

SATISFACTION OF THE TOURIST WHO VISITS SANTAY ISLAND (ECUADOR)

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Community-Based Tourism is considered as an alternative to traditional tourism. This type of tourism allows for greater contact with the community and getting new experiences for travelers. This paper presents the results of a field study performed at Santay Island (Ecuador). Surveys were applied to a sample of 1046 people, resulting in 1002 valid, in order to have a knowledge of the socio-demographic profile of people touring the isle, the aspects related to the trip such as the place of overnight stay, repetition of the visit, sources of information to visit the place and their degree of satisfaction declared after the visit. Statistical techniques were used to evaluate the parametric properties of the applied instrument, including the variances equality statistic (Levene) and the robustness test of means of equality (Brown-Forsythe), then a statistical model to analyze the variance (ANOVA) to compare groups of quantitative variables. The results show that both the place of origin of the tourists and the number of visits to the destination are contributing factors to the condition of tourist satisfaction. The obtained results also justify the need to evaluate the management policies implemented so far, considering the fact that Santay Island is to become a suggested natural tourism destination.

KEY WORDS: *Community-based tourism, nature tourism, satisfaction, sociodemographic profile, Santay Island.*