

Differentiation of the tourist destination: Development of Nightlife, Entrepreneurship and Innovation



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María Dolores Sánchez-Fernández, Universidade da Coruña, A Coruña, Spain
Daniel Álvarez-Bassi, Universidad Católica del Uruguay, Punta del Este, Uruguay
José Ramón-Cardona, Universidad de las Illes Balears, Ibiza, Spain



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INTRODUCCIÓN y JUSTIFICACIÓN

Tourism is considered to be one of the economic sectors which has developed most in the world in the last hundred years and is expected to continue its development in the coming decades. Tourist activity occurs in a different social context than other sectors of activity. In the primary sectors (agriculture, livestock, fishing, etc.) and secondary (mining, industry and manufacturing) workers and residents (the rest of inhabitants) live in the same region but do not come into contact with the customers of the economic activity. In the vast majority of non-tourism-related services residents are current or potential customers of the services marketed. In all these cases there are only interactions amongst residents, some as industry workers, others as customers and others in neither of these roles. In activities related to tourism there is movement of population; the tourists, from their region of residence to tourist destinations. Therefore, in this sector there would be three groups interacting in the region: tourist workers, tourists and residents (whether or not they work in the sector).



The objective of this study is to carry out an exploratory analysis which makes it possible to propose the most likely structure of causal relationships between residents' perceptions and the degree of acceptance of various types of tourist offer (the traditional sun and beach tourism and the nightlife offer). For this purpose, we have based our work on a sample of residents of Maldonado-Punta del Este (Uruguay) and alternative causal relationships have been considered.



The analysis was carried out using Structural Equation Models (SEM), analysed using Partial Least Squares (PLS). The following sections review the literature, set out the methodology and results, and finally the main conclusion is drawn. The main result is that the acceptance of nightlife is a consequence of the acceptance of sun and beach tourism, highlighting the complementary function of this offer.



INTRODUCCIÓN Y
JUSTIFICACIÓN

OBJETIVOS

METODOLOGÍA

MARCO
TEÓRICO

As previously indicated, residents' perceptions of the region's tourism development are divided into benefits and costs and, within them, economic, social, cultural and environmental (Anderecket *al.*, 2005; Gursoy& Rutherford, 2004; Özel&Kozak, 2017; Ramón *et al.*, 2018).ç. By focusing this study on nightlife and considering that its environmental impact is minimal, compared to the economic and socio-cultural, the environmental impact has been overlooked in the analysis.



Table 1. Socio-demographic profile.

Variable	Frequency	
Sex:		
Man.	230	54.76%
Woman.	190	45.24%
Age:		
Less than 25.	104	24.76%
From 25 to 34.	67	15.95%
From 35 to 44.	81	19.29%
From 45 to 54.	80	19.05%
From 55 to 64.	49	11.67%
65 or more.	39	9.29%
Birthplace:		
In theregion.	181	43.10%
Outsidetheregion.	239	56.90%
Level of studies:		
No Studies.	8	1.90%
PrimaryStudies.	39	9.29%
SecondaryStudies.	177	42.14%
UniversityStudies.	196	46.67%
Works in Tourism:		
Yes.	243	57.86%
No.	177	42.14%

Source: authors.

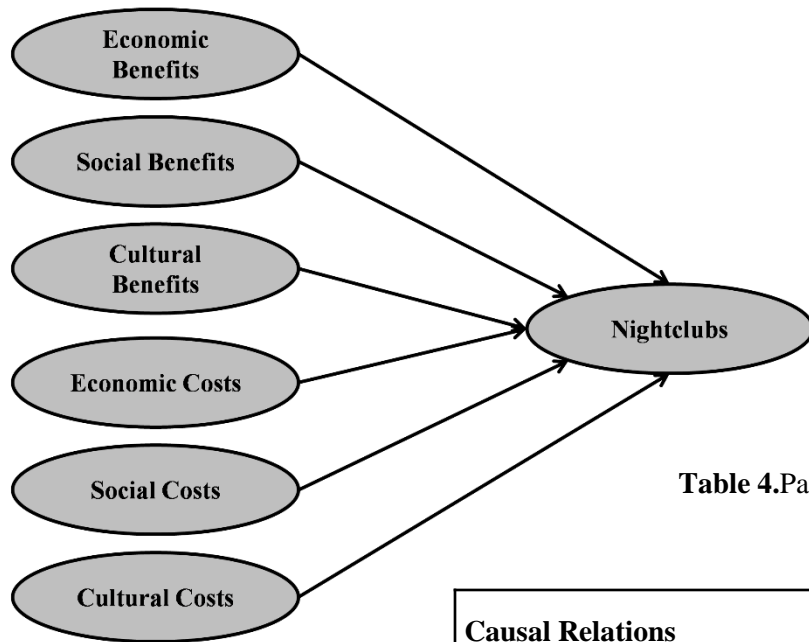
Table 3. Reliability and Convergent Validity.

	AVE	Composite Reliability	R ²	Cronbach's Alpha	Communality
Economic Benefits	0.631	0.872	0.000	0.804	0.631
Social Benefits	0.616	0.865	0.000	0.793	0.616
Cultural Benefits	0.703	0.825	0.000	0.681	0.703
Economic Costs	0.743	0.849	0.000	0.744	0.743
Social Costs	0.615	0.757	0.000	0.696	0.615
Cultural Costs	0.616	0.827	0.000	0.688	0.616
Overall Attitude	0.627	0.871	0.384	0.802	0.627
Traditional Nightlife	0.592	0.813	0.102	0.659	0.592
Nightlife	1.000	1.000	0.086	1.000	1.000

Source: authors.



Figure 1. Causal Model I.



Source: authors.



Table 4. Path Coefficients and significance analysis (Causal Model I).

P values: ns not significant.

Source: authors.

Causal Relations	Path Coefficients	Standard Error	T Statistic	P value
Economic Benefits → Nightlife	0.096 ^{ns}	0.142	0.673	0.501
Social Benefits → Nightlife	0.118 ^{ns}	0.195	0.607	0.544
Cultural Benefits → Nightlife	0.023 ^{ns}	0.130	0.175	0.861
Economic Costs → Nightlife	0.037 ^{ns}	0.128	0.293	0.770
Social Costs → Nightlife	-0.097 ^{ns}	0.133	0.729	0.466
Cultural Costs → Nightlife	-0.030 ^{ns}	0.136	0.218	0.827



INTRODUCCIÓN y
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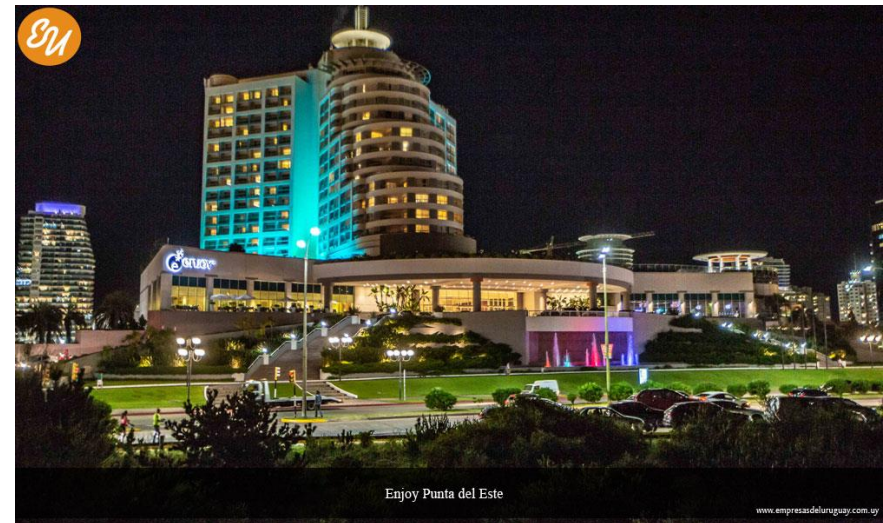
OBJETIVOS

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ANÁLISIS

CONCLUSIONES

Nightlife causes great concern due to its possible social impacts on the local community however its management is poorly studied, especially in the context of tourist destinations. This work sought to explore which position nightlife would occupy within the causal models of residents' attitudes and has determined that it should be considered a consequence of the attitudes towards the main tourism of the destination, which in the case of coastal destinations are usually sun and beach tourism. Therefore, although the media impact of nightlife is greater than that of beaches, nightclubs and pubs complete the offer of beaches and should not be taken into account out of this context



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Thank you!!



María Dolores Sánchez-Fernández
msanchezf@udc.es
University of A Coruña, A Coruña, Spain

