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Quality of Web Offering for Canoeing as a Sustainable Tourism and Recreational Tool

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Abstract
The quality of websites offering canoeing as an active tourism experience in natural environments was explored. This is an activity that is growing in Spain and has a significant impact on its economy. 206 websites were evaluated using the 2QCV3Q model. The results conclude that these websites have a slightly above-average quality compared to benchmark entities. The dimensions with the highest rating were Identity, Usability, and Location. There is still much room for improvement, especially in the Content and Services dimensions. These dimensions would provide a more experiential approach, contrary to the traditionally functional approach of the websites. Additionally, it is concluded that it is necessary to tailor the offering to the needs of consumers of this type of product through packages designed based on specific socio-geographic-environmental variables. With the improvement of these issues, their websites can serve as reference models for those who want to position themselves in the sector through digital marketing.

Key Words: 2QCV3Q Model, Natura 2000 Network, nautical activities, active leisure, natural environment

JEL Classification: Q01, P57, Z29, Z31, Z32

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1. Introduction

The World Tourism Organization defines tourism as a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional, or business reasons. These individuals are referred to as travelers. Tourism encompasses a wide range of activities that require various forms of expenditure and have an economic impact on the place where it takes place (Blomberg-Nygard et al., 2016; Botlíková, M., 2021).

Nature sports tourism (NST) has been growing since the 1980s (Naidoo et al., 2015). It has contributed to raising awareness of the importance of conserving the spaces where the activity is carried out for the proper enjoyment of the activity. It has also helped to highlight all the benefits of physical activity in contact with the natural environment, both for physical and mental health in the

daily life of the individual (Mozolev et al., 2020). Discussing the growth of NST requires examining the concept of circular economy and the environmental impact generated. It is important to know how the economic impact generated is used for the rehabilitation and preservation of the areas where the activity takes place. Furthermore, it is necessary to be aware of the extent to which efforts are made to educate society in environmental values, thereby understanding the importance of caring for the environment (Santos et al., 2022; Vila et al., 2020).

In the context of NST, nautical tourism has evolved since the 1960s, with a significant increase in supply and demand in recent decades, primarily due to the emergence of new water sports activities (Cavalheiro et al., 2022), including canoeing.

Within tourist activities such as canoeing, it is important to take into account elements like the climate, landscape, and nature due to the tourism interest they generate to their users (Gomez-Martin et al., 2017). This added value is particularly beneficial for both those who engage in the activity with a more active and sporting objective, as well as for those seeking a more passive and leisurely experience (Ciurana et al., 2022).

The practice of this type of active nature tourism sells itself, thanks to the numerous benefits it offers from an experiential perspective when it comes to being in contact with nature. However, this can be an inconvenience when someone tries to plan a trip or activity in these environments, especially when they are unfamiliar or distant, due to the high level of uncertainty it generates. Among the primary considerations that must be taken into account by users of these outdoor activities when planning an experience are: the weather, environmentally sensitive areas, non-traversable or not recommended areas due to potential hazards, idyllic places or spaces, or other elements highly valued. Providing this type of information through the same digital channel is of great added value for these types of users. This helps to strengthen the quality of the web space that offers canoeing tourist services (Kolny, 2021; Lam-González et al., 2019).

2. Literature review

2.1 The symbiosis between canoeing and NST

The NST is based on the enjoyment of nature, being the practice of physical sporting activity in a controlled and balanced way an excellent tool for this purpose. It allows the consumer to be offered an attractive, novel and different experience in an active way. This is especially relevant in nautical activities such as canoeing, where many of its practitioners do it to feel the adrenaline of a new adventure or simply to disconnect from the routine by practising physical activity in nature while maintaining an active and healthy lifestyle (Santos et al., 2022).

Nature offers us the possibility of practising canoeing in all its forms, either from a more sporting and active point of view or from a more recreational and leisure point of view. The uncertainty generated by nature is an added value to the practitioner compared to other less active types of tourism (Mateos, 2018).

The young population tends to prioritise this model because the uncertain outcome of the practice, the danger and risk, the challenge and self-improvement, the novelty, the stimulation and the excitement are attractive both to consumers who have not yet experienced these sensations and to those who enjoy them repeatedly (Brandao et al., 2020).

The spread of modern lifestyles such as activity, mobility, sportiness and the cult of youth and body, as well as the implementation of many new concerns and experiences, significantly influences both demand and the configuration of tourism offers (Alonso-Monasterio et al., 2015).

As a result, in recent years, work has been done to satisfy the concerns of consumers of this type of activities and sports in the natural environment in a sustainable way. Different entities and

professionals specialising in the sector have been able to understand the market and adapt to it (Pereira et al., 2022).

Canoeing plays a key role in promoting environmental awareness and sustainable tourism, as it provides direct contact with aquatic ecosystems, fostering a greater appreciation for nature and a respectful attitude toward its conservation. Canoeists experience first-hand the beauty of rivers, lakes, or seas, reinforcing the importance of protecting these fragile environments. Additionally, many small canoeing businesses include educational programs that raise awareness about biodiversity and sustainability, while the act of navigating protected natural areas helps reduce environmental impact compared to other forms of tourism. This type of tourism, being non-invasive and low-impact, can also generate economic benefits for local communities, promoting sustainable development and resource conservation. This demonstrates how canoeing can be an effective tool for integrating nature enjoyment with a commitment to its preservation (Mateos, 2018).

2.2 Online service, window through which to look before consuming the product

The presence of the Internet, as well as the creation of websites, is characterised by its innovation and originality, being a new form of communication between the entity offering the activity and the user who wants to consume its product. The web pages reflect the resources and products available from each entity, allowing users to compare and choose the one that best meets their needs (Diaz et al., 2019, Hervas-Cortina et al., 2024).

A website is a space in the internet cloud, in which companies share their content, showing the type of services offered to users (Morales-Vargas et al., 2020). Many times tourists have been dissatisfied with the information offered through the company's website, as something as essential as a universal language is not available on many websites (Benevolo & Spinelli, 2018a).

This tool is becoming increasingly important for disseminating information to national and international tourism, as it can be navigated from almost anywhere in the world (Doolin et al., 2002). However, despite the importance of a website to show users what each entity is offering in terms of physical activity, sport and active tourism, there is still much room for improvement. There is still a lot of room to reach a larger number of consumers, and for them to be able to see more accurately what product is being offered before consuming it (Benevolo & Spinelli, 2018b).

Nowadays, if a company is not on the Internet, it is as if it did not exist. Some company directors think that it is less effective to invest money in online marketing actions, as they consider that their product, having different characteristics and a longer purchase cycle, cannot be promoted on the website. This is even more evident when the product being sold are packages of activities whose main asset is the experience of the activity, as is the case of the practice of physical sports activities in nature, leisure and active tourism (Caparros-Martinez et al., 2022).

But it is important not to turn a website only into a place where the company's contact information is managed, as it is often neglected to inform the user and solve their concerns. Business opportunities are missed, such as bringing the user experience as close as possible to what they would find if they consumed the product in situ (Zentner et al., 2022).

Moreover, in the vast majority of cases, the purchase of these products for future consumption requires planning, especially when they are to be packaged for upcoming rest periods or holidays, either because it involves planning a trip or visit on specific dates to a place that is far away, or also because it requires organisation to carry out the activity in a group. Even many of these products are offered at their peak in the summer period, with bookings being made months in advance, when it is low season or the weather does not allow them to be carried out in the same conditions or under the circumstances that the client would like. For this reason, it should not be assumed that digital marketing only helps companies that operate as an online shop. It can offer an option to bring the product closer to the

future consumer with a single click of something that is not tangible in a normal physical shop, at certain times of the year or that is simply kilometres away (Gupta et al., 2018).

2.3 The added value of sustainability for the NST consumer

An Activities such as canoeing are becoming popular with tourists because of their environmental appeal (Benevolo & Spinelli, 2019). They play an important role in active nautical tourism. They are considered a tool for sustainable access to spaces and means to raise awareness of the importance of and respect for the environment and to actively attract society to practice sport, new experiences and adventure in nature. Also to actively attract society to the practice of sport, new experiences and adventure in nature (Benevolo & Spinelli, 2019; Borrego-Balsalobre et al., 2024).

Due to the NST, a change in people's awareness has been created, because by wanting to enjoy the natural environment, a concern for the environment has been created, as well as wanting a combination of sun and beach with recreational and cultural activities. It has also contributed to creating a change in the conscience of human beings, as they take care of what they want. To enjoy nature, it is necessary to take care of it (Ilies et al., 2018). An area of 215 million hectares in the world has potential for natural forest regeneration, representing an above-ground carbon sequestration potential of 23.4 Gt C (range, 21.1–25.7 Gt) over 30 years. Five countries (Brazil, Indonesia, China, Mexico and Colombia) account for 52% of this estimated potential, showcasing the need for targeting restoration initiatives that leverage natural regeneration potential (Williams et al., 2024). Failure to care for nature and the environment is related to preliminary estimates that tentatively predict the extinction of 14%-32% of macroscopic species in the next 50 years, potentially including 3-6 million (or more) animal and plant species, even under intermediate climate change scenarios (Wiens & Zelinka, 2024).

Canoeing is an example of a sustainable model of tourist exploitation of natural areas. It allows the creation of a balanced economic activity and the enjoyment of the surroundings without damaging the environment. It also helps to raise awareness that active leisure can lead to a sustainable activity of access to natural spaces, caring for and conserving them through sport, and with them to continue to enjoy physical activity in nature endlessly (Mileusnić Škrtić et al., 2024; Morales-Baños et al., 2023).

These types of activities are becoming increasingly demanded products, either as a one-off activity to be practised in tourist destinations, or on a more regular basis for the enjoyment of physical activity, active leisure and a healthy way of life in contact with nature (Caparros-Martinez et al., 2022; Santos et al., 2022).

The general objective of this study was to analyse the quality of the websites of organisations offering activities related to canoeing, in order to determine their capacity to attract future consumers. Furthermore, given the importance of certain socio-geographical-environmental variables for the practice and consumption of this type of active tourism, the specific objectives were:

- To know the state of Bathing water quality and the Natura 2000 Network of the studied entities that offer activities related to canoeing and its relationship between them.
- To find out how these socio-geographical-environmental variables can be related to each other and to the different dimensions indicating the quality of the websites.

3. Methods

The study was a descriptive cross-sectional study aimed at evaluating the quality of communication on the websites of entities offering canoeing activities.

3.1 Sample and procedure

The initial process consisted of randomly identifying, through Google Maps, at least 4 entities per province in Spain that offered canoeing physical sports activities in the natural environment. This number was lower in some places, such as Ceuta and Melilla, due to their small geographical extension. No results were obtained in La Rioja. Once the entities had been identified, a spreadsheet was drawn up where all the variables to be taken into account for data collection were collected. A panel of 3 evaluators with more than 20 years of experience in the sector was selected in order to establish the evaluations following the same guidelines. Evaluators received training or calibration to ensure consistency in applying the Likert scale, in order to reduce subjective variability. The variables that belonged to the measurement instrument were numbered from 1 to 5 according to a Likert scale. The sample consisted of 206 websites of entities belonging to the entire geographical territory of Spain.

3.2 Instrument

The 2QCV3Q model was used (Mich et al., 2003), adapted and validated for the nautical sector in English (Benevolo & Spinelli, 2018a). It is a tool that helps developers to assess the quality of websites from both the user's and the owner's point of view. It is based on some features of the ISO/IEC 9126 standard (Jung et al., 2004), to which 3 new dimensions have been added: identity, content and usability, making a total of seven dimensions (Mich et al., 2003):

- Identity. The capacity of the web space to leave a mark on the user of the entity's identity signal.
- Usability. Capacity and user-friendliness for web space users. The most important are menus and maps, easy search functions, and mobile versions, as this is the most up-to-date.
- Content. Completeness, correctness, and accuracy of content, consistent with the objectives of the site and the needs of users.
- Services. Website functions that help both the user and the service provider.
- Location. Accessibility and possibility for the user to interact through the web space with other users and with the company performing the function.
- Maintenance. Evaluation of site performance and operability.
- Overall Evaluation (OE). Overall assessment of all the above.

Each dimension is scored according to the presence and quality of the website's features. The score given for each dimension is finally converted into an overall score. The questions corresponding to each dimension have been adapted to the nautical sector as can be seen in the table added to the supplementary material (Benevolo & Spinelli, 2018a, 2018b, 2019).

In addition, some socio-geographical-environmental variables were measured whose knowledge and degree of incidence could be of added value for the potential user in the choice of the offer. These are detailed in Table 1.

Table 1**. Socio-geographical-environmental data on the entities analyzed**

Natura 2000	Sea/Non-sea	Region	Entity	Island/Non-island	Water status
SPA SCI or SAC SPA+SCI	Mediterranean Atlantic Lake/Reservoir River	Autonomous Community (AACC)	Yacht club School Company Others	Island Non-island	Excellent Good Sufficient poor Not classified

Source: authors

- Natura 2000. The areas where these activities are carried out may or may not be within the Natura 2000 Network according to the European Environment Agency. This can provide

added value to the practice of this type of activities in the natural environment because they are located in Special Protection Areas for Birds (SPA), in areas considered as Sites of Community Interest (SCI or SAC) or a combination of both (SPA+SCI). This is important because of the considerations that the organisation should take into account when it comes to areas where the activity cannot be carried out, sensitive times of the year for nesting birds or endangered or endemic species that require special care, etc. In addition, it can be an attraction to be taken into account by the organisation because of the environmental interest that the implementation of its activity in these environments awakens (Rocchi et al., 2020). For the cataloguing of the spaces, the following website was consulted https://natura2000.eea.europa.eu/#.

- Type of entity. The aims, interests and activities proposed by the entity may differ depending on its nature. A sailing club has more social aims where the activity of canoeing may appear as an entertainment offer for its members. Schools can be specific to canoeing or to nautical activities in general. They develop an activity focused on training and even the creation of sport bases, although they could also present specific leisure offers. Service companies present multi-adventure packages for commercial and lucrative purposes. The option of other types of entities different from the above is also contemplated.
- Bathing water quality status. Classified as excellent, good, sufficient, poor or not classified (when the water classification has not been found), with excellent being the best score and poor being the lowest. This water classification has been determined as established by the European Environment Agency (Stidson et al., 2012). For this purpose, the website was consulted https://www.eea.europa.eu/themes/water.

3.3 Analysis

The present study was a non-experimental cross-sectional comparative strategy study. The SPSS 26.0 statistical package was used. In order to determine the internal consistency reliability of the 2QCV3Q tool, the Cronbach's alpha coefficient statistic was used. An $\alpha>0.8$ ($\alpha=0.859$) was obtained, which implied a good internal consistency of the measurement instrument in the sample under study.

A series of descriptive statistics were obtained and the relationship between the variables to be studied was established through the analysis of independent sample means and bivariate tests. The GPower 3.1 programme was also used to determine the effect size and statistical power of those relationships that were significant between variables (with coefficients $p<0.05$). Before obtaining the descriptive data and establishing the relationships between variables, an analysis of the normal distribution of the sample was carried out using the Kolmogorov-Smirnov test, which showed that the distribution was non-normal for all the variables ($p<0.05$). To this end, the appropriate non-parametric tests Spearman's Rho, chi-square and Mann-Whitney U tests were performed to establish the relationship between the different variables under study.

4. Results

Table 2 shows a series of general statistics with minimum, maximum and mean values for the total of 206 entities for each of the 7 dimensions. As can be seen, the data obtained responded to a negative asymmetric distribution with a curve deviated to the right with respect to the arithmetic mean. Similarly, the kurtosis value established that the curve was leptokurtic. The EO of the 206 websites showed a mean of 3.4 on a scale of 1 to 5. In reference to the remaining six dimensions, the Identity, Location and Maintenance dimensions were the ones that maintained the best results with mean values of 3.79, 3.69, and 3.73 respectively. On the other hand, the Services dimension was the worst performer with a mean value of 2.81.

By Regions, of the 18 Autonomous Communities and Cities (hereafter ACs) analysed, 10 were above average in OE, with Murcia just at the median value, while the remaining 7 were below average. None of the Autonomous Regions obtained an average OE score of less than 2. The lowest average OE score was 2.1 in Extremadura. However, the highest was 3.89 in the Principality of Asturias, because 3 of the 6 dimensions had the highest mean for this region compared to the rest of the Autonomous Regions. These averages were 4.38 for Identity, 4.18 for Location, and 4.19 for Maintenance. On the other hand, the Autonomous Regions with the highest scores in the other three dimensions were Ceuta with 4.55 for Usability, the Canary Islands with 3.48 for Content, and Madrid with 3.55 for Services.

Table 2. **General results and by Autonomous Community of the 2QCV3Q model in canoeing entity websites**

	Identity	**Usability**	**Content**	**Services**	**Location**	**Maintenance**	**OE**
Minimum	0.67	0.54	0.33	0	0.7	0	0.5
Maximum	5	4.85	4.65	5	5	5	4.91
Mean	3.79	3.31	3.05	2.81	3.69	3.73	3.4
SD	0.91	0.79	0.87	1.14	0.82	1.08	0.67
Skewness	-0.91	-0.68	-0.66	-0.34	-1.26	-1.04	-1.46
Error Dev.	0.17	0.17	0.17	0.17	0.17	0.17	0.17
Kurtosis	1.11	1.11	0.02	-0.52	2.09	0.98	2.01
Error Dev.	0.34	0.34	0.34	0.34	0.34	0.34	0.34
By Region							
Andalusia	4.04	3.49	2.98	3.12	3.92	3.72	3.55
Aragon	2.61	2.36	1.93	1.15	2.5	2.94	2.25
Asturias	**4.38**	3.91	3.39	3.28	**4.18**	**4.19**	**3.89**
Cantabria	3.73	3.06	2.94	2.72	3.55	3.77	3.29
Castilla la Mancha	3.61	2.77	3.21	2	3.83	4.17	3.27
Castilla and León	3.58	3.04	2.77	2.62	3.32	3.27	3.1
Catalonia	3.78	3.65	3.35	3.01	3.88	4.11	3.63
Ceuta	4.33	**4.55**	3.43	3	4.1	3.5	3.82
Valencian Community	4.04	3.3	3.32	2.82	3.94	3.81	3.54
Extremadura	2.05	2.23	1.73	1.75	2.01	2.85	2.1
Galicia	3.63	2.96	2.92	2.7	3.67	3.94	3.3
Balearic Islands	3.91	3.58	3.29	3.03	3.76	3.44	3.5
Canary Islands	4.17	3.63	**3.48**	3.4	3.62	4.11	3.73
Madrid	3.66	3.35	3.33	**3.55**	3.88	4.08	3.64
Melilla	3.67	2.95	2.83	2.4	3.8	3.5	3.19
Murcia	3.22	3.41	3.19	2.83	3.73	4	3.4
Navarre	4.03	3.68	2.79	2.89	3.38	3.83	3.43
Basque Country	3.64	3.04	2.86	2.53	3.68	3.25	3.17
* OE: Overall Evaluation.							

Source: compiled by the authors on the basis of the research results.

On the other hand, Table 3 groups the entities by socio-geographical-environmental variables. It can be seen that for the different categories of the Natura 2000 Network, the vast majority of the

entities were classified as SCI or SAC sites, with the most highly valued dimensions for this subgroup being Maintenance and Identity. The same was true for the SPA+SCI subgroup. In turn, it was the one that obtained the highest value in the SO. By subgroups of geographical location of the entity in a marine environment or not, the distribution of entities was balanced between the coast (with 54.3%) and the interior (with 45.7%). Entities located in the Mediterranean and Atlantic obtained the best OE results with very similar values. By dimensions, the best value was obtained by the subgroup of Atlantic entities with Maintenance in the lead, followed by Identity and Maintenance in the lead. On the other hand, Mediterranean entities obtained the highest result in the Identity dimension, followed by a very similar value in the Location dimension. According to the type of entity, the Yacht Club was the most numerous, representing just over half of the sample under study with a 55.3% presence. The OE values for the 4 types of entity obtained very similar averages, with the Identity and Maintenance averages being the most highly valued, followed by Location again. In terms of belonging to an island or not, the presence of peninsular entities predominated, although island entities obtained better results in the OE. For the latter, the Identity dimension obtained the highest average. Finally, as regards bathing water quality, more than half of the entities (56.8%) had a rating of excellent, although the OE mean for this subgroup was not among the highest.

Table 3. **General statistics of the 2QCV3Q model and by sub-groups according to socio-geographical-environmental variables**

	N	ID	US	CT	SR	LC	MN	OE
by Natura 2000 Network								
SPA	58	3.82	3.32	3.01	2.77	3.78	3.49	3.37
SPA + SCI	23	4.14	3.43	3.3	3.03	3.68	3.82	3.55
SCI o SAC	125	3.71	3.29	3.02	2.79	3.65	3.83	3.38
by sea/non sea								
Atlantic	49	3.81	3.23	3.18	3.06	3.62	3.92	3.47
Mediterranean	63	3.88	3.53	3.22	2.92	3.87	3.63	3.51
Lake/Reservoir	22	3.81	3.18	2.87	2.5	3.63	3.53	3.25
River	72	3.69	3.22	2.87	2.65	3.6	3.75	3.3
by entity								
Yacht club	114	3.78	3.3	3.02	2.85	3.71	3.72	3.4
School	17	3.73	3.49	3.28	2.96	3.57	3.62	3.44
Company	57	3.78	3.23	2.97	2.7	3.69	3.74	3.36
Others	18	3.92	3.52	3.25	2.82	3.73	3.89	3.51
by island/non-island								
Island	28	4.05	3.63	3.38	3.1	3.86	3.89	3.64
Non-island	178	3.75	3.26	3	2.77	3.67	3.71	3.36
by bathing water status								
Excellent	117	3.75	3.29	2.99	2.73	3.66	3.65	3.35
Good	56	3.73	3.27	3.27	3.17	3.73	3.81	3.5
Sufficient	12	3.8	3.25	2.74	2.57	3.56	3.54	3.24
Poor	6	3.96	3.71	3.15	2.93	4.26	5	3.83
Not classified	15	4.29	3.59	2.97	2.25	3.76	3.95	3.47
* ID: Identity. US: Usability. CT: Content. SR: Services. LC: Location. MN: Maintenance. OE: Overall Evaluation. SPA: Special Protection Area for Birds. SAC or SCI: Special Area of Conservation or Site of Community Interest.								

Source: compiled by the authors on the basis of the research results.

Figure 1 reflects the state of water quality for bathing in Spain in 2022. It can be seen that the number of bathing waters reached 2268, with 87.6% located on the coast compared to 12.4% inland.

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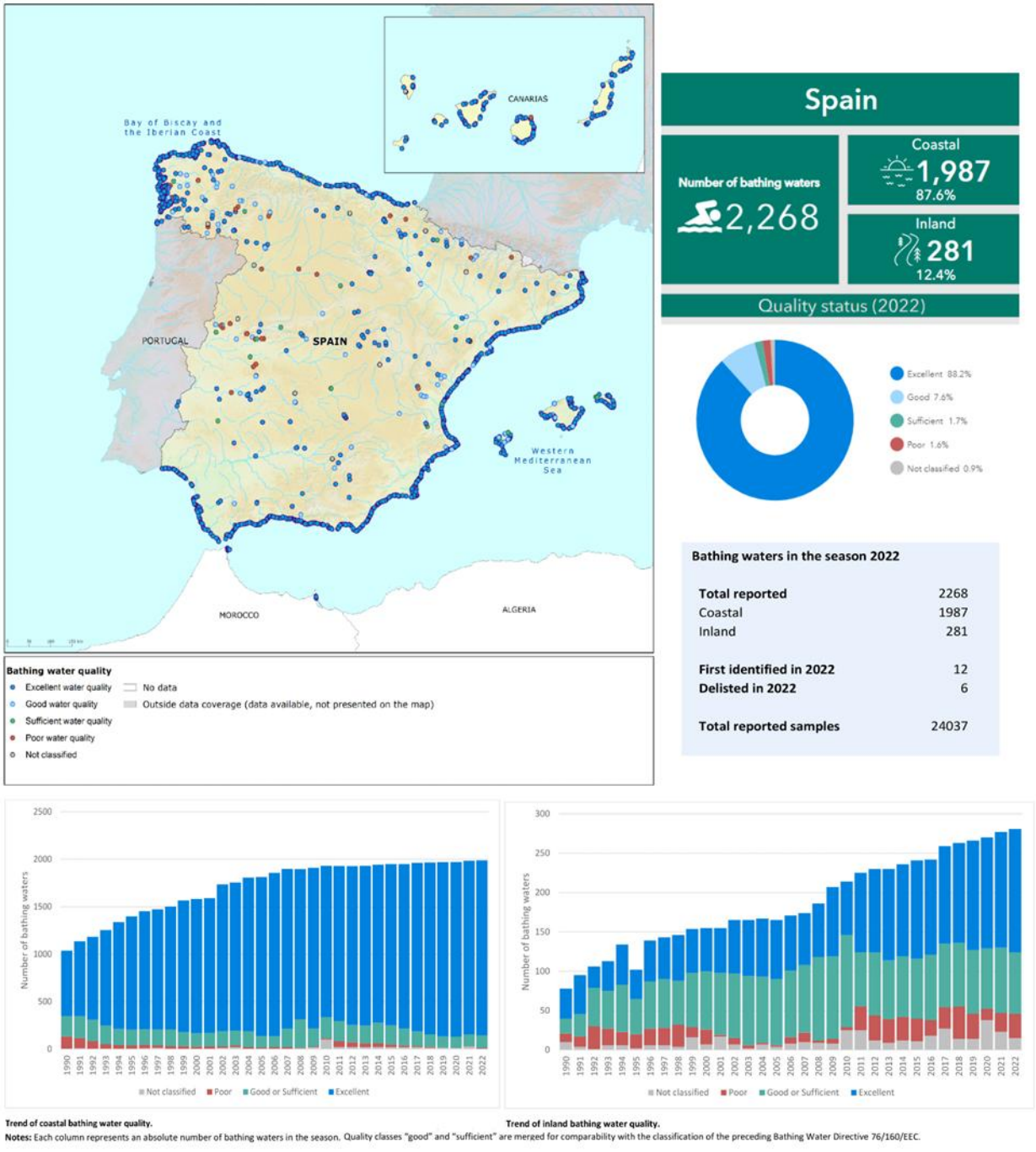
The water quality rating was excellent for 88.2% of the waters. Additionally, both graphs show that both the number of classified waters and those classified as excellent have been increasing from 1990 to 2022. This growth has been more exponential on the coast.

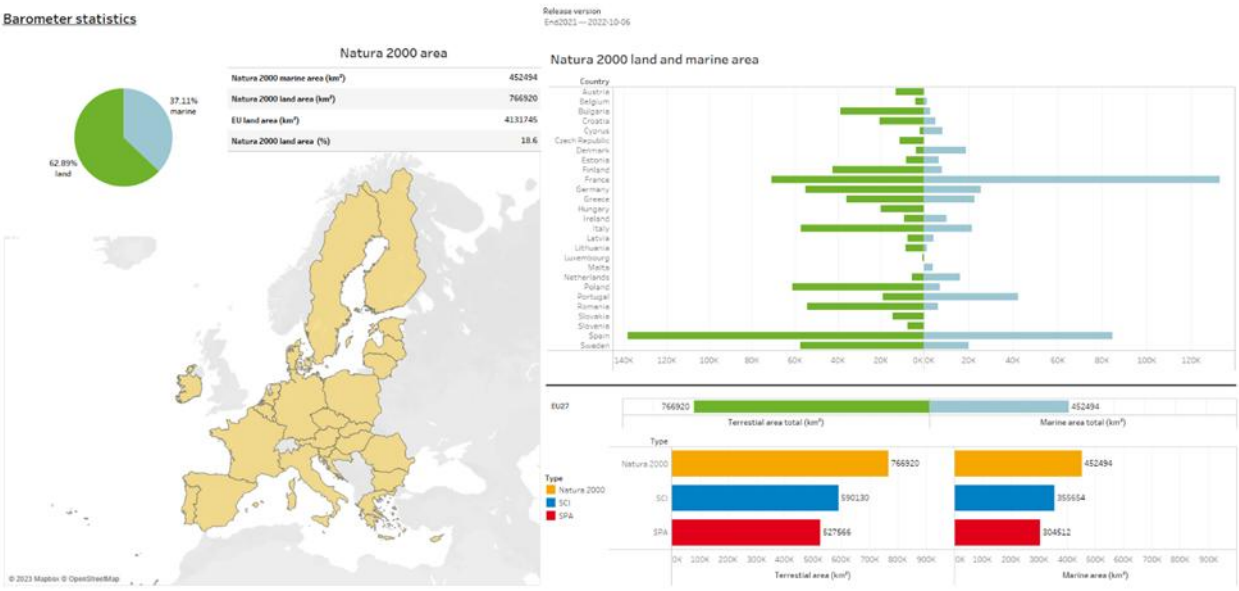
Figure 1. **Bathing waters reported during the 2022 bathing season in Spain**



Source: European Environment Agency, 2022, State of bathing waters (https://www.eea.europa.eu/themes/water/interactive/bathing/state-of-bathing-waters). Copyright holder: European Environment Agency (EEA) (https://www.eea.europa.eu/legal/copyright)

Figure 2 shows the status of the Natura 2000 Network in Europe. It can be seen that the Natura Land Network predominates with 62.89% compared to Marine with 37.11%. Likewise, the most prevalent areas are those classified as Natura 2000 (SCI+SPA), followed by SCI and finally SPA, both in Land and Marine. By country, in Land, Spain stands out above the rest, with more than double the number of square kilometres of the next largest network, which is France. In Marine, on the other hand, France stands out above the rest. Although Spain, behind France, also does so again with twice as many square kilometres of Network as the following country, Portugal.

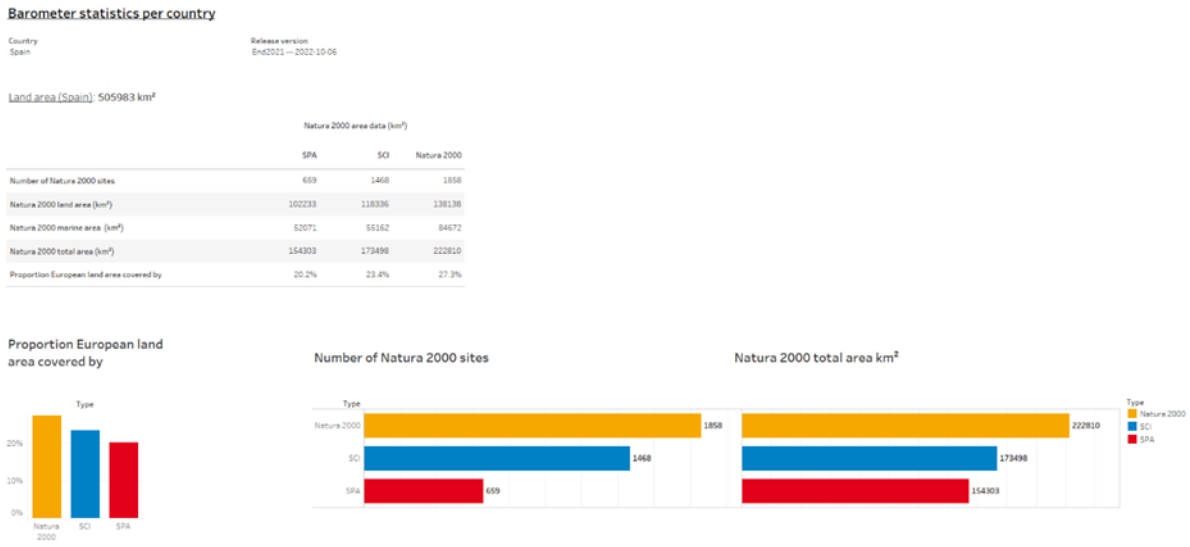
Figure 2. **Natura 2000 land and marine area by Country in Europe**



Source: European Environment Agency, 2022, Barometer statistics (https://www.eea.europa.eu/data-and-maps/dashboards/natura-2000-barometer). Copyright holder: European Environment Agency (EEA) (https://www.eea.europa.eu/legal/copyright)

In addition, Figure 3 reflects more specifically that Spain covers one fifth of the total number of SPA areas in Europe (20.2%), almost a quarter of the total number of ICS areas (23.4%) and between a quarter and a third of the total number of combined SPA+ICS (27.3%).

Figure 3. **Natura 2000 land and marine area in Spain**



Source: European Environment Agency, 2022, Barometer statistics per country (https://www.eea.europa.eu/data-and-maps/dashboards/natura-2000-barometer). Copyright holder: European Environment Agency (EEA) (https://www.eea.europa.eu/legal/copyright)

4.1 Bivariate analysis of dimensions of the 2QCV3Q questionnaire on the entities websites

Table 4 shows the Spearman's Rho test analysis of the relationship between the different dimensions that make up the 2QCV3Q tool on the 206 web pages. All the dimensions showed a significant relationship between them, except for Usability and Maintenance, where the bilateral significance showed a value of $p>0.05$ ($p=0.147$). Likewise, as far as effect size is concerned, all the variables showed a large result magnitude by obtaining values $|\varrho|>0.05$, with the exception of the significant relationships established between the dimensions Identity and Services, Location and Identity and Location and Services, where the magnitudes were medium by showing values between $0.03<|\varrho|<0.05$, which allowed us to offer a good scope of the findings. On the other hand, the statistical power showed for all the relationships established between the different variables values of $(1-\beta)>0.8$, which allowed us to establish a high probability of detecting an effect when it actually exists in the population.

Furthermore, Cronbach's alpha, if each of the dimensions were removed from the total tool, obtained for all cases values below the alpha value shown in table 3 ($\alpha=0.859$), which established the reliability index of the instrument for measuring the quality of web spaces, thus suggesting the permanence of all the dimensions in the instrument as a whole.

Table 4. **Relationship between quantitative variables and Cronbach's alpha for each variable with the same variable suppressed**

Spearman's Rho		ID	US	CT	SR	LC	MN	OE	α
ID	Correlation	1							0.842
	p-value								
	$\|\varrho\|$								
	$(1-\beta)$								
US	Correlation	.407*	1						0.849

		*							
	p-value	<0.001							
	|ϱ|	.638							
	(1-β)	1							
CT	Correlation	0.336**	0.352**	1					0.831
	p-value	0	0						
	|ϱ|	0.579	0.593						
	(1-β)	1	1						
SR	Correlation	0.200**	0.285**	0.503**	1				0.858
	p-value	0.004	<0.001	<0.001					
	|ϱ|	0.447	0.534	0.709					
	(1-β)	0.999	1	1					
LC	Correlation	0.365**	0.177*	0.299**	0.206**	1			0.848
	p-value	<0.001	0.011	<0.001	0.003				
	|ϱ|	0.604	0.421	0.546	0.454				
	(1-β)	1	0.999	1	0.999				
MN	Correlation	0.329**	0.101	0.353**	0.378**	0.342**	1		0.843
	p-value	<0.001	0.147	<0.001	<0.001	<0.001			
	|ϱ|	0.573		0.594	0.615	0.585			
	(1-β)	1		1	1	5			
OE	Correlation	0.611**	0.530**	0.724**	0.712**	0.564**	0.636**	1	0.803
	p-value	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001		
	|ϱ|	0.781	0.728	0.851	0.843	0.751	0.797		
	(1-β)	1	1	1	1	1	1		

** Correlation is significant at the 0.01 level (bilateral). * Correlation is significant at the 0.05 level (bilateral). ID: Identity. US: Usability. CT: Content. SR: Services. LC: Location. MN: Maintenance. OE: Overall Evaluation. α: Cronbach's alpha. Effect size: |ϱ|. Statistical power: (1-β).

Source: compiled by the authors on the basis of the research results.

4.2 Analysis of means for socio-demographic-environmental variables for independent samples

From the analysis of independent samples, it can be seen in Table 5 that significance was obtained through the chi-squared test when a relationship was established between the categorical variables type of entity and belonging to the coastal or inland environment, with a $p<0.05$. The same occurred between the variables bathing water quality status and belonging to the marine or inland environment with a $p=0.02$. As for the value of Cramer's V, it can be seen that in the first relationship a $V=0.521$ was obtained, while in the second a $V=0.397$ was obtained.

Table 6 reflects the counts, where the presence of Nautical Clubs was predominantly on the coast as opposed to inland entities, with 29.9% of total cases. Likewise, multi-adventure service

companies were predominantly inland, with a percentage of 19% (mainly with 14.6% in rivers) compared to the 8.8% presence in the marine environment out of the total number of cases.

Table 5. **Tests of χ^2 Sea/Non sea with entity and with state of bathing water.**

Entity	**Value**	**df**	***p***		**Value**
χ^2	30.1	9	<0.001	Contingency ratio	0.357
Likelihood ratio	32.1	9	<0.001	Phi Coefficient	0.427
N	206			Cramer's V	0.521
State of bathing water	**Value**	**df**	***p***		**Value**
χ^2	24.1	12	0.020	Contingency ratio	0.324
Likelihood ratio	25.3	12	0.013	Phi Coefficient	0.412
N	206			Cramer's V	0.397

Source: compiled by the authors on the basis of the research results.

On the other hand, excellent bathing water condition predominated on the coast with 34% versus inland with 23.8%, although the values were very similar between the Atlantic, Mediterranean and Rivers sub-categories separately. Similarly, the same was true for the good classification, where the coastline showed a presence of 18% compared to 10.2% in the inland area.

Table 6. **Cross-tabulated t-test of difference between entity and bathing water status variables with entity belonging to the sea/non-sea**

	Entity				
Sea/Non sea	**Yacht club**	**School**	**Company**	**Others**	**Total**
Atlantic	15.0 %	2.9 %	4.4 %	1.5 %	23.8 %
Mediterranean	19.9 %	1.0 %	4.4 %	5.3 %	30.6 %
Lake/Reservoir	3.9 %	1.0 %	4.4 %	1.5 %	10.7 %
River	16.5 %	3.4 %	14.6 %	0.5 %	35.0 %
Total	55.3 %	8.3 %	27.7 %	8.7 %	100.0 %
	State of bathing water				
Sea/Non sea	**Excellent**	**Good**	**Sufficient**	**Poor**	**Not classified**
Atlantic	16.5 %	6.3 %	0.0 %	0.0 %	1.0 %
Mediterranean	17.5 %	10.7 %	1.5 %	0.0 %	1.0 %
Lake/Reservoir	4.9 %	1.9 %	1.0 %	1.0 %	1.9 %
River	18.9 %	8.3 %	3.4 %	1.0 %	3.4 %
Total	57.8 %	27.2 %	5.8 %	1.9 %	7.3 %

Source: compiled by the authors on the basis of the research results.

In addition, Table 7 shows the relationship established between the different dimensions of the measurement instrument according to whether the entity was located in an island space or not. It can be seen that the Mann-Whitney U test yielded bilateral asymptotic significance between the two independent samples for the Usability, Content, and OE dimensions, with higher ratings for island entities with values of 3.63, 3.38, and 3.64 for the three dimensions, respectively. The effect size values were median with a d>0.5 for the three significant relationships, which allowed us to classify the scope of the findings as acceptable, although the statistical power (1-β) obtained showed values slightly below 0.8, which did not allow us to generalise the data to the population.

Table 7. **Test statistics for 2QCV3Q model by island/non-island grouping variable**

	ID	US	CT	SR	LC	MN	OE
Mann-Whitney U	2077.5	1800.5	1794	2069	2345	2410.5	1887
Wilcoxon's W	18008.5	17731.5	17725	18000	18276	18341.5	17818
Z	-1.416	-2.359	-2.381	-1.445	-.502	-.282	-2.06
Asymptotic sig	0.157	0.018	0.017	0.149	0.616	0.778	0.039
Mean Island (SD)	4.05 (0.68)	3.63 (0.86)	3.38 (0.83)	3.10 (0.86)	3.86 (0.52)	3.89 (0.79)	3.64 (0.43)
Non-island mean (SD)	3.75 (0.94)	3.26 (0.77)	3.00 (0.87)	2.77 (1.18)	3.67 (0.86)	3.71 (1.12)	3.36 (0.70)
Effect size d		0.553	0.546				0.592
Statistical Power (1-β)		0.733	0.721				0.787
* ID: Identity. US: Usability. CT: Content. SR: Services. LC: Location. MN: Maintenance. OE: Overall Evaluation. SD: Standard deviation.							

Source: compiled by the authors on the basis of the research results.

5. Discussion

The current study assesses the communication and use of websites in canoeing organisations in Spain using the 2QCV3Q measurement instrument. In its application with the sample under study, it showed an acceptable internal consistency, as had been obtained by other authors previously (Mich et al., 2003; Morales-Vargas et al., 2020). Moreover, practically all the dimensions that comprised the instrument were significantly related to each other, in a manner consistent with previous works in the field of nautical science (Benevolo & Spinelli, 2018a, 2018b, 2019).

These studies established a difference between the averages obtained from the analysis of the sample under study and the averages of entities considered to be of reference due to the great tourist interest they showed for the consumption of these nautical products. The averages of the dimensions of the sample under study were equal to or even above those of the reference entities. This was the case with the average OE value of 3.4 of the 206 Spanish websites in this study, which obtained the same value of 3.4 as the Marina Parque Das Nacoes of Portugal as a reference entity for the same dimension (Benevolo & Spinelli, 2018a). Similarly, the mean value of 3.69 for the Location dimension was higher than the 3.4 of the New Zealand Gulf Harbour Marina as the benchmark for that dimension (Benevolo & Spinelli, 2018a).

On the other hand, from the distribution of the entities by AACC, it was obtained that the averages of the Identity and EO dimensions of Asturias and Ceuta were above the average of the reference entities of the aforementioned previous studies. The same occurred with the Usability and Location dimensions, where 10 AACC for the first dimension and 13 AACC for the second were above the mean values of 3.19 and 3.56 of the reference entities for these dimensions respectively. Conversely, for the Services dimension, only Madrid (with the highest score of 3.55) surpassed the benchmark of 3.36.

This indicated that the quality of the websites related to canoeing activities in Spain was high, with 63.1% of entities between OE values 3 and 4 and 15.1% above OE value 4. These values were also high in the dimensions of Identity, Usability, and Location. On the other hand, the dimensions with the lowest average values were Content and Services, in line with previous research (Benevolo & Spinelli, 2018a; Rondovic et al., 2017). This highlighted an important weakness in the supply of products on the web, which should be taken into account by entities in the sector for the development

and improvement of their websites. Furthermore, the search for Contents and Services plays a crucial role in the adequate planning of the activity to be carried out and the tourist and/or adventure experience. Tourists or consumers of these products must be informed about them in order to make the most of the local offer. A lack of information on these issues could dissuade potential consumers of these nautical products from selecting these destinations or activities to use as leisure activities to occupy their free time (Banos et al., 2017). Canoeing service consumers require specific features on websites, such as the ability to make online reservations, access detailed information about services and prices, view interactive maps of routes, read reviews from other users, understand safety measures, view multimedia content, and take advantage of promotions or discounts. These features not only enhance the user experience by making it more convenient, accessible, and personalized, but they also increase customer satisfaction by providing the tools needed to make informed decisions and plan their activity efficiently. From a business perspective, having these functionalities can improve performance by making it easier to convert website visitors into actual bookings, fostering customer loyalty through a smooth and transparent experience, and generating a steady flow of new users attracted by positive reviews and the website's ease of use.

Due to the above, a canoeing-related activities website must be adapted to the different needs of its potential users. Consumers of physical sports activities in natural spaces (particularly in the aquatic environment) may have completely different interests. These can be focused on a more biodiversity and nature contact point of view, active leisure, purely sport and health interests or even a combination of all of them (Brandao et al., 2020). It must be taken into account to reflect or have elements that can make a difference in the choice of the place of practice or for the consumption of this type of products. But the websites analysed seem to target only local consumers or those with purely sporting interests, despite obtaining good EO values. They lack content and tools designed for national and international tourists who demand this type of product with multiple approaches such as those found on the websites of reference entities. These tourists ~~who~~ show more interest than local tourists in consulting contents related to the places of practice, products and services offered through web spaces in the distance. They consult what experiences and singularities of the place they are going to visit they can enjoy as something different and new in relation to their places of origin (Li et al., 2021).

In the context of digitalization, users now expect to have access to a personalized and multifaceted online experience, which includes not only booking activities but also relevant content about biodiversity, sports, health, and active leisure reflecting broader trends of personalization in digital services. Additionally, user expectations, especially from national and international tourists, align with the need to access detailed information about destinations, available services, and unique local experiences before their visit, something that many nautical service websites have not yet adequately integrated. This trend is driven by the increasing demand for more complete and enriching experiences, not only sports-related but also cultural and environmental, which creates a competitive difference in the nautical sector. If websites fail to adapt to these changes, they risk falling behind more innovative competitors who already offer more integrated digital platforms aimed at tourists with a broader range of interests. In this sense, digitalization should be viewed as a strategic tool not only to attract local consumers but also to capture the growing interest of international tourists, who seek personalized and authentic experiences from the very first online contact.

For the websites of entities that offer or wish to offer this type of activity, it could be of interest to make potential consumers aware of aspects related to the cataloguing of the natural area where the activity is carried out. For these tourists, having natural areas included in certain categories of the Natura 2000 network could be an added value in their choice (Ilies et al., 2018; Mitova et al., 2021). Of the 206 entities analysed, 71.9% were characterised by carrying out their activity in habitats or surrounded by species of special environmental interest, and 39.3% were characterised by the presence of protected birds. This characteristic represents an important particularity in the offer of this type of

active tourism in nature, in view of the fact that figures 2 and 3 reflect the representative depth of these areas in Spain in comparison with the rest of Europe.

Likewise, it is necessary to consider whether or not they belong to marine or inland areas, due to the clearly experimental differences in the activities carried out, highlighting on the website contents that differentiate both environments and disciplines offered. The results showed that the percentage of canoeing activities on offer was close on the coast (54.3%) compared to inland (45.7%). The same is true of the particularities that offer tourists or consumers of this type of active leisure activity the possibility of practising it in insular or peninsular areas. Both in the Mediterranean and in the Atlantic, the indices of all the dimensions of the 2QCV3Q model of the island entities assessed showed values above those of the mainland, in a clear example of the need to attract potential consumers to the islands as a representation of the importance of the tourism sector in these areas (Cirer-Costa, 2021; Koutsi & Stratigea, 2021).

The type of entity also plays an important role, as the purposes of each are divergent, offering different possibilities from one another. On many websites it is not clear whether the products offered are open to the public, closed only to members, with different prices and/or under what conditions. This is mainly the case in the Yacht Club typology. This was the most numerous entities with 55.3% of the 206 analysed in the sample. Due to the fact that the number of Sailing Clubs is almost 5 times higher than the number of schools offering canoeing activities, it could be said that in Spain there is a proliferation of entities focused on sports and competition, and not so much on the values that a sports school offers, such as initiation and basic training. On the other hand, Multi-Adventure companies contribute to the development of natural tourism and the more recreational practice of canoeing, which, a priori, is what non-local tourists demand most (Wardana et al., 2019). Tourist who spends more and generates more economic benefit than the local tourist (Gholipour et al., 2023).

The imbalance between the number of yacht clubs and canoeing schools, with many more clubs oriented towards purely sporting activity than schools or service companies dedicated to recreational activities, may limit the development of canoeing as an activity accessible to a wide public. If clubs focus on competitive training, canoeing may be perceived as a performance-only sport, which reduces its appeal to tourists or people seeking a recreational and leisure experience. This approach presents a challenge for tourism promotion, as tourists interested in relaxed water activities may find few opportunities to take up or enjoy canoeing. However, this imbalance presents a business opportunity for other entities, such as tour operators, water sports training schools, nautical services companies or travel agencies specialized in ecotourism. These entities can take advantage of the growing demand for recreational experiences by offering initiation programs, canoe rentals, and guided tours for tourists interested in enjoying the natural environment without the pressure of competition. In addition, they can develop tourist packages that combine recreational activities with other experiences such as wildlife watching, ecological routes or wellness activities, attracting a broader audience. By diversifying the offer and facilitating access to these activities, these entities not only promote sustainable tourism, but also contribute to the expansion of canoeing as a recreational option, generating new sources of income and improving the competitiveness of the sector.

In addition, Table 5 showed the socio-geographical-environmental variables that were significantly related to each other. These were Coastal or inland belonging with respect to Type of entity and with respect to Bathing water status. Table 7 also showed the relationship between island and non-island membership and the dimensions of the 2QCV3Q model. Taking them into account to differentiate the type of entity, its products offered, its own contents, as well as the services, tools available and possibilities, can help to make a difference in attracting consumers through its web spaces, beyond the usual local ones. These relationships serve to establish starting points and develop digital marketing strategies. Thus, as can be seen in Figure 1, 88.2 % of Spanish bathing waters were excellent in 2022. Moreover, 87.6% of these waters were located on the coast (European Environment Agency, 2022a). An entity that intends to offer its canoeing products on the coast through the webs, should

echo these data and flag them, among others, as a sign of identity. If it is also a service company, along with others of the same type, it should not fail to see and compare itself with how the Yacht Clubs are doing it, as they are the most numerous and reference entities on the coast. At the same time, from what is extracted from table 7, it should also evaluate how the island entities are doing.

Two approaches to website design and visual features are usually identified. On the one hand, the functional one, when the main objective is to show the company's offer in terms of products, prices, delivery times, etc. For another, the experiential, which aims to exploit the aesthetic to stimulate the customer's senses and emotions, in order to surprise and get this is involved in a deeper experience (Brown et al., 2005). In the world of tourism, functional websites initially predominated, but were replaced by more experiential approaches, providing experiences to the potential customer before they actually consume the product (Ritchie et al., 2011). However, in terms of nautical tourism, websites still reflect a generic and undifferentiated communication flow. This is why, despite the fact that in Spain there are important ratings in Identity, Usability and Location in terms of canoeing websites, it is necessary to make progress in the offer of specific products and services or promotional policies. In particular, by providing a greater amount of content and individualising packages where aspects that may be of particular interest to consumers of this type of product are included. In this sense, the websites analysed also show a functional approach, with little marketing orientation and limited attention to customers and their needs, as in previous research (Benevolo & Spinelli, 2018a, 2019).

6. Conclusion

The evaluation exercise yields satisfactory results, although they could be improved through appropriate marketing and targeting strategies for tourists and consumers of active leisure and physical sports activities in the natural environment. The websites analysed are presented as a powerful tool to promote the sustainable tourism exploitation of the many marine and inland resources through the activity of canoeing in Spain. Their entities have the optimal means and raw materials through adequate access to natural sites, climate, water quality and services available in the places where they are located, but they do not communicate adequately and in a multivariate way with the wide audience of potential tourists.

In relation to the general objective, the entities offer a good quality and image of the websites related to canoeing. Additionally, they provide accurate information to consumers, primarily targeting the local and sporting public. This is at the level of international reference entities. But it must strive for excellence and globalisation, as Spain is a leading country in many sectors of tourism worldwide. Tourism, both national and international, has an important economic significance for the country. In order to consolidate and attract new clients for this type of activity, specific marketing strategies must continue to be implemented, adjusting them to the characteristics that differentiate them from others and offering even better quality through websites that attract non-local tourists. At the national level, knowing the status of the websites of entities in neighbouring Autonomous Regions makes it possible to be more competitive.

With regard to the specific objectives, both the quality of bathing waters and the number of sites belonging to the Natura 2000 network in Spain is at the top of the European ranking. As a consequence, the entities that offer canoeing activities as a leisure and active tourism option also have high levels in their bathing waters (especially if they are in coastal areas). The same applies to the cataloguing of the natural areas where they are located (especially if you are in inland areas). Making use of this information and championing this positioning on their websites can be an appropriate marketing strategy to consolidate and attract new tourists. In addition, it is necessary to take as a basis the websites of entities that are of the same type. For those that are not Yacht Clubs, it is also necessary to take these into account, as Yacht Clubs are the most numerous in the country. Similarly, in the market study,

we should not forget those that obtain the best results, such as the islands. Also, that the spearhead dimensions in the websites should be those of Identity, Usability and Location, and those that obtain the worst results, such as Content and Services, should be strengthened in order to be at the forefront.

The findings of this study highlight several key areas that can strengthen the competitiveness of the canoeing sector in Spain, especially in the area of sustainable tourism. Although as mentioned the quality of these websites is relatively high, there are still significant areas for improvement, particularly in the Content and Services dimensions. The lack of detailed content on available activities and the absence of adequate tools (such as interactive maps, price information, online reservations, etc.) are clear limitations to attracting national and international tourists. To improve Spain's competitiveness in sustainable tourism, entities in the canoeing sector must better adapt to the expectations of tourists, especially those seeking more complete and personalized experiences. These tourists are not only looking for the activity itself, but also for information about biodiversity, local culture, the natural environment, and the sustainability of the destination. Websites must incorporate information about natural spaces, protected species, and specific ecosystems where activities are carried out, especially if these areas are catalogued in the Natura 2000 Network. This information can be an added value, attracting tourists interested in ecotourism and sustainable tourism, a growing and more demanding market.

In addition, entities must consider the differences between coastal and inland areas, as well as between island and peninsular environments, to further personalize their offer. There is a potential for differentiation that can be exploited to attract a broader audience. While coastal canoeing is popular, the sector can take advantage of the proximity of many of its destinations to protected natural areas to attract an audience with a strong concern for sustainability and environmental conservation. Likewise, the proliferation of clubs focused on sports competition limits access to recreational activities, which are those most in demand by non-local tourists. Encouraging the development of canoeing schools and multi-adventure companies could help expand the practice of canoeing beyond a competitive focus and attract a broader audience interested in leisure experiences in nature.

Finally, the websites of sector entities still adopt a functional approach, focused mainly on the presentation of products and prices. However, today's tourism requires a more experiential approach, which focuses not only on the product but also on generating emotions and anticipation in potential consumers. This change can be key to increasing the competitiveness of Spanish entities in the international market, where personalization and authenticity are decisive factors in attracting tourists interested in unique experiences.

All in all, nautical sports tourism and canoeing on the coast and inland is promising. But it is still an under-researched sector, especially in the area of digital marketing. This study and its implications contribute to closing this research gap, but the structure and size of the organisation was not taken into account. Large or franchised organisations may have specific digital marketing departments or more financial resources to allocate to digital marketing. The perception of the end consumer was also not taken into account. Besides, the random identification of entities through Google Maps involved a practical approach in sample selection; however, but it might not ensure a truly representative sample across all regions in Spain. Also it´s important to consider that, although it was a large sample of 206 entities, it is not possible to know the total number of entities that offer canoeing services due to the diversity of their typology. As a result, future prospective studies should consider these limitations as variables to be added to the study. Likewise, it should be taken into account whether they will address some kind of brand identity strategy or highlight specific contents of the entity or its natural environment, such as its membership of the Natura 2000 Network or the quality of the bathing waters where they carry out their main activity. Methodologies such as quantitative surveys are recommended to understand consumer preferences regarding web services and activities, as well as focus groups to explore their motivations and perceptions in-depth. Usability testing on canoeing entity websites could also be conducted to evaluate the digital experience, and user

behaviour could be analysed using web analytics tools. Additionally, case studies on successful destinations integrating sustainable practices could provide best practices to enhance the sector's offering and competitiveness.

Conflict of interest declaration

The authors declare no conflict of interest.

Statements

Ethics approval and consent to participate was not necessary as there was no animal or human experimentation and the data collected was not sensitive and did not require authorisation of any kind.
The authors declare no conflict of interest.
The dataset can be made available on request.

Author contributions

Conceptualization, V.M.-B., F.-J.B.-B. and S.A.; Data curation, V.M.-B. and F.-J.B.-B.; Formal analysis, F.Z.-O. and S.A.; Investigation, V.M.-B. and F.-J.B.-B.; Methodology, V.M.-B., F.-J.B.-B. and F.Z.-O.; Resources, V.M.-B. and F.-J.B.-B.; Supervision, F.Z.-O. and S.A.; Validation, F.Z.-O.; Visualization, V.M.-B. and F.-J.B.-B.; Roles/Writing - original draft, V.M.-B. and F.-J.B.-B.; Writing - review & editing, F.Z.-O and S.A.

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Appendix

Model 2QCV3Q adapted to the nautical sector (Benevolo & Spinelli, 2018).		
Attribute	**Weight**	**Explained item**
Identity		
Brand/Logo	0.34	Does the website have a strong brand identity?
Graphics and functionality	0.33	Does the website have a nice and functional graphic layout?
Tale (territory)	0.33	Does the website tell and communicate the port and the local area?
Usability		
Simple and exhaustive menu	0.2	Is the website menu complete and exhaustive but at the same time clear and simple?
Load time	0.1	Is the website load time short enough?
Mobile version	0.2	Is a mobile version of the website available? Alternatively, is the PC version easy to surf with a smartphone or tablet?
Accessibility (disabled people)	0.05	What is the output of the website validation on validator.w3.org?
Search	0.05	Is a search function available? Is it working and easy to find?
Map or navigable menu	0.15	Is a website map available and/or is it possible to view sub-menus?
Languages	0.25	Are versions of the website available in other languages rather than the local one?
Content		
Breadth and depth of the texts	0.15	Are contents exhaustive? Do they provide deep and useful information?
Updated rates	0.15	Does the website show updated seasonal rates?
Information on commercial activities	0.15	Does the website provide relevant information on local commercial activities?
Information on port services	0.15	Does tte website provide relevant information on port services?
Information on events and shows	0.1	Does he website provide relevant information on feasts, cultural events, shows, concerts, and other happenings in the local area?
Information on inland locations	0.1	Does the website provide relevant information on inland locations?
Webcam	0.1	Does the website have frequently updated webcam on the port?
Images and multimedia	0.05	Does the website provide images and other multimedia contents?
Links	0.03	Does the website provide useful and easy to reach links to other relevant sites?
Documents	0.02	Is it possible to dowload from the website relevant documents (brochures, regulations, etc.)?
Services		
Weather forecast	0.2	Does the website provide a reliable and highly visible marine forecast service?
Access (flights, routes, parking)	0.2	Does the website provide information on how to reach the port and parking availability?
Maps	0.2	Does the website provide maps of the port and the local area? Are they interactive?
Booking form	0.2	Is it possible to book a berth from the website?
Online booking and payment	0.2	Is it possible to book an pay completely online?
Location		
Intuitive domain name	0.25	Is the website URL intuitive and easy to remember?
Contact data	0.3	Is it easy to contact the website manager? Are contact data clear and easy to find?
Social networks	0.25	Does the port have a Facebook page and/or a Twitter account? Does

		the website link to these accounts?
Newsletter and guestbook	0.1	Is it possible to suscribe to newletter or leave a comment in a guestbook?
Interaction among users (community)	0.1	Can website visitors interact with each other?
Maintenance		
Website maintenance	0.5	Is the website maintenance good? Are all the links working? Is the layout appropiate?
Updated information	0.5	Is information updated? Is the last updated date available?