Influences and Motivations of The North Portugal's Tourist Regarding Local Accommodation

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Abstract

Nowadays, Local Accommodation is one of the main types of accommodations, not only seen in Portugal, but also worldwide. The huge growth of this subject and the strong commitment to new concepts has fostered new trends and needs in the consumer. The present study aims to identify the national tourist perception, living in the North of Portugal, in relation to local accommodation, characterizing the main influence and motivation factors in the choice of this type of accommodation in Portugal and abroad. Taking this into consideration, after a literature review, an inquiry was carried out through an online questionnaire, composed mostly of closed questions and evaluation scales, to all Portuguese living in the north of Portugal, who had travelled at least once over the past 5 years. A random sample of 239 participants was collected, between May and July 2019. The collected data was treated through the SPSS software. An exploratory descriptive analysis, an inferential analysis and a factor analysis were then conducted using the information gathered. The study seems to point out that there is a significant relationship between the national tourist's adhesions to touristic accommodation in Portugal with the national adhesion to touristic accommodation abroad. The adhesion to local accommodation in Portugal is not related to the reasons for the trip/travel and the adhesion to local accommodation abroad, is mostly motivated by leisure. In what concerns the perception of the national tourist about touristic accommodation the location (Portugal/abroad) is not relevant.

Keywords: Tourism, Local Accommodation, Touristic Accommodation, Motivations

Introduction

Tourism is a social phenomenon defined by the consequence of the temporary movement of people, from one place to another, far from their usual place of residence (Sharpley, 2014). The study of tourism involves the motivation and experience of tourists, as well as the expectations and adjustments on the destination community, adding all stakeholders. Foreign tourism and domestic tourism are an integral part of people's lives (Chang & Katrichis, 2016) and tourism products should exhibit solutions oriented to customers/market, with focus on quality and designed in an innovative way to satisfy needs and expectations of tourism/travel and increasing intentions of return and loyalty (Mwinuka, 2017). Tourism is a strategic sector, considered as an economic giant and the most important factor of social and economic development in the world (Weaver & Lawton, 2010), with unavoidable and transversal impact to several sectors, creating jobs and wealth. Technology applied to the tourism sector is able to achieve results that exceed people's expectations, allowing big connections, exchange of information and achievement of results in real time (International Tourism Highlights, 2019 Edition, 2019). In Portugal the tourism sector is the largest export economic activity in the country, being responsible, in 2019, for 52.3% of exports of services and for 19.7% of total exports, with tourist revenues registering a contribution of 8.7% in Portuguese GDP (Turismo de Portugal,

2020). The Northern Region of Portugal (NUTS 2) accounts for 23% of the country's total surface area and approximately 35% of the national resident population. This region concentrates in itself 18.4% of the Local Accommodation units of Portugal, clearly highlighting the district of Porto, with 69.4% of the units in this region (INE, 2018). The promotion of tourism in the North as a whole is based on five strategic products namely: i) business tourism; ii) city breaks; iii) touring and cultural landscape; iv) heritage; v) gastronomy and wine; vi) health tourism; vii) nature tourism and viii) religious tourism (Oliveira, 2014). New patterns and new profiles of tourists appear, requiring research in order to analyze whether the evolution of tourism and the new forms of accommodation accompany the needs of the portuguese tourist. The present study aims to understand the perception of the national tourist in relation to local accommodation in Portugal and abroad and also to understand what motivates and influences them, when choosing accommodation while travelling.

Literature Review

Tourism

Tourism is a service industry with high potential growth and a major concern in the international community as a whole (WTTC, 2017). The concept has evolved over the past few decades, being tourism evolved as a decisive link in accelerating the pace of global socioeconomic development (Joseph, 2013). It has different meanings for different people (Pruthi, 2004) and may be seen as the total sum of phenomena and relationships triggered from trips and stays of non-residents, insofar as they do not lead to permanent residence and are not linked to any earning activity (Robison, 1976). In a more holistic approach, referring to an integrated and complete analysis of tourism, Leslie (2000) defends the need to include all the key characteristics of tourism, namely, movement of people, transport, stay and activities at destination and determinants of demand and supply. In a first instance, the tourist is influenced by the destination itself, and the destination encompasses the regions, countries, cities and other areas that attract tourists. However, tourist destinations suffer great impact from tourism including economic, social, environmental and cultural, among others (Chetthamrongchai, 2017).

Collaborative Economy

The concept of collaborative economy is widely used in literary with multiple interpretations, often appearing as the sharing economy or collaborative consumption (Botsman & Rogers, 2010). Accordingly to Lamberton & Rose (2012) collaborative consumption is a system in which consumers enjoy a certain good without actually owning it. Collaborative economy is an economy built on individual or community knowledge networks *versus* centralized institutions (Botsman & Rogers, 2010) and can be defined in four dimensions: i) collaborative production, ii) collaborative consumption, iii) collaborative financing and iv) collaborative education. In essence, collaborative economy is based on transactions that happen between business-to-business (B2B), business-to-consumer (B2C) and peer-to-peer (P2P), where the contact between the service provider and the final consumer is established through a digital and online medium (Botsman & Rogers, 2010). Some examples of collaborative economy platforms or "peer-to-peer accommodation" are, among others, Airbnb, Stayz, 9flats, alterkeys and Roomorama (Mahadevan, 2018). In recent years, the local accommodation market has been growing sharply and this new economic concept presents the Airbnb platform as a leader in the local accommodation market (Mahadevan, 2018) with more than 2 million properties spread across the world (Airbnb, 2015). Although there is no consensus, researchers like Zervas et al. (2017) defend that the existence of platforms such as Airbnb that provide low-cost accommodation, encourage tourism and the consequent increase in the number of travellers, as well as opportunities for new jobs. On the other hand some other researchers argue that the impact is low or null (Haywood, Wilson, Hennis & Alvarado, 2016; Wroten, 2017).

Consumer Psychology

Consumer psychology is the scientific study of the behaviour of consumers (Mullen & Johnson, 1990, p. 1). Foxall (1990) and Foxall &Goldsmith (1994) emphasize the significance of the cognitive consumer as a basis for this scientific understanding of consumer behaviour in that "consumer choice

is portrayed as an ego-involving sequence of cognitive, affective, and cognitive changes which precede and predetermine the purchase/no purchase outcome" (Foxall 1990, p. 9). The practice of tourism is entirely related to the act of meeting new people, sharing customs and cultures that can often result in conflicts between tourists and also between tourists and inhabitants of the visited places (Šimková, 2014). it is crucial to understand the factors that influence consumer behavior when choosing a product or service, subdividing them into 6 different steps for their acquisition: i) the recognition of the need, the search for information, iii) the alternative assessment, iv) the acquisition, v) the post-acquisition assessment and vi) the divestment (Blythe, 2005). These steps have the presence of cultural, social, personal and psychological factors that determine the choice of a product/service over another (Kotler, 2000; Kotler & Amstrong, 2011). In light to the above it seems possible to argue that the competitiveness of a destination depends largely on the experience that the tourist had in that same destination (Pavlovic, 2016).

Motivations and influences when choosing accommodation

For tackling the hotel establishments scarcity on times of great affluence and events in cities, new types of accommodation inserted in a collaborative economy have emerged (Bardhi & Eckhardt, 2012; Botsman & Rogers, 2010), becoming major competitors of hotel establishments and the services they provide (Freitag & Haywood, 2015). There are many reasons that lead consumers to opt for this type of hosting. There are authors who argue that the main reason that leads consumers to choose this type of collaborative economy is their monetary benefits (Bellotti et al., 2015; Botsman & Rogers, 2010; Gansky, 2012; Lamberton & Rose, 2012; Möhlmann, 2015; Sacks, 2011). But many more factors are relevant as social needs (Botsman & Rogers, 2010; Möhlmann, 2015), good quality services, amenities and location (Tussyadiah & Zach, 2015), sustainability and authenticity (Hamari, Sjöklint, & Ukkonen, 2016), reduction of environmental impacts and relationship with communities (Botsman & Rogers, 2010; Gansky, 2012). In fact, authenticity and the sharing of new cultures are something that is in high demand (Lewis & Bridger, 2000) and local accommodations such as hostels and "Airbnb" highlight those concepts. The behaviors of tourist is changing and tourists when staying in private and local housing tend to stay more nights, spend more money and travel more frequently (Tussyadiah & Pesonen, 2015). Larger hotel establishments need to adapt their services to this new reality (Byers, Proserpio, & Zervas, 2013) and these new accommodations are seen as places where tourists have the opportunity to make new friends, creating connections that can stay for life (Botsman & Rogers, 2010), socially interacts with the host of the accommodation and have opportunity to explore places that are outside the conventional routes (Guttentag, 2015). Local accommodations also allow being in contact with historical landmarks works as an important mechanism to experience the authenticity of the heritage (Chhabra, Healy, & Sills, 2003).

Research questions, Hypotheses and Methodology

The main objective of the study is to characterize the influences and motivations of the national tourist, residents in the North of Portugal, when travelling while choosing accommodation in Portugal and abroad. To complement and sustain the main objective, the secondary objectives were also identified as follow: i) describe the motivations of the national tourist in the North area when travelling in Portugal and abroad, relating them to the type of the chosen accommodation, ii) describe the influences in the choice of accommodation in Portugal and abroad by the national tourist and iii) describe the differences and relationships in the search for local accommodation and touristic accommodation in Portugal and abroad. Taking into account these objectives, following Research Hypotheses (RH) were defined:

- RH1 - The adhesion of national tourists to local accommodation abroad is related to adhesion to local accommodation in Portugal.
- RH2 - The adhesion of the national tourist to touristic accommodation abroad is related to the adhesion to touristic accommodation in Portugal.
- RH3 – The adhesion to local accommodation in Portugal is related to the motivations of the trip.
- RH4 – The adhesion to local accommodation abroad is related to the motivations of the trip.

As a methodology a quantitative study was used and a single duly designed questionnaire survey was applied according to the collected literature on the subject. All the survey questions were closed-ended, including dichotomous questions, multiple-choice questions, rank order questions and Likert-type scales in a five-point scale of agreement (from 1-Strongly disagree to 5- Strongly agree) and of frequency (from 1 – Never to 5 – Always). A random sample was collected, between May and July 2019, from national tourists residing in Porto and north of Portugal, over 18 years old and who had travelled at least once in the last 5 years in Portugal or abroad. The questionnaire was conducted through the Limesurvey and distributed to a list of more than 5,000 personal e-mails. It was also publicised through *social media* as Linkedin and Facebook. 239 of the collected questionnaires were considered valid, representing a sampling error of 6,3%, assuming a 95% accuracy level.

The questionnaire was divided into three sections, namely: i) information about respondents, supporting the relation between the components of the individual profile with local accommodation; ii) characterization of respondents, according to what motivated them to travel in Portugal and where a question based on 14 items was applied, aiming to identify the greatest motivations for travelling in Portugal in the last 5 years, iii) understanding what type of accommodation respondents looked for the most in Portugal in the last 5 years, with application of a question about the frequency with which they stayed in local accommodation in Portugal in the last 5 years and another question about how often they stayed in touristic accommodation in Portugal in the last 5 years. All questions from section two and three are repeated in sections four and five, but specifically for respondents when travelled abroad. The collected data was treated through the SPSS software. The exploratory descriptive statistical analysis allows to study the observed characteristics, as well as to analyse the main influences on the choice of accommodation, in Portugal and abroad, and the motivations while travelling.

To analyse the validity of the hypothesis of the research, an inferential analysis was chosen and different tests were used to confirm or refute the hypotheses of investigation. The chi-squared independence test allowed us to understand whether or not there is a significant relationship between two or more categorical variables and the non-parametric Mann-Whitney U test to compare differences between two independent groups. The considered level of significance throughout the analysis was 5%. To uncover the underlying structure of a set of variables it was applied a factorial analysis, a multivariate statistical method, with the purpose of identifying the key factors that determine the motivations to tourist travel in Portugal and abroad. To check the reliability of the questionnaire, the internal consistency was analysed using Cronbach's Alpha coefficient.

Results and Analysis

Sample Characteristics

In what concerns gender, 58.2% of the respondents were female and 41.8% male. With regard to age, 71.9% of respondents belong to age group from 18 to 35 years old, where the most representative are respondents between 18-25 years (37.2%). Only 8.0% of the respondents have more than 65 years. Respondents showed high levels of education: bachelors (49.4%), masters (22.6%), and PhD (3.3%). About 40.6% of the respondents have a monthly net income between 501€-1,000€ and 24.3% between 1,001€-2,000€. However, 15.5% of respondents have incomes less than €500 monthly and only 10.1% more than 2,001€. 9.6% of the respondents did not want to answer this question. Respondents are mostly single, with 95.5% of singles between 18 and 35 years old and 79.5% between 26 and 35 years. Most of them do not have children (between 18 and 25 years old, 98.9% and between 26 and 35 years old, 89.2%).

All respondents live in the North of Portugal, comprising 8 sub-regions or level III units (NUTS III). The majority, 70.2%, live in the metropolitan area of Porto, 11.8% in Braga and the remaining 18% in the remaining sub-regions.

Figure 1 shows the frequencies of accommodation in local accommodation in Portugal and abroad by the respondents. The values indicate that 113 of 233 respondents (48.5%) did not stay in local accommodation in Portugal, and 110 of 212 (51.9%) have not stayed in local accommodation abroad.

They stayed in local accommodation in Portugal 120 (51.5%), and 102 (48.1%) in local accommodation abroad. The data indicate that the percentage of individuals who did not stay in local accommodation in Portugal is close to the percentage of individuals who did not stay in local accommodation abroad, with the same trend for those who have already stayed in local accommodation in Portugal and abroad.

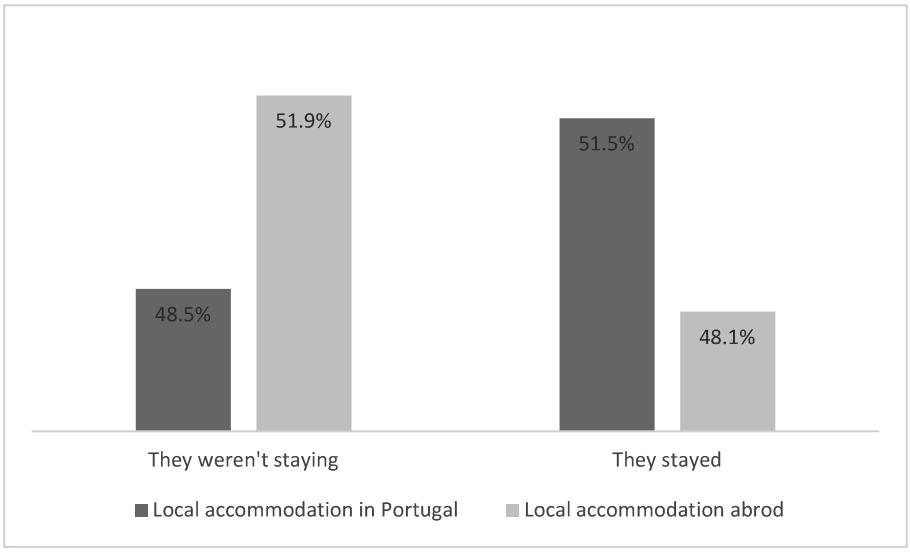

Figure 1: Frequency of accommodation in local accommodation in Portugal and abroad
Source: Own elaboration

In spite of not having relevant differences, a higher percentage value of the sample under study chose to stay in local accommodation in Portugal, in contrast when travelling abroad. Comparing the frequency of accommodation between touristic accommodation and local accommodation in Portugal, there were significant differences in their adherence. In fact, in Portugal only 47 (20.2%) of the respondents did not stay touristic accommodation, while 48.5% did not stay in local accommodation. Figure 2 shows the comparison between those who have stayed and those who have not stayed in local accommodation and touristic accommodation in Portugal.

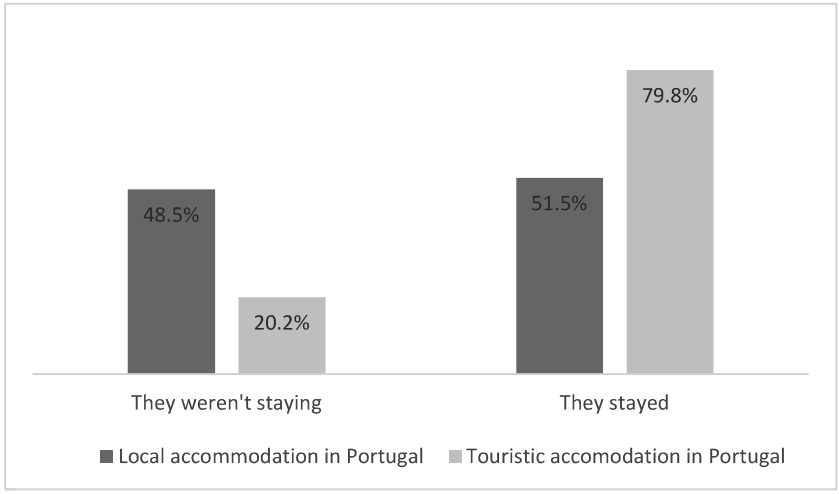

Figure 2: Frequency of accommodation in local accommodation and in touristic accommodation in Portugal

Source: Own elaboration

It was also made a comparison between those who have stayed and those who have not stayed in local accommodation and in touristic accommodation abroad. Abroad, only 24.1% of respondents' didn´t stay in touristic accommodation, while 51.9% didn´t stay in local accommodation.

Regarding the factors that the national tourist from the North most valued when staying in local accommodation in Portugal, the price stood out with 43.4%, followed by hospitality (23.4%) and location (6.6%). Those same factors when abroad are also price and location (respectively with 44.3% and 37.1%), followed by facilities and support conditions, with 28.6%. The study seems to point out that the most valued factors by the national tourist in the northern zone are very similar when looking for local accommodation in Portugal and abroad. An attractive price and a favourable location of the accommodation at the destination place largely influence the adhesion by the local accommodation. In fact, price was chosen as the main factor that influences the national tourist from the North to stay in local accommodation in Portugal and abroad. This is supported by other studies, evidenced in the bibliographic review, namely by Hamari, Sjöklint, & Ukkonen (2016), Möhlmann (2015), Botsman & Rogers (2010), Gansky (2012), Tussyadiah & Zach (2015), Guttentag (2015), Bellotti et al. (2015), Lamberton & Rose (2012) and Sacks (2011). As opposed to what happened with the price, authenticity was the least valued factor in the choice of local accommodation in Portugal and abroad, by the national tourist. This result highlights non concordance with what previously was mentioned in the literature review and following Bardhi & Eckhardt (2012), Botsman & Rogers (2010), Gansky (2012) and Hamari, Sjöklint, & Ukkonen (2016). It seems to demonstrate the existence of some conservatism as well as the weight of cultural values in Portugal' society (Kotler, 2000), making it impossible for individuals to live the experience in an authentic way.

Regarding the motivations for the national tourist in the northern zone to travel in Portugal and abroad, the study shows that in a general way they feel motivated to travel, presenting an average of 3.60 for Portugal and 3.39 for abroad, on a scale 1-5. Table 1 shows the obtained percentages for each of the variables and by level of satisfaction, for Portugal (P) and for other countries (O), as well as the average degree of satisfaction and the standard deviation.

Table 1: Motivations for the national tourist to travel in Portugal and abroad

Level of satisfaction	1		2		3		4		5		Mean ± SD	
Item	P %	O %	P %	O %	P %	O %	P %	O %	P %	O %	P	O
Price	9.4	6.6	6.9	17.9	24.9	26.4	40.3	31.1	18.5	17.9	3.52 ± 1.15	3.36 ± 1.16
History/Culture	4.3	1.9	6.9	1.9	16.7	10.8	45.1	38.7	27.0	46.7	3.84 ± 1.04	4.26 ± 0.87
Acommodation	6.4	6.6	6.0	17.9	27.5	39.2	43.3	23.6	16.7	12.7	3.58 ± 1.04	3.18 ± 1.08
Gastronomy	5.2	9.9	5.6	13.7	18.0	38.2	38.6	26.4	32.6	11.8	3.88 ± 1.09	3.17 ± 1.12
Hospitality	5.2	7.1	4.7	11.3	15.0	42.5	42.5	29.7	32.6	9.4	3.93 ± 1.06	3.23 ± 1.01
Sun and beach conditions	3.4	9.9	1.7	10.4	14.6	25.9	39.5	25.9	40.8	27.8	4.12 ± 0.96	3.51 ± 1.27
Accessibility & ease of travel	2.6	4.2	1.7	7.1	11.6	25.5	35.6	40.6	48.5	22.6	4.26 ± 0.92	3.7 ± 1.03
Country's safety	3.4	4.2	1.7	7.5	11.6	28.8	31.3	36.8	51.9	22.6	4.27 ± 0.97	3.66 ± 1.04
Attractive climate	3.0	6.1	1.3	6.1	9.9	21.2	45.1	39.6	40.8	26.9	4.19 ± 0.89	3.75 ± 1.11
Search for adventure	10.3	11.8	14.2	6.6	38.6	25.5	27.0	27.8	9.9	28.3	3.12 ± 1.10	3.54 ± 1.29
Health reasons	34.8	49.1	26.6	22.6	24.9	22.2	9.9	3.3	3.9	2.8	2.21 ± 1.14	1.88 ± 1.04
Need (work, visiting family, an/or business	29.6	38.2	18.9	15.1	21.0	23.1	21.0	15.6	9.4	8.0	2.62 ± 1.35	2.40 ± 1.34
Attractive airline prices	30.0	7.1	13.3	4.2	30.5	16.5	17.6	38.7	8.6	33.5	2.61 ± 1.31	3.87 ± 1.14
Nature/Landscape	2.6	4.7	0.9	4.2	14.2	13.7	39.5	41.0	42.9	36.3	.19 ± 0.90	4.00 ± 1.05

Note: P – Portugal; O – Other country; SD – Standard Deviation
Source: Own elaboration.

Analysis of Research Hypothesis

Answers to the hypothesis of research were obtained through non-parametric tests in accordance to what was previously mentioned. Responses for joining local accommodation and joining touristic accommodation were grouped into two groups: No (1-never; 2-rarely) and Yes (3-sometimes, 4-often and 5-always). The results of the chi-squared independent test (Table 2) suggest that there is a significant relationship between the national tourist's adhesion to local accommodation abroad with the adhesion to local accommodation in Portugal ($p < 0.001$) (RH1).

Table 2: Chi-squared independent test

		Local Housing Accommodation abroad		
		Not Hosted n(%)	Hosted n(%)	p - value
Local Housing Accommodation in Portugal	Not Hosted	68 (69.4%)	30 (30.6%)	< 0.001
	Hosted	40 (37.0%)	68 (63.0%)	

Source: Own elaboration based on SPSS output (N =206, due to omitted cases)

The results of the chi-squared independent test allows us to concluded (RH2) that there is a significant relationship between the national tourist's adhesion to touristic accommodation in Portugal with the national adhesion to touristic accommodation abroad ($p < 0.001$), as is shown in Table 3.

Table 3: Chi-squared independent test

		Touristic Accommodation abroad		
		Not Hosted n(%)	Hosted n(%)	p - value
Touristic Accommodation in Portugal	Not Hosted	19 (48.7%)	20 (51.3%)	< 0.001
	Hosted	31 (18.6%)	136 (81.4%)	

Source: Own elaboration based on SPSS output (N =206, due to omitted cases)

To validate RH3 and RH4, it was applied a factorial analysis in order to find dimensions not directly observable, but maybe able to explain what motivates the tourist from the North of Portugal when travelling in Portugal and abroad.

For motivations to travel in Portugal, the factorial analysis (Table 4) showed that the 14 studied initial items were explained in 59.13% for 4 common factors obtained from a Varimax rotation with Kaiser Normalization, indicating a reasonable correlation between the items (0.798). Also the Bartlett's Test of Sphericity showed that variables under analysis are statistic and significantly correlated (p-value < 0.001). The analysis can explain that the Portuguese tourists' motivations for travel in Portugal are: Leisure (30.02%), Attractiveness (10.67%), Reason for travel (10.54%) and Price (7.90%). Cronbach's alpha is 0.798, indicating good internal consistency reliability.

Table 4: Factorial Analysis

Factor	Variable included in the factor	Loadings	Eigenvalues	% of explained variance
1 (Leisure)			4.20	30.02
	History/Culture	0.740		
	Nature	0.684		
	Gastronomy	0.648		
	Hospitality	0.613		
	Search for Adventure	0.565		
2 (Attractiveness)			1.49	10.67
	Accessibility and ease of travel	0.771		
	Attractive climate	0.762		
	Sun and beach conditions	0.733		
	Country's safety	0.595		
3 (Reason for travel)			1.48	10.54
	Need (work, visiting family and/or business)	0.753		
	Health reasons	0.661		
	Attractive airline prices	0.653		
4 (Price)			1.11	7.90
	Price	0.799		
	Accommodation	0.706		
Total				**59.13**

Source: Own elaboration based on SPSS output

To see if there are significant differences in each of the factors that motivate tourists to travel in Portugal by joining local accommodation in Portugal (RH3), the Mann-Whitney nonparametric test was used (Table 5).

Table 5: Mann-Withney tests

		Leisure	Attractiveness	Travels' Purpose	Price Accommodation
Frequency in Local Accommodation	Yes	3.84 ± 0,.06	4.26 ± 0.06	2.52 ± 0.09	3.63 ± 0.08
	No	3.74 ± 0.07	4.16 ± 0.07	2.44 ± 0.08	3.46 ± 0.09
		MW-U	MW-U	MW-U	MW-U
		7039.500	7394.000	7039.500	7364.500
		(0.399)	(0.228)	(0.612)	(0.247)

Note: MW- U – Mann-Whitney U test
Source: Own elaboration based on SPSS output

For motivations to travel abroad, the factorial analysis showed that the 14 studied initial items were explained in 66.49% for 5 common factors obtained from a Varimax rotation with Kaiser Normalization, indicating a reasonable correlation between the items (0.7368). Also the Bartlett's Test of Sphericity showed that variables under analysis are statistic and significantly correlated (p-value < 0.001). The analysis can explain that the Portuguese tourists' motivations for travel abroad are: Attractiveness (27.51%), Hospitality (10.67%), Price (10.01%), Leisure (9.48%) and Reason for Travel (8.21%), as seen in Table 6. Cronbach's alpha is 0.798, indicating good internal consistency reliability.

Table 6: Factorial Analysis

Factor	Variable included in the factor	Loadings	Eigenvalues	% of explained variance
1 (Attractiveness)			3.85	27.51
	Sun and beach conditions	0.852		
	Attractive climate	0.843		
	Nature/Landscape	0.664		
2 (Hospitality)			1.57	11.21
	Accommodation	0.770		
	Gastronomy	0.751		
	Hospitality	0.712		
3 (Price and facilities)			1.41	10.01
	Price	0.599		
	Accessibility and ease of travel	0.790		
	Country's safety	0.647		
	Attractive airline prices	0.560		
4 (Leisure)			1.33	9.48
History/Culture		0.671		
Accommodation		0.768		
5. (Reason for travel)			1.15	8.21
	Health reasons	0.726		
	Need (work, visiting family and/or business)	0.854		
Total				66.49

Source: Own elaboration based on SPSS output

To what concerns RH4 the only validated factor is "Leisure" and may, in fact, interfere in the choice or not of a local accommodation abroad, as seen in Table7. The remaining motivating factors for traveling abroad are significantly different between the people who joined and those who did not join the local accommodation abroad.

Table 7: Mann-Withney U tests

		Attractiveness	Hospitality and Gastronomy	Price and facilities	Leisure	Reason for travel
Frequency in Local Accommodation - abroad	Yes	3.75 ± 0.09	3.22 ± 0.08	3.67 ± 0.07	4.18 ± 0.07	2.22 ± 0.10
	No	3.76 ± 0.10	3.16 ± 0.09	3.61± 0.08	3.65 ± 0.08	2.07 ± 0.10
		MW-U	MW-U	MW-U	MW-U	MW-U
		5295.000	5595.000	5805.500	7668.500	6079.500
		(0.477)	(0.973)	(0.660)	(0.000)	(0.282)

Note: MW- U – Mann-Whitney U test
Source: Own elaboration based on SPSS output

Conclusion

The study seems to point that the adhesion of tourists from the north of Portugal to local accommodation in Portugal is related to adhesion to local accommodation abroad, with the existence of a relationship between the demand for local accommodation in Portugal and abroad. It was observed that 63% of the respondents who stayed in local accommodation in Portugal also stayed in local accommodation abroad and 69.4% who were not staying in local accommodation in Portugal also did not stay in local accommodation abroad (Table 2). The national tourist's perception of local accommodation does not change depending on the location (Portugal/abroad).

In what concerns the adhesion of tourists from the north of Portugal to touristic accommodation in Portugal, it was also found that it is related to the adhesion to touristic accommodation abroad, verifying the existence of a relationship by the demand for touristic accommodation in Portugal and abroad. Of the 81.4% respondents who stayed in touristic accommodation in Portugal, also stayed in touristic accommodation abroad and 48.7% who were not lodged in touristic accommodation in Portugal also did not stay in touristic accommodation abroad. It was again checked that the perception of the national tourist about touristic accommodation does not change depending on the location (Portugal/abroad).

It was also verified that the adhesion to local accommodation in Portugal is not related to the reasons for the trip/travel. This means that none of the four travel motivation groups appear to interfere with the demand for local accommodation. Regarding the adhesion to local accommodation abroad, only Leisure appears to be a relevant motivation group. The other remaining motivation groups were not validated.

With this study it was possible to have a sampling of the global perception about the new type of accommodation that is rising nowadays: the local accommodation. It was possible to portray the sample through an exploratory descriptive analyzes and statistical tests, demonstrating the behaviors, motivations and influences of the national tourist in the northern part of Portugal when adhering to local accommodation in Portugal and abroad. The study aims to support local accommodation owners and managers who wish to strategically attract the national tourist by going against what they are looking for when looking for this type of accommodation both in Portugal and abroad.

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