Rural tourism site expectations and future visitor/tourist behavior

Expectativas del sitio turístico rural y comportamiento futuro del visitante/turista

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Abstract

The objective is to analyse the relationship between expectations and future visitor/tourist behaviour towards a rural beach tourism site in an incipient state of development once the experience has taken place. The relationships are supported by hypotheses that were tested through the application of 224 questionnaires in Playa Michigan, Técpan de Galeana, Gro. The study population are visitors/tourists of national origin. Method: exploratory, quantitative, ex post facto. Results: Despite the fact that most of the expectations were not met, the future behaviour of the visitors/tourists shows a positive tendency to return, to recommend to family and friends and to intend to vacation in the next three years, which can be interpreted as a behaviour of loyalty, as they continue to consider the tourist site of their preference. The theoretical and practical implications of these original findings are discussed.

Marketing, Tourism, Expectations, Future behavior, Rural tourist site

Resumen

El objetivo es analizar la relación entre las expectativas y el comportamiento futuro del visitante/turista hacia un sitio de turismo rural de playa en estado incipiente de desarrollo, una vez que la experiencia ha tenido lugar. Las relaciones se sustentan en hipótesis que fueron contrastadas mediante la aplicación de 224 cuestionarios en Playa Michigan, Técpan de Galeana, Gro. La población de estudio son visitantes/turistas de origen nacional. Método: exploratorio, cuantitativo, ex post facto. Resultados: A pesar de que la mayoría de las expectativas no se cumplieron, el comportamiento futuro de los visitantes/turistas muestra una tendencia positiva a regresar, a recomendar a familiares y amigos y a tener la intención de vacacionar en los próximos tres años, lo que puede interpretarse como un comportamiento de lealtad, ya que siguen considerando el sitio turístico de su preferencia. Se discuten las implicaciones teóricas y prácticas de estos hallazgos originales.

Marketing, Turismo, Expectativas, Comportamiento futuro, Sitio turístico rural

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Introduction

The tourism industry over time has become an activity in constant growth, which has led to the emergence of new tourist sites by the derivation in the tastes and needs of travellers, marking a new era of tourism activity that demands quality tourist experiences that meet the expectations of the tourist, which in turn, becomes a requirement of vital importance for managers of such activity, which although sometimes have information about what customers want and expect from the service fail to meet their expectations (Buffa, 2015; Li, Zhang, Zhang, & Abrahams, 2019; Wang, Qu & Hsu, 2016). The rural tourism segment is in growing demand globally, particularly in Mexico, with tourists seeking authentic and sustainable holiday experiences for rest and relaxation, while representing an opportunity for rural communities with resources that can be harnessed for tourism to develop and promote their culture, environments and social elements, in some cases domestically and in others internationally (Buffa, 2015; Wu & Li, 2017; Ye et al., 2021). In the development of rural tourism sites, community support and engagement plays a basic role in the provision of tourism services, because when meeting the needs and expectations of tourists and the community is combined, the useful tourism life of the tourism site will be prolonged by achieving economic growth, improving quality of life and maintaining environmental quality, achieving sustainability of development for the rural tourism segment (Fun, Chiun, Songan, & Nair, 2014; Sthapit, Coudounaris, & Björk, 2019).

On the other hand, the decision to holiday at a certain tourist destination involves a series of phases ranging from the recognition of the existence of a need for a holiday, the enquiry of information that allows the assessment of possible alternatives, to the choice of the destination that represents the best travel option for the consumer (Corno, 2018; Árpási, 2018). In this context, marketing experts suggest that this process should not end with the choice of the holiday destination, but rather, it is unavoidable to evaluate the behaviour subsequent to the experience, so that the new expectations that arise from the tourism experience are known, as well as the future behaviour that they will assume towards the destination visited (Hendijani & Sulistyo, 2017; Hung, Wang, & Tang, 2015, Kotler & Armstrong, (2017, p.237; Tiwari & Hashmi, 2022).

From the paradigm shift in marketing away from a sales orientation to a customer orientation with a focus on understanding their needs as well as delivering products/services appropriate to them, it becomes a paradigm in which understanding and meeting customer expectations are the key to creating satisfying experiences, which tourism destinations (rural sites) should consider as a guiding principle for evaluating their service delivery (Čivre & Omerzel, 2015). Although there is currently little empirical research focused on how tourism expectations are formed, especially when the geographical setting of study is a rural tourism site.

Tourism activity involves a series of experiences based on the effectiveness with which tourist destinations, with their own social, cultural, historical, economic and service management particularities, have the duty to ensure that these experiences are positive and that they generate expectations in the demand that influence their future behaviour (Mansouri & Ujang; 2016; Torres & López, 2014; Tiwari & Hashmi, 2022). For which it should be kept in mind that expectations are the standard or measure of comparison by which the actual performance of the product/service is judged through the tourist's perceptions (Mahsa & Norsidah, 2016; Wang et al., 2016). In this context, meeting customer expectations is the first step in achieving a quality experience, considering that customer expectations are the customer's assessment of what they expected with the perceived outcome of the experience. Although in the areas of marketing and tourism most studies on expectations do not specify the type of expectation being studied, it is observed that it is used interchangeably to refer to several concepts, including normative and predictive expectations; i.e. normative is conceived as the desired or ideal for the tourist, and predictive is the experience they believe they will achieve; it is the normative expectations of customers that are considered a more useful guide to identify the discrepancy between customer expectations and perceptions of the rural site visit experience (Čivre & Omerzel, 2015; Tukamushaba, Xiao & Ladkin 2016; Hung et al. , 2015; Wu & Li, 2017).

Therefore, in order to understand tourists' expectations in relation to future behaviour, the overall objective of this study is to analyse the expectations generated as a result of visitors/tourists' experience at a rural tourism site and their relationship with their future behaviour.

Theoretical framework and state of the art

The rural site, its tourism attractions and resources

The inclusion of tourism activity in rural sites has its origin in the need to find practices that allow it to develop, since for many decades traditional economic activities have been in crisis (Almeida-García et al., 2016; Fun et al., 2014; Melgosa, 2005; Sugiri & Putri, 2015). On the other hand, new tourism trends that trigger a more competitive environment and new market segments with more informed, spontaneous, independent, interactive tourists with a clear interest in environmental issues are combined, representing an opportunity for rural sites to see tourism as an option that allows them to diversify their productive activities, turning it into a strategy to achieve greater community development, the creation or improvement of infrastructure in general (public services, tourism, hospitality, schools, etc.), increased employment opportunities, and greater employment opportunities, and the creation or improvement of the infrastructure in general (public services, tourism, hospitals, schools, etc.).), increased employment opportunities, and in improving living conditions for the population (Rasoolimanesh et al., 2017; Brandth & Haugen, 2011; Čivre & Omerzel, 2015; Almeida-García et al. 2016; Sthapit, Björk, Coudounaris, 2022). Tourism activity is recognised as an important economic and social activity because of its contribution to the economy of the site where it takes place. A rural site can have attributes that make it attractive to the tourist consumer, i.e. natural, cultural, social, etc., resources that can become tourist attractions that make it interesting and enjoyable, motivating temporary displacements of people, who among other things seek recreation, contact with nature and rest (Sinclair-Maragh & Gursoy 2017; Navarro, 2015; Sugiri & Putri, 2015). To this end, all the resources or attractions that this site has will be subject to changes by its inhabitants, who, by making use of the means at their disposal, will make tourism activity possible (Barrado, 2011; Devine & Ojeda, 2017; Fletcher et al., 2016).

In a rural site, the main agents of change are those who will become future entrepreneurs who, using their skills and creativity, will be responsible for discovering and adapting the opportunities available to them for the development of tourism activity (Devine & Ojeda, 2017; Sugiri & Putri, 2015). Also, a number of elements are required to be successful (natural and human, tourism infrastructure, services, promotion and marketing), especially a positive welcoming attitude from the wider community (Russell & Faulkner, 2004; Sinclair-Maragh & Gursoy 2017). It should be noted that the interaction between tourists and residents is a determining factor for the tourism site to achieve success and sustainability of the tourism activity, since, when there is no willingness and support from residents or they do not show willingness to work in such activity, it can cause negative impacts related to the benefits and costs in the areas: economic, social, cultural and environmental, affecting the development of such tourism activity, hence, the role of the resident is unquestionable (Rastegar, 2019; Andereck et al., 2005). Residents' responses to the impact of tourism development are fundamental, since in the social exchange they can undergo significant changes in lifestyles, which the tourism activity itself originates; therefore, residents' perceptions must be in the sense of a trade-off between the benefits received and the costs of tourism development (Zheng, Ritchie, Benckendorff & Bao. 2019; Rastegar, 2019).

On the other hand, the importance of tourism activity as an inducer of development in a rural site depends not only on the existence of the natural and cultural resources of the place, but also on an effective and integrative planning and management action between the different sectors, which should be constituted as an instrument for the acceleration of tourism and local development, as well as for the preservation of its attractions (natural, cultural) by which this activity is generated. By accessing the possibility of avoiding the destruction of these resources and the development of tourism activity in rural areas, environmental care is becoming a determining element for the differentiation between tourist destinations (Alonso-Almeida and Celemín-Pedroche, 2016; Fun et al., 2014; Rastegar, 2019; Loperena, 2017; Sugiri & Putri, 2015).

According to Line & Costen, (2017); Jaafar, Noor & Rasoolimanesh (2015); Sinclair-Maragh & Gursoy, (2017); Zhang et al., (2021); tourism visiting a rural tourism site primarily aims to experience natural areas that foster environmental and cultural understanding, appreciation, and conservation; seeks out authentic natural and cultural resources that generate unique experiences, which in turn generates a wide range of job opportunities and stimulates entrepreneurship, local economic growth and increases the standard of living of residents.

Scope of the research

Playa Michigan is located in the municipality of Técpan de Galeana, in the state of Guerrero, bordered to the north by Coyuca de Catalán and Ajuchitlán del Progreso, to the east by Atoyac de Álvarez and Benito Juárez, to the south by the Pacific Ocean and to the west by Petatlán (see figure 1).

For the municipality of Técpan de Galena, tourism responds to a need to find actions that allow its rural communities to develop, since traditional economic activities such as agriculture, livestock and fishing have been in crisis for many decades (Melgosa, 2005). Thus, in the search to improve the quality of life that allows them to have access to better food, health services, to reduce educational backwardness, to have basic services in housing, to achieve more and better jobs, etc., the local population turned its attention to the natural beauty of its coast (Playa Michigan), providing it with the necessary resources for its operation as a rural tourist site.

Figure 1 Geographical location of Técpan de Galeana
Source: Own elaboration based on INEGI, 2021

For the start of tourism activity in this rural sun and beach tourist site, the population had to consider the attraction values based on natural resources as raw material, from which they managed to obtain a tourist product with the capacity to attract the tourist consumer who likes contact with nature and the tranquillity that these sites offer (Sancho, 1998; Torres & López, 2014; Sinclair-Maragh & Gursoy 2017).

According to the locals, Playa Michigan is one of the most sought-after tourist sites and at the same time visited by those who want to relax, be in contact with nature and socialise, as it was tourists from North America who gave this place the name of Michigan because of its supposed similarity to that US state. Formerly known as Isla de Pájaros, it is located 15 kilometres from the municipal capital of Técpan de Galeana, very close to the community of Tenexpa, where there is a pier with boats that take you to Playa Michigan or Isla Pájaros. To get to the Municipality of Técpan de Galena, take National Highway 200 that runs between Acapulco and Ixtapa-Zihuatanejo, 105 km from Acapulco and 135 km from Ixtapa-Zihuatanejo. Arriving at this municipality, one takes a route to the community of Tenexpa, which is 15 km away (INEGI, 2021) and from there it is necessary to cross an estuary, which is precisely where the attraction lies with the magnificent scenery that can be enjoyed during the journey to Michigan Beach. This rural tourist site, besides offering tranquillity and a vast natural attraction, offers the possibility of camping activities. As far as the food and beverage service is concerned, there are establishments where you can find different dishes based on fish and seafood that tourists can taste. There is also the option for visitors to stay in the municipal capital (Tecpan) where most of the services are concentrated, with easy access to transport, a variety of food and beverage establishments very close to the tourist site and essential services to satisfy the expectations of visitors.

Expectations

One of the most important constants in human beings is that we all regularly consume inputs that allow us to satisfy different needs such as: food, clothing, housing, transport, education, services and holidays, among others.

Therefore, when participating in such a dynamic and rapidly evolving market as tourism, it is necessary to know as much as possible about the consumers; what they think, what they want, how they spend their free time, etc. Which means, it is essential that destination decision makers need to know the expectations of individuals, in order to meet their needs (Hendijani & Sulistyo, 2017; Hung et al., 2015; Jaafar & Ramayah, 2017; Wang et al., 2016; Tiwari & Hashmi, 2022), and to achieve more effective destination management and marketing (Corno, 2018). In marketing and psychology literature, the definition of consumer expectations is somewhat diverse, on the one hand, an expectation is defined as a belief about the performance of a destination's attributes prior to experience (Spreng, MacKenzie, & Olshavsky, 1996), and on the other point of view, tourists' expectations can be set by experience-based norms as the standard for comparison of product or service performance (Rasoolimanesh et al., 2017; Damanik & Yusuf, 2022; Hernandez-Lobato et al., 2006; Hung et al., 2015; Wang et al., 2016). That is, tourists' expectations are the preconceived perception of the outcomes of the travel experience, considering that most people undertake leisure travel to satisfy more than one expectation (Hung et al., 2015; Wang et al., 2016; Rasoolimanesh et al., 2017; Tukamushaba, Xiao & Ladkin 2016).

It is through expectations that the expected performance of the product is reflected, generating a frame of reference on which a comparative judgement is formed, which becomes a prediction in the consumer's mind about the anticipated outcomes or transaction performance of the product/service he/she expects to receive in the future (Damanik & Yusuf, 2022; Higgs, Polonsky & Hollick, 2005; Wang et al., 2016). Consumers form their expectations about a product or service at a pre-purchase stage (Oliver, 1980; Xiang, Magnini, & Fesenmaier, 2015; Wang et al., 2016). He or she will then use them as a standard of comparison to evaluate the final result obtained (Oliver, 1981; Teas & Palan, 2003). This allows to know the differences between tourists' expectation and experience and also to find out their future behaviour and intention to revisit the rural site (Hendijani & Sulistyo, 2017).

Fishbein & Ajzen (1975) argue that individuals form beliefs on the basis of direct observation or experience with a situation (descriptive beliefs), information provided by others (information beliefs), or through various inference processes (inferential beliefs). Therefore, if the perception of the obtained outcome exceeds expectations, it means that there is a positive dissatisfaction that makes the consumer feel satisfied with the experience at the destination, while it is one of the main indicators to achieve service quality (Hung et al., 2015; Ye et al., 2021).

Satisfaction increases as the performance/expectation ratio increases (Chunyang, Hailin & Maxwell, 2016; Li et al., 2019). A unique experience is the essence of tourism and the most sought after by tourists, which means that good expectation management is crucial for a destination, as expectations can affect the level of satisfaction as well as future behaviour (Hendijani & Sulistyo, 2017; Ye & Tussyadiah, 2011; Davras & Özperçin, 2021). Re-visit intention is an important indicator of a satisfactory customer experience at the rural site, and can be defined as a post-assessment behaviour after tourists visit the site and are willing to repeat the visit (Hendijani. & Sulistyo, 2017; Li, et al., 2019).

Future behaviour

In models of tourist behaviour such as those of Goodall (1988) and Sönmez & Graefe (1998), they allude to the fact that when tourists decide to take a holiday in a certain tourist destination, they carry out an analysis in an orderly and sequential manner of related actions that give rise to decision mechanisms that conclude when the choice of the destination where they will carry out leisure activities has been finalised. Therefore, the future behaviour that tourists visiting a rural tourism site will assume will largely depend on the experience acquired during the stay; that is, experiencing the direct contact with the natural and cultural environment that it offers, and that contributes in stimulating the satisfaction of the experience, which in turn impacts on achieving behaviours that could turn out to be positive or negative (Árpási, 2018; Armbrecht & Andersson, 2020; Chiu, Lee, & Chen, 2014; Handriana & Ambara, 2016; Stone et al, 2018; Davras & Özperçin, 2021).

To understand how consumers form value associations from travel experiences (Brune et al., 2021; Andereck et al., 2012; Tiwari & Hashmi, 2022) and how these associations influence their future behaviour, it is necessary to analyse how and why tourism consumers behave as they do, which is not an easy task given the number of factors that interact on it and move it to behave differently, depending on the environment it is in (Martínez-García & Raya, 2008; Pap, Dlačić & Ham, 2017; Davras & Özperçin, 2021). According to Ekinci & Hosany (2006), it is from the personality of the destination that positive or negative relationships will be established, which in turn will determine the future behaviour of the tourist.

Future behaviour that shows the real commitment of the customer to repeat the visit goes beyond the purchase indicating the level of customer interactions and connections with the attributes of the rural tourism site, and involves, for example, attention, dialogue, emotions, interactions, sensory pleasure, attributes that contribute to creating a satisfying experience for customers (Pap et al., 2017; Vivek et al., 2014; Zeelenberg & Pieters, 2004; Davras & Özperçin, 2021). It is worth mentioning that, given the very nature of heterogeneity, intangibility, as well as the intensity of interaction inherent during the tourism experience, there is a great capacity to achieve relationships and generate positive future behavioural processes for the destination, with the caveat that not all services are going to have the same capacity to achieve such behaviours that can trigger lasting relationships, as it will depend on the ability to offer pleasurable experiences (Cohen, Prayag, & Moital, 2014; Silva & Correia, 2017; Xiang, Magnini, & Fesenmaier, 2015; Armbrecht & Andersson, 2020).

Behavioural intentions continue to be an important topic in marketing and tourism research, finding that tourists who achieve satisfactory experiences are more likely to repeat the experience, say positive things and recommend it to others (Burbano, Velástegui, Villamarin, & Novillo, 2018; Chen & Chen, 2010; Grappi & Montanari, 2011; Mohaidin, Wei, & Murshid, 2017).

Customers who are dissatisfied are unlikely to repeat the visit, and risk sharing negative information with others. Future behavioural intentions and recommendation are outcome indicators of a satisfactory tourism experience (Prayag, Hosany & Odeh, 2013; Stone et al., 2018; Brune et al., 2021).

Favourable tourism consumer behaviour is assumed to be an indicator of what could be considered as the typical way of defining loyalty (Chen & Chen, 2010; Setó, 2004; Solís, Hernández, Moliner & Sánchez, 2014). The first antecedent is the degree of repeat purchase with the same supplier, which is generated through a process of evaluation by the consumer; the second is a positive attitude towards the product or service, which can create emotional bonds with the customer (Burbano et al., 2018). And emotions have a direct effect on behavioural responses (Derbaix & Vanhamme, 2003; Zeelenberg & Pieters, 2004). This can change the consumption behaviour of tourists, which, even if the rural tourism site being consumed evokes emotions from past experiences in their decision making, can trigger changes that result in unfavourable behaviour for that site (Kim et al., 2019; Vignolles & Pichon, 2014).

Finally, future behaviour associated with a positive attitude can be influenced by environmental factors (family, economy, promotions, etc.), which contribute to the modification of their responses (Irmak, Block & Fitzsimons, 2005; Park & Nicolau, 2018; Vera, 2016), and can generate the setting of new expectations, which will determine the tourist's future behaviour towards a tourist destination (Hernández-Lobato et al., 2006; Solís et al., 2014; Chunyang et al., 2016; Chunyang et al.).

Based on the above, the following hypotheses are proposed:

H1: There is a relationship between the expectations that the tourist has towards a rural tourist site with the future behaviour that the tourist assumes after the tourist experience.

H1a: There is a relationship between the rural tourist site meeting the tourist's expectations and the tourist returning on their next holiday.

H1b: There is a relationship between the rural tourism site meeting the tourist's expectations and the tourist recommending it to family and friends.

H1c: There is a relationship between the rural tourism site meeting the tourist's expectations and the tourist's intention to holiday within the next three years.

H1d: There is a relationship between what the tourist had expected in their stay at that rural tourism site and that they will return on their next holiday.

H1e: There is a relationship between what the tourist had expected from their stay at that rural tourism site and that they will recommend it to their family and friends.

H1f: There is a relationship between what the tourist had expected from their stay at that rural tourism site and the intention to holiday within the next three years.

Methodology

The study corresponds to a quantitative research, where the aim is to relate the expectations that tourists have towards a rural tourist site with their future behaviour after the tourist experience. These relationships are supported by hypotheses that are tested. An Ex Post Facto research process is followed. It is exploratory in nature due to the scarcity of information related to the topic to be addressed, which greatly limits going deeper into it. The Ex Post Facto model, used as an exploratory tool, is very useful when ad hoc statistical methods are used. It is cross-sectional, as the data obtained from the empirical work were collected at a single moment and in a single time (Hernández, Fernández and Baptista, 2014. Given the difficulty of accessing the total population, the non-probabilistic method of convenience was used, selecting subjects according to certain criteria, ensuring that the population considered is as representative as possible. The target population of the study were the national visitors/tourists who were at Michigan Beach, located in the municipality of Tecpan de Galeana in the State of Guerrero, over 18 years of age. To avoid duplication or imitation of responses, the questionnaire was administered to only one person per family or group (Kozak, 2001).

The fieldwork was carried out during the winter holiday period of 2019, considering that there is a significant influx at this time of the year. For the design of the questionnaire and the generation of items, a review of the literature related to the topic of expectations and future behaviour of the tourist towards a rural tourist site was considered, which also allowed us to identify as a starting point a set of items grouped around the variables involved in this study. Once the questionnaire was designed, a consultation with experts and a pre-test with 15 visitors/tourists was carried out.

-Study population	National visitors/tourists at the tourist site over 18 years of age.
-Geographical scope	Michigan Beach, Tecpan de Galeana, State of Guerrero.
-Type of study	Exploratory
-Instrument	Structured questionnaire.
-Sampling technique	Non-probabilistic by convenience.
-Valid questionnaires	244
-Fieldwork	Winter holiday period 2019

Table 1 Technical sheet of the research

After a brief presentation and introduction, the questionnaire was made up of two parts corresponding to each of the variables involved. To evaluate the expectation variable, a five-position Likert-type scale was used, where the tourist surveyed indicates the degree of agreement or disagreement with the two items that comprise it. For the first item: 1=Strongly disagree to 5=Strongly agree and the second item: 1=Very much below my expectations to 5=Very much above my expectations. In relation to the variable Future behaviour, a five-position Likert-type scale was used, consisting of three items where: tourists indicated their degree of agreement or disagreement with the items where: 1=Not definitely to 5=Yes definitely.

Results

In the descriptive analysis of the sample profile, the most representative ages were: 31.4% between 26 and 35 years old, followed by 27.4% between 18 and 25 years old and 19.9% between 36 and 45 years old. Of those surveyed, 50.2% were female and 49.8% were male. In terms of educational level, Bachelor's degree studies were the most representative (51.4%), followed by high school (17.1%) and secondary school (13.9%).

The predominant activity is that of professionals (39%), home workers (19%), employees and students (12%). The highest percentage of tourists are married (58.8%), followed by singles (34.7%) and divorced or widowed (6.5%). In terms of origin, 79.8% came from nearby towns and from the rest of the municipality in the state of Guerrero and 21% from other states in the country. The most common form of transport used was private transport (66%), followed by local public transport (combi, taxi, van, etc. 23%) and regular bus (11%). In relation to the number of days spent at the site, the highest percentage (64.9%) is one and two days and the rest of them up to more than ten days. The monthly income of visitors/tourists was found to be mostly six minimum wages or more (30%), followed by one (24%), two (15%), and four minimum wages (10%).

In relation to the descriptive analysis of the variables involved, the assessments made are the arithmetic means of the responses obtained, as shown in table 2.

		Media
E1	I consider that this rural tourist site meets my expectations.	3.40
E2.	My stay at this rural tourist site was in accordance with what I had expected.	3.02

Table 2 Expectation towards the rural tourism site
Source: Fieldwork

The mean values for expectations are slightly above the neutral point, indicating a slight positive trend in terms of fulfilling expectations at this rural tourist site (3.40) and a value that barely exceeds the midpoint (3.02) on the outcome of the experience in relation to what had been expected. As for the future behaviour variable, the results obtained were above the midpoint, above 4 for all three attributes of the scale, i.e. they show a positive trend in terms of returning to this tourist site on the next holiday (4.35), recommending the tourist site to family and friends (4.39) and the intention to holiday at this tourist site in the next three years (4.21), as can be seen in table 3.

		Media
CF1.	I will return to this rural resort on my next holiday.	4.35
CF2.	I will recommend this rural resort to my family and friends.	4.39
CF3.	I intend to holiday at this rural resort within the next three years.	4.21

Table 3 Future behaviour towards rural tourism development
Source: Fieldwork

Testing the hypotheses

In order to test hypothesis H1, a contingency table analysis was carried out, considering the attributes of each scale in order to establish a correlation between two variables and in order to know the cases that are related to each one.

In hypothesis H1a, of those who will return to this rural tourism site on their next holiday, 97.8% agree that this rural tourism site met their expectations, while 84.1% disagreed and 83.0% neither disagreed nor agreed (neutral) that the site met their expectations, but will also return (see Figure 2).
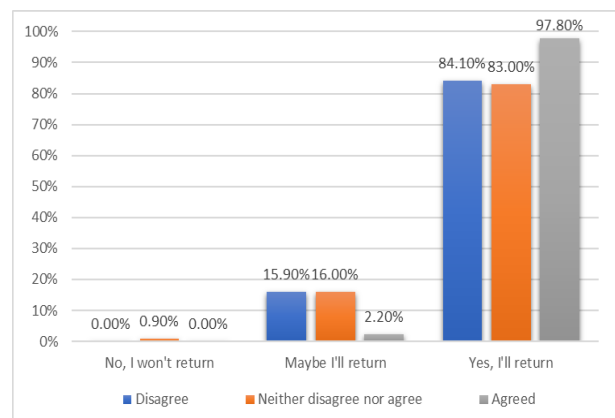

Figure 2 This rural site meets my expectations - I will return to this site on my next holiday
Source: Fieldwork

For the verification of the relationship between variables, the statistical analysis was done by means of the Chi-square test, resulting in no significant differences (0.012), as the asymptotic significance level is within the permitted limit (see table 4).

	Value	gl	Asymptotic significance (bilateral)
Pearson's Chi-square	12.949[a]	4	.012
4 boxes (44.4%) have expected a count of less than 5. The minimum expected count is .18			

Table 4 Chi-square test between the variables E1 and CF1
Source: Fieldwork

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In H1b, 97.8% of tourists felt that this rural tourism site met their expectations and would recommend it to their family and friends (See Figure 3). On the other hand, although 93.4% of tourists indicated neither disagree, nor agree (neutral), as well as 86.4% disagreed that the site met their expectations, they would also recommend it.
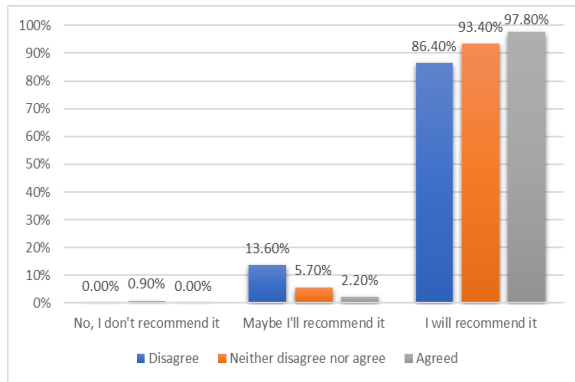

Figure 3 This rural site meets my expectations - I will recommend this rural tourism site to my family and friends
Source: Fieldwork

In the relationship test for hypothesis H1b by means of the Chi-square test, it was found that its asymptotic significance level exceeds the allowed limit (0.073), but, this test does not indicate strength or relationship between the variables (See table 5).

	Value	gl	Asymptotic significance (bilateral)
Pearson's Chi-square	8.559[a]	4	.073
4 boxes (44.4%) have expected a count less than 5. The minimum expected count is .18			

Table 5 Chi-square test and between variables E1 and CF2
Source: Fieldwork

Therefore, it was analysed by means of Somers' d which indicates the level of strength, significance and direction. The result revealed that it is within the established parameters (0.017), indicating that there is a significant relationship between these two items (See table 6).

			Value	Asymptotic standard error[a]	T approximate[b]	Approximate significance
Ordinal by ordinal	d of Somers	Symmetric	.112	.041	2.393	.017
		E1 dependent	.359	.125	2.393	.017
		F2 dependent	.066	.028	2.393	.017

a. The null hypothesis is not assumed.
b. Use of the asymptotic standard error that assumes the null hypothesis.

Table 6 Somers' d test between variables E1 and CF2
Source: Fieldwork

Regarding H1c, of the tourists who will return to holiday at this rural tourism site within the next three years, 94.6% agreed that this site met their expectations, however, 87.7% of those who neither disagreed nor agreed (neutral) and those who disagreed (79.5%), will also return to holiday at this rural tourism site within the next three years (See Figure 4).
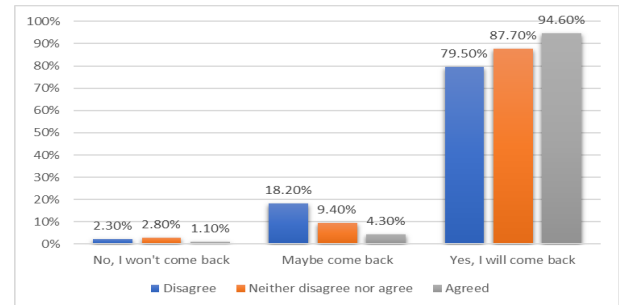
Figure 4 This rural site meets my expectations - I will return to this site within the next three years
Source: Fieldwork

Continuing with the hypothesis testing analysis, we proceeded to perform the H1c Chi-square analysis, which showed that it exceeds the established parameters (0.094) (see Table 7).

	Value	gl	Asymptotic significance (bilateral)
Chi-square Pearson's	7.932[a]	4	.094

a. 4 boxes (44.4%) have expected a count of less than 5. The minimum expected count is .91.

Table 7 Chi-square test between variables E1 and CF3
Source: Fieldwork

The Somers' d test was performed and the significance level was found to be within the limit (0.010), confirming that there is a relationship between the variables analysed (see table 8).

			Value	Error asymptotic standardised error[a]	T approximate[b]	Approximate significance
Ordinal by ordinal	d of Somers	Symmetric	.135	.049	2.575	.010
		E1 dependent	.280	.100	2.575	.010
		F3 dependent	.089	.035	2.575	.010

a. The null hypothesis is not assumed.
b. Use of the asymptotic standard error that assumes the null hypothesis.

Table 8 Somers' d test between the variables E1 and CF3
Source: Fieldwork

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For hypothesis H1d, of the tourists who stated that they would recommend this rural tourism site to their family and friends, for 95.6% their experience was above their expectations, for 90.4% it was just what they expected and for 75.6% it was below their expectations, however, they would also recommend it (See Figure 5).
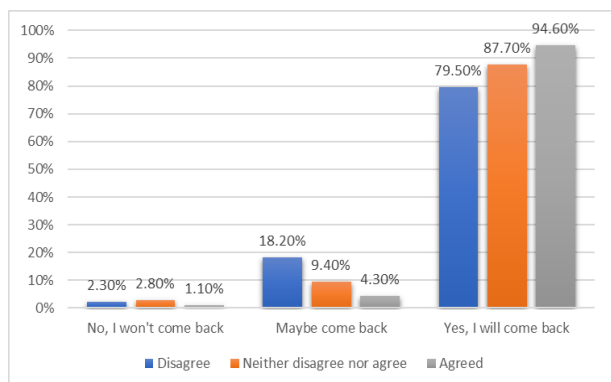

Figure 5 How do you describe your stay at this rural tourism site - I will come back to this site on my next holiday
Source: Fieldwork

To test H1d, the Chi-square analysis was performed, which was within the established parameters (0.003). Likewise, we proceeded to perform the Somers' d analysis, which showed that the significance level was within the limit (0.009), indicating that there is a relationship between the variables analysed (see tables 9 and 10).

	Value	gl	Asymptotic significance (bilateral)
Chi-square Pearson	15.879[a]	4	. 003

a. 4 boxes (55.6%) have expected a count of less than 5. The minimum expected count is .17

Table 9 Chi-square test between variables E2 and CF1
Source: Fieldwork

			Value	Asymptotic standard error[a]	T approximate[b]	Approximate significance
Ordinal by ordinal	d of Somers	Symmetric	.156	.056	2.594	.009
		E1 dependent	.283	.100	2.594	.009
		F3 dependent	.108	.041	2.594	.009

a. The null hypothesis is not assumed.
b. Use of the asymptotic standard error that assumes the null hypothesis.

Table 10 Somers' d test between variables E2 and CF1
Source: Fieldwork

As for H1e, which relates how the tourist describes the outcome of their experience at this rural tourism site with recommending it to their family and friends, the result was that: 100% stated that it was above their expectations, 94.9% that it was just what they expected, and 82.9% that it was below their expectations. However, they stated that they would recommend this rural tourism site to their family and friends (See Figure 6).
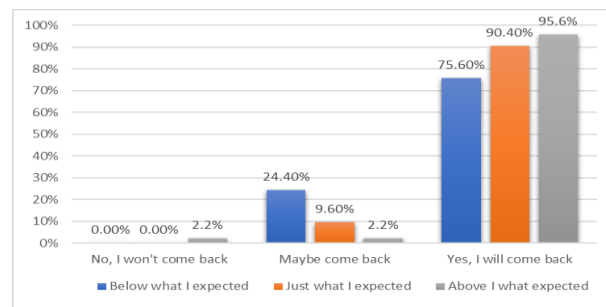
Figure 6 How do you describe your stay at this rural tourism site - I will recommend this site to my family and friends?
Source: Fieldwork

For H1e, the Chi-square test was also performed, which yielded an asymptotic significance level of 0.007, which proves the existence of a relationship between the variable describing the expectation of their stay, with the variable I will return to this rural tourist site (See table 11).

	Value	gl	Asymptotic significance (bilateral)
Chi-square Pearson's	13.964[a]	4	.007

a. 4 boxes (55.6%) have expected a count of less than 5. The minimum expected count is .17.

Table 11 Chi-Square test between the variables E2 and CF2
Source: Fieldwork

To determine the strength, significance and direction of the relationship between these two variables, Somers' d analysis was used, resulting within the limits (0.004), thus confirming the relationship (See table 12).

			Value	Asymptotic standard error[a]	T approximate[b]	Approximate significance
Ordinal por ordinal	d de Somers	Symmetric	.155	.042	2.893	.004
		E1 dependent	.423	.107	2.893	.004
		F3 dependent	.095	.032	2.893	.004

a. The null hypothesis is not assumed.
b. Use of the asymptotic standard error that assumes the null hypothesis.

Table 12 Somers' d-test between variables E2 and CF2
Source: Fieldwork

Finally, H1f proposes a relationship between how tourists describe their experience at this rural tourism site and their intention to holiday at this rural tourism site within the next three years.

The results show that of those who do intend to holiday at this rural tourism site within the next three years, 91.1% said that their stay was just what they expected, 88.9% that their stay was above their expectations and 80.5% that their stay was below their expectations. Despite this, the latter stated that they also intend to holiday here within the next three years (see Figure 7).
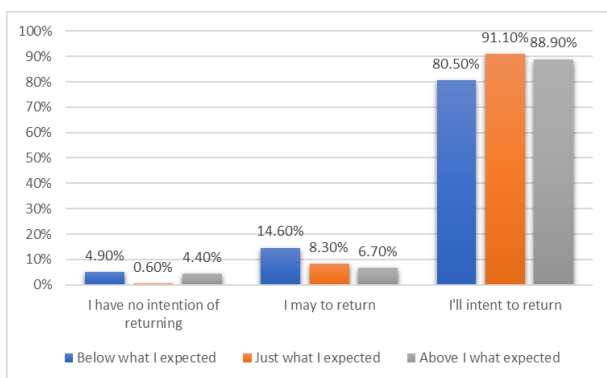
Figure 7 How do you describe your stay at this rural tourism site - intention to holiday at this site within the next three years?
Source: Fieldwork

Finally, for the relationship test of hypothesis H1f, the Chi-square test was performed, which yielded an asymptotic significance level of 0.160, which shows that there is no relationship between the variable describing the stay related to what they had expected, with the variable I intend to holiday within the next 3 years (See table 13).

	Value	gl	Asymptotic significance (bilateral)
Chi-square Pearson's	6.579[a]	4	.160

a. 4 boxes (55.6%) have expected a count of less than 5. The minimum expected count is .17.

Table 13 Chi-square test between variables E2 and CF3
Source: Fieldwork

However, in order to see the strength, significance and direction of the relationship between these two variables, the value that this analysis yields is not within the limits (0.32), so the relationship of the variables analysed is not confirmed (See table 14).

			Value	Asymptotic standard error[a]	T approximate[b]	Approximate significance
Ordinal by ordinal	d of Somers	Symmetric	.063	.063	.987	.324
		E1 dependent	.113	.113	.987	.324
		F3 dependent	.044	.044	.987	.324

a. The null hypothesis is not assumed.
b. Use of the asymptotic standard error that assumes the null hypothesis.

Table 14 Somers' d-test between variables E2 and CF3
Source: Fieldwork

By way of summary, the results of the analysis relating to the testing of the hypotheses are shown (see table 15).

Hypothesis	Relations	
H1:	Expectations → Future behaviour	Accepted in part
H1a:	Meets expectations → Will return on their next holiday.	Accepted
H1b:	Meets expectations → Will recommend to family and friends.	Accepted
H1c:	Meets expectations → Intends to holiday within the next three years.	Accepted
H1d:	The stay is what you expected → You will return on your next holiday.	Accepted
H1e:	The stay is what you expected → You will recommend it to your family and friends.	Accepted
H1f:	The stay is what you had expected → You intend to holiday within the next three years.	Rejected

Table 15 Testing of hypotheses
Source: Fieldwork

Discussion and conclusions

According to the literature review, the purchase decision process for a holiday in a particular tourist destination involves a series of stages that start from the recognition of the existence of the need for a holiday, the search for information, and deciding on the destination until the experience is lived. From the post-consumer evaluation once the experience at the tourist site is over, new expectations may arise that will lead the individual to assume a future behaviour in relation to this tourist site.

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Using the structured technique, in an empirically applied instrument in the context of the tourist services provided at Michigan Beach, in the Municipality of Tecpan de Galeana, Gro., Mexico, it was demonstrated that expectations are directly related to the future behaviour of the visitor/tourist. In the profile of the respondents, a segment of the demand is mainly made up of young adults, with an average age of 36 years, most of them married, with a higher and middle level of education, although to a lesser extent some do not have completed studies (local visitors). The majority of those surveyed have a monthly income that can be considered as medium-low (1 to 4 minimum wages) and a smaller percentage earn six or more minimum wages, mainly professionals and to a lesser extent those who work in the home. In terms of origin, the majority of visitors come from towns close to the municipality of Tecpan de Galena, followed by other municipalities in the State of Guerrero and a smaller percentage from other states in the country. They are repeat visitors/tourists, as most of them have been to the site more than eleven times, with an average stay of one day in the case of visitors, and from two to more than ten days in the case of tourists. Although the results suggest that the expectations of most of the respondents were not met, i.e. the experience was not what they expected, they are willing to continue to consider Michigan Beach in the Municipality of Tecpan de Galeana as a tourist site of their preference and to continue to vacation there. The future behaviour of the visitors/tourists shows a positive tendency to return on their next holiday, to recommend to family and friends and to intend to vacation in the next three years, which can be interpreted as a behaviour of loyalty.

This study is not without limitations, despite the fact that scientific criteria have been applied during its development, the exploratory nature does not allow the results to be generalisable, but it sets a precedent so that this type of study can be carried out in other sites or tourist destinations, with larger samples and other market segments, which can be seen as opportunities for improvement in future lines of research related to the subject.

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