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Collaborative Tourism: An Analysis of Motivation and Satisfaction in World Heritage Cities. The Case of Córdoba

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Abstract

As other economic sectors, tourism has been affected by the irruption of the new economy. Transportation, accommodation, and other services related to tourism are undergoing great changes. The purpose of this study is to analyze the relationship between motivations, satisfaction and consumer behavior in the people who visit the city of Córdoba and who use the services of the collaborative economy, specifically concerning accommodation. A survey was carried out on a representative sample of tourists who visited Córdoba and who stayed in tourist apartments. Results show a positive influence of the motivations on the consumer behavior, as well as on the satisfaction of the tourists who practice collaborative tourism in the city of Córdoba.

Keywords: collaborative tourism; consumer behavior; sharing economy; world heritage cities

1. Introduction

In their book "What's mine is yours"(Botsman *et al.*, 2010), the authors narrate the birth of some of the great platforms of what is known today as sharing economy, such as Airbnb, Alibaba or Blablacar. Their promoters detected the existence of underutilized resources, faced and successfully resolved a common problem in the area of the sharing economy: the generation of trust among participants in the operation (Riegelsberger *et al.*, 2005; Botsman, 2017; Huurne *et al.*, 2017), based on a new technology: Web 2.0 (Codagnone *et al.*, 2016). Many other platforms that are located within the scope of sharing economy emerged in a similar way. The intensification of the financial crisis since 2008, the increase in unemployment rates and the instability and job precariousness that were experienced during those first years of the crisis constitute, for many authors, an important factor in the rapid development of the sharing economy since then (Nadler, 2014).

The idea of sharing is not new, but the area in which it was practiced was very limited. Information and coordination costs were high, so initiatives to share certain assets remained and were developed locally (Teubner, 2015; Codagnone *et al.*, 2016). The platforms created with the arrival of Web 2.0 lower these costs, eliminating the existing limitation by virtually admitting millions of new participants (Lehrer *et al.*, 2014; Stokes *et al.*, 2014); also, at the same time, by getting these users -strangers to each other- they come to be considered members of the same community

(Pachenkov *et al.*, 2017). Moreover, the variety of objects to share has grown significantly: books, records, skills, knowledge, cars, apartments, meals, etc. are offered daily in the most diverse platforms, sometimes in exchange for compensation -monetary or otherwise- or without it (Belk, 2014) but sharing a common note: the technological element. Costs related to these transactions would make the activity unviable (Lehrer *et al.*, 2014).

The objective of this research is to analyze the relationship between motivation, satisfaction and behavior at the destination of tourists staying in tourist establishments in the city of Córdoba.

1.1 Collaborative housing and sustainability

The collaborative accommodation sector includes shared access to the space available in the home, as well as its lease to travelers during the holidays. It includes modalities as diverse as exchange or "house swapping", sofa availability or "couchsurfing", accommodation for cyclists or "warmshowers", exchange by night or "nightswapping". In some of these modalities (couchsurfing, warmshowers), there is no consideration; in others (house swapping, nightswapping), there is reciprocity between the participants (Andriotis *et al.*, 2013). In some modalities, a monetary consideration is paid (Airbnb). Regardless, this sector already accounted for more than 50% of operations carried out in Europe within the scope of the sharing economy in 2015 (Daveiro *et al.*, 2016).

The concern for the environment is often associated as a motivation to participate in sharing economy. For many authors (Botsman *et al.*, 2010; Nadler, 2014), sharing certain goods reduces the need to manufacture more, which implies that it impacts the environmental much less. In short, sustainable consumption is achieved, optimizing the use of natural resources and minimizing environmental impact, while satisfying human needs (Phipps *et al.*, 2013) without compromising future generations (Reisch *et al.*, 2015; Cohen *et al.*, 2016). However, the benefits of sharing economy in relation to the environment are not evident, and its effects may be overrated (Lehrer *et al.*, 2014). Effects generated on the environment could be counteracted by the increase in demand caused by lower prices, as well as by possible rebound effects (Frenken, 2017).

Collaborative tourism can be a more effective use of local resources and, at the same time, can allow tourists more real and sustainable experiences than the traditional tourism industry can offer (Dredge *et al.*, 2015; Tussyadiah, 2016) and, possibly, at a reduced cost (Gansky, 2010). In his study on the determining factors in the decision to opt for sharing economy, Möhlmann (2015) found an important relationship between savings obtained and user satisfaction, while subsequent studies (Tussyadiah, 2016) analyze the relationship between the user motivation of collaborative accommodation and satisfaction obtained, finding differences depending on the type of accommodation, specifically depending on whether the tourist uses a room in the owner's house, sharing the rest of the house as well, or if there is exclusive use of a whole house.

1.2 Motivations

Motivation is understood as the force that moves individuals and urges them to act. It occurs in a state of tension resulting from an unmet need (Schiffman *et al.*, 2012). Many theories have been developed about this term, such as Maslow's Pyramid, the Theory of Planned Behavior, the Theory of Self-Determination or the Theory of Social Exchange (Bellotti *et al.*, 2015). Other authors consider that the main driver of human behavior is self-interest and, therefore, their actions, based on rational behavior, will seek the maximum benefit or utility at the minimum level of costs (Olson, 1965; Hardin, 2009; Rapoport *et al.*, 2009). Meng *et al.* (2008) considers that motivations can change depending on the type of tourist and defines it as the result of internal needs to leave the usual environment ("push factors") in combination with the external factors that attract tourists to certain destinations ("pull factors"). For this author, people travel to meet new people, new places and to live new experiences (Meng *et al.*, 2008). There seems to be a coincidence (Bellotti *et al.*, 2015; Razli *et al.*, 2016; Paulauskaite *et al.*, 2017) in the fact that the motivations vary according to the type of tourist. Paulauskaite *et al.* (2017) raises the possibility that the new sharing economy, and, particularly, the peer-to-peer (p2p) or collaborative accommodations, attracts more extroverted

people predisposed to integrate with the local culture than users of traditional tourist accommodation services. Consequently, Cohen's (1972) classification of tourists becomes relevant. He established four distinct groups: those who travel in large organized groups; those who travel individually but hire an organized trip; those who organize their own trip, far from the traditional circuits; and, finally, those who avoid any connection with the usual tourist industry and travel without a fixed itinerary or without being subjected to schedules of any kind. Cohen (1972) stated that those of the last two groups valued novelty over familiarity and are the most susceptible to immerse in local culture, which is one of the most cited motivation factors in academic literature (Meng *et al.*, 2008; Bellotti *et al.*, 2015; Forno *et al.*, 2015; Hawlitschek *et al.*, 2016; Razli *et al.*, 2016; Tussyadiah, 2016; Jung *et al.*, 2017; Paulauskaite *et al.*, 2017).

Considering sharing economy, the main motivations analyzed were economic and social benefits, fun, sustainability, comfort and location (Tussyadiah, 2016). Other authors add searching for new experiences and following recommendations from others (Razli *et al.*, 2016), and even qualify the character of authenticity in the search for new experiences (Paulauskaite *et al.*, 2017). In fact, a new "experience economy" (Forno *et al.*, 2015; Guttentag, 2015; Tussyadiah, 2016) where authenticity is a key factor is being considered. In a comparative study on collaborative hosting using payment (Airbnb) and non-payment (couchsurfing) options, it was found that the motivation was very different depending on the chosen option, prioritizing the characteristics of the accommodation and the price in the case of payment, whereas, when couchsurfing, the possible relationship between host and guest prevailed, while accommodation itself took a back seat (Jung *et al.*, 2017).

1.3 Consumer Behavior

Consumer behavior is defined as the behavior that consumers display in the search, purchase, evaluation and provision of products or services expected to meet their needs. It focuses on how consumers decide on the use of their resources (time, money, efforts) to obtain the desired products or services (Schiffman *et al.*, 2012). Satisfaction exerts an important effect on consumer behavior (Anderson *et al.*, 1994; Cohen *et al.*, 2014), coming to be considered a central to it. Anderson (Anderson *et al.*, 1994) makes a distinction between satisfaction and what he calls "purchasing behavior", understanding that the effect of satisfaction will be confirmed in later periods. However, given the immediacy that new technologies imply, this deferral could have been reduced or even could have disappeared. According to Cohen *et al.* (2014), consumer behavior would encompass several dimensions: the decision-making process, consumer values, their motivations, the image that the consumer has of themselves, expectations, attitudes, perceptions, satisfaction, trust and loyalty to destiny. Three external factors are detected: technology, belonging to Y generation, and, finally, ethical consumption (Cohen *et al.*, 2014). Three aspects within consumer behavior are highlighted: purchases and activities carried out *in situ*, duration, finally, trip frequency.

1.3.1 Purchases and activities in destination

Purchases and activities carried out at the destination are influenced by the tourists' general satisfaction and with their intention to return in the future (Chang, 2012). Economic and social motivations to opt for a p2p accommodation can affect the intention to participate in various activities such as enjoying local cuisine, visiting its museums and cultural heritage, etc. (Tussyadiah *et al.*, 2016). These activities represent an important cost. As stated by Tussyadiah (2016), it is suggested that savings obtained with p2p accommodation allow tourists to enjoy these activities to a greater extent..

1.3.2 Length of stay

Duration is one of the main issues to address when planning a trip (Decrop *et al.*, 2004; Gokovali *et al.*, 2007) and, according to Alegre *et al.* (2006), it would be conditioned by economic (budget

available to tourists) and temporary aspects (restrictions imposed by other activities such as work or kids' tests) (Alegre *et al.*, 2006). Depending on the tourist's age, the relative importance of these conditions may vary. The duration of the stay has important repercussions both in the destination itself and in the tourist industry (Tussyadiah *et al.*, 2016). The influence that chosen accommodation type has had on it has been the subject of numerous studies (Woodside *et al.*, 2002; Alegre *et al.*, 2006; Gokovali *et al.*, 2007; Barros *et al.*, 2010). This effect could be justified by the price difference between the different options available to tourists: the option for a p2p accommodation allows the tourist to save money, which may create an opportunity for a longer stay (Botsman *et al.*, 2010). Based on these studies, it can be affirmed that the use of a collaborative accommodation is related to longer stays at the destination.

1.3.3 Frequency of travel

Travel frequency represents the number of trips generated to a destination, and is strategically associated with the management of personnel flows and expenses (Tussyadiah *et al.*, 2016). The choice of a p2p accommodation would mean an economic saving for the tourist that not only allows them to stay more days at destination, but also allows a greater number of trips in a given period of time. The author (Tussyadiah *et al.*, 2016) suggests that the frequency with which a person travels and the duration of their stay at destination depends on the cost of the trip that can be decomposed, depending on the duration of the trip, into a fixed component (e.g., transport) and a variable component (accommodation and activities). A saving in variables (a lower accommodation cost) implies a reduction of the total cost of the trip and allows the subject to increase trip frequency or their duration. However, the length of stay at the destination will depend not only on the budget, but also on other factors (work, commitments, etc.) that limit the possibility of expanding the stay. The search for new experiences and the search for contact with the local population would encourage taking advantage of the lower cost of accommodation and increase the frequency of trips (Bellotti *et al.*, 2015).

According to the literature review, the hypothesis to be tested is as follows:

H1: Tourist motivation has a positive influence on consumer behavior.

1.4 Satisfaction

Full tourist satisfaction is an essential requirement for the product to work. Satisfaction can be defined as the overall assessment made by the customer of the service received in comparison with the expected service (Oliver, 1980) -in this particular case: shared accommodation in the city of Córdoba. This definition considers the cognitive component of satisfaction, but it should be noted that the satisfaction variable also has an emotional component (Cronin *et al.,* 2000). Some authors differentiate two dimensions within satisfaction: an instrumental dimension and an expressive one. Instrumental dimension refers to the performance or physical result of the product or service, while the expressive dimension refers to the psychological and emotional aspects (Pizam *et al.*, 1978). Customer satisfaction is important for various reasons. One of them is that it allows to identify the extent to which product attributes and components are perceived, and to explore the character that is transmitted through the image of the destination in order to favor the maintenance of the attributes or the components in question. Another remarkable fact is that satisfaction is the main predictor of future behavior and visitor loyalty (Yuksel *et.al*, 2009) and, therefore, it is closely related to the intention to recommend both this type of accommodation and the city of Córdoba as a destination (Wang *et al.*, 2009), as well as the consumption of products and services (Yoon *et al.*, 2005).

Motivation and satisfaction are closely related concepts. The choice of destination, type of accommodation, and transport is made based on different motivations that affect the decision process. Satisfaction will vary depending on how expectations are confirmed in reality (Chon, 1992; O'Leary *et al.*, 2005; Yoon *et al.*, 2005; Meng *et al.*, 2008). In studies regarding user motivations of p2p housing (Tussyadiah, 2015; Mahadevan, 2018), the negative influence on satisfaction generated by the lack of confidence is detected, while there is a positive effect on satisfaction due

to the motivations related to obtaining an economic benefit, staying in a better location within the destination, the experience of trying new options, sharing, the feeling of helping the environment, comfort, and, finally, the possibility to establish relationships with the local population.

According to literature review, the hypothesis to be tested is as follows:

H2: Tourist motivation positively influences tourist satisfaction

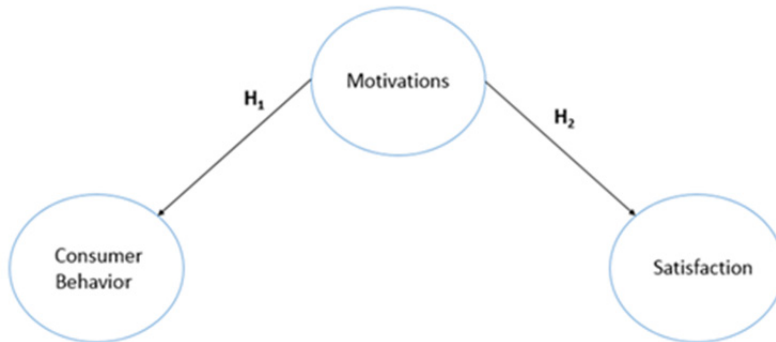Following the established hypotheses, this study's model is shown in the figure below:

Figure 1. Proposed model. Source: Own elaboration.

2. Materials and Methods

2.1 Survey design

The methodology used to carry out this research is based on conducting fieldwork based on surveys of a representative sample of tourists visiting the city of Córdoba and staying in tourist apartments. In order to guarantee questionnaire validity, items are based on previous investigations (Tussyadiah *et al.*, 2016, 2017; Paulauskaite *et al.*, 2017). From an initial set of items, a purification process was followed in three phases: first, a researcher specializing in tourism analyzed the proposed items; second, the resulting questionnaire was reviewed by several people in charge of tourist activity in the city; third, a pretest was conducted on 20 tourists. The final version of the questionnaire sought maximum question clarity, answer adjustment, and brevity so as to demand less time from interviewees.

Regarding the questionnaire, it was divided into three sections: the first one examines the attitudes of tourists towards border tourism; in the second section, different aspects are evaluated, such as the value of the destination, satisfaction and loyalty towards said destination; and, in the third part, the sociodemographic aspects of tourists are addressed. In the first two sections of the questionnaire, the assessments are measured through a Likert Scale of 5 points, in which 1 is interpreted as "strongly disagree or not at all important" and 5 as "strongly agree or very important", interpreting the central value (3) as indifference when evaluating said item. The total number of items used was 22.

2.2 Data collection

Questionnaires were applied in different places in the historical center of the city; under the premise that the surveyed tourist had already spent a certain time at site and, therefore, could give an informed opinion (Correia *et al.*, 2013; Remoaldo *et al.*, 2014).

The questionnaire was answered through a five-point Likert scale. A team of interviewers linked to the University of Córdoba (Spain) conducted the surveys. The questionnaires were passed in two languages (Spanish and English). Each tourist chose the language in which the survey was conducted. A total of 695 surveys were completed between the months of January and April 2018, of

which 679 were valid. The questionnaires were carried out in different places of the historical and monumental center of Córdoba, in different days and different schedules, in order to try to gather the widest possible range of people and situations. A non-probabilistic technical sampling was used, commonly used in this type of research where respondents are available to be surveyed in a given space and time (Finn *et al.*, 2000). The rejection rate to the questionnaire was low and insignificant regarding any variable. In no case was the duration of the survey greater than 10 minutes.

2.3 Data analysis

Once questionnaires were gathered, the tabulation and statistical analysis of data was carried out through the SPSS v. 23 for all highly descriptive analyses, as well as the use of Cronbach's Alpha to carry out the reliability analysis, and the SmartPLS 3 program (v. 3.2.6) to perform the analysis of structural equations. The method based on partial least squares (PLS) is framed in the so-called structural equation models, being a relevant tool in the second-generation multivariate analysis (Fornell, 1982). When making estimates of structural models, they can be based on estimates based on covariance through statistical programs such as LISREL or SPSS AMOS, or estimates based on variance, based on the algorithm of partial least squares, such as the case of the program used in this research (PLS), based on a joint analysis of components and trajectory (Barclay *et al.*, 1995).

The use of the analysis through PLS in the social sciences offers a series of advantages, as stated by Long Range Planning (2012). The first of these advantages refers to the small sample size needed for PLS analysis compared to the necessary sampling requirements in methods based on covariance. And secondly, in various disciplines such as marketing or strategic planning, training measures are employed, implying that the methods based on covariance are difficult to apply.

3. Results

3.1 Sociodemographic profile

Table 1 show the relative data corresponding to the sociodemographic profile

Table 1. Sociodemographic profile

Variable	%	Variable	%
Sex		**Age**	
Man	47.1%	25 years or less	18.4%
Woman	52.9%	26-35 years	39.9%
		36-45 years	22.8%
		46-55 years	12.1%
		56-65 years	5.8%
		65 years or more	1.0%
Education		**Profession**	
Primary	10.0%	Full-time salaried	34.4%
Secondary	43.0%	Part-time salaried	6.7%
College	21.3%	Autonomous	8.4%
Graduate School	25.7%	Official	12.4%
		Student	14.2%
		Others	23.9%
Rent		**Country**	
<700€	9.2%	Spain	88.9%
700€-1000€	21.8%	France	2.8%
1000€-1500€	15.0%	Italy	1.9%
1500€-2500€	14.2%	Argentina	1.5%
2500€-3500€	29.0%	Others	4.9%
<3500€	10.8%		

Source: Own elaboration

Data obtained (table 1) shows that the sociodemographic profile refers to a woman, with secondary education (43.0%) and postgraduate education (25.7%), full-time employee (34.4%), with an income between €2,500 and €3,500 (29.0%), and Spanish in almost all cases (88.9%).

Variables related to the different compounds that make up the model are shown in the following table:

Table 2. Observable variables and model compounds

Motivations	**Motivation collaborative tourism** Q12.1 Price Q12.2 The closeness, the feeling more "like at home" Q12.3 Access to services that are lacking in a hotel: washing machine, kitchen, etc. Q12.4 Have more space than in a hotel room Q12.5 Possibility of meeting people and establishing new relationships Q12.6 Comfort Q12.7 Greater availability and offer Q12.8 Possibility of integrating to a greater degree in the local environment Q12.9 Possibility of staying for more days at destination Q12.10 Possibility of having greater spending capacity in destination Q12.11 Accommodation location Q12.12 The promotion of the social economy	
	Specific accommodation motivation Q14.1 Price Q14.2 Location Q14.3 The ratings of other users about the host Q14.4 The images published about the accommodation Q14.5 Ease of access Q14.6 The possibility of using the kitchen Q14.7 The possibility of using the washing-machine	
Consumer behavior	Q13.1	The amount saved in accommodation allows me to have more spending capacity to know the local cuisine.
	Q13.2	The amount saved in accommodation allows me to have more spending capacity to enjoy the local leisure offer.
	Q13.3	The amount saved on accommodation allows me to enjoy a longer visit to the city of Córdoba.
	Q13.4	The amount saved in accommodation allows me to make more trips throughout the year, getting to know a greater number of destinations.
	Q13.5	I usually use the amount saved in accommodation in other types of activities, not related to the trip.
	Q13.6	The amount saved is insignificant, so I have not considered how to use it.
Satisfaction	Q15.1	My level of satisfaction is high.
	Q15.2	I would recommend the accommodation in private house or apartment to my family and friends.
	Q15.3	I think I'll use this type of accommodation again.
	Q15.4	I do not think I'll opt for another type of accommodation.
	Q15.5	If I could not use this type of accommodation, I would stay in a hotel or boarding house.

Source: Own elaboration

3.2 Evaluation of the global model: goodness of fit

Several authors (Henseler *et al.*, 2016) establish the goodness of global adjustment as a starting point for the valuation of the model, establishing that if the model does not fit the data, estimates that can be obtained can lead to erroneous or questionable conclusions and judgments. As stated by previous authors, global model adjustments can be carried out in two different ways: (1) through adjustment indices, generated approximate valuations of the adjustment of the model, and (2) through inferential statistics via Bootstrap. The one chosen for this study was the latter.

Dijkstra & Henseler (2015) state that for a correct adjustment of the estimated model,

reference indices (SRMR, dULS and dG) are considered and must have values lower than 95% (Henseler *et al.*, 2016) or 99% (Henseler, 2016) of bootstrap quartile respectively. Results obtained by this technique are shown in Table 3..

Table 3. Measures of global adjustment of the estimated model

	SRMR		d_{ULS}		d_G	
	Estimated model	*Bootstrap* Q	Estimated model	*Bootstrap* Q	Estimated model	*Bootstrap* Q
HI95	0.079	0.101	0.572	0.931	0.714	13.000
HI99	0.079	0.145	0.572	1.921	0.714	15.692

Source: Own elaboration

Based on results, it can be stated that optimal conditions are met (Henseler et al., 2016; Henseler, 2016), with all index values lower than the bootstrap quartile (HI95 and HI99). Therefore, the model fits and can be considered true.

3.3 Evaluation of the validity and reliability of the measurement model

The evaluation of the validity and reliability of the measurement model is shown in Table 4.

Table 4. Compound validity and reliability

	Loadings	Communality	Weights	Cronbach α	Composite Reliability	AVE
Consumer behavior				0.887	0.914	0.643
Q13.1	0.890	0.792				
Q13.2	0.789	0.623				
Q13.3	0.931	0.867				
Q13.4	0.729	0.531				
Q13.5	0.778	0.605				
Q13.6	0.663	0.439				
Satisfaction				0.940	0.954	0.805
Q15.1	0.954	0.910				
Q15.2	0.922	0.850				
Q15.3	0.887	0.787				
Q15.4	0.861	0.741				
Q15.5	0.857	0.734				
Motivation	-				-	-
Mot. T.C.			0.686			
Mot. A.E.			0.537			
Ratio Heterotrait-Monotrait: **0.282**						

Source: Own elaboration

Table 4 shows the compounds A-mode (consumer behavior and satisfaction) and B-mode compounds (motivation). Mode A compounds are measured through factorial loads, all of which are above the lower limit of 0.707 marked by Carmines & Zeller (1979), except for a relative observable variable related to satisfaction with a load equal to 0.663, remaining in the model due to the fact that in the initial stages of the investigation loads lower than 0.707 are allowed, but in no case should they be lower than 0.4 (Hair *et al.*, 2012). The communality of a variable shows the part of the observable variable explained by the construct as a whole. All communalities analyzed have values higher than 0.5 (50%) except for the observable variable Q13.6 regarding consumer behavior (43.9%).

Through the reliability of the compounds, the internal consistency of the different observable variables is confirmed, establishing the degree in which they measure the same compound.

Reliability is given by the composite reliability (Werts *et al.*, 1974), the only measure of reliability consistency for various authors (Dijkstra *et al.*, 2015), which must assume values higher than 0.80 to confirm good reliability (Nunnally, 1978).

The convergent validity is measured through the average extracted variance (AVE), which must be greater than 0.5 for each of the A-mode compounds in model measurement (Fornell *et al.*, 1981). This condition is met in all cases with an AVE of 0.643 for A-mode consumer behavior at destination and 0.805 for satisfaction. Finally, regarding reliability and validity analysis of A-mode compounds, it is necessary to resort to discriminant validity, showing how different a compound is in relation to other compounds that form the measurement model (Cepeda-Carrión *et al.*, 2004). Discriminant validity can be measured through Heterotrait-Monotrait ratio (HT-MT) analysis, the best tool to detect lack of discriminant validity (Henseler *et al.*, 2016). HT-MT ratio must be lower than 0.90 (Teo *et al.*, 2008) or 0.85 (Kline, 2011) to establish discriminant validity, a condition satisfied as shown in table 4.

Regarding B-mode compounds in the model (motivation), none of the above measures are applicable, so the study of these compounds is carried out through their weights (Chin, 1998): 0.686 and 0.537 for motivations related to the development of collaborative tourism and specific accommodation, respectively. These weights, according to previous author, measure the importance of each one indicated in the formation of their compound.

Once the reliability and validity of the measurement model has been satisfactorily analyzed, the structural model analysis is carried out.

3.4 Structural model analysis

To perform an accurate estimation of the measurement model, a bootstrap is used (Roldán *et al.*, 2012). In this study, a Bootstrapping of 5000 subsamples was performed, obtaining t statistic and the associated limit probability, where a normal distribution is not necessary, as is required for the case of the equation models structural factors based on covariance (CB-SEM) (Hair *et al.*, 2017). The non-normality of the sample leads to non-parametric techniques, choosing to use confidence intervals to perform hypothesis testing, with a significance level of 5% and a tail. The results of hypothesis contrast are shown in table 5.

Table 5. Hypothesis contrast

Hypothesis	Path coefficients	Intervals		Supported?
		5%	95%	
H1: **Motivation → Consumer behavior**	0.588[sig]	0.376	0.831	Yes
H2: **Motivation → Satisfaction**	0.357[sig]	0.195	0.579	Yes

Source: Own elaboration

Variance explained from each of the exogenous variables in relation to the endogenous variables is shown in Table 6, together with the predictive relevance test Q^2 of Stone-Geisser.

Table 6. Explained variance and predictive relevance test

	R^2	Q^2	Coefficient Path	Correlation	Explained Variance (%)
Consumer Behavior H_1: Motivation	**0.345**	**0.001**	0.588	0.588	34.57%
Satisfaction H_2: Motivation	**0.127**	**0.001**	0.357	0.357	12.74 %

Source: Own elaboration

Based on the data obtained in Table 5, motivation explains 34.57% of consumer behavior variability and 12.74% of satisfaction variability. Predictive relevance (Geisser, 1975) of each model compound is positive in both cases, with $Q2 = 0.001$ for consumer Behavior and $Q2 = 0.001$ for satisfaction. Therefore, the model is sufficiently relevant in its predictive ability, since $Q2$ is greater than 0 (Henseler *et al.*, 2009).

Figure 2 shows the data referring to the final model.
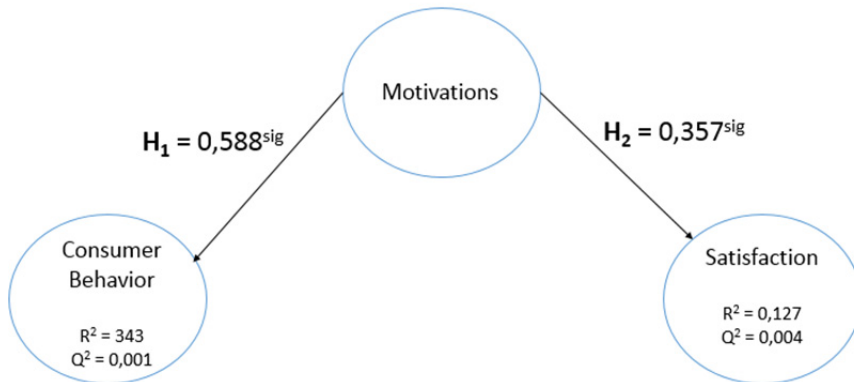
Source: Own elaboration

4. Discussion

The emergence of sharing economy has involved a series of strong changes in the tourism sector. The appearance of the new technological platforms that provide tourist services between individuals in the field of transport, accommodation, gastronomy, culture, leisure, etc. has been a factor of disruption against the traditional tourism industry. Tourists' motivations are changing. The search for more authentic experiences with greater contact with the local population and culture appears as a strong motivation for collaborative tourism. Understanding the motivations of tourists who opt for this type of tourism and its relationship with satisfaction and consumer behavior would allow better management and planning.

Results obtained from the previous structural analysis show the existence of a positive influence of motivations on consumer behavior (H1) and motivations on the satisfaction of tourists in collaborative practices (H2). Both hypotheses are supported by previous studies (Chon, 1992; O'Leary *et al.*, 2005; Yoon *et al.*, 2005; Meng *et al.*, 2008).

The main practical application of this research is to help understand the characteristics of the different groups of tourists identified who are staying in tourist apartments in the city of Córdoba in order to know their motivations, their level of satisfaction and their behavior at destination to conceive tourism and cultural products that better meet their needs and, at the same time, which are compatible with the sustainable management of a tourist destination.

The main limitation of this investigation is the temporary period. It would be convenient to extend the research to the tourist demand arriving in the city during all months of the year. Another limitation is that the research is only based on demand, which would make it difficult to transfer the results to other groups of stakeholders such as the local community or tourism companies. Addressing profile differences among tourist staying in hotels and those staying in tourist apartments in the city of Córdoba is suggested as a future line of research.

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