Academic tourism before COVID-19

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Resumen – El turismo académico entendido como un reconocimiento planificado y satisfactorio fue el objetivo de este trabajo. Se realizó un estudio transversal, correlacional y exploratorio con una muestra de 100 estudiantes, considerando sus prácticas profesionales en servicios turísticos administrativos y gastronómicos. Se estableció un modelo en el que el determinante de la visita prospectiva fue la calidad del servicio, aunque el diseño de la investigación sugiere la diversificación del factor para anticipar escenarios de reactivación del turismo académico.

Palabras clave – Internet, Acoso, Equidad, Beneficio.

Abstract – The academic tourism understood as a planned and satisfactory recognition was the objective of this work. A cross-sectional, correlational, and exploratory study was carried out with a sample of 100 student users, considering their professional practices in tourist administrative and gastronomic services. A model was established in which the determinant of the prospective visit was the quality of the service, although the research design suggests the diversification of the factor in order to anticipate reactivation scenarios for academic tourism.

Keywords – Internet, Harassment, Equity, Profit.

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INTRODUCCIÓN

University governance, understood as guidelines for the management, production and transfer of knowledge based on dialogue, consensus and co-responsibility, suggests the evaluation, accreditation and certification of the quality of its processes and products (Amemiya, 2018). In this sense, sustainability indicators generate value for the assets of higher education institutions in strategic alliances with organizations such as holding events in which teachers and students congregate (Hernandez, 2014).

In the context of the current economic crisis, mainly tourism as a national hegemonic activity, university governance is a determining factor in the organization of events in which academic tourism would reactivate this economic activity (Garcia, 2008).

In this way, the strategic alliances between IES and tourism organizations such as transport, hotels and hospitality will allow the revival of academic tourism if the needs, expectations and capacities of the university community allow reaching an agreement of common goods and future (Limon, 2017).

In this work the theoretical, conceptual and empirical frameworks that allow the modeling of variables related to university governance, environmental social responsibility and academic tourism are exposed. Thus, in the first section, the axes and discussion topics related to academic events, their structure and resources are reviewed. In the second item, the trajectories of relationships between the variables used to explore, write and explain the relationship between the variables involved are exposed. Regarding the third section of the model specification, the relationship proposals between variables are included in order to be able to be contrasted.

THEORY OF ACADEMIC TOURISM

Since the social sciences have built models such as - management integrated to such consisting of; 1) the **diagnosis** of social representations of the state and city to indicated by the establishment of a public agenda on security-sustainability, 2) **disseminating** information about trust, commitment, entrepreneurships the innovation and satisfaction as determinants of social representations of the state and citizenship; 3) the **evaluation** of diffusion determinants state representation and citizenship (Bermudez, 2019)

Theory of Rational Choice in the first instance, and the Theory of Human Capital in the second instance, pose to human development and product optimization of information and resources (Carreon, 2014). Both approaches warn a rational process that is activated by generating opportunities and skills training (Llamas, 2018). The two theories so s have that freedom of choice predate the capabilities and responsibilities (Rivera, 2015)

However, the model assumes that the individual can gather enough information to anticipate unfavorable or favorable scenarios for their objectives and resources, while the model considers that professional training does not depend on the information available, but on the quality of its content (Virkar, 2018). In this sense, it determines the optimized information management knowledge and expertise that will define objectives and carry colorful strategies for achieving the purposes and goals (Rosas, 2019).

Both approaches were synthesized by the Theory of Reasoned Action (TAR) and the Theory of Planned Behavior (TCP).

The TAR points as a key to rational decisions and the formation of capital to the beliefs that are generated from the available information (Garcia, 2018). Access to information sources generates content categorization and establishment of topics to be rejected or accepted by users of the media (Martinez, 2018). Thus, the information generates deliberate actions, but the generality of content reciter das circumstances does not correspond to the decisions or actions expected. The TCP that specific beliefs will correlate with the decisions and defined actions (Garcia, 2011).

Also, the Theory of Social Entrepreneurship anticipate the outcropping of new agents, actors and subjects to the extent that electronic devices are evolving, innovation intensifies, and the risks increase (Salvatore, 2020).

Both of helplessness and ambivalence can be explained by the relationship that perceptions have with beliefs, attitudes, decisions and behaviors (Sandoval, 2019). This is an automatic or linear, improvised or deliberate, spontaneous or planned, systematic relationship in which:

- Perceptions of risk determine general beliefs, unfavorable attitudes, heuristic decisions and unforeseen actions (Garcia, 2015).
- Perceptions of utility affect specific beliefs, favorable attitudes, planned decisions and systematic actions (Martinez, 2019).

Therefore, the establishment of issues on the public agenda is the result of a reverse process that the media kept to influence mass societies attributing stereotypes to social groups, but now in the information society, networks communication exceed the ratings, but above all influence the decisions and actions of citizens to establish an issue on the public agenda that relates to some unfortunate decision of the authorities or rulers (Rivera, 2018).

ACADEMIC TOURISM STUDIES

Psychological studies of entrepreneurship warn that the perception of opportunity, derived from digital services that the state managed or self - managed citizenship is indicated by the ability, opportunism, compromise, propensity, innovation, trust, motivation and dedication (Carreon, 2019).

As users guide these skills according to their goals, they meet their goals and disseminate their achievements in your team, trust, commitment and satisfaction determine the effectiveness, efficiency and effectiveness forming a virtuous and innovative circle (Garcia, 2013). If domination and social control is the purpose of a state and its citizens, then play conformity and obedience would be two indicators contrast with entrepreneurship and characteristic innovation transforming the state and participated in citizen public policy (Olague, 2015).

There are four areas in which the relationship between state and society generate Representations, habitus, field and capital reproduced from equity and inclusion, but also inequality and exclusion (Quiroz, 2019). In contrast, the global village would spread confidence, entrepreneurship, co m commitment, innovation and satisfaction as central elements of state deregulation and citizen participation, but as a stage propellant perception of compatibility, usability and self - efficacy are determinants domination relations such as peer harassment (Garcia, 2019).

Entrepreneurship refers to civil initiatives and citizens proposals on safety and sustainability with the aim of integrating such amendments in the government policies, programs crime prevention and strategies of justice and sustainability (Quintero, 2018). The empirical test of the model specified allow progress towards predicting violent and aggressive styles of life and compare devices that facilitate empathy, commitment and satisfaction without users are confronted (Tun, 2017).

SPECIFICATION OF A MODEL FOR THE STUDY OF ACADEMIC TOURISM

From the theoretical, conceptual and empirical review it is possible to delineate the axes, trajectories and relationships between the variables that explain academic tourism (Garcia, 2007).

The model specification involves explaining relationships between variables that interaction can be correlated with a third variable (Villegas, 2018). The specification may size that form a construct or latent variable from which it is intended to explain the emergence of a new process such as the digital enterprise (Garcia, 2020). Thus, reflective dimensional model assumes that each of the indicators is linked together by the influence of a process common factor is also emerging as well (Quiroz, 2020).

Consequently, it is known that the image of the destination is the determining factor of the satisfactory experience, but this is no longer assumed solely by the quality of the service. In addition, the experience of the transfer, speed, security and comfort are essential elements to the lodging, the gastronomy and the visit of emblematic places. This is how the proposed model includes the relationships between these variables to

find and to establish which of them would have an influence on the next visit.

Therefore, the objective of this work will be to assess the relationships between the variables that explain the reactivation of tourism after the transfer, suggesting the intermediation of the quality of this service, as well as the satisfaction of the experience.

METHOD

Design. An exploratory, cross-sectional and psychometric work was carried out with a non-probability selection of 100 students $\left[\text{M} = 23,1 \text{ DE} = 1,98; \text{M} = 7'986,45 \text{ USD DE} = 123,4 \text{ USD} \right]$ from a public university in a strategic alliance with for-profit organizations, considering the system of practices and professional service.

Instrument. The Tourist Mobility Scale was used which includes five dimensions related to the expectations of transfer ("I will request a discount with my credential"), perceived quality ("I will take advantage of promotions in the low season"), represented destination ("I will visit a place that get my attention "), expected satisfaction (" I will return to this place as many times as necessary ") and prospective visit (" I will explore non-tourist sites in the same place "). All items include five response options ranging from 0 = "not at all likely" to 5 = "quite likely".

Process. If you consider the definition of mobility and empirical evidence with other variables over a period of 2010 to 2020 dropped by Search Dianet, Latindex, Redalyc and Scielo main reference data in Spanish for Latin America, then psychological studies of mobility have demonstrated the direct, positive and significant effect of perceived usefulness on harassment, aggression or violence on the Internet or social

networks. This work is documentary cut since studies criteria keywords are reviewed in three search engines considered bastions of information. Delphi technique was used to establish relationships paths dependence between factors advanced in the theoretical, empirical and conceptual frameworks. Is the to hypotheses for contrasting scenarios according to literature.

Analysis. Parameters of normality, reliability, adequacy, sphericity, validity, linearity, collinearity, multicollinearity, heteroscedasticity, correlation, covariation and structuring were estimated in order to be able to test the null hypothesis of significant differences between the relationships of variables subtracted in the review with respect to the observations carried out in the present work.

RESULTS

Table 1 shows the values corresponding to the normal distribution, which allow multivariable analyzes regarding reliability or the guarantee that the instrument is consistent in the measurement of what it intends to measure in different features or indicators, as well as the validity or the convergence of the traits and indicators in factors that structure the phenomenon that is to be studied.

Table 1

Descriptive instrument

R	M	SD	S	K	A	F1	F2	F3	F4	F5
r1	3,2	1,3	1,4	1,5	,72	,39				
r2	3,0	1,0	1,5	1,4	,73	,38				
r3	4,1	1,4	1,0	1,6	,78	,47				
r4	4,8	1,5	1,1	1,9	,70	,49				
r5	3,9	1,2	,16	1,0	,79		,46			
r6	3,5	1,1	1,8	1,2	,77		,38			
r7	3,1	1,0	1,3	1,3	,78		,39			
r8	4,2	1,8	1,2	1,4	,74		,46			
r9	4,4	1,4	1,0	1,5	,72			,48		
r10	4,6	1,5	1,5	1,2	,71			,49		
r11	4,8	1,3	1,8	1,1	,70			,48		
r12	4,6	1,2	1,9	1,5	,74			,47		
r13	3,5	1,1	1,3	1,4	,76				,46	
r14	3,6	1,0	1,2	1,9	,79				,36	
r15	3,4	1,5	1,4	1,6	,72				,51	
r16	3,6	1,7	1,5	1,5	,71				,49	
r17	3,0	1,5	1,3	1,4	,79					,51
r18	3,2	1,4	1,0	1,5	,73					,60
r19	3,8	1,3	1,9	1,6	,74					,48
r20	4,5	1,2	1,6	1,9	,76					,57

Note: Elaborated with data study; M = Mean, SD = Standard Deviation, S = Sweetness, K = Kurtosis, A = Alpha value excluded of item. Method: Principal ways, Extraction: Promax. Adequation and Sphericity $\chi2 = 243,12$ (25df) $p < ,05$; KMO = ,780 F1 = Expectations of Transfers (21% total variance explained and alpha with ,778), F2 = Perceived Quality (18% total variance explained and alpha with ,780), F3 = Represented Destination (15% Total explained variance and alpha with ,756), F4 = Expected Satisfaction (12% total variance explained and alpha with ,740), F5 = Prospective Visit (8% Total variance explained and alpha with ,762). All items include five response options ranging from 0 = "not at all likely" to 5 = "quite likely".

The observation of the structure of relationships between factors was performed with the estimation of correlations to infer possible determinants of the target variable and covariances to deduce possible influencing factors on the dependent variable (see Table 2).

Table 2

Correlations and covariations

	M	SD	F1	F2	F3	F4	F5	F1	F2	F3	F4	F5
F1	21,17	17,45	1,000					1,865	,471	,490	,501	,603
F2	25,89	15,98	,391*	1,000					1,790	,512	,518	,501
F3	26,06	14,06	,487**	,496*	1,000					1,685	,487	,470
F4	23,53	16,32	,376*	,601*	,487*	1,000					1,945	,397
F5	21,67	18,73	,501***	,518**	,396*	,612*	1,000					1,783

Note: Elaborated with data study; M = Mean, SD = Standard Deviation, F1 = Expectations of Transfer, F2 = Perceived Quality, F3 = Represented Destination, F4 = Expected Satisfaction, F5 = Prospective Visit; * p < ,01; ** p < ,001; *** p < ,0001

Figure 1

Structural equation modelling
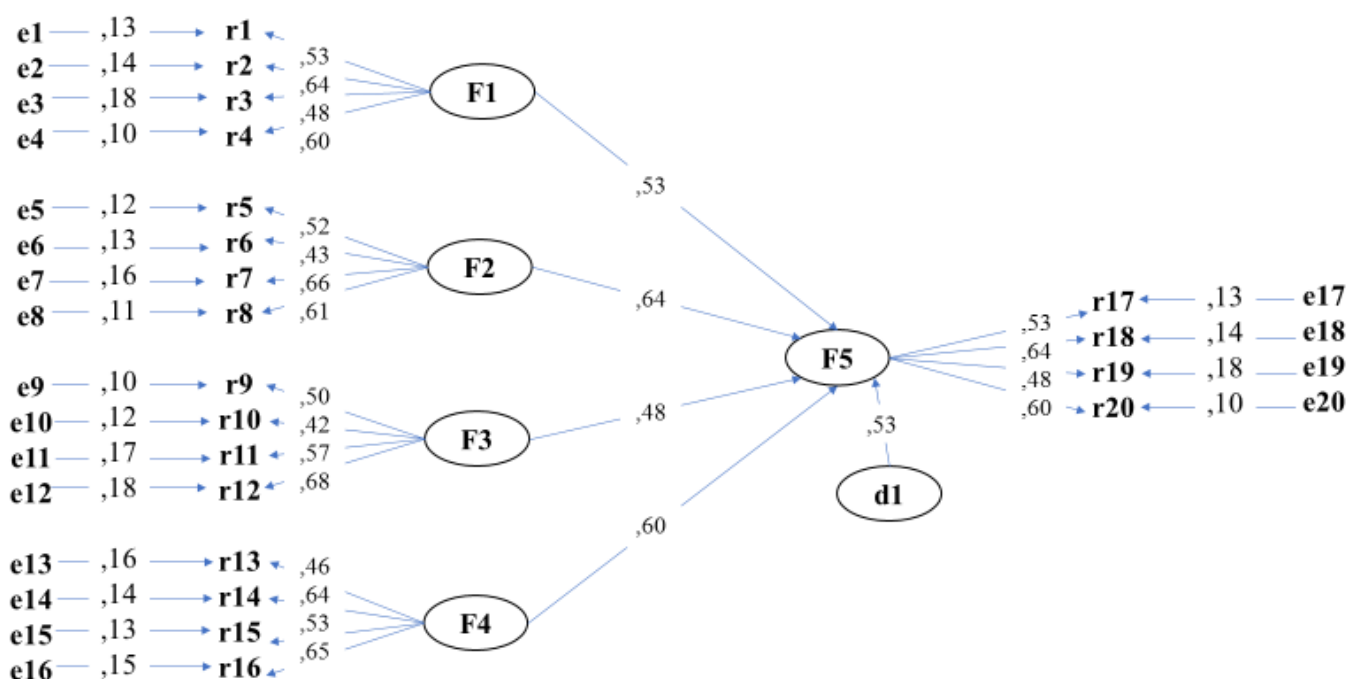
Note: Elaborated with data study; F1 = Expectations of Transfer, F2 = Perceived Quality, F3 = Represented Destination, F4 = Expected Satisfaction, F5 = Prospective Visit; d = Disturbance measured factor, e = Error measurement indicator, ← = Relations between disturbance or errors respect factors or indicators, ➡ = Relations between factors and indicators

The relationships between the factors allow us to estimate the structure of structural equations in order to anticipate tourism revival scenarios based on variables alluding to transportation, destination and satisfaction (see Figure 1).

The adjustment values $\lceil \chi2 = 16,19$ (15 df) p > ,05; GFI = ,990; CFI = ,997; RMSEA = ,008$\rfloor$ suggest the non-rejection of the null hypothesis regarding the significant differences between the theoretical relations with respect to the observed trajectories.

DISCUSSION

The contribution of the present work lies in the contrast of a model that was specified based on a theoretical, conceptual and empirical review of the literature published from 2015 to 2020, as well as the systematic observation of the structure of axes, trajectories and relationships between variables related to transport quality, user satisfaction and vacation planning, although the design limits the results to the surveyed sample, suggesting the extension of the work to other future and future tourism scenarios such as sustainability.

Regarding the theory of academic tourism, which highlights rational, deliberate, planned and systematic vacations based on the quality of future services, this work found that the main determinant was precisely the perceived quality, suggesting the extension of work to diversification of this variable.

Regarding the studies of academic tourism in which the need for information and the processing of data for the rational choice of offers, scenarios or visits is highlighted, this work has shown that the quality of the service would be supported by indicators such as access to information, vertical communication and interpersonal motivation. Research lines regarding the diversification of perceived quality will anticipate reactivation scenarios of academic tourism.

Regarding the specification of the model in which relationships are proposed between the determining variables of academic tourism in its transfer phase and based on the image of the destination, this work has shown that all the variables and relationships observed will corroborate the assumptions and findings reviewed in the literature, suggesting the extension of the work to the diversification of these factors.

In synthesis, the findings established in the present work seem to corroborate the theoretical, conceptual and empirical frameworks, contrasting the expected relationships and suggesting the extension of the work towards lines of research that diversify the factors and link them with other determinants of satisfaction.

CONCLUSION

The objective of the present work was to establish an exploratory model of the factorial determinants of academic tourism, contrasting the null hypothesis of significant differences between the axes, trajectories and relationships of variables reviewed in the literature with respect to the observations made in the present work, suggesting the diversification of the factors for the anticipation of reactivation scenarios.

The found findings allow to delineate public policies based on the sustainability of the tourist services since the transfer and the destination image are two potential factors that would explain a percentage of the variance in the rational choice of vacations.

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