

THE INFLUENCE OF MEMBERSHIP GROUPS ON SELECTING ACCOMMODATIONS: THE CASE OF THE RESIDENTIAL TOURIST

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ABSTRACT

An understanding of consumer behavior when choosing property as accommodations improves the use of limited resources such as land and may promote the suitable development of tourism destinations. Knowledge of the factors that influence consumer behavior and that condition the process of purchasing a residential tourism property is useful in managing and designing strategies for segmenting tourism destinations. This study analyzes the influence of membership groups such as social class, culture, and family on choosing the type of property (ownership versus renting or using family or friends' property) and the typology (single- or multifamily) that is in demand among residential tourists in the destination. Firstly, we identify which membership groups specifically influence the selection of type of property (social class and family). Then, we identify which groups influence the property typology (social class and people who are traveling) and, in addition, those that influence both choices (social class).

Keywords: Consumer Behavior, Housing, Residential Tourism, Membership Groups, Decision Making.

JEL Classification: Z32

1. INTRODUCTION

Purchasing residential tourism property is a choice involving a durable good whose purchase is complex and, therefore, may be prolonged over time, as Torres mentions (2003). Many authors who describe characteristics of purchasing behavior for residential tourism (Casado, 2001; Raya, 2003; Torres, 2003) highlight aspects related to rational purchasing. Furthermore, they underline the fact that it is a singular and infrequent decision that is of enormous importance for the buyer (Torres, 2003), and that the choice of location of the property has varied over the years.

Furthermore, we can see that choosing property and the majority of tourism travel are done together with one or several other people, and the group's single decision is considered to be the final result of a selection process (Eymann & Ronning, 1997). In fact, today, peer to peer platforms for reserving property as accommodations (Airbnb, Wimdu, etc.) allow the members of the travel group to select the accommodations together. Therefore, we will analyze the decisions of group demand to approach the issue. If we also take into account the composition of that group, we see that in the majority of cases we are dealing with

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members of a family unit: spouses, parents, and children. Additionally, we cannot overlook the ongoing debate regarding the possible tourism elements within this phenomenon. In this case, and given that some of the consumers analyzed are considered to be tourists, we can also collect information to analyze tourism behavior. Therefore, the purchase of property associated with residential tourism can be defined as: A choice, which is partially touristic in nature, that is rational (related to a durable, infrequently purchased high-involvement good), that is made in a group and, in the case of families, by the members that comprise the household.

The decision to purchase tourism products, according to Rastrollo and Alarcón (1999), can be summarized in a six-stage process that begins with the desire to buy and ends with the purchase itself, based on the widely accepted theories of consumer behavior for high-involvement products, which were developed starting in the 1960s. We have also considered some theories established specifically for tourism products, such as those of Bigné and Zorío (1989); Witt and Moutinho (1994).

Thus, the general objective of this study is to analyze the degree of influence of membership groups on property selection decisions made by the residential tourist. This general objective will be achieved by resolving the following secondary objectives:

- a) Influence of membership groups on choosing the type of property desired in the destination: ownership versus renting or using friends and family's property.
- b) Influence of membership groups (types of families) on choosing the typology of the property desired in the destination: single- or multifamily.

In order to convey the achievement of these objectives, this study has followed the scientific research writing strategies recommended by Santos and Custódio (2015). Firstly, we provide an outline of the theoretical framework for the approach used to study the phenomenon by analyzing property selection and the influence of culture, social class, and membership groups (families) on the consumer's decision-making process. Then, the empirical research performed and the results are presented, finishing with the conclusions, limitations, and proposals for areas of future research.

2. THEORETICAL FRAMEWORK

In several studies (Kotler, 1995; Rastrollo *et al.*, 1999; Rivera, 2000; Solé, 2002; Alarcón, González and Pérez-Aranda, 2010) the authors coincide in considering sociodemographic factors, social membership groups, culture, and marketing (product, price, distribution, and communication) to be influential factors in consumers' decisions.

There is a clear differentiation between durable and nondurable consumer goods. Nondurable consumer goods, as they are tangible, are generally consumed quickly; on the contrary, durable consumer goods are used on several occasions, over many years or an entire lifetime. The most clear-cut examples of durable goods are appliances, cars, or purchasing a home. Their long duration and, therefore, time the consumer will have them, and their generally higher price and the fact that they are decisions made infrequently means that the related choices tend to be associated with a rational purchasing decision-making process.

The study of the phenomenon of consumer behavior with durable products has attracted the attention of researchers for decades. First, there was the "Guttman Scalogram Analysis" model (Guttman, 1950), which assumes a probability by which, if a consumer is placed on a point on a rectangular scale, he or she is likely the owner of all of the durable goods on the scale up to that point, but not beyond that. Today more comprehensive contributions exist since, as Dickson, Lusch, and Wilkie (1983) and Soutar (1990) state, the Guttman model is not complete. Later, came the Rasch model, which was originally developed to examine the

properties of a psychological test, but has been applied to any situation in which a number of subjects are presented with several elements that have two response categories. This is the typical case of the owner of a durable good, provided that one either has or does not have a particular good. Its basic form it is part of the family of logit models and its properties have been widely discussed by researchers (Rasch, 1966; Wright & Panchapakesan, 1969; Andrich, 1978, Soutar, 1990).

Currently, interest in general approaches has declined and have been replaced by studies on specific durable goods, such as the work done by Pi-Fang and Bi-Yu (2008) on franchises of durable goods or studies that analyze the influence of specific variables or aspects such as replacement cycles (Fernández, 2001; Prince, 2009).

2.2 Property Choice Models

Viewing the residential tourist as a person who desires a durable good, we must also consider other choice alternatives or behavior models so that we can outline a residential tourist consumer behavior model by taking into account the particular considerations of this type of purchase.

A person looking to buy property for its use as accommodations is making a large investment. The intrinsic characteristics of this product also imply an added cost consisting of the expenses related to the property, making us view the residential tourist as a rational consumer. In this sense, what we find in the scientific literature are specific studies on purchasing a primary residence. When studying property purchases, and for the research we are doing here, the classification of property consumption models proposed by Conde (2000) and Alonso (1999) may be of interest. This classification distinguishes between the national mass consumption model (1960s and 1970s), the segmented consumption model (1980s), and the “glocal” consumption model (1990s). This classification is a result of having to adapt to certain forms of development in cities, housing access policies, and the building typologies that have marked the evolution of these years.

For our case, property for tourism uses, the third model stands out: the so-called glocal model. This model includes the characteristics that have marked the years of expansion of this phenomenon, such as international migrations.

2.3 The Influence of Culture on the Selection

There are different considerations regarding the influence of culture on the consumer. There are those who argue that consumers present differences in their preferences, inclinations, and decisions depending on their country of origin (Briley & Wyer, 2000), while others recognize a convergence in consumer preferences around the world (Cosmides & Toby, 1996). Among those who do see cultural influences, several authors point to cultural differences that are cognitively reflected during the decision-making process (Allen, D., 2002; Thompson, C., 2002), suggesting benefits to cultural adaptation (Shavitt, Swan, Lowrey & Wänke, 1994; Aaker & Maheswaran, 1997; Schmitt & Zhang, 1998; Aaker, 2000; Briley *et al.* 2000).

Of interest for our study are authors who have studied cultural influence that leads to individualism or collectivism (Triandis, 1989; Shavitt *et al.*, 1994; Aaker *et al.*, 1997; Briley, *et al.*, 2000), as statistical data on residential tourism point to the existence of grouping according to nationalities in tourism municipalities. Secondly, we have those authors who do not place much importance on the cultural factor. For example, these researchers take the more universal point of view that this decision is not influenced by culture, and look for other reasons such as biological influences (Cosmides *et al.*, 1996). In scientific literature on both consumer behavior and psychology, researchers conceptualize acculturation as a process to establish personal tendencies or dispositions. Culture comprises several specific

structures, categories, feelings, and principles, which become an influence only when the structures are activated or brought to mind (Briley *et al.*, 2000). Additionally, for our study it is also interesting to analyze another large area of research. This research examines how the country of origin of a product affects the consumer's perception of it. In this sense, the work done by Hong and Wyer (1989) and Gürhan-Canli and Maheswaran (2000) clearly shows that there is an influence. Additionally, other interesting studies affirm this idea by comparing the content of an advertisement in different countries (Tse, Belk & Zhou, 1989). Based on this review of the literature, we propose the following hypotheses:

H1: Culture influences the type of property desired.

H2: Culture influences the typology of the property desired.

2.4 The Influence of Social Class on the Selection

Following the definition proposed by Alsono Rivas (1997), we can define a social stratum as "a group of individuals who occupy equal positions in society and show similar attitudes, criteria, characteristics or lifestyles." It is expected, therefore, that consumers who belong to the same stratum will behave similarly and demonstrate similar purchasing behavior among themselves that is different from the rest of society. In this way, social class is another variable that can be used to explain different consumer behavior (Bigné, 2000). In the literature, several studies show differences between consumption and the way products are consumed (Hisrich & Peters, 1974; Foxall, 1980; Schaninger, 1981; Hugstad, Taylor & Bruce, 1987; Sivadas, 1997; Bigné, 2000; Henry, 2001). Therefore, we propose the following hypotheses:

H3: Social class influences the type of property desired.

H4: Social class influences the typology of the property desired.

2.5 The Influence of Membership Groups (Family) on the Selection

The family as a purchase decision-making unit is an important topic of research in marketing (Martínez, 1997; Kirchler, Rodler, Hoesl & Meier, 2001; Wang, Hsieh, Yeh & Tsai, 2004; Barlés, Bravo & Fraj, 2006). It is widely recognized that the family home is the framework for a large part of private consumption activities. Therefore, it is understood that the consumer has some preferences as a result of their family environment (Jurado, 2003). There are numerous authors who have attempted to integrate variables such as family size and age of family members into demand models (Subramanian & Deaton, 1996; Jurado, 2003).

In particular, for the topic at hand, the decision-making process for choosing a property for tourist-residential use is a decision that is largely made in the family environment. In fact, the literature recognizes that the family context influences decisions on housing (Jurado, 2003). Within this group, the roles are also divided up. The influence of husband or wife varies depending on the type of product, the categories, the phases of the purchase, etc. Thus, for the case of property, the decision will be made in one way or another depending on the structure of the family. It is clear that a two-person family, i.e., a family without children, will not search for the same property typology as a family with several children. The paternal roles (authoritarian or not), the source of income, etc. also have an effect.

Family decision-making is indeed complex; the choice will be seen differently by each family member. There is the general interest and also the individual interests of each member. The weight that is given in each family to each one of the members will be fundamental in the decision-making process. Therefore, the family profile on the one hand, and the individual characteristics of its members and of the product on the other are elements that may be able to explain the type of demand and family purchasing behavior in residential tourism.

We will take advantage of the large number of studies that analyze the importance of the family as a decision-making unit and the roles that each of its members play in order to outline an approach to the phenomenon of residential tourism. The first studies on this topic, the majority from before 1950, assumed that the family purchasing decision was something done individually by the husband. Later, theories on the wife's role in the decision-making process emerged. Of note is a study that argues that the decision-making process is shared (Sharp & Mott, 1956). This study also takes a closer look specifically at the family decisions about going on vacation, showing that in this particular case the husband and wife actively cooperate. Another study focused on the roles of the spouses in family decisions (Davis & Rigaux, 1974), distinguishing between joint and autonomous family decisions and those dominated by the husband and those dominated by the wife. Later studies further examine these contributions and confirm these theories, by studying, for example, spatial choices (Eymann, 1995). Other studies begin to analyze which family member exercises the most influence in each decision (Jenkins, 1978). These studies suggest that in the case of tourism products, while the husband dominates sub-decisions such as modes of transportation, vacation times, or expense level, the decisions regarding the destination or the children are made together by the couple.

From the literature, of interest is the work by Filiatrault and Ritchie (1980) and Ritchie and Filiatrault (1980), which analyzes joint decisions made by husband and wife, concluding that influences vary depending on the decision and the decision-making units (between married couples and families with different compositions). Also of interest is the study by Fodness (1992), where he argues that for family decisions regarding vacations, wives are more prepared to make individual decisions in families with children and, contrary to earlier studies, it is the wife who leads the information gathering process. As can be seen, these studies demonstrate that over the years there has been an important evolution in the role played by family members in the decision-making process. It has gone from being an almost single-person decision to involving all of the family members. This decision, therefore, will depend in large part of the type of family, which today varies greatly.

With regard to the roles that family members play, there are several studies (Briley *et al.*, 2000; Barlés *et al.*, 2006) that analyze the role of children in the group decision-making process and others that, on the contrary, focus on the influence of the spouses (Kirchler *et al.*, 2001; Barlés *et al.*, 2006). Furthermore, if we look at the profile of a residential tourist, we will know if it is generally a person with children and if they take into consideration both their decisions and those of their partner. We are interested in verifying if either of these is the case, given that in choosing property for residential tourism uses, the characteristics of the property, the motivations of those surveyed, or the needs in the destination (services, supplements) will change.

For the tourism industry, the tendency to ignore children has ended; their importance in the decision-making process is being recognized. Some authors suggest that the majority of promotional material for vacations is constructed with codes that are familiar to children (Boyer & Viallon, 1996). Others say that children have a direct influence on vacation behavior, particularly in terms of high-frequency decisions involving limited resources (Thornton, Shaw & Williamns, 1997). Thornton *et al.* (1997) state that children exercise an observable influence over the behavior of tourists and that this influence generally decreases with age, as the ability to make suggestions increases. For this author, there are two types of influences. The first is the result of the need to carry everything that dependent children need, and the low degree of flexibility in their schedules (meals, rest, etc.). This influence is mainly felt with children younger than five years old. The second type involves negotiation with the parents. Children can make suggestions, although the final decision is always made by the parents. If from the tourism point of view the role that children play in the decision-

making process is clear, from the point of view of property their influence is also important, as was made clear in the study by Díaz and Dávila (2001).

Furthermore, we must also pay attention to the influence that the spouses have on one another. If there is some sort of disagreement, negotiating tactics and the capacity for conviction to impose a criterion will become important (Barlés *et al.*, 2006). Thus, there are several studies that examine the influence of spouses, focusing on their gender or the degree of agreement between the two (Davis *et al.*, 1974; Lavin, 1986; Martínez, 1997; Barlés *et al.*, 2006), or on the differences according to the type of purchase decision they are facing: clothing, property, school food, vacations (Davis *et al.*, 1974; Barlés *et al.*, 2006).

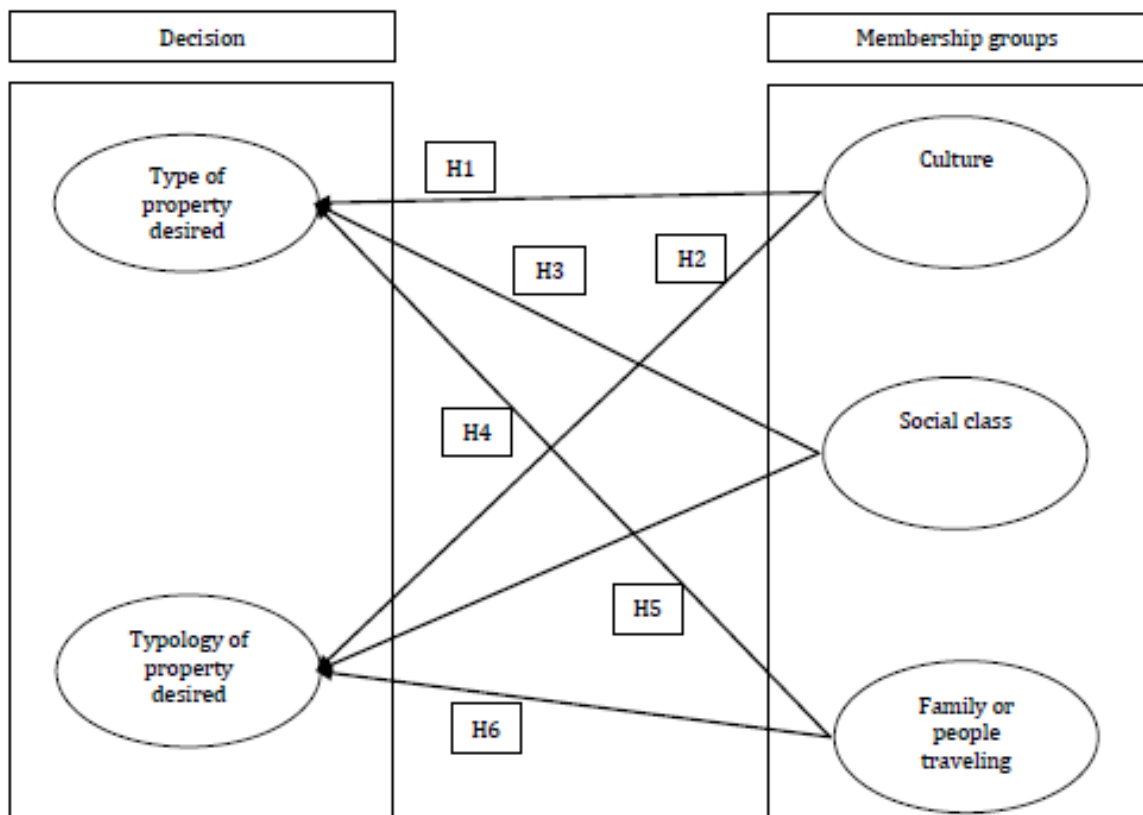
Moreover, for this research, we must keep in mind how external factors affect property demand. In this regard, the work of Díaz *et al.* (2001) is of interest. This research indicates that structural changes in families influence the housing market, not resulting in a reduction in demand, but rather in greater heterogeneity. This study also signals that variables such as age, the partner relationship (or lack thereof), and the existence of children (or lack thereof) acquire importance, affecting the type of product that is in demand and the purchasing process itself. Based on this review of the literature, we propose the following hypotheses:

H5: the family influences the type of property desired.

H6: the family influences the typology of property desired.

Based on the bibliographic review, we have constructed the following model (Figure 1). The model aims to broaden knowledge on the influence of culture, membership groups (family), and social class on property choice and the type and typology of property desired by residential tourists.

Figure 1. Model



Source: compiled by author

3. METHODOLOGY

Taking into account that empirical studies have a greater level of integrity, and given the nature of the research, the objectives, the complexity of the environment, and the studies carried out in this field, in our case the use of quantitative methods with the support of some qualitative methods was considered the most appropriate methodology. These methods were used to create a questionnaire and select information with both a descriptive and causal focus, as we will study the nature of the variables that are involved in the process and the relationships among them. For both the pre-test used to validate the questionnaire as well as the definitive questionnaire, the information has been collected at various locations in Andalusia, aiming to achieve the greatest representativity possible.

We will study the influence of certain external factors, such as culture, membership groups (family), and social class (measured through education level, profession, and type of home in the country of origin), on the type and typology of the property chosen in the destination by residential tourists. The variables included in the models are shown in the following table (Table 1).

The study was carried out with a sample of 350 individuals, proportionally divided based on population distribution, with 70% of the sample consisting of British tourists and 30% of Scandinavians. This is explained by the residential tourism behavior of the two markets: if we take the population to be studied, British and Scandinavian tourists, as 100% of the population subject to the study and analyze the distribution of overnight stays by both samples for the year 2012 (INE - Spanish Institute of Statistics, 2013), we find that British tourists account for 70% of the overnight stays and Scandinavians for 30%. These results have a maximum estimation error of $\pm 5\%$ for a simple random sample. For this number of survey respondents, the sampling error is ± 5.29 . The specifications sheet in Figure 2 presents a summary of the most important information regarding the survey.

Table 1. Summary of Variables

Dependent variable	Typology	
Type of property ¹	Dichotomous	
Independent variables	Typology	Author(s)
Education level	Categorical	Caswell and McConell, 1980; Riera, 2000 and Nicolau, 2002
Profession	Categorical	Arrones, 1979
Type of home in country of origin	Categorical	Díaz <i>et al.</i> , 2001
Family ²	Categorical	Mouthino, 1987; Nicolau, 2002
No. of people	Categorical	Eymann and Ronning, 1997 and Solé <i>et al.</i> , 2002
C Culture	Categorical	Briley <i>et al.</i> , 2000 and Solé <i>et al.</i> , 2002
Dependent variable	Typology	
Typology of property ³	Dichotomous	
Independent variables	Typology	Author(s)
Education level	Categorical	Caswell and McConell, 1980; Riera, 2000 and Nicolau, 2002
Profession	Categorical	Arrones, 1979
Type of home in country of origin	Categorical	Díaz <i>et al.</i> , 2001
Family	Categorical	Mouthino, 1987; Nicolau, 2002
No. of people	Categorical	Eymann and Ronning, 1997 and Solé <i>et al.</i> , 2002

Source: compiled by author

¹ The result of transforming the type of property variable: ownership, renting, or using friends' and family's property to "yes ownership" and "no ownership."

² The result of transforming the variables "marital status" and "children" to a variable that represents families formed solely by one person (represented by the values 1 and 1 in both variables), a single-parent family (values 1 and 2), a couple (values 2 and 1, respectively), or a standard family (values 2 and 2).

³ Single-family or multifamily.

Figure 2. Sample Specifications

Specifications	
Scope	Regional
Universe	British and Scandinavian residential tourists
Sample size	- Designed: 350 people - Carried out: 350 people - Valid: 340 people
Sampling	Stratified sampling with proportional allocation by nationality
Sampling locations	The Málaga, Mijas, Marbella and Casares airport
Sample collection	2015
Sampling error	The sampling error is $\pm 5.29\%$

Source: compiled by author

4. RESULTS

4.1 Social Membership Groups in Property Selection

To collect information on property type, three categories are used: "rented property," "family or friends' property" and "ownership." The transformed dependent variable will only take the following values (Table 2).

Table 2. Transformation of Variable: Type of Property

Type of property	New Variable: Ownership	Categories included in the original variable:
	Yes	- Ownership
	No	- Rented - Family and friends' property

Source: compiled by author

When testing the hypothesis in terms of the significance of the regression coefficients (β), we find that the variables "education," "culture," and "number of people" have insignificant coefficients.

Table 3. Variables in the Equation

		B	E.T.	Wald	gl	Sig.	Exp(B)
Step 1(a)	Education			2.321	4	0.677	
	Profession(1)	-1.054	0.302	12.148	1	0.000	0.348
	Home at origin(4)	0.744	0.289	6.641	1	0.010	2.104
	Type of Family (1)	-0.669	0.372	3.232	1	0.072	0.512
	Constant	0.848	0.767	1.222	1	0.269	2.336

a. Variables introduced in step 1: Culture, Education, Profession, Home at Origin, Family, Number of People. Only the significant coefficients according to the Wald test are shown ($p < 0.05$).

In terms of validating the model, the likelihood-ratio test has a value of 59.98 with 15 degrees of freedom; the Cox and Snell r square has a discrete value (0.162) which indicates that 16.2 % of the dependent variable’s variation is explained by the variables included in the model; the Hosmer-Lemeshow goodness of fit tests for the model shows significance over 0.05, which indicates that the model fits the data well. With regard to the model’s predictive capacity, for a cutoff value of 0.5, this model shows good predictive effectiveness.

We performed a new study of the association so as to, in some way, complete the analysis of the relationship between the variables; in this case, between the independent variables “education” and “culture” and the dependent variable “type of property” desired by the residential tourist. Based on the contingency tables, we did not find any significant association between these variables.

4.2 Social Membership Groups in Selecting Property Typology

Here we will analyze the relationship between the dependent variable “typology of property desired” (in which the questionnaire takes the values: studio, one-bedroom apartment, apartment, house, and duplex) and the independent variables: “education level,” “profession,” “type of home at origin,” “family,” “number of people,” and “culture.”

Once the transformation was performed, the transformed dependent variable will only take the following values:

Table 4. Values of the Transformed Variables “Property Typology”

Property typology	Dichotomous dependent variable	
Single-family	Yes	Single-family
	No	Multifamily

Source: compiled by author

The final adjustment of the model is shown in the following table (Table 5).

Table 5. Variables in the Equation

		B	E.T.	Wald	gl	Sig.	Exp(B)
Step 1(a)	Education(1)	-1.741	0.743	5.489	1	0.019	0.175
	Education(2)	-1.738	0.695	6.253	1	0.012	0.176
	Profession(1)	-0.502	0.288	3.045	1	0.051	0.605
	Home at origin(2)	-0.936	0.357	6.889	1	0.009	0.392
	Number of people(2)	0.623	0.298	4.360	1	0.037	1.864
	Constant	1.089	0.789	1.904	1	0.168	2.972

a. Variables introduced in step 1: Culture, Education, Profession, Home at Origin, Family, Number of People. Only the significant coefficients according to the Wald test are shown (p < 0.05).

In this case, when testing the hypothesis in terms of the significance of the regression coefficients (β), we find that the variables “culture and “family” have insignificant coefficients.

In terms of validating the model, the likelihood ratio test has a value of 29.69 with 15 degrees of freedom; the Cox and Snell r square has a discrete value (0.084) that indicates that 8.4 % of the dependent variable’s variation is explained by the variables included in the model; the Hosmer-Lemeshow goodness of fit tests for the model shows significance over 0.05, which indicates that the model fits the data well. With regard to the model’s predictive capacity, for a cutoff value of 0.5, this model shows good predictive effectiveness.

We performed a new study of the association so as to, in some way, complete the analysis of the relationship between the two variables; in this case, between the variable origin and the “property typology” desired by the residential tourist. Based on the contingency tables, we did not obtain any significant association between these variables.

In order to measure the role of the membership groups in choosing the property typology, we used variables that would measure the effects of the family, culture, the group making the trip, and social class. Specifically, this last variable was studied by analyzing the profession, education level, and type of home in the country of origin. With regard to the influence of these variables on choosing the type of property (ownership or not), significant results were obtained for the variables profession, type of home at origin, and family.

5. CONCLUSIONS

The results allow us to identify the main findings regarding the influence of membership groups when choosing residential tourism property and, thus, achieve the objective of the research, providing academic value with empirical confirmation of theory.

The probability of a residential tourist having “ownership” of a property in the destination, with the rest of the variables constant, is 1.054 times less likely if their “profession” is employee. The impact of the “home at origin” on the probability of the tourist owning property varies depending on the type of home at origin; for tourists with a “house,” it is 0.744 times more likely that they will own property. Lastly, the variable “family” presents a negative estimated coefficient. This implies that, if all other variables remain constant, a residential tourist is 0.669 times less likely to own a property if it is a family formed by a single member.

Keeping all other variables constant, a residential tourist is 1.741 times less likely to have a “single-family property” in the destination if their “education level” is elementary and 1.738 times less likely if their “education level” is secondary education. The impact of “profession” on the probability of having a “single-family property” is lower; specifically, it is 0.502 times less likely when the tourist’s profession is in the “employee” category. The “type of home at origin” is also a significant variable in the model. Thus, for those individuals who live in a one-bedroom apartment in their country of origin, the probability of having a “single-family property” as accommodations in the destination is 0.936 times lower. However, with regard to the variable culture, we cannot say that there is a relationship with type or typology of property, coinciding, therefore, with the studies carried out by Cosmides *et al.* (1996) and Briley *et al.* (2000). Lastly, the variable “number of people” is the only one that presents a positive estimated coefficient. This implies that, if all other variables remain constant, a residential tourist is 0.623 times more likely to want a “single-family property” in the destination if the number of people that comprise the “group or family is five or more.”

With regard to social class, the results indicate that it influences the type of property desired to a certain extent; however we must not forget that it is a complex variable that has been measured indirectly. In our case, of the three variables used to measure social class, two are significant. Therefore, we can say that the results from the proposed model confirm that “social class” influences the typology of property desired in the destination. Specifically, the model shows us that if an individual is in one of the lower categories, there is a greater probability that they would want a multifamily property. In this same model, the number of people making the trip is also significant. Thus, a higher number of individuals using the property has a positive influence on the probability of wanting a single-family property. According to the conclusions obtained regarding the membership groups, culture is the worst

indicator of the choices made by residential tourists. These same conclusions can be drawn from descriptive analysis and therefore verify that there is no difference in behavior between the profiles analyzed. The above analysis seems to indicate that while certain variables have more influence on the type of property chosen, others have more influence in terms of choosing its typology.

The implications of these results are related to land use and the development of tourism destinations in general, and to urban development in particular. On the one hand, tourism destinations are increasingly segmenting the products they offer and focus on specific segments of the market. On the other, consumers have changed and there is a growing tendency to use property owned by family, friends, or strangers as accommodations. Urban planning is in the government's hands, and land use is differentiated between single family and multifamily properties. For this reason, these consumers must be studied in greater depth so that cities can use that information to promote tourism destinations. In this research, one limitation is that we did not perform an analysis of a greater number of external or internal factors that influence the residential tourist's selection of property. This information will allow local governments and tourism managers to differentiate between land use that is compatible with and in demand among residential tourists and other merely speculative uses that have nothing to do with sustainable growth.

The tourism authorities are thus presented with relevant information to manage and administer a tourism destination, making them aware of what consumer characteristics may be used to segment a destination and prevent disproportionate growth in housing supply that has nothing to do with the demand or that may turn the destination into a mass tourism destination.

As for future areas of research, studies could be developed that include more characteristics in the residential tourism demand equation, such as sustainable housing, protection of natural resources, or other forms of collaborative consumption that promote responsible land use: time shares, housing exchanges and other options that could be developed instead of growth through constructing property that is not adapted to the market. Additionally, the influence of peer to peer platforms (Airbnb, Wimdu, etc.) should be studied in terms of how they influence the consumer's purchasing decision in order to understand which stages of the decision they may influence or what their degree of influence is.

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