, and ecotourism enterprises in Quebec. At the same time, it describes weaknesses, opportunities and threats for all levels. Some of these strengths, weaknesses, opportunities and threats are underlined below:

Strengths: In relation with the natural heritage, Quebec extends over a large territory that is characterized by important hydrographic resources and several lakes. Also, Quebec has the St-Laurent River, which provides biodiversity in relation to fauna, flora, and diverse cultures to the region. In addition, Quebec has wild landscapes and untouched places, where tourists can enjoy a close contact with nature. Further, in relation to culture, in Quebec, there are 54 communities and 11 aboriginal nations, which give the tourists several possibilities to learn about different customs and habits. In relation to the development of ecotourism products and commercialization, Quebec counts with several investors that provide the region with the

capital promote natural places and make tourists aware of impact on the environment. Also, the government, local tourism organizations and “ATR” help to promote ecotourism travel (*Tourisme Québec, 2002*).

Weaknesses: in relation with natural heritage, Quebec has damages in certain natural places, and several water courses are the polluted. In relation to culture, Quebec has lost expertise in such cultural activities as crafts and arts, because of lack of generational takeover. The weakness in the development of ecotourism products and commercialization, is the lack of innovation in the development of products, there are not practical access for tourists to natural places. In relation to the enterprises in the sector, Quebec does not have entry barriers, which makes difficult for small enterprises to have competitive advantages (*Tourisme Québec, 2002*).

Opportunities: first of all, ecotourism is a growing sector, which gives the possibility to many enterprises to develop their services and products that can fulfill consumers' expectations. Also, the use of new technology and internet help to generate new methods of promotion and awareness of the environment. At the same time, internet can be developed as a research motor for the research, reservation, and information about ecotourism places and enterprises. Quebec has the opportunity to create a position in the market as a nature destination (*Tourisme Québec, 2002*).

Threats: global warming is one of the main problems for Quebec landscapes, the deterioration of fauna, and flora put Quebec in a difficult position, where the government needs to work and concentrate its efforts on raising awareness and educated all tourists. The existences of some species like insects in summer session make difficult the travel for tourists, which “reduces the quality of the experience for the consumer” (tourists) (*Tourisme Québec, 2002*).

According to the information presented by *Tourisme du Québec* (2002), enterprises have some knowledge about the way their work could be done, in the region. A key question here is what are the influences that impact on consumers purchases? This paper will go back to this question in the following chapters.

1.2.1 Ecotourism offer in Quebec

According to *Tourisme Québec* (2002), the Quebecer Ministry of Tourism has classified several activities that can be part of ecotourism. To strengthen the promotion of these activities *Tourisme Québec* (2002) shows and describes the places where tourists can have an ecotourism experience. For example, Quebec has a forest territory of more than one million of square kilometers as well as three large rivers (St Laurent, Bahia Hudson and Bahia Ungava).

In addition, the government has created several protected areas between parks, and reserves to increase the ecotourism offer and the control of the environment. These protected areas represent 4.85% of Quebec's whole territory (*Tourisme Québec*, 2002).

In Quebec there are three major national parks. The first one is the *Maurice parks*, which has an area of 536 square kilometers. This park is located in Maurice. The second national park is Forillon, which has an area of 244 square kilometers. This park is located in the Gaspésie region. The third major national park is Mingan, which has an area of 150 square kilometers. This park is located in the Duplessis region. All these parks have unique ecotourism activities that tourists can enjoy (*Tourisme Québec*, 2002).

Quebec offers four touristic regions to be in contact with the marine environment. First is Saguenay-Lac-Saint-Jean. The second is Charlevoix. The third is Manicouagan. The fourth is Bas-Saint Laurent. Further, Quebec offers several parks for the local market. Some of these parks are Îles-de-Boucherville, Mont Saint-Bruno, Yamaska, Mont-Megantic, Mont-Orford and Frontenac (*Tourisme Québec*, 2002).

In addition, *Tourisme Québec* (2002) presents some elements that characterize the providers of ecotourism offers in the region. First, trip duration varies between one to five days. Second, generally the transportation method is either by foot or by cruisers. Third, is the importance that ecotourism providers give to the observation of birds and mammals. These characteristics made the ecotourism Quebec a source of enjoyment and relaxation for the tourist (*Tourisme Québec*, 2002).

Actually, in Quebec tourists can find 1,040 enterprises dedicated to ecotourism, which represents 3.15% of the 33,000 tourism enterprises in the region. Those enterprises are composed of hosting, restoration, transport, travel agencies, congress, attractions, touristic services and adventure tourism, which gives the sector a strong base to compete with national and international players (*Tourisme Québec*, 2002).

According to the web page of Aventure Écotourisme Québec (2012), these enterprises need to be accredited with rigorous “safety standards, specialized guides, quality equipment, liability insurance, thorough knowledge of the natural environment, a rewarding experience (local guides will ensure that you get the most from the change of scenery)”. As a result, ecotourists will have more trust in the kind of package that they want to purchase.

Hebert (2010) made a list of ten hotels in Quebec that ecotourists can visit and see the protection and maximization of the local resources. The table shows the green activities that these green hotels do in Quebec.

Table 1.2

Green Hotels in Quebec

Hotel	Green Activities
Le Delta Sherbrooke	<ul style="list-style-type: none"> -Recycling, reutilization of 100% of their residual matters. -Reduction of printing. -Use of iPad to avoid the use of newspapers. -Promotion of Hybrid car use.
Hôtel Gouverneur Le Noranda, Rouyn-Noranda	<p><i>It is the only hotel in the region that has the certification of the program for sustainable tourism of L'Association des Hôteliers du Québec.</i></p>

	<ul style="list-style-type: none"> -Personal Hygienic products that minimize the impact on the environment. -Encouragement of bicycle use
Holiday Inn Express, Saint-Hyacinthe	<ul style="list-style-type: none"> -Working to obtain the LEED certification. -Reduction of energy and water consumption. - Promotion of Hybrid car use.
Château Laurier, Québec	<ul style="list-style-type: none"> -Reduction of water consumption. -Consumption of local products. -Use of ecological personal hygienic products.
Intercontinental Hotel, Montreal	<ul style="list-style-type: none"> -Reduction of printing. -Purchase of local products. -Reduction of water consumption, food and soap.
Godefroy Inn, Becancour	<ul style="list-style-type: none"> - Reduction of consumption.
Hotel Le Francis, New Richmond	<ul style="list-style-type: none"> -Management of energy consumption.
Hotel La Fabreville, Laval	<ul style="list-style-type: none"> -Recycling. -2% of annual profits related to sustainable activities.
Hotel Chicoutimi, Saguenay	<ul style="list-style-type: none"> -Awareness: Clients purchase tree in exchange for the GES emissions that they create.

	<p>-the soap is produced near the hotel.</p> <p>-Use of bio-products.</p>
Chateau Cartier, Gatineau	<p>-Rooms renovation (green).</p> <p>-Promotion of bicycles use.</p>

Heber, Claudine 2010. Les Affaires.com

Also, Spa Eastman is a case that has been documented by academicians; this Spa offers massotherapy, body care, esthetic services, and information services for all their visitors. It follows the reduction, reutilization and recycling (3R). The protection of the forest, water economy and sustainable transport are core elements for the Spa. Throughout the years, this Spa has been using sustainable development as a base for their offering (Brieu *et al.*, 2011).

Brieu *et al.* (2011) said that the Spa Eastman is a clear example of the profitable success that could be the ecotourism as a business, provided that it is well-managed. Further, Brieu *et al.* (2011) said that all the variables that they had studied to evaluate the level of sustainable tourism that Spa Eastman make day-by-day, respect for the environment was seemed the most important of them. In consequence, this variable has a significant influence in the selection of a touristic activity.

In general, ecotourism enterprises may offer educational features to the visitors, to help them to understand that every person could minimize their consumption in elements like water, energy, and pollution. Enterprises should teach ecotourists about their impact on the environment. The awareness of tourists is a task that ecotourism enterprises need to consider for the developing of their activities (Hayala, 1996).

1.2.2 Ecotourism demand in Quebec

According to *Tourisme Québec* (2002) in 2002 there was no documentation about the experiences of ecotourism travel or profile of ecotourists in Quebec. However, *Tourisme Québec* (2002) made an estimation of ecotourism demand in relation to the statistics that showed the preferences of tourists in activities that are close to nature. *Tourisme Québec*

showed that, in 1999, there were 5 million of tourists who were participating in activities related to nature, which is a big market, where ecotourism can have a good value.

According to the *Guide de l'écotourisme au Québec* (2011), the total spending in the ecotourism sector and adventure tourism sector amounts \$800 million Canadian Dollars, which is equivalent to the 10% of total tourism spending in Quebec. In the case of services expenditures, Quebecers spend about \$70 million Canadian Dollars, which means that this industry has several opportunities for the growing businesses.

Fotiou *et al.* (2002) discussed that, in order to avoid problems in the demand for ecotourism, places like parks and protected areas should create special tours for ecotourists, which can include information session about the fauna, flora, plants and nature in general to inform tourists and create awareness. Enterprises should use their Public Relations activities, which include media coverage of environmental activities and achievements for the promotion of ecotourism travels. The communication of ecotourism activities could have relevant results for the industry.

1.3 Ecotourism certifications

According to a study made by Tourism Queensland in 1999, ecotourism certifications and accreditations have a big impact in the selection of the ecotourism trips by tourists (*Tourisme Québec*, 2002). This study showed that one out of every three tourists had made their selection by taking into account the programs that had accreditations. Also, two out of every three tourists knew the accreditation during the trip. 87% of these tourists agreed to select the trip in relation to accreditation and certifications of tourism companies.

Tourisme Québec (2002) points out that there are two projects to create international certifications for ecotourism. First, there is the Rain Forest Alliance certification, which is controlled by the Sustainable Tourism Stewardship Council, in Latin America. The second is the Nature and Ecotourism Accreditation Program control by Ecotourism Association of Australia and Green Globe 21. Next, this paper will show some certifications, and ecolabels that are used in Quebec.

1.3.1 Leed Certification

It is a program, which recognizes the leadership in the ecological construction. It was first introduced in 2000, in the United States, and since then, it has become a relevant certification for the construction industry. “LEED® Certification distinguishes building projects that have demonstrated a commitment to sustainability by meeting the highest performance standards” (Cagbc, 2012). The web site of the Cagbc teaches all the procedures and requirements to obtain the certification (Cagbc, 2012). The Cagbc tries to make aware, educate and train the constructors on the importance of the protection and conservation of the environment (Cagbc, 2012).

1.3.2 ISO 14001:2004

According to the International Organization for Standardization, this norm will apply for enterprises that fulfill the requirements for an environmental management system. ISO 14001:2004 will take into account legal requirements. “It applies to those environmental aspects that the organization identifies as those which it can control and those which it can influence. It does not itself state specific environmental performance criteria” (International Organization for Standardization, 2011).

1.3.3 The Eco certification logo (Australia)

This logo is recognized in all around the world. Also, it allows ecotourists to recognize a real ecotouristic adventure, as environmentally friendly and sustainable. “The ECO Certification program ensures travellers that certified products are backed by a strong, well-managed commitment to sustainable practices and provides high quality, nature-based tourism experiences” (Ecotourism Australia, 2011). Ecotourism Australia (2011) said that this certification has been exported all around the world as the International ECO Certification Program.



Figure 1.4

Ecolabel Ecotourism Australia

Retrieved from: Ecotourism Australia, 2011

Some of the certifications that tourists can find in Quebec are: *Pavillon Bleu*, *Ici on recycle*, *Clé vert*, *Reservert*, *La classification des Marinas*, *La certification Eco-marina*. In the following lines, this paper will explained each of these certifications.

1.3.4 Pavillon Bleu

It is a label certification. Its objective is “to recognize the environmental performance of beaches and marinas. This certification program is exclusive for the environment” (Certification Quebec, 2012). To obtain this certification, enterprises should be evaluated in “water quality, environmental learning, information, environmental management, health and security” (Certification Quebec, 2012).



Figure 1.5

Ecolabel Pavillon Bleu

Retrieved from: Certification Quebec, 2012

1.3.5 Ici on recycle

This program encourages the adoption of good practices for the reduction, reutilization and recycling of the valorization of residual matters (3RV). The Government of Quebec proposes three levels of engagement in the program; the first level is called *Engagement*, the second level is called *Mise en oeuvre*, and the third level is called *Performance* (Gouvernement du Quebec, 2011).



Figure 1.6

Ecolabel Ici on recycle

Retrieved from : Gouvernement du Quebec, 2011

1.3.6 Clé Verte (Hotellerie)

The most important objective of this program is to evaluate Quebecer hotels' plans to minimize their environmental impact. Some of the actions that this program evaluates are in relation to the consumption of energy and water, etc. According to the compromises that hotels make and the actions that they undertake to protect and to sustain the environment, *L'Association des hôtels du Canada* will provide those hotels that seeks certification with a score ranging from 1 to 5 *Clé Verte*, 1 being the lowest score and 5 the highest (Corporation de l'industrie du Quebec, 2012).



Figure 1.7

Ecolabel Cle verte

Retrieved from: Corporation de l'industrie du Quebec, 2012

1.3.7 Reservert

It is a program that allows hotels in Quebec to be certified by the *Association des Hoteliers du Quebec* for their work in sustainable development. They will evaluate hotels in economic, environmental and social factors (Corporation de l'industrie du Quebec, 2012).



Figure 1.8

Ecolabel Reservert

Retrieved from: Corporation de l'industrie du Quebec, 2012

In the case of the certification of marinas in Quebec, tourists, the government and local communities can find two programs, which are evaluated for *L'Association maritime du Québec*. First, it is *La classification des Marinas*. This program tries to evaluate the marinas in terms of the quality of their infrastructures, their services and their offers. “The Marinas are evaluated on a scale ranging from 0 to 5 gold anchors” (Corporation de l'industrie du Quebec, 2012). The second program is *la certification Eco-marina*. This program allows

L'Association maritime du Québec to estimate the environmental impact of marinas exploitation, in Quebec. Again, these establishments are evaluated on a scale ranging from 1 to 5 *Éco gouttes* (Corporation de l'industrie du Quebec, 2012).



Figure 9

La classification des Marinas

Retrieved from : Corporation de l'industrie du Quebec, 2012



Figure 1.10

La certification Ecomarina

Retrieved from: Corporation de l'industrie du Quebec, 2012

1.4 Importance of Marketing in Ecotourism

As this paper mentioned, ecotourism has a big impact on the economy of several countries. There are lots of factors from tourism and ecotourism that have an impact on the development of several countries. Developing ecotourism on a national level has become a real challenge for many governments, companies and regional communities. According to

Bernardo Duha (2004), marketing is the main driver for the ecotourism boom. Duha believes that marketing is significant for the sector of tourism in any country.

Promoting ecotourism costs a lot of money but such expenditures generate many benefits. Ecotourism marketing has to focus on selling an experience to tourists. Travelers are attracted by packages that send them to natural places. At this moment, ecotourism marketing strategies face several issues. Some packages do offer real eco-tours. However, other packages do not offer true eco-tours. They offer luxurious hotels and commodities. However, some studies show that 83% of tourists around the world like the idea of being “green” and protecting the environment, rather than making luxury trips (Duha, 2004).

Marketing created new concepts to redefine the meaning of ecotourism. One of these concepts is “green washing” (Duha, 2004, pag.33). This commonly referred to as a deceptive form of marketing, because marketers promote places that are not protected by environmental norms or regulations or eco-trips that have environmental friendliness only in their names. Tourists go on vacation, enjoy their time and return home with the idea that they have helped the environment, when actually they did not. Hence, when such programs are evaluated, it can be seen that companies do not follow environmentally sound practices and procedures at all. Some companies only want to get admiration and money from unsuspecting tourists (Duha, 2004).

Nowadays, there are lots of strategies that companies can use to get people's attention. Before preparing a package, enterprises should evaluate the kind of product they want to sell, the promotion they will use, the place they will take tourists, and the price they will put to programs, tours and packages. These factors are really important to plan projects and support strategies (Sangpikul, 2010).

Enterprises need to inform customers (tourists) about advantages and disadvantages when tourists choose a specific program. Also, it is important to remember that potential customers are not just people from outside those natural places. Local communities could also be considered as potential customers. An example of sound management of natural resources can be found in Thailand. This country has lots of natural attractions. The Thai Government

protects those places through its laws. They have created national parks and areas for the protection of wildlife, depending on the regions that tourists, want to visit (Sangpikul, 2010).

Thailand takes advantage of ecotourism as a mean to develop the country. The country protects the environment through healthy marketing and educates people about those natural places (Sangpikul, 2010).

CHAPTER II

2. LITERATURE REVIEW

In this chapter the paper presents the literature that deals with ecotourism. First, the different definitions of ecotourism will be outlined, as well as ecotourism principles, characteristics, advantages, disadvantages and dimensions. The demand and offer for ecotourism in Quebec, will be discussed briefly. In addition, this part will also cover such topics as the measurement of ecotourism and the various ecotourism certifications. Finally, this document will present the conceptual framework that encompasses motivations and impediments for consumers' ecotourism trip purchase decision.

2.1 Definition of Ecotourism

In the literature there are several definitions of ecotourism. For example, Fennel (2001), presented no less than 85 definitions of this concept. Table 2.3, highlights some of these most important definitions. This table will help to analyze the different perspectives of what should be ecotourism. For example, the World Tourism Organization defined ecotourism as a concept that should follow certain characteristics to be accepted by governments, ecotourists and local or regional communities.

Table 2.3

Definitions of Ecotourism

References	Ecotourism definitions
World Tourism Organization (2012)	<p>Ecotourism is used as referring to forms of tourism that have the following characteristics:</p> <ol style="list-style-type: none"> 1. All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the

	<p>traditional cultures prevailing in natural areas.</p> <p>2. It contains educational and interpretation features.</p> <p>3. It is generally, but not exclusively organized by specialized tour operators for small groups. Service provider partners at the destinations tend to be small locally owned businesses.</p> <p>4. It minimizes negative impacts upon the natural and socio-cultural environment.</p> <p>5. It supports the maintenance of natural areas which are used as ecotourism attractions by:</p> <ul style="list-style-type: none"> - generating economic benefits for host communities, organizations and authorities managing natural areas with conservation purposes, - providing alternative employment and income opportunities for local communities, - increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists
Tourisme Quebec (2012)	<i>Ecotourism: form of tourism that promotes the discovery of natural environments as well as the preservation of their integrity. It is composed of the educational activities emphasizing the necessity to protect natural and cultural resources. It also promotes the development of respectful attitudes towards the environment. Eventually, it favors sustainable development and informs about the socioeconomic benefits for the local and regional communities.</i>
Guide de l'écotourisme au Québec (2011)	<i>Ecotourism is a touristic in a natural environment based on learning, pleasure, reduction of environmental impacts, and socio-cultural conservation.</i>

	<p>There are five principles that the <i>Guide de l'écotourisme au Québec</i> proposed:</p> <ol style="list-style-type: none"> 1. <i>Enhancement of environmental conservation</i> 2. <i>Cultural integrity of local populations</i> 3. <i>Fair-minded contribution to the development of local economy</i> 4. <i>Touristic learning</i> 5. <i>Development of a new touristic experience</i>
Marques, Reis and Menezes. (2010)	Ecotourism is closer to sustainable tourism since it should be ecologically and socioculturally sustainable, minimizing any undesirable impacts on the natural, cultural or social environment. The ecotourism concept refers to environmentally responsible travel to relatively undisturbed natural and cultural areas that fosters environmental education or learning and appreciation while contributing to conservation and economic development.
Honey (2008)	Responsible travel to natural areas that conserves the environment and improves the well-being of local people.
Sirakaya (1999)	Ecotourism is a new form of non-consumptive, educational, and romantic tourism to relatively undisturbed and under-visited areas of immense natural beauty, and cultural and historical importance for the purposes of understanding and appreciating the natural and socio-cultural history of the host destination.
Bjork (1997)	Ecotourism is an activity where the tourist travels to nature areas in order to admire, study and enjoy the existing nature and culture in a way that does not exploit the resources but contributes to the conservation of the genuine environment.

Hayala (1996)	Ecotourism is commonly perceived as a form of nature travel, but a broader definition that also includes ecotourism's conservation, cultural, and interpretative dimensions is more appropriate.
Allcock, A., Jones, B., S., and Grant, J. (1993)	Ecotourism is a nature-based tourism that includes an educational component and that is managed to be sustainable.
Young (1992)	Ecotourism to natural area fosters environmental understanding, appreciation and conservation and sustains the culture and well-being of local communities.
Ecotourism Association of Australia (1992)	Ecotourism ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation.
Ceballos-Lascurain. (1991)	Ecotourism is a form of tourism that involves travelling to undisturbed or uncontaminated natural areas with the particular objective of admiring, studying and enjoying scenery and wild plants and animals as well as any cultural features found in such areas.
The International Ecotourism Society (1990)	Ecotourism: responsible travel to natural areas that conserves the environment and improves the well-being of local people.
Hetzer (1965)	Ecotourism: is a type of tourism that is principally based in natural and archeological resources. birds and other wild animals, scenic areas, reefs, caves, fossil sites, archeological sites, wetlands and Inhabited, rare or endangered areas.

Adapted from: World Tourism Organization (2012); Tourisme Quebec (2012); *Guide de l'écotourisme au Québec* (2011); Marques, Reis and Menezes. (2010); Honey (2008); Sirakaya (1999); Bjork (1997); Hayala (1996); Allcock, A., Jones, B., S., and Grant, J.

(1993); Young (1992); Ecotourism Association of Australia (1992); Ceballos-lascurain (1991); The International Ecotourism Society (1990); Hetzer (1965).

An analysis of the definitions shows that there are some dimensions of the concept that are similar and can thus be compared (Bjork, 2000). Elements like **nature-based tourism** (World Tourism Organization, 2012; Allcock *et al.*, 1993), **conservation** (World Tourism Organization, 2012; Tourisme Quebec, 2012; Marques *et al.*, 2010; Bjork, 1997; Hayala, 1996; TIES, 1990; Ecotourism Association of Australia, 1992; Young, 1990) **educational features** (World Tourism Organization, 2012; Marques *et al.*, 2010; Tourisme Quebec, 2012; Sirakaya, 1999; Bjork, 1997; Allcock *et al.*, 1993; Ecotourism Association of Australia, 1992; Ceballos-Lascurain, 1991), **minimization of negatives impact in the culture, nature, society and sustainability** (World Tourism Organization, 2012; Tourisme Quebec, 2012; Marques *et al.*, 2010; Allcock *et al.*, 1993; Ecotourism Association of Australia, 1992), **improvement of well-being of local community** (World Tourism Organization, 2012; Tourisme Quebec, 2012; Honey, 2008; Young, 1992; TIES, 1990) and **responsible travel** (Marques *et al.*, 2010; Honey, 2008; TIES, 1990) are the most common elements proposed by the authors. Also, Sirakaya (1999) showed that ecotourism could be a romantic tourism; it's a tourism that could be enjoyable for couples and marketers need to be aware of that.

Others authors like Weaver (2010) showed that ecotourism could be defined according to the classification of tourists. For example, Weaver (2010) says that there are hard-ecotourists and soft-ecotourists. Hard-ecotourists are characterized by having a strong environmental commitment. They follow sustainability, they make specialized and long trips, they can travel in small groups, focus on the personal experience, and they are also physically active. In contrast, soft-ecotourists have a moderate commitment with the environment, they make shorts trips in larger groups than hard-ecotourists, they are physically passive and they expect that ecotourism enterprises to offer a wider range of services; they focus on the interpretation of nature and of the environment. The profile of ecotourists, their motivations and impediments to make a purchase will be presented later in this paper.

2.2 Ecotourism: Principles and Characteristics

At this time ecotourism is an economic solution for many countries that do not have the resources to build new touristic attractions. Recently, ecotourism has become an innovative idea to catch the attention of potential customers. Countries and enterprises try to identify key characteristics of ecotourism in order to implement new techniques that attract local and international visitors.

The Nations Environment programme (UNEP) presented, in a publication made in 2002, 9 principles to assess whether an ecotourism program has been adequately implemented or not, and to what extent. Those nine 9 principles are:

- Minimizing the negative impacts on nature and culture that can be harmful to a particular destination;
- Educating the traveler on the importance of conservation;
- Stressing the importance of a responsible business, that works in cooperation with local authorities and people to meet local needs and deliver conservation benefits;
- Directing revenues to the conservation and management of natural and protected areas;
- Emphasizing the need for regional tourism zoning and for visitor management plans designed for either regions or natural areas, that are slated to be eco-destinations;
- Emphasizing the use of environmental and social baseline studies, as well as long-term monitoring programs, to assess and minimize impacts;
- Striving to maximize economic benefits for the host country, local businesses and communities, particularly for the people living in a places that are adjacent to natural and protected areas;
- Seeking to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents;
- Relying on infrastructure that has been developed in harmony with the environment, minimizing the use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment" (Epler, 2002).

Also, Honey (2008) presents 7 criteria to distinguish legitimate ecotourism from green washing and ecotourism lite. These criteria are: 1) travel to natural destinations; 2) minimize impact; 3) build environmental awareness; 4) provide direct financial benefits for conservation; 5) provide financial benefits and power for local people; 6) respect local culture; and 7) support human rights and democratic movements.

At the same time, Higham (2007) says that there are 8 principles and characteristics that countries and enterprises need to consider whenever they use ecotourism as a business. First, ecotourism should be in favor of the environment through its preservation and protection. This means that enterprises and governments should make arrangements to avoid that the environment suffers from dramatic changes. The idea is to show visitors different ecosystems, which are not appropriate places for these ecosystems to develop. Second, enterprises should not use natural places as an object of corrosion. This means that both governments and companies should protect those places against changes that could affect their diversity (Higham, 2007).

Third, "ecotourism concentrates on intrinsic rather than extrinsic values" (Higham, 2007, p.5). This means that people need to respect the parameters of ecotourism in order to avoid problems in the future. Fourth, people should see and learn about ecosystems in order to know them and to recognize the variety of species that inhabit there rather than solely considering them as sources exploitation sources (Higham, 2007).

Another principle is that environment should reap benefits from ecotourism implementation. This means that there should be advantages for the environment. An example is when people go to visit the Rocky Mountains, Canada. In the Rocky Mountains people are not supposed to modify anything in the area, in order to protect the flora and fauna that inhabit there. In that way, the environment will not suffer from too many damages and enterprises will take care of the species that inhabit the place (Higham, 2007).

The sixth principle is that from all types of tourism, the closest interaction with natural places comes from ecotourism. This means that when people want to be familiar with a natural environment, ecotourism is the best way to do it. Ecotourism involves a variety of places that people from different ages and gender could be excited to visit. The seventh principle is that the opportunity to learn about the environment will come from ecotourism. In fact,

ecotourism will teach people how to take care of different species. Finally the eighth principle is that, overall, people need to be prepared to feel and enjoy everything that nature is able to give to them (Higham, 2007).

These principles are at the core of ecotourism in the world, but depending on the countries, these may vary. The principles are really important for the concept of ecotourism, because as the definition says, ecotourism is sustainable tourism in which tourists, governments, enterprises and natives must preserve the nature, wherever they go. The function of these principles and characteristics of ecotourism is to recall governments, tourists, enterprises and other organizations that they have a responsibility to protect natural places, because these places are really valuable for our survival and consequently, people need to work as a team to care for these wonderful spaces (Higham, 2007).

Meanwhile, according to the *Guide de l'écotourisme au Québec* (2011), there are five principles that Quebecers need to follow while they are doing ecotourism trips. First, *the valorization of the environment conservation*, which means that every ecotourist should preserve and protect the environment in each trip. The second principle is *the cultural integrity of local populations*, which means that all the actions and activities that ecotourism enterprises do should respect the culture of the local community. The third principle is *the fair-minded contribution to the development of the local economy*, which means that ecotourists, governments and enterprises should protect the local economy and help the local community improving their quality of life and the way that they protect and preserve the environment and nature.

The touristic learning is the fourth principle that the *Guide de l'écotourisme au Québec* (2011) proposed, which means that enterprises should teach ecotourists and tourists in general about how to protect the environment, what are the benefits for the environment and which are the problems that tourists could potentially face and which are the problems that they could possibly cause, if they do not behave as good guests. Eventually, this guide also stated that enterprises, governments and local communities should work together to *generate a new touristic experience* that will create a memorable experience for ecotourists, hence that will stay in the mind of visitors.

As presented earlier, ecotourism has several definitions according to where it is taking place, the culture and government regulations in vigor. Other authors present different principles. Hayala (1996) showed in her paper “Resort Ecotourism: A paradigm for the 21st century”, that there are 3 relevant dimensions of ecotourism. First, is the **environmental dimension**. Authors such as Brieu *et al.*, (2011) supported this argument. Hayala (1996) said that it is the most important principle for ecotourists. The results of her study showed that participants think that sustainable vacations are those where visitors do not pollute the place(s) that they visit and keep contact with the nature all along their trip.

The second principle that Hayala (1996) presented in her study is the **economical dimension**. This principle evaluates the reaction of tourists when they are aware of the revenues generated by this kind of economic activity. The results show that participants have a good perception, which means that they are encouraged to organize their own trip and are also able to participate and integrate into the local community. The third **principle** refers to the **socio-cultural dimension**. This principle is related to the respect that every ecotourist should have with regards to the historical patrimony (heritage) of the hosting population. They should be able to make exchanges with the local community, to learn and to understand their culture.

Further, she argued that marketers need to raise ecotourists' awareness about the principles and characteristics of ecotourism to be able to have a positive impact on the environment (nature), and on local communities (Hayala, 1996).

This paper emphasizes that there are several principles of ecotourism. All of them are related to what ecotourism is in each local community. This paper makes a summary of ecotourism principles and shows, which one of them could be, institutionalized as normative concepts around the world.

Table 2.4

Principles of Ecotourism

1.	Protection and conservation of the environment (water, food, nature, flora, fauna)
2.	Learning about the local community's culture(s), habits and customs (environmental awareness)
3.	Sustainable visit (for both tourists and local communities)
4.	Economic benefits for the local community
5.	Minimization of the environmental impact of tourists' visits
6.	Protection of Human Rights

Adapted from: *Guide de l'écotourisme au Québec* (2011); (Honey, 2008); (Higham, 2007); (Epler, 2002); (The Nations Environment programme, 2002).

2.3 Indicators for monitoring the impact of ecotourism on the environment

Actually, there are many companies that are deliberately willing to be socially responsible. Unfortunately, there are some others that lack the motivation to be social responsible and need incentives to do so (Webb *et al.*, 2007). Some studies were concluded that “*corporate social performance and profitability are significantly, positively related*” (Waddock & Graves, 1997: 12). But, enterprises are not aware of this. Enterprises should adopt policies that reinforce their work in sustainable development. These policies could be “*purchasing local goods, services and carrying capacity building*” (Fotiou *et al.*, 2002). Enterprises should focus their efforts on educating, training and teaching their employees, visitors and the local community about the importance of environment protection (Fotiou *et al.*, 2002).

In addition, Fotiou *et al.*, (2002) stated that the local government could regulate ecotourism activities. The government can enforce some policies that will monitor and evaluate enterprises according to their respect of sustainability criteria. They also proposed the three

Rs, which are reducing, recycling and reusing, that may be used to monitor the ecotourism activities.

Further, they said that both government commitment and the inclusivity of NGOs are determinant elements for the follow-up and control of ecotourism enterprises. They supported the idea of the creation of sustainable indicators related to the policies and objectives of the local government. Table 2.5 presents indicators that the World Trade Organization (WTO) suggests to governments in order for them to better control and supervises ecotourism; this information was found in sustainable development of ecotourism in small islands developing states (SIDS) and other small islands (Fotiou *et al.*, 2002):

Table 2.5

Indicators for monitoring the impact of ecotourism on the environment

1. Amount of budget per capita allocated by governments to conservation and environmental management purposes.
2. Percentage of the protected areas' surface in the country/region or island, including marine and terrestrial areas.
3. Ratio of the number of tourists to the number of local residents.
4. Evolution of the number of touristic enterprises.
5. Number of touristic enterprises that possess an eco-label.
6. Number of tourists per surface of protected areas.
7. Number of rare species in ecosystems that are ecotourism destinations.
8. Food- and water-related illnesses and incidents resulting from inadequate quality.

Table adapted from Fotiou *et al.*, (2002)

2.4 Advantages and Disadvantages of Ecotourism

Ecotourism is a controversial subject. Some people believe that ecotourism is a type of tourism that encompasses many risks for the environment. On the other hand, some others believe that ecotourism is the solution for many economic problems. The following pages of this text will expose the advantages and disadvantages of ecotourism (McLaren, 2003).

Ecotourism will provide authorities with various benefits in different aspects like economic, environmental, developmental, conservational, cultural and educational aspects. In the economic aspect, organizations, companies and other institutions will store up new types of revenues to boost their regional development. Ecotourism will help to increase the employment rate and to promote local companies. In the environmental aspect, ecotourism has a low impact because organizations will have the responsibility to protect and preserve natural places (Watkin, 2002).

In the development aspect, ecotourism will give to communities the provision for their development. In that way, people will have access to many communication services. Also through ecotourism, communities will have the possibility to grow and to build more houses for immigrants. As communities grow, they will have the opportunity to obtain better health services and prevention campaigns like family planning to better control population growth. In the conservation aspect, organizations and governments will adopt stricter and rigorous policies aimed at protecting those territories and to better manage their exploitation. In the cultural aspects, ecotourism will help tourists to understand natives' cultures and to explore their customs. In the education aspect, natives and tourists will have the opportunity to learn from each other (Watkin, 2003).

On the other hand, some people believe that ecotourism has negative effects on the economy, on the environment, on development, on conservation, on culture and on education. The first negative effect on the economy is that the revenues generated by ecotourism will vary by population segments and will thus create financial and economic disparities in the region. Opponents to ecotourism believe that there will be low employment in the region which will in turn increase poverty. Also, small businesses will be at higher risks because they will suffer from competition with big enterprises. The negative effect for the environment,

opponents argue, is that ecotourism will damage and degrade the environment, wherever it takes place (Watkin, 2003).

The negative impact on the development of a specific community is that between communities there is a lot of controversy about the motivations underlying the development of ecotourism programs. That creates division between natives. Some natives believe that working for foreign enterprises will generate manipulation and abuses from those companies toward natives. Some others believe that working for those companies will generate development and improve the quality of life. Another negative effect is that ecotourism will disturb the habitat and species that live in these natural places. Also, tourists may be exposed to dangerous animals. The negative effect for the cultural aspect is that ecotourism will change the culture of each region. Finally, the negative effect on education is that some foreign companies may cause native people to lose traditional values encouraging them to adopt new beliefs or to adapt to new lifestyles and techniques. Natives believe that they will lose their identity if they learn other techniques (Watkin, 2003).

2.5 Ecotourists

2.5.1 Segmentation: Types of Ecotourists

Actually, responsible consumption has become an important concept for enterprises, government and consumers. Ecotourism is thus an important activity since it involves responsible consumption. Blamey (1997) and Burger *et al.* (1995) define ecotourists as “anyone travelling with the primary motivation of viewing, enjoying, and experiencing nature in a relatively undisturbed or uncontaminated natural area and undertaking at least one ecotourism experience during their trip, can be considered an ecotourist” (Blamey, 1995; Burger *et al.*, 1995). Some authors made a classification of tourists to try to identify a typology of ecotourists.

The first segmentation studies of ecotourists date from 1991. Lindberg (1991) showed that there are four types of ecotourists. The first group is named “*hard-core*”, which is completely committed to ecotourism, then second group is known as the “*dedicated*”, then come the “*mainstream*” and eventually the “*casual*” ecotourists, which only partially commits to ecotourism. Each of these groups has different characteristics and preferences.

Blamey and Braithwaite (1997) proposed four different groups of ecotourists according to the evaluation of their social values. First is the group of the “dualists”, who prefer equality and harmony as well as development and control in social values. Second, is the “libertarians” group, which typically does not attach a lot of importance to equality and harmony. Third, is the “moral relativists” group, which does not support a specific value domain. Fourth is the “ideological greens” group, which highly supports equality and harmony, but also rights. However, this latter group has little consideration for development and control values.

In the same year, Palacio and McCool (1997) proposed a different segmentation. This time, they evaluated the benefits that ecotourism provides to each group of ecotourists. They identified four different groups. First is the “Comfortable naturalists” group, which says that the benefits of ecotourism are related to health and experiences sharing. Second, is the “Passive players” group, which displays a relative lack of knowledge about the benefits of ecotourism. Third, is the “Nature Escapists” group, which recognizes that ecotourism is a way to escape to nature, to appreciate it and to learn from it. Fourth, is the group called “Ecotourists”. This group enjoys the highest average score on all four benefits that the authors proposed in their study.

Also, Twynam and Robinson (1997) made a segmentation study. This study evaluated the ecotourism activity preferences for each ecotourist. They found four types of ecotourists. First, are the *enthusiasts*, who are willing to try any kind of activities. Second, are the *adventurers*. They prefer to keep active and are ready to take up physical challenges. Third, are the naturalists. They prefer to visit natural places, to visualize unique landscapes, and like to see wildlife variety. The last types of ecotourists are the *escapists*. They like to learn about and to observe unaltered nature.

Recently, Galloway (2002) made a study in natural parks in Ontario; he found that there are three segmentation bases according to motivations factors. First, is the “*Stress escaper*”, who likes to feel secure inside of natural parks. Second, is the “*active nature enjoyer*”, who cares more for the condition of the park and third is the “*sensation seeker*”, who declares that the most important thing is park performance and management. Then Weaver and Lawton (2002) made a segmentation study in relation to the ecotourist behavior. They identified three different types of ecotourists. First, is the “*structured ecotourist*”, who likes to learn about

nature and to travel in small groups. Second, is the "*harder ecotourist*", who prefers nature-based learning, as well as self-relied, non-mediated, risky and challenging trips. Third, is the "*softer ecotourist*", who dislike the lack of comfort, and who do not like to do risky physical activities.

For the purpose of this study, a brief summary emphasizes the different types of ecotourists that have been defined by different authors so far. Table 2.6 presents different data that was found in several studies. It mentions the author(s), the name of the study, the scope of the study, the instrument(s) for data collection, the size of the sample, the nature of the sample, the context, the measurement instrument and segmentation information.

In general, the articles present data from different countries including Canada, the United States, Australia, Belize, Taiwan, France, Scotland, and the United Kingdom, which allows having an overview of general ecotourists' profiles. Also, this table presents thirty-five different classifications of ecotourists that later on will be explained in table 2.9.

The most important elements that table 2.6 presents are the items that authors used to measure ecotourists' behavior. Some of the items that were used recurrently were based on consumer's experiences. These items provide the bases for the construction of the framework. The variables that group the major part of the items are: **nature**, which includes wilderness; **conservation**, which includes items such as avoiding major impacts on the environment, environmental conscientious, establishing endangered animal sanctuaries and avoiding luxury hotels; **health**, which includes tranquility and physical fitness; **outdoor learning** and **entertainment**, which includes travel in small groups and promotion of arts and crafts commerces (Weaver, 2010; Prim-Allaz & Lecompte, 2009; Zofragos & Allcroft, 2007; Chang-Hung *et al.*, 2004; Weaver & Lawton, 2002; Galloway, 2002; Twynam & Robinson, 1997; Palacio & McCool, 1997; Lindberg, 1991)

Table 2.6
Ecotourist's Profile

Author: Weaver (2010)	
Study	Hard-core Ecotourists in Lamington National Park in Australia
Nature of the study	Quantitative
Instrument for the data collection	Questionnaire 16 pages mail-out
Size of the sample	1180
Nature of the sample	Client of two ecolodges adjacent to National Lamington park
Context	Australia
Measurement	<p>Section A: 37 likert-scaled statements to measure consumer attitudes and behavior.</p> <p>Cluster analysis:</p> <ul style="list-style-type: none"> -I prefer to observe nature in a wild and unrestricted setting. -My idea of an ideal ecotourism destination is a wilderness setting. -I prefer ecotourism locations that are as remote as possible. -I want to learn as much as possible about the natural environment of the sites that I visit while I am there. -I try to find out as much about the natural environment of a destination as I can before I actually go there. -I like my ecotourism experiences to be mentally challenging. -I learn more about the natural environment on an escorted tour

	<p>than through travelling on my (or our) own.</p> <ul style="list-style-type: none">-I prefer ecotourism sites in which the natural attractions are interpreted or explained to me.-I usually do what I can to leave the site or area in better condition than when I arrived.-The quality of a destination's natural environment is more important to me than the quality of the accommodation that I use.-My ecotourism participation has made me more environmentally conscientious.-I try to support the local economy of places that I visit.-I am willing to donate extra money to support ecotourism sites such as national parks.-I will only patronize accommodations and tour operators that have a proven track record of environmental sustainability.-I like to participate in volunteer work, such as trail maintenance, surveys, etc.-I do not go out of my way to pick up litter left behind by others.-If I encountered someone who was behaving in an environmentally irresponsible manner, I would just ignore it.-I like to visit destinations that few others have visited.-I would be willing to go on a long hike in miserable weather if this was my only opportunity to see a unique plant or animal of interest to me.-I want to experience as many ecotourism destinations as I possibly can in my lifetime.-I have had experiences with the natural environment that I would describe as being intensely spiritual.
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	<ul style="list-style-type: none"> -I enjoy telling others about my ecotourism experiences. -When I find a nature tourism location that I really like I tend to return there as often as I can. -Meeting like-minded people is an important part of my ecotourism experience. -I like to be as self-reliant as possible when I travel. -I like my ecotourism experiences to be physically challenging. -I consider myself to be a dedicated ecotourist. -I enjoy an element of risk in my ecotourism experiences. -I often take holidays on the spur of the moment. National parks should provide adequate infrastructure and services to accommodate all those who want to go there. -I like to impress my friends/family with the ecotourism destinations that I have visited. -My ecotourism experiences are usually just one component of a multi-purpose trip. -Comfortable accommodations and services are a priority for me. -I like ecotourism but I also enjoy spending time at a beach resort. -I like to have all my travel arrangements made in advance before I start out on a holiday. -I would rather rely on a travel agent or tour operator than make my own travel arrangements. -All else being equal I prefer to travel as part of a larger group as opposed to a smaller group
Segmentation	<p>1 Hard-core ecotourist</p> <p>2 Other ecotourist</p>

AUTOR : Prim-Allaz and Lecompte (2009)	
Study	Tourisme durable : les français sont-ils partants?
Nature of the study	Quantitative
Instrument for the data collection	Web questionnaire sent by e-mail and face-to-face interviews.
Size of the sample	545
Nature of the sample	French participants
Context	France
Measurement Instruments	<p>25 items :</p> <p><i>Are you ready to :</i></p> <p><i>Not disturbing the natural places that you visit</i></p> <p><i>To respect the values of the local population</i></p> <p><i>To sponsor arts and crafts of the visited populations</i></p> <p><i>To maximize the exchange with the local populations</i></p> <p><i>To preserve the scarce local resources</i></p> <p><i>To avoid trips in the form of cruises</i></p> <p><i>To prefer the use massive transportation</i></p> <p><i>To avoid getting into luxury hotels</i></p> <p><i>To stay in hotels run by locals rather than in big hotels chains</i></p> <p><i>To travel in small groups</i></p> <p><i>To reduce to the minimum the number of intermediaries</i></p> <p><i>To avoid certain deteriorated natural places</i></p> <p><i>To go with tour operators that guarantee the respect for the environment in the visited natural places</i></p>

	<p><i>To make sure that one part of the revenues generated by your trip will go to the natural places that you visit</i></p> <p><i>To avoid the consumption of products that come from developed countries</i></p> <p><i>To accept the reduction of comfort conditions during your travels (accommodation-food-transportation in local conditions)</i></p> <p><i>To make sure that enterprises respect international labor rights</i></p> <p><i>To prefer tour operators that finance sustainable development projects in favor of local populations</i></p> <p><i>To live the way locals live and to avoid wasting their resources</i></p> <p><i>To travel with people that support the local associations</i></p> <p><i>To feel useful in the visited country</i></p> <p><i>In international travel, to avoid the car and bus transport for long distances</i></p> <p><i>To avoid the use of airplanes as type of transportation</i></p> <p><i>To prefer to stay close to home</i></p> <p><i>To avoid traveling half-way around the world</i></p>
Segmentation	1 Neosustainables 2 Campers 3 Stay-clubs 4 Cultural institutionals 5 Sustainable adventurers
AUTHOR: Zografos and Allcroft (2007)	
Study	The Environmental Values of Potential Ecotourists: A Segmentation Study.
Nature of the study	Quantitative

Instrument for the data collection	7 pages Questionnaire
Size of the sample	305
Nature of the sample	Visitors of different sites in Scotland
Context	Scotland
Measurement instruments	<p>-Questions: trip characteristics.</p> <p>- Relation Human-enviroment: 15 items</p> <ol style="list-style-type: none"> 1. We are approaching the limit of the number of people the earth can support 2. Humans have the right to modify the natural environment to suit their needs 3. When humans interfere with nature it often produces disastrous consequences 4. Human ingenuity will ensure that we do NOT make the earth unlivable 5. Humans are severely abusing the environment 6. The earth has plenty of natural resources if we just learn how to develop them 7. Plants and animals have as much right as humans to exist 8. The balance of nature is strong enough to cope with the impacts of modern industrial nations 9. Despite our special abilities humans are still subject to the laws of nature 10. The so-called 'ecological crisis' facing humankind has been greatly exaggerated

	<p>11. The earth is like a spaceship with very limited room and resources</p> <p>12. Humans were meant to rule over the rest of nature</p> <p>13. The balance of nature is very fragile and easily upset</p> <p>14. Humans will eventually learn enough about how nature works to be able to control it</p> <p>15. If things continue on their present course, we will soon experience a major ecological catastrophe</p> <ul style="list-style-type: none"> -Multivariate analysis -Cluster analysis
Segmentation	<p>Segmentation basis: Environmental values</p> <p>1 Dis approvers</p> <p>2 Scepticals</p> <p>3 Concerners</p> <p>4 Approvers</p>
<p>Author: Chang-Hung (Teresa) Tao, Paul F.J. Eagles and Stephen L.J. Smith (2004)</p>	
Study	Profiling Taiwanese Ecotourists Using a Self-definition Approach
Nature of the study	Quantitative
Instrument for the data collection	<p>Questionnaire</p> <p>Translated into Taiwanese, Chinese and English</p>
Size of the sample	404
Nature of the sample	Visitors in Taiwan's Taroko National Park 20 years or older
Context	Taiwan

Measurement instruments	<p>Activities and environmental and personal attitudes. Likert scales, multiple choice and open-ended questions</p> <p>Statements:</p> <ul style="list-style-type: none"> -The supply of natural resources is inexhaustible and will not be used up for the sake of improved leisure opportunities; it is good to develop more recreation areas. -When economic growth is in conflict with environmental conservation, environmental conservation should be given the priority. -Living space is a severe problem in Taiwan, therefore it is appropriate to convert farmland to build public housing. -At present, the implementation of environmental conservation in Taiwan is well done. -Taiwan has limited land and is crowded with people; therefore, it is inappropriate to establish endangered animal sanctuaries. -Enjoying natural resources is a personal right. -It is inappropriate for the Government to make laws to control people's use of natural resources. -Human beings have the right to satisfy their own needs by altering the natural environment. -When human beings engage in any leisure and recreational activities, they should avoid disturbing local natural environment.
Segmentation	<ul style="list-style-type: none"> -Self-defined ecotourists -Non-self-defined ecotourist
AUTHOR: Weaver and Lawton (2002)	
Study	Overnight ecotourist market segmentation in the Gold Coast

	Hinterland of Australia
Nature of the study	Quantitative
Instrument for the data collection	16 pages Questionnaire by mail
Size of the sample	1.180
Nature of the sample	Tourists, who stayed at least one night in two different natural parks
Context	Lamington NP, Australia
Measurement instruments	37 five point Likert items: that evaluated actual and expected behavoir according to ecotourists' experiences. -Cluster analysis
Segmentation	Segmentation basis: consumer behavior: 1. Structured ecotourists 2. Harder ecotourists 3. Softer ecotourists
AUTHOR: Couture (2002)	
Study	<i>Nature et tourisme: l'écotourisme au Québec en 2002</i>
Nature of the study	Orientations and action plan of Quebec's government
Instrument for the data collection	Several qualitative studies in the United Kingdom, the United States and Canada
Size of the	

sample	
Nature of the sample	Americans, Canadians, English persons
Context	The United Kingdom, the United states and Canada
Measurement instruments	Surveys
Segmentation	<ul style="list-style-type: none"> -Experienced ecotourists -Occasional ecotourists -Potential ecotourist
AUTHOR: Galloway (2002)	
Study	Psychographic segmentation of park visitor markets: Evidence for the utility of sensation seeking.
Nature of the sample	Quantitative
Instrument for the data collection	Questionnaire
Size of the sample	9.495
Nature of the sample	Visitors to provincial parks
Context	Ontario, Canada
Measurement instruments	<p>24 items rated on a 9-point scale, ex:</p> <p>Enjoy nature Achievement/stimulation</p> <p>Reduce tensions Physical rest</p> <p>Escape noise/crowds Physical fitness</p> <p>Outdoor learning Teach/lead others</p>

	<p>Sharing similar values Risk taking</p> <p>Independence</p> <p>Meet new people</p> <p>Family kinship</p> <p>Introspection/spiritual</p> <p>Consider people</p> <p>-Cluster analysis</p>
Segmentation	<p>Segmentation basis: Motivation pushes factors.</p> <ol style="list-style-type: none"> 1. Stress escapers: 2. Active nature enjoyers 3. Sensation seekers
AUTHOR: Twynam and Robinson (1997)	
Study	A Market Segmentation Analysis of Desired Ecotourism Opportunities
Nature of the study	
Instrument for the data collection	Quantitative
Size of the sample	2 surveys: face-to-face interviews and web survey sent by e-mail
Nature of the sample	1 Summer travelers, visitors and residents. 2 People who are interested in outdoor recreation. Americans and Canadians.
Context	- Ontario, Canada

Measurement Instruments	-Cluster analyses separately for each survey
Segmentation	Segmentation basis: Ecotourism activity preferences. 1 Enthusiasts 2 Adventurers 3 Naturalists 4 Escapists
AUTHOR: Blamey and Braithwaite (1997)	
Study	A social values segmentation of the potential ecotourism market
Nature of the study	Quantitative
Instrument for the data collection	Questionnaire mailed
Size of the sample	1,680
Nature of the sample	Australians
Context	Australia
Measurement Instruments	7-point scale. 1 Question to identify potential ecotourists. 2 Social values: 17 indicators 3 Post-materialist: 12 items
Segmentation	Segmentation basis: social values. 1 Dualists 2 Libertarians

	3 Moral relativists: 4 Ideological greens
AUTHOR: Palacio and McCool (1997)	
Study	Identifying ecotourists in Belize through benefit segmentation: A preliminary analysis
Nature of the study	Quantitative
Instrument for the data collection	Short Questionnaire
Size of the sample	206
Nature of the sample	Visitors to Belize
Context	International airport of Belize
Measurement instruments	<p>18 Motivational items:</p> <ul style="list-style-type: none"> -For loneliness - My mind could move at a slower pace - Get away from other people - Experience tranquility - Being in a natural setting - Observe the scenic beauty - Enjoy the noise and smell of nature - Understand the natural world better - Learn more about nature

	<ul style="list-style-type: none"> - The adventure - Help to keep me in shape - Improve my physical health - Develop my skills and abilities - I could do something creative such as photography - I thought it would be a challenge - I could do things with my companion - I could be with friends - To be with others who enjoy the same
Segmentation	<p>Segmentation basis: Ecotourism benefits.</p> <p>1 Comfortable naturalists 2 Passive players 3 Nature escapists 4Ecotourists</p>
AUTHOR: Lindberg (1991)	
Study	Policies for Maximizing Nature Tourism's Ecological and Economic Benefits.
Nature of the study	Proposal
Instrument for the data collection	N/D
Size of the sample	N/D
Nature of the sample	N/D
Context	United States

Measurement instruments	N/D
Segmentation	Hard-core Dedicated Mainstream Casual

Table adapted from: Weaver (2010); Prim-Allaz & Lecompte (2009); Zofragos & Allcroft (2007); Chang-Hung *et al.* (2004); Weaver-& Lawton (2002); Galloway (2002); Twynnam & Robinson (1997); Palacio & McCool (1997); Lindberg (1991)

2.6 Motivations and Impediments of tourist to the purchase of packages

An analysis of table 2.7, 2.8 and 2.9 shows that the motivations and impediments to the actual purchase of tourism packages vary between the different classifications that the authors gave to the participants of their studies. For example, Lecompte *et al.* (2011) said that the most important motivation for a tourist is being in contact with the nature and local population. Brieau *et al.* (2011) said that the respect for the environment is the most important motivation for tourists. Durif *et al.* (2011) claimed that tourists travel because of health and environment concerns. Weaver (2010) pointed out that learning processes, proximity with nature; experiencing peace and tranquility are the most important reasons for tourists to select ecotourism trips. Prim-Allaz *et al.* (2009) argued that there are five different types of tourists that have preferences for activities related to the contact with nature. They said that depending on the type of tourists; they will look for different activities. The most important motivation found in this study is the contact and learning of the environment. Howards *et al.* (2006) pointed out that tourists can be motivated by the observation, learning and experience of new activities related to nature. Also, Couture (2002) said ecotourists' motivations are related to the contact with nature, the experimentation of

new lifestyles and the learning process. Weaver (2001) argued that the contact with nature is the most important motivation variable. Finally, Lindberg (1991) found that the motivations for ecotourists are based on the educational features that nature can give them, on new experiences and also on seeing and understanding protected areas. However, tourists recognize that there are some impediments to make the actual purchase of an ecotourism trip. Authors like Brieau *et al.* (2011), Lecompte *et al.* (2011) and Boivin *et al.* (2011) found that one of the most important impediments to the purchase of a trip is the performance risk. Some others like Boivin *et al.* (2011), Durif *et al.* (2011), Durif *et al.* (n.d) and Prim-Allaz *et al.* (2009) pointed out that financial risk is an impediment that clearly stops the purchase. Also, Durif *et al.* (2011) said that the lack of appropriate communication and information reduces the possibility of making such a trip purchase. In addition, Prim-Allaz *et al.* (2009) found that not every tourist is able to reduce the levels of comfort to experience an ecotourism trip. Further, Lindberg (1991) found that protected areas have restrictions in the number of visitors, which becomes an impediment for many tourists around the world.

Next, the paper presents table 2.7, which describes the classification that authors made about the type of sustainable tourists, their motivations and impediments to purchase a sustainable trip. Further, table 2.8 will describe the motivations and impediments for the responsible consumption that is, displaying an ecotouristic behavior. Finally, table 2.9 pinpoints it is presented the motivations and impediments that the authors found in their studies specifically for ecotourists.

Table 2.7
Motivations and Impediments to the purchase a sustainable tourism trip

Author	Review	Article	Classification	Sample	Types-Tourist	Motivations	Impediments
Brieu, Durif, Roy and Prim-Allaz (2011)	Revue <i>Française du Marketing</i>	<i>Valeurs et risqué perçus du tourisme durable – le cas du spa</i>	N/A	750 French Canadian (Survey)	N/A	Environment respect	Performance risk
Prim-Allaz and Lecompte (2009)	Actes du 25ème Congrès International de l'AFM	<i>Tourisme durable : les français sont-ils partants?</i>	N/A	545 French (Survey)	-Néo sustainables	-They like to do trips between friends, they make short trips, they are motivated by the idea of	-N/A

	-Campers	travelling	-They do not search for culture learning or adventure
	-Stay clubs	-They like to do camping and their trips are short	-They are not ready to spend more for a sustainable tourism
	-Cultural Institutional	-Long distance trips, places perfect for relaxation, they like to feel pleasure	-Uncomfortable places
	-Sustainable Adventure	-Comfortable places, culture learning	-They do not like to stay close to home

			learning, experiences new activities, camping	
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Brieu, Roy, Durif and Prim-Allaz (2011); Prim-Allaz and Lecompte (2009)

An analysis of table 2.7 shows that the most important motivations for sustainable tourists are respect for the environment (Brieu *et al.* 2011), an orientation for travel, short trips and learning opportunities (Prim-Allaz, 2009). In contrast, authors identified that such tourists also have impediments to make sustainable trips. These impediments are performance risk, which is related with the business' activities, and the price, which means that this type of tourist is price sensitive. They are not willing to pay much more for the sustainable trips than for others types of trips (Brieu *et al.* 2011; Prim-Allaz, 2009). Prim-Allaz *et al.* (2009) found that there is one type of sustainable tourists called sustainable adventurers; for this particular group of tourist, the risk of staying close to their home is a factor that may constitute an impediment to make a purchase. They prefer to experience new and long-distances trips.

Actually, responsible consumption is a term that has an impact on customers' behavior. According to Webster (1975), a socially responsible consumer is "a consumer who takes into accounts the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change" (Webster, 1975 p. 188). This definition is related to the concept of ecotourism, which promotes resources maximization and the reduction of material that affect the environment. Now, this paper presents table 2.8, which describes the motivations and impediments to have a responsible consumption behavior that is directly related to ecotourists' behaviors.

Table 2.8
Motivations and Impediments to a responsible consumption

Author	Review	Article	Classification	Sample	Types-Tourist	Motivations	Impediments
Lecompte, Boivin and Durif (2011)	Étude de freins et motivations de la consommation responsable		1,039 (Survey)	N/A	-Social benefits -Social valorization -Environmental benefits -Health	-The price is too high -Time requires to make the purchase	
Boivin, Durif and Roy (2011)	World Review of Business Research	Buying socially responsible goods: The influence of perceived risks revisited		752 French Canadian (Survey)	N/A	N/A	Performance and financial risk

Author	Review	Article	Classification	Sample	Types-Tourist	Motivations	Impediments
Durif, Boivin, Rajaobelina and Lecompte (2011)	International Review of business research papers	Socially responsible consumers: profile and implications for marketing strategy	Rank 39	752 French Canadians (Survey)	N/A	The most important responsible consumption motivations are health (reduction of risk perception) and environment concerns	The most important responsible consumption impediments are misleading information and price

Table adapted from: Lecompte *et al.* (2011); Boivin *et al.* (2011); Durif *et al.* (2011)

According to table 2.8, the motivation factors for tourists to purchase socially responsible goods are social benefits, social valorization, and environmental benefits. An analysis of these motivations shows that the authors have similar results in which health and environmental benefits are the most important purchase factors (Lecompte *et al.*, 2011; Boivin *et al.*, 2011; Durif *et al.*, 2011).

In addition, the authors also found impediments to make a purchase of socially responsible goods. An analysis of the impediments presented in table 8 shows that the most important of them are, performance risk, price and misleading information (Lecompte *et al.*, 2011; Boivin *et al.*, 2011; Durif *et al.*, 2011).

According to *le Baromètre 2011 de la consommation responsable au Québec* (2011) “53.3% of Quebecers & pointed out that responsible consumption is a good action for society”. *Le Baromètre 2011 de la consommation responsable au Québec* believed that there are six significant motivations to make a responsible consumption. First is the environment, second is the society, third is health, fourth is the personal image, fifth is the social image and sixth the product design/style.

However, *Le Baromètre 2011 de la consommation responsable au Québec* said that there are six impediments that consumers have while they are making a purchase decision. Those six impediments are: first, the price; second, general information; third, information about certifications; fourth, effectiveness; fifth, waste of time; sixth, appearance/product design.

Table 2.9 describes ecotourists' motivations and impediments.

Table 2.9
Motivations and Impediments in Ecotourism

		AUTHOR: Weaver (2010)
Review	Journal of Ecotourism	
Article	Hard-core Ecotourists in Lamington National Park in Australia	
Classification		
Sample	1180	
Type-Tourist	Hard-core ecotourists	
Motivations	Preference for wild and remote settings, very strong desire to learn about their destinations, preference for the quality of the environment, experience the peace and tranquility of the natural environment, being close to nature and self discovery	
Impediments	N/A	
		AUTHOR: Zografas and Allcroft (2007)
Review	Journal of sustainable tourism	
Article	The Environmental Values of Potential Ecotourists: A Segmentation Study	

Classifications	Q1
Sample	305
Type-Tourist	Disapprovers, Scepticals, Concerners, Approvers
Motivations	<ul style="list-style-type: none"> -Biodiversity preservation, low use of exhaustible resources - Biodiversity preservation - Biodiversity preservation, low use of exhaustible resources, well-being of local people - Biodiversity preservation
Impediments	N/A
	AUTHOR: Chang-Hung (Teresa) Tao, Paul F.J. Eagles and Stephen L.J. Smith (2004)
Review	Journal of Sustainable Tourism
Article	Profiling Taiwanese Ecotourists Using a Self-definition Approach
Classification	Q1
Sample	404
Type-Tourists	Self-defined ecotourists

Motivations	<ul style="list-style-type: none"> - Non-self-defined ecotourists - Learning about nature - Participating in recreation activities <ul style="list-style-type: none"> - Ecological protection areas - Wilderness and/or undisturbed areas - Magnificent landform and geological features - Birds - Pro-environmental attitudes
Impediments	<p>Both:</p> <ul style="list-style-type: none"> - Change from home or work - Being physically active - Experienced new and different lifestyles - Waterfalls - Mountains - Snow
Review	<p>AUTHOR : Weaver and Lawton (2002)</p> <p>Journal of Travel Research</p>

Article	Overnight ecotourist market segmentation in the Gold Coast Hinterland of Australia
Classification	Q1
Sample	1180
Types-tourists	Structured ecotourist Hard ecotourist Soft ecotourist
Motivations	<p>1. They have a structured experience, they travel in small groups; they like to learn about nature</p> <p>2. Nature-based learning self-relied, non-mediated, risky and challenging</p> <p>3. Less preference for physical challenge, risk and lack of comfort</p>
Impediments	N/A
	AUTHOR: Couture (2002)
Review	Tourisme Quebec 2002
Article	<i>Nature et tourisme: l'écolourisme au Québec en 2002</i>
Classification	

Sample		
Type-tourists	Experienced ecotourists	
	Occasional ecotourist	
	Potential ecotourist	
Motivations	1. Wild environment, mountains, national and provincial parks; Experimentation of new lifestyles. Small population in the travel destination 2. Close to nature 3. Unexplored fauna and flora; nature enjoyment, learn about nature, cultural attractions	
Impediments	N/A	
		AUTHOR: Galloway (2002)
Review	Tourism Management	
Article	Psychographic segmentation of park visitor markets: Evidence for the utility of sensation seeking	
Classifications	Q1	
Sample	9.495	
Types-tourist	Stress escapers	

	Active nature enjoys Sensation seekers
Motivations	<ul style="list-style-type: none"> - The most important is the security in park and staff response - The most important issue is the condition of campsite - They care about park performance and management
Impediments	N/A
	AUTHOR: Weaver (2001)
Review	Cornell Hotel and Restaurant Administration Quarterly (Professional review)
Article	Ecotourism as Mass Tourism: Contradiction or Reality?
Classifications	
Sample	
Type-tourist	<ul style="list-style-type: none"> Hard ecotourist Soft ecotourist
Motivations	1 Specialized trips, maximum contact with nature, trips that are challenging physically

Impediments	2 All-inclusive holidays, coastal resorts
Impediments	N/A
	AUTHOR: Twynam and Robinson (1997)
Review	
Article	A Market Segmentation Analysis of Desired Ecotourism Opportunities
Classification	
Sample	556& 799
Type-tourist	Enthusiasts Adventurers Naturalists Escapists
Motivations	1. Eager to try any activity (from relaxing to adventurous) 2. Prefer to make active, challenging and physically demanding outdoor sports 3. Nature activities, visiting natural areas and unique landscapes, wildlife variety 4. Importance of solitude, knowledge and learning as part of experience
Impediments	N/A

AUTHOR: Blamey and Braithwaite (1997)	
Review	Journal of Sustainable Tourism
Article	A social values segmentation of the potential ecotourism market
Classifications	Q1
Sample	1680
Type-tourist	Dualists Libertarians Moral relativists Ideological greens
Motivations	1. Equality and harmony, and development and control values 2. They support the rights, but not much the equality and harmony 3. They do not support any value 4. They like the equality and harmony and rights values; low support for development and control
Impediments	N/A
AUTHOR: Palacio and McCool (1997)	
Review	Journal of Sustainable tourism

Article	Identifying ecotourists in Belize through benefit
Classifications	Q1
Sample	206
Type-tourist	Comfortable naturalists
Motivations	<ul style="list-style-type: none"> - Passive players - Nature escapists - Ecotourists <ol style="list-style-type: none"> 1. Health benefits and share experiences 2. Escaping to nature and learning 3. Highest average scores for all four benefit domains
Impediments	<ul style="list-style-type: none"> - Low interest in all benefits
AUTHOR: Lindberg (1991)	
Review	World Resources Institute
Article	Policies for Maximizing Nature Tourism's Ecological and Economic Benefits
Classifications	

Sample	
Type-tourist	Hard-core Dedicated
	Mainstream
	Casual
Motivations	1. Educational feature 2. See protected areas and understand local and cultural history 3. Take an unusual trip 4. They accidentally experience ecotourism
Impediments	- Restrict visitation in parks, price

Table adapted from Weaver (2010); Prim-Allaz & Lecompte (2009); Zofragos & Allcroft (2007); Chang-Hung *et al.* (2004); Weaver & Lawton (2002); Galloway (2002); Twynam & Robinson (1997); Palacio & McCool (1997); Lindberg (1991)

An analysis of the motivations and impediments of ecotourists shows that the most important motivations are learning about the local community, wilderness, being close to nature, and facing physical challenges (Weaver, 2010; PRIM-ALLAZ & Lecompte, 2009; Zofragos *et al.*, 2007; Chang-Hung *et al.*, 2004; Weaver *et al.*, 2002; Galloway, 2002; Twynam *et al.*, 1997; Palacio *et al.*, 1997). In contrast, table 2.9 presents the impediments that ecotourists face whenever they want to make an ecotourist trip. Those impediments are price and the restricted visitation that parks put into their regulation to best preserve the natural environment (Lindberg, 1991).

The motivations and impediments of sustainable tourists, socially responsible consumers and ecotourists are similar according to the tables 2.7, 2.8, and 2.9 (see table 2.10). In general, these types of consumers are motivated by a **close contact with nature, learning features, biodiversity protection and preservation, physical challenges, unusual trips and personal and social image**. The impediments that these consumers trend to face are the **financial risk**, which includes the price. According to Brieau *et al.* (2011), the **performance risk**, is a functional risk that affects consumers' perception and their choice; the performance risk is evaluated in terms of quality and effectiveness in each product or service that they offer to consumers; consumers evaluate if this kind of tourism is equal in terms of functionality to others types of tourism. Also, **misleading information** has become a risk for consumers. This risk means that the lack of information about the characteristics, environmental and social benefits of the service and eco-labels make difficult the selection of this type of tourism. At the same time misleading information can increase the **physical risk** "related to the impact of socially responsible goods on one's health" (Boivin *et al.*, 2011)

Table 2.10

Most popular motivations and impediments

Motivations	Impediments
Close contact with nature	Financial risk
Learning feature	The performance risk

Biodiversity protection and preservation	Misleading information + temporal risk
Physical challenge	Physical risk
Unusual trip	
Personal and social image	
*Share touristic experiences with similar persons	

In the following chapter the framework will be presented. This framework was designed according to the literature review.

CHAPTER III

FRAMEWORK AND METHODOLOGICAL PROCESS

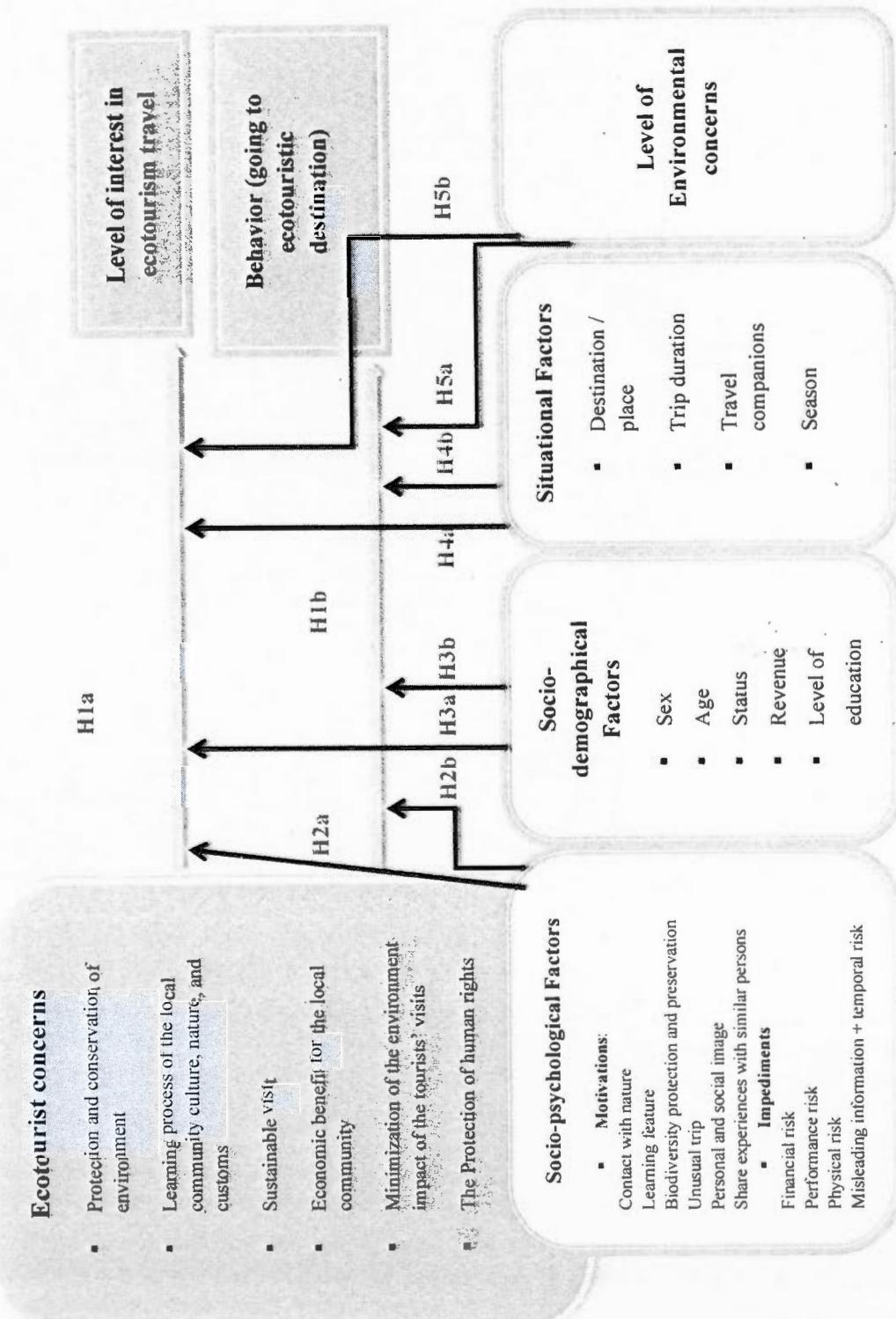
This chapter includes the framework, the analytical model and hypotheses that derive from the review of the literature. Also, this chapter presents the design of the research.

3.1 Framework

As this thesis showed there are several principles of ecotourism. All of them are related to the way ecotourism is defined in each local community. This thesis makes a recompilation of the principles of ecotourism and shows what could be institutionalized as principles around the world. Those principles will be test in order to evaluate the past behavior of the participants, which will lead to certain characteristics of each profile of ecotourists and the interest that they have in ecotourism travels.

The literature presented in chapter 2 shows the proposal of international principles of ecotourist. They are six. First is **protection and conversation of environment**, which includes water, aliments, nature, flora and fauna. Second is the **learning process of the local community culture, nature, and customs**, which also includes environmental awareness. Third is **Sustainable visit** for both tourists and local community. Fourth is **an economic benefit for the local community**. Fifth is **minimization of the environment impact of the tourists' visits** and sixth is **the Protection of human rights**. This framework that will be presented tries to identify the variables that model the identification of ecotourists' profiles and ecotouristic behavior in Quebec. In addition, this framework shows moderator variables, which are socio-psychological factors like motivations and impediments, socio-demographical factors like sex and gender, situational factors and environmental concerns that moderate positively or negatively the impact of the level of ecotouristic concern on the level of interest in ecotourism travel and the level of ecotouristic concern on ecotouristic behavior (going to ecotouristic destination).

3.1.1 Analytical Framework



3.1.2 Research Questions and Hypotheses

According to the literature that is presented in this thesis, there are possibilities to associate the proposal principles as variables that can measure the ecotourist behavior. Those variables are protection and conservation of environment learning process of the local community culture, nature, and customs, sustainable visit, economic benefit for the local community, minimization of the environment impact of the tourists' visits and the protection of human rights. The research questions try to identify if there is any relation between these variables and the behavior of ecotourists. In addition, the study tries to identify the relation between the variables and the level of interest in ecotourism travel.

H1.a: Ecotouristic concerns influences the level of interest for ecotouristic travel.

H1.b: Ecotouristic concerns influences the ecotouristic behavior (going to ecotouristic destination).

H2.a: Socio-psychological variables (motivation and impediments) moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.

H2.b: Socio-psychological variables (motivation and impediments) moderate positively or negatively the impact of ecotouristic concerns on ecotourism behavior (going to ecotouristic destination).

H3.a: Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.

H3.b: Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the ecotouristic behavior (going to ecotouristic destination).

H4.a: Situational factors moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.

H4.b: Situational factors moderate positively or negatively the impact of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination).

H5.a: Environmental concerns moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.

H5.b: Environmental concerns moderate positively or negatively the impact of the level of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination).

3.2 Research design

The methodology of this research shows the type of research used in this study, the purpose of the study, information needed, the scales, the development of the questionnaire, data collection method, pre-test of the questionnaire, sampling, data collection.

3.2.1 Research Type

The researcher selected a conclusive-descriptive research. This type of research allows the evaluation of primary data. This primary data helps to make conclusions and insights for the decisions makers in the enterprises that promote and offer ecotourism travel. The technique used for the data collection was a self-administrated questionnaire through a link available in the website of GaiaPresse and the facebook of *L'Observatoire de la consommation responsable*. In addition, this study used a panel in order to increase the number of respondents and reduce validity problems.

In the following sections, this paper gives more details about the techniques used to the data collection.

3.2.2 Information needed

- ✓ What are consumers' favorites' types of tourism?
- ✓ How often the Québécoises go on vacations?
- ✓ What is the season, where consumers prefer to make an ecotourism trip?
- ✓ What type of consumers wants to purchase an ecotourism trip?
- ✓ What are the characteristics of ecotourism consumers?

- ✓ What are the intentions of consumers in relation to the ecotourism?

3.2.3 The measures and scales

According to the literature researchers used ordinals scales non-comparatives. Hence, this research used Likert scales with 10 points, dichotomy scales, multiples choices and open questions to facilitate the analysis of the responses.

For the conclusive research the variables measured by the researcher are:

Socio-psychological factors, impediments (risk) :	<ul style="list-style-type: none"> -Financial risk: measured by Bray and al (2010) with 1 item and Boivin and al (2011) with 3 items. -Performance risk: this risk was measured by Boivin and al (2011) with 3 items. -Physical risk: it was measured by Boivin and al (2011) with 3 items. -Misleading information: it was measured by Durif and al (2011) with 5 items.
Motivations:	<ul style="list-style-type: none"> -Contact with nature: adapted from Weaver, (2010) with 4 items and Palacio and al, (1997) with 3 items. -Learning feature: adapted from Weaver, (2010) with 1 item and -Biodiversity protection and preservation: adapted from PRIM-ALLAZ and al, (2009) with 3 items. -Unusual trip: adapted from Weaver, (2010)

	<p>with 3 items.</p> <p>-Share ecotouristic experiences with similar persons: it is evaluated in the questionnaire by 3 items.</p> <p>-Personal and social image: adapted from Weaver, (2010) with 3 items and Palacio and al (1997) with 2 items</p>
Ecotourism principles (ecotourism concerns)	<p>The impact protection and conservation of environment is a proposal principle adapted from Zofragos and al (2007). It is evaluated by 4 items.</p> <p>-Learning process of the local community culture, nature, and customs is a proposal principle adapted from Weaver (2010). 5 items; PRIM-ALLAZ and al (2009). 2 items.</p> <p>-Sustainable visit is a proposal principle adapted from Weaver (2010). 6 items.</p> <p>-Economic benefit for the local community is a proposal principle adapted from Weaver (2010), with 1 item and PRIM-ALLAZ and al (2009) with 3 items.</p> <p>-Minimization of the environment impact of the tourists' visits is a proposal principle adapted from Zofragos and al, (2007) with 3 items.</p> <p>-The protection of human rights is proposal principle adapted from Weaver (2010) with 1</p>

	item and PRIM-ALLAZ and al (2009) with 1 item.
Situational Factors	<ul style="list-style-type: none"> -Destination/place: it was measured by Weaver (2010). This paper presents 6 items. -Trip duration: Weaver (2010) with 5 items -Travel companions: Weaver (2010) with 5 items -Season: 4 items
Socio-demographical factors:	<ul style="list-style-type: none"> -Residence: 16 items. -Housing: 2 items. -Number of people in household: open question. -Status: Zofragos and al, (2007) -Number of children: 4 items. -Sex: Weaver (2010); Zofragos and al, (2007), it is evaluated with 2 items. -Day of birth: Chang-Hung (Teresa) Tao and al, (2004), Weaver (2010); Zofragos and al, (2007). It is an open question. -Place of birth: three items. -Level of education: It is evaluated by 6 items. -Revenue: it is evaluated by 21 items.

Environmental concerns:	It was measured by Weaver (2010) with 7 items; Mohai and al (2010) with 9 items.
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3.2.4 The development of the questionnaire (See annex 1)

The questionnaire was divided in five parts. First, the questionnaire evaluates respondents' behavior in their last ecotouristic experience. Then, the questionnaire evaluates the ecotourism engagement. Next, the questionnaire evaluates the motivations and impediments of respondents in relation to ecotourism trip. Follow, the questionnaire presents items to measure the ecotouristic concerns. Finally, questions are presented to evaluate the socio-demographic profile of respondents. The design of this questionnaire was made to be able to measure the following points:

0. The past ecotouristic behavior.
1. Ecotourism engagement level
2. Motivations and impediments
3. Ecotourism concerns (principles)
4. Socio-demographic profile

3.2.5 Data collection method

As this paper mentioned in the first part of the research design, this study has quantitative phase. The data was collected through a self-administered questionnaire that was available in a link via the Website of *GaiaPresse* and the Facebook of *L'observatoire de la Consommation responsable*. Also, there was a panel that helped to complete a quantity of participants that would validate this study.

3.2.6 Pre-test Questionnaire

To test the questionnaire an e-mail was sent to sixteen persons to evaluate if the questionnaire is clear, understandable and if the questions really measure the variables that

this study wants to assess. Further, this pre-test allowed the researcher to evaluate if the questionnaire was not too long to answer. Also the pre-test helped to receive suggestions to improve the questionnaire in order to obtain the information needed for this study (Malhotra, 2007). The questionnaire was available in French.

3.2.7 Sampling

To obtain information about the ecotourists profile in Quebec, this study selected a self-administrated questionnaire. This questionnaire was available via the website of GaiaPresse and the Facebook of *L'observatoire de la consommation responsable*. Also, this study used a panel from the enterprise *MB Recherche*. To reduce representativeness error this study had 287 participants in total (Malhotra, 2007). 77 respondents were selected from the links available in the mentioned websites and 210 respondents were from the panel.

3.2.8 Data collection

The data collection for the quantitative phase was from November 23th 2012 to February 27th 2013. The participation was voluntary.

The following chapter presents the analysis of the results of this study.

CHAPTER IV

RESULTS ANALYSIS

This chapter introduces the analysis and the results of this study. This study verifies the data collection with four different analyses. First, the profile of respondents is presented. Next, there is the Alpha Cronbach analysis to test the reliability of each variable measured. Second, there is the factor analysis to test the validity of the scales. Then, there is the regression analysis to test the impact of independent variables on the dependent variables of this study. Next, there is the correlation and ANOVA analysis to verify the association between variables. Finally, the author analyzes the hypothesis.

4.1 Profile of Respondents

The total sample was 287 respondents. 210 respondents were from the panel of respondents made in collaboration with MB Research and 77 participants were respondents from the link that was available in the website of GaiaPresse and the Facebook of the *Observatoire de la consommation responsable*. 48.6 % of the total sample were men and 51.4 % were woman, that means than more than half of the total respondents were woman (See annex 2 descriptive statistics).

The following table shows a comparison between data from the latest census made by Statistics Canada 2011, Statistic Canada 2010 and the results of the sample of this study. This comparison is made in order to confirm the validity of the sample.

Table 4.11

Socio-demographic profile: Sex, age, status

Variable		Quebec %	Sample %
Sex	Men	49.042	48.6
	Woman	50.957	51.4

Age	0-14	15.92	0
	15-24	10.11	8.5
	25-34	12.93	23.2
	35-44	12.89	18.1
	45-54	16.09	20.3
	55-64	13.81	16.6
	65 +	15.91	11.8
Marital Status	Single	29.22	33.2
	Common law	20.94	24.8
	Married	35.42	32.2
	Separated	1.58	1.7
	Divorced	6.98	7.7
	Widowed	5.83	0.3

Table adapted from: Statistic Canada (2012)

(*The variables of sex and age were measured according to a total population of 7.903.000 (Statistics Canada, 2011). *The marital status was measured according to 6.644.380, which represents the 15 years and older of Quebec's population (Statistics Canada, 2010)

Age was initially measured in exact years; it was then regrouped for the purposes of the study according to the data in Statistics Canada (2012). The results of this research show that the groups between 25-34 and 45-54 are the most representative groups in this sample. Those groups together represent 43.5% of the total sample. The mean age of respondents is 46 years (See annex 2 descriptive statistics).

According to table 11, the respondents that are single represent 33.2 % of the sample. The respondents that are living in common law represent 24.8 %. Respondents that are married represent 32.2%, and separated, divorced and widowed respondents represent together 9.7% of the total sample (See annex 2 descriptive statistics)..

The sample of this study tries to collect information from different regions of Quebec. Following, there is a description of the place of residence of the respondents. 4% of respondents live in *Abitibi-Témiscamingue*; 1.1% of respondents live in *Bas-Saint-Laurent*; 11.2% of respondents live in *Capitale-Nationale*; 4.1% of respondents live in *Centre-du-Québec*; 3.4% of respondents live in *Chaudière-Appalaches*; 0.4% of respondents live in *Côte-Nord*; 8.2% of respondents live in *Estrie*; 4.9% of the respondents live in *Lanaudière*; 6.4% of the respondents live in *Laurentides*; 5.6% of the respondents live in *Laval*; 5.2% of the respondents live in *Mauricie*; 13.5% of the respondents live in *Montérégie*; 31.5% of the respondents live in *Montréal*; 3.4% of the respondents live in *Saguenay-Lac-St-Jean*. Finally, there are 0.7% of respondents that live in a different region. This data clearly shows that there are three places of residence that predominate in this sample. Those places are *Capitale-Nationale* with 11.2% of respondents, *Montérégie* with 13.5% of respondents and *Montréal* with 31.5% of respondents (See annex 2 descriptive statistics).

When asking about the house ownership. The sample's profile shows that 54.2% of respondents own their house and 45.8% are leaseholders. In addition, in relation to household composition respondents answered the following data. 25.5% of the respondents live alone, 39.5% of respondents live with one person, 16.8% of respondents live with two persons, 12.6% of respondents live with three persons, 3.8% live with four persons, 1% of respondents live with five persons and just 0.7% of the total of respondents live with six persons. This data shows that in general Quebecois live alone (25.5%) or with one person (39.5) (See annex 2 descriptive statistics).

In addition to the number of persons that live with the respondents. This study asked the participants the number of children that they have. The results show that a big percentage of participants do not have children (49%). 20.6% of the respondents have 1 kid, 20.3% of respondents have 2 children, and only 10.1% of respondents admitted having more than 2 children (See annex 2 descriptive statistics).

The sample of this study also shows that 76.6% of respondents were born in Quebec's Province, 1.4% of respondents were born in a different province, and 22% of the respondents were born in a different country. At the same time, the results show that 27.6% of respondents have a Certificate or university diploma that is inferior to Baccalaureate. 24.5% of respondents have high school or equivalent diploma. 23.4% of the respondents have a baccalaureate and 12.9% and 6.6% of respondents have a master or doctorate respectively (See annex 2 descriptive statistics).

The respondents were asked their gross annual income. 23% of respondents have an annual income between 40,000 and 60,000 thousands Canadian dollars and 26.2% of the respondents have an annual income between 10,000 and 39,000 thousand Canadian dollars (See annex 2 descriptive statistics).

When asking about the last time respondents had a touristic experience, respondents answered that 13.2% of them had a touristic experience in less than a month. 15.7% of respondents had a touristic experience between 1 to 3 months ago. 19.5% of respondents had a touristic experience between 3 to 6 months ago. 17.4% of respondents had a touristic experience between 6 to 9 months ago. 9.1% of respondents had a touristic experience between 9 to 12 months ago and a big part of this sample answered that their last touristic experience was more than 12 months ago (25.1%) (See annex 2. Descriptive Statistics).

Questions were also asked about the season where respondents had their last touristic experience. 47% of respondents had their last touristic experience in summer. 24% of respondents had their last touristic experience in winter. 20.6% of respondents had their last touristic experience in fall. The number of respondents that had their last touristic experience in spring is small- only 8% of the total sample (n=287). Clearly, the sample shows that respondents prefer to go on vacation in summer season (See annex 2 descriptive statistics).

As well, there was a question about the type of trip that respondents experience. The number of respondents that chose a trip to discover is big, 46.7% of total respondents. Then there were 19.9% of respondents that went for an adventure trip. 18.5% of respondents were to a cultural trip. 7.7% of respondents went to a sportive trip. 4.9% of respondents went to a

business trip. Only 2.4% of the total respondents went to a humanitarian trip (See annex 2 descriptive statistics).

When asking about the duration of their last trip, 51.9% of respondents selected the 1 to 5 days. 20.9% of respondents selected the option 6 to 10 days. 12.9% of respondents selected the option 11 to 15 days. 6.3% of respondents selected the option 16 to 20 days and only 8% of the total sample selected the last option, which is more than 20 days for the duration of their last trip. Clearly, the sample shows that respondents prefer trips with a small duration (1 to 5 days) (See annex 2 descriptive statistics).

In addition, the questionnaire asked respondents about the number of persons that went to their last trip. 36.2% of respondents went with one person to their last trip. 17.4% of respondents went alone to their last trip. 14.6% of respondents went with two persons to their last trip. 12.5% of respondents went with three persons to their last trip and 14.3% of respondents went with 4 or more persons to their last trip (See annex 2 descriptive statistics).

Furthermore, this study asked about the region of destination. The number of respondents who stayed in Quebec's region is big, 40.4% of the sample. 17.1% of respondents went to United States. 14.3% of respondents went to Europe. 9.8% of respondents went to others countries. 9.4% of respondents visited places like Mexico and The Caribbean, and 9.1% of respondents went to others Canadian provinces (See annex 2 descriptive statistics).

When asking about the type of touristic zone, 42.9% of respondents answered that the place was nature and urban. 32.1% of respondents answered that their destination was urban and 25.1% of the respondents answered that the touristic place was nature environment (See annex 2 descriptive statistics).

Also, when asking about the form of stay, 42.9% of respondents said that they went to a trip with their friend. 30.7% of the respondents said that they went to a trip with their family. 9.8% of respondents went to an organized trip. 8.4% of respondents went to an individual trip. 6.6% of respondents went to all-inclusive packages and only 1.7% of respondents went to a different form of travel (See annex 2 descriptive statistics).

As well, the question asked about the type accommodation was proposed to the respondents. 17.4% of respondents selected 4 or more stars hotels. 16% of respondents selected 3 or more stars hotels. 12.9% of respondents stayed in family or friends house. 8.7% of respondents stayed in camping (tent) and 7% of respondents choose to stay in chalets. Clearly, respondents prefer to stay in a place, where they can have access to different types of services (See annex 2 descriptive statistics).

Respondents were asked about the cost of their last trip, 64.8% of respondents indicated that they paid less than 1,000 thousand Canadian dollars. 19.2% of the respondents answered that they paid from 1,000 to 1,999 Canadian dollars for their last trip. 7.3% of the respondents paid from 2,000 to 2,999 Canadian dollars. 4.9% of respondents paid 3,000 to 3,999 Canadian dollars for their last trip. 2.8% of respondents paid from 4,000 to 4,999 Canadian dollars for their last trip. Finally, only 1% of the total sample paid 4,000 to 4,999 Canadian dollars for their last trip (See annex 2 descriptive statistics).

When asking if the place where respondents stayed had certifications that justify environmental or social characteristics, 55.7% of respondents said that there were not certifications than can justify the environmental and social characteristics of their trip. The percentage of respondents who admitted knowing the touristic place have certifications was only 9.1% of the total sample. 35.2% of the sample did not know about the certifications (See annex 2 descriptive statistics).

The questionnaire asked the probability that respondents select an ecotourism trip for their next touristic experience. 34.8% of respondents said that the probability to select an ecotourism trip for their next touristic experience is less than 10%. 16.2% of respondents said that the probability is from 10 to 25%. 14.8 % of respondents said that the probability is from 41 to 60%. 13.3% of respondents said that the probability is 26 to 40%. 20.9% of respondents said that the probability to select an ecotourism trip for their next touristic experience is more than 61% (See annex 2 descriptive statistics).

Following this document presents the analysis of the reliability for each variable measured in the questionnaire. First, it's the reliability for impediments and motivations. Second, it's the

4.2 Reliability of the study

4.2.1 Reliability of impediments and motivations

Alpha cronbach in SPSS helps to measure the reliability of the variables of this study. In the case of financial risk the alpha cronbach was 0.854, which support the idea that the items used to measure the financial risk in this study are reliable ($\alpha > 0.7$). Table 4.12 shows the different alpha cronbach for each variable. In general, all variables have an alpha cronbach $\alpha > 0.7$, which supports the reliability of the study.

Table 4.12

Reliability statistics

	Variable	Alpha Cronbach α
Impediments	✓ Financial risk	0.854
	✓ Performance risk	0.922
	✓ Physic risk	0.915
	✓ Time risk/lack of information	0.839
Motivations	✓ Contact with nature	0.928
	✓ Learning with nature	0.962
	✓ Protection and conservation of biodiversity	0.771
	✓ Unusual trip	0.894
	✓ Sharing a travel experience with similar people	0.834
	✓ Social and personal image	0.967

4.2.2 Reliability of items that measured ecotouristic behavior

As it was mentioned earlier, Alpha cronbach in SPSS helps to measure the reliability of the variables of this study. Table 4.13 shows the alpha cronbach found for each variable used to measure the ecotouristic behavior.

Table 4.13

Reliability for Ecotouristic behavior

Variable	Items	Alpha Cronbach α
Ecotouristic Behavior	Protection and conservation of environment. *one item excluded, to avoid reliability problems	0.712
	Learning process about local community, culture, customs and nature	0.877
	Sustainable visit	0.819
	Economical advantages for local community	0.851
	Minimizing the environmental impact of tourists visit.	-0.418
	Humans rights protection	0.303

These results show that only four out of six variables measured to evaluate ecotouristic behavior are reliable to this study. First, it is the protection and conservation of environment ($\alpha= 0.712$). Second, it is the variable **learning process about local community, culture, customs and nature** ($\alpha= 0.877$). Third, it is the variable **sustainable visit** ($\alpha=0.819$) and fourth it is **economic advantages for local community** ($\alpha=0.851$). In contrast, there are two variables that are not reliables. Those variables are minimizing the environmental impact of tourists visit ($\alpha= -0.418$) and humans rights protection ($\alpha= 0.303$). These variables should be eliminated to avoid compromising the reliability of the study.

4.2.3 Reliability for items that measured environmental concerns

According to the analysis made by SPSS, there is one item that compromises the reliability of the variable. This analysis allows the researcher to eliminate one of the items in order to have a reliable variable. The item excluded is: *Les êtres humains ont le droit de satisfaire leurs propres besoins en modifiant l'environnement naturel.* This action keeps the variable reliable with an alpha cronbach equal to 0.706 (See table below).

Table 4.14

Summary statistics for reliability of environmental concerns

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme une personne au courant des défis environnementaux	39,7247	93,767	,475	,638
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait	39,7700	92,744	,478	,637

en désaccord » à 10 « tout à fait d'accord »: - Le gouvernement devrait prioriser l'environnement à la croissance économique				
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme au courant des problématiques sociales courantes	39,5958	98,633	,449	,648
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme un activiste	41.9930	87,140	,530	,620

environnemental				
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Les populations indigènes ont le droit d'avoir des pratiques traditionnelles même si elles affectent négativement l'environnement	42,1603	99,331	,277	,684
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Profiter des ressources naturelles est un droit personnel	42,2544	98,358	,258	,691
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait	42,6376	105,043	,174	,706

en désaccord » à 10 « tout à fait d'accord »: - Les êtres humains ont le droit de satisfaire leurs propres besoins en modifiant l'environnement naturel				
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Lorsque la croissance économique est en conflit avec la préservation de l'environnement, la conservation de l'environnement	39,4251	93,945	,461	,641

The reliability or validity of each variable allows the researcher to approach more precisely the results of this study. Following, this paper shows the factor analysis made for each group of variables.

4.3 Factor analysis

This study made three different factor analysis for each group of variables. First, it is the factor analysis for the impediments. The second, it is the factor analysis for the motivations.

The third, it is the factor analysis for ecotourism concerns and the last factor analysis presented is for the environmental concerns.

4.3.1 Factor analysis for impediments

In order to explain the correlation between the impediments (Malhotra, 2007), this study made a factor analysis for the items that measured the impediments of respondents to purchase an ecotourism trip.

Table 4.15

KMO and Bartlett test

Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		.896
	Khi-deux approximé	4139.969
	ddl	153
Test de sphéricité de Bartlett	Signification de Bartlett	.000

Table 4.15 shows that each variable correlates perfectly with itself ($\text{sig}=0.000$). Also, the KMO test shows that factor analysis is appropriate to evaluate the impediments of this study ($\text{KMO}=0.896$).

Table 4.16

Total variance explained

	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
1	8.083	44.907	44.907	8.083	44.907	44.907	5.044	28,021	28,021

2	2.987	16.597	61.505	2.987	16.597	61.505	3,102	17,231	45,253
3	1.255	6.970	68.474	1.255	6.970	68.474	2,640	14,669	59,921
4	1.068	5.934	74.408	1.068	5.934	74.408	2,608	14,487	74,408
5	.754	4.189	78.597						
6	.652	3.623	82.220						
7	.556	3.087	85.307						
8	.497	2.762	88.070						
9	.405	2.250	90.319						
10	.307	1.706	92.025						
11	.302	1.678	93.703						
12	.217	1.205	94.907						
13	.204	1.135	96.042						
14	.197	1.095	97.137						
15	.169	.940	98.077						
16	.140	.775	98.852						
17	.106	.591	99.443						
18	.100	.557	100.00						

There are four factors that are estimated according to the total variance. The first factor recovered 28.021% of the variability of the variance. The second factor recovered 45.253%

of the variability of the variance. The third factor recovered 59.921% of the variability of the variance. Finally, this model recovered 74.408% of the variability of the variance.

Following this analysis, there is the rotated factor matrix (see table 4.17). This matrix allows the researcher to select the items that better composed each factor.

Table 4.17

Rotated factor mix

	Composante			
	1	2	3	4
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les séjours écotouristiques comportent des risques au niveau de la sécurité	,865	,267	,104	-,024
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - J'ai des doutes sur la qualité de la nourriture dans les séjours écotouristiques	,857	,283	,146	-,046
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les séjours écotouristiques sont plus dangereux au niveau de la santé que les séjours traditionne	,832	,070	,183	,004

Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je suis méfiant envers la performance d'un séjour écotouristique au niveau du standing/confort	,782	,334	,207	,065
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les séjours écotouristiques ne sont pas aussi « réussis » que les séjours traditionnels	,772	,408	,175	-,083
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je doute de la qualité d'un séjour écotouristique	,700	,432	,244	,022
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je ne veux pas perdre du temps à choisir des séjours écotouristiques car ils ne sont pas facileme	,587	,215	,319	,290
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Le prix des séjours écotouristiques est bien trop élevé par rapport	,233	,863	,191	-,036

aux séjours « traditionnels »				
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je ne suis pas satisfait du prix des séjours écotouristiques	,291	,858	,173	-,027
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - J'ai des doutes sur le prix demandé des séjours écotouristiques	,426	,723	,233	-,019
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je me soucie beaucoup plus de mes finances que de consommer de manière éthique	,376	,524	,075	,039
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il y a trop de certifications/labels sur les séjours écotouristiques	,242	,167	,794	,022
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les certifications/labels appliquée(s) aux séjours écotouristiques sont	,230	,195	,753	,339

difficiles à comprendre				
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je n'ai pas confiance en les certifications/labels appliqué(e)s aux séjours écotouristiques	,457	,230	,737	,043
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez d'informations sur les certifications/labels appliqué(e)s aux séjours écotouri	,003	,144	,617	,451
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez d'informations sur les séjours écotouristiques	-,052	,027	,112	,931
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez de publicité sur les séjours écotouristiques	-,092	-,015	,035	,931
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez de	,185	-,120	,279	,672

choix de séjours écotouristiques sur le marché				
------------------------------------------------	--	--	--	--

To conclude the factor analysis that was made for the impediments tables 16 shows the items that composed each factor. The components for the first factor are related to the physical and performance risk. So, the first factor was named **performance and physical risk**. Items that evaluated the financial risk compose the second factor. So, this factor was named **financial risk**. The components of the third factor are related to **the lack and complexity of the information about certifications and labels**. Finally, items that evaluated the lack and complexity of the information about ecotourism travels compose the last factor of this analysis.

4.3.2 Factor analysis for motivations

In order to explain the correlation between the motivations (Malhotra, 2007), this study made a factor analysis for the items that measured the motivations of respondents to purchase an ecotourism trip.

Table 4.18

KMO and Bartlett test

Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		,928
	Khi-deux approximé	7813,588
Test de sphéricité de Bartlett	ddl	276
	Signification de Bartlett	,000

Table 4.18 shows that the Bartlett test is significant, which means that each variable correlate perfectly with itself. Also, KMO= 0.928, which means that factor analysis is appropriate to evaluate these variables.

Table 4.19

Total variance explained

Com	Valeurs propres initiales			Extraction Sommes des carrés des facteurs retenus			Somme des carrés des facteurs retenus pour la rotation		
	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
1	11,6	48,618	48,618	11,6	48,618	48,618	6,71	27,988	27,988
2	4,285	17,854	66,472	4,28	17,854	66,472	5,52	23,012	50,999
3	1,520	6,334	72,807	1,52	6,334	72,807	5,23	21,807	72,807
4	,994	4,143	76,949						
5	,823	3,429	80,379						
6	,741	3,088	83,466						
7	,595	2,479	85,945						
8	,548	2,284	88,229						
9	,391	1,630	89,859						
10	,342	1,424	91,283						
11	,296	1,234	92,517						

13	,281	1,170	93,687							
13	,246	1,027	94,713							
14	,216	,900	95,614							
15	,173	,720	96,333							
16	,167	,695	97,028							
17	,142	,593	97,621							
18	,115	,480	98,101							
19	,112	,465	98,565							
20	,101	,420	98,986							
21	,081	,339	99,325							
22	,068	,285	99,610							
23	,051	,213	99,823							
24	,043	,177	100,000							

There are three factors that are estimated according to the total variance. The first factor recovered 27.988% of the variability of the variance. The second factor recovered 50.999% of the variability of the variance. Finally, this model recovered 72.807% of the variability of the variance.

Following this analysis, there is the rotated factor matrix (see table 4.20). This matrix allows the researcher to select the items that better composed each factor.

Table 4.20

Rotated factor mix

	Composante		
	1	2	3
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime observer la nature dans un environnement sauvage	,882	,213	,041
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime être proche de la nature	,872	,297	,096
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime observer les beautés de la nature	,836	,314	-,025
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime les bruits et les odeurs de la nature	,820	,299	,018
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime les endroits reculés	,768	,167	,267
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime découvrir des choses	,713	,577	,044

sur l'environnement naturel			
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Ma vision d'une destination écotouristique idéale est un environnement complètement sauvage	,706	-,025	,378
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime explorer une place où je peux en apprendre sur l'environnement naturel	,678	,599	,040
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime visiter des places où il y a des informations sur l'environnement naturel	,673	,598	,042
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime découvrir de nouvelles places qui m'en apprennent sur la richesse de l'environnement naturel	,544	,702	,119
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours écotouristiques parce que cela me permet de rencontrer de nouvelles personnes	,188	,661	,536
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours	,352	,652	,248

différents des autres personnes			
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime expérimenter de nouvelles formes de séjours	,368	,641	,192
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Lors de mes séjours, j'économise les ressources locales rares (ex. eau, électricité, bois)	,244	,641	,155
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je suis particulièrement préoccupé par le maintien de la biodiversité	,492	,639	,029
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'évite volontairement de visiter certains sites culturels qui sont détériorés par trop d'affluen	,120	,636	,227
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime visiter des places où il est possible d'obtenir des informations sur l'environnement natur	,575	,612	,004
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours écotouristiques car c'est une opportunité de faire des rencontres	,146	,590	,558

intére			
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime être avec des personnes qui aiment les mêmes choses que moi	,051	,505	,307
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je crois que le fait de faire ce genre de séjour contribue positivement à mon image sociale	,043	,111	,944
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Ces séjours me donnent une meilleure image vis-à-vis de mon entourage	,082	,132	,935
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je me sens approuvé(e) par mon entourage en choisissant ce type de séjour	,039	,195	,914
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'augmente mon estime personnelle en choisissant ce type de séjour	,103	,191	,879
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Ces séjours me donnent une meilleure image vis-à-vis de moi-même	,132	,228	,865

To conclude the factor analysis that was made for the motivations tables 4.20 shows the items that composed each factor. The components for the first factor are related to the proximity with nature. So, the first factor was named **contact with nature**. Items that evaluated the discovery of friends and nature compose the second factor. Finally, the components of the third factor are related to **the self-esteem**.

Following this research analyzes the reliability of the items that measured the ecotouristic consumer behavior.

4.3.3 Factor analysis for ecotouristic behavior (ecotourism concerns)

The factor analysis explains the correlation between the items that measured the ecotouristic behavior (Malhotra, 2007).

Table 4.21

KMO and Bartlett test

Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		,879
	Khi-deux approximé	2792,490
Test de sphéricité de Bartlett	ddl	136
	Signification de Bartlett	,000

The Bartlett test show that each variable correlate perfectly with itself (sig. = 0.000). Also KMO shows that the factor analysis is appropriate to evaluate these variables (KMO=0.879).

Table 4.22

Total variance explained

Com	Valeurs propres initiales			Extraction Sommes des carrés des facteurs retenus			Somme des carrés des facteurs retenus pour la rotation		
	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
1	7,27	42,775	42,775	7,27	42,775	42,775	3,66	21,581	21,581
2	1,97	11,592	54,368	1,97	11,592	54,368	3,05	17,978	39,559
3	1,28	7,533	61,901	1,28	7,533	61,901	2,82	16,587	56,146
4	1,03	6,101	68,002	1,03	6,101	68,002	2,01	11,856	68,002
5	,733	4,309	72,311						
6	,702	4,129	76,440						
7	,614	3,609	80,049						
8	,553	3,255	83,304						
9	,516	3,037	86,341						
10	,417	2,452	88,793						
11	,390	2,296	91,089						
13	,364	2,141	93,230						
13	,331	1,949	95,179						
14	,290	1,706	96,886						

15	,221	1,299	98,185						
16	,205	1,206	99,390						
17	,104	,610	100,00						

There are four factors that better explained the total variance on this analysis. The first factor recovered 21.581% of the variability of the variance. The second factor recovered 39.559% of the variability of the variance. The third factor recovered 56.146% of the variability of the variance. Finally, this model recovered 68.002% of the variability of the variance. Following, this paper presents the rotated components matrix; this table allows the research to identify the items that compose each factor.

Table 4.23

Rotated components matrix

	Composante			
	1	2	3	4
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'aime que mes expériences touristiques soient mentalement stimulantes	,791	,212	,087	-,006
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis toujours prêt à respecter les valeurs des populations visitées	,744	,020	,300	-,159

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je veux avoir le maximum d'échanges avec les populations des lieux visités	,719	,088	,393	-,018
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je favorise les séjours touristiques lorsque les principales attractions y sont bien expliquées	,637	,397	,040	,025
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je veux en apprendre autant que possible sur l'environnement naturel des sites que je visite lors	,613	,610	,146	-,118
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Habituellement, je fais ce que je peux pour laisser le site ou la région en meilleure condition q	,548	,275	,355	-,236
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je choisis seulement des hébergements et tours opérateurs qui ont sont connus pour leurs préoccup	,078	,766	,324	,070

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - La qualité de l'environnement naturel de la destination est plus importante pour moi que la quali	,302	,727	,275	-,030
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis prêt à payer plus cher pour appuyer des sites écotouristiques comme les parcs nationaux	,175	,712	,374	,047
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'essaie d'avoir beaucoup d'informations sur l'environnement des sites que je vais visiter	,558	,619	,195	-,132
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'évite de consommer des produits importés des pays développés quand je suis dans un pays en voie	,112	,337	,777	-,058
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'encourage mes amis à acheter des produits locaux pour laisser des profits à l'économie locale	,236	,282	,749	-,124

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je m'assure qu'une part conséquente des revenus générés par mon séjour revienne au pays visité	,322	,315	,728	-,001
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis prêt à faire travailler le commerce et l'artisanat des populations visitées	,512	,143	,587	-,064
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je ne fais pas attention à l'environnement	-,098	-,172	,035	,845
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'ai le droit de modifier le milieu naturel pour satisfaire mes besoins	-,083	-,058	-,134	,830
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Mes interactions avec la nature créent des impacts négatifs sur celle-ci	-,016	,219	-,047	,685

As mentioned earlier there are four factors that measured the ecotouristic behavior. The first factor is learning process of community, culture, nature and local customs. The second factor

is sustainable visit, the third factor is economical advantages for local community and the fourth factor is protection and conservation of the environment.

Also, this study presents a **factor analysis made to evaluate the environmental concerns of the respondents**. The Bartlett test shows that each variable correlates perfectly with itself ($\text{sig}=0.000$). Then the KMO test shows that factor analysis is appropriate to evaluate these variables ($\text{KMO}=0.720$).

As mentioned earlier, factor analysis helps to explain the correlation between the items of environmental concerns. Table below shows that each variable correlates perfectly with itself ($\text{sig}=0.000$). Also, the KMO test shows that factor analysis is appropriate to evaluate the impediments of this study ($\text{KMO}=0.723$).

Table 4.24

Bartlett and KMO test

Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		,723
	Khi-deux approximé	658,457
Test de sphéricité de Bartlett	ddl	21
	Signification de Bartlett	,000

There are two factors that are estimated according to the total variance. The first factor recovered 42.96% of the variability of the variance. To sum up, this model recovered 63.52% of the variability of the variance.

Table 4.25

Total variance explained

Com.	Valeurs propres initiales			Extraction Sommes des carrés des facteurs retenus			Somme des carrés des facteurs retenus pour la rotation		
	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
1	3,01	43,045	43,045	3,01	43,045	43,045	3,00	42,965	42,965
2	1,43	20,476	63,521	1,43	20,476	63,521	1,43	20,556	63,521
3	,815	11,637	75,158						
4	,642	9,175	84,333						
5	,506	7,233	91,566						
6	,339	4,844	96,410						
7	,251	3,590	100,00						

Following the analysis of the total variance explained, there are the components matrix and rotated component matrix, which describe the items that compose each factor.

Table 4.26

Rotated components matrix

	Composante	
	1	2
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme une personne au courant des défis environnementaux	,850	-,130
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Le gouvernement devrait prioriser l'environnement à la croissance économique	,793	,021
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Lorsque la croissance économique est en conflit avec la préservation de l'environnement, la conservation de l'environnement	,755	,054
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme au courant des problématiques sociales courantes	,754	-,053
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme un activiste environnemental	,718	,221
Veuillez indiquer votre niveau d'accord sur les éléments suivants,	,041	,833

de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Les populations indigènes ont le droit d'avoir des pratiques traditionnelles même si elles affectent négativement l'environnement		
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Profiter des ressources naturelles est un droit personnel	-,008	,821

This matrix shows that items that touch the environmental concerns compose the first factor and items that touch the preference of humans' rights over the environmental impact compose the second factor.

To sum up, the factor analysis made in this study showed the following factors:

Table 4.27

Summary factor analysis

		Factors
Socio-psychological factors	Impediments	<ul style="list-style-type: none"> -Performance and physical risk -Financial risk -Lack and complexity of information about certifications -Lack and complexity of information about ecotourism travel
	Motivations	<ul style="list-style-type: none"> -Contact with nature -Discovery of friends and nature -The self-steem
Ecotourism concerns	Ecotouristic Behavior	<ul style="list-style-type: none"> -Learning process of community, culture, nature and local customs -Sustainable visit

		-Economical advantages for local community -Protection and conservation of the environment
Environmental concerns		-Environmental concerns -Humans rights over environmental impact

Next, this paper presents the results from the lineal regression made for each group of variables.

4.4 Linear Regression

4.4.1 Linear Regression with the dependent variable probability to select an ecotourism destination for the next touristic experience.

4.4.1.1 Linear Regression for environmental concerns

Here in this part of the chapter we test the impact of the independent variables environmental concerns and humans right over environmental impact on the dependent variable probability to select an ecotourism destination for the next touristic experience. Thus, the strength of association between variables is given by the coefficient of determination r^2 . In this case the coefficient of determination is $r^2=0.254$.

Table 4.28

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
I	,504	,254	,247	1,64374	1,975

Using the Fisher test with test the following hypothesis:

$$H_0 : r^2 = 0$$

$$\text{vs. } H_1 : r^2 > 0$$

The value of F (D here in the SPSS output) is equal to 35.235 and the associated probability is 0.000. Thus, the probability of rejecting H_0 when it's true is 0%. So, we reject H_0 and r^2 is greater than 0.

Table 4.29

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
I	Régression	190,403	2	95,201	35,235	,000
	Résidu	559,293	207	2,702		
	Total	749,695	209			

This analysis allows the researcher to affirm that this model is significant and our independent variables explain 25.4% of the variance of the dependent variable.

Also, in this analysis we can evaluate each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To evaluate each slope, we use the student test and the statistics t (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0$$

$$\text{vs. } H_1 : \beta_i \neq 0$$

Table 4.30

Coefficients table

Modèle	Coefficients non standardisés		Coefficients standardisés	t	Sig.
	A	Erreur standard	Bêta		
1	(Constante)	2,973	,114		,000
	Environmental concerns	,903	,109	,499	8,303 ,000
	Human rights over environmental impact	,116	,110	,064	1,058 ,291

The parameters significantly different from 0 are those associated with the variable environmental concerns. In this case the probability associated with t is less than 5%, our level of significance, which means that this variable is significant. In contrast, the variable humans' right over environmental impact is not significant; the probability associated with t is more than 5%. Following, there is presented the statistical significance of each slope.

Analysis for each slope

- When environmental concerns increase in one unit, the probability to select an ecotouristic destination for a next touristic trip increases in 0.903.

The effect of the variable human rights over environmental impact is not significantly different from 0.

To observe the relative importance of each slope, we examine the standardized coefficients (Bêta in the table). So, the relative importance of environmental concerns is 0,499. The other variable is not significant. So, the relative importance is equal to 0.

4.4.1.2 Linear regression for impediments and motivations

In this analysis we look to test the impact of the independent variables (performance and physical risk, financial risk, lack and complexity of information about certifications, lack and complexity of information about ecotourism travel, contact with nature discovery friends and nature and selfesteem) on our dependent variable, the probability to select an ecotouristic destination for the next touristic experience.

The strength of association between the dependent variable and the independent variables is given the coefficient of determination r^2 . We confirm that for this case $r^2=0.380$.

Table 4.31

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
1	,616 ^a	,380	,358	1,51735	1,976

Using the Fisher test, we test the following hypothesis:

$$H_0 : r^2 = 0$$

$$\text{vs. } H_1 : r^2 > 0$$

The value of F (D here in the SPSS output) is equal to 17.660 and the associated probability is 0.000. Thus, the probability of rejecting H_0 when it's true is 0%. So, we reject H_0 and r^2 is greater than 0.

Table 4.32

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
1	Régression	284,619	7	40,660	17,660	,000 ^b
	Résidu	465,076	202	2,302		
	Total	749,695	209			

This analysis allows the researcher to affirm that this model is significant and our independent variables explain 38% of the variance of the dependent variable.

Also, in this analysis we can evaluate the statistic signification of each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To analyze each slope, we use the student test and the statistics t (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0 \text{ vs } H_1 : \beta_i \neq 0$$

Table 4.33

Coefficients's table

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
1		A	Erreur standard	Bêta		
	(Constante)	3,024	,108		27,916	,000

	Performance and physical risk	-,386	,122	-,195	-3,174	,002
	Financial risk	-,029	,122	-,014	-,239	,812
	Lack info about certifications	-,245	,113	-,123	-2,174	,031
	Lack info about ecotourism travel	,173	,116	,089	1,498	,136
	Contact with nature	,532	,114	,270	4,658	,000
	Discovery friends and nature	,642	,128	,307	5,028	,000
	The selfsteem	,444	,114	,226	3,901	,000

The parameters significantly different from 0 are those associated with 1) Performance and physical risk, 2) lack and complexity of information about certifications, 3) contact with nature, 4) discovery friends and nature and 5) the self-steem. In fact, in those five cases the probabilities associated with t are less than 5%, our level of significance, which means that those variables are significant.

In contrast, financial risk and lack and complexity of information about ecotourism travel are not significant. The probability associated with t is greater than 5%. Next, the slope of each significant variable is analyzed.

Analysis of each slope:

1. When the perception of performance and physical risk increase in one unit, the probability to select an ecotouristic destination for a next touristic experience decrease in 0.386.
2. When the perception of lack and complexity of information about certifications increase in one unit, the probability to select an ecotouristic destination for a next touristic experience decrease in 0.245.
3. When the perception of contact with nature motivation increases in one unit, the probability to select an ecotouristic destination for a next touristic experience increases in 0.532.
4. When the perception of discovery friends and nature motivations increase in one unit, the probability to select an ecotouristic destination for a next touristic experience increase in 0.642.
5. When the perception of self-esteem motivation increases in one unit, the probability to select an ecotouristic destination for a next touristic experience increases in 0.444.

The relative importance of each slope is given by β_i :

1. Discovery friends and nature ($\beta_{\text{êta}}=0,642$)
2. Contact with nature ($\beta_{\text{êta}}=0,532$)
3. The selfsteem ($\beta_{\text{êta}}=0,444$)
4. Lack and complexity of information about certifications ($\beta_{\text{êta}}= -0,245$)
5. Performance and physical risk ($\beta_{\text{êta}}= - 0,386$)

Thus, discovery friends and nature is the most important motivation that respondents have in order to determine the probability to select an ecotouristic destination for the next touristic experience. Contrary, the most important impediment is the performance and the physical experience.

risk. Respondents do not like to take chances in terms of the quality of the accommodation, food and services from ecotouristic places.

The other variables (financial risk and lack and complexity of information about ecotourism travel) are not significant. Financial risk (β =0) and lack of information about ecotourism travel (β =0).

4.4.1.3 Linear regression for ecotourism concerns

In this part of the linear regression, we test the impact of the independent variables (learning process of community, culture, nature and local customs, sustainable visit, economic benefits for local community and protection and conservation of the environment) on our dependent variable: Probability to select an ecotouristic destination for a next touristic experience.

The association between the dependent variable and the independent variables is given by the coefficient of determination r^2 . This case in particular shows $r^2=0.272$.

Table 4.34

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
I	,521	,272	,257	1,63219	1,954

Using the Fisher test we test the following hypothesis:

$$H_0 : r^2 = 0$$

$$\text{vs. } H_1 : r^2 > 0$$

The value of F (D in the SPSS output) is equal to 19.103 and the associated probability is 0.000. Thus, the probability of rejecting H₀ when it's true is 0%. So, we reject H₀ and r² is greater than 0.

Table 4.35

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
I	Régression	203,565	4	50,891	19,103	,000
	Résidu	546,131	205	2,664		
	Total	749,695	209			

This analysis allows the researcher to confirm that this model is significant and our independent variables explain 27.2% of the variance of the dependent variable.

Also, in this analysis we can evaluate the statistic signification of each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To evaluate each slope, we use the student test and the statistics T (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0$$

$$\text{vs.} \quad H_1 : \beta_i \neq 0$$

Table 4.36

Coefficients table

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
1		A	Erreur standard	Bêta		
	(Constante)	2,982	,113		26,351	,000
	Learning process	,535	,118	,273	4,542	,000
	Sustainable visit	,759	,114	,398	6,644	,000
	Economical benefits	,255	,119	,129	2,150	,033
	Protection and conservation of the environment	-,205	,108	-,113	-1,896	,059

The parameters significantly different from 0 are associated with 1) learning process of community, culture, nature and local customs, 2) sustainable visit, 3) economics benefits for local community. In those three cases, the probabilities associated with t are less than 5%, our level of significance, which means that those variables are significant.

Contrary, there is protection and conservation of the environment, this variable is not significant. The probability associated with t is more than 5%.

Also, the coefficients table helps to analyze each slope and observe their relative importance. The relative importance is given by β_i .

Analysis of each slope:

1. When the perception of learning process of community, culture, nature and local customs increase in one unit, the probability to select an ecotouristic destination for a next touristic experience increase in 0.535.
2. When the perception of sustainable visits increase in one unit, the probability to select an ecotouristic destination for a next touristic experience increases in 0.759.
3. When the perception of economical benefits for local community increase in one unit, the probability to select an ecotouristic destination for a next touristic experience increase in 0.255.

Relative importance of each slope: β_i

1. Sustainable visit ($\beta\text{êta}=0,759$)
2. Learning process of community, culture, nature and local customs ($\beta\text{êta}=0,535$)
3. Economical benefits ($\beta\text{êta}=0,255$)

We can confirm that the most importance variable that influences the probability to select an ecotouristic destination for the next touristic experience is that the touristic place has to be characterized by the concept of sustainability.

The variable protection and conservation of the environment is not significant, which implies that the relative importance is equal to 0.

4.4.2 Linear regression for the dependent variable: level of interest in ecotourism travel.

4.4.2.1 Linear regression for environmental concerns

This analysis tests the impact of the independent variables (environmental concerns and humans' right over environmental impact on our dependent variable, the level of interest

in ecotourism travel. The association between the dependent variable and the independent variables is given by the coefficient of determination r^2 . This case shows $r^2=0.349$

Table 4.37

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
I	,591	,349	,343	1,46844	2,107

Using the Fisher test we test the following hypothesis:

$$H_0 : r^2 = 0$$

$$\text{vs. } H_1 : r^2 > 0$$

The value of F (D in the SPSS output) is equal to 55.497 and the associated probability is 0.000. Thus, the probability of rejecting H_0 when it's true is 0%. So, we reject H_0 and r^2 is greater than 0.

Table 4.38

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
I	Régression	239,338	2	119,669	55,497	,000
	Résidu	446,358	207	2,156		
	Total	685,695	209			

This analysis allows the researcher to confirm that this model is significant and our independent variables explain 34.90% the variance of the dependent variable.

Also, in this analysis we can evaluate the statistic signification of each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To examine each slope, we use the student test and the statistics T (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0$$

$$\text{vs. } H_1 : \beta_i \neq 0$$

Table 4.39

Coefficients table

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
		A	Erreur standard			
1	(Constante)	4,129	,102		40,466	,000
	Environmental concerns	1,018	,097	,588	10,480	,000
	Humans rights over environmental impact	,083	,098	,048	,850	,396

The parameters significantly different from 0 are associated with just one variable, which are environmental concerns. The probabilities associated with t are less than 5%, our level of significance, which means that this variable is significant.

In contrast, the variable humans' right over environmental impact is not significant. The probability associated with t is more than 5%.

Following, there is the analysis of the significant variable. We can observe when the variable environmental concerns increase in one unit, the variable level of interest in ecotourism travel increase in 1.018.

The relative importance of this slope is given by β_i , which shows that β_i is equal to 0.588. The variable humans' right over environmental impact is not significant. Thus, β_i is equal to 0.

4.4.2.2 Linear regression for motivations and impediments

This part of the linear regression analysis test the impact of the independent variables performance and physical risk, financial risk, lack and complexity of information about certifications, lack and complexity of information about ecotourism travel, contact with nature, discovery friends and nature and the self-esteem) on our dependent variable, level of interest in ecotourism travel.

The strength association between the variables is given by the coefficient of determination r^2 . This case shows r^2 equal to 0.508.

Table 4.40

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
1	,712	,508	,491	1,29279	1,901

Using the Fisher test, we test the following hypothesis:

$$H_0 : r^2 = 0$$

$$\text{vs. } H_1 : r^2 > 0$$

The value of F (D in the SPSS output) is equal to 29.754 and the associated probability is 0.000. Thus, the probability of rejecting H_0 when it's true is 0%. So, we reject H_0 and r^2 is greater than 0.

Table 4.41

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
1	Régression	348,094	7	49,728	29,754	,000
	Résidu	337,602	202	1,671		
	Total	685,695	209			

This analysis allows the researcher to confirm that the model is significant and our independent variables explain 50.8% of the variance of the dependent variable.

Also, in this analysis we can observe the statistic signification of each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To evaluate each slope, we use the student test and the statistics T (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0$$

$$\text{vs. } H_1 : \beta_i \neq 0$$

Table 4.42

Coefficients table

Modèle		Coefficients non standardisés		Coefficients standardisés Bêta	t	Sig.
		A	Erreur standard			
1	(Constante)	4,145	,092		44,908	,000
	Performance and physical risk	-,214	,104	-,113	-2,068	,040
	Financial risk	,064	,104	,031	,616	,539
	Lack info about certifications	-,343	,096	-,180	-3,575	,000
	Lack info about ecotourism travel	,139	,099	,075	1,414	,159
	Contact with nature	,613	,097	,325	6,306	,000
	Discovery friends and nature	,828	,109	,414	7,613	,000
	The selfsteem	,453	,097	,241	4,672	,000

The parameters significantly different from 0 are those associated with 1) performance and physical risk, 2) lack and complexity of information about certifications, 3) contact with nature, 4) discovery friends and nature and 5) the self-esteem. In those five cases, the probabilities associated with t are less than 5%, our level of significance, which means that those five variables are significant.

In contrast, financial risk and lack and complexity of information about ecotourism travel are not significant. The probabilities associated with t are more than 5%. Thus, we do not include these variables in the following analysis.

Analysis of each slope:

1. When the perception of performance and physical risk increase in one unit, the level of interest in ecotourism travel decrease in 0.214.
2. When perception of lack and complexity of information about certifications increase in one unit, the level of interest in ecotourism travel decrease in 0.343.
3. When perception of contact with nature increase in one unit, the level of interest in ecotourism travel increase in 0.613.
4. When perception of discovery friends and nature increase in one unit, the level of interest in ecotourism travel increase in 0.828.
5. When perception of the self esteem increase in one unit, the level of interest in ecotourism travel increase in 0.453.

Relative importance of each slope: β_i :

1. Discovery friends and nature ($\beta\text{êta}=0,414$)
2. Contact with nature ($\beta\text{êta}=0,325$)
3. The self-esteem ($\beta\text{êta}=0,241$)
4. Performance and physical risk ($\beta\text{êta}= -0,113$)

5. Lack and complexity of information about ecotourism travel (β eta= -0.180)

4.4.2.3 Linear regression for ecotourism concerns

The last part of our linear regression analysis test the impact of the independent variables (learning process of community, culture, nature and local customs, sustainable visit, and protection and conservation of the environment) on our dependent variable, level of interest in ecotourism travel.

The association between the dependent variable and the independent variables is given by the coefficient of determination r^2 . This case shows r^2 equal to 0.355.

Table 4.43

Model Summary

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Durbin- Watson
1	,596	,355	,342	1,46911	2,090

Using the Fisher test, we test the following hypothesis:

$$H_0: r^2 = 0$$

$$\text{vs. } H_1: r^2 > 0$$

The value of F (D in the SPSS output) is equal to 28.176 and the associated probability is 0.000. Thus, the probability of rejecting H_0 when it's true is 0%. So, we reject H_0 and r^2 is greater than 0.

Table 4.44

ANOVA

Modèle		Somme des carrés	ddl	Moyenne des carrés	D	Sig.
I	Régression	243,247	4	60,812	28,176	,000
	Résidu	442,448	205	2,158		
	Total	685,695	209			

This analysis allows the researcher to confirm that the model is significant and our independent variables explain 35.5% of the variance of the dependent variable.

Also, in this analysis we can evaluate the statistic signification of each slope. Each slope expressed the changes of Y (dependent variable), when each X_i change in one unit. To evaluate each slope, we use the student test and the statistics T (with the probability associated). This is expressed as follows:

$$H_0 : \beta_i = 0$$

$$\text{vs.} \quad H_1 : \beta_i \neq 0$$

Table 4.45

Coefficients table

Modèle	Coefficients non standardisés		Coefficients standardisés	t	Sig.
	A	Erreur standard	Bêta		
I	(Constante)	4,139	,102		,000
	Learning process	,532	,106	,284	,000
	Sustainable visit	,773	,103	,424	,000
	Economical benefits	,443	,107	,235	,000
	Protection and conservation of the environment	-,231	,097	-,134	,018

The parameters significantly different from 0 are those associated with 1) learning process of community, culture, nature and local customs, 2) sustainable visit, 3) economic benefits, 4) protection and conservation of the environment. In all cases, the probabilities associated with t are less than 5%, our level of significance, which means that those variables are significant.

Analysis of each slope:

- When the perception of learning process increase, the level of interest in ecotourism travel increase in 0.532.

2. When the perception of sustainable visit increase, the level of interest in ecotourism travel increase in 0.773.
3. When the perception of economic benefits for local community increase, the level of interest in ecotourism travel increase in 0.443.
4. When the perception of protection and conservation of the environment increase the level of interest in ecotourism travel decrease in 0.231.

Relative importance of each slope:

1. Sustainable visit (β = 0.424)
2. Learning process of community, culture, nature and local customs (β = 0.284)
3. Economic benefits (β = 0.235)
4. Protection and conservation of the environment (β = -0.134)

The most important variable that influences the level of interest in ecotourism travel is sustainable visit.

To sum up the regression analysis with the different independent variables and the dependent variables, there is a table that shows the significant variables.

Table 4.46

Summary lineal regression

Dependent Variable	Significant Independent Variables
Probability to select an ecotouristic destination for a next touristic experience	<ol style="list-style-type: none"> 1. Environmental concerns 2. Performance and physical risk 3. Lack and complexity of information about certifications

	4. Contact with nature 5. Discovery friends and nature 6. The selfesteem 7. Learning process of community, culture, nature and local customs 8. Sustainable visit 9. Economic benefits for local community
Level of interest in ecotourism travel	1. Environmental concerns 2. Performance and physical risk 3. Lack and complexity of information about certifications 4. Contact with nature 5. Discovery friends and nature 6. The self-esteem 7. Learning process of community, culture, nature and local customs 8. Sustainable visit 9. Economic benefits for local community

Following this study presents the correlation analysis between the age and our dependent variables such as sustainable visit, contact with nature, discovery of friends and nature, the self-esteem, performance and physical risk, lack and complexity of information about certifications, environment concerns, learning process, economic benefits.

4.5 Correlation Analysis

The correlation analysis helps to evaluate if the variables of study have an association. Using the Pearson test, we test the following hypothesis:

H_0 = There is no relation between the independent variable and the dependent variables

H_1 = There is a relation between the independent variables and the dependent variables

Table 4.47

Descriptive Statistics

	Moyenne	Ecart-type	N
age	1967,9476	15,59377	286
sustainable	5.9059	2,07978	287
CN	7,4460	1,87782	287
DISCOVERY	6,6902	1,75769	287
ESTIME	4,9220	2,57829	287
PERFORMANCE	4,5662	2,22729	287
CERTIFICATION	5,7221	1,82844	287
enviroconcerns	6,6927	1,80052	287
Learning	7,0732	1,69282	287
economic	6,5061	1,95149	287

Age vs sustainable visit: The null hypothesis is not rejected. There is no relation between the age and sustainable visit ($\text{sig}=0.483$ more than 5%, our level of significance).

Age vs contact with nature: The null hypothesis is rejected ($\text{sig}=0.015$ less than 5%, our level of significance); there is a relation between the age and the motivation contact with nature. The coefficient of correlation is equal to 14.3%, which implies that the correlation between the two variables is not too strong.

Age vs discovery of friends and nature: The null hypothesis is rejected ($\text{sig}=0.045$ less than 5%, our level of significance); there is a relation between the age and the motivation discovery of friends and nature. The age of visitors influences the level of motivation in terms of the discovery of friends and nature. The coefficient of correlation is equal to 11.9%, which implies that the correlation between the two variables is not too strong.

Age vs self-esteem: The null hypothesis is rejected ($\text{sig}=0.025$ more than 5%, our level of significance); there is a relation between the age and the motivation self-esteem. The age of visitors influences the motivation of self-esteem. Also, the coefficient of correlation is equal to 13.3%, which implies that the correlation between the two variables is not strong.

Age vs performance and physical risk: The null hypothesis is rejected ($\text{sig}=0.029$ less than 5%, our level of significance); there is a relation between age and the performance and physical risk. Thus, the age of visitors influence the level of risk perceived in terms of performance and physical activities.

Age vs lack and complexity of information about certifications: The null hypothesis is not rejected ($\text{sig}=0.732$ more than 5%, our level of significance); there is no relation between the age and the perceived risk of lack and complexity of information about certifications.

Age vs environmental concerns: The null hypothesis is not rejected ($\text{sig}=0.091$ more than 5%, our level of significance); Thus, there is no relation between the age and the environmental concerns.

Age vs Learning process: The null hypothesis is not rejected ($\text{sig}=0.813$ more than 5%, our level of significance); Thus, there is no relation between the age and the learning process.

Age vs economic benefits: The null hypothesis is not rejected ($\text{sig}=0.362$ more than 5%, our level of significance); Thus, there is no relation between the age and the learning process.

Table 4.48
Correlation Age vs dependent variables

		age	sustai	CN	DISCO	ESTIME	PERFOR	CERTIF	concern	Learni	econ
Corrélation de Pearson	1	,042	,143	,119	,133	-,129	-,020	,100	,014	-	,054
Age	Sig. (bilatérale)	,483	,015	,045	,025	,029	,732	,091	,813	,362	
N	286	286	286	286	286	286	286	286	286	286	
Corrélation de Pearson	,042	1	,587	,733	,466	-,219	-,040	,624	,697	,679	
Sus	Sig. (bilatérale)	,483	,000	,000	,000	,000	,501	,000	,000	,000	,000
N	286	287	287	287	287	287	287	287	287	287	
Corrélation de Pearson	,143	,587	1	,732	,268	-,311	-,038	,559	,625	,468	
CN	Sig. (bilatérale)	,015	,000	,000	,000	,000	,521	,000	,000	,000	,000
N	286	287	287	287	287	287	287	287	287	287	
Corrélation	,119	,733	,732	1	,488	-,220	-,006	,646	,694	,592	

Dis	Sig.	,045	,000	,000		,000	,925	,000	,000
	(bilatérale)								
N		286	287	287	287	287	287	287	287
Corrélation		,133	,466	,268	,488	1	,145	,054	,338
de Pearson									,261
Esti	Sig.	,025	,000	,000		,014	,364	,000	,000
	(bilatérale)								
N		286	287	287	287	287	287	287	287
Corrélation		-,12	-,219	-,31	-,220	,145	1	,522	-,237
de Pearson									-,244
Perfo	Sig.	,029	,000	,000		,014		,000	,000
	(bilatérale)								
N		286	287	287	287	287	287	287	287
Corrélation		-,02	-,040	-,03	-,006	,054	,522	1	-,054
de Pearson									-,010
Cert	Sig.	,732	,501	,521	,925	,364	,000	,358	,870
	(bilatérale)								,902
N		286	287	287	287	287	287	287	287

The following table summarizes the correlation between the age and our dependent variables:

Table 4.49
Summary Age correlations

	Correlation
Age	<p>Motivation:</p> <ul style="list-style-type: none"> 1. Contact with nature 2. Discovery of friends and nature 3. The self-esteem <p>Impediments:</p> <ul style="list-style-type: none"> 1. Performance and physical risk

There is a correlation between age and contact with nature, discovery friends and nature and the self-esteem, but the coefficient of correlation shows that these correlations are not strong to make conclusions about the influence of sex in these variables.

Correlation travel companion and our dependent variables such as learning process, sustainable visit, economic benefit for local population, contact with nature, discovery of friends and nature, the self-esteem. This analysis let us to conclude that the number of travel companion in a touristic experience do not have a moderator effect in our dependent variables early mentioned.

Next table presents the correlation between travel companion and our dependent variables.

Table 4.50
Correlation travel companion vs our dependent variables

	Veuillez indiquer le nombre de personnes qui vous accompagnait lors de ce séjour?	CN	DISCO	ESTI	PERFO	CERTI	concerns	Learn	econo	sustai
Veuillez indiquer le nombre de personnes qui vous accompagnait lors de ce séjour?	1 ,044	- ,035	,016 ,040							
Sig.		,456	,553	,786	,498	,266	,869	,159	,337	,132

		(bilatérale)									
	N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson		-,044	1	,732	,268	-,311	-,038	,559	,625	,468	,587
CN	Sig. (bilatérale)	,456		,000	,000			,521	,000	,000	,000
	N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson		-,035	,732	1	,488	-,220	-,006	,646	,694	,592	,733
Disco	Sig. (bilatérale)	,553	,000		,000	,000	,925	,000	,000	,000	,000
	N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson		,016	,268	,488	1	,145	,054	,338	,261	,299	,466
Estime	Sig. (bilatérale)	,786	,000	,000		,014	,364	,000	,000	,000	,000
	N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson		,040	-	-,220	,145	1	,522	-,237	-,244	-,235	-,219

Perfor	Sig. (bilatérale)	,498	,000	,000	,014	,000	,000	,000	,000	,000
N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson	-,066	-	-,006	,054	,522	1	-,054	-,010	,007	-,040
Sig. (bilatérale)	,266	,521	,925	,364	,000		,358	,870	,902	,501
N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson	-,010	,559	,646	,338	-,237	-,054	1	,525	,510	,624
Concern	Sig. (bilatérale)	,869	,000	,000	,000	,000	,358	,000	,000	,000
N	287	287	287	287	287	287	287	287	287	287
Corrélation de Pearson	-,083	,625	,694	,261	-,244	-,010	,525	1	,664	,697
Learn	Sig. (bilatérale)	,159	,000	,000	,000	,870	,000	,000	,000	,000
N	287	287	287	287	287	287	287	287	287	287
Corrélation	-,057	,468	,592	,299	-,235	,007	,510	,664	1	,679

Following, this study presents the ANOVA analysis, in order to evaluate if the mean differences of our variables of study are significant.

4.6 ANOVA analysis

In the following section, this study analyzes the means differences between the variables, in order to evaluate the moderator effect of socio-demographical variables, and situational variables. The analysis is divided in two parts. First, there is the analysis between each independent socio-demographic variables (sex, status, level of education, and revenue) and the dependent variables (environmental concerns, performance and physical risk, lack and complexity of information about certifications, contact with nature, discovery friends and nature, the self-esteem, learning process, sustainable visit, and economical benefits). Second, there is the analysis between independent situational variables (destination, trip duration, and travel season) and the dependent variables.

The null hypothesis for this test is:

$$H_0 = Y_1 = Y_2$$

$$H_1 = Y_1 \neq Y_2$$

Sex vs environmental concerns: The null hypothesis is not rejected ($F=0.43$ with sig =0.836 more than 5%), which means that there are not mean differences between the environmental concerns and sex. Thus, the sex does not influence our dependent variable environmental concerns.

Sex vs performance and physical risk: The null hypothesis is rejected ($F=4.872$ with sig = 0.028, less than 5%), which means, that the mean differences between our dependent variable and our independent variable are significant. The sex influences the perception of performance and physical risk. According to the means, women have a greater negative perception of performance and physical risk (women mean= 4.2959 vs men mean = 4.8929) than men. Enterprises should focus in reduce the perception of this risk, in order to improve their reliability, and thus increase their number of visitors. They should promote and practice their offer as high quality services. Further, Enterprises should organize information activities

that help potential visitors to understand the concept of ecotourism. Those information activities can be the base of a strong relation with actual clients and new relation with potential clients. Enterprises should focus in sale an ecotouristic experience instead of sale touristic packages. Women are more sensible in terms of performance and physical risk. Thus, enterprises should focus their efforts in reduce the risk in ecotourism activities for women.

Sex vs Lack and complexity of information about certifications: The null hypothesis is not rejected ($F=1.885$ with $\text{sig} = 0.171$), which means, that there are not significant differences between the means of the variables. Thus, the sex does not influence the risk lack and complexity of information about certifications. Companies have to work for both women and men, in order to help them to understand the certifications that ecotouristic places have to protect the surrounding environment.

Sex vs contact with nature: The null hypothesis is not rejected ($F=0.348$ with $\text{sig} = 0.556$), which means that there are not significant differences between the means of the variables. Thus, the sex does not influence the motivation contact with nature. Enterprises should work in enhance activities that have a close contact with nature in order to motivate women and men to purchase or try ecotourism activities.

Sex vs discovery friends and nature: The null hypothesis is not rejected ($F= 0.811$ with $\text{sig} = 0.369$), which means that there are not significant differences between the means of the variables. Thus, the motivation discovery friends and nature have the same level of stimulus for women and men.

Sex vs the self-esteem: The null hypothesis is rejected ($F=5.794$ with $\text{sig}= 0.017$), which means that the means differences between variables are significant. Thus, the feeling that the self-esteem is increasing when visitors go to ecotouristic trip is more relevant for men than for women. Men are influenced by trips, where they can feel approved by others and where they can increase self-esteem. In contrast, women do not pay attention to this matter.

Sex vs Learning process: The null hypothesis is not rejected ($F=0.798$ with $\text{sig}= 0.373$), which means that there are not significant differences between the means of variables. Thus,

both women and men have the same level of motivation to learn about their ecotouristic destination.

Sex vs Sustainable visit: The null hypothesis is not rejected ($F=0.252$ with $\text{sig}=0.616$) which means, that there are not significant differences between the means of both sex. Thus, there is no difference between men and women in terms of their motivation sustainable visit.

Sex vs economic benefits: The null hypothesis is not rejected ($F=0.328$ with $\text{sig}=0.567$), which means that there are not significant differences between the mean of both sex in terms of the motivation economic benefits for local population. Both men and women are motivated for ecotouristic activities that contribute to the development of locals and the protection of the local environment.

Next this paper presents the table 4.51 mean sex vs our dependent variables.

Table 4.51
Mean Sex vs our dependent variables

Sexms	CN	DISCO	ESTI	PERFOR	CERTIFI	concerns	Learning	economic	sustainable
Moyenne	7,5092	6,7820	5,3050	4,8729	5,8867	6,7122	6,9784	6,4388	5,9622
1.00	N	139	139	139	139	139	139	139	139
Ecart-type	1,89550	1,70614	2,63349	2,18292	1,88006	1,85193	1,74765	1,86303	2,03255
Moyenne	7,3779	6,5946	4,5769	4,2959	5,5918	6,6680	7,1576	6,5714	5,8384
N	147	147	147	147	147	147	147	147	147
Ecart-type	1,86889	1,80876	2,48265	2,23452	1,75222	1,76130	1,64527	2,04215	2,12853
Moyenne	7,4417	6,6857	4,9308	4,5763	5,7351	6,6895	7,0705	6,5070	5,8986
Total	N	286	286	286	286	286	286	286	286
Ecart-type	1,87971	1,75906	2,57847	2,22455	1,81828	1,80287	1,69519	1,95485	2,07971

Table 4.52

Sex vs our dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Signification
	Inter- groupes	Combine	1,231	1	1,231	,348	,556
CN *	Intra- classe		1005,767	284	3,541		
	Total		1006,998	285			
	Inter- groupes	Combine	2,511	1	2,511	,811	,369
DISCOY * Sexms	Intra- classe		879,361	284	3,096		
	Total		881,871	285			
	Inter- groupes	Combine	37,881	1	37,881	5,794	,017
ESTIME *	Intra- classe		1856,948	284	6,539		
	Total		1894,829	285			
	Inter- groupes	Combine	23,784	1	23,784	4,872	,028
PERFOR	Intra-		1386,577	284	4,882		

* Sexms	classe						
	Total		1410,361	285			
	Inter-groupes	Combine	6,211	1	6,211	1,885	,171
CERTIFIC	Intra-classe		936,038	284	3,296		
* Sexms							
	Total		942,249	285			
	Inter-groupes	Combine	,140	1	,140	,043	,836
concerns *	Intra-classe		926,209	284	3,261		
Sexms							
	Total		926,349	285			
	Inter-groupes	Combine	2,294	1	2,294	,798	,373
Learning *	Intra-classe		816,701	284	2,876		
Sexms							
	Total		818,995	285			
	Inter-groupes	Combine	1,256	1	1,256	,328	,567
economic	Intra-classe		1087,855	284	3,830		
* Sexms							
	Total		1089,111	285			

	Inter-groupes	Combine	1,095	1	1,095	,252	,616
sustainable * Sexms	Intra-classe		1231,590	284	4,337		
	Total		1232,684	285			

Analysis of ANOVA with independent variable revenue versus our dependent variables:

This analysis shows that the different groups of revenue do not have significant means differences, which let us think that the revenue it is not a factor that can influences the ecotouristic behavior (going to) or the level of interest in ecotouristic activities. Also, we conclude that enterprises can organize different packages (different prices), in order to embrace the different groups of revenue. Further, enterprises should think that ecotourists are interested in something more than the price of the trip.

Next this paper presents table 4.53 mean revenue vs dependent variables.

Table 4.53
Mean Revenue vs dependent variables

revenuems	CN	DISCO	ESTi	PERFO	CERTI	econcerns	Learning	econo	susta
Moyenne	7,33333	6,7545	5,4909	4,8788	5,9091	6,2000	7,0606	6,2045	6,0227
N	11	11	11	11	11	11	11	11	11
Ecart-type	1,77708	1,35968	2,20248	1,58305	1,10834	1,80222	1,57810	1,65385	1,32030
Moyenne	7,9103	7,2538	5,6692	4,4615	5,7885	7,3923	7,5128	6,9135	6,6442
N	26	26	26	26	26	26	26	26	26
Ecart-type	1,73220	1,51558	2,65327	2,52468	1,88506	1,49504	1,56342	1,52306	1,92246
Moyenne	7,0386	6,4783	5,1565	4,6739	5,4348	6,4696	6,9275	6,4239	6,0326
N	23	23	23	23	23	23	23	23	23
Ecart-type	2,17335	1,91690	2,77846	2,59734	2,24395	2,05082	2,15312	2,28189	2,04398
Moyenne	7,3889	6,5115	4,8385	4,9615	5,8462	6,5231	6,8462	6,5577	5,8365
N	26	26	26	26	26	26	26	26	26
Ecart-type	1,61054	1,70700	2,42059	1,94268	1,68979	1,68293	1,55986	2,13578	2,33874

Moyenne	7,2088	6,3909	5,4788	5,1465	5,8030	6,6969	6,9848	6,3788	5,6212
N	33	33	33	33	33	33	33	33	33
Ecart-type	2,05175	1,98878	2,67345	2,12327	1,72500	1,88752	1,82544	2,14706	2,14706
Moyenne	7,2694	6,7212	4,6727	4,4798	5,3636	6,9455	6,9495	6,4091	5,6970
N	33	33	33	33	33	33	33	33	33
Ecart-type	1,97692	1,85300	2,60999	2,04326	1,83721	1,71848	1,59561	2,00567	2,31145
Moyenne	6,9712	6,6852	4,4815	4,5802	6,0833	6,2741	6,8519	6,4444	5,3241
N.	27	27	27	27	27	27	27	27	27
Ecart-type	1,83963	1,70716	2,53605	2,37750	2,04399	1,88120	1,57459	1,80987	1,91880
Moyenne	8,0417	7,3063	5,9125	5,0417	5,6875	7,0750	7,0625	6,3594	6,6094
N	16	16	16	16	16	16	16	16	16
Ecart-type	1,44409	1,42804	2,26506	2,25380	1,75000	1,52118	1,68970	2,09557	1,99576
Moyenne	7,9365	6,6857	4,6143	4,2857	5,5893	6,8571	7,0714	6,5893	5,9821
N	14	14	14	14	14	14	14	14	14
Ecart-type	2,35650	1,85466	2,50718	3,02018	1,54611	2,23872	1,75011	2,19178	2,48547

	Ecart-type	2,22315	2,42539	1,85472	2,86865	1,28087	2,09444	2,83333	1,00778	2,39357
Moyenne	6,8889	6,2000	2,4667	5,4444	6,9167	6,7333	7,7222	5,5833	4,5000	
N	3	3	3	3	3	3	3	3	3	
Ecart-type	1,85592	1,08167	,80829	1,17063	2,32289	,41633	1,07152	2,62599	1,63936	
Moyenne	8,1944	6,2500	3,6000	3,2500	6,5625	6,1000	7,2500	5,9375	5,6250	
N	4	4	4	4	4	4	4	4	4	
Ecart-type	2,00077	2,09523	2,72764	2,73692	1,97247	1,57903	2,51109	2,23956	1,71391	
Moyenne	7,9167	6,3250	3,8500	5,7500	6,9375	6,7500	7,3750	6,8750	5,6250	
N	4	4	4	4	4	4	4	4	4	
Ecart-type	1,06719	1,59661	3,34016	2,27913	2,78669	2,05508	1,03078	1,78536	2,84678	
Moyenne	7,3333	4,9000	2,0000	1,6667	3,5000	8,0000	7,3333	6,2500	6,0000	
N	1	1	1	1	1	1	1	1	1	
Ecart-type	
Moyenne	7,6296	7,0000	6,1333	4,3889	4,6667	7,6000	7,0556	5,7500	5,9167	

	N	3	3	3	3	3	3	3	3	3	3
Ecart-type	2,60658	2,08087	3,06159	,67358	2,26844	1,70880	1,70239	1,52069	2,76511		
Moyenne	7,7778	8,9000	3,0000	1,33333	3,7500	10,0000	9,0000	9,2500	8,0000		
N	1	1	1	1	1	1	1	1	1	1	1
Ecart-type
Moyenne	7,3210	7,2556	4,0444	4,4630	5,6111	7,2000	7,3148	6,5556	6,3333		
N	9	9	9	9	9	9	9	9	9	9	9
Ecart-type	1,90876	1,81942	2,12551	2,29095	1,85030	1,75214	1,69034	2,06071	2,15783		
Moyenne	7,4417	6,6857	4,9308	4,5763	5,7351	6,6895	7,0705	6,5070	5,8986		
N	286	286	286	286	286	286	286	286	286	286	286
Ecart-type	1,87971	1,75906	2,57847	2,22455	1,81828	1,80287	1,69519	1,95485	2,07971		

Table 4.54

Revenue vs dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Signification
	Inter- groupes	Combiné	38,611	20	1,931	,528	,953
CN *	Intra- classe		968,387	265	3,654		
	Total		1006,998	285			
	Inter- groupes	Combiné	38,726	20	1,936	,609	,905
DISCO *	Intra- classe		843,146	265	3,182		
	Total		881,871	285			
	Inter- groupes	Combiné	148,723	20	7,436	1,129	,320
ESTIME *	Intra- classe		1746,106	265	6,589		
	Total		1894,829	285			
	Inter- groupes	Combiné	105,365	20	5,268	1,070	,382
PERFO *	Intra- classe		1304,996	265	4,925		

	Total		1410,361	285			
	Inter-groupes	Combiné	46,281	20	2,314	,684	,841
CERTI * revenuems	Intra-classe		895,968	265	3,381		
	Total		942,249	285			
	Inter-groupes	Combiné	72,155	20	3,608	1,119	,329
concerns * revenuems	Intra-classe		854,194	265	3,223		
	Total		926,349	285			
	Inter-groupes	Combiné	18,510	20	,926	,306	,998
Learning * revenuems	Intra-classe		800,485	265	3,021		
	Total		818,995	285			
	Inter-groupes	Combiné	37,229	20	1,861	,469	,976
economic * revenuems	Intra-classe		1051,882	265	3,969		
	Total		1089,111	285			
	Inter-groupes	Combiné	51,868	20	2,593	,582	,924

sustainable * revenuems	Intra- classe		1180,816	265	4,456		
	Total		1232,684	285			

Analysis of ANOVA with independent variable status versus our dependent variables:

The analysis between the status and the dependent variables such us environment concerns, performance and physical risk, discovery of friends and nature, the self-esteem, lack and complexity of information about certifications, contact with nature, learning process, sustainable visit, and economic benefits for local community shows that the null hypothesis is rejected (sig more than 5%) which means that there are not significant differences between the means of the different groups of status on the dependent variables.

Next this paper presents table 4.55 mean status vs our dependent variables.

Table 4.55
Mean Status vs our dependent variables

		CN	DISCO	ESTIM	PERFO	CERTI	concerns	Learning	economic	sustainable
	Moyenne	7,5813	6,8105	5,1853	4,6053	5,6474	6,7095	7,1140	6,5474	5,9289
1,00	N	95	95	95	95	95	95	95	95	95
	Ecart-type	1,88202	1,61683	2,44727	2,15491	1,84055	1,78141	1,58063	1,94276	1,97244
	Moyenne	7,6729	6,6366	4,2394	4,1573	5,9437	6,6563	7,0023	6,4894	5,9085
2,00	N	71	71	71	71	71	71	71	71	71
	Ecart-type	1,84122	1,73586	2,50477	2,33671	1,79194	1,85201	1,87136	2,11687	2,18282
	Moyenne	7,0737	6,3946	5,1043	4,9438	5,7201	6,5609	6,8895	6,3043	5,6576
3,00	N	92	92	92	92	92	92	92	92	92
	Ecart-type	1,97236	1,88641	2,56853	2,15491	1,83930	1,88230	1,67330	1,88394	2,18785
	Moyenne	7,2667	6,5200	6,1600	5,6667	5,4500	6,3600	7,0667	5,7500	5,8500
4,00	N	5	5	5	5	5	5	5	5	5
	Ecart-type	1,94143	2,59172	3,00466	1,54110	1,22984	2,27772	1,87676	1,54110	1,61632

	Moyenne	7,6263	7,4455	5,2364	4,1364	5,5795	7,3273	7,7500	7,2500	6,5909
5,00	N	22	22	22	22	22	22	22	22	22
	Ecart-type	1,50623	1,47865	2,99437	2,36802	1,95544	1,26573	1,55137	1,64751	1,66824
	Moyenne	8,4444	9,2000	1,0000	2,0000	5,5000	6,6000	9,5000	10,0000	9,5000
6,00	N	1	1	1	1	1	1	1	1	1
	Ecart-type
	Moyenne	7,4417	6,6857	4,9308	4,5763	5,7351	6,6895	7,0705	6,5070	5,8986
Total	N	286	286	286	286	286	286	286	286	286
	Ecart-type	1,87971	1,75906	2,57847	2,22455	1,81828	1,80287	1,69519	1,95485	2,07971

Table 4.56

Status vs our dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Sign
	Inter- groupes	Combiné	20,016	5	4,003	1,136	,342
CN *	Intra- classe		986,982	280	3,525		
	Total		1006,998	285			
	Inter- groupes	Combiné	28,607	5	5,721	1,877	,098
DISCO *	Intra- classe		853,264	280	3,047		
	Total		881,871	285			
	Inter- groupes	Combiné	67,919	5	13,584	2,082	,068
ESTIME *	Intra- classe		1826,910	280	6,525		
	Total		1894,829	285			
	Inter- groupes	Combiné	41,814	5	8,363	1,711	,132
PERFOR *	Intra- classe		1368,547	280	4,888		

	Total		1410,361	285			
	Inter-groupes	Combiné	4,834	5	,967	,289	,919
CERTIFICA * statusms	Intra-classe		937,415	280	3,348		
	Total		942,249	285			
	Inter-groupes	Combiné	11,138	5	2,228	,681	,638
economics * statusms	Intra-classe		915,211	280	3,269		
	Total		926,349	285			
	Inter-groupes	Combiné	19,584	5	3,917	1,372	,235
Learning * statusms	Intra-classe		799,410	280	2,855		
	Total		818,995	285			
	Inter-groupes	Combiné	31,166	5	6,233	1,650	,147
economic * statusms	Intra-classe		1057,945	280	3,778		
	Total		1089,111	285			
	Inter-groupes	Combiné	28,964	5	5,793	1,347	,244

Sustainable * statusms	Intra-classe		1203,721	280	4,299		
	Total		1232,684	285			

Analysis of ANOVA with independent variable level of education versus our dependent variables:

Educational level vs Environmental concerns: The null hypothesis is rejected ($F= 2.695$ with $\text{sig}= 0.021$), which means that there are significant differences between the mean of the groups. The level of education influences the environmental concerns of ecotourists. Master (mean=1.402, n=37) is the group that seems to be more concerned about the environment. Educated people like to understand the environment that they are visiting. Thus, enterprises should give enough and quality information to visitors in order to increase their satisfaction. Also, they should take into account that in this era, customers have all the information in their hands, through social media, journals, Internet and radio. They know the media and they are willing to use it in order to accomplish their objectives and know the truth about the services that ecotouristic places offer. According to the mean table, all groups of educational level have a mean of 6.6895 in a scale from 1 to 10, which let us conclude that in general people have serious concerns about the environment. The protection and conservation should be the base of ecotouristic places.

Level of education vs Performance and physical risk: The null hypothesis is rejected ($F= 7.221$ with $\text{sig}= 0.000$), which means that there are significant differences between the mean of the different groups. People that do not have certificate, or diploma or grade is the group, who perceived a greater risk of performance and physical (mean= 5.7976). Then, there is secondary diploma with a mean of 5.3524. Those two groups have the greater mean, which means that people that do not have high levels of education have a greater perception risk. Enterprises should understand that their visitors have different characteristics and thus, they should have different offers in order to please everyone. They have to create an experiential process, which includes an identical offer for the different type of clients.

Level of education vs Contact with nature: The null hypothesis is rejected ($F=2.427$ with $\text{sig}=0.036$), which means that there are significant differences between the mean of all groups. Master respondents are the participants with greater motivation to have a close contact with nature; the mean group is equal to 8.3273, in a Likert scale from 1 to 10 (1 completely disagree, 10 completely agree). In general all groups of educational level are motivated with the close contact with nature. Enterprises should take in count the promotion of the contact with nature as part of their marketing strategy. The plan needs to focus in the proximity with nature.

Level of education vs self-esteem: The null hypothesis is rejected ($F=3.503$ with $\text{sig}=0.004$), which means that there are significant differences between the mean of all groups. The analysis of the means allow this study to conclude that two groups (no certificate mean= 6.8857 and secondary diploma studies mean= 5.3571) may choose ecotouristic trips to increase their level of self-esteem. In this case, enterprises should select activities that imply rewards. This strategy has to be develop carefully, in order to avoid the opposite feeling (reduce the self-esteem of visitors). Enterprises should focus in create sense of accomplishment in ecotourists. In contrast, people who have a doctorate are careless about the idea of ecotouristic travel as motivation that enhances their self-esteem. They do not think that ecotouristic places will help to increase their level of self-esteem; the mean for this group is equal to 3.5895.

Level of education vs economic benefits: The null hypothesis is rejected ($F=2.569$ with $\text{sig}=0.027$ less than 5%, our level of significance), which means that there are mean differences between the groups of level education and the motivation economic benefits. According to the mean table the greater motivation by economic benefits for local community is for the master group. The other groups also think, that economic benefits for local community it's a motivation that influences the level of interest in ecotouristic travel and the ecotouristic behavior. Enterprises should be working with the local community in order to develop the local economy. The visitors will be more attractive to this type of travel.

The other dependent variables such as lack and complexity of information about certifications, discovery of friends and nature, learning process, and sustainable visit do not have significant mean differences between the different groups of level of education. Thus,

this study cannot conclude if the level of education influences the level of risk and motivations or the variables mentioned.

In the next page this paper presents the table 4.57 mean: level of education vs dependent variables.

Table 4.57
Mean: Level of education vs dependent variables, see next page.

	scolaritems	CN	DISCO	ESTIM	PERFOR	CERTI	econcerns	Learning	economic	sustainable
	Moyenne	7,4524	7,3286	6,8857	5,7976	5,9643	6,1286	6,7262	6,6671	6,1250
1,00	N	14	14	14	14	14	14	14	14	14
	Ecart-type	1,90489	1,90966	2,32540	2,49545	2,20545	2,56438	2,05855	2,47432	2,40142
	Moyenne	7,0460	6,4371	5,3571	5,3524	5,7321	6,3229	6,9429	6,5786	5,8429
2,00	N	70	70	70	70	70	70	70	70	70
	Ecart-type	2,15315	1,93781	2,58241	2,19913	1,93102	1,98408	1,74476	1,89848	2,18616
	Moyenne	7,3305	6,6582	4,8911	4,8629	6,0253	6,6304	6,9578	6,0601	5,5253
3,00	N	79	79	79	79	79	79	79	79	79
	Ecart-type	1,82704	1,59877	2,41890	2,06186	1,91719	1,65362	1,58978	1,87947	1,88856
	Moyenne	7,5323	6,6478	4,7851	4,0821	5,4179	6,8478	6,9826	6,3881	5,9552
4,00	N	67	67	67	67	67	67	67	67	67
	Ecart-type	1,72269	1,72278	2,66363	2,04955	1,58317	1,71909	1,83313	1,94151	2,26214

	Moyenne	8,3273	7,2730	4,4216	3,2027	5,5946	7,5297	7,7252	7,4054	6,5946
5,00	N	37	37	37	37	37	37	37	37	37
	Ecart-type	1,49024	1,70337	2,60929	2,00314	1,70105	1,47890	1,47574	1,85344	1,88133
	Moyenne	7,3099	6,2316	3,5895	4,0439	5,7632	6,5053	7,2982	6,6974	5,9342
6,00	N	19	19	19	19	19	19	19	19	19
	Ecart-type	1,85466	1,64488	2,14836	2,12557	1,67596	1,48379	1,40170	1,90135	1,73974
	Moyenne	7,4417	6,6857	4,9308	4,5763	5,7351	6,6895	7,0705	6,5070	5,8986
Total	N	286	286	286	286	286	286	286	286	286
	Ecart-type	1,87971	1,75906	2,57847	2,22455	1,81828	1,80287	1,69519	1,95485	2,07971

Table 4.58

Level of education vs dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Sig
	Inter- groupes	Combiné	41,838	5	8,368	2,427	,036
CN * scolarité	Intra- classe		965,160	280	3,447		
	Total		1006,998	285			
	Inter- groupes	Combiné	26,946	5	5,389	1,765	,120
DISCO * scolarité	Intra- classe		854,925	280	3,053		
	Total		881,871	285			
	Inter- groupes	Combiné	111,551	5	22,310	3,503	,004
ESTIME * scolarité	Intra- classe		1783,278	280	6,369		
	Total		1894,829	285			
	Inter- groupes	Combiné	161,093	5	32,219	7,221	,000
PERFOR *	Intra-		1249,268	280	4,462		

scolarite	classe						
	Total		1410,361	285			
	Inter-groupes	Combiné	14,876	5	2,975	,898	,483
CERTIFIC *	Intra-classe	927,373	280	3,312			
	Total	942,249	285				
	Inter-groupes	Combiné	42,536	5	8,507	2,695	,021
concerns *	Intra-classe	883,813	280	3,156			
	Total	926,349	285				
	Inter-groupes	Combiné	21,167	5	4,233	1,486	,194
Learning *	Intra-classe	797,827	280	2,849			
	Total	818,995	285				
	Inter-groupes	Combiné	47,775	5	9,555	2,569	,027
economic *	Intra-classe	1041,336	280	3,719			
	Total	1089,111	285				

	Inter-groupes	Combiné	30,105	5	6,021	1,402	,224
sustainable* scolarite	Intra-classe	1202,579	280	4,295			
	Total	1232,684	285				

Analysis ANOVA with the independent variable destination and our dependent variables, early mentioned:

Destination vs Environmental concerns: The null hypothesis is rejected ($F=2.545$ with $\text{sig}=0.028$ less than 5%, our significance), which means that there are mean differences between the groups of destination. The analysis of the means allows this study to conclude that people, who traveled to Canada (mean= 7.1692) and to others countries (mean=7.0500) have a greater environmental concerns than people, who traveled to other places such us Quebec, United States, Mexico/Caribbean, and Europe.

Canada is a destination for environmental conscious people. Enterprises and government should have strong awareness campaigns that form the base of a well oriented strategy. They should inform citizens of the importance of their actions on the impact of the environment. Plus, they should let citizens know that there are advantages and disadvantages of ecotourism activities, but if they acknowledge these factors they also can help to promote awareness campaigns from their houses, and neighborhood.

Destination vs Performance and physical risk: The null hypothesis is rejected ($F=2.524$ with $\text{sig}=0.030$ less than 5%, our level of significance), which means that there are mean differences between the groups of destination. Through the analysis of the means we can conclude that people, who traveled to Mexico/Caribbean (mean= 5.5309), and Europe (mean= 3.7236) feel a greater perception risk in terms of performance and physical activities. This could be explained by the lack of information about the ecotouristic places in those regions. Entrepreneurs from Mexico/Caribbean and Europe should organize marketing

campaigns over the tourism agencies in Canada in order to increase the level of reliability of their places.

Destination vs self-esteem: The null hypothesis is rejected ($F= 5.713$ with $\text{sig}=0.000$ less than 5%, our level of significance), which means that there mean differences in the different groups are significant. People, who traveled to Quebec (mean=5.5517), Canada (mean=0.209) and Europe (mean=3.6146), travel to have a sense of accomplishment and increase their self-esteem. In general, Canadians are motivated by a trip, who allows them to potentiate their personal image. In contrast, People, who selected to travel to other countries barely indentified performance and physical activities risk as impediment to make an ecotouristic trip.

Destination vs Sustainable visit: The null hypothesis is rejected ($F=4.225$ with $\text{sig}=0.001$, less than 5%, our level of significance), which means that the mean differences between groups are significant. The groups of people, who traveled to Quebec (mean=6.2371), Canada (mean=6.6346) and other countries (mean=6.2411), are motivated to participate in a sustainable trip. Tourists like to think that the place where they enjoyed their vacations is sustainable and environmentally friendly. The sustainability is an element that motivates the ecotouristic behavior of those three groups. The group, who traveled to Mexico/Caribbean barely, thinks that sustainability is an element that motivates their ecotouristic practices.

Destination vs Contact with nature: The null hypothesis is rejected ($F=3.499$ with $\text{sig}= 0.004$, less than 5%, our level of significance), which means that there are mean differences between the groups of study. People who traveled to Canada (mean=8.1187) and to other countries (mean=8.0714) think that the contact with nature is an element that motivates their ecotouristic practices. The mean of those two groups are relevant (Likert scale 1 to 10; 1 completely disagree, 10 completely agree). Enterprises and government should put more effort in let visitors know that ecotourism is a source of proximity with the environment.

Destination vs motivation discovery of friends and nature: The null hypothesis is rejected ($F=4.539$ with $\text{sig}=0.001$ less than 5%, our level of significance), which means that there are mean differences between the groups of study. The mean table shows that the strongest mean are the people, who traveled to Canada (mean=7.2077) and the people, who traveled to other

countries (mean=7.4071). Those two groups strongly agree that discovery of friends and nature is an element that motivates their ecotouristic practices. The facts that visitors will meet people with the same interest its key factor to stimulate people to travel to ecotouristic places.

In general our ANOVA analysis between the destination and our dependent variables let us to conclude that the last destination could show enterprises the interest of visitors. Those interests are the key factors to select the next touristic experience.

Also, this analysis shows that the variable destination do not have any effect on the others dependent variables such as lack and complexity of information about certifications, learning process and economic benefits for local community. Thus, there are no significant differences between the mean of the different groups.

In the next page this paper presents the table 4.59 mean destination vs dependent variables.

Table 4.60

Destination vs dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Sig
	Inter- groupes	Combiné	59,112	5	11,822	3,499	,004
CN * destinationms	Intra- classe	949,381	281	3,379			
	Total	1008,493	286				
DISCOV * destinationms	Inter- groupes	66,036	5	13,207	4,539	,001	
	Intra- classe	817,557	281	2,909			
ESTIME * destinationms	Total	883,593	286				
	Inter- groupes	175,439	5	35,088	5,713	,000	
PERFORM *	Intra-	1725,772	281	6,142			
	Total	1901,212	286				
	Inter- groupes	60,974	5	12,195	2,524	,030	
	Intra-	1357,823	281	4,832			

destinationnms	classe						
	Total	1418,798	286				
	Inter-groupes	Combiné	10,224	5	2,045	,607	,694
CERTIFIC *	Intra-classe	945,928	281	3,366			
	Total	956,152	286				
	Inter-groupes	Combiné	40,168	5	8,034	2,545	,028
concerns *	Intra-classe	887,007	281	3,157			
	Total	927,175	286				
	Inter-groupes	Combiné	28,357	5	5,671	2,014	,077
Learning *	Intra-classe	791,218	281	2,816			
	Total	819,575	286				
	Inter-groupes	Combiné	33,002	5	6,600	1,756	,122
economic *	Intra-classe	1056,175	281	3,759			
	Total	1089,177	286				

	Inter-groupes	Combiné	86,497	5	17,299	4,225	,001
sustainable * destinationms	Intra-classe	1150,588	281	4,095			
	Total	1237,085	286				

Analysis ANOVA with the independent variable trip duration and our dependent variables:

The analysis of the ANOVA between the trip duration and dependent variables such as the self-esteem, environmental concerns, performance and physical risk, lack and complexity of information about certifications, contact with nature, discovery of friends and nature, learning process, sustainable visit and economic benefits is not significant (sig more than 5%, our level of significance). See table below. Thus, this study cannot conclude that all the groups of the trip duration serve as a moderator variable between the ecotourism concerns and the level of interest in ecotourism and ecotourism concerns and the ecotouristic behavior.

In the next page this paper presents table 4.61 trip duration vs our dependent variables.

Table 4.62

Trip duration vs our dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Sig
	Inter-groupes	Combiné	20,250	4	5,062	1,445	,219
CN * durationms	Intra-classe	988,244	282	3,504			
	Total	1008,493	286				
	Inter-groupes	Combiné	9,517	4	2,379	,768	,547
DISCOVERY * durationms	Intra-classe	874,075	282	3,100			
	Total	883,593	286				
	Inter-groupes	Combiné	55,911	4	13,978	2,136	,077
ESTIME * durationms	Intra-classe	1845,301	282	6,544			
	Total	1901,212	286				
	Inter-groupes	Combiné	40,129	4	10,032	2,052	,087
PERFORMANCE	Intra-	1378,669	282	4,889			

* durationnms	classe						
	Total	1418,798	286				
	Inter-groupes	Combiné	20,440	4	5,110	1,540	,191
CERTIFI * durationnms	Intra-classe	935,712	282	3,318			
	Total	956,152	286				
	Inter-groupes	Combiné	18,048	4	4,512	1,400	,234
concerns * durationnms	Intra-classe	909,126	282	3,224			
	Total	927,175	286				
	Inter-groupes	Combiné	7,303	4	1,826	,634	,639
Learning * durationnms	Intra-classe	812,271	282	2,880			
	Total	819,575	286				
	Inter-groupes	Combiné	10,263	4	2,566	,671	,613
economic * durationnms	Intra-classe	1078,913	282	3,826			
	Total	1089,177	286				

	Inter-groupes	Combiné	6,805	4	1,701	,390	,816
sustainable *	Intra-classe	1230,280	282	4,363			
	Total	1237,085	286				

Analysis of ANOVA between the independent variable season and our dependent variables:

Season vs learning process: The null hypothesis is rejected ($F=3.149$ with $\text{sig}=0.025$ less than 5%, our level of significance), which means that the mean differences between the groups of the variable season are significant. People who traveled in autumn (mean=7.6045) strongly think that the idea of learning about local community, culture, customs, and nature is a factor that motivates them to select their next touristic experience. In this particular case, enterprises should work in partnership with local community in order to make as many exchanges as possible with the visitors. The exchanges activities between local and visitors will allow both groups to learn about the customs and culture of each others. These activities will add value to their offers.

Season vs Sustainable visit: The null hypothesis is rejected ($F=3.506$ with $\text{sig}=0.016$ less than 5%, our level of significance), which means that the means differences between the groups of seasons are significant. People who traveled in autumn have a greater level of motivation in terms of sustainable visit. This group has a mean of 6.4703. In general all groups like to have a sustainable visit (mean over 5 in a scale 1 to 10; 1 completely disagree, 10 completely agree), but the group, who traveled in autumn have a greater level engagement to minimize the impact of their visit in the environment. We know from previous analysis that sustainable visit is a motivation that influences the ecotouristic behavior and the level of interest in ecotourism trip. This analysis allows this study to conclude that people, who like to travel in autumn, are motivated for sustainable trips. Thus, this motivation can cause an ecotouristic behavior and increase the level of interest in ecotourism travel. Depending on the season, people will be more motivated to participate in a sustainable visit.

The others relations between the season variable and the dependent variables such as environmental concerns, performance and physical risk, contact with nature, discovery of friends and nature the self-esteem, lack and complexity of information about certifications, and economic benefits are not significant. Thus, this study cannot make conclusions in terms of the moderator effect of the variable season, rather than the analysis presented in the last paragraph.

In the next page this paper presents the table 4.63 mean season vs our dependent variables.

Table 4.63
Mean Season vs dependent variables

seasonms	CN	DISCO	ESTIME	PERFOR	CERTI	Concerns	Learning	economic	sustainable
Moyenne	7,3140	6,6043	4,8522	4,6111	5,9855	6,5710	6,7657	6,4457	5,5326
1,00	N	69	69	69	69	69	69	69	69
Ecart-type	2,03554	1,95594	2,67574	2,34271	1,82400	1,96866	1,60786	2,10692	2,18951
Moyenne	7,2415	6,2826	4,7652	4,1014	5,6196	5,9391	6,6957	6,3478	5,0978
2,00	N	23	23	23	23	23	23	23	23
Ecart-type	1,78491	1,82698	2,64345	2,17756	1,45553	2,05244	1,80463	2,09537	2,27354
Moyenne	7,3815	6,6721	4,8647	4,7978	5,4945	6,7426	7,0625	6,4118	5,9871
3,00	N	136	136	136	136	136	136	136	136
Ecart-type	1,89103	1,73674	2,56678	2,15867	1,82307	1,74439	1,77093	1,96156	2,06746
Moyenne	7,8286	6,9915	5,1966	4,1610	5,9788	7,0136	7,6045	6,8559	6,4703
4,00	N	59	59	59	59	59	59	59	59
Ecart-type	1,67397	1,51479	2,50998	2,23649	1,94165	1,55180	1,45194	1,67139	1,74203

	Moyenne	7,4460	6,6902	4,9220	4,5662	5,7221	6,6927	7,0732	6,5061	5,9059
Total	N	287	287	287	287	287	287	287	287	287
	Ecart-type	1,87782	1,75769	2,57829	2,22729	1,82844	1,80052	1,69282	1,95149	2,07978

Table 4.64

Season vs dependent variables ANOVA

			Somme des carrés	df	Moyenne des carrés	F	Sig
	Inter- groupes	Combiné	11,366	3	3,789	1,075	,360
CN * seasonms	Intra- classe		997,127	283	3,523		
	Total		1008,493	286			
	Inter- groupes	Combiné	9,731	3	3,244	1,051	,371
DISCOV * seasonms	Intra- classe		873,861	283	3,088		
	Total		883,593	286			
	Inter- groupes	Combiné	5,797	3	1,932	,289	,834
ESTIME * seasonms	Intra- classe		1895,414	283	6,698		
	Total		1901,212	286			
	Inter- groupes	Combiné	22,088	3	7,363	1,492	,217
PERFORM* seasonms	Intra- classe		1396,710	283	4,935		

	Total		1418,798	286			
	Inter-groupes	Combiné	15,963	3	5,321	1,602	,189
CERTIFIC* seasonms	Intra-classe		940,189	283	3,322		
	Total		956,152	286			
	Inter-groupes	Combiné	20,496	3	6,832	2,132	,096
enviroconcerns * seasonms	Intra-classe		906,679	283	3,204		
	Total		927,175	286			
	Inter-groupes	Combiné	26,474	3	8,825	3,149	,025
Learning * seasonms	Intra-classe		793,100	283	2,802		
	Total		819,575	286			
	Combiné	9,259	3	3,086	,809	,490	
economic * seasonms	Intra-classe		1079,918	283	3,816		
	Total		1089,177	286			
	Combiné	44,328	3	14,776	3,506	,016	
sustainable *	Intra-		1192,757	283	4,215		

seasonms	classe						
	Total		1237,085	286			

Summarizing the correlations and mean analysis, this study can conclude that situational factors such as the number of travel companion and the trip duration do not have a moderator effect in the relation between ecotourism concerns and our two major dependent variables in this study, level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination). Also, we can affirm that socio-demographical factors such as revenue and status do not interfere in the relation between ecotourism concerns and the level of interest in ecotourism travel and the relation between ecotourism concerns and ecotouristic behavior (going to ecotouristic destination).

In contrast, we found some socio-demographical factors such as age, sex and level of education have an influence in some of our variables. The age of tourist influences the level of motivation that they have when they are close to nature. Also, the age influences the motivation for visitors to discover friends and nature during their stay in an ecotouristic place. Further, we found that depending on the age people will be motivated to make ecotouristic practices to increase their self-esteem, and work in their personal and social image. In addition, the age influences the level of risk perceived that visitors have of ecotouristic places in terms of performance and physical activities. The age mean of our respondents is 46 years old.

In terms of sex, we found that women have a greater perceived risk of performance and physical activities than men. Enterprises should give women more information that let them trust in the activities and the offers that ecotouristic places propose. Also, we found that men are more motivated than women to select ecotouristic activities in order to increase their personal image and self-esteem, have social contact, and prove themselves they can try anything.

The socio-demographical variable level of education influences the environmental concerns of tourists, the higher the level of education, the higher the level of environmental concerns,

in our results the respondents with a Master degree have the greater environmental concerns. Also, we found that the level of education interfere in the perception of performance and physical risk. People with no education perceived the greater risk in the quality of ecotouristic offer. Additionally, the level of education influences the contact with nature motivation. People with Master degree are more motivated for trips that let them have a close contact with nature than other groups. Plus, the level of education influences the motivation self-esteem. People with low level of education are motivated to have ecotouristic practices in order to enhance their personal and social image (self-esteem). They feel a sense of accomplishment with the fact of being part of ecotourism activities. Finally, the level of education also influences the ecotourism concerns in terms of economic benefits for local population. The group with Master degree is the more concern for the economic development of local community.

Further, we found that situational factors such as destination and the travel season have influences in some of our variables of study. Destination influences the environmental concerns of people who traveled to Canada and to other countries. Also, destination influences the performance and physical risk. Travelers to Mexico/Caribbean and Europe have a greater risk perceived. As mentioned earlier, this could be explained by the idea that there is not enough information about the touristic place. Thus, people do not trust in their performance.

Destination also influences the motivation sustainable visit. Canadian Travelers are the most environmentally conscious. They like to be part of activities that minimize the impact of their stay on the local environment. Following the base of nature, the group of people who traveled to Canada is motivated to participate in trips that include the contact with nature. From previous analysis, we know that this group is composed principally of Master degree students. Finally, destination influences the motivation of discover friends and nature in a travel. People who traveled to Canada are the most motivated by the discovery of friends and nature in ecotourism trip.

Finally, the season travel is an element that influences the motivation learning process and sustainable visit. People who traveled in autumn are the ones willing to learn as much as they

can about their touristic place and local community. This same group is the one more motivated for the concept of sustainability that touristic places can offer.

4.7 Hypothesis Results

Hypothesis	Result
H1.a Ecotouristic concerns influences the level of interest for ecotouristic travel.	Learning process, sustainable visit, economic benefits and protection and conservation of the environment have a positive impact on the level of interest for ecotouristic travel. Thus, this hypothesis was confirmed.
H1.b Ecotouristic concerns influences the ecotouristic behavior (going to ecotouristic destination).	Learning process, sustainable visit and economic benefits have a positive impact on the ecotouristic behaviour (going to ecotouristic destination). Thus, this hypothesis was confirmed.
H2.a Socio-psychological variables (motivation and impediments) moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.	Impediments such as performance and physical risk, lack and complexity of information about certifications have a negative impact on the level of interest in ecotourism travel. In contrast, motivations such as contact with nature, discovery friends and nature and self-esteem have a positive impact on the level of interest in ecotourism travel. Thus, this hypothesis was confirmed.
H2.b Socio-psychological variables (motivation and impediments) moderate positively or negatively the impact of ecotouristic concerns	Performance and physical risk, lack and complexity of information about certifications have a negative impact in the ecotouristic behaviour (going to ecotouristic

	on ecotourism behavior (going to ecotouristic destination).	destination). In contrast, motivations such as contact with nature, discovery friends and nature and self-esteem have a positive impact in the ecotouristic behaviour (going to ecotouristic destination). Thus, this hypothesis was confirmed.
H3.a	Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.	Socio-demographic variables such as age, sex, and level of education moderate the impact of ecotouristic concerns on the level of interest in ecotourism travel. This impact could be negative or positive according to each variable. (Please see previous analysis). Thus, this hypothesis was partially confirmed.
H3.b	Socio-demographic variables moderate positively or negatively the impact of ecotouristic concerns on the ecotouristic behavior (going to ecotouristic destination).	Socio-demographic variables such as age, sex, and level of education moderate the impact of ecotouristic concerns on the ecotouristic behaviour (going to ecotouristic destination). This impact could be negative or positive according to each variable. (Please see previous analysis). Thus, this hypothesis was partially confirmed.
H4.a	Situational factors moderate positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.	Situational factors such as destination and season moderate the impact of ecotouristic concerns on the level of interest in ecotourism travel. This impact could be negative or positive according to each variable. (Please see previous analysis). Thus, this hypothesis was partially confirmed.

H4.b	Situational factors moderate positively or negatively the impact of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination).	Situational factors such as destination and season moderate the impact of ecotouristic concerns on the ecotouristic behaviour (going to ecotouristic destination). This impact could be negative or positive according to each variable. (Please see previous analysis). Thus, this hypothesis was partially confirmed.
H5.a	Environmental concerns moderates positively or negatively the impact of ecotouristic concerns on the level of interest in ecotourism travel.	Environmental concerns have a positive impact on the level of interest in ecotourism travel. Thus, this hypothesis was confirmed.
H5.b	Environmental concerns moderates positively or negatively the impact of the level of ecotouristic concerns on ecotouristic behavior (going to ecotouristic destination).	Environmental concerns have a positive impact on the ecotouristic behaviour (going to ecotouristic destination). Thus, this hypothesis was confirmed.

The following chapter presents the conclusions, the limits and the managerial implications of this study.

CHAPTER V

CONCLUSIONS, LIMITS AND MANAGERIAL IMPLICATIONS

5.1 Conclusions

First of all, this research made a compilation of ecotourism history in Quebec, and Canada. It presents the advantages and disadvantages of ecotourism and the implications for the enterprises from the point of view of many authors.

We presented a large number of ecotourism concepts that were developed for different authors and organizations. We identified the notions of sustainability, protection, conservation, awareness and enjoy of nature as main elements to learn when we talked about ecotourism.

Also, we presented the different labels and certifications that are available in Quebec and Canada, we showed and described the labels in order to give the lector a real idea of the support that ecotourism enterprises have for their activities.

In addition, we presented the segmentation that some authors already made in different parts of the world. We found that characteristics associated with different groups of ecotourists also apply for Quebecers.

One questionnaire was built according to the literature review and framework, in order to confirm or reject the hypothesis. Then, we collected information from 287 respondents to test the hypothesis and analyze the results. This research made factor analysis, regression analysis, reliability analysis and correlation analysis to evaluate the association between variables.

The factor analysis made in this study allows the research to regroup the variables measured in the questionnaire. This analysis showed four groups of variables that restraint a tourist to select ecotouristic places for their next touristic experience. Those four impediments are performance and physical risk, financial risk, lack and complexity of information about

certifications, and lack and complexity of information about ecotourism travel. Later in the regression analysis, we found that just 2 out of 4 impediments had a significant relation with our dependent variables level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination). Those two significant impediments are performance and physical risk and lack and complexity of information about certifications. In general, those two impediments are the factors that restraint tourists to select ecotourism activities for their vacations. The lack of trust in the quality of services of ecotouristic enterprises is the key element to avoid this type of travel. In addition, the complexity of the information presented in ecotourism certifications discourages tourists to even try to learn about it.

The factor analysis also allows the study to regroup the motivations in three groups, first is contact with nature, second discovery of friends and nature and third the self-esteem. Later in the regression analysis we found that those three groups have an influence in the level of interest in ecotourism travel and the ecotouristic behavior (going to ecotouristic destination). We found that ecotourists like to observe, smell and feel the nature during their entire trip. Also, we found that ecotourists like to visit places where they can learn about the environment, local community, and customs. They like to explore nature and discover friends with the same tastes and likes; the idea of sharing time with interesting people is an important factor for ecotourists. Ecotourism seems to be a source of networking and friendship for all type of visitors.

Also, the factor and regression analysis show that ecotourists have three main concerns of ecotourism practices. These concerns were expressed in the literature review as principles of ecotourism. We conclude then, that these concerns could be used as principles by enterprises to support their ecotouristic activities. The first principle is that ecotouristic places should have programmes that allow visitors to have a **learning process** during their trip. This process includes learning about culture, customs, fauna, flora, animals and nature of the environment that composed ecotouristic places. This principle is closely related with the research made by the *L'observatoire de la consommation responsable au Québec*. In the literature review we saw that this organization proposed five ecotourism principles, one of them was the touristic learning, which validates our founding.

The second principle is that ecotouristic enterprises should work in partnership with visitors and local community to minimize the impact of their visit on the environment. **Sustainable visit** is a principle that forms the base of ecotourism around the world. The preservation and conservation of the local environment are elements that determine the ecotouristic behavior and the level of interest in ecotourism travel. The environmental concerns of enterprises should be reflected in all parts of the touristic experience. If enterprises believed in their bases, they can project this philosophy to visitors. This notion of sustainability has been the support of ecotourism activities since their beginning.

The third principle is that ecotourism activities should have **economic benefits for local community**. The development of the local economy can help to prevent damages to the local environment. Also, it can be used to protect endangered species, flora and fauna and help to increase the well-being of locals.

The results of this research let the validation of the hypothesis H1a, H1b, H2a, H2b, H5a, and H5b. The hypothesis H3a, H3a were partially confirmed, which means that some socio-demographical factors such as sex, age, and level of education influence the level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination).

Also, this study affirms that socio-demographical factors such as revenue and status do not interfere in the relation between ecotourism concerns and the level of interest in ecotourism travel and the relation between ecotourism concerns and ecotouristic behavior (going to ecotouristic destination).

The hypothesis H4a, and H4b were partially confirmed, which means that situational factors such as travel companion and trip duration do not have a moderator effect in the relation between ecotourism concerns and our two major dependent variables in this study, level of interest in ecotourism travel and ecotouristic behavior (going to ecotouristic destination).

We conclude that women have a greater negative perception of performance and physical risk. They are more distrustful about the quality of ecotouristic destinations. We conclude that if enterprises give more information to women about their services they can increase their potential customers. This information has to be clear and easy to examine.

Additionally, we found that the level of ecotourism concerns influences directly the level of interest in ecotourism travel and the ecotouristic behavior (going to ecotouristic destination)

In terms of the ecotourists Profile, we conclude that ecotourists are engage to protect the environment. They believed that the protection, conservation and minimization of the environmental impact should be a priority for governments. They are informed about environmental challenges and support the prevention of damages in the natural environment. They like to express their ideas and support organizations that defend projects in pro of nature.

In general ecotourists have a high level of education; as educational level increases the level of environmental concerns also increases. They like to have a close contact with nature. They feel that ecotourism is a source to discover friends and nature. They are likely motivated to select ecotourism destination for their touristic experiences if the package or trip includes meeting new people with the same interest. They strongly believed that ecotouristic activities could help to improve their personal and social image. Ecotourists are motivated for activities that challenge them, but do not harm the environment. They usually made short trips between one to five days. They are likely to select an ecotouristic place for their next touristic experience, if they are certain that those places made their best to protect the environment.

Finally, this study allows us to identify the impact of the ecotourism and environmental concerns on the level of interest on ecotourism. It allows the researcher to conclude that the education, information and values that people have determine their actions. This study was an element that helped to understand the ecotouristic behavior in Quebec and propose recommendations for enterprises in order to form a solid base of ecotourism in the mind of visitors.

5.2 Limits

The principal limit of this study was the method used to collect the data. This study planned to make the data collection through links available in the website of *GaiaPresse* (environmental journal) and the Facebook of *L'observatoire de la consommation responsable*. After, three weeks online, this study did not succeed to collect the minimum number of respondents to avoid validity problems (250 participants). Hence, we contacted *MB Recherche* to use a panel that allowed the study to accomplish at least 250 participants. After, the panel was made; our total sample reached 287 respondents.

Also, there were only 210 participants that completed all the questions in the questionnaire. In addition, the questionnaire was composed with concepts that were unfamiliar for persons that do not know about ecotourism. So, this could generate bias in the responses of participants.

Additionally, the questionnaire was just available in French, which limit our sample to people that know French. Thus, we cannot generalize the results of the study for the Canadian population because there are some areas in Canada where they just know and speak English.

Also, we found that some socio-demographic variables used to measure the profile of our respondents do not satisfy our significance level of 5%, which does not allow us to make conclusion regarding the impact of the revenue and status on the level of interest in ecotouristic travel, and the impact of the revenue and status on the ecotouristic behavior. In addition, we found that situational variables such as trip duration and travel companion do not influence the motivations, impediments and ecotourism concerns of our respondents. In this particular case, we should add new predictable variables to improve the quality of the results in terms of the ecotourists profile.

Further, it should be interested to ask respondents more about their preferences in terms of travel companion such as family, friends, or group of travelers. This measure will help to know the type of companion that respondents prefer when they go to ecotouristic places.

5.3 Managerial Implications

This study is directed to government and enterprises that promote ecotourism in Canada, and especially in Québec's region. This selection it's explained by the idea that ecotourism in Canada is still a subject to explore. The test of our questionnaire bring out that in general Canadians do not have really clear the concept of ecotourism and their objectives in pro of the environment. Canadians need to know that the evolution of ecotourism is still a subject to explore and to recognize. Ecotourism started as a solution for a problem. Now, it has become an important sector for the economy of many countries. In the actuality, ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (TIES, 1990).

Tourism agencies, ecotouristic enterprises and governments need to encourage people to know more about different types of activities that ecotourism offers. People should identify the kind of tourism that they want to have in their vacations to make that time more pleasant. In addition, the history of ecotourism is just starting; enterprises, governments and tourists should learn how this kind of tourism could be a major factor in increasing the economy of any region. Besides, people should follow the principles and characteristics of ecotourism. It is really important to be conscious of the resources that people use because in that way, people will assess all the benefits that the environment gives us to survive. Also, people can benefit from ecotourism, but they have to know how to manage the changes that they make to the environment to avoid the degradation of the natural resources. Further, enterprises and organizations should be able to promote ecotourism with transparency, as an experience that could change life.

Also, this paper recommends that ecotourism enterprises should support all the efforts that the government does to create protected areas to control the use of the environment. In the literature we saw that Quebec's government created several protected areas, where ecotourists can enjoy different activities. At the same time, this association of parties encourages the adoption of good ecotourism practices in all Quebec's region.

Enterprises need to inform customers (ecotourists) about advantages and disadvantages of ecotourism in order to let them choose the program of their preferences. Also, it is important

to remember that potential customers are not just people from outside of those natural places. Local communities could also be considered as potential customers.

Enterprises should focus in reduce the perception of performance and physical risk, in order to improve their reliability, and thus increase their number of visitors. They should promote and practice their offer as high quality services. Further, Enterprises should organize information activities that help potential visitors to understand the concept of ecotourism. These information activities can be the base of a strong relation with actual clients and new relation with potential clients. In addition, enterprises should focus in sale **an ecotouristic experience** instead of sale touristic packages. Promoting ecotourism costs a lot of money but such expenditures generate many benefits. Ecotourism marketing has to focus on selling an experience to tourists. Enterprises should work in enhance activities that have a close contact with nature in order to motivate women and men to purchase ecotourism activities.

In addition, ecotourism advertising has to focus in publications that target a large number of visitors, not just ecotourists, because in general the lack of information about this concept restraints customer of auto-classifying as ecotourists and thus, they avoid this kind of publicity. Examples of these publications that can target a large number of visitors are GaiaPresse, and Alternative Journals.

In terms of accessibility, enterprises should organize different stations in their touristic place. They should plan small tours that allow visitors to appreciate the different species in the region. Each tour needs to generate the same comfort in visitors, in order to have memorable services. Enterprises should take in count that the touristic experience starts from the localization of the place and finish with the checkout and departure. All the process needs to have a follow up by the enterprise to avoid dissatisfactions and complaints about the place and services. Further, enterprises should remember that ecotouristic travel focus in **the contact with nature**.

Also, this research study three ecotourism concerns such as learning process about culture, customs and community, sustainable visit and economic benefits for local community. Those ecotourism concerns are consistent with the research made by *L'Observatoire de la*

Consommation Responsable (2011). Those three ecotourism concerns influence the level of interest in ecotourism travel and the ecotouristic behavior.

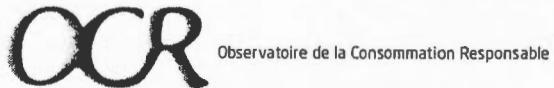
Others institutions such as The Nations Environnement Programme also enhance the importance of reducing the negative impact of visits, the education process for tourists, and economics benefits for locals, which validates even more our finding's. Thus, we propose institutionalize these concepts as principles of ecotourism in Canada.

This research supports the statement of touristic learning made by some authors like Higham and the *Guide d'écotourisme du Québec*. Higham (2007) made a big emphasis in the importance of close contact with nature and how much we can learn from it. The *Guide d'écotourisme du Québec* said that touristic learning helps to teach tourists to protect the environment. This principle allows ecotourism enterprises to educate, teach, and guide tourists through their entire trip, in order to minimize the impact of their visit in the natural place.

Also, this research supports the statement made by *Guide d'écotourisme du Québec* according to the principle fair-minded contribution to development of the local economy. This research named the principle economic benefits for local community and our findings showed that this particular point it's a relevant ecotourism concern for tourists. In general tourists want the community to have benefits from the ecotourism business.

I believe that ecotourism has a long lifetime. Governments, tourists, enterprises and communities can be able to take advantage of the environment without putting in a dangerous situation. Ecotourism is a type of tourism that people will like to experience because they will have the opportunity to learn more about culture, nature, flora and fauna. It will be interesting to use this research to explore other domains of ecotourism such as the effectiveness of social media to promote ecotourism and to prevent dangerous behaviours against the environment.

ANNEX I QUESTIONNAIRE



Les pratiques touristiques des citoyens

L'Observatoire de la consommation responsable vous remercie de participer à cette enquête portant sur les pratiques-touristiques des citoyens.

Veuillez noter que toutes les informations concernant votre identité resteront de nature confidentielle. Le questionnaire ne devrait pas prendre plus de 15 minutes à compléter. Nous vous remercions pour votre précieuse collaboration. Il n'y a ni bonne ni mauvaise réponse, ce qui compte est votre opinion !

La présente étude a reçu un **certificat de conformité éthique** via le Service de la recherche et de la création de l'Université du Québec à Montréal. Il respecte les règles éthiques et déontologiques des procédures de recherche.

Je déclare avoir lu et/ou compris le présent formulaire et j'en ai reçu un exemplaire. Je comprends la nature et le motif de ma participation au projet. J'ai eu l'occasion de poser des questions* auxquelles on a répondu, à ma satisfaction.

Par la présente, j'accepte librement de participer au projet : oui non

Les auteurs de cette étude :

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*Pour toute question concernant ce sondage, vous pouvez joindre :
Fabien Durif, 1 (514) 815-7179

durif.fabien@uqam.ca

0. Dans le présent questionnaire, vous devez répondre aux questions en fonction de votre dernière expérience touristique.

0.1. Votre dernière expérience touristique remonte ?

- 1) À moins d'un mois
- 2) Entre un mois et trois mois
- 3) Entre trois et six mois
- 4) Entre six et neuf mois
- 5) Entre neuf et 12 mois
- 6) À plus de 12 mois

0.2. À quelle saison cette dernière expérience touristique remonte-t-elle ?

- 1) Hiver
- 2) Printemps
- 3) Été
- 4) Automne

0.3. De quel type de séjour s'agissait-il ?

- 1) Séjour d'affaires
- 2) Séjour de découverte
- 3) Séjour sportif
- 4) Séjour d'aventure
- 5) Séjour culturel

6) Séjour humanitaire

0.4. Quelle était la durée de ce séjour ?

1) De un à cinq jours

2) De six à 10 jours

3) De 11 à 15 jours

4) De 16 à 20 jours

5) Plus de 20 jours

0.5. Veuillez indiquer le nombre de personnes qui vous accompagnait lors de ce séjour ? _____

0.6. Quelle était la destination de ce séjour ?

1) Québec

2) Ailleurs au Canada

3) États-Unis

4) Mexique/Caraïbes

5) Europe

6) Autres pays

0.7. Le séjour était dans une zone touristique de type :

1) nature

2) urbaine

3) nature et urbaine

0.8. Quelle était la forme de ce séjour (une seule réponse possible) ?

- 1) Séjour individuel
- 2) Séjour avec un ami ou conjoint(e)
- 3) Séjour en famille (enfants, parents, etc.)
- 4) Séjour organisé
- 5) Forfait tout-inclus
- 6) Autre

0.9. Quel a été le principal mode d'hébergement utilisé (une seule réponse possible) ?

- 1) Temps partagé
- 2) Auberge de jeunesse
- 3) Centre de vacances
- 4) Pourvoirie
- 5) Auberge 2 étoiles et plus
- 6) Bateau de croisière
- 7) Chalet/maison de campagne (propriété de la famille)
- 8) Condominum
- 9) Gîte, couette et café
- 10) Chalet/maison de campagne à louer
- 11) Camping (tente)
- 12) Camping (roulotte)

13) Motel

14) Chez de la famille ou des amis

15) Hôtel/auberge 3 étoiles ou plus

16) Hôtel/auberge 4 étoiles ou plus

17) Couchsurfing (service d'hébergement temporaire gratuit, de personne à personne)

18) Autre

0.10. Veuillez indiquer approximativement le coût total de ce séjour par personne ?

1) Moins de 1000\$

2) De 1000\$ à 1999\$

3) De 2000\$ à 2999\$

4) De 3000\$ à 3999\$

5) De 4000\$ à 4999\$

6) Plus de 5000\$

0.11. Il y avait une ou des certifications/labels appliquée(s) à ce séjour pour justifier ses caractéristiques environnementales et/ou sociales ?

1) Oui

2) Non

3) Je ne sais pas

0.12. Si votre réponse est positive à la question 0.11, veuillez nommer le ou les certifications/labels

0.13. Veuillez indiquer votre niveau d'accord sur les éléments suivants de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »:

	Tout à fait en désaccord	Tout à fait d'accord
1) Je me considère comme au courant des défis environnementaux	1 2 3 4 5 6 7 8 9	10
2) Le gouvernement devrait prioriser l'environnement à la croissance économique	1 2 3 4 5 6 7 8 9	10
3) Je me considère comme au courant des problématiques sociales courantes	1 2 3 4 5 6 7 8 9	10
4) Je me considère comme un activiste environnemental	1 2 3 4 5 6 7 8 9	10
5) Les populations indigènes ont le droit d'avoir des pratiques traditionnelles même si elles affectent négativement l'environnement	1 2 3 4 5 6 7 8 9	10
6) Profiter des ressources naturelles est un droit personnel	1 2 3 4 5 6 7 8 9	10

7) Les êtres humains ont le droit de satisfaire leurs propres besoins en modifiant l'environnement naturel	1 2 3 4 5 6 7 8 9 10
8) Lorsque la croissance économique est en conflit avec la préservation de l'environnement, la conservation de l'environnement devrait avoir la priorité	1 2 3 4 5 6 7 8 9 10

SECTION 1 : MESURE DES FREINS ET MOTIVATIONS AUX PRATIQUES ÉCOTOURISTIQUES

1.1. Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent votre les pratiques écotouristique dans vos séjours de (1) tout à fait en désaccord à (10) tout à fait d'accord.

Par écotourisme, nous entendons une pratique touristique en milieu naturel, basée sur les notions d'apprentissage, de plaisir, de réduction des impacts environnementaux et de conservation socio-culturelle.

	Tout à fait en désaccord	Tout à fait d'accord								
1) Je me soucie beaucoup plus de mes finances que de consommer de manière éthique	1	2	3	4	5	6	7	8	9	10
2) Le prix des séjours écotouristiques est bien trop élevé par rapport aux séjours « traditionnels »	1	2	3	4	5	6	7	8	9	10
3) Je ne suis pas satisfait du prix des séjours écotouristiques	1	2	3	4	5	6	7	8	9	10
4) J'ai des doutes sur le prix demandé des séjours écotouristiques	1	2	3	4	5	6	7	8	9	10

5) Je doute de la qualité d'un séjour écotouristique	1 2 3 4 5 6 7 8 9 10
6) Je suis méfiant envers la performance d'un séjour écotouristique au niveau du standing/confort	1 2 3 4 5 6 7 8 9 10
7) Les séjours écotouristiques ne sont pas aussi « réussis » que les séjours traditionnels	1 2 3 4 5 6 7 8 9 10
8) Les séjours écotouristiques comportent des risques au niveau de la sécurité	1 2 3 4 5 6 7 8 9 10
9) J'ai des doutes sur la qualité de la nourriture dans les séjours écotouristiques	1 2 3 4 5 6 7 8 9 10
10) Les séjours écotouristiques sont plus dangereux au niveau de la santé que les séjours traditionnels	1 2 3 4 5 6 7 8 9 10
11) Il n'y a pas assez de choix de séjours écotouristiques sur le marché	1 2 3 4 5 6 7 8 9 10
12) Je ne veux pas perdre du temps à choisir des séjours écotouristiques car ils ne sont pas facilement disponibles	1 2 3 4 5 6 7 8 9 10
13) Il n'y a pas assez de publicité sur les séjours écotouristiques	1 2 3 4 5 6 7 8 9 10
14) Il n'y a pas assez d'informations sur les séjours écotouristiques	1 2 3 4 5 6 7 8 9 10

15) Il y a trop de certifications/labels sur les séjours écotouristiques	1 2 3 4 5 6 7 8 9 10
16) Les certifications/labels appliqué(e)s aux séjours écotouristiques sont difficiles à comprendre	1 2 3 4 5 6 7 8 9 10
17) Je n'ai pas confiance en les certifications/labels appliqué(e)s aux séjours écotouristiques	1 2 3 4 5 6 7 8 9 10
18) Il n'y a pas assez d'informations sur les certifications/labels appliqué(e)s aux séjours écotouristiques	1 2 3 4 5 6 7 8 9 10

1.2. Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motiver à adopter davantage de pratiques écotouristique dans vos séjours de (1) tout à fait en désaccord à (10) tout à fait d'accord.

	Tout à fait en désaccord	Tout à fait d'accord
1) J'aime observer la nature dans un environnement sauvage	1 2 3 4 5 6 7 8 9 10	
2) Ma vision d'une destination écotouristique idéale est un environnement complètement sauvage	1 2 3 4 5 6 7 8 9 10	
3) J'aime les endroits reculés	1 2 3 4 5 6 7 8 9 10	

4) J'aime être proche de la nature	1 2 3 4 5 6 7 8 9 10
5) J'aime observer les beautés de la nature	1 2 3 4 5 6 7 8 9 10
6) J'aime les bruits et les odeurs de la nature	1 2 3 4 5 6 7 8 9 10
7) J'aime explorer une place où je peux en apprendre sur l'environnement naturel	1 2 3 4 5 6 7 8 9 10
8) J'aime découvrir des choses sur l'environnement naturel	1 2 3 4 5 6 7 8 9 10
9) J'aime visiter des places où il y a des informations sur l'environnement naturel	1 2 3 4 5 6 7 8 9 10
10) J'aime visiter des places où il est possible d'obtenir des informations sur l'environnement naturel via des experts	1 2 3 4 5 6 7 8 9 10
11) Je suis particulièrement préoccupé par le maintien de la biodiversité	1 2 3 4 5 6 7 8 9 10
12) J'évite volontairement de visiter certains sites culturels qui sont détériorés par trop d'affluence	1 2 3 4 5 6 7 8 9 10
13) Lors de mes séjours, j'économise les ressources locales rares (ex. eau, électricité, bois)	1 2 3 4 5 6 7 8 9 10
14) J'aime expérimenter de nouvelles formes de séjours	1 2 3 4 5 6 7 8 9 10
15) J'aime découvrir de nouvelles places qui m'en apprennent sur la richesse de l'environnement naturel	1 2 3 4 5 6 7 8 9 10

16) J'aime faire des séjours différents des autres personnes	1 2 3 4 5 6 7 8 9 10
17) J'aime faire des séjours écotouristiques parce que cela me permet de rencontrer de nouvelles personnes ayant des intérêts similaires aux miens	1 2 3 4 5 6 7 8 9 10
18) J'aime faire des séjours écotouristiques car c'est une opportunité de faire des rencontres intéressantes	1 2 3 4 5 6 7 8 9 10
19) J'aime être avec des personnes qui aiment les mêmes choses que moi	1 2 3 4 5 6 7 8 9 10
20) J'augmente mon estime personnelle en choisissant ce type de séjour	1 2 3 4 5 6 7 8 9 10
21) Je me sens approuvé(e) par mon entourage en choisissant ce type de séjour	1 2 3 4 5 6 7 8 9 10
22) Je crois que le fait de faire ce genre de séjour contribue positivement à mon image sociale	1 2 3 4 5 6 7 8 9 10
23) Ces séjours me donnent une meilleure image vis-à-vis de moi-même	1 2 3 4 5 6 7 8 9 10
24) Ces séjours me donnent une meilleure image vis-à-vis de mon entourage	1 2 3 4 5 6 7 8 9 10

SECTION 2 – VOS COMPORTEMENTS ÉCOTOURISTIQUES

2.1. Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant de (1) tout à fait en désaccord à (10) tout à fait d'accord.

	Tout à fait en désaccord	Tout à fait d'accord
1) J'organise des campagnes de recyclage dans mon voisinage, au travail ou à l'école pour sensibiliser des personnes à la protection de l'environnement	1 2 3 4 5 6 7 8 9 10	
2) Je ne fais pas attention à l'environnement	1 2 3 4 5 6 7 8 9 10	
3) J'ai le droit de modifier le milieu naturel pour satisfaire mes besoins	1 2 3 4 5 6 7 8 9 10	
4) Mes interactions avec la nature créent des impacts négatifs sur celle-ci	1 2 3 4 5 6 7 8 9 10	
5) Je veux en apprendre autant que possible sur l'environnement naturel des sites que je visite lorsque que je suis sur place	1 2 3 4 5 6 7 8 9 10	
6) J'essaie d'avoir beaucoup d'informations sur l'environnement des sites que je vais visiter	1 2 3 4 5 6 7 8 9 10	
7) Je favorise les séjours écotouristiques lorsque les principales attractions y sont bien expliquées	1 2 3 4 5 6 7 8 9 10	

8) J'aime que mes expériences écotouristiques soient mentalement stimulantes	1 2 3 4 5 6 7 8 9 10
9) Je suis toujours prêt à respecter les valeurs des populations visitées	1 2 3 4 5 6 7 8 9 10
10) Je veux avoir le maximum d'échanges avec les populations des lieux visités	1 2 3 4 5 6 7 8 9 10
11) Habituellement, je fais ce que je peux pour laisser le site ou la région en meilleure condition que lorsque je suis arrivé	1 2 3 4 5 6 7 8 9 10
12) La qualité de l'environnement naturel de la destination est plus importante pour moi que la qualité de l'hébergement que j'utilise	1 2 3 4 5 6 7 8 9 10
13) Je suis prêt à payer plus cher pour appuyer des sites écotouristiques comme les parcs nationaux	1 2 3 4 5 6 7 8 9 10
14) Je choisis seulement des hébergements et tours opérateurs qui ont été connus pour leurs préoccupations environnementales	1 2 3 4 5 6 7 8 9 10
15) Je suis prêt à faire travailler le commerce et l'artisanat des populations visitées	1 2 3 4 5 6 7 8 9 10
16) Je m'assure qu'une part conséquente des revenus générés par mon séjour revienne au pays visité	1 2 3 4 5 6 7 8 9 10

17) J'évite de consommer des produits importés des pays développés quand je suis dans un pays en voie de développement	1 2 3 4 5 6 7 8 9 10
18) J'encourage mes amis à acheter des produits locaux pour laisser des profits à l'économie locale	1 2 3 4 5 6 7 8 9 10
19) Je crois que la « crise écologique » à laquelle l'humanité fait face a été grandement exagérée	1 2 3 4 5 6 7 8 9 10
20) Je crois que si les choses suivent leur cours actuel, nous connaîtrons bientôt une catastrophe écologique majeure	1 2 3 4 5 6 7 8 9 10
21) Les populations locales d'une destination écotouristique ont le droit d'introduire du tourisme de masse dans la région si tel est le souhait de la majorité des résidents	1 2 3 4 5 6 7 8 9 10
22) Je m'assure que les entreprises touristiques respectent les règles internationales du droit du travail	1 2 3 4 5 6 7 8 9 10

SECTION 3– VOTRE PROFIL SOCIO-DÉMOGRAPHIQUE

Nous aimerions que vous complétez les questions sociodémographiques suivantes. Vos réponses seront employées aux seules fins de classification des répondants. Vous pouvez également être assuré(e) de la confidentialité et de la sécurité des informations que vous fournissez.

S4.1 Êtes-vous un résident du Québec ?

- Oui
- Non

S4.2 Si vous avez répondu non à la question S4.1, veuillez-indiquer votre lieu de résidence :

- France
- Belgique
- Suisse
- Afrique
- Autre

S4.3. Si vous avez répondu oui à la question S4.1, veuillez indiquer votre lieu de résidence :

- Abitibi-Témiscamingue
- Bas-Saint-Laurent
- Capitale-Nationale
- Centre-du-Québec
- Chaudière-Appalaches
- Côte-Nord
- Estrie
- Gaspésie-Îles-de-la-Madeleine
- Lanaudière

- Laurentides
- Laval
- Mauricie
- Montérégie
- Montréal
- Nord-du-Québec
- Saguenay-Lac-St-Jean

S4.4. Concernant votre logement, vous êtes :

- Propriétaire
- Locataire

S4.5. Indiquez le nombre de personnes composant votre ménage (incluant vous) :

S4.6. Quel est votre statut ? :

- Célibataire
- Union libre
- Marié(e)
- Séparé(e)
- Divorcé(e)
- Veuf(ve)

S4.7. Combien d'enfants avez-vous ? :

- 0
- 1
- 2
- Plus de 2

S4.8. Quel est votre sexe ? :

- Masculin
- Féminin

S4.9. En quelle année êtes-vous né(e) ? :

S4.10. Où êtes-vous né(e)?

- Dans la province de Québec
- Dans une autre province canadienne
- Dans un autre pays que le Canada

S4.11. Veuillez indiquer votre diplôme le plus élevé :

- Aucun certificat, diplôme ou grade
- Diplôme d'études secondaires ou équivalent
- Certificat ou diplôme universitaire inférieur au baccalauréat
- Baccalauréat
- Maîtrise
- Doctorat

S4.12. Veuillez indiquer le revenu annuel brut de votre ménage ? :

- Moins de \$10,000
- \$10,000 – \$19,999
- \$20,000 – \$29,999
- \$30,000 – \$39,999
- \$40,000 – \$49,999
- \$50,000 – \$59,999
- \$60,000 – \$69,999
- \$70,000 – \$79,999
- \$80,000 – \$89,999
- \$90,000 – \$99,999
- \$100,000 - \$109,999
- \$110,000 - \$119,999
- \$120,000 - \$129,999

- \$130,000 - \$139,999
- \$140,000 - \$149,999
- \$150,000 - \$159,999
- \$160,000 - \$169,999
- \$170,000 - \$179,999
- \$180,000 - \$189,999
- \$190,000 - \$199,999
- Plus de \$200,000

L'Observatoire de la consommation responsable vous dit :

MERCI BEAUCOUP POUR VOTRE COLLABORATION!

ANNEX 2 DESCRIPTIVE STATISTICS

Descriptive statistics respondents' profile

	N	Min	Max	Moyenne	Ecart type
Quel est votre sexe ?	286	1,00	2,00	1,5140	,50068
En quelle année êtes-vous né(e) ?	286	1932,00	1995,00	1967,9476	15,59377
Votre dernière expérience touristique remonte ?	287	1,00	6,00	3,6864	1,73787
À quelle saison cette dernière expérience touristique remonte-t-elle ?	287	1,00	4,00	2,6446	1,06066
De quel type de séjour s'agissait-il ?	287	1,00	6,00	3,0767	1,34881
Quelle était la durée de ce séjour ?	287	1,00	5,00	1,9756	1,27486
Veuillez indiquer le nombre de personnes qui vous accompagnait lors de ce séjour?	287	,00	20,00	2,8920	1,96975
Quelle était la destination de ce séjour ?	287	1,00	6,00	2,7735	1,79186
Le séjour était dans	287	1,00	3,00	2,1777	,80631

une zone touristique de type :					
Quelle était la forme de ce séjour (une seule réponse possible) ?	287	1,00	6,00	2,6864	1,08997
Quel a été le principal mode d'hébergement utilisé (une seule réponse possible) ?	287	1,00	18,00	12,3589	4,29833
Veuillez indiquer approximativement le coût total de ce séjour par personne ?	287	1,00	6,00	1,6655	1,16158
Y avait-il une ou des certifications (ou labels) appliquée(s) à ce séjour pour justifier des caractéristiques environnementales et/ou sociales ?	287	1,00	3,00	2,2613	,61280
Veuillez indiquer votre lieu de résidence :	267	1,00	17,00	10,4419	4,20340
Concernant votre	286	1,00	2,00	1,4580	,49911

logement, vous êtes :					
Indiquez le nombre de personnes composant votre ménage (incluant vous) :	286	1,00	7,00	2,3566	1,22205
Quel est votre statut ? :	286	1,00	6,00	2,2692	1,18510
Combien d'enfants avez-vous ?	286	1,00	4,00	1,9161	1,04627
Où êtes-vous né(e)?	286	1,00	3,00	1,4545	,83121
Veuillez indiquer votre diplôme le plus élevé :	286	1,00	6,00	3,3497	1,29376
Veuillez indiquer le revenu annuel brut de votre ménage ?	286	1,00	21,00	7,3147	4,70523
Quelle est la probabilité que vous choisissiez une destination écotouristique pour votre prochaine expérience touristique? Par écotourisme, nous entendons une	210	1,00	7,00	2,8952	1,89395

pratique touristique en milieu naturel, basée sur les notions d'apprentissage, de plaisir, de					
Quel est votre niveau d'intérêt pour des destinations écotouristiques comme choix pour vos expériences touristiques ?	210	1,00	7,00	4,0381	1,81131
N valide (listwise)	210				

Descriptive statistics impediments and motivations

	N	Min	Max	Moyenne	Ecart type
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je me soucie beaucoup plus de mes finances que de consommer de manière éthique	287	1,00	10,00	5,7561	2,60777

Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Le prix des séjours écotouristiques est bien trop élevé par rapport aux séjours « traditionnels »	287	1,00	10,00	5,8293	2,18756
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je ne suis pas satisfait du prix des séjours écotouristiques	287	1,00	10,00	5,5923	2,30786
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - J'ai des doutes sur le prix demandé des séjours écotouristiques	287	1,00	10,00	5,6655	2,37990
Pour chacun des énoncés ci-dessous, veuillez indiquer	287	1,00	10,00	4,9338	2,50017

dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je doute de la qualité d'un séjour écotouristique					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je suis méfiant envers la performance d'un séjour écotouristique au niveau du standing/confort	287	1,00	10,00	4,9686	2,57117
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les séjours écotouristiques ne sont pas aussi « réussis » que les séjours traditionnels	287	1,00	10,00	4,7491	2,54329
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos	287	1,00	10,00	4,3763	2,49290

pratiques écotouristiques, de (1) tout à fait en désaccord - Les séjours écotouristiques comportent des risques au niveau de la sécurité					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désaccord - J'ai des doutes sur la qualité de la nourriture dans les séjours écotouristiques	287	1,00	10,00	4,4111	2,61483
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désaccord - Les séjours écotouristiques sont plus dangereux au niveau de la santé que les séjours traditionnels	287	1,00	10,00	3,9582	2,45056
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de	287	1,00	10,00	6,2091	2,14790

(1) tout à fait en désacco - Il n'y a pas assez de choix de séjours écotouristiques sur le marché					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je ne veux pas perdre du temps à choisir des séjours écotouristiques car ils ne sont pas facileme	287	1,00	10,00	5,1777	2,25315
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez de publicité sur les séjours écotouristiques	287	1,00	10,00	7,1463	2,20128
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il	287	1,00	10,00	7,2125	2,12052

n'y a pas assez d'informations sur les séjours écotouristiques					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il y a trop de certifications/labels sur les séjours écotouristiques	287	1,00	10,00	5,1777	
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Les certifications/labels appliquée(e)s aux séjours écotouristiques sont difficiles à comprendre	287	1,00	10,00	5,9443	
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Je n'ai pas confiance en les	287	1,00	10,00	5,2334	

certifications/labels appliqué(e)s aux séjours écotouristiques					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments freinent vos pratiques écotouristiques, de (1) tout à fait en désacco - Il n'y a pas assez d'informations sur les certifications/labels appliqué(e)s aux séjours écotouri	287	1,00	10,00	6,5331	
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime observer la nature dans un environnement sauvage	287	1,00	10,00	7,6655	2,32491
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de	287	1,00	10,00	6,2718	2,45006

(- Ma vision d'une destination écotouristique idéale est un environnement complètement sauvage					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime les endroits reculés	287	1,00	10,00	6,7178	2,52964
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime être proche de la nature	287	1,00	10,00	7,5923	2,22298
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime observer les beautés de la nature	287	1,00	10,00	8,1010	2,00355
Pour chacun des énoncés ci-dessous, veuillez indiquer	287	1,00	10,00	7,9791	2,17413

dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime les bruits et les odeurs de la nature					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime explorer une place où je peux en apprendre sur l'environnement naturel	287	1,00	10,00	7,4948	2,14976
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime découvrir des choses sur l'environnement naturel	287	1,00	10,00	7,6794	2,02131
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de	287	1,00	10,00	7,5122	2,07019

pratiques écotouristiques, de (- J'aime visiter des places où il y a des informations sur l'environnement naturel					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime visiter des places où il est possible d'obtenir des informations sur l'environnement naturel	287	1,00	10,00	7,3798	2,12511
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je suis particulièrement préoccupé par le maintien de la biodiversité	287	1,00	10,00	7,1847	2,31838
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de	287	1,00	10,00	6,2509	2,56655

(- J'évite volontairement de visiter certains sites culturels qui sont détériorés par trop d'affluen					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Lors de mes séjours, j'économise les ressources locales rares (ex. eau, électricité, bois)	287	1,00	10,00	6,6969	2,24903
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime expérimenter de nouvelles formes de séjours	287	1,00	10,00	6,6620	2,34909
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime découvrir de	287	1,00	10,00	7,2718	2,16843

nouvelles places qui m'en apprennent sur la richesse de l'environnement naturel					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours différents des autres personnes	287	1,00	10,00	6,7143	2,48110
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours écotouristiques parce que cela me permet de rencontrer de nouvelles personnes	287	1,00	10,00	5,8641	2,54037
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime faire des séjours	287	1,00	10,00	5,8188	2,57243

écotouristiques car c'est une opportunité de faire des rencontres intérieures					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'aime être avec des personnes qui aiment les mêmes choses que moi	287	1,00	10,00	7,0592	2,17422
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- J'augmente mon estime personnelle en choisissant ce type de séjour	287	1,00	10,00	5,1324	2,71036
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je me sens approuvé(e) par mon entourage en	287	1,00	10,00	4,9686	2,64358

choisissant ce type de séjour					
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Je crois que le fait de faire ce genre de séjour contribue positivement à mon image sociale	287	1,00	10,00	4,7108	2,76782
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Ces séjours me donnent une meilleure image vis-à-vis de moi-même	287	1,00	10,00	5,1463	2,82463
Pour chacun des énoncés ci-dessous, veuillez indiquer dans quelle mesure ces éléments vous motivent à adopter davantage de pratiques écotouristiques, de (- Ces séjours me donnent une meilleure image vis-à-vis de mon entourage	287	1,00	10,00	4,6516	2,77297

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'organise des campagnes de recyclage dans mon voisinage, au travail ou à l'école pour sensibilis	287	1,00	10,00	4,0557	2,87204
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je ne fais pas attention à l'environnement	287	1,00	10,00	3,1707	2,58738
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'ai le droit de modifier le milieu naturel pour satisfaire mes besoins	287	1,00	10,00	3,5017	2,41770
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10)	287	1,00	10,00	4,2195	2,52205

tout à fait d' - Mes interactions avec la nature créent des impacts négatifs sur celle-ci					
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je veux en apprendre autant que possible sur l'environnement naturel des sites que je visite lors	287	1,00	10,00	6,7666	2,35589
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'essaie d'avoir beaucoup d'informations sur l'environnement des sites que je vais visiter	287	1,00	10,00	6,4495	2,48704
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je favorise les	287	1,00	10,00	6,2857	2,26602

séjours touristiques lorsque les principales attractions y sont bien expliquées					
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'aime que mes expériences touristiques soient mentalement stimulantes	287	1,00	10,00	7,0314	2,20673
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis toujours prêt à respecter les valeurs des populations visitées	287	1,00	10,00	7,9233	1,86269
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je veux avoir le maximum d'échanges avec les populations des lieux visités	287	1,00	10,00	6,8746	2,26673

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Habituellement, je fais ce que je peux pour laisser le site ou la région en meilleure condition q	287	1,00	10,00	7,5575	2,24138
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - La qualité de l'environnement naturel de la destination est plus importante pour moi que la quali	287	1,00	10,00	6,1220	2,50086
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis prêt à payer plus cher pour appuyer des sites écotouristiques comme les parcs nationaux	287	1,00	10,00	5,9443	2,60923

Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je choisis seulement des hébergements et tours opérateurs qui ont sont connus pour leurs préoccup	287	1,00	10,00	5,1080	2,46915
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je suis prêt à faire travailler le commerce et l'artisanat des populations visitées	287	1,00	10,00	6,8397	2,28298
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je m'assure qu'une part conséquente des revenus générés par mon séjour revienne au pays visité	287	1,00	10,00	6,4042	2,33483
Pour chacun des énoncés ci-	287	1,00	10,00	6,1324	2,40554

dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'évite de consommer des produits importés des pays développés quand je suis dans un pays en voie					
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - J'encourage mes amis à acheter des produits locaux pour laisser des profits à l'économie locale	287	1,00	10,00	6,6481	2,36485
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je crois que la « crise écologique » à laquelle l'humanité fait face a été grandement exagérée	287	1,00	10,00	3,9861	2,61113
Pour chacun des énoncés ci-	287	1,00	10,00	6,3275	2,70535

dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je crois que si les choses suivent leur cours actuel, nous connaîtrons bientôt une catastrophe éc					
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Les populations locales d'une destination écotouristique ont le droit d'introduire du tourisme de	287	1,00	10,00	5,3554	2,42348
Pour chacun des énoncés ci-dessous, veuillez indiquer votre niveau d'accord sur les éléments suivant, de (1) tout à fait en désaccord à (10) tout à fait d' - Je m'assure que les entreprises touristiques respectent les règles internationales du droit du tr	287	1,00	10,00	5,9582	2,40301
N valide (listwise)	287				

Descriptive statistics for ecotourism concerns

	N	Min	Max	Moyenne	Ecart type
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme une personne au courant des défis environnementaux	287	1,00	10,00	7,0697	2,29975
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Le gouvernement devrait prioriser l'environnement à la croissance économique	287	1,00	10,00	7,0244	2,37177
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme au courant des problématiques sociales courantes	287	1,00	10,00	7,1986	1,98039

Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Je me considère comme un activiste environnemental	287	1,00	10,00	4,8014	2,63760
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Les populations indigènes ont le droit d'avoir des pratiques traditionnelles même si elles affectent négativement l'environnement	287	1,00	10,00	4,6341	2,57515
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Profiter des ressources naturelles est un droit personnel	287	1,00	10,00	4,5401	2,76674
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à	287	1,00	10,00	4,1568	2,50031

10 « tout à fait d'accord »: - Les êtres humains ont le droit de satisfaire leurs propres besoins en modifiant l'environnement naturel					
Veuillez indiquer votre niveau d'accord sur les éléments suivants, de 1 « tout à fait en désaccord » à 10 « tout à fait d'accord »: - Lorsque la croissance économique est en conflit avec la préservation de l'environnement, la conservation de l'environnement	287	1,00	10,00	7,3693	2,33164
N valide (listwise)	287				

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