



ANEXOS

ANEXO 2

<p>Output Created</p> <p>Comments</p> <p>Input Filter <none> Weight <none> Split File <none> N of Rows in Working Data File 181</p> <p>Missing Value Handling Definition of Missing</p> <p style="padding-left: 150px;">Cases Used</p> <p>Syntax</p> <p>Resources Elapsed Time</p> <p style="text-align: right;">Total Values Allowed</p>	<p style="text-align: right;">16-APR-2008 10:51:36</p> <p>User-defined missing values are treated as missing.</p> <p>Statistics are based on all cases with valid data.</p> <p>FREQUENCIES VARIABLES=a b c d e f g h i j k l m n o p proposito ecoturismo entiende destinos entretenimiento eleccion educacion Sexo Edad origen /STATISTICS=STDDEV RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE /ORDER= ANALYSIS .</p> <p style="text-align: right;">0:00:00.32</p> <p style="text-align: right;">149796</p>
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		a)	b)	c)	d)	e)	f)	g)	h)	i)	j)	k)	l)	m)	n)	o)	p)
N	Valid	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181	181
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.4696	4.221	3.503	4.3757	2.166	4.0994	4.017	2.939	2.6298	3.006	4.05	2.536	4.4144	3.2597	4.1823	2.4807
Median		4.0000	4.0000	4.0000	5.0000	2.0000	4.0000	4.0000	3.0000	3.0000	3.0000	4.0000	2.0000	5.0000	3.0000	4.0000	2.0000
Mode		4.00	5.00	4.00	5.00	1.00	5.00	5.00	3.00	3.00	3.00	5.00	1.00	5.00	3.00	5.00	2.00
Stv. Deviation		1.2717	0.86	1.186	0.7833	1.213	1.0651	1.019	1.296	1.193	1.171	0.95	1.306	0.869	1.0975	0.9037	1.2543
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00



ANEXOS

		1-# Propósito de viajes#	2-# Termino Ecoturismo	3-# Qué entiende por ecoturismo	4-# Destinos que suelen frecuentar	5-# Tipo de entretenimiento en un destino turístico#	6-# En lo que se basan para elegir un hotel#	Nivel de Educación	Sexo	Edad	Lugar de Origen
N	Valid	181	181	181	181	181	181	181	181	181	181
	Missing	0	0	0	0	0	0	0	0	0	0
Mean											
Median											
Mode											
Stv. Deviation											
Range											
Minimum											
Maximum											

a)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	12.7	12.7	12.7
	2.00	13	7.2	7.2	19.9
	3.00	42	23.2	23.2	43.1
	4.00	62	34.3	34.3	77.3
	5.00	41	22.7	22.7	100.0
	Total	181	100.0	100.0	

b)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.6	.6	.6
	2.00	7	3.9	3.9	4.4
	3.00	24	13.3	13.3	17.7
	4.00	68	37.6	37.6	55.2
	5.00	81	44.8	44.8	100.0
	Total	181	100.0	100.0	

c)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	5.5	5.5	5.5
	2.00	33	18.2	18.2	23.8
	3.00	35	19.3	19.3	43.1
	4.00	62	34.3	34.3	77.3
	5.00	41	22.7	22.7	100.0
	Total	181	100.0	100.0	



ANEXOS

d)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.1	1.1	1.1
	2.00	1	.6	.6	1.7
	3.00	19	10.5	10.5	12.2
	4.00	64	35.4	35.4	47.5
	5.00	95	52.5	52.5	100.0
	Total		181	100.0	100.0

e)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	73	40.3	40.3	40.3
	2.00	41	22.7	22.7	63.0
	3.00	42	23.2	23.2	86.2
	4.00	14	7.7	7.7	93.9
	5.00	11	6.1	6.1	100.0
	Total		181	100.0	100.0

f)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.2	2.2	2.2
	2.00	14	7.7	7.7	9.9
	3.00	28	15.5	15.5	25.4
	4.00	49	27.1	27.1	52.5
	5.00	86	47.5	47.5	100.0
	Total		181	100.0	100.0

g)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	2.8	2.8	2.8
	2.00	9	5.0	5.0	7.7
	3.00	35	19.3	19.3	27.1
	4.00	61	33.7	33.7	60.8
	5.00	71	39.2	39.2	100.0
	Total		181	100.0	100.0



ANEXOS

h)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	16.6	16.6	16.6
	2.00	42	23.2	23.2	39.8
	3.00	43	23.8	23.8	63.5
	4.00	41	22.7	22.7	86.2
	5.00	25	13.8	13.8	100.0
	Total		181	100.0	100.0

i)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	41	22.7	22.7	22.7
	2.00	37	20.4	20.4	43.1
	3.00	65	35.9	35.9	79.0
	4.00	24	13.3	13.3	92.3
	5.00	14	7.7	7.7	100.0
	Total		181	100.0	100.0

j)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	12.2	12.2	12.2
	2.00	38	21.0	21.0	33.1
	3.00	57	31.5	31.5	64.6
	4.00	45	24.9	24.9	89.5
	5.00	19	10.5	10.5	100.0
	Total		181	100.0	100.0

k)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	1.7	1.7	1.7
	2.00	7	3.9	3.9	5.5
	3.00	38	21.0	21.0	26.5
	4.00	63	34.8	34.8	61.3
	5.00	70	38.7	38.7	100.0
	Total		181	100.0	100.0



ANEXOS

l)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	51	28.2	28.2	28.2
	2.00	43	23.8	23.8	51.9
	3.00	45	24.9	24.9	76.8
	4.00	23	12.7	12.7	89.5
	5.00	19	10.5	10.5	100.0
	Total		181	100.0	100.0

m)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.1	1.1	1.1
	2.00	6	3.3	3.3	4.4
	3.00	16	8.8	8.8	13.3
	4.00	48	26.5	26.5	39.8
	5.00	109	60.2	60.2	100.0
	Total		181	100.0	100.0

n)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	7.7	7.7	7.7
	2.00	27	14.9	14.9	22.7
	3.00	60	33.1	33.1	55.8
	4.00	58	32.0	32.0	87.8
	5.00	22	12.2	12.2	100.0
	Total		181	100.0	100.0

o)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.1	1.1	1.1
	2.00	7	3.9	3.9	5.0
	3.00	27	14.9	14.9	19.9
	4.00	65	35.9	35.9	55.8
	5.00	80	44.2	44.2	100.0
	Total		181	100.0	100.0



ANEXOS

p)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	48	26.5	26.5	26.5
	2.00	57	31.5	31.5	58.0
	3.00	29	16.0	16.0	74.0
	4.00	35	19.3	19.3	93.4
	5.00	12	6.6	6.6	100.0
	Total	181	100.0	100.0	

1-# Propósito de viajes#

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.6	.6	.6
	2.00	145	80.1	80.1	80.7
	3.00	3	1.7	1.7	82.3
	4.00	28	15.5	15.5	97.8
	5.00	4	2.2	2.2	100.0
	Total	181	100.0	100.0	

2-# Término Ecoturismo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	121	66.9	66.9	66.9
	2.00	60	33.1	33.1	100.0
	Total	181	100.0	100.0	

3-# Qué entiende por ecoturismo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	59	32.6	32.6	32.6
	1.00	98	54.1	54.1	86.7
	2.00	23	12.7	12.7	99.4
	3.00	1	.6	.6	100.0
	Total	181	100.0	100.0	

4-# Destinos que suelen frecuentar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	8.8	8.8	8.8
	2.00	61	33.7	33.7	42.5
	3.00	103	56.9	56.9	99.4
	4.00	1	.6	.6	100.0
	Total	181	100.0	100.0	



ANEXOS

5-# Tipo de entretenimiento en un destino turístico#

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	34	18.8	18.8	18.8
	2.00	48	26.5	26.5	45.3
	3.00	10	5.5	5.5	50.8
	4.00	73	40.3	40.3	91.2
	5.00	12	6.6	6.6	97.8
	6.00	3	1.7	1.7	99.4
	13.00	1	.6	.6	100.0
	Total	181	100.0	100.0	

6-# En lo que se basan para elegir un hotel#

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	39	21.5	21.5	21.5
	2.00	7	3.9	3.9	25.4
	3.00	114	63.0	63.0	88.4
	4.00	13	7.2	7.2	95.6
	5.00	8	4.4	4.4	100.0
	Total	181	100.0	100.0	

Nivel de Educación

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	72	39.8	39.8	39.8
	2.00	43	23.8	23.8	63.5
	3.00	66	36.5	36.5	100.0
	Total	181	100.0	100.0	

Sexo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	69	38.1	38.1	38.1
	2.00	112	61.9	61.9	100.0
	Total	181	100.0	100.0	



ANEXOS

Edad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.1	1.1	1.1
	2.00	6	3.3	3.3	4.4
	3.00	51	28.2	28.2	32.6
	4.00	49	27.1	27.1	59.7
	5.00	48	26.5	26.5	86.2
	6.00	20	11.0	11.0	97.2
	7.00	5	2.8	2.8	100.0
	Total	181	100.0	100.0	

Lugar de Origen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Acapulco	1	.6	.6	.6
	Chiapas	2	1.1	1.1	1.7
	Chihuahua	2	1.1	1.1	2.8
	Cuernavaca	1	.6	.6	3.3
	Distrito Federal	3	1.7	1.7	5.0
	Guerrero	1	.6	.6	5.5
	Korea	1	.6	.6	6.1
	México	1	.6	.6	6.6
	México, D.F.	22	12.2	12.2	18.8
	Monterrey	2	1.1	1.1	19.9
	Oaxaca	1	.6	.6	20.4
	Puebla	140	77.3	77.3	97.8
	San Luis Potosí	2	1.1	1.1	98.9
	Tlaxcala	1	.6	.6	99.4
	Veracruz	1	.6	.6	100.0
	Total	181	100.0	100.0	



ANEXOS

1-# Propósito de viajes#

	1		2		3		4		5	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	1	100.00%	145	100.00%	3	100.00%	28	100.00%	4	100.00%
Combined	1	100.00%	145	100.00%	3	100.00%	28	100.00%	4	100.00%

4-# Destinos que suelen frecuentar

	1		2		3		4	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	16	100.00%	61	100.00%	103	100.00%	1	100.00%
Combined	16	100.00%	61	100.00%	103	100.00%	1	100.00%

5-# Tipo de entretenimiento en un destino turístico#

	1		2		3		4		5		6	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	34	100.00%	48	100.00%	10	100.00%	73	100.00%	12	100.00%	3	100.00%
Combined	34	100.00%	48	100.00%	10	100.00%	73	100.00%	12	100.00%	3	100.00%

6-# En lo que se basan para elegir un hotel#

	1		2		3		4		5	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	39	100.00%	7	100.00%	114	100.00%	13	100.00%	8	100.00%
Combined	39	100.00%	7	100.00%	114	100.00%	13	100.00%	8	100.00%

Nivel de Educación

	1.00		2.00		3.00	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	72	100.0%	43	100.0%	66	100.0%
Combined	72	100.0%	43	100.0%	66	100.0%

Sexo

		1.00		2.00	
		Frequency	Percent	Frequency	Percent
Cluster 1	1	69	100.0%	112	100.0%
	Combined	69	100.0%	112	100.0%



ANEXOS

Edad

	1		2		3		4		5		6		7	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	2	100.00%	6	100.00%	51	100.00%	49	100.00%	48	100.00%	20	100.00%	5	100.00%
Combined	2	100.00%	6	100.00%	51	100.00%	49	100.00%	48	100.00%	20	100.00%	5	100.00%

Lugar de Origen

	Acapulco		Chiapas		Chihuahua		Cuernavaca		Distrito Federal		Guerrero		Korea	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	1	100.00%	2	100.00%	2	100.00%	1	100.00%	3	100.00%	1	100.00%	1	100.00%
Combined	1	100.00%	2	100.00%	2	100.00%	1	100.00%	3	100.00%	1	100.00%	1	100.00%

México		México, D.F.		Monterrey		Oaxaca		Puebla		San Luis Potosí	
Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
100.00%	1	100.00%	22	100.00%	2	100.00%	1	100.00%	140	100.00%	2
100.00%	1	100.00%	22	100.00%	2	100.00%	1	100.00%	140	100.00%	2

Tlaxcala		Veracruz		
Frequency	Percent	Frequency	Percent	
100.00%	1	100.00%	1	100.00%
100.00%	1	100.00%	1	100.00%

3-# Qué entiende por ecoturismo

	0		1		2		3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cluster 1	59	100.00%	98	100.00%	23	100.00%	1	100.00%
Combined	59	100.00%	98	100.00%	23	100.00%	1	100.00%

2-# Termino Ecoturismo

	1.00		2.00	
	Frequency	Percent	Frequency	Percent
Cluster 1	121	100.0%	60	100.0%
Combined	121	100.0%	60	100.0%



ANEXOS

<p>Output Created</p> <p>Comments</p> <p>Input Data</p> <p style="padding-left: 100px;">Filter</p> <p style="padding-left: 100px;">Weight</p> <p style="padding-left: 100px;">Split File</p> <p style="padding-left: 100px;">N of Rows in Working Data File</p> <p>Missing Value Handling Definition of Missing</p> <p style="padding-left: 100px;">Cases Used</p> <p>Syntax</p> <p>Resources Elapsed Time</p>	<p style="text-align: right;">10-JUN-2008 10:10:01</p> <p style="text-align: center;">C:\Program Files\SPSS\miercoles.sav</p> <p style="text-align: right;"><none></p> <p style="text-align: right;"><none></p> <p style="text-align: right;"><none></p> <p style="text-align: right;">181</p> <p>User defined missing values are treated as missing.</p> <p>Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.</p> <p>T-TEST GROUPS = Sexo('1' '2') /MISSING = ANALYSIS /VARIABLES = p /CRITERIA = CI(.95) .</p> <p style="text-align: right;">0:00:00.08</p>
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Estadísticas de Grupo

	Sexo	N	Mean	Std. Deviation	Std. Error Mean
p)	1	69	2.7681	1.28504	.15470
	2	112	2.3036	1.20688	.11404

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
p)	Equal variances assumed	0.97	0.33	2.45	179	0.015	0.46454	0.18933	0.0909	0.8382
	Equal variances not assumed			2.42	137.2	0.017	0.46454	0.19219	0.0845	0.8446