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Tourism Destination Management: Strategies to Implement Green Marketing in Rural Destinations

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Master in Marketing

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Lisbon, October, 2023

Department of Marketing, Strategy and Operations

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"Happiness can be found, even in the darkest of times, if one only remembers to turn on the light." — J.K. Rowling

In memory of Mimi, for teaching me love and kindness. I hope you feel proud.

Abstract in Portuguese

Nos últimos anos, a procura por turismo rural subiu intensamente. A capacidade de proporcionar experiências únicas e personalizadas é algo apreciado pelos consumidores. Durante a pandemia do COVID-19, vários alojamentos rurais (AR) registaram um aumento nas reservas. Esta mudança salienta a necessidade de identificar fatores que resultam em boas experiências de AR. As classificações dos clientes, são uma forma de avaliação de satisfação. No entanto, os fatores que influenciam as avaliações dos AR permanecem relativamente desconhecidos. Este estudo procura investigar isto mesmo. Utilizando o fsQCA como metodologia de investigação, foram consultados vários ARs em Portugal. Pretendemos identificar tipos de clientes, e as respetivas experiências rurais que procuram. O estudo identifica duas configurações que resultam em altas avaliações. A primeira, retrata clientes que procuram diversidade em experiências, produtos e serviços. A segunda, descreve consumidores que procuram experiências rurais premium e sustentáveis, com um preço mais elevado. Para ambos, a diversidade de opções de quartos é igualmente importante. Foram identificadas três configurações para situações de baixa classificação, sendo frequente a ausência de boas opções de quartos e preços elevados. Estes resultados esclarecem fatores que influenciam as perceções de clientes e ajudam as administrações a manterem-se competitivas no mercado de alojamento rural.

Palavras-chave: turismo rural; turismo verde; turismo sustentável; classificação turística; marketing turístico; marketing verde; fsqca.

Abstract in English

The tourism industry has recently witnessed a surge in rural tourism, due to its ability to provide unique and personalized experiences. During the COVID pandemic, several rural accommodations (RA) saw an increase in bookings. This shift shows the need for identifying the factors that result in good RA experiences. Customer ratings are a possible way to assess customer satisfaction. However, research on the factors influencing ratings have remained relatively uncharted territory. We seek to conduct a detailed analysis of the factors that contribute to both high and low customer ratings in RAs. Using fsQCA as a research methodology, we have examined multiple RAs located in Portugal. We aim to identify types of clients, and the respective rural experiences they are looking for. Our study identified two configurations that result in high ratings. One configuration caters to clients looking for diverseness in experiences, products and services, while the other describes consumers looking for premium, pricy and sustainable experiences. For both, diverseness in bedroom choice was equality important. Three configurations were identified for low rating situations, with the absence of good bedroom choices and high prices being often present. These results can help management stay competitive in the RA development market.

Keywords: rural tourism; green tourism; sustainable tourism; tourism rating; tourism marketing; green marketing; fsqca.

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Acronyms of sigils

RT: rural tourism

GT: green tourism

GM: green marketing

RA: rural accommodation

GE: green experience

GA: green awareness

P/S: products/services

NoB: number of bedrooms

fsQCA: fuzzy set qualitative comparative analysis

Acronyms of symbols

"●" Indicate the "presence" of a condition

"⊗" indicate its "absence

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1. Introduction

Rural tourism (RT) is a multidimensional facet of tourism, with one definition stating it is situated within rural areas, established on a relatively modest scale, and reflects the economic and natural characteristics of the local environment (Chen et al., 2023). Based on academic and business research, RT stands as a significant market segment on a global scale, with particular prominence in Europe and China (An and Alarcón, 2021). As the focus moves from mass tourism to individualized travel experiences, as noted by Fotiadis et al. (2016) and Buffa (2005), rural destinations are poised to reap significant advantages due to their capacity to deliver personalized and authentic offerings Chin et al. (2017). Notably, Vaishar and Šťastná (2020) observed that amid the ongoing COVID-19 pandemic, RT has emerged as a substitute for urban tourism. Their research revealed that certain rural destinations witnessed a surge in domestic tourist numbers during the summer of 2020, in contrast to 2019.

Hotels, and other short-term types of accommodation, are unique places because they serve as a home away from home. To ensure good experiences, management attempts to provide consumers the best conditions, and often 1 to 10, or 1 to 5, star ratings, given by customers, reflect customer satisfaction with the experience of Herjanto and Amin (2023). Previous literature has identified several factors that contribute to good accommodation experiences, including: service quality (Handriana & Ambara 2016), hotel policy (Martinez, 2015), room overall quality (Rahbar & Wahid, 2011) price, sleep quality (Sarah & Claire, 2013), breakfast quality, staff attitude, room cleanliness, hotel location (Jamrozy, 2007). Additionally, previous studies have looked into the relationship between star based ratings and costumer satisfaction (Fruqan, 2010), and how increased accommodations' customer rating results in revenue increase (Lane, 2009).

Unexplored areas of study include the focus on rural accommodations (RA), in conjunction with analysis of customer ratings as a tool to measure customer satisfaction. This thesis will help, hopefully, to cover this research gap and better understand how the unique situation of RAs compares with other traditional urban accommodations. This underexplored topic is essential for rural accommodation developers and managers. By identifying the experiences customers value, developers, and mangers can become more competitive in the RA market.

In light of this, this thesis aims to identify the factors that contribute to a good rural stay experience by customers and, second, explore the different combinations of factors that lead to a high or low customer rating.

This study starts by collecting quantitative data about several RAs through web-search, followed by a configurational analysis, more specifically, a fuzzy set qualitative comparative analysis (fsQCA). This method has been increasingly used in tourism research and is regarded as useful and innovative (Schneider & Wagemann, 2012).

The thesis is structured in six big main sections, with this "Introduction" being the first one. Next, follows the "Literature Review" where we will introduce topics and concepts such as rural (RT) and green tourism (GT), as well as marketing concepts. In the third part, "Methodology", the participants, the conceptual model variables, as well as the data collection and measurement procedures will be introduced. The "Results" section will introduce the results of the fsQCA, as well as a discussion on the quality of the model, while the discussion of the overall results goes in the following "Discussion" section. Finally, in "Conclusions", we present the final theoretical and managerial takeaways, as well as limitations of this study and possible future research.

2. Literature Review

In the burgeoning landscape of contemporary tourism, the intersection of rural (RT) and green tourism (GT) has emerged as a pivotal domain, encapsulating a diverse array of experiences that transcend conventional paradigms. This literature review navigates the tapestry of scholarly works dedicated to understanding the dynamics of tourism, green and marketing and their symbiotic relationship. As the global tourism industry undergoes a paradigm shift towards sustainability, the lens expands to encompass not only the experiential facets but also the marketing strategies that underpin the success of rural accommodations (RAs) within this eco-centric framework. The exploration of marketing concepts, particularly within the context of green marketing (GM), adds another layer to this discourse, unveiling the intricate interplay between environmental responsibility, market positioning, and the unique challenges faced by RAs. This review attempts to put light on the shifting ecosystem that influences modern travelers' choices and the businesses that cater to them by illuminating the intricate connections between tourism, sustainability, and marketing techniques.

2.1. Tourism

2.1.1. Rural Tourism

One of the relevant definitions is offered by Theirheirmer (2009) who defines rural tourism as being practical in rural areas, manifested by the stated tourism types, the activities occur in rural hotels or motels, traditional rural pensions, recreation areas, camping and other tourism structures, all of which are located in rural villages or other rural areas. RT is well known for its environmentally conscious product qualities, and these attributes have been effective in luring customers who care about the environment to visit rural tourism locations (Sarah and Claire, 2013). It highlights the recognition of RT for embodying environmentally conscious qualities within its products and services. The acknowledgment of these attributes proves decisive, as they have proven to be influential in attracting a specific segment of customers who prioritize environmental considerations in their travel choices. This phenomenon is not merely anecdotal but has been substantiated, implying a substantive connection between the eco-friendly characteristics of RT and the preferences of environmentally conscious consumers. This connection between environmental responsibility and RT not only underscores the industry's commitment to sustainability but also elucidates the strategic appeal

that these attributes hold in shaping consumer behavior and choices within the tourism sector. Additionally, a concern about the growth of RT is, not only about collective action but also about eliminating tourism and implementing tourism development in ways that fit with a community's sense of itself according to Hwang et al. (2011). Not only that, there is a resilient community in terms of local management, planning, and monitoring systems, but tourism has only had a limited number of real-world applications, Butler (1999). This suggests a foundation for this assertion. In terms of the physical landscape, tourism development can bring about alterations or modifications, undergoes changes as an outcome of tourism development, and the social climate of surrounding areas also gets affected. (Kang et al., 2008). This could include changes to the natural environment, infrastructure development, or the construction of new facilities and amenities to cater to tourists. These changes are often a result of the increased demand and usage associated with tourism activities.

Thus, RT and GT act as alternative tourism practices to promote the sustainability of environmental resources for the community. According to Snepenger et al. (2001), the quality of life is threatened and citizens' sense of community is susceptible to change in ways that are out of their control when external influences overtake local decision-making processes. Considering significant advances in our understanding of community opinions and perspectives toward tourism development, there is still a lack of understanding of citizens' behaviors in connection to tourist impacts (McGehee and Andereck, 2004). This proposition contends that the quality of life within communities is imperiled, and the very fabric of citizens' sense of belonging and shared identity is vulnerable to transformation beyond their sphere of control. Through this perspective, this introduction sets the stage for a nuanced exploration into the intricate interplay between external influences and the resilience of community bonds, shedding light on the challenges posed to the quality of life and the essential sense of belonging that defines a community.

However, the tourist sector's fast growth has had several negative effects, particularly on the non-renewable environment. Inducing climate change is one of these repercussions, according to Chekima et al. (2016). This growth trajectory, while a testament to the industry's vigor, is not without its ecological toll. The induction of climate change as a consequential and alarming repercussion of this rapid expansion. The environmental footprint left by the tourist sector unveils a complex interplay between industry dynamics and ecological vulnerabilities, prompting a critical examination of sustainable practices and policies to mitigate the escalating environmental consequences. Therefore, the majority of countries have been concentrating on the growth of mass tourism over the past several decades due to the

significant funds earned by tourism-related activities (Meler and Ham, 2012). Rural tourism should be studied as a sustainable and environmental way to visit and generate the local economy at rural destinations. Nonetheless, Jamrozy (2007) suggests that sustainability should be considered prior to economic profit. Rural and green tourism emerge as powerful alternative strategies for preserving susceptible environmental resources. These tourist concepts, founded on sustainability principles, not only provide relief from the detrimental impacts imposed by conventional tourism, but also serve as models of responsible and harmonious connection with nature. These methods represent a change toward a more conscious approach to tourism by encouraging people to discover and enjoy the latent magnificence of rural areas while promoting environmental conservation. By embracing RT and GT, we not only create a symbiotic relationship with the environment, but we also prepare the path for a more balanced and long-term cohabitation between tourists and nature. To support the sustainability of environmental resources, RT and GT are successful alternative tourist strategies Fruqan et al. (2010).

2.1.2. Green Tourism

Sustainable tourism, also known as green tourism (GT), can be defined as responsible, sustainable, and eco-friendly tourism. It goes by a variety of labels, but all of them refer to low-impact, ecologically friendly travel that values, enriches, and protects rather than degrades the built and natural environments. GT, an integral facet of sustainable tourism, is defined as travel to destinations where the primary attractions encompass flora, fauna, and cultural heritage (Furqan, 2010). In conformity with Mousavi (2021) sustaining our natural environment is merely a single aspect of sustainability. It also involves taking into account how our actions affect society and the economy. It also says that sustainability refers to addressing current demands without sacrificing the capabilities of the next generations and furthermore, the aim of sustainable tourism is to decrease the conflict and struggle generated by the complex connections that exist between the tourism sector, tourists, the environment, and the local communities that receive visitors. In response to the escalating awareness of environmental issues, many destinations are actively pursuing innovative methods to enhance the "greenness" of their operations (Han et al., 2011). This paradigm shift aligns with the discerning choices of green consumers who deliberately avoid products associated with adverse impacts, spanning concerns such as effects on health, environmental harm, resource overuse, unnecessary waste, animal cruelty, and the use of materials from endangered species, as outlined by Mousavi

(2021). As for tourism, who has been considered one of the promising sectors for development that influences the achievement of sustainable growth through poverty reductions, large-scale employment generation, fostering tolerance, and other complementary activities. It continues to make a real difference in the lives of millions of people (Bhuiyan and Wahab, 2018).

The destinations' commitment to increasing their ecological sustainability reflects a broader industry trend, acknowledging the imperative for responsible practices to meet both consumer expectations and global environmental imperatives. Despite the inherent complexities surrounding green consumer behavior, the tourism industry is earnestly seeking to comprehend the correlation between green concerns and tourist behaviors during travel or holidays (Bergin-Seers and Mair, 2009). This endeavor recognizes the need to navigate the intricate relationship between consumers' environmental consciousness and their choices in the context of tourism. Additionally, the conceptual distinction presented by Dolnicar and Matus (2008) elucidates the nuance of environmentally conscious tourism. Green tourists, as defined, exhibit environmentally friendly behavior across diverse tourism contexts, whereas eco-tourists engage in environmentally friendly practices specifically within nature-based tourism settings, representing a subset of green tourists. This refined understanding contributes to the industry's evolving efforts to cater to the preferences of environmentally conscious travelers and foster sustainable tourism practices.

Meler and Ham (2012) describe an issue regarding sustainable tourism. Although the tourism industry is used as an economic development for a massive group of third-world countries, it can also lead to a dependency on this sector. Tourists migrate to competing destinations or attractions, creating awareness for fast development and considering the product's life cycle or the environment itself. Lane (2005) brings the investigation into sustainable tourism in rural areas and highlights the imperative of a strategic approach. According to the author, the formulation and implementation of a comprehensive strategy are essential to facilitate ongoing dialogues about the future trajectory of a given area and the specific role that tourism will play in shaping it. This necessitates active engagement among various stakeholders, including government bodies, tourism enterprises, local communities, and other vested interests. The strategic framework is not only a platform for dialogue but also serves as a practical guide. It can channel and stimulate investments in critical areas such as transportation, public services, marketing initiatives, and the development of information and interpretation infrastructure. Thus, the emergence of ecotourism or green tourism is identified as a significant task aimed at fostering a renewed relationship among communities, government agencies, and private sectors (Singh & Mishra, 2004). By aligning these efforts with a strategic

vision, the aim is to foster sustainable practices and holistic development, ensuring that tourism becomes a positive force for both the community and the environment in rural settings.

2.2. Marketing

2.2.1. Marketing in tourism destinations

Marketing directs the flow of products from the producer to the consumer. Expanded models analyze the geographic flow of tourists on the demand side and management issues for destination communities on the supply side. Management issues include determining tourism effects, minimizing negative impacts, and optimizing the benefits of tourism. Along with the growth of tourism has come an increasing set of concerns about its environmental, cultural, and social impacts. Tourists are consumptive beings and tourism suppliers are waste and energy-intensive, Jamrozy, (2007), current marketing strategies are replacing the "golden rules of conservation" with contradictory commercial values. According to Mousavi (2021), marketing research has focused on creating more efficient and effective exchanges and flows between the tourism industry and the tourists. The main goal of their activities is economic growth while merely considering externalities such as environmental, social, cultural, and political environments. There is growing recognition of the tourism sector's potential contribution to the green economy through more sustainable practices, climate change mitigation, and ecotourism according to Reddy and Wilkes (2015). Some studies report that first-time or non-repeat tourists have a higher level of satisfaction with a destination than repeat tourists while others say that repeat tourists have a higher level of satisfaction than first-timers (Frias-Jamilena et al., 2012).

2.2.2. Green Marketing

The definition of "green" focuses on the natural physical environment. This is in contrast to the now more fashionable term, sustainable, which tends to be concerned with the future and the balance between the environment, society, and the economic system (Mousavi 2021). Green marketing (GM) includes strategic decisions such as products with eco-friendly packaging, eco-friendly costs, and eco-friendly messaging (Ottman, 1998), and can be applied to any form of tourism that relates to the natural environment and cultural heritage of an area or that undertakes good environmental management (or green) practices. As outlined by

Charter (1992), GM embodies a comprehensive and conscientious strategic management approach that recognizes, foresees, meets, and fulfills stakeholder needs for fair compensation, all while ensuring no detrimental impact on human or natural environmental well-being. In essence, GM embodies a holistic marketing philosophy, encompassing the entire life cycle of products and services—from production and marketing to consumption and disposal. This approach ensures that these processes unfold in ways that minimize harm to the environment. This strategic perspective becomes increasingly relevant as awareness grows regarding the consequences of global warming and the presence of harmful pollutants.

At the beginning of the 2000s, the third stage of GM reignited interest among academics and practitioners alike as highly advanced technologies, stricter government regulations, and the promotion of environmental awareness were put into practice (Sinnappan and Rasdi, 2013). In essence, marketing becomes a catalyst for building a green market by influencing consumer perceptions and preferences. By effectively communicating the environmental attributes of products and services, marketing encourages consumers to make choices that align with the principles of sustainability. This, in turn, contributes to both cleaner production processes by incentivizing businesses to adopt eco-friendly practices and sustainable consumption patterns by steering consumers towards environmentally responsible choices. Therefore, marketing emerges as a dynamic force that not only shapes the marketplace but also plays a vital role in fostering a symbiotic relationship between economic activities, environmental responsibility, and consumer choices.

In order to meet the increasing demand for green products without affecting the environment, companies must create, distinguish features, and prices, and promote their products (Chen and Chang, 2012). In the pursuit of waste elimination, the reinvention of product concepts, and the enhancement of environmental profitability for firms, researchers have highlighted the importance of strategic approaches (Pride and Ferrell, 2008). One such approach, integral to environmental management practices, is GM. As defined by González-Benito (2005), GM is a practice that seeks to diminish or prevent adverse effects on the environment. By integrating these principles into their strategies, businesses can contribute not only to ecological sustainability but also to the overall success and resilience of their operations.

2.3. Rural Accommodations

Rural accommodations (RA) are mostly small, locally owned units that differentiate the rural tourist offering and allow for personal interaction with hosts, which is a fundamental reason why people select rural holidays (Kastenholz, 2009).

2.3.1. Products, Services, and Experiences

Green experiences encompass activities designed to connect customers with the natural and rural environment, fostering a sense of involvement and sensitivity. These activities not only enhance the customer's connection with nature but also provide additional advantages to property owners. Achieving customer loyalty in the tourism industry is highly competitive, requiring the establishment of a strong relationship quality between tourists and a specific destination (Huang & Chiu, 2006). For a destination to become a preferred choice in the future, service providers must go beyond merely providing competitive services and focus on fostering a positive and lasting relationship with customers. In the realm of green marketing (GM), the focus shifts to green product quality, involving product dimensions such as features, design, and packaging geared toward energy conservation, pollution prevention, and environmental friendliness. The assessment of this variable is often based on validated items from previous research (Chang and Fong, 2010; Suki, 2016). Customer loyalty, commonly defined as a firm commitment to repurchase a product in the future, hinges on the perceived quality of green products and services (Oliver, 1999). Understanding and catering to these traits are essential for providing meaningful and satisfying green experiences. However, the impact of green initiatives on environmental sustainability relies on their widespread adoption in the market. Rex and Baumann (2007) assert that marketing is not just a business function; it serves as a powerful tool in influencing consumer behavior towards environmentally sustainable choices. By acting as a communication bridge, marketing raises awareness about the significance of environmental sustainability and elucidates the benefits associated with choosing eco-friendly products and services. Thus, the success of green products and services in contributing to environmental sustainability is contingent upon their acceptance and adoption by a broad consumer base.

Marketing employing the principles of GM aims to establish a favorable perception that can shape consumer attitudes toward a brand, particularly in terms of brand attitude. Subsequently, this positive perception is anticipated to drive purchasing decisions in favor of

the brand. Research by Andini and Astuti (2015), Risyamuka (2015), and Rahayu et al. (2017) collectively highlights the substantial impact of GM on consumer purchasing behavior. Modern consumers exhibit heightened awareness and discernment in their product choices, extending beyond the mere act of purchasing to a consideration of the product's benefits. Notably, there is a growing emphasis on environmental sustainability, with consumers showing a willingness to pay premium prices for products aligned with eco-friendly practices (Vlosky et al., 1999; Veisten, 2007).

In addition to its influence on environmental sustainability, brand awareness (brand awareness) emerges as another influential factor shaping consumer purchasing decisions. Beyond the intrinsic qualities of a product, consumers are swayed by their familiarity and recognition of a brand. This recognition not only adds a layer of trust but also contributes significantly to the decision-making process. The amalgamation of positive brand attitudes, environmental considerations, and brand awareness collectively underscores the multifaceted impact of GM on consumer choices. The contemporary consumer landscape reflects a nuanced understanding of product consumption. This involves not only acquiring goods but also a keen evaluation of the associated benefits. Green marketing taps into this shift in consumer behavior by positioning products as contributors to environmental sustainability, fostering a consumer base willing to invest more for such ethical considerations. Consequently, the interplay between brand attitude, environmental impact, and brand awareness becomes pivotal in shaping the intricate dynamics of consumer purchasing decisions in the realm of GM.

2.3.2. Green Awareness

Customer awareness of eco-friendly products is growing, and this was precipitated by customers' expanding concerns about traditionally produced products containing chemical substances that are detrimental to the environment and, in the long run, create medical conditions (Suki et al., 2016), therefore customers' green awareness is defined as their recognition of items, pricing, and image of eco-friendly products. These consumers are conscious of environmental concerns and are often aware of a sustainable life because they live a healthy lifestyle in relation to the environment (Nicolô, 2015).

Customer awareness of positive reactions toward products can add value to the product from the customer's perspective (Mourad and Ahmed, 2012) and is defined as knowledge recognized by customers for products based on the performance of eco-friendly items. Additionally, as a result of global warming concerns, consumers are increasingly aware

of goods and services that have negative environmental impacts (Tsai et al., 2014). Previous research of Gao et al., (2016) has demonstrated the significance of customer knowledge and attitudes toward environmentally friendly items in determining green awareness. Despite this significance, environmental knowledge and perceived quality have a positive influence on improving consumer green awareness through the recognition of product qualities, namely eco-label. (Alamsyah et al. 2021) In terms of eco-labeling, perceptive consumer quality is more important than environmental awareness. Environmental knowledge, on the other hand, has a more important role in controlling green awareness.

2.3.3. Price

Consumers' perceived price justice may be characterized as their judgment and related emotions regarding whether the price difference between a seller's and competitor's pricing is flexible, reasonable, acceptable, or preferable (Srikanjanarak et al., 2009). It is also known that customers are willing to pay a premium for green products because they see and feel their beneficial impact. (Keeganl and Green, 2000). The price a customer pays to acquire a product from a seller is referred to as the product price. The cost of the item is what is exchanged to obtain a product from the purchaser's perspective. (Wei et al., 2014). Customers of environmentally friendly products do not perceive price to be a concern since they believe these products are of high quality (Shepherd et al., 2005). They realize that the price correlates to the positive aspects and therefore do not regard the products to be cost-effective (Omar et al., 2017).

The eco-friendly product also has a risk, which is the higher price than the other goods, and only the individual consuming it is responsible for it (Shao & Yang, 2014). The potential risk of an eco-friendly product may be minimized since it is essential for the environment (Rizwan and Mukhtar, 2014).

2.4. Conceptual Model

Using the previous chapters as a conceptual foundation, the conceptual model found in Figure 1 was proposed. The conceptual model in Figure 1 was created in the shape of a Venn diagram. Venn diagrams allow conceptualizing all the possible relationships among the RAs' characteristics under study (i.e., independent variables) and the outcome of interest (i.e., dependent variable), in this case, the customer rating of the RAs (Ragin, 2008). Several

relationships exist among the variables, depending on how they combine with each other, and so, they may predict high or low customer ratings of the RAs. For more details about the choice of the dependent variable, the customer rating of the RAs, please, refer to chapter three, "Methodology".
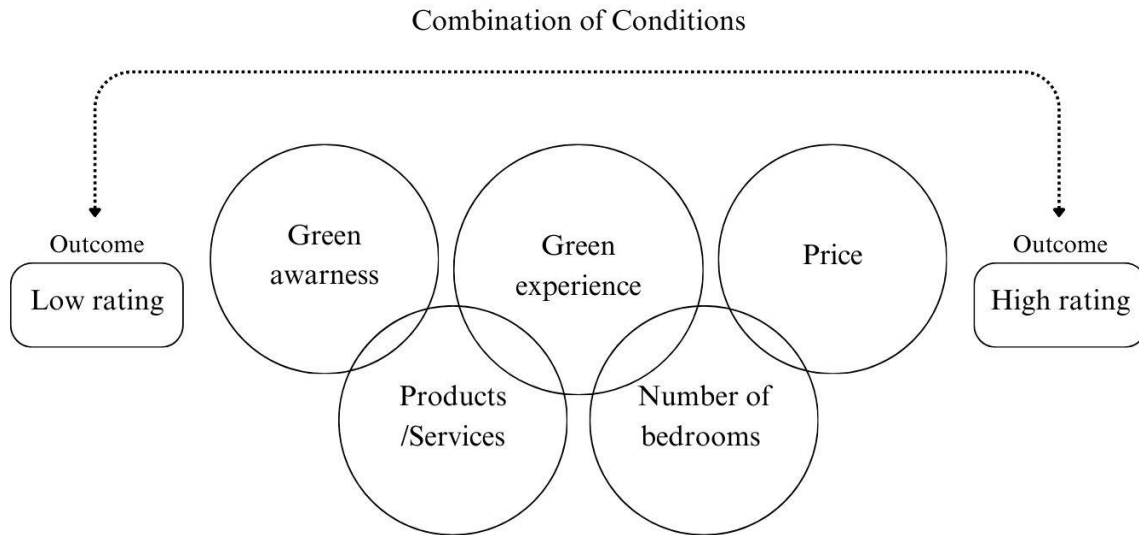
Combination of Conditions

Figure 1: Venn diagram of the conceptual model.

The model illustrates how the five variables (Green Experience, Green Awareness, Number of Bedrooms, Products/Services and Price), represented in the center by juxtaposed blue circles, could be combined in numerous ways, to achieve either a high or low customer rating. By means of this model, the goal of this investigation is to analyze the impact of five rural accommodation characteristics (the five independent variables mentioned before, and shown on the Venn diagram) on the rural accommodation's customer rating. With a clearly defined conceptual model, a research methodology was subsequently defined.

Some advantages associated with quantitative research, namely being able to use and measure broad sets of data, reveal patterns, and generalize results, are well documented in the literature (Schneider and Wagemann, 2012). Due to these positive aspects, a quantitative research method, with a basis on empirical data, was employed to study this conceptual model. Fuzzy set qualitative comparative analysis (fsQCA) is a popular type of quantitative empirical analysis used to examine complex causal relationships among variables, with a recent increase in popularity in the field of tourism research (Misangyi et al., 2017; Ham et al., 2020) Conventional correlation-based techniques assume that each independent variable, of a specific model, independently affects the outcome (the dependent variable). On the contrary, a fsQCA

technique allows for complex causality, i.e., it assumes that the independent variables can combine with each other (creating fuzzy sets) in multiple ways to influence the outcome: in this study's case, the customer rating (Misangyi et al., 2017) This configurational feature of fsQCA makes it a very attractive technique for research, especially social science research. In essence, fsQCA could be seen as a middle ground between traditional quantitative methods and purely qualitative methods (like case studies), since it incorporates elements from both (Ragin, 2008). One last quality of the fsQCA technique is its asymmetric causality, which determines that the effect a certain configuration has on a certain outcome is not symmetric nor equal to the effect the direct opposite configuration has on the direct opposite outcome (Ragin, 2000). With regard to this study's conceptual model, this means that whatever variables' combination explains a high rating, its direct opposite is not necessarily what also explains a low rating. Therefore, the research in this paper investigated separately what leads to a high rating and what leads to a low rating.

3. Methodology

In order to ensure only the best scientific articles were used to develop this thesis, the following process was followed in order to search for, identify, select and filter the articles. The most recognized and prestigious online databases, such as Scopus, Ciência IUL, or Web of Science, Taylor and Francis and B-on, were used to online search for relevant papers. The following main keywords were used to identify the relevant papers in the online search: "rural tourism", "green tourism", "sustainable tourism", "tourism rating", "tourism marketing", "green marketing" and "fsqca".

Only peer-reviewed articles, as well as articles published in recognized scientific journals, were selected for this thesis. For this purpose, the Academic Journal Guide 2018 was used as a reference. This guide rates the best scientific journals, using a scale from 1 to 4+, with 1 being the minimum and 4+ the maximum. Most of the articles used were published in journals with a rating equal to or higher than 2 were considered for this thesis.

3.1. Participants

The target population of this study was rural accommodations (RA). The sample of participants selected can be found in the north-center region of Portugal, more precisely in the provinces of Beira-Litoral, Beira-Baixa and Beira-Alta, stretched between the districts of Coimbra, Castelo Branco and Guarda. A non-probability sampling procedure was used. The collected data consists of a total of 73 rural accommodations, comprising both individual and collective businesses. This complete list can be found in Annex C.

Regarding the definition of rural accommodation, for the purposes of this study, it was considered only accommodations located in villages (in Portuguese called either "vila" or "aldeia"). Also, only establishments offering at least one bedroom for the purpose of overnight sleep were considered, despite the configuration and size of the establishment, and other additional services and products offered. From the initial total of 73 RAs initially selected, after data collection, only 36 were selected and used in further analysis, mainly in the fsQCA. For more details, please refer to the chapter "Data Collection".

In the initial sample of 73 RAs, most of the rural accommodations were from the district of Coimbra (75.3%), 20.5% from the district of Guarda and 4.1% from the district of Castelo Branco. Additionally, in most accommodations, the owner did not live in the

accommodation itself (91.8%). In the final sample of 36 RAs, most of the rural accommodations were from the district of Coimbra (94.4%), while the others can be found in the district of Guarda (5.6%). Additionally, in all accommodations, the owner did not live in the accommodation itself.

3.2. Variables and measures

The Literature Review section of this paper partially introduced the independent and dependent variables used in this study. In this section, each variable will be looked at with more detail, while also explaining how each variable was measured. Annex A shows the final measurement instrument for the final 36 selected RAs. Annex C shows the complete list of the initial 73 RAs, as well as information about these RAs and their variables measures.

First, let's take a look at the five independent variables, namely how they are composed and how they were measured: Green Experience (GE), Green Awareness (GA), Number of Bedrooms (NoB), Products/Services (P/S) and Price. For each of these five variables, different dimensions were selected to compose it. Table 1 presents a comprehensive view of all five variables and their respective dimensions.

Variable	Dimensions
Green Experience (GE)	Compost box; Take care of animals; Organic/ecological vegetable garden; Suggestion of routes and outdoor activities; Allowing guests to bring pets; Guided walks/itinerary/hikes; Complementary riding lesson; Mountain bike - MTB; Hiking; Ski; Wine tasting - Enotourism; Archery; Climbing wall;

	Donkey rides; Mushroom picking; Electric car charging station available; Use of non-toxic cleaning products; LED lighting throughout the enclosure; Employees are trained to follow environmental policies.
Green Awareness (GA)	Solar panels; Garbage separation buckets; Green Key certificate: energetically sustainable.
Number of Bedrooms (NoB)	Any natural number (e.g., 1, 2, 3, 4, etc.)
Products/Services (P/S)	Breakfast; Cleaning service; Local craft production; Complementary meals with local products;
Price	Any monetary value (in euros €)

Table 1: Complete list of all five independent variables of the conceptual model, and their respective dimensions.

The measures for the variables GE, GA, and P/S take the shape of a zero or natural number, ranging from the minimum, a zero, to the maximum, the total number of dimensions, for each variable. This means that, for a given rural accommodation and variable, each time a variable's dimension is found in the accommodation, the measure of this variable increases by one. In order to make this more clear, it's best to look at a few examples.

We can take the example of the variable Green Awareness and the fictitious rural accommodation with the name ABC. From the data collection procedure, we know that the RA named ABC: has three solar panels on the roof, two green key certificates, but it has no garbage separation buckets. If we look again at Table 1, we can see that rural accommodation ABC fulfills two of the three dimensions for the variable Green Awareness: it has solar panels and green key certificates, but does not have garbage separation buckets. Consequently, the variable

Green Awareness, for the participant rural accommodation ABC, will be given the value of two. Another example, this time with the variable Products/Services, for the same fictitious rural accommodation named ABC. We know that ABC: has no breakfast service, no cleaning service, no local craft production and does not offer complementary meals with local products.

In this example, the RA named ABC will have a value of zero for the variable P/S.

The variable Number of Bedrooms is mostly self-explanatory and, like the previously mentioned three other variables, also takes the shape of a natural number. However, unlike the other three, this variable never takes the value of zero. In the previous section ("Participants"), it was mentioned the pre-condition for the participants to offer, at least, one bedroom, in order to be considered for this study. For this reason, the variable Number of Bedrooms has a minimum value of one, and for each additional bedroom, the variable measure increases by one.

The final independent variable, Price, represents the monetary value, in euros, of how much it would cost to rent a given RA for two adult people, from the dates of 14th of July 2023 to 22nd of July 2023 (1 week). Some RA allowed the selection of what bedroom type was preferred. In this situation, a couple bedroom was selected. This variable only accounts for the basic overnight stay service, and, therefore, does not include any other additional services or products (e.g., breakfast, etc.), unless the RA itself already offers the products/services along with the basic overnight stay. This variable can either be zero, a natural or a positive decimal number.

Finally, the dependent variable, Rating, represents the overall client rating of the RA. An online review system's ratings indicate the level of client satisfaction with accommodation (Ert et al., 2016). This rating is given to the RAs by previous and/or current clients (guests) of the RAs. This rating takes the shape of a percentage number (%). Looking at some examples:

- Example 1: RA is named ABC and has a client rating of 8/10. This RA will have a Rating value of 80% ($(8/10) \, X \, 100 \, = 80\%$).
- Example 2: RA is named XYZ and has a client rating of 3/5. This RA will have a Rating value of 60% ($(3/5) \, X \, 100 \, = 60\%$).

The rating scale for each RA varied greatly: some RAs used scales from 1 to 10, while others used scales from 1 to 5, etc., For more details regarding this variety, please refer to the chapter "Data Collection".

Information given by customer ratings can be very useful for the management and success of RAs. Previous literature mentions how high ratings indicate excellent operation and management, and how it can encourage positive word of mouth, increasing online reservations for accommodations (Ye et al., 2011). Knowing what a high or low rating is for a customer can be beneficial for managing an accommodation, since customers consider ratings and reviews to be key sources of information when making hotel decisions. It is critical for hosts to understand how a visitor arrives at a rating and what areas could be addressed as a result (Gao et al., 2018). For these reasons, we decided to use the client rating of the RAs as our dependent variable in the conceptual model.

3.3. Data Collection

As previously mentioned, all rural accommodations sampled for this academic work are found in the north-center region of Portugal. In addition, all accommodations also have an Internet website for their respective rural accommodations. The data for this study was entirely collected by searching and browsing the internet for these rural accommodation websites. All the data needed for this study was collected from each RA's website. The level of information found on these websites varied greatly. Therefore, only accommodations whose websites contained all the information regarding this study's variables (Green Experience, Green Awareness, Number of Bedrooms, Products/Services, Price and Rating) were considered. While, in total, 73 RAs websites were searched, only 36 were considered for this study, since only 36 RAs contained all the information about this study's variables. The data was collected between the dates 14th of July 2023 and 21st of July 2023. For a complete list of all initial 73 RAs, their information and their variables values, please refer to Annex C.

4. Results

The fsQCA was executed using the fs/QCA software provided by Ragin and Davey 2023. The most recent version, fs/QCA 4.1, was used to conduct the analysis. The raw results of the fsQCA can be found in Annex B. These results were analyzed and processed further, resulting in Table 2, which can be found below in the chapter "Data Analysis". This section analyzes and partly discusses the results in Table 2, and it is divided into two parts: a quality assessment of the measurement model (4.1.) and the results of the data analysis (4.2.).

4.1. Quality assessment of the measurement model

As shown in Table 2, below, the fsQCA's results identified five configurations: C1 and C2 for the high rating scenario; and C3, C4 and C5 for the low rating scenario. Before delving more deeply into these five configurations (C1, C2, C3, C4 and C5), a quality evaluation of these results should be conducted. For this purpose, we can look at the consistency and coverage values of the configurations. By analyzing these values, and comparing them to threshold values defined in previous literature, for similar social science studies as the one conducted in this thesis, we can have an approximate measure of the quality of our model.

The values of consistency and coverage for each configuration, and for the overall solution, can also be found below, in Table 2. Please note that the values of consistency and coverage mentioned in this subchapter ("Quality assessment of the measurement model") can be found in the second (bottom) half of Table 2. In this bottom half of the table, we can find the outlook of each of the five configurations, as well as their respective consistency and coverage values. The top half of the table will be used to analyze the necessary conditions, in a future subchapter ("Analysis of Necessary Conditions").

Coverage refers to the extent to which the combinations of conditions (configurations), and their outcomes, obtained by the fsQCA cover the full range of observed configurations, and their outcomes, in the dataset (Rihoux and Bagin, 2009). It checks whether the configurations identified in the analysis are sufficient to account for all possible variations in the outcome variable. In other words, coverage examines whether the analysis captures the full diversity of cases in terms of their outcomes (Ragin, 2008). Each combination (configuration) has a unique coverage, which refers to the proportion of cases exclusively explained by the combination. The union of the coverage offered by all combinations in Table

2 is reflected in the value of the overall solution coverage. All configurations in Table 2 have a unique coverage bigger than zero, meaning each configuration is empirically relevant. The overall solution coverage for high rating combinations is of 40%, while for low rating combinations the value if of 54%. In other words, the combinations C1 and C2 explain 40% of the high rating values in the dataset, while C3, C4 and C5 explain 54% of all low rating values in the dataset. Previous literature (Ragin, 2000, 2008; Ragin and Davey 2023) mentions a minimal overall solution coverage value threshold of 0.7 or 0.8 for a model to be considered comprehensive and explanatory. This study's model can't be considered comprehensive nor explanatory, since only 40% of high rating cases, and 54% of low rating cases, are covered by the fsQCA's solutions.

Consistency can be looked at as a degree of matching (Creswell, 2013): for a given pair of similar combination of conditions, X and Y, one combination identified by the analysis (Table 2), combination X, and one combination contained in the empirical data, combination Y, how much do their respective outcomes match? Higher degrees of matching means higher consistency values (Ragin, 2008). While the model obtained in this thesis can't be considered comprehensive nor explanatory, it can be considered meaningful and robust, due to its significant consistency values. Similar to the situation with the values of coverage, previous literature also mentions a minimal threshold of 0.8 for the overall solution consistency (Ragin, 2000, 2008; Ragin and Davey 2023) in order to be able to consider the model meaningful and robust. Table 2 clearly shows how both individual and overall values of consistency are all above 0.8, and most close to or even surpassing 0.9. The inherit trade-off between consistency and coverage is evident in this model. Consistent outcomes can be expected for combinations similar to those identified by the model (C1, C2, C3, C4 and C5), even if the model can't cover all possible outcomes.

4.2. Data analysis

The table below (Table 2) shows the results of the fsQCA analysis. The raw results of the fsQCA (as obtained by the fs/QCA software) can be found in Annex B.

| Condition | Rating | | | |
| | High Rating | | ~High Rating | |
	Consistency	Coverage	Consistency	Coverage
Green Experience	0.72	0.74	0.60	0.62
Green Awareness	0.56	0.73	0.50	0.66
Number of Bedrooms	0.64	0.72	0.56	0.62
Product/Service	0.52	0.66	0.45	0.57
Price	0.64	0.69	0.63	0.68

Condition	Rating				
	High Rating		~High Rating		
	Configuration				
	C1	C2	C3	C4	C5
Green Experience	●	⊗	⊗	⊗	⊗
Green Awareness		●	⊗	●	⊗
Number of Bedrooms	●	●	⊗	⊗	⊗
Product/Service	●	⊗	⊗	⊗	●
Price		●	⊗	●	●
Consistency	0.88	0.95	0.86	0.90	0.90

Raw coverage	0.30	0.22	0.37	0.26	0.22
Unique coverage	0.18	0.10	0.17	0.08	0.08
Overall solution consistency	0.89		0.85		
Overall solution coverage	0.40		0.54		

Table 2: ~ represents the absence of a condition. In this case, "~High Rating" practically means low rating. Black circles ("●") indicate the "presence" of a condition, and circles with an X ("⊗") indicate its "absence". Large circles ("⊗" and "●") indicate core conditions and small circles ("⊗") indicate peripheral conditions. Blank spaces indicate "don't care". Calculations performed with the fs/QCA 4.1 software (Ragin and Davey 2023).

4.2.1. Analysis of Necessary Conditions

The first step of data analysis was the assessment of necessary conditions, which, according to the relevant fsQCA literature, should precede the assessment of sufficient conditions (Schneider and Wagemann, 2012). Therefore, the five independent variables of the conceptual model were analyzed, firstly, on their necessity in leading, or not, to a high, or low, client rating. A causal condition can be defined as a specific factor or event that plays a pivotal role in bringing about a particular outcome. If a causal condition, or a combination of causal conditions, is consistently present (or absent) when the outcome is present (or absent), it is deemed a necessary causal condition, or necessary combination of causal conditions (Rihoux and Ragin, 2009). The top half of Table 2 shows the several consistency and coverage values of the five conditions (independent variables of the conceptual model) according to the outcomes of a high rating, or its negation, i.e., a low rating (~High Rating). In accordance with fsQCA literature, if the consistency value of a causal condition is equal to or greater than 0.9, then it can be considered a necessary causal condition (Ragin, 2000, 2008; Ragin and Davey 2023). If a condition does not meet this standard, it can still be considered an "almost always necessary" if the consistency value is greater than 0.8 (Ragin, 2000, 2008; Ragin and Davey 2023). Table 2 clearly shows how none of the five conditions exceeds a consistency value of 0.9, nor 0.8, which means none of these five variables can be considered necessary nor "almost

always necessary" in our conceptual model. This preliminary results points to a substantial importance of the configurational approach taken in this study. Since none of the conditions are considered necessary (when handled independently) in explaining the outcome of the conceptual model, only combinations of these conditions could, possibly, provide practical insights on the outcome (high or low rating).

4.2.2. Analysis of Sufficient Conditions

After analyzing the existence, or lack thereof, of necessary conditions for our conceptual model, an analysis of sufficient conditions was undertaken. While a necessary condition, by definition, is always present for a particular outcome, it does not necessarily mean this condition is also sufficient. A sufficient condition (or combination of conditions), if present, guarantees the occurrence of the outcome. In other words, it is a condition (or combination of conditions) that alone is enough to produce the outcome.

Through the use of the fs/QCA software (Ragin and Davey 2023), the analysis of sufficient conditions (or combinations of conditions) was carried out in the following way:

1. All the logical combinations (total of 32) of the five conditions of the conceptual model were determined ($2^5 = 32$) and listed in a truth table. In this same table, the respective numbers of empirical instances for each combination were also listed.

2. From the total of 32 combinations of conditions, some combinations were filtered out based on their frequency and consistency values.

a. The threshold value for the frequency, which is described as the number of empirical cases for each combination, was set to one. Since the size of sample in this study is quite small, a cutoff point of, at least, one empirical case for each observation was chosen, in accordance with recommendations from previous literature (Pappas and Woodside, 2021).

b. Consistency refers to "*the degree to which cases correspond to the set-theoretic relationships expressed in a solution*" (Fiss, 2011). According to literature (Pappas and Woodside, 2021), the recommended consistency threshold should be, at least 0.75. In this study, we set the consistency threshold at 0.8.

3. Finally, the Quine-McCluskey algorithm was applied, in order to carry out a counterfactual analysis on the remaining combinations. In the context of a fsQCA, a counterfactual analysis imagines alternative scenarios where specific conditions are absent and assessing their impact on the observed outcomes. This method allows researchers to rigorously

evaluate the necessity and sufficiency of conditions (Creswell, 2013). The results of this counterfactual analysis are three sets of solutions: complex, intermediate, and parsimonious.

      a.   Complex solution: presents all the possible combinations of conditions, when traditional logical operations are employed.

      b.   Parsimonious solution: it's a simplified version of the complex solution, and only contains the most important conditions. These conditions cannot be left out from any solution, and are therefore called "core conditions".

      c.   Intermediate solution: as the name suggests, it's an intermediate solution between the complex solution (to which it belongs to) and the parsimonious solution (to which it is a part of). It's obtained by performing a counterfactual analysis on the complex and parsimonious solutions. While the parsimonious solution only contains "core conditions", the intermediate solution contains both "core conditions" and "peripheral conditions".

Regarding the interpretation of fsQCA results, previous literature recommends reporting the intermediate solutions, while using the parsimonious solutions to help identify core and peripheral conditions (Pappas and Woodside, 2021). When reporting results from the intermediate solution, simplifying assumptions are expected to be applied by the researcher, while also staying consistent with other known academic knowledge. Table 2 contains the intermediate solution, for both high and low ratings, with the respective "core" and "peripheral" conditions properly identified. In addition, consistency and coverage values (for each of the five configurations), calculated with formulas defined by (Ragin, 2000, 2008; Ragin and Davey 2023) , as presented in (Corne and Peypoch, 2020), are also reported in the table (bottom half). Lastly, unless specifically stated, all configurations used to run the necessary (combination of) conditions' analysis, using the fs/QCA software, were exactly the same, for both the high rating and low rating situations.

Considering the two combinations for high rating (C1 and C2): we can see how Green Experience (GE), Number of Bedrooms (NoB) and Products/Services (P/S) are present in both combinations, and how GE and NoB are core conditions in both. High NoB is a core condition in both C1 and C2, while for GE, a high value is a core condition in C1 and a low value is a core condition in C2. For the three combinations in the low rating scenario (C3, C4 and C5): P/S is the only condition that is not a core condition in all three combinations (only in C4 it is a peripheral condition). Low GE and low NoB are always core conditions. Low Green Awareness (GA) is a core condition for C3 and C5, while its reverse (high GA) is a core condition for C4. In similar fashion, high prices is a core condition for C4 and C5, while its

reverse (low prices) is a core condition for C3. In this low rating scenario there are no "don't care" conditions, all conditions are either "core" or "peripheral" conditions.

As stated in fsQCA literature, for a combination of conditions to be considered sufficient, the consistency should be above the threshold of 0.8 (Ragin, 2000, 2008; Ragin and Davey 2023). For both the high and low rating situations, Table 2 clearly shows how the consistency values for all combinations, as well as the overall solution consistency, are above 0.8. All combinations can therefore be considered sufficient for high rating (combinations C1 and C2) and low rating (C3, C4 and C5).

5. Discussion

In this section, we will take a look at all the five combinations previously identified in the results. Because of the inherit asymmetry of a fsQCA analysis, we will look separately at the combinations that lead to high ratings (C1 and C2) and the combinations that lead to low ratings (C3, C4 and C5),(Pappas and Woodside, 2021). While we will look at these outcomes (low and high rating) separately, whenever relevant, we will cross-examine and discuss combinations that lead to different outcomes. Below, Figure 2 presents a visual representation of two cross-examinations for all five combinations: (A) Green Awareness vs Price; (B) Number of Bedrooms vs Green Experience. Before delving into each outcome separately, we can look at and discuss the overall results of the fsQCA first.

One of the first things we can notice is that only two combinations were identified for a high rating outcome, while three combinations were identified for a low rating outcome. While this is only a one combination difference, it seems to indicate that the reasons why a RA gets a lower rating are more diverse than the reasons why a RA gets a higher rating. This could be a consequence of the limited number and diverseness of the participants selected for this study (Schneider and Wagemann, 2012). Another thing to notice is that the conditions Green Experience (GE) and Number of Bedrooms (NoB) are the only conditions that are core conditions in all five combinations. The condition NoB, specifically, is quite "symmetrical" i.e., it is always a core condition with high values for a high rating outcome, and a core condition with low values for a low rating outcome.

Lastly, we can observe how the condition products/services (P/S) is the only condition that can shows up as either a core condition or a peripheral condition. All the other conditions (whenever they are not "neutral") always appear as core conditions. This seems to indicate that, compared with the other conditions, P/S can more often play a more nuanced role. The other conditions, however, whenever they play a role, they are more likely to play a very crucial role (hence being core conditions).
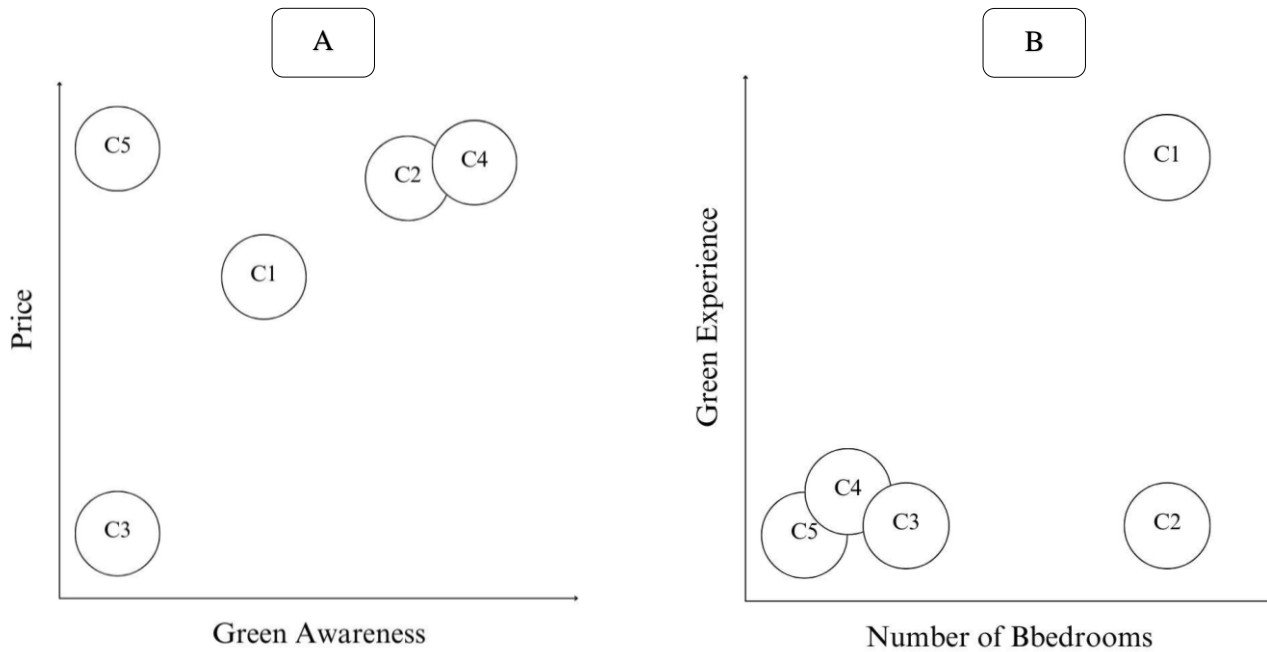
Figure 2: Visual representation of the five combinations (C1, C2, C3, C4 and C5) variability in two cross-examinations: (A) Green Awareness vs Price; (B) Number of Bedrooms vs Green Experience.

5.1. High Rating

The fsQCA analysis of this study identified two (C1 and C2) combinations of conditions that explain a RA high rating. Conditions in C1 and C2 can appear as either core, peripheral or "neutral" conditions. Regarding the core conditions, whenever they appear in either C1 or C2, they usually appear as high values (black circles) core conditions. Two of these core conditions, NoB and GE, were core conditions in both C1 and C2. While both of these conditions are important factors for a high rating outcome, they are not sufficient on their own. They must be combined with other conditions, and in total C1 and C2 can explain 40% of all the variance found in the empirical data. The overall consistency value of these combinations is 89%.

Whether a client will give a RA a high rating will depend greatly on the number of different bedrooms configurations available. This study concluded that a high number of possible bedrooms configurations to choose from is an essential factor to get a high rating from the customer. Previous literature showed how overall room quality is an essential factor for customer satisfaction (Rhee and Yang, 2014). While our variable is not "bedroom quality", but instead "number of bedrooms", we can still conclude our results are in accordance with known literature. Since different clients have different needs, having a great variety of bedrooms

configurations allows the RA to best serve and meet these needs. The result is a good staying experience and, consequently, a higher rating from the client.

While a high NoB is a core condition in both C1 and C2, the variable GE is a core condition in C1, when it takes a high value, and also in C2, when it takes a low value. This distinction is at the core of the differences between C1 and C2. Figure 2 (B) gives a visual representation of the distinction between these two . The combinations C1 and C2 seem to point to two different types of RA, and consequently to two different clients who seek and value different experiences in their RA stay.

Next, we look with more detail to each combination.

5.1.1. Combination 1: Diverse Green Experience

Combination 1 has three core conditions: GE, NoB and P/S. All three conditions are core conditions in C1 when they assume high values. This combination seems to showcase a type of client that values a RA stay that mostly focuses on providing varied green experiences, products, and services. For this type of client, the most important thing seems to be diverseness. Be it the conventional products and services offered by most types of accommodations (breakfast, local craft productions, etc.), or experiences focused on a more green aspect (outdoor and organic activities, etc.), a high and diverse number of choices seems to be the main aspect.

While this type of client favors diversified green experiences, it seems to be mostly indifferent to green awareness aspects. For this type of client, sustainability, directly related to the condition Green Awareness (GA), doesn't seem to be the most significant factor. Previous literature has showed that for rural tourism (RT) to be considered sustainable, an appropriate use and management of local rural resources, as well as a balanced involvement with the local community, are critical factors (Widawki et al., 2014; Hwang et al., 2011; Bhuiyan and Wahab 2018). It could be argued that the higher the number of diverse experiences, products, and services a RA offers, the more difficult it is for RAs to manage local rural resources in a balanced way. If so, this seems to be in accordance with this thesis' results. In order to offer more diverse experiences, a RA is less sustainable. In this relationship, C1's clients give extreme importance to diverseness while being indifferent to sustainability.

Additionally, in order to be more sustainable, previous literature has suggested that, often, RT businesses may need to invest additional money (Lane, 2009). Considering this, RAs could frequently charge higher prices to their clients. C1's clients, however, also seem indifferent to the price charged by RAs, giving it no special importance if the RA is too pricey or too cheap. This seems to be in accordance with the low importance this type of client gives to sustainability.

The substantial importance this type of client puts on diverseness is also confirmed by the importance on the diverse number of bedrooms available. As previously mentioned, this condition is a core condition for C1 (and C2), reinforcing once again the preference for diverseness. Because clients looking for a RA with C1 characteristics value diverseness above other aspects, we decided to name this combination the "Diverse Green Experience".

5.1.2. Combination 2: High Premium Green Experience

While C1's clients look for diverseness above other aspects, C2's only seem to give importance to diverseness when it comes to the NoB available. As previously mentioned, this condition is a core condition for both C1 and C2. Besides the NoB, C2's clients seem to favor more pricey and sustainable RAs. This ties directly to the conditions Price and GA, respectively, which are core conditions, for C2, when they take high values. On the other hand, C2's clients seem to be not merely indifferent to diverseness, they seem to consciously not value it. This is evident with the conditions GE and P/S, which are core and peripheral conditions for C2, respectively, when their values are low. This is a direct contrast to C1's clients, in which these two conditions were core conditions for high values. Figure 2 (B) demonstrates this sharp contrast between C1 and C2, where the difference in GE values dictates their distance.

The C2's client, an almost direct opposite of the C1's client, seems to value sustainability. At the same time, clients looking for RA with a C2 outlook also seem to be more willing to pay higher prices for their stay. As previously mentioned, in order to be more sustainable, RA often may need to invest more money, and therefore charge higher prices (Lane, 2009) While C2's clients may be willing to pay higher prices because of other variables not considered in this study, we can still assume that part of the willingness to pay a higher price is because of the importance these clients give to sustainability.

Another result that points to the increased concern over sustainability that characterizes C2's clients, is the conscious devaluation of diverse GE and P/S. These two conditions are not just "neutral", or "indifferent", in the C2's client profile, they are conditions with low values (specially GE, since it is a core condition). This seems to indicate this type of client values RAs that emphasize on quality over quantity, i.e., RA's may offer fewer options but whatever they offer is more guaranteed to be of higher quality and sustainable. This could also explain the big emphasis on high price being a core condition. Intuitively, high prices could result in more dissatisfied customers, but, if high prices are coupled with high GA and bedrooms quality and diverseness, then, the high price is not only justified, it is valued (Chekima et al., 2016)

The considerable value over sustainability and price, in conjunction with the low importance given to diverse GE and P/S, indicates this type of client seems to be looking for a more premium experience. Because of this, we decided to name this combination the "High Premium Green Experience".

5.2. Low Rating

A total number of three combinations that explain a low rating were identified by the fsQCA. We can immediately observe how, for these combinations, the conditions almost always appear as core conditions, with the condition P/S in C4 being the only exception (peripheral condition). This is a contrast with the combinations for a high rating (C1 and C2), where the conditions could either be core, peripheral or "neutral". This seems to indicate that variability in any of these conditions (except P/S) has a bigger impact on the low rating outcome scenarios than the high rating outcome scenarios. Also, as a direct contrast to the high rating scenario, core conditions (in either C3, C4 and C5) usually appear as low values (crossed circles) core conditions. While still being a relative low number, these three combinations are able to explain 54% of all the variance found in the empirical data for low rating cases, a slight increase from the 40% in high rating cases. The overall consistency value of C3, C4 and C5 combinations is 85%.

Next, we look with more detail to each combination.

5.2.1. Combination 3: Basic RA Experience

This combination has all five conditions as low value core conditions. This situation seems to describe a RA that has low quality and quantity metrics across all conditions. In other words, this RA provides bad or few GE, P/S and NoB, while also not being sustainable (GA) and, at the same time, charging very low prices. It's interesting to notice that, while C3's RA seems to offer low quality stay experience, at the same, it also charges accordingly low prices. It would be expected that clients find this to be a positive aspect, since they are paying less (Wei et al., 2014; Zhu et al., 2020). But, interestingly enough, we see that, in C3, having very low prices is also a core condition in this combination. Initially, it would be expected that, for C3, the condition Price would either be a high value core condition (black circle) or a "neutral" condition. In this situation, charging high prices for a low quality stay experience would seem "unfair", therefore increasing client dissatisfaction, resulting in a low rating (Wei et al., 2014; Zhu et al., 2020). These results, however, show that, counterintuitively, having prices that are too low could actually be a detriment to the RA. When clients look for RAs, and notice the prices are very low, it could have an unconscious negative effect on the clients: if they book this RA, they will have a low quality experience, in accordance with the low price. This can influence the way clients actually experience their stay on the RAs once they actually stay there (Chekima et al., 2016)

Combination 3 is the only combination (within the three combination C3, C4 and C5) with a low value price core condition. Both C4 and C5, as it would intuitively be expected, have price as a high value core condition. This means that, in C4 and C5, clients must pay higher prices and that is a core contributor to the RA low rating (Wei et al., 2014; Zhu et al., 2020). We have seen, however, that high prices does not always lead to low rating outcomes. When analyzing C2, we discussed how, if the RA stay quality is good and sustainable, clients not only accept the high prices, they value it (Chekima et al., 2016). Regarding price, C2 and C3 could be seen as direct opposites: C2's high price is a positive contributor to a high rating, while C3's low price is a positive contributor to a low rating.

In general, this combination seems to represent RAs that offer basic overnight stay services, with no extra experiences, products, or services beyond this overnight stay being available to the client. Because of this, we decided to name RAs represented by C3 as "Basic RA Experience".

5.2.2. Combination 4: Low Premium Green Experience

Combination 4 is similar to combination 2 in all aspects except the condition NoB: in C2 it's a high value core condition, while in C4 it's a low value core condition. Figure 2 (A) shows the similarity between C2 and C4 along the variables Green Awareness and Price, while Figure 2 (B) shows how it is the variable Number of Bedrooms what makes them different.

The relationship between C2 and C4 is a very interesting case because, here, we can clearly see how just one condition difference is enough to flip the outcome from high to low rating. We have previously mentioned how the condition NoB is the only "symmetrical" condition. In other words, it is always a core condition with high values on the high rating cases, and a core condition with low values on the low rating cases. Also mentioned before, it's how, along with GE, NoB is the only condition that is a core condition across all five combinations. Both of these points demonstrate the great importance of NoB on the outcome. In C2, clients were happy with, and even consciously valued, high prices, in exchange for a high quality and sustainable stay. However, in C4, the absence of a low quality and varied bedroom choice is not enough to justify the high prices nor the high sustainability. Analyzing C2 and C4 reinforces the importance of high quality and varied bedroom choices in RAs (Rhee and Yang, 2014)

Finally, since C4 and C2 are connected, and, since C2 was named "High Premium Green Experience", we decided to name C4 as "Low Premium Green Experience", which C2's "high" coming from high rating, and C4's "low" coming from low rating.

5.2.3. Combination 5: Basic Overpriced RA Experience

Just like C2 and C4, combination 5 can be best analyzed and discussed when comparing it to C3. As we have seen previously, C3 represents a very basic RA experience, with only a basic overnight stay service being offered to the client. C5 is very similar, except this RA also offers additional P/S and, apparently, because of this, also charges high prices. These are the main differences between C3 and C5: the conditions GE, GA, and NoB are low value core conditions on both, while conditions P/S and Price are low value core conditions on C3 and high value core conditions on C5. These differences are evident in Figure 2 (B), where C3 and C5 are next to each other, with low values for the variables Number of Bedrooms and Green Experience. In Figure 2 (A), however, we see how the increased price in C5 distinguishes them.

The increase of P/S offered by the RA in C5 does not seem to be enough to justify the price increase. It seems that a lack of GE, GA, and NoB (all these three combined) is a core factor for the low rating in this scenario. We have previously discussed how the NoB is one of the most important conditions in this study, and, in C5, it's evident, once again, how its absence is correlated with a low rating. But it seems that a lack of green aspects, be it experiences or awareness, is also a significant contributing factor. Without a diverse choice of bedrooms, and a GE/GA differentiating factor, C5's RA are similar to basic C3's RA in everything, except in additional, non-appreciated and overpriced products and services.

Because of the similarity between C3 and C5, with the main difference being the increased price charge and additional products/services, we decided to name C3 "Basic Overpriced RA Experience".

6. Conclusion

Tourism practiced in rural areas, also known as rural tourism (RT), has seen an increase in popularity among tourists in recent years (Theirheimer, 2009). RT, which is well known for its environmentally conscious product and services qualities (Mousavi, 2021), perfectly caters to these tourists who, more and more, value environmental considerations in their travel choices (Arshad et al., 2014). Due to this increased demand, it becomes necessary and valuable for companies to understand what customers desire in their rural accommodations. One possible tool for this are customer ratings, which have been previously shown to be useful at assessing the satisfaction levels of customers, and how it influences booking rates (Gao, 2018)

Along with RT, fuzzy set qualitative comparative analysis (fsQCA), has also seen a recent increase in popularity in the field of tourism research (Fiss, 2011; Corne and Peypoch, 2020). This analysis technique allows for complex causality, in which the conditions under study can combine with each other in multiple ways to influence the outcome (customer rating). In addition, fsQCA has an asymmetric causality: whatever determines a high customer rating, its opposite does not necessarily determine a low customer rating (Misangyi et al., 2017).

This project explored the influence of five rural accommodation characteristics (Green Experience, Green Awareness, Number of Bedrooms, Products/Services and Price) on the rating given by customers to the rural accommodations. In order to do this, 73 rural accommodations, from the north-center region of Portugal, were selected. After determining the measures of their respective five variables/characteristics, from the initial 73 RAs, a final total of 36 RAs were selected and used to conduct a fsQCA.

The analysis produced two combinations of characteristics for a high customer rating scenario (C1 and C2) and three combinations of characteristics for a low customer rating scenario (C3, C4 and C5). For both high rating and low rating combinations, the overall consistency values were greater than the coverage values. For a high rating scenario, C1 and C2 explain 40% of the empirical data, while in a low rating scenario, C3, C4 and C5 account for 54%. The consistency values were 89% and 85% for high and low rating scenarios, respectively. Our resulting model could, therefore, be considered robust but not comprehensive.

6.1 Theoretical and Managerial Implications

Our results demonstrated how the presence of varied, traditional and green, experiences, products, and services is valued by clients of RAs, most notably seen in the configuration C1. In their 2016 study of ecotourism locations in Indonesia, Handriana and Ambara, illustrated how good trip quality (directly associated with service quality), is a core factor for customer satisfaction. In 2023, Chen et al., also investigated how Chinese eco tourists' behavioral intention was influenced by services experiences, with a positive correlation between the two being demonstrated. Outdoor activities, and additional facilities, were also identified as important attributes for rural destinations choice among Spanish tourists, as per An and Alarcón, 2021. Our study adds to the known literature by focusing not on the quality of the services and experiences, but by studying the influence of the number available to the customer, the diverseness. It also expands by including Portugal as a studied country. We believe our study helps to further demonstrate the importance of services and experiences for a good ecotourism event. Also identified in our study was another type of client, seen in configuration C2, who is willing to spend more for a rural tourism experience more sustainable. This finding was previously mentioned by Sarah & Claire in 2013, where it was reported tourists looking for an ecotourism experience value sustainability, and are more likely to pay higher prices. In addition, in 2011, Rahbar and Wahid have concluded that customer purchasing behavior is positively influenced by eco-labels and eco brands in which they trust. While this study did not focus on rural destinations, it further proves, along with our study, the increased importance of green awareness in the minds of consumers. Other authors (Keeganl and Green, 2000; Wei et al., 2014; Shepherd et al., 2005) have also previously reported on the high willingness of customers to pay premium prices for green products, as they feel the impact of these products is beneficial, and their quality is high. Another conclusion drawn from this study was the suggestion that to be more sustainable, a RA may need to invest more money, something already formerly suggested (Sayfuddin and Chen, 2021; Lane, 2009). Our study expands on the current literature, by recommending that, on top of clients being willing to pay more for a sustainable rural experience, they may also actively devalue RAs that offer too many experiences, services, and products. This high number may lead customers to perceive the RA as not sustainable.

Arguably, the most essential factor leading to high customer ratings in this study, for both C1 and C2 clients, while also being essential to avoid low ratings, was a diverse choice of bedrooms. High quality bedrooms, across several subtypes of tourism, seems to be a constant

conclusion in known literature. In 2014, Rhe and Yang when analyzing TripAdvisor written reviews of urban hotels, found good room quality to be associated with good reviews. Luxury hotels were also investigated by Padma and Ahn, 2020, and a similar conclusion was reached, with bedroom related attributes being extremely important for customer satisfaction. Similar conclusions were drawn for rural homestay experiences (Xing et al., 2020.) and for urban hotels in Malaysia (Ismail et al., 2022). To be the best of our knowledge, our study represents a novelty by studying the effect of bedroom choice on customer satisfaction of rural stays in Portugal. The conclusions in this study seem to be in accordance with literature, and expand on it.

6.2 Limitations and Future Research

This study counted on an initial total of 73 RAs as participants but, due to the absence of critical information regarding the conceptual model's variables, the number was reduced. In the end, only a final total of 36 RAs were used to run our analysis. We recognize the limit in the low number of participants. In addition, all participants were selected from the north-center region of Portugal. These numerical and geographical diversity limitations do not cover the full diverseness of RAs, which limits our results and conclusions. Previous literature (An and Alarcón, 2021; Jamrozy, 2007), have identified location as a core factor for urban and rural destination choice. For future research, we would advise continuing to focus on the north-center region of Portugal first, and expand the number and diverseness of participating from this region. After this, our study could be expanded to other locations in Portugal and, eventually, the Iberian Peninsula. Further limitations can be found in our choice of variables/conditions to study. For this analysis we selected five characteristics of RA, with basis on previous literature, but our results could be because of other variables we didn't consider in this thesis. Other variables, like green communications (Mousavi, 2021; Chen and Chang, 2012), have been shown to have an impact on RAs. For previous studies, we advise expanding on other variables, like green communications. We recognize that certain conclusions drawn in this study, could be due to these not-considered variables. We were able to identify situations (namely, combination C2) in our thesis where clients are willing to pay more if offered valuable and high-quality experiences, products, and services. Furthermore, we proposed, part of the reason clients have a high willingness to pay more, is because RAs provide sustainable experiences. It would be interesting and valuable for companies to expand on the study surrounding the

combination C2, and what other variables, besides sustainability (Green Awareness), lead to a high willingness to pay higher prices.

7. References

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8. Annexes

Annex A: Variables' final measurement instrument for the final 36 RAs: measurement scales and descriptive statistics (mean and standard deviation).

Variable	Measurement scale	Mean	Standard Deviation
Independent			
Green Experience	• Type: zero or natural number • Minimum: 0 • Maximum: ∞	3.58	2.08
Green Awareness	• Type: zero or natural number • Minimum: 0 • Maximum: ∞	0.97	0.70
Number of Bedrooms	• Type: natural number • Minimum: 1 • Maximum: ∞	5.36	4.19
Products/Services	• Type: zero or natural number • Minimum: 0 • Maximum: ∞	0.50	0.61
Price	• Type: monetary currency number in euros € • Minimum: 0 • Maximum: ∞	738.72	369.43
Dependent			
Rating	• Type: percentage number • Minimum: 0 • Maximum: 100	0.89	0.07

Annex B: Raw results from fsQCA. Calculations performed with the fs/QCA 4.1 software (Ragin and Davey 2023)

```
Analysis of Necessary Conditions

Outcome variable: Rating

Conditions tested:
          Consistency    Coverage
Greenexper  0.721397      0.739372
Greenawar   0.561987      0.731113
Nr          0.644617      0.718450
Prod        0.525231      0.664581
Price       0.641733      0.693802
***********************
*TRUTH TABLE ANALYSIS*
***********************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- COMPLEX SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.936331
                                    raw        unique
                                  coverage    coverage    consistency
                                  ----------  ----------  ----------
Greenexper*Nr*Prod                0.302036    0.179518    0.884127
~Greenexper*Greenawar*Nr*~Prod*Price  0.222784  0.100266  0.950873
solution coverage: 0.402302
solution consistency: 0.889463


***********************
*TRUTH TABLE ANALYSIS*
***********************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- PARSIMONIOUS SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.936331
                                    raw        unique
                                  coverage    coverage    consistency
                                  ----------  ----------  ----------
Greenexper*Nr*Prod                0.302036    0.160866    0.884127
~Greenexper*Greenawar*Nr*Price    0.24226     0.10109     0.942402
solution coverage: 0.403126
solution consistency: 0.889664


***********************
*TRUTH TABLE ANALYSIS*
***********************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- INTERMEDIATE SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.936331
Assumptions:
                                    raw        unique
                                  coverage    coverage    consistency
                                  ----------  ----------  ----------
Greenexper*Nr*Prod                0.302036    0.179518    0.884127
~Greenexper*Greenawar*Nr*~Prod*Price  0.222784  0.100266  0.950873
solution coverage: 0.402302
```

```
solution consistency: 0.889463




Analysis of Necessary Conditions

Outcome variable: ~Rating

Conditions tested:
            Consistency     Coverage
Greenexper  0.599120        0.617321
Greenawar   0.503375        0.658352
Nr          0.557259        0.624395
Prod        0.451403        0.574209
Price       0.627920        0.682486
************************
*TRUTH TABLE ANALYSIS*
************************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: ~Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- COMPLEX SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.856773
                                        raw         unique
                                        coverage    coverage    consistency
                                        ----------  ----------  ----------
~Greenexper*~Greenawar*~Nr*~Prod*~Price  0.370877    0.174413    0.856773
~Greenexper*Greenawar*~Nr*~Prod*Price    0.259885    0.0773561   0.898196
~Greenexper*~Greenawar*~Nr*Prod*Price    0.221876    0.0770556   0.909396
solution coverage: 0.535946
solution consistency: 0.854268



************************
*TRUTH TABLE ANALYSIS*
************************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: ~Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- PARSIMONIOUS SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.856773
                                        raw         unique
                                        coverage    coverage    consistency
                                        ----------  ----------  ----------
~Greenexper*Greenawar*~Nr*Price          0.298959    0.0713446   0.878937
~Greenexper*~Greenawar*~Nr*~Prod*~Price  0.370877    0.174413    0.856773
~Greenawar*~Nr*Prod*Price                0.2486      0.0267234   0.911897
~Greenexper*~Nr*Prod*Price               0.231167    0           0.91272
solution coverage: 0.565948
solution consistency: 0.858421



************************
*TRUTH TABLE ANALYSIS*
************************

File:  D:/Aulas/ISCTE/orientacoes/marta teodoro/Study of local accommodations in the district of
Coimbra_cal.csv
Model: ~Rating = f(Greenexper, Greenawar, Nr, Prod, Price)
Algorithm: Quine-McCluskey

--- INTERMEDIATE SOLUTION ---
frequency cutoff: 1
consistency cutoff: 0.856773
Assumptions:
```

```
                                        raw         unique
                                        coverage    coverage    consistency
                                        ----------  ----------  ----------
~Greenexper*~Greenawar*~Nr*~Prod*~Price  0.370877    0.174413    0.856773
~Greenexper*Greenawar*~Nr*~Prod*Price    0.259885    0.0773561   0.898196
~Greenexper*~Greenawar*~Nr*Prod*Price    0.221876    0.0770556   0.909396
solution coverage: 0.535946
solution consistency: 0.854268
```

Annex C: Complete list of all initial 74 RAs selected for the study. The table is divided in two parts. The first contains information about the RA: name, location (district), and if the owner lives on the site. The second part contains information about the five independent (Green Experience, Green Awareness, Number of Bedrooms, Products/Services and Price) and one dependent (Customer Rating) variables of this study's conceptual model. RAs without complete information about the variables (more specifically, customer ratings) were not selected for the fsQCA analysis. In total, 36 RAs were used for the fsQCA. The data was collected between the dates 14th of July 2023 and 21st of July 2023.

ID	Information about RA			Variables					
	Name of RA	Location (District)	Owner lives in RA?	Green Experience	Green Awareness	Number of Bedrooms	Products/Services	Price (€)	Customer Rating
1	Suite em Pousada com Vista Montanha	Coimbra	Yes	4	1	4	2	553.80	no rating
2	Quarto em Casa Rústica de Férias com Jardim	Coimbra	Yes	4	1	1	3	738.40	no rating
3	Próximo da Praia Fluvial da Avó	Coimbra	No	4	1	3	0	1305.20	no rating
4	Casa de Férias com Vista Montanha	Coimbra	No	2	0	3	0	461.50	no rating
5	Praia Fluvial do Vimeiro	Coimbra	Yes	2	0	5	0	807.63	no rating
6	Casa Grande de Juncais	Guarda	No	2	0	15	1	455.00	5/5
7	Agroturismo VAlegria-Quinta da Alegria	Coimbra	No	3	0	7	1	840.00	5/5
8	Casa da Moreia	Guarda	No	1	0	12	1	1 080.03	5/5
9	Alqueiturismo	Guarda	No	1	0	12	1	770.00	no rating
10	Casa da Moita-Fajão	Coimbra	No	2	0	2	0	370.00	no rating

11	Canto da Gadanha	Guarda	No	4	0	3	0	420.00	no rating
12	O salgueiro	Guarda	No	4	0	8	0	350.00	no rating
13	Carya Tallaya - Casas de Campo	Guarda	No	5	0	17	0	650.00	no rating
14	Casas Retiro de Xisto	Guarda	No	6	0	2	0	805.00	no rating
15	Casa da Várzea	Guarda	No	5	1	9	1	1.750	no rating
16	Casa d' Oliveira	Coimbra	No	1	0	2	0	665.00	no rating
17	Casas do Sinhel	Coimbra	No	2	0	8	0	240.00	no rating
18	Casa Lagariça	Guarda	No	11	0	5	1	455.00	no rating
19	Casa do Mogadouro - Turismo Rural	Guarda	No	3	0	8	1	765.00	no rating
20	Quinta da Retorta	Guarda	No	3	0	7	1	1 050.00	no rating
21	Casa da Nascente	Guarda	No	4	0	10	0	385.00	no rating
22	12 Meses Naturalmente	Coimbra	No	2	0	6	1	665.00	no rating
23	Casas do Rio	Coimbra	No	2	0	8	1	840.00	no rating
24	Retiro da Lameira	Guarda	No	2	0	5	0	840.00	no rating
25	Próximo ao Miradouro de Zebro	Castelo Branco	No	4	1	4	1	2124.06	no rating
26	Próximo Santuário Nossa Senhora das Preçes	Coimbra	No	0	0	3	0	686.49	no rating
27	GuestHouse com Vista Montanha	Coimbra	No	2	2	2	0	1274.44	no rating
28	Próximo Fonte dos Amores	Coimbra	Yes	2	1	5	2	484.58	no rating

29	Suite em Pousada - 12477	Coimbra	No	3	2	1	2	484.58	no rating
30	Quarto duplo com piscina	Coimbra	No	0	0	1	3	1251.82	no rating
31	Próximo Castelo de Soure	Coimbra	Yes	3	1	1	3	646.10	no rating
32	Próximo Santuario Nossa Senhora Do Montalto	Coimbra	Yes	3	1	1	1	484.58	no rating
33	Casa Rustica de férias com BBQ e jardim	Castelo Branco	No	0	1	2	0	1423.83	no rating
34	Casa de Férias com Vista Montanha	Coimbra	No	0	0	2	0	403.81	no rating
35	Quinta de Seves	Castelo Branco	No	1	0	2	1	945.00	no rating
36	Casa do Fundo - Sustainable & Ecotouris m	Guarda	No	3	1	2	4	893.00	no rating
37	Quinta do Chão da Vinha	Guarda	No	3	1	2	0	520.00	no rating
38	Cerdeira - Home for Creativity	Coimbra	No	5	1	10	1	829.00	9.3/10
39	Quinta Vale Porcacho	Coimbra	No	6	1	3	1	553.00	9.2/10
40	Quintal De Alem Do Ribeiro	Coimbra	No	3	1	5	1	665.00	9/10
41	Casa Da Lagoa e Forja	Coimbra	No	2	0	3	2	558.00	9.1/10
42	Casa de Campo Vale do Ceira	Coimbra	No	4	1	3	1	625.00	8.8/10
43	Casa de	Coimbra	No	4	1	7	1	525.00	8.5/10

	Campo Memórias da Comarca							
44	Palheiros de Mira	Coimbra	No	2	1	3	0	650.00	8.6/10
45	Casa Princesa Peralta	Coimbra	No	4	1	4	0	490.00	8.7/10
46	Maria da Vinha - Country House	Coimbra	No	2	1	9	1	294.00	10/10
47	Casa da Comareira	Coimbra	No	3	1	2	1	455.00	8.6/10
48	Trevim	Coimbra	No	3	0	2	1	441.00	8.5/10
49	Casa da Rota dos Moinhos	Coimbra	No	2	1	4	0	740.00	9.1/10
50	Casa da Carolina	Coimbra	No	2	2	8	0	636.00	8.9/10
51	Adore Portugal Lousã Casa Rural Suites	Coimbra	No	2	2	3	0	2 100.00	7.4/10
52	Adore Portugal Bungalow Natureza & Vista de Serra	Coimbra	No	5	2	2	0	924.00	8.0/10
53	Rés do Chão da Montanha Mágica	Coimbra	No	4	1	4	0	891.00	9.2/10
54	Pera da Serra - Turismo no Espaço Rural	Coimbra	No	3	2	2	0	657.00	9.2/10
55	Casa do Relógio	Coimbra	No	2	0	5	0	595.00	9.4/10
56	Quinta do Areal	Coimbra	No	5	1	9	1	1 164.00	9.6/10
57	Quintal De Alem Do Ribeiro	Coimbra	No	4	2	3	1	665.00	9/10
58	Pátio das Cantigas	Coimbra	No	3	1	4	0	385.00	no rating
59	Casa do Gato	Coimbra	No	4	2	1	0	875.00	9.5/10

60	CoimbraAmeias	Coimbra	No	4	1	4	0	741.00	9.8/10
61	Zero Box Lodge Coimbra	Coimbra	No	3	1	4	0	508.00	8.7/10
62	Estudio Plaza Coimbra	Coimbra	No	1	1	2	0	579.00	no rating
63	Casa Maria dos Anjos	Coimbra	No	3	1	1	0	550.00	9.3/10
64	Sobre Ribas 2|12	Coimbra	No	4	2	2	0	472.00	no rating
65	Living Santa Cruz	Coimbra	No	3	1	6	0	726.00	8.4/10
66	NH Coimbra Dona Ines	Coimbra	No	13	1	20	2	633.00	8.5/10
67	Celas Dream Studio	Coimbra	No	3	0	4	0	277.00	7.4/10
68	Coimbra Vintage Lofts Apartments	Coimbra	No	5	1	4	0	641.00	8.2/10
69	Entre Ruas Apartments	Coimbra	No	3	2	12	0	1 815.00	9.3/10
70	Solar Antigo Luxury Coimbra	Coimbra	No	7	2	1	1	951.00	9/10
71	Living Coimbra Corpo de Deus	Coimbra	No	4	1	4	0	1 055.00	8.4/10
72	Celas Dream Studio	Coimbra	No	2	0	4	0	277.00	7.4/10
73	Sky Accommodation	Coimbra	No	2	0	3	0	713.00	9.4/10