

The weather and its relation to the activities, loyalty and satisfaction of the nautical tourist who visits la Ruta del Sol (Ecuador) [Le climat par rapport aux activités, la loyauté et la satisfaction du touriste nautique qui visite la Ruta del Sol (Equateur)] [A relação do clima com as atividades, a fidelidade e a satisfação do turista náutico que visita a Ruta del Sol (Equador)] [El clima y su relación con las actividades, la fidelidad y la satisfacción del turista náutico que visita la Ruta del Sol (Ecuador)]

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The weather is a destination attribute capable of influencing tourists' behavior, especially in those segments motivated by leisure and outdoors recreation. In nautical tourism the weather is essential because it conditions nautical-related activities. Considering the lack of research on the relationship between weather and nautical behavior, this paper proposes an ordinal logistic regression model that allows measuring the impact of the weather on the number of nautical activities, the number of visits to a destination and the overall satisfaction of tourists. This model also compares such an impact with the effect of other destination attributes. After surveying 201 nautical tourists (domestic and foreign) visiting La Ruta del Sol (Ecuador) in 2015, it was possible to prove that weather satisfaction of nautical practitioners is essential for guaranteeing their overall satisfaction with the destination. This study also highlights the dominant effect of the weather on the nautical behavior and foreign tourists' loyalty towards a destination, which demonstrates the importance of working on the design of products and services with weather-meteorological information for managing international nautical tourism in the destination under study. Additionally, in order to increase tourists' loyalty and stimulate nautical consumption of the national market, it is necessary to work in other aspects that will be discovered throughout this work. © 2018, Universidad Nacional de Colombia. All rights reserved.

Loyalty

Nautical activities

Nauticalrecreational tourism

Satisfaction

Weather