

# CONSUMER TOURIST SERVICE BEHAVIOR LOOKING FOR HIS SATISFACTION

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## ÁREA TEMÁTICA

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## ABSTRACT

Based on the Behavioral Economics Perspective, the aim of this study is oriented to determine the factors that condition the behavior of the consumer of tourist services in the search for their satisfaction. More exactly, we will focus on the activities to explore, resources to visit, and choice of the establishment. We have designed a more advanced causal investigation, defining a model of causal relationships which have been tested with structural equations model (SEM). The data used in this study was collected in the first semester of 2021. The population belongs to Spain, consisting of a group of 1,500 consumers, chosen at random from the nearby population. Finally, 229 valid responses were completed that constituted the sample under study, which determines an initial response rate of 15.27%. We have used SPSS and Smart PLS v.8 Professional software.

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