

YEAR 2018-2019

BACHELOR DEGREE IN TOURISM AND HOSPITALITY MANAGEMENT

SUBJECT: Degree Thesis

SEMESTER: 8

TITLE OF ASSIGNMENT: Family tourism in Salou

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ABSTRACT

This study discusses the area of Family Tourism in Salou in order to improve the performance in the hospitality industry. The thesis is based on municipality of Salou using a descriptive research with surveys as a tool instrument.

Literature review is detailed on the second chapter, introducing the concept of Family Tourism and Sun, Sand and Sea destinations. Further it explains customer behaviour and the importance of Family Holiday Destinations, the quality seal. All this information has been explained accurately in order to be able to answer the final research's questions.

The methodology and findings of the research are the most significant parts whereby the researchers will carry out each stage, from detailing the questions and objectives of the study to concluding the research with the results. The research answers the main research questions: to understand the main motivations of choosing Salou for family holiday destination, what is the degree of knowledge of the quality seal of tourists from Salou and the channel for which they have known their existence, the loyalty level as a family holiday destination and finally, the activities chosen by families during their stay, making a discussion along with the findings. Finally, the researchers make recommendations for future professionals of the hospitality industry and to the destination.

ACKNOWLEDGEMENTS

There is an enormous amount of people who have made this undergraduate dissertation possible and we would like to thank them for always giving us motivation and support to carry on with the research about an interest topic for us.

Firstly, we would like to express our sincere gratitude to our supervisor and tutor Mr. Emili Valdero for guiding and encouraging us throughout this long period. In addition, his support, correction, suggestions, ideas and absolutely help during the research. It would not have been possible to write this research without him, he is an expert on our topic.

Secondly, we want to thank our lecturers of Academic English Mr. Geoffrey Belligoi and Mrs. Kate Hart for their corrections and help in the English Language. Their advices have been really useful when writing the undergraduate dissertation. Furthermore, we truly appreciate the coordinator and our lecturer of Degree Thesis Workshop Mrs. Gilda Hernández for their guidance, tools, support and help during the research.

Thirdly, we appreciate and thanks the participation and collaboration of tourist's families and hotels that they have been the key for achieve and carry out this research successfully. Without them, it could not have been possible.

Finally, we want to thank our families and friends for their everyday motivation and support through this long process and to encourage us to achieve this undergraduate dissertation.

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CHAPTER 1: INTRODUCTION

1.1 Context of the research

The tourist sector is one of the economic motors of the XXI century, especially in the coastal areas, as is this case with the Mediterranean coast. Where it is located Salou, one of the places with more influx of tourists due to the beaches, relaxation and the offer of leisure and gastronomy (Buj, 2006).

Salou is a tourist brand of European and international reference. It is internationally known as one of the top beach destinations in the country of Spain, with numerous beaches, ideal for families. The capacity and quality of its holiday accommodations and the wide range of leisure and entertainment, led by Port Aventura, have awarded it with the title of the capital of the “Costa Daurada”, as well as the international recognition of being the “Beach of Europe”. (Universal Holiday Center, 2015)

This thesis will contribute to the tourism professionals in the hospitality and tourism sector by trying to understand the concept of Family Tourism and by analyzing the attributes that makes a family choose a particular destination. The research focuses on Salou, which was the first destination to obtain the Family Tourist Destination certification by “Generalitat” of Catalunya, thanks to the quality and the services available for the whole family such as: restaurants, activities, accommodations, among others.

1.2 Identification of the research problem

The main topics that will be analyzed during this dissertation are: the loyalty level as a family holiday destination, understand the main motivations of families when choosing Salou for family holiday, what is the degree of knowledge of the quality seal and the channel for which they knew of its existence and finally the activities that families are going to carry out during their holidays.

The municipal of Salou located in “Costa Daurada”, was the first destination on the coast of Catalonia to hold the Family Holiday Destination quality label.

This type of tourism is so important in the destination as the national and international market of this sector have different vision and image of this place.

1.3 Originality and contribution to knowledge

This dissertation will contribute to the tourism professionals in the hospitality sector by trying to understand the concept of Family tourism, that represents a significant proportion of the population and an important current and future market for tourism providers. It will also find out how Salou benefits from being a Family Holiday Destination.

This thesis attempts to find out the determinants of the attractiveness of a Salou, based on family expectation, experience and satisfaction with the related attributes of the destination. Also, it will highlight families perceived overall attractiveness of Salou and the perceived importance of destination attributes to a family, which contribute to its overall attractiveness.

1.4 Aim and objectives

The aim of this undergraduate dissertation is to analyze why families choose Salou for their family holidays, which are the main attributes for their decision. The objectives of the research are:

- Analyze different topics related to our research questions to deepen with the subject.
- Design paper surveys. They will be given to families travelling in Salou in order to have original data source. Using evidences, will be perfect to make the argument stronger
- The data will be collected in an excel document and there will be graphics to represent more visual the results.
- Analyze the results and findings.
- Finally, make the conclusions of this study and some recommendations for the destination and for the professionals.

1.5 Structure of the study

Regarding the structure of the study, it follows:

In the first section of the degree thesis, there is an abstract which summarizes the whole research, the main arguments of the study. This part helps to situate the lecturer and to know what you are going to find in the whole research. After this section, there is the acknowledgement where it appears the people who have helped and carried out this project. Finally, there is the body of the research divided in two parts. The first one is more theoretical and the second one is where is used evidences to make the argument strongest, thanks to that, the researchers have findings and conclusions.

First block: In the first chapter there is the introduction, it appears the research question, a little bit of context of the research, the background of the study, the relevance of the topic, the aim and objectives that are planned to carry out and finally the structure of the research. In the second chapter, there is the literature review where it appears different ideas of the topic of different authors. It is accompanied with a literature map which is a visually summary that identifies the main topics and the relationship between the ideas and authors for each topic and finally, there is a conceptual framework that identifies the topics that are going to be used in the research. Finally, the last chapter of the first block is the methodology where is explained the methods and techniques used during the project in order to collect data.

Second block: In the fourth chapter, it appears findings and discussion, it is found the results of the research as well as the findings. Last but not least, in the fifth chapter there are conclusions recommendations and some limitations. Finally, it is shown the references and the appendices

CHAPTER 2: LITERATURE REVIEW

Family Tourism in Salou Beaches

Salou is a beach-holiday destination that offers a wide variety of accommodation, catering, activities and entertainment services. Salou was certified in 2003 as Catalonia's premier Family Holiday destination. This award - given by "Generalitat de Catalunya" or Regional Government - highlights tourist destinations that offer a high proportion of facilities and services that meet the needs of families with children.

The researchers look to explore what makes Salou a preferred family holiday destination and how it plays into the needs and characteristics of family vacationing today.

1.Niche Travel Marketing

Salou Beaches clearly focus their marketing efforts on family trips; branding activities and restaurants as Family Restaurants and Family Activities and drawing attention to Family Friendly content on their public website (VisitSalou.eu).

Under Pearlman's (2017) research on Family Reunions in the travel industry, this approach can be described as Niche Marketing.

Niche marketing involves seeking out a unique position to avoid confrontation with other competitors dedicates itself to serving one tourist market or focusing on one specific tourist activity to reduce the amount of direct competition. (Pearlman 2017).

2.Family tourism

According to Schänzel and Yeoman, (2015). family tourism is one of the most important sectors of the tourism industry around the world and accounting for about 30% of the leisure travel market. (Schänzel and Yeoman 2015).

Families represent a large growing market for the tourism industry. Family tourism is driven by the increasing importance on promoting family togetherness, keeping family bonds alive and creating memories. (Schänzel and Yeoman 2015). It has been recognized by the researcher Hilbrecht that there are three main aspects of family tourism, which are: family bonding, quality time and togetherness. (Hilbrecht et al, 2008 in Kho Lattimore et al, 2018). Nevertheless, it has been acknowledged by professionals in the field that in family tourism, conflicts can arise because parents desire not only family togetherness but also personal time. (Gram, 2005 in Khoo-Lattimore et al.,2018)

Other researchers have found out that it is not only about personal time, but the different interest in the activities that parents and children would like to experience during holidays, while parents usually look for relaxation and seek cultural and educational experiences children look for physical activities (Gram 2005 in Khoo-Lattimore et al., 2018)

Family tourism is characterized by being a very seasonal tourism, usually during school holidays, weekends, bank holidays and summer holidays, also they tend to look for what the destination offers, and the search for new experiences.

According to a recent study conducted by the Spanish Federation of Large Families and the DNA Experts Tourism and Leisure Firm, it is estimated that Spanish families with children spend around 16,600 million euros a year on holidays in the country. (Bonilla, 2017).

However, the disposition for overseas holidays generally increases with the age of the children, as families with older children seek more exotic experiences. (Blichfeldt, 2007 in Schänzel and Yeoman2015).

The researchers must clearly define the target audience. Under Family Travel, researchers generally separate 2 different segments; family travel and multi-generational travel. These segments have their own distinct characteristics in terms of needs and desires.

2.1 Family Reunion Travel

Family reunion travel is also known as multi-generational travel. It is characterised by family members living apart who plan a holiday together, generally consisting of multiple generations.

Demographically speaking, the majority of the travellers are adults while children can often be part of larger reunions.

The multi-generational holiday is on the rise. In part due to the ever-growing trends of millennials looking to move away from the security of their hometowns. With increased distance between family members, family reunion trips increase. PhoCusWright (2007) noted that the smaller, social/leisure market, which includes family reunions, represents one of the most significant opportunities and noted that this niche segment will grow at nearly twice the rate of larger group segments.

Regardless of their size, family reunion trips are often tied to milestone events. According to Lois Moran, a travel agent at Hurly Travel Experts, agents and tourism destinations should be aware of the opportunities these events present. "Anything in life is a celebration and a reason for families to get together," (Jacobs, 2013).

It's clear touristic destinations looking to reach his market, must anticipate celebratory events, adult groups with children and offer possibilities for groups to personalize their trips to celebrate and highlight milestone events.

Furthermore, family vacations - those traveling with either children or grandchildren - accounts for over one third of leisure trips is predicted to grow at a faster rate than all other forms of leisure travel (U.S. Travel Association, 2012 in Schänzel & Yeoman, 2015).

According to Schänzel & Yeoman (2015), this expected growth can be attributed to the way these trips help family members to spend time with each other, away from the demands of work, an increasing social need.

3. Customer behavior

Contemporary studies have established the increasing power that children have in travel decision making (Nanda et al., 2007 ; Shavanddasht and Schänzel, 2017; Therkelsen, 2010 in Khoo Lattimore et al, 2018). Regarding the consumer decision making process, the 5 roles of the user, influencer, decision maker, buyer and gate keeper (Webster and Wind, 1972 in Khoo-Lattimore et al, 2018), children have been considered to be users, the ones that use and consume the product, but also, and more importantly, they have been considered to be influencers, since they influence in the buying decision. (Blichfeldt et al., 2011 in Khoo-Lattimore et al., 2018)

Children's importance during holidays season are related with decisions that can be different depending on the type of decision that has to be taken, they do not usually have impact on deciding the destination, the length of stay or the transportation mode. However, they do have a big impact

in deciding the restaurant, the departure day and most important the kind of activities that they are going to do during the holiday. (Wang et al.,2004 in Curtale 2016).

When the decision is made by a single consumer, it is easier because he/she is aware of its own preferences. On the contrary, when the decision maker happens to be a group, instead of an individual, the decision becomes more difficult, since the decision maker has to deal with preferences of different members, which is the case of the family tourism. (Curtale,2016)

In a study conducted by Sloham and Dalakas (2005) children's influence in family holidays related decision was found to be around 20% and 49% depending on the cultural background and specific decisions.

Then the impact of children's preferences on the choices may change depending on some factors, like the destination, the age of the children, or the parent's occupational status. Some researchers found out that older children have more impact than younger children on family decision making

(Gram, 2007; Martensen and Gronholdt, 2008 in Curtale 2016), nevertheless other reported that this not always the case (Wang et al., 2004 in Curtale 2016).

3.1 Decision Makers

When targeting a varied group - such as families - it's important for touristic businesses to understand the decision-making process and key influencers within their target group in order to adjust their communication accordingly.

Decrop (2005) distinguishes formal groups related by blood or marriage (e.g., couples and families) and informal groups (e.g., friends). He notes that formal groups and informal groups make decisions in different ways and that children have influence on what people chose to do on vacation.

In 1990, Howard and Madrigal identified the mothers as key decision makers in family travel destinations and activities. In 2004, this theory was enforced by Mottiar and Quinn. They found that although joint decisions are dominant in the overall consumption process, wives play a significant role in the early stage of the decision process by collecting information for the household. The authors advocate that the tourism industry should pay attention to women since they act as a "gatekeeper" for tourism product. (Howard, D., and R. Madrigal 1990)

4. Needs

Family travel and multi-generational travel are both centred around family communication, bonding and milestone celebrations (Lehto et al., 2009). To play into this, organisations and travel destinations must offer ways to facilitate communication, focus on group activities and be adaptable to specific group celebration needs.

It's essential for travel destinations to be safe and generally friendly to ensure a positive atmosphere in which families can connect on focus on group activities rather than touristic attractions.

5. Attitude of the resident

As Mars and Henshall stated, the interaction between people, in particular the contact of tourist with local residents, is important in the development of tourism. (Mars and Henshall, 1987 in Diaz et al., 2015). In fact, many studies recognize that resident attitudes can directly impact the enjoyment of the tourist. (Davis et al., 1988 Allen et al., 1988, Johnson et al., 1994, Pizam, 1978, in Diaz et al., 2015)

Tourism is widely perceived by the local population as a major economic base, it provides elements that can improve the quality of life such as: employment opportunities, restaurants, cultural attractions, among others. However, there is a major concern by population that tourism has a negative impact on the quality of life. These impacts can be reflected in the form of overcrowded areas, increased cost of living, traffic, increased crime, and at the same time changes in residents way of life. (Ap and Crompton, 1993; McCool; and Martin, 1994; in Diaz et al., 2015)

In general, the investigations focused on the impacts perceived in the development of tourism recognizes the positive and negative impacts on tourism on the resident (Belisle and Hoy, 1980, Liu et al., 1987, Liu and Var, 1986; et al., 1987; Ross, 1992; Sheldon and Var, 1984 in Diaz, 2015)

In this sense, a general agreement has been reached that groups the impacts into three categories: economic, socio-cultural and environmental. (Murphy, 1985; Gursoy, Jurowski and Uysal 2002; in Díaz et al., 2015).

In short, to start with the economic impacts, researchers have identified as positive aspects the employment opportunities of the population, seasonal jobs, the income for local businesses, however tourism also presents costs, since usually comes with an increase in the cost of living due to the big demand for goods and services. (Ritchie, 1988, Tosun, 2002, Weaver and Lawton, 2001, Um and Crompton, 1987, Liu et al., 1987, Pizam, 1978, Keogh, 1989 Gutiérrez, 2010 in Díaz et al., 2015)

The socio-cultural impacts identified by the residents, they are related to the loss of traditional family values (Kousis, 1989 in Diaz et al., 2015) the commercialization of culture (Cohen, 1988 in Diaz, 2015), delinquency (Brunt et al., 1999 in Diaz et al., 2015) among others.

In relation to the third category, environmental, residents consider that tourism is a causal factor of the pollution, the destruction of the natural resources, the degradation of vegetation (Ahmed and Krohn, 1992, Andereck, 1995, Koenen, Chon and Christianson, 1995; Var and Kim, 1990; Gutiérrez, 2010 in Diaz et al., 2015)

6. Family Holiday Destination (FHD)

The Catalan Tourist Board awards the Family Holiday labels of approval to distinguishes the municipalities that are especially sensitive to this segment of demand and that offer the services and the equipment adapted to the needs of families travelling with children.

These destinations have a certified offer of accommodation, catering, leisure and free time establishments aimed for children, all of which, once certified by ACT (Catalan Tourist Board) and they have to ensure that part of its offering is adapted to family tourist (Act.gencat.cat, 2019).

Furthermore, the destinations who have quality seal of Family Holiday destinations have greater visibility and positioning and they are able to actively participate in the annual promotion plan with the Catalan Tourist Board. Nevertheless, they have to guarantee to the families: specialized services, a wide and easy access of information of program of animation, facilities adapted and they take special attention to safety regulations. (Act.gencat.cat, 2019)

Nowadays, there are 25 certified destinations in Catalonia and they are awarded as a Family Beach label or as a Nature and Mountain Holiday label. On one hand, in the Family Beach label it can be found 19 destinations : Blanes Blanes, Calafell, Calella, Calonge – Sant Antoni, Cambrils, Castelldefels, Castell Platja-d’Aro, El Vendrell, Lloret de Mar, Malgrat de Mar, Pineda de Mar, Roses, Salou, Sant Feliu de Guíxols, Sant Pere Pescador, Santa Susanna, Torroella de Montgrí – L’Estartit, Vila-seca, La Pineda Platja, Vilanova i la Geltrú. On the other hand, in the Family Nature and Mountain label it can be found 5 destinations: Berga, La Vall d’en Bas-Les Preses, La Vall de Boí, Les Valls d’Àneu, Muntanyes de Prades. Lastly, there are some additional destinations that

are currently going through the certification approval process: Vall de Camprodon, Alp-La Molina-Masella, Sort-Rialp-Port Ainé, Vall de Núria-Vall de Ribes, and Els Ports. (Act.gencat.cat, 2019)

The Catalan Tourist Board was the first one to certified this type of quality seal, but nowadays it is also carried out around the world such as in the province of Trento in Italy called Family in Trentino (Scarl, 2019), in the region (land) of Mecklenburg in Germany called Familienurlaub MV - Geprüfte Qualität (e.V., 2019), in France called Family Plus label (Plus, 2019), in Switzerland called Family Destination label (STV-FST, 2019), among others.

Based on the topic of this research, Salou was certified in 2003 as Catalonia's premier Family Holiday Destination (FHD), an award given by Catalonia's regional government for tourist destinations that offer a high proportion of facilities and services that meet the needs of families with children.

This certification guarantees to the families that they will be able to enjoy advantages of services adapted to their specific needs such as: communicated rooms, safe children's pools, children's clubs on the hotels, surveillance, entertainment, public playgrounds, theme and water parks, games for children, among others.

In addition to the wide range of leisure and entertainment available in the municipality, Salou leads the ranking of certified accommodation in this specialization of tourism. In this sense, it has a key element in the wide range of family tourism such as Port Aventura, recognized as the best entertainment park in Europe. (Visit Salou, 2015)

Although, as it is said before, Salou has the certification of family tourism, for a long time it has had a young tourism that may have being affected by the image of the destination itself. (Armas et al., 2015)

6.1 Sun, Sand and Sea Destination

Salou, with the development of tourism in the country, since 1960 it was called Sun, Sand and Sea destination until 2003 that it obtained the Family Holiday Destination quality label, the quality seal. It has a perfect climate, 10 degrees during the winter and 25-30 degrees during the summer.

On its own merits, Salou has become one of the main tourist centers on the “Costa Daurada”, and it has turned into one of the municipalities that receives more families during holiday season.

In 1970 this destination was offered packages from international tour operators, so since then, its popularity has risen. For this reason, hotels have improved the quality of the accommodation and the city has implemented several hospitality options such as aparthotels.

In 1980 it appeared the interest of building a theme park, which was called Port Aventura, and it became a key component for the tourists in “Costa Daurada”. Since 1998, new attractiveness has been developed in town, and they have had to invest a lot of money in the plan of new leisure activities and tourist services in the destination. (Armas et al., 2015)

According to the Observatory of the Foundation of Tourist Studies of the Costa Dorada, they have been analyzing since 1999 the evolution of the occupation of tourist accommodation (Survey of Demand Tourist, 2012) and the results are:

- During 2012, a total of 2.158.344 tourist visited the Costa Dorada, with an average occupation of 65.1% and an average stay was 43.4%.
- The main markets for foreign tourist was the French and the British market
- Hotels were the preferred establishments for tourist visiting the area followed by second homes and houses of family and friends.
- The predominant group among tourist surveyed in 2012 were families with adults aged 36 or over, which represent 37.3% of tourist. Which was followed by groups of relatives with children with a percentage of 35.6%. (Armas et al., 2015)

Furthermore, according to (Borrás 2015) people who wants to go to Sun, Sand and Sea destination, it will be great to offer them different items related to their principle idea, motivation such as going to the beach in this case in order to increase their satisfaction.

7. Salou Beaches Travel Approach

Salou Beaches offers a safe environment, relaxing facilities and activities accessible to large groups of all ages.

Obtaining certificates and highlighting the safety of the region are obvious ways to ensure potential travellers of the family-friendly environment. Historic attractions and other places of interest are far less promoted on their public website and advertisements.

All promoted activities and restaurants are accessible for groups and advertised as being both adult- and child friendly

8. Other Services offered

With the construction of Port Aventura park, tourist's motivation to go to Salou was clear; they could go to the theme park and also, as an added value, they had the option of enjoying the Sun, Sand and Sea. However, the target aimed by the theme park was different from the original one pursued by the area. So, since the opening, a new segment appeared, and it received the name of family tourism. The theme park pursued this target in order to attract new customers of the market and have a bigger number of clients.

Besides, the international demand increased due to the theme park strategy, and thus, it changed the image of Salou towards the European markets. (Armas et al., 2015)

Fifteen years after the opening of the park, the population of the town has increased, the number of inhabitants has tripled, and hotel places have also augmented in number. (Buj, 2006)

9. Population mobility

Last but not least, one of the topics that are not mentioned in any scientific paper of other authors is the impact of population mobility in a specific destination. According to (Mendizàbal, E. and Sánchez Sánchez, E. 1995) during the summer months the population of the coastal increases a lot. During July and August, the destination has the maximum capacity, hotels, second residences, camp-sites among others are occupied. In Salou the census population is 7.624 inhabitants and during these two months in summer the population is the 110.825. For this reason, individual's mobility has to be taken into account in the destination as they are going to give benefits to the place, they are going to use the services offered and perform all their activities. Besides, it has consequences to the territory as economic, social and demographic issues change quickly and constantly, it is irregular.

10. Conclusion

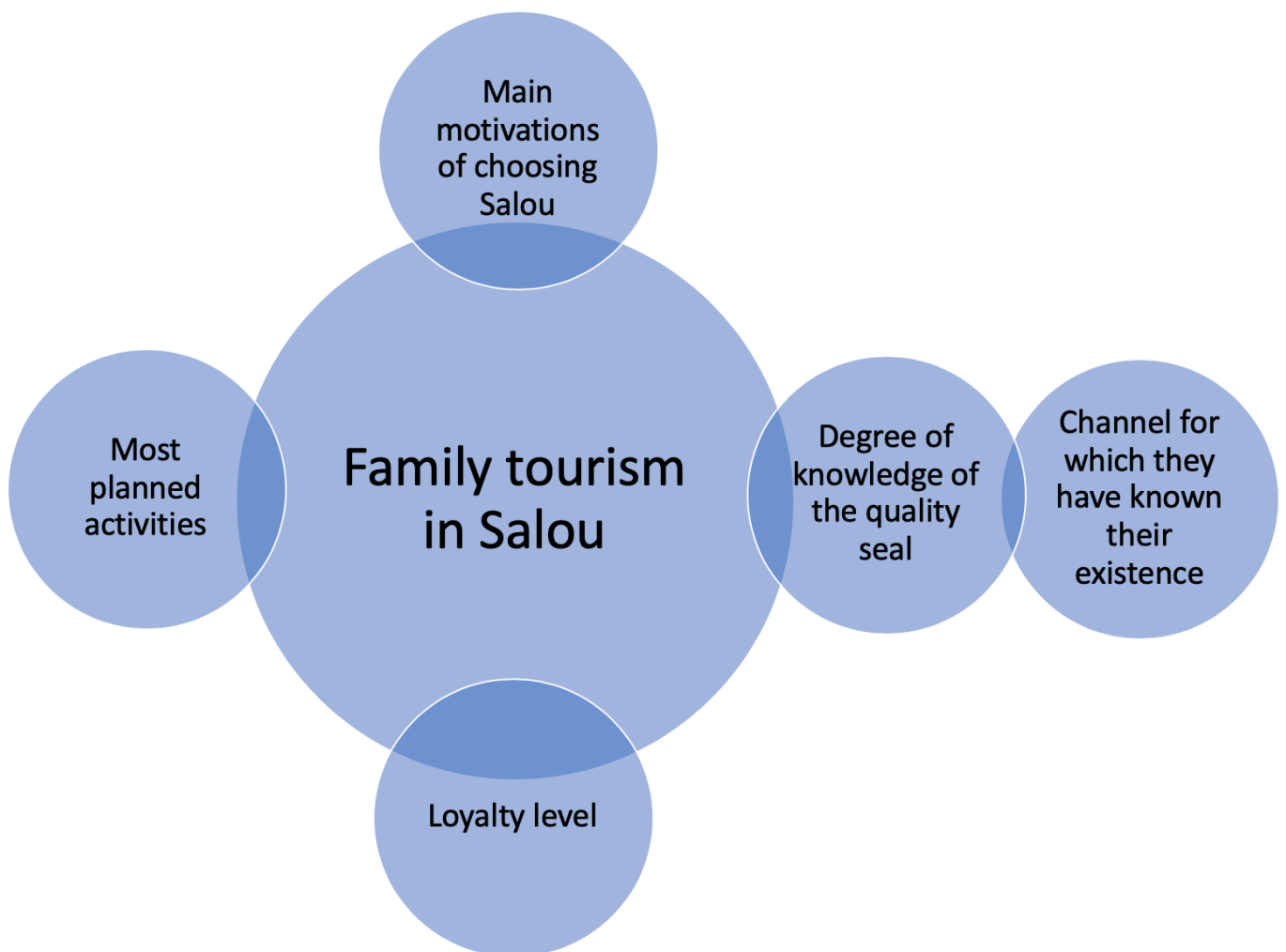
In conclusion, the researchers can state - based on the research - that Salou Beaches, hotels and services offered clearly positioned itself as a family-oriented travel destination, with a focus on family travel rather than multi-generational travel or family reunions.

It plays into the needs and decision makers of their target audience by enabling family bonding through group activities and environment. Their communication highlights these assets to convince decision makers.

CONCEPTUAL FRAMEWORK

In this section, are shown the different aspects of family tourism in Salou.

Figure 1: Conceptual Framework

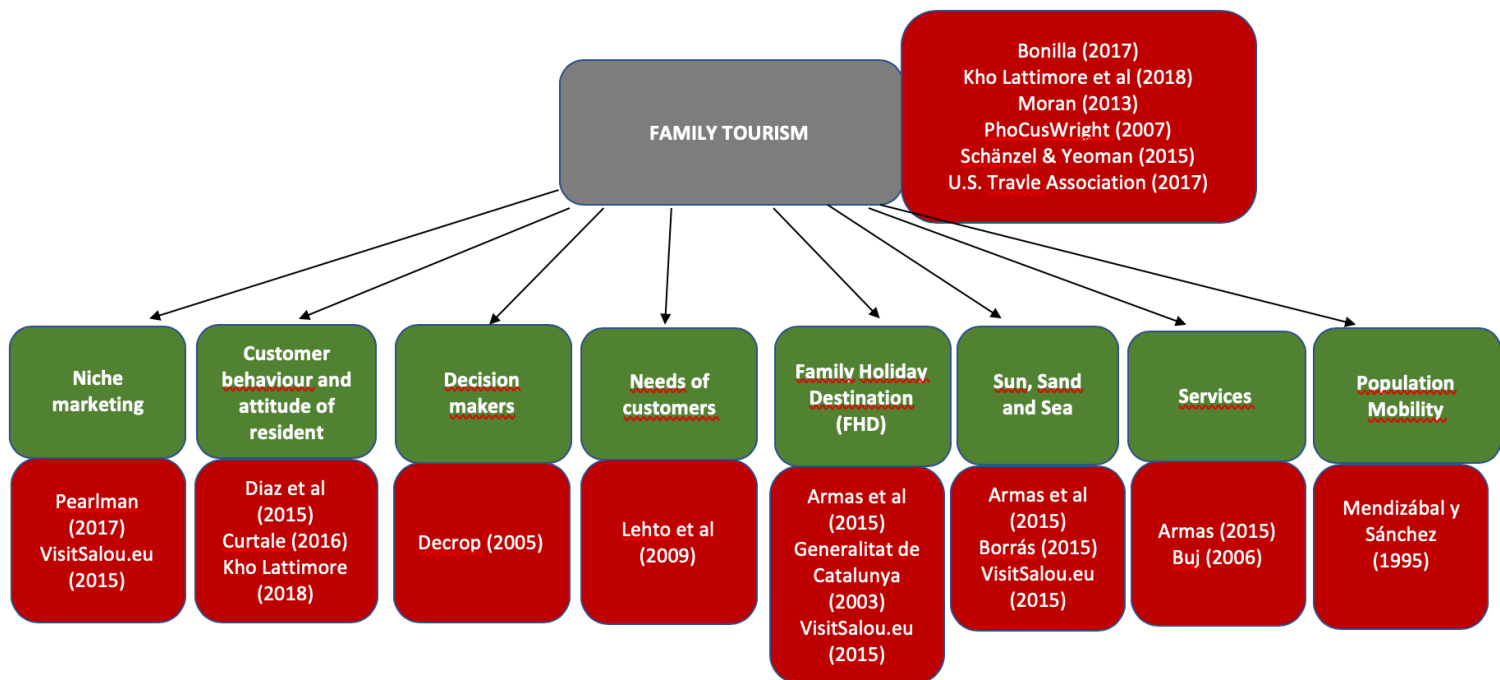


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LITERATURE MAP

In the following figure, there is the Literature Map, which critically shows the main topics and the authors.

Figure 2: Literature map



Source: Own Source

CHAPTER 3: METHODOLOGY

In this section of the Dissertation Thesis, having already seen different points of view of different authors, now it is necessary to consider how evidences will be collected in order to support and make the argument stronger. In order to answer the research question, we are going to use a useful method, a tool that is going to help a lot.

3.1 Overall research design

Talking about research philosophy, it has to be mentioned that as researchers used surveys in order to have evidences for their research question, they used positivism paradigm as according to (Kaboub, 2008) positivism is not a method based in one belief, it has to have critical judgement, analyzing different multiples samples that are needed to give a valid understanding of a phenomenon. For this reason, it is relevant to mention that this research shows different points of view of different persons and that is going to help to study the loyalty level of families in Salou, to understand the main motivations of choosing Salou for family holiday destination, to analyze the degree of knowledge of the quality seal of tourists from Salou and the channel for which they have known their existence and finally, to analyze the most planned activities to carry out during their holidays.

Regarding primary or secondary data, this study is based on primary data. The primary data is an original data source, this data was collected for the researcher for a specific research. In major cases, the techniques that are used are questionnaires, tests created for the researcher. (Desirability, 2018)

The researchers used primary data because is the most appropriate method for this project, which is going to be very helpful for collect data from the original source. In order to collect it, the surveys were given to families in order to get information about which attributes makes them choose Salou.

This study as it is explained before, includes surveys as it is the best method of collecting huge information in a short period of time. Also, this way of collecting data is not expensive, it can be answered for a lot of people, different target around the world as it can be extended without problem through internet and it can be administered in many modes like online surveys, paper surveys, email surveys among others.(DeFranzo, 2012)

Finally, talking about quantitative or qualitative research, this study shows quantitative research as it is the one that includes questionnaires. Quantitative research uses numerical statistical analysis which give to the researcher to reject the hypothesis. (Soiferman, 2010) During the research, deductive reasoning is used to have reality and logical conclusions. Using numbers as a data, the result will be more objective. (Staff, 2012)

3.2 Data collection techniques and research instruments

The research method used in this project was paper survey. This method according to (Waidi, 2016) is a systematic list of questions designed to obtain information from people. In addition, (Waidi, 2016) questionnaires is a method being used to collect raw data more correctly. Furthermore, according to (Waidi, 2016), the survey is the most frequently method in research for collecting primary data, it consists on multiple questions for which the respondents have to provide answers. If a survey is well designed and organized, it will encourage and motivate the respondents to give accurate and complete information and it should provide reliable and relevant data in return.

Regarding to collection, according to (Waidi, 2016) is an important step in the business research. This involves how the data needed for research is collected. The data collected can be become from primary data or secondary data, in the case of this research, was collected from primary data.

3.3 Research context and participants

The research context took place in Salou, is a municipality in the province of Tarragona, located in Catalonia, Spain. With a population of 26.558 habitants it is one of the world leading cities in terms of tourism.

The method used in this research were questionnaires, which is a method that is needed to carry out this study. After reading a lot of scientific papers, articles, visiting different webpages, among others, the researchers have gained a lot of knowledge and information of family tourism and Salou. Thanks to that, they were capable to design a useful survey in order to know which were the motivations for families to choose Salou as a holiday destination. The survey had eleven closed-ended questions, one open question and two filtering questions. The questionnaire had different variables types such as numerical and categorical (nominal and ordinal). Furthermore, the researchers went to Salou the first weekend of April and one day from the Easter week (sixth, seventh and fifteenth of April) in order to distribute the survey to one hundred seventy-four families with the aim of collecting the primary data and getting findings. The findings of this research were based on questionnaires completed for families in hotel lobbies, seafront and in the center of Salou.

Regarding the participants, as in this research was used survey method, the researchers used probability sample with random sample of the unbiased samples as the participants were selected randomly, each member of the population had an equal and known chance of being selected. In addition, the questionnaire was done according to judgment sample, it is a sample selected based on "representative" criteria that are chosen based on prior knowledge of the topic or target population. The target population were families visiting the municipality of Salou.

3.4 Data analysis

Talking about data analysis, this research used quantitative method as it included questionnaires. This type of technique gives a lot of information, data and it is a way to collect

them very fast. It allows to the researcher to get the precise information from the original source. (Usage & Performance, 2017).

The analysis is multivariate as there are some relationships with the variables and the sample consist of more than one variable. The researchers used Excel as a tool for analysing all the answers. Firstly, they coded all the answers of each variable, and they created a table in the Excel sheet with all the questions. Secondly, they introduce each answer of the whole survey of each questionnaire. Fortunately, they do not have missing values and outliers so, it was very helpful. Finally, once the data was entered in the excel, they created different type of graphics in order to have the results and percentages more visual.

In addition, in relation to the visual statistics used during the research:

Firstly, it is being used Pie charts, for visualizing the percentage of kid's families were travelling with, and also the origin and nationalities of the families in order to show the percentage of contribution of the above categories of some interval data collected during the survey. This graphics were relevant in the study since the researchers wanted to know the profile of people that visit Salou.

Secondly, it has being used clustered columns for putting into context and comparing data across different categories, such as the repeat guests, number of times visiting Salou and the length of stay of the families.

Thirdly, it is being used stacked columns to illustrate the motivations that families have when choosing Salou as a destination, showed in interval data.

Fourthly, it is also being used pie charts for visualizing the knowledge that families have of the quality seal and which one was the channel used to know that.

Finally, for representing the activities done by families during their stay, the services they value the most and the decision-making process it is being chosen histograms in order to illustrate a frequency distribution in interval data.

3.5 Ethical considerations

During the research of the Dissertation it was taken ethical considerations in order to assure honesty and confidentiality of any data collected. According to David B. Resnik there are several reasons why it is important to adhere to ethical norms in research. Firstly, norms promote the aims of research, such as knowledge, truth, and avoidance of error, which in means prohibitions against falsifying, or misrepresenting research data.

Secondly, since research often involves a cooperation and coordination between many different people of different institutions, ethical standard promotes the values that are essential to collaborative work, which are trust, mutual respect, among others.

Thirdly, many of the ethical norms help to ensure that the researchers are responsible with the public.

Fourthly, ethical norms in research also help to support the public research. People are more likely to read/fund a research project if they can trust in the quality of the research.

Finally, many of the norms of the research promote moral and social values.

In fact, all the data collected during this dissertation ensures confidentiality. Regarding to interviewees all the information collected it would be used just for this academic research taking into account the importance of respecting their privacy. In addition, it has been respected all the sources used during the overall thesis keeping the original information of the authors, always citing or quoting them.

CHAPTER 4. FINDINGS AND DISCUSSION

4.1 Questionnaire overview

In this section of the research, it is showed the survey that has been used in order to analyze the quality seal and the family tourism motivations for choosing Salou as their holiday destination. There is also showed, a brief explanation of the aim of each question. The asked questions have been carefully selected with the purpose of having a hive of information from tourists of Salou.

The questionnaire is structured as follows:

1. What is your nationality?

- *Spanish*
- *French*
- *German*
- *American*
- *Italian*
- *Russian*
- *Other*

It is relevant to consider the nationality of each family when analyzing the questionnaires, as it is important in order to know which is the area that brings more customers to Salou. Although, this gives information about which are has to be enhanced and motivated in order to attract more tourists to the destination. Finally, it gives information about the market segment.

2. How many kids are you travelling with?

- *1*
- *2*
- *3*
- *More than 3*

This question shows how many kids are going to Salou for their holidays, how many kids have each family. It is only an informative question.

2b. Can you tell us the ages of the kids?

- _____
- _____
- _____
- _____

This question was selected in order to know the average of the kids that are travelling to Salou for their family holidays. It is only an informative question.

3. Have you been before in Salou for holidays?

- Yes
- No

It is important to know the level of satisfaction of the families in order to improve the attraction. In addition, it is relevant to know if they have enjoyed the attraction in order to know if they would recommend it to other people. So, if they answered this question affirmative, it will mean that they liked it.

3b. How many times have you been there?

- 1
- 2
- 3
- More than 3

This question is important to see the level of repetition, how many times families repeat Salou as a family holiday destination.

4. Which is your length of stay?

- 1 night
- 2 nights
- 3 nights
- 4 nights
- More than four

This question shows the length of stay of each family, depend on the nationality it is seen that families are in Salou more or less days.

5. From the following list rank (from 1 to 3) the main 3 motivations to choose Salou as your holiday destination?

- Sand and sea
- Is close to Port Aventura
- Great family entertainment
- To relax
- Family togetherness, to bond and grow closer as a family
- To discover new experiences
- Other

This is considered one of the main important questions as it is showed with are the three main motivations of families for choosing Salou as their holiday destination.

6. Did you know that Salou has a Family Holiday Destination seal guaranteed for the Catalan Government "Generalitat de Catalunya"?

- Yes
- No

This is considered another of the main important questions as it is very important if families know that Salou has the quality seal of Family Holiday Destination.

6b. If the previous question was affirmative, how did you know it?

- Travel agency*
- Searching through Internet*
- Advertisement*
- Friends or relatives*
- Others*

If the previous question was affirmative, it is important to know how families did know that Salou has the quality seal. It is an important question in order to see what type of marketing and advertising works.

6c. If the question number 6 was affirmative, was the quality seal factor for choosing Salou as your holiday destination?

- Yes*
- No*

This question shows if the quality seal is a factor for choosing Salou for family holidays destination. It is an important informative question.

7. What activities from the following list are you planning to do during your stay?

- | | |
|---|--|
| <input type="radio"/> <i>Play areas and swings</i> | <input type="radio"/> <i>Mermaid Mediterranean Academy</i> |
| <input type="radio"/> <i>Nautical activities</i> | <input type="radio"/> <i>Scape Room</i> |
| <input type="radio"/> <i>Salou on wheels</i> | <input type="radio"/> <i>Zip line</i> |
| <input type="radio"/> <i>Children's theme park "Festa Parc"</i> | <input type="radio"/> <i>Kid's Beach club</i> |
| <input type="radio"/> <i>Karting</i> | <input type="radio"/> <i>Port Aventura park</i> |
| <input type="radio"/> <i>Beach Sports Area</i> | <input type="radio"/> <i>Port Aventura park + Ferrari Land</i> |
| <input type="radio"/> <i>Fun water sports</i> | <input type="radio"/> <i>Port Aventura Aquatic Park</i> |
| <input type="radio"/> <i>Mini-Golf</i> | |

In this question it is showed which of the certified activities that offer Salou are the most executed and demanded. It will give a hive of important information for the destination and for the activity companies.

8. Decision to come to Salou for holidays have been made by:

- Parents*
- Kids final approval*
- Parents consulting with the kids*

This is an informative question as it shows who make the decision of choosing Salou for their holidays. Who has influence on the decision.

9. What type of accommodation have you booked?

- Hotel/Resort*
- Camping*
- Vacation Rental*

This question gives the information of which is the most booked accommodation for families for their holidays.

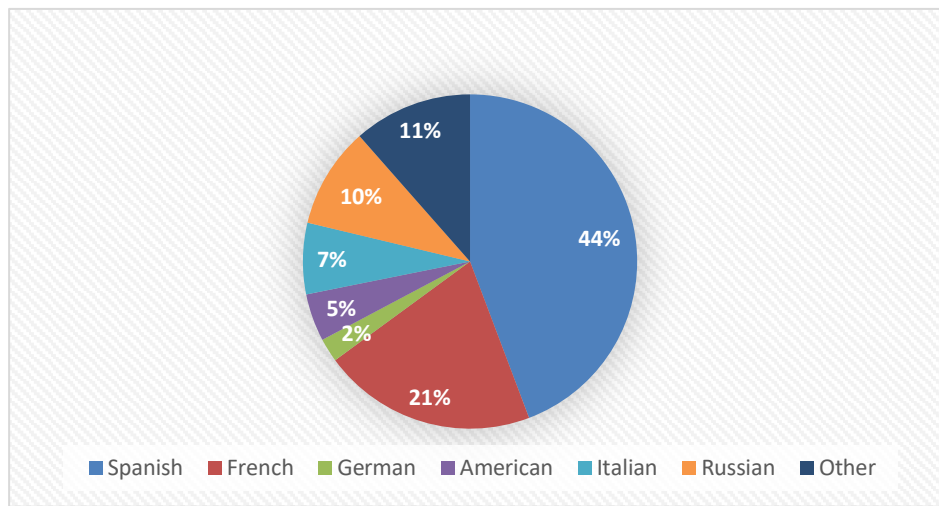
10. Rank from 1 (Not important) to 5 (Very important) the following services for families:

- Babysitting* ____
- Games for kids such as playground* ____
- Kid's club* ____
- Evening activities for kid's* ____
- Children's pools and slides* ____
- Kid's menu* ____
- High chairs* ____
- Cot* ____

4.2 Findings and discussion

1. Place of origin

Figure 3: Nationality



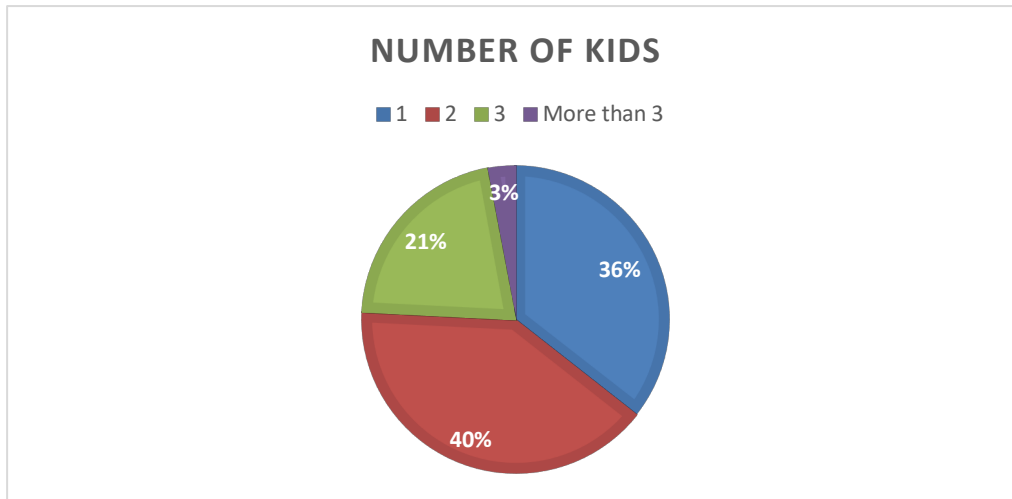
Source: Own Source

Regarding the origin of the visitors of Salou shows 44% of visitors are Spanish, being the largest representative group. The French tourism has also gained a lot of ground this year with 21% of visitors, displacing the Russian showed in the Catalan Tourist Board (Visitsalou.eu, 2017).

So, as the graphic shows 56% of the tourists are foreigners while 44% come from the rest of Spain. It demonstrates that despite popular belief there is no a very big difference between the number of foreign visitors and the Spanish visitors.

2. Number of kids

Figure 4: Number of kids that families are travelling with

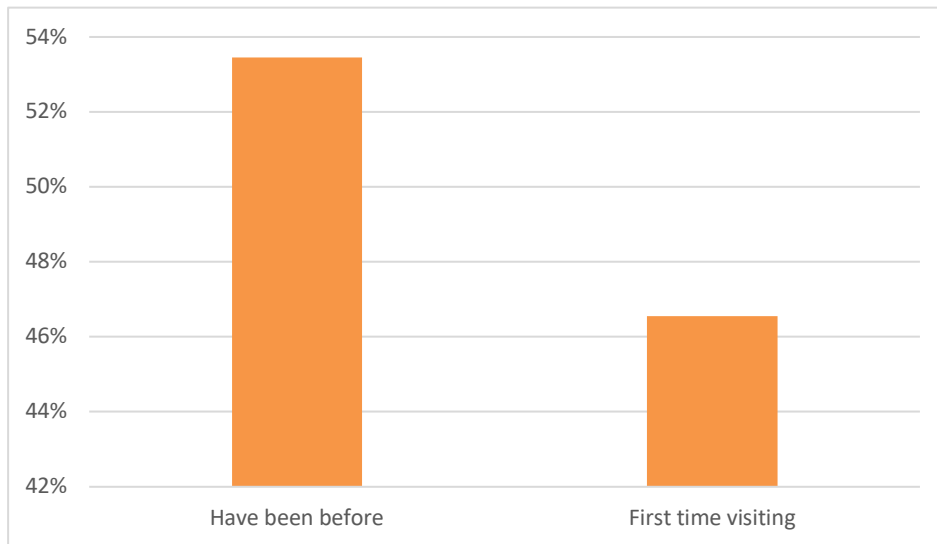


Source: Own Source

The average number of kids travelling are between 1 and 2 kids. 40% of the families were travelling with 2 kids, 36 % with 1 kid, 21% with 3 kids and the other 3% with more than 3 kids. And the average age of children in family tourism is 7 years. This numbers are relevant for in the study since the researchers wanted to know the profile of the people that visits Salou. Knowing the consumer-decision making process is important in order to understand the costumers, what they are looking for.

3. Repeated Guest

Figure 5: Loyalty



Source: Own Source

As the graphic shows 53.4% of the tourist had been before in Salou and the other 46.6% of the tourist was their first time visiting the city. Fakeye and Crompton's (1991) research stated the idea that a more complex and differentiated image of a destination area is developed when the visitors have spent some time in the area. Furthermore, another idea was suggested; most of this differentiation and image change occurs during the initial visit; later repeat visits only tend to reconfirm the held images. (Opperman, 2016).

It can be said that it is a tourism that it's loyal to its destiny since the majority of the cases, 53.4% of the tourist had been previously on Salou and out of this percentage 44.8% had been more than 4 times. So, this high percentage of repeat tourists demonstrates the attractiveness of Salou.

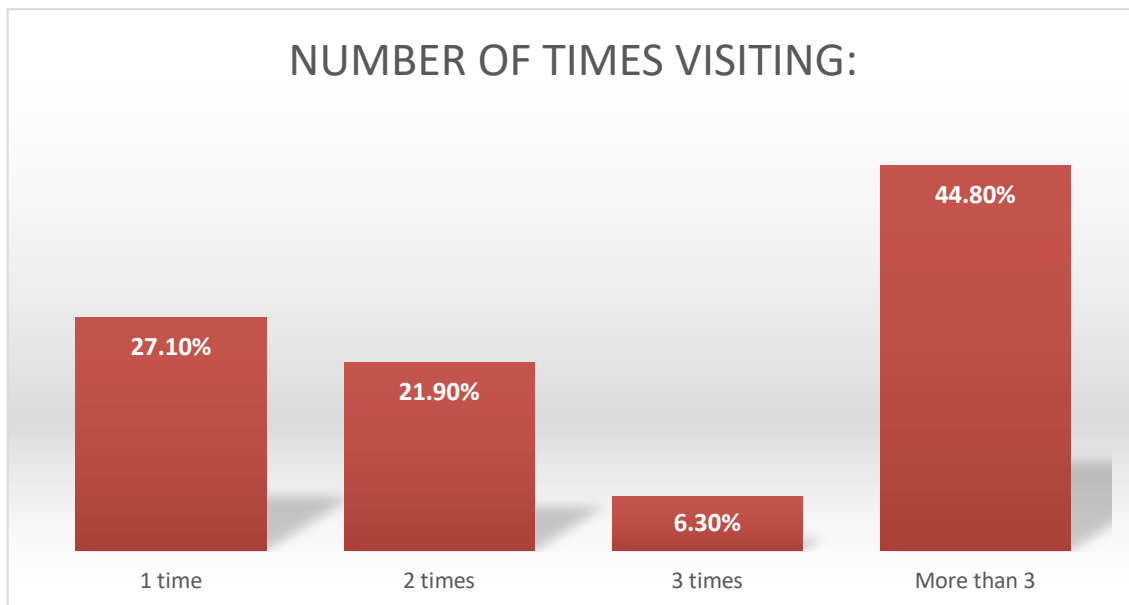
One of the earliest inquiries into the repeat tourist market and its marketing implication was studied by Gitelson and Crompton in 1984, they reported that many destinations and attractions such as beaches, resorts, must rely strongly on repeat visitation. (Opperman, 2016)

According to Nancy Schretter, managing editor of the Family Travel Network, many destinations become repeat destinations because travellers develop an emotional attachment to these spots through the experiences they have had there. Schretter stated that "If certain vacationers had a great

time at a destination, they want to return because they are confident they will have a good time. They have discovered certain activities, restaurants and experiences they enjoy there. If the place continues to make them happy, they are likely to return again and again” (Bologna, 2019).

However there are also other reasons why people repeat visit, Gitelson and Crompton in 1984 stated that there were five reasons: content with a particular destination, risk reduction, find the same kind of people, emotional attachments to a place, and show destination to other people. (Opperman, 2016)

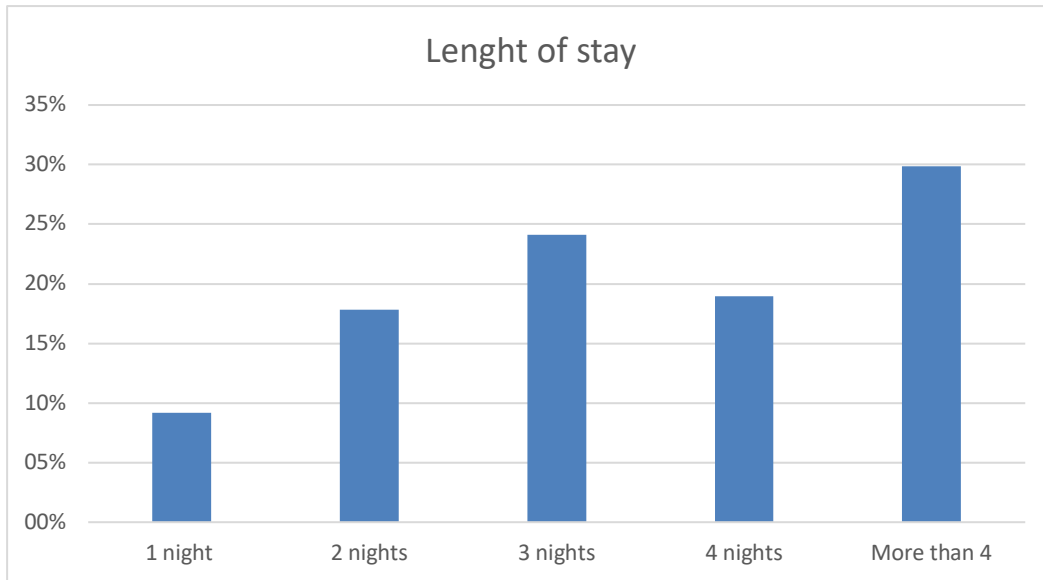
Figure 6: Times that families have been before in Salou



Source: Own Source

4. Overnight accommodation – Length of stay

Figure 7: Length of stay



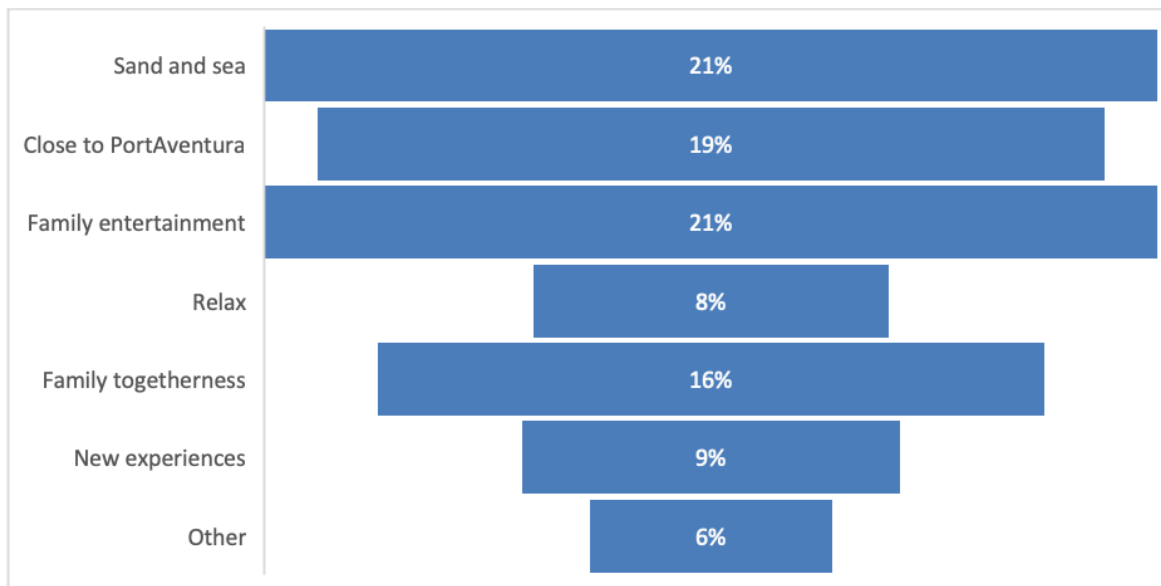
Source: Own Source

The average number of overnight stays is a very important information because it gives an idea of the type of tourism that Salou receives. With this information it is possible to know if it's a tourist that comes just for the day or if it is a tourist that chooses Salou from its beginning to stay a few days. Regarding the data collected it can be said that the average number of overnight stays is more than 4 days with a percentage of 29.9 % of the visitors, also an average of 3 nights with a percentage of 24.1% of the visitors. In fact, according to the Agoda 'Family Travel Trends 2018' survey, a four- to seven-night stay is the most popular duration for family holidays globally, however there are large variances across markets. (Agoda, 2018).

The overnight accommodation percentages indicate that, rather than being a day tripper destination for just the day, it is a destination that is consolidated as a family destination, that demonstrates the attractiveness of the brand of Salou. As a matter of fact, according to the data developed by the Scientific and Technological Park of Tourism and Oci, Salou registered, in 2017, a total of 7.994.205 overnight stays, which represents an increase of 6% over 2016. (Visitsalou.eu, 2017).

5. Motivations to choose Salou

Figure 8: Motivations to choose Salou as a family holiday destination



Source: Own Source

It has been recognized by many researchers that the vacation choice structure includes a range of choices which need to be considered by the tourist, for example destination, transportation, accommodation, activities, budget, eating options, shopping time and duration of the trip, (Moutinho, 1987; Woodside & MacDonald, 1994; Dellaert, Ettema, & Lindh, 1998; Fesenmaier & Jeng, 2000 in Hedlund, 2013)

During the research done the researchers wanted to know the main travel motivations of families visiting Salou, and their preference ranking. It indicates that the main reasons for families to visit the municipality of Salou is still its beaches, so sand and sea, its activities for family entertainment. And most important Port Aventura, the main destabilizing driver of the area, since it opens its doors from April to November. This extension of the park is very beneficial for the municipality as it encourages the opening of establishments that are closed in winter such as restaurants, hotels, among others. As Pere Granados, Mayor of Salou, announced "Port Aventura has the capacity to reinforce the destination by

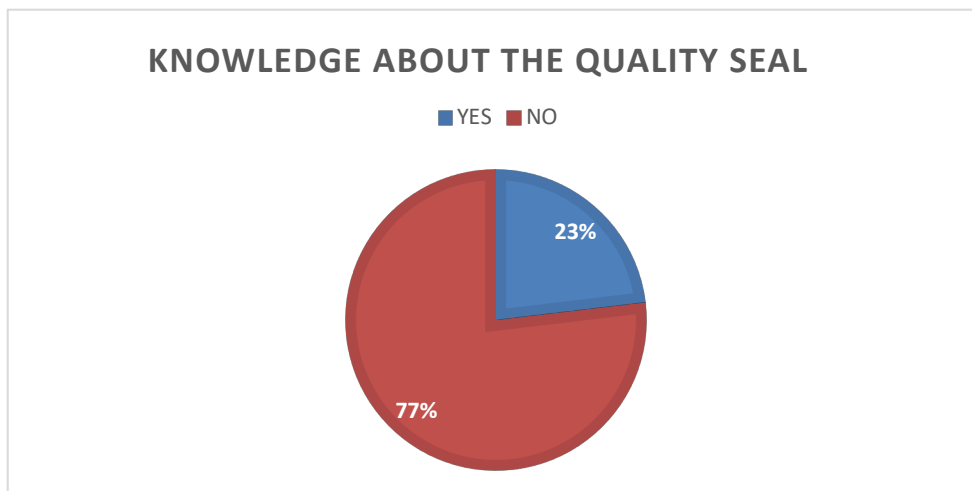
complementing it, making it different and unique, diversifying the offer, adding value and capturing new markets" (Diary de Tarragona, 2019).

Also, it is found other actions aimed at deseasonalizing Salou, that would be to promote sports concentrations, such as the bicycle tour that was held this year on April 7.

Foremost and the fourth motivations for families to go to Salou was to bond and grow closer as a family. Amy McCready, founder of Positive Parenting Solutions stated that "Parent are desperate for more quality time, they are feeling kind of disconnected from their kids". Actually, according to a survey done by Kelton research firm, which asked 1000 parents with kids age 5-17 years old, 91% of parents say that their children have gotten to know new things about them while taking family trips. (Fox News, 2013).

6. Family Holiday Destination

Figure 9: Quality Seal



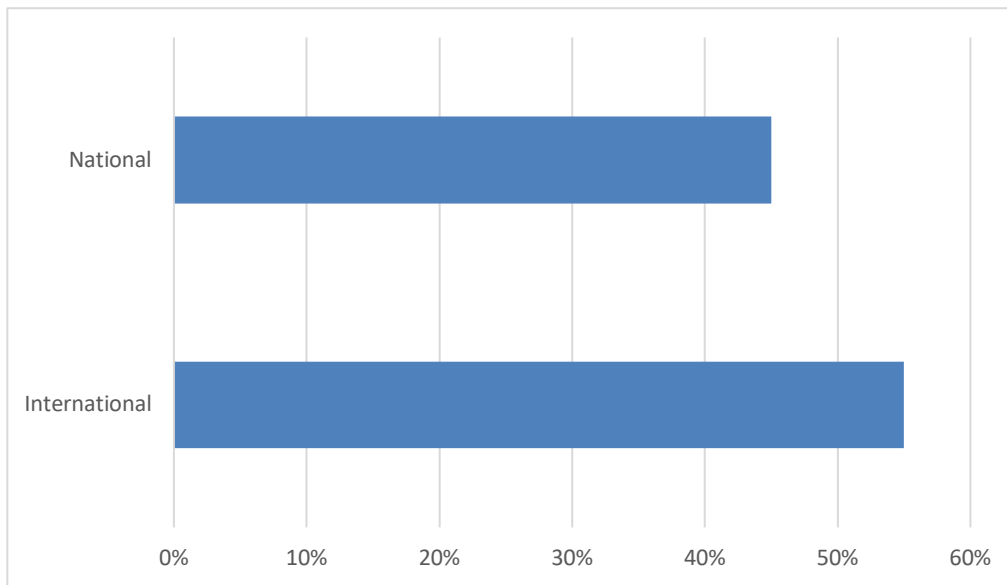
Source: Own Source

It is been studied the importance of the quality seal of family tourism in the municipality of Salou. Therefore, it is having been discovered that only 23% of the interviewed knew of its existence, the other 77% did not know that Salou had this quality seal. During this research it is being observe that the municipality of Salou offers a wide offer of playful and cultural services for families. Aspect that makes it possible for all types of families to visit and be attracted by Salou brand.

According to many researchers, destination branding identifies, differentiates a destination and communicates the image as part of its appeal to tourist to experience those services that make it an attractive destination. (Hall 1999; Blain, Levy and Ritchie 2005 in Campelo et al., 2013)

The Tourist Board of Salou took out in 2017 a new image of the Salou brand that claimed to be more up to date and modern than the previous one, which already had 17 years of history. Another objective was to convey the idea of quality family destination. The mayor of Salou, Pere Granados, pointed out that Salou "intended to generate a new, more modern, current image, where the values, attributes and attractive differentials of the tourist destination as a prominent location on the Mediterranean coast were transmitted". (Diari de Tarragona, 2017). However, the results obtained through the surveys done lead us to think that the strategy and branding used by Salou is not enough.

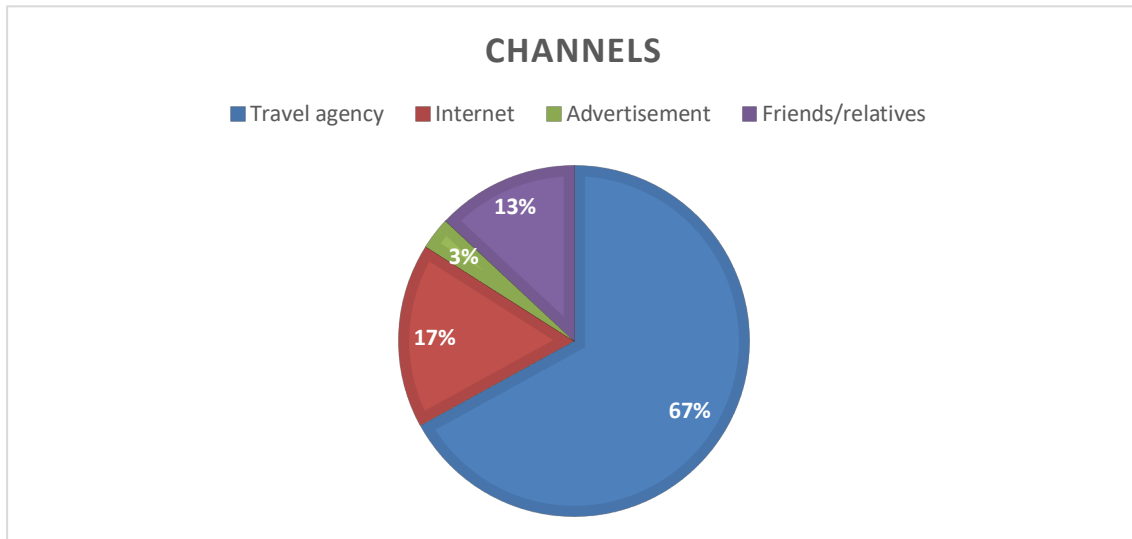
Figure 10: Degree of knowledge of the FHD quality seal



Source: Own Source

Out of the 40 people that knew about the quality seal, 55% were international and the other 45% were Spanish.

Figure 11: Channels for which the quality seal has been known



Source: Own Source

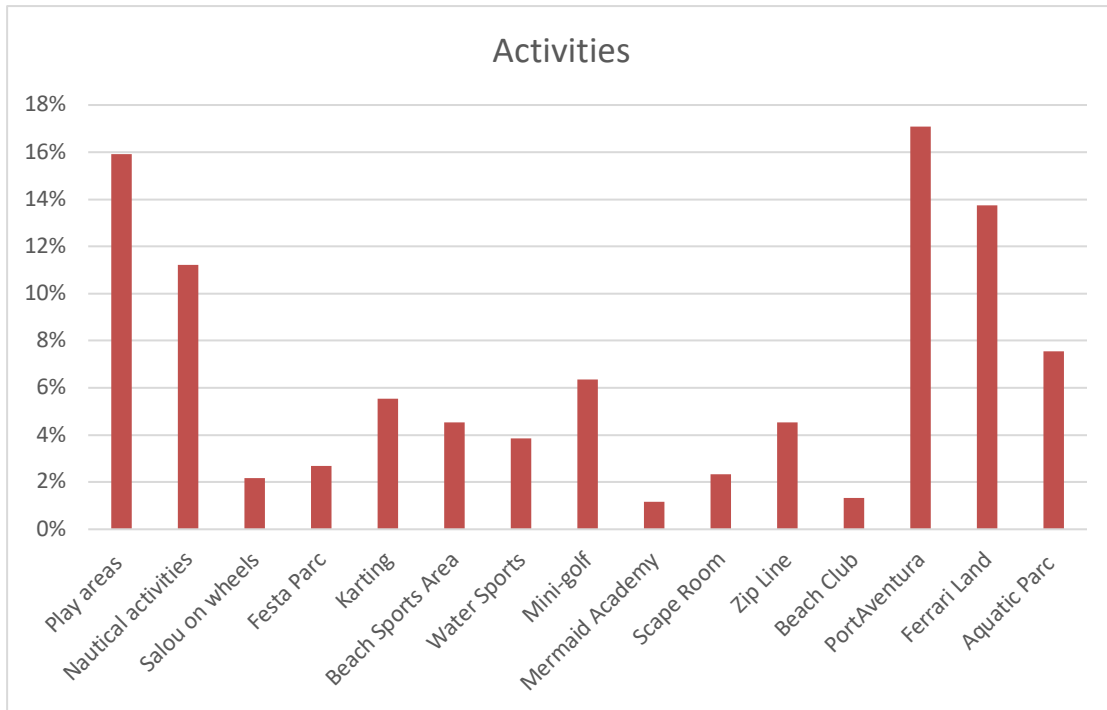
As the graphic shows, families knew of the quality certification because of the travel agencies. The second most important channel according the survey is through internet. Social networks are one of the main tourists showcases of Salou to be shown to the world. Actually, many of the virtual queries end up in real visits to the municipality. Last year, the “VisitSalou” portal accomplished 434.000 visits, of which 60% were new users.

The Tourist Board of Salou highlights how the municipality's tourism brand has consolidated its online presence. In fact, it is one of the communication strategies in which they have been betting for years. (VisitSalou, 2017).

Although this can be very expensive, advertisement can assist the development of the destination brand as well as influence a large number of visitors to travel to the destination or to extend their visit (Bonham & Mak, 1996 in Jane Kelly and Dieudonné, 2012)

7. Activities done during their stay

Figure 12: Activities planned to do



Source: Own Source

It has been found that the 3 top activities that families have planned to do during their holidays in Salou are: going to Port Aventura, enjoying the play areas and swings, and going to Ferrari Land.

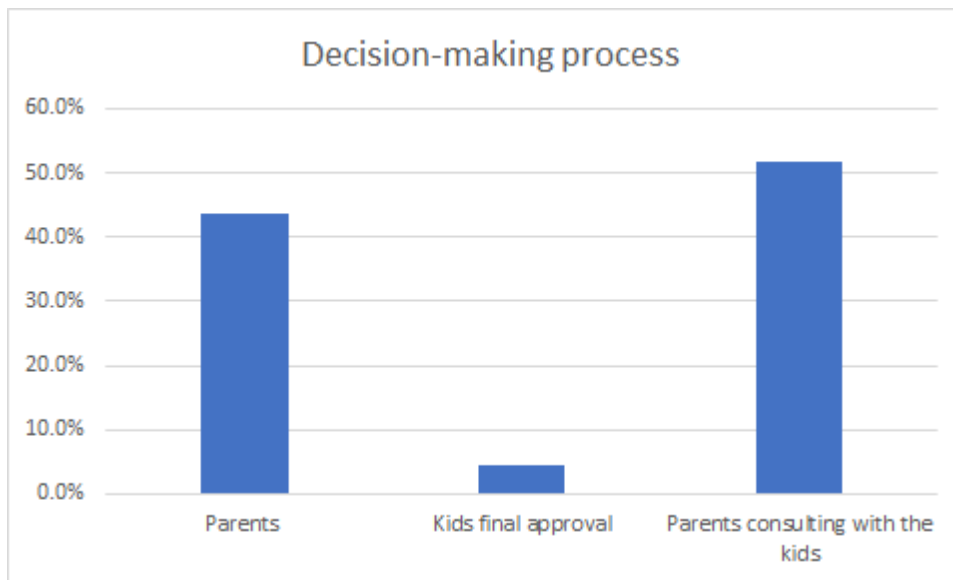
Port Aventura, the main destabilizing driver of the area of Salou, decided years ago to move from being a simple theme park to a huge complex of activities and services for family tourism and developed an expansion plan with an investment of over 400 million euros to become a reference tourist destination. (Diari de Tarragona, 2017). It is so, that last year, after the opening of Ferrari Land, the park reached 4.7 million visitors, 19% more than the previous year. (Hosteltur, 2019)

Researchers have stated that “theme parks and attractions can also improve the image of a destination, increase tourism and hence economic benefits for the local community, and provide education and entertainment opportunities to the public” (Milman, Okumus and Dickson, 2010)

It can be affirmed that the combination of the beaches and Port Aventura is very powerful in Salou.

8. Decision – making process

Figure 13: Decision-making process



Source: Own Source

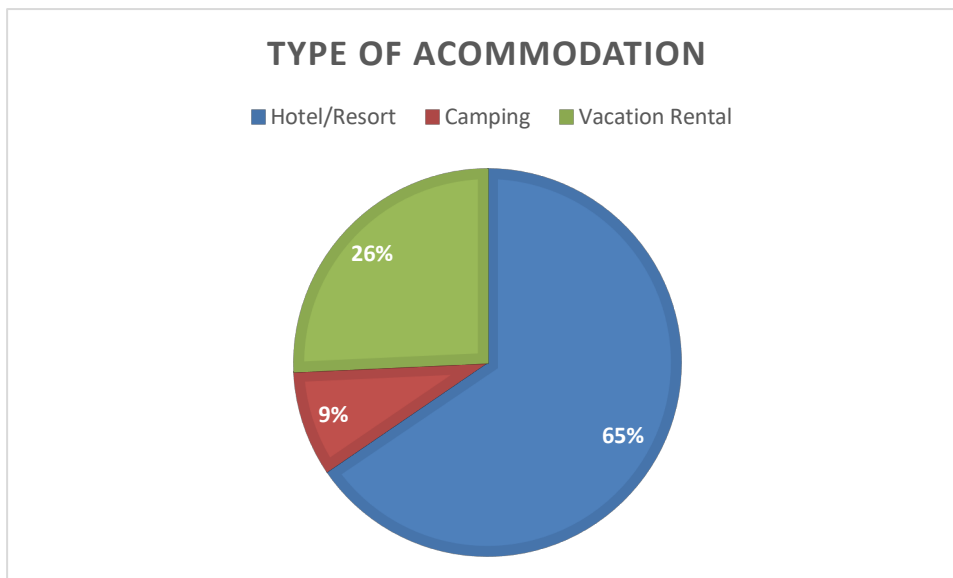
As the graphic shows 52.3% of the families surveyed, tend to consult with their kids when choosing a vacation, however 43% of the decision-making process was made just by the parents, and it is also been found that 4.7 % of the family’s final approval is made by the kids. So as it is being found, during the family holiday decision-making process children tend to have a big role on the decision, prior to the 1950s, all the theories of family decision making were based on unilateral assumptions that only one person within the family was responsible for all family decisions. The focus of research was the husband being the decision maker as the head of the family. (Nanda, Hu and Bai, 2007). Many researchers later challenged this ideology by posing that the children also had a big impact on the family-decision making process.

In a study conducted by Shoham and Dalakas (2005) children’s influence in family vacation related decision was found to be around 20% and 49% depending on the cultural background and the specific decision that had to be made. Therefore, children’s desires are almost never ignored by the parents but although the preferences of the children seem to be taken into account from the parents during holidays, the final decision seems to remain with the latter. (Thornton et al., 1997 in Curtale, 2016).

Furthermore, other experts in the field of family tourism state than a change in family structures, where all the members are highly involved, and children gain much more decisional power for product categories. (Flurry and Burns, 2005; Martensen and Gronholdt, 2008 in Curtale, 2016).

9. Type of accommodation

Figure 14: Type of accommodation



Source: Own Source

As the graphic shows the main type of accommodation used by the families is still Hotel and Resorts with a 65%, and the second type of accommodation used is vacation rental with a 26% of the families. According to the findings of the Agoda 'Family Travel Trends 2018' survey which also revealed that hotels are still the most popular accommodation for families, followed by holiday homes, bed and breakfast and all-inclusive resorts. (Agoda, 2018)

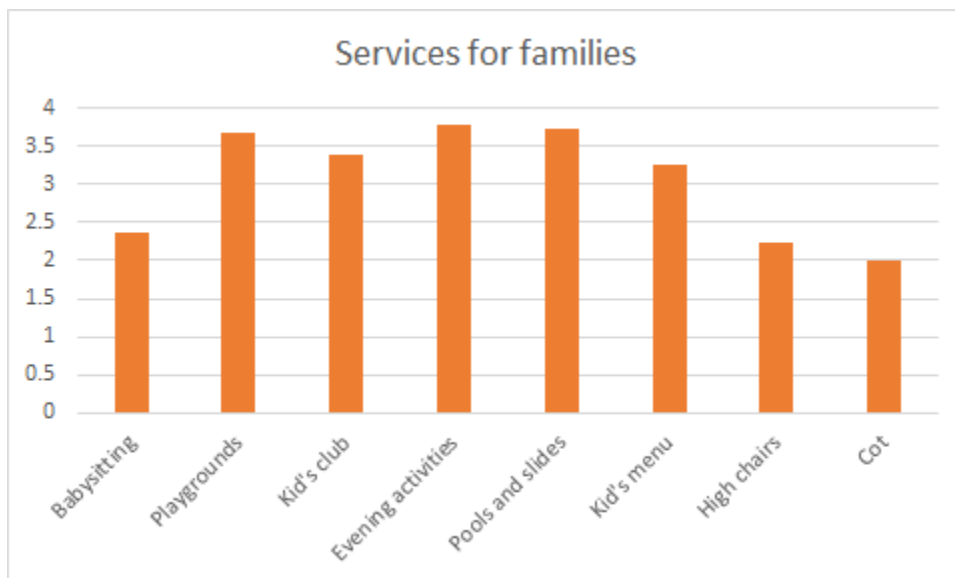
Other surveys have been done regarding accommodation, in which respondents highlight the fact that the aspect they value the most is that the accommodation is adapted to families, with a value of 4.51 out of 5. In addition, the offer of the destination and the accommodation offer are determinant (46%) to decide the holidays. And although when choosing accommodation, families usually ended up having

communicated rooms, however the reality is that what they most miss when traveling is precisely this type of room (34.7%) (Familiaturismo.com, 2016)

In Salou it can be found from 4 star and 5 star hotels to apartments, vacational rentals and camping's. Thirty-five percent of Salou establishments have the specialized seal of Family Holiday Destination (FHD), which recognizes municipalities and Catalan tourist areas that offer quality resources and services especially designed for families. This means that they have an offer of accommodation and catering adapted to families, that covers all family needs, both the smallest and the largest ones such as: adapted menus, play areas, identification bracelets, extensive entertainment programs with qualified personnel, among others and that have a wide variety of entertainment and leisure options. The total Salou establishments that have received this recognition are 172. (Visit Salou, 2015)

10. Services for families

Figure 15: Main important services for families when travelling



Source: Own Source

The graphic shows the rating, opinion and evaluation of the main services that family's value most when traveling.

Regarding the graphic, the three most valued services for families are: in the first position evening activities for kid's with an average of 3.77 out of 5, in the second position children's pools and slides

with an average of 3.74 out of 5 and finally, in the third position, games for kids such as playground with an average of 3.66 out of 5.

In addition, the other two services that are above of the average are the kid's club with 3.37 out of 5 and then, kid's menu with 3.25 out of 5.

Furthermore, the graphic shows that the three least valued services for families are babysitting with 2.37 out of 5 and the accessories for kid's, the high chair with 2.23 out of 5 and the cot with 2.02 out of 5.

Last but not least, according to (Familiasnumerosas.org, 2015) the preferences of services that have families when traveling are to have connected or wide rooms, kid's activities, kid's menu and restaurants adapted for kids, kid's club, babysitting, activities for all the family, animation for kids, play spaces for all ages, personalized treatment for families with children and general accessibility (trolleys).

CHAPTER 5. CONCLUSIONS

5.1 Conclusions

To conclude with, we are going to start with a quote of Benet Presas, councillor for tourism “For Salou, family tourism is very important, as shown by the fact that 70% of our visitors come as a family”, this data reflects the great potential that Salou has, whose tourist index places it among the twenty first municipalities with the highest index in Spain. (Hosteltur, 2019)

From the results obtained it can be said that the objectives were achieved and the research questions were answered through taking into consideration the findings obtained after the data collection. Below, there are the concrete conclusion of each of the four research questions.

Firstly, the first research question was to study the loyalty level of Salou as a family holiday destination. Throughout the surveys done to the large amount of families in hotels and in the center and seafront of Salou, **they have given the key to know that more than half of the families are loyalty to the destination. So, we can see that is an attractive destination and that makes them repeat.**

Secondly, the second research question was to understand the main motivations of choosing Salou for family holiday destination.

On one hand, within the traditional destinations of **Sun, Sand and Sea, Salou, has managed to maintain a good position with the arrival of a large number of tourists**, thanks, among other things, to the wide offer that provides during the summer months and the attraction that Port Aventura assumes. **The park, as we have said, has encouraged the increase of family tourism in the area**, which has led to the construction of a new hotel model and a series of needs according to this type of tourism.

On the other hand, as previously mentioned, the Park is the first step to deseasonalize since it remains open for a large part of the year encouraging hotels, restaurants and shops to do the same.

Lastly, the family entertainment is one of the main motivations, so we see that **families are looking for entertainment in order to enjoy the most possible their holidays in family.**

Thirdly, the third research question was to analyse the degree of knowledge of the quality seal of tourists from Salou and the channel for which they have known their existence. There is a **clear linkage between the knowledge of the quality seal and the decision to go to Salou as the 100% of families who know that Salou has this seal, they decide to spend their holidays to this destination.** Furthermore, we consider that the **Salou has a lot of work as there are few families who know that Salou has a Family Holiday Destination quality label.**

Fourthly, the fourth research question was to analyse the most planned activities to carry out during their holidays in Salou. **We saw that Salou has a huge variety of certified activities for family tourism and there is a big difference of the percentage of the planned activities between them.**

Last but not least, it has to be mentioned that all these conclusions have been written thanks to all the findings that were analysed during the research, and to the linkage with the literature review.

5.2 Recommendations

The last objective of this research has been to make some recommendations to the destination and to the professionals involved in the tourism of Salou about new possible ways to enhance the destination attractions and services in order to better promote the quality seal for family tourism and also to attract more visitors in low season.

All of the data collected during the survey has been useful in order to make concrete recommendations to the tour operators and professionals that promote Salou. The recommendations are as follow:

On one hand, starting by doing diversification of products. Introduce and promote various tourism products for tourist enjoyment in low and mid-season. We relate this strategy with the one proposed by Butler. That is, offer different attractions outside of peak season. Normally they do not depend on the weather conditions. Events such as festivals, competitions, are the most common attractions in this strategy. It requires great organisation, marketing and considerable investment (Butler, 2014). So, organising events, which are a very effective weapon to attract visitors to the destination, whose motivation for travel may not be related to the tourist offer itself but to the event organised. Salou

could partner with other companies in order to promote big events in the municipality for better branding and marketing of those events. Could be events related with business tourism (MICE), gastronomy, sports events, trying to attract different kind of segments to Salou and therefore contributing to the deseasonalization of tourism. For this reason, if in parallel to the organization of the event a good promotion campaign is carried out, thinking about the public that comes to enjoy the activity, it is achieved not only generate activity during the days of the event, but on dates later.

In addition, we recommend to the certified companies of activities such as the karting, mini-golf, among others, the main ones which have low percentage at the time of being chosen or planned to do to promote and do more marketing in order to increase the percentage of activities carried out or planned for families to do in Salou.

On the other hand, we would also recommend using online influencers as a way of marketing and driving exposure of Salou as a family destination. Many influencers have large number of followers and a highly engaged audience. They have been creating content for a specific niche for a long time and their audience is always happy and even eager to see more from them promoting Salou as a family holiday destination would increase.

Finally, regarding the recommendations for the professionals. We discovered only 23% of the interviewed knew of the existence of the quality seal of Salou, the other 77% did not know about this seal, which is something to worry about. Precisely, the Seal of Family Tourism emerged with the idea of giving service to families, identifying the best places to enjoy leisure and free time with family, but it will also mean for companies the possibility of differentiating themselves in the market before a segment of great weight as families are.

So, we would recommend to Salou to reinforce his identity to the tour agents of what Salou is, a family tourism destination certified of the quality seal and to take advantage of that, so better branding and marketing through different channels in order to reach to all people. Nevertheless, we recommend to Salou to create a marketing plan around the world, starting with himself as some inhabitants of the destination do not know anything of the quality seal. Therefore, when a family sees the Family Tourism quality seal in the image of Salou, they will know that they it is a suitable place and oriented to the family audience.

5.3 Limitations and further research

Regarding limitations while doing this research, it has to be said that everything has gone nearly as planned and not many factors have affected the process.

Firstly, it has to be mentioned that when doing questionnaires in Salou, some people did not want to spend time answering the questions. A huge variety of excuses appeared from customers such as they had rush, no time, among others. As a consequence, the researchers did not arrive to the purpose goal of achieving two hundred surveys and they had to go another day to Salou in order to get all the answered surveys.

Secondly, another limited aspect that was significant during the research was to learn different ways to collect data through Excel. As the researchers made paper surveys, they had to codify each variable and enter them by hand one by one and it took a lot of time. Although, they had to collect the results and made manually graphs in order to achieve the findings. For this reason, they had to learn the use of different tools and they spend a lot of time entering the data.

Thirdly, the final and significant limitation that they found during the research was the time to make the thesis, with three months it is so difficult to deep in a topic and create a complex undergraduate thesis.

Luckily, these three challenges did not threat the researchers and did not affect the final thesis in order to carried out in a successful way.

Last but not least, talking about further research, this could be continued by implementing a marketing plan for the destination in order to promote the quality seal. In addition, a further research that it could be is the same type of research of this thesis but in other destinations that have the quality seal in order to see if the knowledge of it is higher in other destinations than Salou and the main motivations

of choosing it. Although, it could be studied if the recommendations made by the researchers of this thesis work to the destination and continuing improving the weaknesses. Finally, another author could

make more questionnaires in order to have a representative sample and have more significant and complex research.

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APPENDICES

Ethics form

8 Appendices

8.1 Appendix A: Ethics Form

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		X
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?		X
Require consent to publish?		X
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		
Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER than that which is straightforward to obtain?		X
Risk category 3		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X



Involve any deliberate cover data collection?	<input checked="" type="checkbox"/>
Involve risk to the researcher or participants beyond that experienced in everyday life?	<input checked="" type="checkbox"/>
Cause (or could cause) physical or psychological negative consequences?	<input checked="" type="checkbox"/>
Use intrusive or invasive procedures?	<input checked="" type="checkbox"/>
Include a financial incentive to participate in the research?	<input checked="" type="checkbox"/>

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

Student Declaration: I confirm that I will undertake the Degree Thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the Degree Thesis without further approval.

Name student 1: ANWA PERICAS Signed: [Redacted] Date: 30-04-2019

Name student 2: Mariana Carrete Signed: [Redacted] Date: 30-04-2019

Agreement from the supervisor of the student:

Name: F. Valles Signed: [Redacted] Date: 30-04-2019

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

I give permission for the interview to be voiced recorded.	Yes/No
I certify that the information shared with the researchers can be revealed in the study.	Yes/No
I certify that my personal details will not be revealed for the study and made anonymous.	Yes/No

Name of Person taking consent: _____ Date: _____ Signature: _____

Researchers: _____ Date: _____ Signatures: _____

8.3 Appendix C: Example Information sheet and consent form for questionnaires

Research title: FAMILY...TOURISM...IN SALOU

Thank you for agreeing to spend XX minutes answering (TOPIC OF RESEARCH) FAMILY... TOURISM IN SALOU. Before you decide whether to take part in this research, please take the time to read this information. If you have any questions or queries please do not hesitate to contact the researchers.

This research is being conducted as part of a Degree Thesis project for students of HTSI Shool of Tourism and Hospitality Management. The purpose of the research is to understand DIFFERENT ASPECTS RELATED WITH FAMILY TOURISM. You have been chosen to participate as you are (SPECIFY CHARACTERISTICS OF PARTICIPANTS) FAMILIES...THAT HAVE CHOSEN SALOU AS A FAMILY HOLIDAY DESTINATION.

GENERAL INSTRUCTIONS OF COMPLETING QUESTIONNAIRE – IF NECESSARY.

The information you give in the questionnaire will be used in the research project and later research publications. Your personal data will be kept strictly confidential. All participants in this study will remain anonymous and information that could lead to the identification of individuals will be concealed within the final report.

After you have submitted the questionnaire, if you have any problems with the information you have provided, you may contact the researchers who will delete your information and it will not be used in the research. This is only possible up until DATE.

Contact Details for Further Information:

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