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Original

VALIDACIÓN DE ESCALA DE CALIDAD, VALOR PERCIBIDO, FUTURA INTENCIÓN DE PRÁCTICA Y SATISFACCIÓN DE LA ACTIVIDAD CHÁRTER ENFOCADA AL DESARROLLO DE LOS NEGOCIOS NÁUTICOS

VALIDATION OF QUALITY, PERCEIVED VALUE, FUTURE PRACTICE INTENTION AND SATISFACTION SCALE OF ACTIVITY CHARTER FOCUSED ON NAUTIC BUSINESS DEVELOPMENT

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RESUMEN

La calidad de los servicios turísticos y deportivos como el chárter náutico requiere un tratamiento y análisis cuidadoso debido al impacto económico que representa en el sector en general, máxime en las Islas Baleares, donde es un reflejo del turismo y la recreación a nivel mundial. A través de un cuestionario, que tiene en cuenta cuatro factores de medida, se encuestó a 185 usuarios de compañías chárter durante la temporada de verano de diferentes nacionalidades, edades y géneros. El objetivo era verificar su validez de medida para los usuarios de estos servicios. Las cifras obtenidas por el ajuste y la tasa de error fueron exitosas, igual que cada valor obtenido en la estimación de la confiabilidad de la escala y su validez convergente y discriminante. Este cuestionario proporcionará una visión general de la opinión de los usuarios en relación con el deporte.

Palabras clave: servicio náutico; turismo activo; intención futura; actividad náutica.

ABSTRACT

The quality of the touristic and sports services as the nautical charter requires a careful treatment and analysis due to the economic impact that it represents in the sector in general, and moreover in Balearic Islands, which is a reflection of tourism and recreation globally. Through a questionnare, which has into account four measure factors, 185 users of charter companies during the summer season from different nationalities, ages and genders were surveyed. The objective was to verify its meassure validity for users of these services. The figures obtained by the adjustement and error rate were successful, same as every value obtained in the estimation of the scale's fiability and its convergent and discriminant validity. This questionnare will provide a general view of the users' opinion in conection with sport.

Keywords: nautical service; active tourism; future intention; nautic activity.

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INTRODUCTION

Nowadays tourism ist not only reaching values prior to the economic crisis, but it is also experiencing a growth in this field after the negative impact of the international inestability produced by the economical crisis in 2008. After overpassing the threshold of 1,000 million international arrivals in 2012, these figures have not stopped to grow, and new records have been reached every year. This figure have consolidated the tourism as one of the main sectors of the current economy. Spain has not been left down within this revolution and nowadays we are reaching figures of visitors never seen before. At the same time, the income from tourism in our country has been increased to unprecedented levels in our economy, placing Spain in the second position by income rates internationally. It't is important to note that Spain is listed as one of the 10 top destinations on worldwide arrivals and total tourism receipts, keeping the second position in both of lists in 2018, following the data provided by World Tourism Organization (2019).

To that effect, studying tourism in deepth and adreessing the great range of topics that it involves have a decisive importance. The aim is to obtain a greater knowledge of a sector of our country, which could be clearly described as strategic. In this economical context, characterised by fast changes, appears the need of adaptation or, even, the need of anticipation with the aim of developing effective strategies, which allow for the maintenance and the incrementation of the competitive level of the companies. These changes are promoted by different factors as the exponential increase in the implementation of Information and Communication Technologies (ICT) and Internet in almost every economical activity, and the rising globalization of the market, which tends to homogenize procedures and tasks in diverse sectors. All of this has contributed to an evolution of the client's role, being more evident in the service sector. The participation and collaboration of clients in the whole service process is more and more remarkable and it demands new approaches in connection with the aspects related to the consumer's behaviour.

The option of the nautical tourism for the consumer

The organisation of the trip, the type of activity to develop or the motivation of the tourists can lead to different kinds of tourism. It includes the tourism of "sun and beach", which is one of the most attractive and demanded in spite of being focused mainly in the summer season. It becomes particularly important in countries located next to the sea due to the quantity of direct and indirect employment, which it generates (Yepes & Medina, 2005). Besides, it is one of the types of tourism that allows the union with other types of tourims such as the cultural, sport, health or even the business tourism. Its incentive allows to achieve an attractive market for recreational and leisure consumption, as well as to produce a touristic industry properly exploiting the natural resources (Pointing & O'Brien, 2015).

The scarce attention for the nautical tourism in the field of marketing research implies that there are many issues to be addressed, although after the evolution of the concept of marketing in the recent years, the analysis of the consumer's behaviour is considered as one of the most important fields (Jovanovic et al., 2013; Mikulic et al., 2015). Belonging to this behaviour the general quality, the perceived value, the satisfaction and the future practice intention (Angosto, 2014).

Precisely, within this internationally increasing phenomenon originated partly by the globalization, it is important to emphasise what it means for the Iberian Peninsula and its islands, where the weather conditions and the law of supply and demand place it as one of the leading tourist destinations in the world (Lepp & Gibson, 2008). Especially when taking into account the different roles and responsabilities for the development of these activities is the suggestion of having in mind certain researchs in order to establish a reference frame relevant (Schulenkorf, 2010).

To that effect, it is notable the increase of researchs trying to identify the main factors, which lead to obtain the highest level of performance. Some of them coindice in the study of the Satisfaction and the quality of sports services from the perspective of the user. The main contribution to the study of the service's quality is made by Parasuraman et al. (1985). These authors developt a quality service model consisting of five mismatches, which, according to them, are the cause of the quality or the lack of it. The mismacht number five, defined as the difference between the expected service and the obtained one, is the key concept of this model and it

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is determined by the four other mismatches happening in the process of companies. These mismatches have their origin in the lacking knowlegde of the user's expectations.

In this sense, the currently growing academic contributions to the sector are explained. To a large extent, the economic income that a country percibes makes it more attractive to the travel consumer, hence, the awaken interest is remarkable. On this matter, the president and CEO of the business association World Travel & Tourism Council, David Scowsill, commented last year the following: "inspite of the uncertainty about the international economy and the specific challenges to travelling and tourism in 2015, the sector grew in 3.7%, contributing in a total of 9.8% to the global GDP". In Spain it entailed a 11.1% of the total GDP of the spanish economy.

Therefore, one of the fields of study in sports management is acquiring a great importance: the analysis of user's satisfaction and the quality of the obtained service (Shonk & Chelladurai, 2008). Currently, quality has become in a main point to ensures the continuity and development of companies, generating profits that impact on clients, managers, employees and the imagen of the organization. Besides, the recent great development of the service sector has led to the study of the quality from the point of view of the service's quality, considering it as the major potential regarding the competitive superiority that companies can have nowadays.

Quality of the service

Within this framework of sectors that live on tourism and contribute to it at the same time in complete harmony, physical activity and sport take on special importance, playing in recent years an important role in outdoor activities combined with sun and beach. Such was the case that currently it has achieved a great development within touristic sector. This growth can be explained by taking into account the change in the status of sport and these kind of activities in society from the concept of being a way of spending our free time to the concept of being a sign of healthy lifestyle and quality of life (Getz, 2008).

In a sector as the touristic one, where the interaction between client and provider is high, the psychological aspects gain a special relevance, hence, it is essential to analyse in detail the feelings, impressions and perceptions of clients with the aim of getting to know what factors and in which way influence the variables as the percibed value, quality, satisfaction and the loyalty of consumers. Variables as reliance, compromise or participation of clients have also been gaining relevance in the analysis of the consumer's behaviour in the touristic field, so that it is necessary to evaluate the several relationships, which appear between these variables and other ones. Here come into play the services that the user wants to acquire throughout it, as well as the means and resources that the destination shows for it (Wang, 1999).

According to this approach, Parasuraman et al. (1988) define the quality of the perceived service as "a global judgement or attitude towards the superiority of the service". Applying the concept to sport, the perceived quality of sports services can be a messure to determine the jugement made in connection to the overall excellence the provider pursues to provide the consumer or "the satisfaction of requirements, desires and expectations of clients-users about sports services" (Calabuig-Moreno et al., 2016).

In this sense, it is important to establish that perceived quality is the result of the comparison between expectations and the perceived result, but measuring the quality of service is not easy, as a consequence of the characteristics of these services (Calabuig-Moreno et al., 2012). But also, other factors come into play that interrelated with each other must also be taken into account. Thus, satisfaction directly affects consumer loyalty and future intention (Chang et al., 2009). The literature recognizes through various publications the positive influence of satisfaction on intention (Cronin & Taylor, 1992; Fornell, 1992; Price & Arnould, 1999).

Likewise, perceived value should be considered as a measure of global consumer valuation (Zeithaml, 1988). Several studies suggest that perceived value is one of the most important determinants of buyback intention and return visit intention (Bojanic, 1996; Jayanti & Ghosh, 1996). It is also important to understand that the study of satisfaction and quality

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acquires a great interest in literature from executives and businessmen since a customer who considers himself satisfied with the service acquires it and enjoys it again, as well as being a good indicator of future benefits for the Company (Molina & González, 2018). The aim of this study is to verify the meassure validity of a questionnare for users of charter nautic service.

METHODS

Sample

The sample consisted on 185 users of nautical sailing service. Male represented a 59.5% (n = 111) and female a 40,5% (n = 74) of the total. A 37.3% (n = 69) of the sample were under 30 years old, a 31.9% (n = 59) between 30 and 45 years old and a 30.8% (n = 57) were above 45 years old. According to the origin of the users, 19.2% (n = 36) were Spanish, 64.5% (n = 119) came from different European countries and 16.4% (n = 30) came from other continents (America, Asia and Oceania).

Instrument

The questionnaire used has been the revision and adaptation of a scale validated by Angosto (2014). It consisted on 14 items divided in four dimensions: General Quality of the Event (three items), Perceived Value (three items), Future Intentions (three items) and Satisfaction (three items, adapted from Oliver, 1981). The alternative answer of the questionnaire has been designed according to Likert scale of 6 options (1- I strongly disagree and 6- I strongly agree).

Procedure

The procedure conducted to undertake this research has been, on the first place, the previous revision of international literature available about the subject with the aim of analysing the existance of similar or previous researchs about the quality of nautical services. Secondly, the revision of the instrument was carried out adding the aspect of Satifaction to it. Then, contact with the nautical services company was established, informing the purpose of the research. After the approval, the instrument was providen to all of the users, who took part of nautical services during the summer season in 2015. The questionnare was completed through a mobile phone or tablet link once the service was finished. The supply of the questionnaire was accomplished through a telematic form in Google Drive. Users completed the questionnaire online, once the contracted nautical service was finished.

Design and variables object of study

The study consisted in a cuantitative, non-experimental, transverse and descriptive design through questionnaires by sampling. The aim was to verify its meassure validity for users of nautic activities involving a motor and sail vessel with a lenght between 20 and 50 feet working with four dimensions of study; perceived quality, perceived value, level of future practice intention and satisfaction.

Data analysis

The data analysis was conducted with the SPSS v20 statistical package for descriptive statistics, correlations and Coeficient Alpha, with SPSS AMOS v20 (IBM, Armonk, NY) for the implementation of CFA, and Excell 2010 Spreedshet (Microfost Corporation, Redmon, WA) for the calculation of the Composite Reliability and AVE following the indications of Hair et al. (2010). The level of signification was stablished in $p \leq 0.05$.

A Confirmatory Factor Analysis (CFA) was accomplished in order to verify the new structure-factor employed. The CFA is already been used in previous researchs to corroborate the factorial structure in the quality of services (Morales et al., 2005). The CFA is a multivariant analysis technique, which belongs to Structural Equation Models (SEM). It is being frequently used lately as a measuring tool for causal analysis in several fields. The Maximum Likehood procedure (ML) was applied for the development of the adjustment of the model.

Some Absolute Goodness-of-Fit indeces were employed for the evaluation and interpretation of the model: chi-square, degrees of freedom (χ^2/df), Root Mean Square Error of Approximation (RMSEA; Steiger, 2016), Root Mean Residual (RMR; Hair et al., 2010), and Goodness-of-Fit Index (GFI; Jöreskog & Sörbom, 1985); indeces of incremental adjustement as the Tucker-Lewis Index (TLI; Tucker &; Lewis, 1973), the Normed Fit Index (NFI, Bentler

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& Bonnet, 1980), the Comparative Fit Index (CFI; Bentler & Bonnet, 1980) and the Incremental Fit Index (IFI; Bollen, 1989), and the parsimonious indeces, the Adjusted Goodness-of-Fit Index (AGFI; Jöreskog & Sörbom, 1985), the Parsimonious Normed-Fit Index (PNFI; Mulaik et al., 1989) and the Parsimonious Goodness-of-Fit Index (PGFI; Mulaik et al., 1989).

The Coeficient Alpha (α-C; Cronbach, 1951) and indeces suggested by Hair, et al. (2010) were used for the estimation of the Fiability, the Construct Reliability (CR) and the Average Variance Extracted (AVE). Besides, the Convergent Validity was supposed through a matrix of correlations in order to confirm the existing relationship between the factors. The discriminant of the scale was also estimated through the comparison between the Square Multiple Correlations (R^2) and the Variance Extracted (AVE) suggested by Fornell and Larcker (1981).

RESULTS

Descriptive analysis

Table 1 shows the relationship of items of the final scale by means of a descriptive analysis. The highest scores were obtained in satisfaction (Items 10 - 12), followed by future practice intentions (Items 7 - 9), thirdly, perceived quality (Items 1 - 3), and finally perceived value (Items - 6). The values of Asymmetry and Curtois were acceptable in the data distribution, being lower than the value of 3 (Chou & Bentler, 1995).

Confirmatory Factor Analysis

The data subjected to CFA are suitable for more attention and are refered to the factor loading, fators of the scale's fiability and the aforemencioned adjustment indeces. The evaluation of adjustments in the suggested model must be a relative process, since it is better to jointly evaluate every data and indeces, instead of valorate them individually in order to accept or not the model.

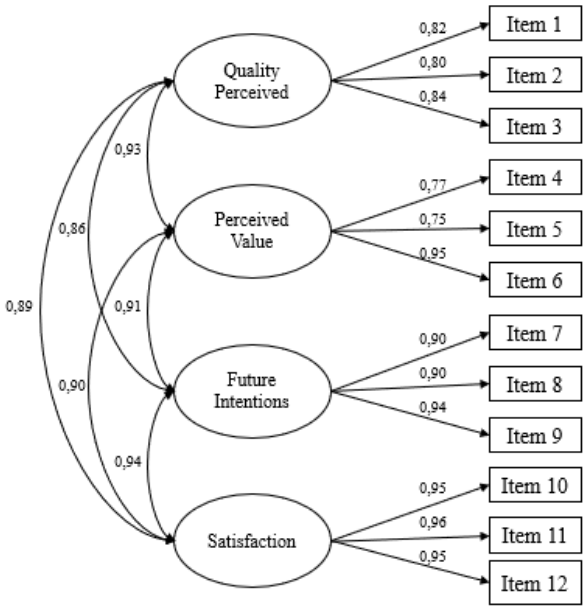

Figure 1. Path diagram of the represented model.

Results from CFA of the general scale regarding the factor loading of items (Figure 1) were found between 0.75 of the item 2 of the Perceived Value and 0.96 of the second item of the Satisfaction dimension.

Table 1. Descriptive Statistics of the items.

	M	SD	Skewness	Kurtosis
Item 1. In general, the service offered by the company is adequate.	5.09	0.8	-.46	-.65
Item 2. The quality of this activity can be considered superior when I compare it with other companies in the sector.	4.76	1.0	-.27	-1.03
Item 3. I consider that the involvement of the staff of this company has been excellent.	4.98	1.0	-.56	-.86
Item 4. In general, I have received a high quality service in this activity.	4.75	1.0	-.21	-1.14
Item 5. I believe that the activity in general is reasonably priced.	4.45	1.1	-.00	-.87
Item 6. In general, it seems to me that the activity is good value for money.	4.45	1.0	.05	-.92

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Item 7. I am ready to continue to return to this activity on future opportunities.	5.09	0.9	-.63	-.54
Item 8. I will recommend attendance at the activity to my friends, relatives and others.	4.98	0.9	-.61	-.72
Item 9. If I have the opportunity to attend a similar activity I will repeat the experience.	5.08	0.9	-.69	-.40
Item 10. I am happy with the experiences I have had in this activity.	5.09	0.9	-.64	-.61
Item 11. I really enjoyed attending the activity.	5.14	0.9	-.70	-.57
Item 12. Participating in this activity has been pleasant.	5.15	0.9	-.75	-.43

Regarding results of adjustment indeces (Table 2), the scale brought a chi-square value of 112.03 and 44 of degree of freedom, the value of χ^2/df was higher than 2 points (2.55) with a signification level lower than 0.01. Other comparative and global adjustment indeces were placed above 0.9 with acceptable values (GFI = 0.91; NFI = 0.96; IFI = 0.98; TLI = 0.96; CFI = 0.98). While Parsimonious Adjusted Goodness-of-Fit Indeces obtained a close value of 0.9 (AGFI = 0.85), Parsimonious Goodness-of-Fit Index brought a suitable value between 0.5 and 0.7 (PGFI = 0.52). For their part, error indeces obtained results lower than 0.1 (RMR = 0.035; RMSEA = 0,092).

Table 2. Measures of goodness fit.

Goodness-of-fit Meassures	Adequate Adjustment Levels	Obtained Value
Absolute Adjustment Meassures		
Chi-square		χ^2=112,026
		p<0,000
Df		44
χ^2/df		2,55
Goodness-of-fit indices (GFI)	Suitable Indeces >0.9	0,913
Root Mean Square Error of Approximation (RMSEA)	Suitable Indeces <0,05. Adequate between 0.05 - 0.08	0,092
Root Mean Residual (RMR)	Suitable Indeces <0,05. Adequate between 0.05 - 0.08	0,035
Incremental Fit Index		
Normed Fit Index (NFI)	Suitable Indeces >0.9	0,961
Tucker-Lewis Index (TLI) or Non-Normed Fit Index (NNFI)	Suitable Indeces >0.9	0,963
Comparative Fit Index (CFI)	Suitable Indeces >0.9	0,976
Incremental Fit Index (IFI)	Suitable Indeces >0.9	0,976
Parsimonious Indeces		
Adjustment Goodness-of-Fit Index (AGFI)	Suitable Indeces >0.9	0,846
Parsimonious Goodness-of-Fit Index (PGFI)	Adequate values between 0.5-0.7	0,515
Parsimonious Normed-Fit Index (PNFI)	Adequate Valur close to 1	0,64

Intern Consistency of the scale

Table 3 shows the scale fiability values with Coeficient Alpha indeces (α-C), Composite Reliability (CR) and Average Variance Extracted (AVE). Results recorded suitable indeces for all types of fiability in every factor and general scale. Regarding a-C values, the Quality value obtained the lowest value of all (0.879) and Satisfaction value obtained the highest value (0.967). Regarding CR, every factor obtained values higher than 0.7 (the minimun value of 0.85 was found in Quality and the maximum value of 0.97 in the overall scale), also above 0.5 for AVE values (minimum value of 0.66 in Quality and maximum value of 0.90 in Satisfaction).

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Table 3. Intern Consistency of the scale.

Factor	α-C	FC	AVE
Quality	0,879	0,85	0,66
Perceived Value	0,906	0,86	0,68
Future Intentions	0,944	0,93	0,83
Satisfaction	0,967	0,96	0,9
Global	0,966	0,97	0,77

Convergent and Discriminat Validity

Regarding the Convergent and Discriminant Validity of the scale (Table 4), results indicated that both exist. In every index can be noticed that all of them have a significant correlation with each other. They are related, moreover the results obtained by the Determination Rate (R^2) in connection with each index of the scale were lower than the AVE value (value of the diagonal). Results of the scale indeces showed that the User's Satisfaction was the most rated factor, followed by Future Intention, both factors had values higher to 5 points. Meanwhile the Perceived Value turned out to be the lowest rated index with a scarcely superior result of 4.5 points of the total.

Table 4. Estimation of the Convergent and Discriminant Validity.

Factor	M	DT	F1	F2	F3	F4
F1. Quality	4.94	0.86	-0.66			
F2. Perceived Value	4.64	0.93	0.796*[0.63]	-0.68		
F3. Future Intention	5.06	0.88	0.757* [0.57]	0.753*[0.57]	-0.83	
F4. Satisfaction	5.13	0.89	0.798*[0.64]	0.745^*[0.56]	0.883*[0.78]	-0.9

*Note: * signification level p<0,001; (AVE) Analysis Value of the extracted VARIANZA; [R^2] Value of the Determination Rate.*

DISCUSSION

The aim of this study was to verify the meassure validity of a questionnaire. It tries to know the users' opinion about the Quality and Percived Value grade of the accomplished activity, the Satisfaction and Future Intention after it consume and accomplishment. The aplication of CFA involved the elimination of two items, one within the Quality scale and another within Satisfaction about the suggested original model. The final scale consisted in 12 items equally distributed in four dimensions. Thus, the Service Adaptation, the Involvement of the Staff and the Perceived Quality in the activity belong to the Quality dimention. In the Perceived Value dimention, items adressed the reasonable price, the value for money and the obtained value of the activity. The willingness to take part in the activity again, the willingness to accomplish similar activities and the predisposition to recommend the activity to others were meassured for the Future Intention dimension. Ultimately, the last Satisfaction dimension assesed the level of happiness with the experiences of the activity, the degree of enjoyment in the accomplishment of the activity and the degree of pleasure experienced.

Regarding the Global Adjustment, Incremental and Parsimonious indeces of the suggested model, almost every index was found within recommended values of the international literature (Hair et al., 2010). As an exception, the AFGI index showed a slightly lower result than 0.9, but close to it, the RMSEA error index obtained a result of 0.092 points, not being entirely adequate, since it was not lower than 0.08 points, and the PNFI index showed an average adjustment not closed to the unity value. However, according to Hu and Bentler (1999), the NNFI or TLI adjustment indeces, CFI and the RMSEA error index are prone to reject correct models, when the sampling size is not very big, being it the case. Hence, these values can be considered as non adequate when they are higher than 0.95 regarding adjustment indeces and 0.5 in the error index. Under that premise, the value of the RMSEA error index of the study must be evaluated with consideration because of the small sample of the study. According to the aforementioned consideration and together with the Value Obtained

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by the statistical chi-square, which showed a signification level of $p \leq 0.001$, restrictions found in the model can be considered as correct. Internal consistency values of the scale can be rated as very satisfactory, for the 3 suggested statements. Values of α-C turned out to be excelent above 0.8 points as Nunnally (1995) states. He considers a minimum value of 0.8 for tools studying basic research. However, Streiner (2003) denotes that obtaining high values of α-C (above 0.9) can show the existance of a redundancy in the suggested items due to their homogeneity. This author concludes that with the aim of avoiding the homogeneity, maximum Coeficient Alpha values should be of 0.9. The other two CR and AVE coefficient were above the minimum values indicated by Hair et al. (2010), every CR results were found above 0.8 (being 0.7 the minimum required value) and AVE results were all above 0.6, while the minimum stablished value in the literature is 0.5 points.

The Discriminant and Convergent Validity are two of the most used criteria in scale validation processes by researchers and according to several authors they are asociated to the construct validity (Martínez-García & Martínez-Caro, 2009). These criteria were already considered for first time by Campbell and Fiske (1959), who suggested that in order to determine the validity of measurements of each construct, the later must correlate highly with the rest of the suggested constructs (Convergent Validity), and these existing measurements must be superior to the obtained measurements by one of the other suggested constructs in the model (Discriminant Validity). In the case of the suggested model, both are achieved. The Convergent Validity correlates significantly with high results with each other and the Average Variance Extracted (AVE) is higer than shared variances among factors (R^2) as determine by Hair et al. (2010, p. 666). Martínez-García and Martínez-Caro (2009) state that Discriminant Validity should not be evaluated statistically, since statistics should not always prevail over the conceptual definition of the variables. Besides, these authors concluded that Discriminant Validity can lead to misleading conclusions about the extracted data in the different ways of calculating it, and that often only the correct delimitation of the variables themselves is necessary. Observing the analysis of all the results, the instrument can be considered as a valid and reliable abbreviated tool for measuring the Quality of the service, User Satisfaction and Future Intentions; variables that, on the other hand, were already held for their significant correlation between them in other works (Chang et al., 1992; Cronin & Taylor, 1992; Fornell, 1992; Price & Arnould, 1999; Zeithaml, 1988).

The figures obtained by all the adjustement and error indeces were successful, same as every value obtained in the estimation of the scale's fiability and its Convergent and Discriminant Validity. This questionnaire will allow to obtain an overview of the opinion of the sports activity by the users, allowing the detection of any problem in the activity in a fast and reliable way. The sports organization and associations will be allowed to carry out a deeper analysis of the sports service through other broader scales such as the SERVQUAL of Parasunaman et al. (1988), the QUESC of Kim and Kim (1995), the ICPAF of Morales et al. (2005), the EPOD2 of Nuviala et al. (2013) or the CECASDEP for public services sugested by Gálvez and Morales-Sánchez (2011). These instruments allow a greater analysis of the activity when including other deals of Perceived Quality to the Quality of the Service such as the personnel, the equipment and the facilities, the sports venue, the activity programme or the communication to the user and the user service. All these questionnaires assess the different perspectives of the Quality of the Service, some include the factors here suggested such as the Perceived Value or Satisfaction.

In this line, several authors have previously carried out studies to determine which are the most valued dimensions in recreational services, establishing as a hypothesis that not all service dimensions would have the same importance in the different programs analyzed. This hypothesis is confirmed and contrasted with other authors determining the dimensions of tangibility, reliability, reactivity, empathy and trust as the most important to take into account for this sector (Crompton & Mackay, 1989).

CONLUSIONS

This study empirically examined allow to obtain the conclusion that this questionnare helps giving a general view of the user's opinion in the nautic charter activity. This is supported by the success of the results obtainedboth in the estimation of the

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scale's fiability and its convergent and discriminant validity.

The General Quality of the Service or Future Intentions are key aspects that must be also evaluated by nautic managers with the aim of getting to know a global view of the offered service and whether users or customers are willing to continue doing more activity and recommend it. In this sense, an interesting future study line is to develop new proposals or programmes of sports activities that increase the volume of business of the company, allowing it to stay in the current sports market, which is very competitive due to their great sump of stakeholders. This type of research about Service Quality will always be necessary, since they represent the differentiation in the sports organizations within the touristic market, searching for an improvement in the company-client relationship, cost optimization and the development of strategies for the constant improvement of the service.

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