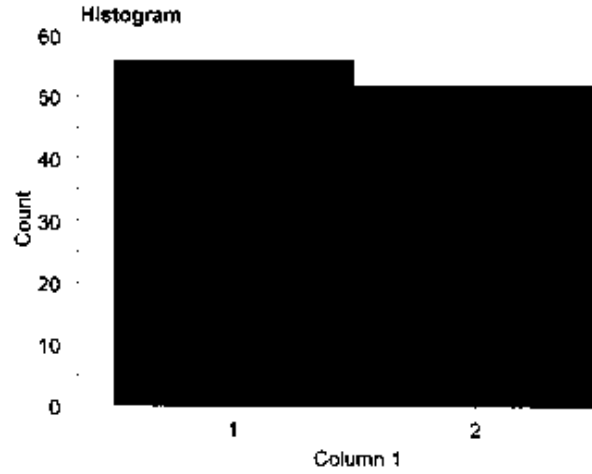


ANEXO B

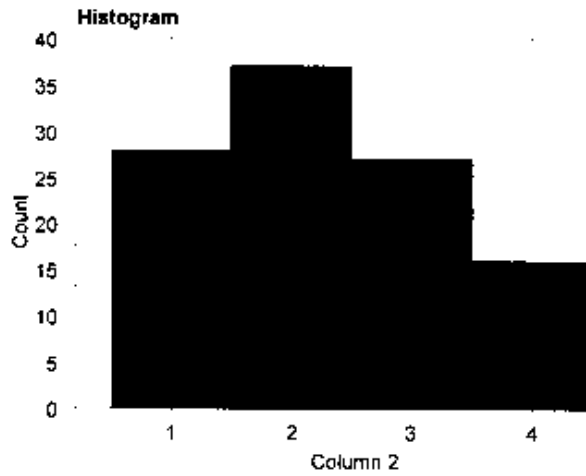
Frequency Distribution for Column 1

	Count
1	56
2	52
Total	108



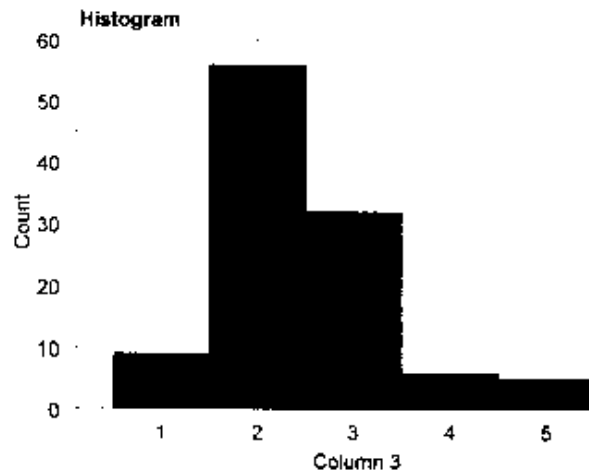
Frequency Distribution for Column 2

	Count
1	28
2	37
3	27
4	16
Total	108



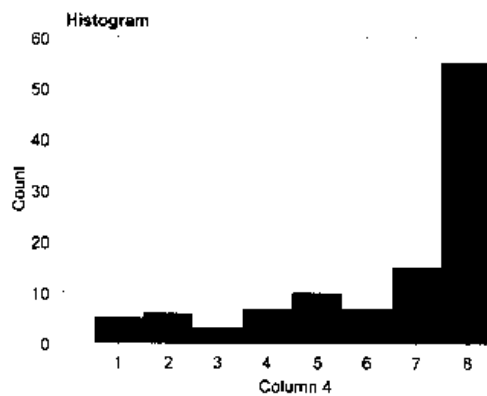
Frequency Distribution for Column 3

	Count
1	9
2	56
3	32
4	6
5	5
Total	108



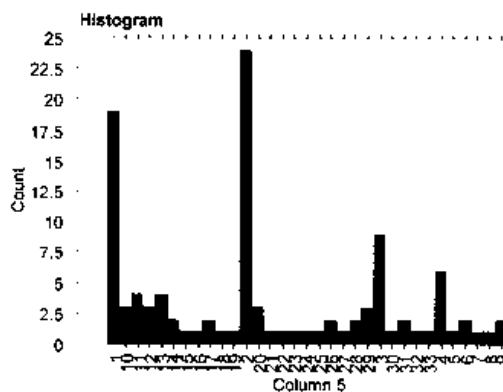
Frequency Distribution for Column 4

	Count
1	5
2	6
3	3
4	7
5	10
6	7
7	15
8	55
Total	108



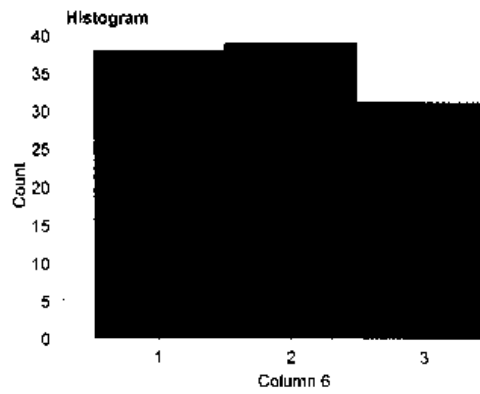
Frequency Distribution for Column 5

	Count
1	19
10	3
11	4
12	3
13	4
14	2
15	1
16	1
17	2
18	1
19	1
2	24
20	3
21	1
22	1
23	1
24	1
25	1
26	2
27	1
28	2
29	3
3	9
30	1
31	2
32	1
33	1
4	6
5	1
6	2
7	1
8	1
9	2
Total	108



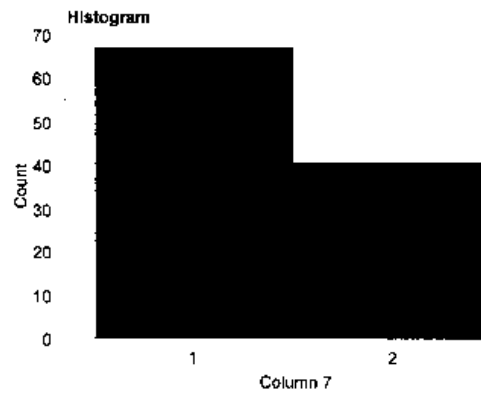
Frequency Distribution for Column 6

	Count
1	38
2	39
3	31
Total	108



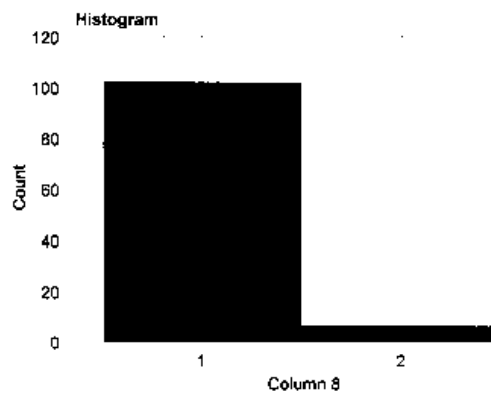
Frequency Distribution for Column 7

	Count
1	67
2	41
Total	108



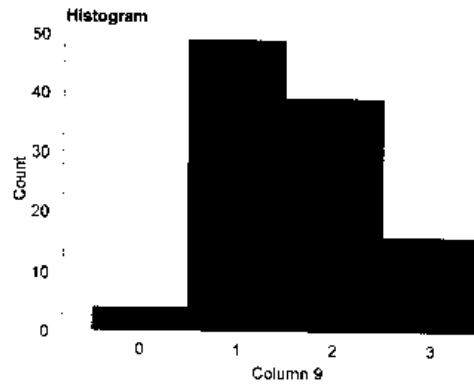
Frequency Distribution for Column 8

	Count
1	102
2	6
Total	108



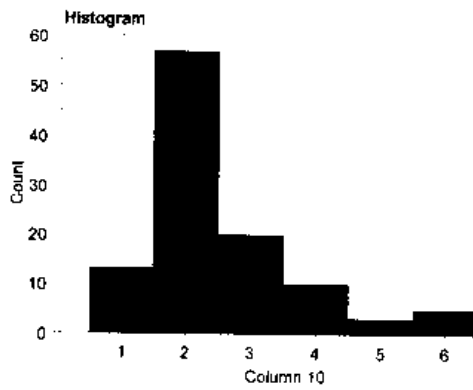
Frequency Distribution for Column 9

	Count
0	4
1	49
2	39
3	16
Total	108



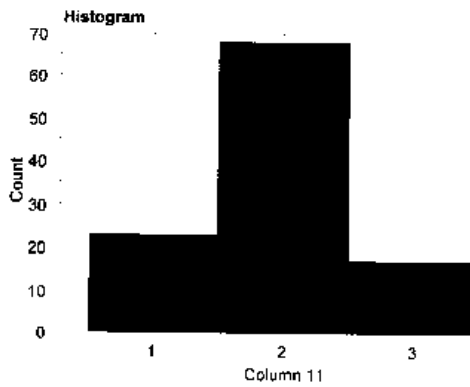
Frequency Distribution for Column 10

	Count
1	13
2	57
3	20
4	10
5	3
6	5
Total	108



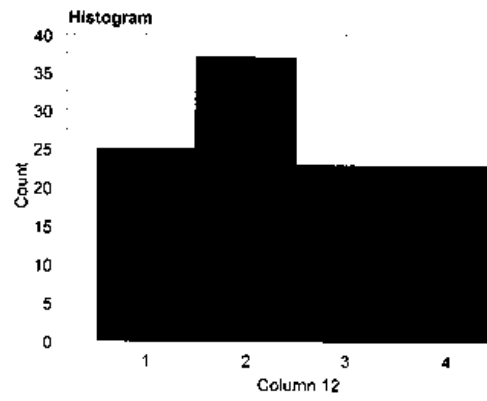
Frequency Distribution for Column 11

	Count
1	23
2	68
3	17
Total	108



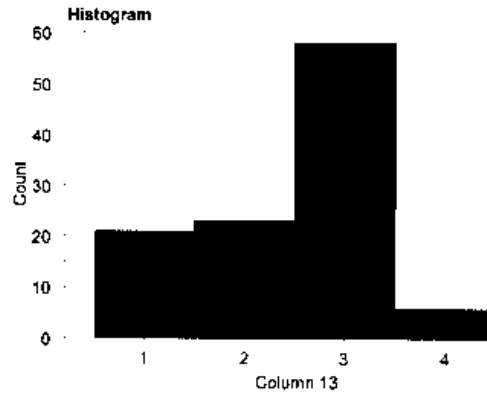
Frequency Distribution for Column 12

	Count
1	25
2	37
3	23
4	23
Total	108



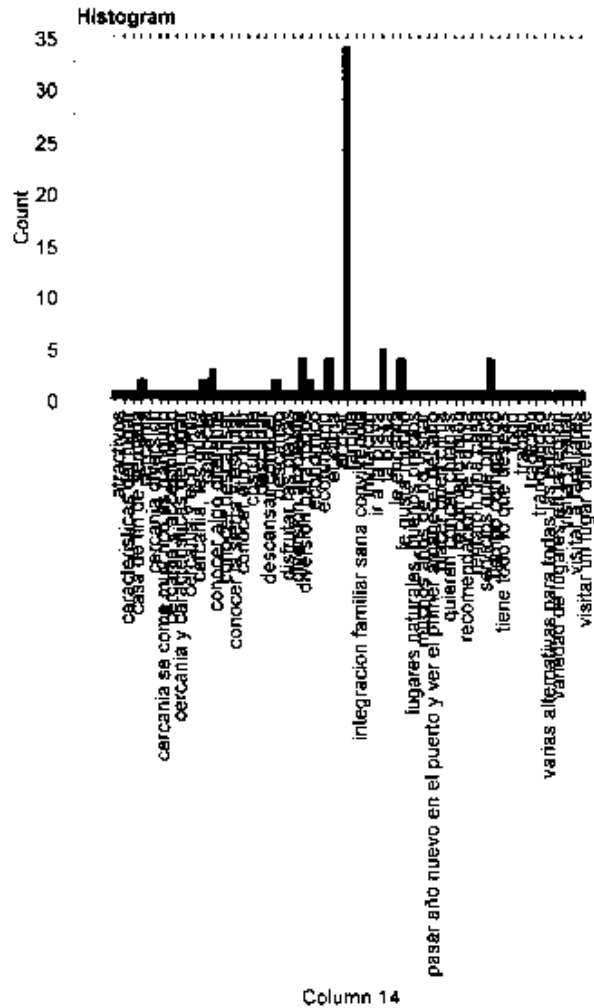
Frequency Distribution for Column 13

	Count
1	21
2	23
3	58
4	6
Total	108



Frequency Distribution for Column 14

	Count
atractivos	1
características del lugar	1
casa de fin de semana	1
cercanía	2
cercanía diversion	1
cercanía se come muy rico es tranquilo	1
cercanía y accesibilidad	1
cercanía y características del lugar	1
cercanía y economía	1
cercanía, les gusta	1
conocer	2
conocer algo diferente	3
conocer descansar	1
conocer la sierra y esquiar	1
conocer otro lugar	1
costumbre	1
descansar	1
descansar conocer	1
descanso	2
disfrutar las playas	1
diversion ambiente	1
diversion para todos	4
economico	2
ecoturismo	1
el clima	4
el mar	1
familia	34
integracion familiar sana convivencia	1
invitación	1
ir a la playa	1
la playa	5
le encanta	1
le gusta mucho	4
lugares naturales, buenos precios	1
muchos años de no visitar	1
pasar año nuevo en el puerto y ver el pri...	1
placer buen clima	1
quieren concer chiapas	1
recomendación	1
recomendación de su hija	1
rentaron una casa	1
servicios que ofrece	1
tiempo compartido	4
tiene todo lo que deseas	1
todo	1
trabajo	1
tradicion	1
tranquilidad	1
varias alternativas para todas las edades	1



variedad de lugares en la region	1
visita familiar	1
visitar a familiares	1
visitar un lugar diferente	1
Total	108

Descriptive Statistics

	Mean	Std. Dev.	Std. Error	Count	Minimum	Maximum	# Missing	Variance	Coef. Var.	Range	Sum	Sum Squares
Column 15	4.065	1.079	.104	108	1.000	5.000	0	1.164	.265	4.000	439.000	1909.000
Column 16	3.204	1.317	.127	108	1.000	5.000	0	1.734	.411	4.000	346.000	1294.000
Column 17	3.102	1.058	.102	108	1.000	5.000	0	1.120	.341	4.000	335.000	1159.000
Column 18	4.000	.975	.094	108	1.000	5.000	0	.953	.244	4.000	432.000	1830.000
Column 19	2.917	1.033	.099	108	1.000	5.000	0	1.068	.354	4.000	315.000	1033.000
Column 20	3.676	1.049	.101	108	1.000	5.000	0	1.100	.285	4.000	397.000	1577.000
Column 21	3.731	.982	.095	108	1.000	5.000	0	.965	.263	4.000	403.000	1607.000
Column 22	3.250	.939	.090	108	1.000	5.000	0	.881	.269	4.000	351.000	1235.000
Column 23	3.907	1.264	.122	108	1.000	5.000	0	1.599	.324	4.000	422.000	1820.000
Column 24	3.880	1.002	.096	108	1.000	5.000	0	1.004	.258	4.000	419.000	1733.000
Column 25	3.870	1.128	.109	108	1.000	5.000	0	1.273	.291	4.000	418.000	1754.000
Column 26	3.028	1.000	.096	108	1.000	5.000	0	.999	.330	4.000	327.000	1097.000

Factor Analysis Summary

Number of Variables	12	Eigenvalues	
Est. Number of Factors	6	Magnitude	Variance Prop.
Number of Factors	6	Value 1	4.594
Number of Cases	108	Value 2	1.699
Number Missing	0	Value 3	.993
Degrees of Freedom	77	Value 4	.873
Bartlett's Chi Square	482.827	Value 5	.812
P-Value	<.0001	Value 6	.643

Factor Extraction Method: Principal Components

Extraction Rule: Method Default

Transformation Method: Orthotran/Varimax

Unrotated Factors

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	.693	.359	-.069	-.107	-.051	-.314
Column 16	-.041	.619	-.294	-.366	.571	-.006
Column 17	.689	-.191	.264	-.012	-.009	-.350
Column 18	.572	.411	.196	.497	.176	-.161
Column 19	.712	-.453	-.051	.153	.165	-.032
Column 20	.139	.439	.803	-.261	-.082	.195
Column 21	.760	.202	-.137	-.158	-.018	-.118
Column 22	.714	-.291	.041	-.237	.166	.387
Column 23	.474	.406	-.337	-.085	-.555	.167
Column 24	.626	.271	-.082	.482	.124	.402
Column 25	.793	-.081	-.087	-.163	-.207	-.011
Column 26	.670	-.462	.023	-.211	.154	.056

Communality Summary

	SMC	Final Estimate
Column 15	.478	.726
Column 16	.135	.932
Column 17	.421	.703
Column 18	.417	.839
Column 19	.585	.767
Column 20	.152	.969
Column 21	.533	.677
Column 22	.532	.830
Column 23	.278	.847
Column 24	.414	.882
Column 25	.560	.709
Column 26	.527	.733

Oblique Solution Primary Pattern Matrix

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	.097	.338	.043	.077	.190	.604
Column 16	-.032	-.011	.005	-.018	.962	.015
Column 17	.374	-.061	.102	.011	-.188	.627
Column 18	-.129	-.095	.073	.722	-.025	.476
Column 19	.648	-.098	-.230	.235	-.155	.235
Column 20	.007	-.009	.977	.006	.001	.069
Column 21	.339	.374	.003	.079	.200	.400
Column 22	.902	.113	.155	.083	.097	-.142
Column 23	-.046	.910	-.007	.071	-.042	-1.002E-4
Column 24	.197	.177	-.033	.855	-.008	-.127
Column 25	.498	.434	.010	-.002	-.076	.279
Column 26	.824	-.023	-.016	-.075	-.002	.139

Oblique Solution Reference Structure

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	.090	.320	.043	.071	.184	.562
Column 16	-.030	-.010	.005	-.017	.933	.014
Column 17	.349	-.058	.101	.011	-.182	.584
Column 18	-.121	-.090	.072	.671	-.024	.443
Column 19	.605	-.093	-.227	.218	-.150	.219
Column 20	.007	-.008	.962	.006	.001	.063
Column 21	.316	.355	.003	.073	.194	.373
Column 22	.842	.107	.153	.077	.094	-.133
Column 23	-.043	.864	-.007	.066	-.040	-9.329E-5
Column 24	.184	.168	-.033	.794	-.008	-.119
Column 25	.465	.412	.009	-.002	-.073	.260
Column 26	.769	-.022	-.015	-.069	-.002	.129

Eigenvectors

	Vector 1	Vector 2	Vector 3	Vector 4	Vector 5	Vector 6
Column 15	-.323	-.275	.059	-.114	-.057	-.392
Column 16	.019	-.475	.295	-.392	.634	-.008
Column 17	-.321	.147	-.264	-.012	-.009	-.436
Column 18	-.267	-.315	-.197	.532	.195	-.201
Column 19	-.332	.348	.051	.163	.183	-.040
Column 20	-.065	-.337	-.805	-.280	-.091	.244
Column 21	-.355	-.155	.138	-.169	-.020	-.147
Column 22	-.333	.223	-.041	-.254	.184	.483
Column 23	-.221	-.312	.338	-.091	-.616	.208
Column 24	-.292	-.208	.083	.516	.137	.502
Column 25	-.370	.062	.087	-.163	-.230	-.014
Column 26	-.312	.354	-.023	-.226	.171	.070

Orthogonal Solution

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	.188	.418	.081	.200	.213	.651
Column 16	-.118	.032	.036	.048	.955	.024
Column 17	.464	.020	.104	.093	-.202	.654
Column 18	3.784E-4	.034	.133	.738	.040	.523
Column 19	.710	-.025	-.235	.269	-.192	.312
Column 20	-.023	.031	.975	.075	.034	.103
Column 21	.402	.446	.028	.202	.203	.483
Column 22	.859	.165	.133	.167	.045	-.004
Column 23	.024	.900	.025	.165	.007	.095
Column 24	.272	.270	.014	.856	.042	.010
Column 25	.563	.479	.014	.111	-.087	.376
Column 26	.823	.027	-.042	.003	-.066	.223

Primary Intercorrelations

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Factor 1	1.000	.134	-.062	.184	-.150	.263
Factor 2	.134	1.000	.072	.248	.095	.224
Factor 3	-.062	.072	1.000	.129	.075	.074
Factor 4	.184	.248	.129	1.000	.138	.239
Factor 5	-.150	.095	.075	.138	1.000	.034
Factor 6	.263	.224	.074	.239	.034	1.000

Oblique Score Weights

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	-.201	.108	-.067	-.195	.123	.549
Column 16	.200	-.173	-.068	-.097	.968	-.004
Column 17	-.063	-.232	.050	-.185	-.155	.623
Column 18	-.347	-.349	-.052	.593	-.109	.373
Column 19	.213	-.233	-.216	.158	-.053	.067
Column 20	.103	-.052	.969	-.078	-.072	-.103
Column 21	.024	.172	-.059	-.156	.174	.228
Column 22	.624	.023	.236	.016	.202	-.548
Column 23	-.165	.873	-.031	-.094	-.194	-.255
Column 24	.046	.012	-.054	.835	-.066	-.544
Column 25	.111	.310	.003	-.200	-.079	.055
Column 26	.449	-.120	.035	-.173	.127	-.064

Orthogonal Score Weights

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Column 15	-.143	.132	-.047	-.133	.134	.503
Column 16	.093	-.128	-.054	-.035	.929	.006
Column 17	.003	-.195	.049	-.155	-.160	.557
Column 18	-.244	-.262	-.006	.542	-.054	.350
Column 19	.233	-.203	-.218	.134	-.074	.076
Column 20	.044	-.037	.949	-.029	-.056	-.068
Column 21	.038	.182	-.050	-.099	.170	.227
Column 22	.516	.020	.205	.039	.157	-.446
Column 23	-.132	.804	-.020	-.049	-.154	-.194
Column 24	.060	.052	-.024	.756	-.021	-.437
Column 25	.124	.290	-.004	-.152	-.085	.075
Column 26	.396	-.114	.008	-.143	.077	-.038

Variable Complexity

	Orthogonal	Oblique
Column 15	2.449	1.919
Column 16	1.042	1.004
Column 17	2.142	1.935
Column 18	1.891	1.877
Column 19	2.149	2.046
Column 20	1.040	1.010
Column 21	3.704	3.540
Column 22	1.204	1.186
Column 23	1.093	1.022
Column 24	1.420	1.247
Column 25	2.892	2.624
Column 26	1.168	1.076
Average	1.850	1.707

Proportionate Variance Contributions

	Orthogonal - Direct	Oblique - Direct	Oblique - Joint	Oblique - Total
Factor 1	.287	.212	.016	.228
Factor 2	.158	.114	.007	.121
Factor 3	.111	.090	.025	.115
Factor 4	.157	.114	.133	.247
Factor 5	.114	.092	-.008	.085
Factor 6	.173	.114	.090	.205