

A Sustainable Market-Oriented Approach: Permanent and Second Home Residents' Perceptions in A Nature-Based Destination

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Abstract: This research was performed due to the need of adopting a sustainable market-oriented approach in tourism resources. Drawing on the fact that residents' perceptions are considered crucial to achieve sustainable tourism, little research has been conducted regarding permanent and second home residents. Hence, this research aimed to explore the effects of their attitudes on sustainability, understood within a market-oriented perspective. In view of the dissimilarities of results obtained in literature regarding the hypotheses proposed, the findings offer revealing contributions. The data analysis showed that the most significant effects were related to the impact of residents' perceived benefits on sustainability and support for tourism, presenting significant differences among the two sample groups. Although in both samples the effects were positive and meaningful, the permanent sample disclosed a stronger effect than the second homeowners' group. This study offers interesting insights for scholars and managers by shedding light on the understanding of tourism.

Key words: Sustainable tourism, permanent residents, second homeowners, support for tourism, community involvement, perceived benefits

1. Introduction

Sustainable tourism implies the embracement of long-term welfare that aims to maintain the same capabilities so future generations can fulfil their needs too (Cotterell et al., 2020). Sustainable development requires changes from the different agents involved in the tourism value chain, as all of them must reduce its negative impacts and protect nature because of the social interaction and stakeholder collaboration (Eyisi et al., 2021). Locals have been pinpointed as critical agents as their involvement, and thus their perceptions of the financial and non-financial benefits they get from the activity, can be imperative in achieving this sustainable development (Lee, 2013). Scholars have indicated the need of adopting a sustainable market orientation approach, precisely in nature-based destinations (Insch, 2020; Mitchell et al., 2013).

Prior research has suggested different theoretical models to explain residents' support for tourism development which have mainly analysed it in the bidimensional benefit-cost approach, concluding that perceived costs are adversely related to tourism development (Wang et al., 2020), or considering a three-dimensional framework encompassing economic, social and environmental positive and negative impacts (Gursoy et al., 2019). Nonetheless, the current study has examined perceived benefits as a dimension that includes community benefits, destination profile and economics benefits, and amenities and facilities development benefits (Fredline & Faulkner, 2000),

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