

# Accepted Manuscript

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Mario Castellanos-Verdugo, Manuela Vega-Vázquez, M. Ángeles Oviedo-García, Francisco Orgaz-Agüera



PII: S0959-6526(16)30038-5

DOI: [10.1016/j.jclepro.2016.02.126](https://doi.org/10.1016/j.jclepro.2016.02.126)

Reference: JCLP 6827

To appear in: *Journal of Cleaner Production*

Received Date: 2 July 2015

Revised Date: 22 February 2016

Accepted Date: 22 February 2016

Please cite this article as: Castellanos-Verdugo M, Vega-Vázquez M, Oviedo-García MÁ, Orgaz-Agüera F, The relevance of psychological factors in the ecotourist experience satisfaction through ecotourist site perceived value, *Journal of Cleaner Production* (2016), doi: 10.1016/j.jclepro.2016.02.126.

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WORD COUNT: 9179

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Mario Castellanos-Verdugo<sup>a</sup>, Manuela Vega-Vázquez<sup>a</sup>, M. Ángeles Oviedo-García<sup>b\*</sup>, Francisco Orgaz-Agüera<sup>c</sup>

\* Corresponding author

<sup>a</sup> Business Management and Marketing Department, University of Seville. Tourism and Finance Faculty. Avda. San Francisco Javier s/n. 41018 Sevilla (Spain)

<sup>b</sup> Business Management and Marketing Department, University of Seville. Business Management Faculty. Avda. Ramón y Cajal, 1. 41018 Sevilla (Spain)

<sup>c</sup> Universidad Tecnológica de Santiago (UTESA). Escuela de Graduados. Santiago de los Caballeros (Dominican Republic)

Email addresses: [mario@us.es](mailto:mario@us.es) (M. Castellanos-Verdugo), [mvega@us.es](mailto:mvega@us.es) (M. Vega-Vázquez), [maoviedo@us.es](mailto:maoviedo@us.es) (M. Ángeles Oviedo-García), [franciscoorgaz@docente.utesa.edu](mailto:franciscoorgaz@docente.utesa.edu) (F. Orgaz-Agüera)

## **Abstract**

Firmly linked to the natural environment, nature-based activities involve learning, recreation, and adventure in natural surroundings. Ecotourism, a powerful market force, is a low-impact nature tourism, which contributes directly and indirectly to the maintenance of species and habitats. It is based on environmentally responsible behavior, environmentally friendly destination management, and sustainable development of local human populations. The socio-psychological analysis of the tourist experience is crucial to the reassurance and the promotion of eco-friendly ways of tourism affecting the long-term success of both ecotourism products and destinations. Nevertheless, previous research has focused on the effects of tourist satisfaction on

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