

# Hayek Global College

## Data Driven Decisions - Q2-23

# Sustainable Tourism

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# Business hypothesis



There is an increasing trend for sustainable tourism, that hotels are addressing, but main booking channels are not being able to present or connect in the most efficient way.

It is hard for customers to identify sustainable hotels or their projects, and it lacks transparency and accountability on it.

The hypothesis is that, by having a platform that is oriented towards sustainability, using a crowdfunding model, this can represent a win-win situation for both hotels, customers and destinations.

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# Survey - Details

The purpose of this survey is to understand the preferences of the online travel agency customers, their perception of sustainability in tourism and the impact it has when choosing a travel destination/hotel. We also want to know if customers would be willing to book in advance with non-confirmed dates within a defined time range, while receiving a better price and supporting a local sustainability project in exchange.

1. What is your age?
2. What is your gender identity?
3. How often do you travel for leisure?
4. How much do you typically spend on a hotel per night?
5. How do you usually book your hotel?
- 5.1 Which OTA do you normally use for booking a hotel?
6. When choosing a hotel, which of the following factors do you consider the most? (Please rank the options in order of importance, where 1 is the most important and 6 the less relevant).
- 6.1 What type of hotel amenities are most important to you (e.g. pool, gym, free breakfast)? \_\_\_\_\_
- 6.2 How much does online reviews and ratings influence your decision to book a hotel?
7. Which factors do you consider when evaluating the sustainability of a hotel?
8. Do you actively seek out sustainable tourism options when booking your trips?
9. Have you ever booked a sustainable tourism experience through an online travel agency?
10. Have you ever paid extra to stay at a hotel that advertised itself as eco-friendly or sustainable?
11. Have you ever been inspired to book a trip by an online travel agencies sustainability initiatives or promotions?
12. How easy is it to find sustainable tourism options when using online travel agencies?
13. Do you think that online travel agencies that prioritize sustainability are setting a positive example for the industry as a whole?

# Survey - Methodology

The survey will be delivered online, to 15-20 persons, and our goal is to get 35%+ answer ratio. In a later stage, same survey will be delivered in person, in a leisure tourist destination like Cancun, where US has +50% share, from which OTAs hold +75%.

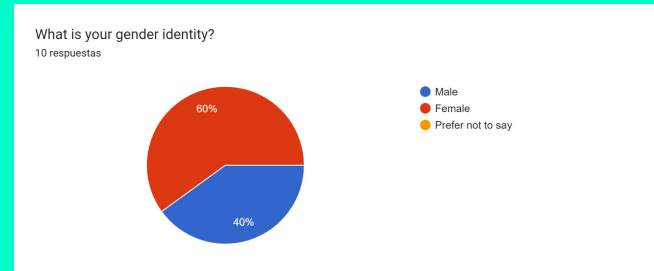
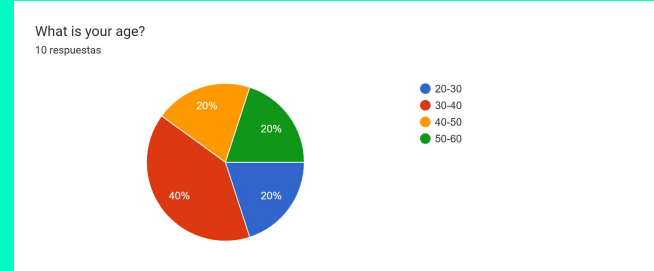


# Survey - Results

From 57 survey results, we obtained the following insights:

The main demographics are:

- 40% is between 30-40 years old.
- 60% female
- 70% were visiting from US

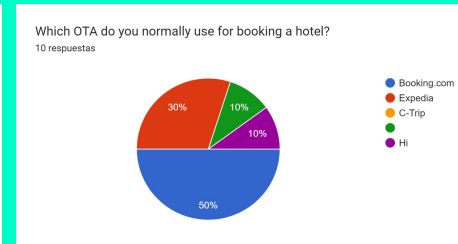
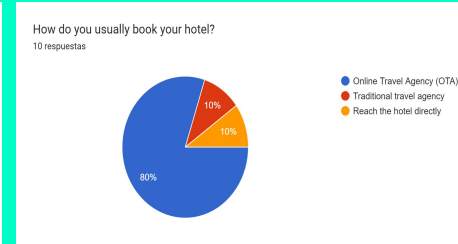
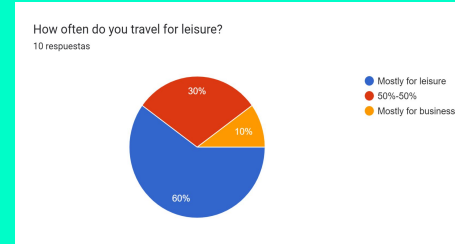


# Survey - Results

From 57 survey results, we obtained the following insights:

Being a leisure destination, 60% of the subjects travel mostly for leisure, with a diversified budget.

80% of them normally book through OTAs, Booking.com being the most used one.



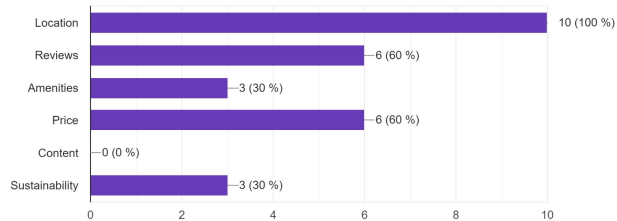
# Survey - Results

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More insights:

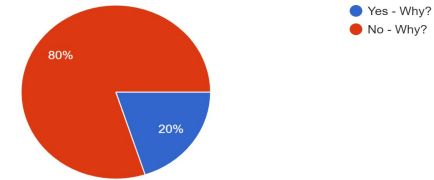
When choosing a hotel, which of the following factors do you consider the most? (Please select all important reasons)

10 respuestas



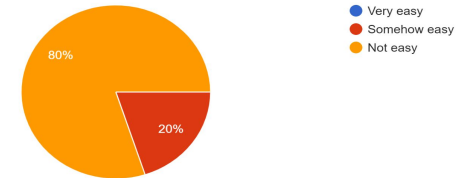
Do you think that online travel agencies that prioritize sustainability are setting a positive example for the industry as a whole?

10 respuestas



How easy is it to find sustainable tourism options when using online travel agencies?

10 respuestas



# Business Hypothesis

Based on the previous data, 60% of the interviewed subjects are actively looking for sustainable options when travelling for leisure, but most of them have never found that in an OTA.

They think that it is hard to find sustainability in those channels, and therefore, OTAs are not setting the example by efficiently promoting sustainable tourism.





# Database management

We worked with a public database of economic activity in Guatemala, with almost 200k registered business, including geographic, demographic and activity details. The database was created through a nationwide survey in 2005 conducted by Guatemala's Central Bank

This database was obtained through XX and is for public use.

Link to database

<https://docs.google.com/spreadsheets/d/1mFARVcQCzNXMYHx1jNb1TcRcedepOac5vqgqXVKyhBW0/edit#gid=1314462237>

The latest edition of the survey can be found here:

[https://www.banquaat.gob.gt/sites/default/files/banquaat/Publico/DINEL/Informe\\_DINEL\\_2013.pdf](https://www.banquaat.gob.gt/sites/default/files/banquaat/Publico/DINEL/Informe_DINEL_2013.pdf)

# Database management

We normalized the data and worked through it with 2 different views; one to support the business hypothesis and the other one as an additional exercise to obtain more insights.

We ran both analysis mainly through pivot tables (Tabs 2,3,4 and 5)

Link to database

<https://docs.google.com/spreadsheets/d/1mFARVcQCzNXMYHx1jNb1TcRcedepOac5vqgqXVKyhBW0/edit#gid=1314462237>

# Database results

From the table “Guatemala Business Database” we obtained the following insights:

Top 5 states with hospitality businesses:

State	Business	Share
Guatemala	6183	35.29%
Quetzaltenango	1307	7.46%
Escuintla	1095	6.25%
Petén	847	4.83%
Izabal	819	4.67%
Suchitepequez	714	4.07%
	10965	62.58%
<b>Total Guatemala</b>	<b>17522</b>	

87% of all hospitality businesses have between 1 to 5 employees



# Database results

## Travel Type per State

State	Tourism Type
Petén	<u>46% visit lakes &amp; lagoons</u>
Izabal	<u>47% visit beaches</u>
Alta Verapaz	<u>41% of tourists visit protected areas</u>
Baja Verapaz	<u>25% of tourists come for trekking and hiking</u>
Escuintla	<u>45% visit beaches</u>
Santa Rosa	<u>48% visit beaches</u>

- 63% of all businesses are concentrated in 6 departments
- 3 of the top 6 are key tourism attractions.
- To build a sustainable hospitality business culture, there are great opportunities in departments that offer great biodiversity.
- Only 12% of all hospitality businesses offer lodging services
- 87% of all hospitality businesses have between 1 to 5 employees



# Database results



### Sexo:

Hombres **61%**  
Mujeres **39%**



### Tipo de viajero:

Turista **91%**  
Excursionista **9%**



### Origen:

Centroamérica **51%**  
Norteamérica **40%**  
Sudamérica **5%**  
Europa **3%**  
Resto del mundo **2%**



### Edad:

18-25 **10%**  
26-35 **37%**  
36-45 **25%**  
46-55 **16%**  
56-65 **9%**  
66 o más **2%**



# Third Normal Form

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<https://www.geeksforgeeks.org/third-normal-form-3nf/>

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