

**THE IMPACT OF MARINE WATER QUALITY ON TOURISM DEMAND: AN APPLICATION OF GEOSPATIAL BIG DATA TO THE MEDITERRANEAN SPANISH COAST****Autor 1**

Nombre: María Luz Maté Sánchez-Val

Cargo: Profesora Titular de Universidad, Subdirectora de la Escuela Internacional de Doctorado, Departamento de Economía, Contabilidad y Finanzas, Grupo de Modelización Económica y Estadística No Paramétrica, Universidad Politécnica de Cartagena.

Dirección: Universidad Politécnica de Cartagena, Pza. del Cronista Isidoro Valverde, Edif. La Milagrosa, C.P. 30202 Cartagena.

**Autor 2**

Nombre: Genoveva Aparicio Serrano

Cargo: Estudiante de Doctorado de la Universidad Politécnica de Cartagena.

Dirección: Universidad Politécnica de Cartagena, Pza. del Cronista Isidoro Valverde, Edif. La Milagrosa, C.P. 30202 Cartagena.

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## **The impact of marine water quality on tourism demand: an application of Geospatial Big Data to the Mediterranean Spanish Coast**

### **Abstract**

Tourism sector is highly dependent on environmental quality. In Spain, the tourism sector is a key driver for the whole economy. In that context, this study aims at analysing the effect of environmental quality on tourism demand, to test whether a movement of visitors along the Mediterranean Spanish coast has occurred. Seemingly Unrelated Regression model has been applied over a sample of 101 Spanish municipalities from the last seven years. The results confirm a convergence process of visitors from traditional seaside tourist destinations to previously less crowded tourist sites, whose natural and physical environment shows a better natural conservation.