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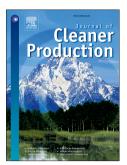
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Mario Castellanos-Verdugo^a, Manuela Vega-Vázquez^a, M. Ángeles Oviedo-García^{b*}, Francisco Orgaz-Agüera^c *Corresponding author

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

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

^c Universidad Tecnológica de Santiago (UTESA). Escuela de Graduados. Santiago de los Caballeros (Dominican Republic)

Email adresses: <u>mario@us.es</u> (M. Castellanos-Verdugo), <u>mvega@us.es</u> (M. Vega-Vázquez), <u>maoviedo@us.es</u> (M. Ángeles Oviedo-García), <u>franciscoorgaz@docente.utesa.edu</u> (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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