

GEO-SEGMENTATION AND GEO-POSITIONING ON THE ANALYSIS OF SPANISH TOURISTS' PREFERENCES

The Geometry at the Service of Marketing

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Over the last few decades, tourism has become one of the main sectors of the global economy, not only because of its contribution to the Gross Domestic Product (GDP) of different countries, but also because of the employment it generates. In this context, analyzing the preferences of tourists became more and more important in order to adjust the offer to those preferences. However, in the case of tourism, it could be interesting to know the preferences of tourists based on their region of residence, in order to communicate and promote in regional TV channels. This situation may be particularly important in the concrete case of Spanish because its territory is divided into autonomous communities. In this sense, the main objective of the present work is to analyze the possible advantage of Geo-Marketing applied in the context of tourism. So, the present work was based on a sample of 700 Spanish tourists, which preferences were analyzed in four regions: northwest, northeast, southeast, southwest. The results show differences between the preferences of tourists from the four regions, with the tourists of northwestern Spain give greater importance to the nightlife; tourists from northeast prefer cultural touristic offer, affordable destinations and commercial offer; tourists from Southeast prefer the quality gastronomy and quality hotels and tourists of southwestern give more importance to the kind of destination and pleasant climate.

KEY WORDS: *tourism management, geo-marketing, geo-segmentation, geo-targeting, tourist preferences.*