TOURIST SATISFACTION, DISSATISFACTION AND PLACE ATTACHMENT AT SUN AND SAND MASS TOURISM DESTINATIONS

DOCTORAL THESIS

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Vull expressar el més sincer agraïment al Dr. Joaquin Alegre, per la seva valuosa ajuda i contínua col·laboració durant aquesta investigació.
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I als qui m'han acompanyat durant aquesta tesi.

A tots vosaltres, moltes gràcies.

"*Només la cultura fa ciutadans lliures*"
Emili Darder (1895-1937),
batle republicà de Palma, afussellat pels feixistes

Resum

Aquesta tesi es planteja donar resposta a qüestions que ajudin a comprendre millor la situació i rendiment d'un destí, a partir de l'anàlisi de la satisfacció turística. Els objectius generals d'aquesta són: (1) Analitzar l'estructura dels factors que determinen la satisfacció durant l'experiència turística; (2) Trobar un instrument vàlid, basat en les valoracions de satisfacció dels turistes, que faciliti la comparació entre destins; (3) Conèixer si, a més de la satisfacció que declaren els turistes sobre els diferents atributs d'un destí, determinades característiques o situacions negatives ocorregudes durant l'experiència de viatge poden influir en la impressió final del visitant; i (4) Estudiar l'existència de vincles emocionals entre els turistes i el destí. L'anàlisi empíric es centra en destins de sol i platja, no obstant això, molts dels seus objectius i conclusions són aplicables a altres tipus de destí. Les dades utilitzades provenen d'una enquesta realitzada a les Illes Balears durant la temporada alta de l'any 2006.

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Introduction

Tourist destinations are facing growing worldwide competition. The number of emerging countries and regions that are attempting to benefit from this activity has risen substantially in recent decades. Additionally, there has not just been a quantitative growth in the tourism supply but also a qualitative one and an increase in its variety. Nonetheless, although there has been an increase in the tourism demand, its annual growth rates have dropped over the last few years, particularly when compared with the growth rates of the second half of the 20th century (WTO, 2003). Forecasts for the future confirm this trend, anticipating an increase in the number of international arrivals but at lower rates than in previous decades (WTO, 2001; Papatheodorou and Song, 2005). This situation has made a particular impact on destinations specializing in mass sun and sand tourism, which are considered relatively inter-replaceable, given the characteristics of the product they offer (Buhalis, 2000; Mangion et al., 2005). Furthermore, this type of tourism has seen a significant growth in recent years, especially in the Mediterranean: the favourite summer holiday destination for most Europeans. Due to a proliferation in leisure facilities, the price of tourism services has dropped in order to boost the

demand. This is the case of mature coastal destinations in southern Europe (Knowles and Curtis, 1999) and emerging ones, like the Caribbean (Maloney and Montes Rojas, 2001).

This new context of greater competition calls for a better insight into destination performance. The importance of gaining a better understanding of a destination's capability and its capacity to attract and satisfy visitors is currently acknowledged (Crouch and Ritchie, 1999; Dwyer and Kim, 2003). Decision-makers from the tourism sector need to gain a more detailed knowledge of how destinations behave, their competitive capacity, strengths and weaknesses, and their position vis-à-vis their rivals. One of the key variables used in academic research to analyse a destination's situation is tourist satisfaction with a trip. This thesis aims to tackle certain issues that can help offer a better insight into a destination's situation by using an analysis of tourist satisfaction as a basis. The thesis focuses on sun and sand destinations, although many of its objectives and conclusions are applicable to other types of destinations.

The general aims of this thesis are as follows:

- To analyse the structure of factors that play a determining role in tourist satisfaction. The idea is to identify those aspects of a destination that decision-makers from the tourism sector can influence so as to boost overall tourist satisfaction. In the case of summer holidays, different studies highlight the key determinants of tourist satisfaction as being the

climate, beaches, prices, safety, landscape and accommodation, among others. A consumer's overall opinion of a trip is associated with individual assessments of the numerous different factors that make up the tourist experience, although different aspects of the destination will influence overall satisfaction to differing extents. The factors that define tourism services can be classified into three types, depending on the impact they make on tourist satisfaction: those factors that increase tourist satisfaction, those that only prevent the tourist from feeling dissatisfied and those factors that can work both ways. If the attributes of a sun and sand product are assigned to the proposed three groups, the destination should be able to identify key drivers of satisfaction and thus formulate improvement priorities. One of the initial goals of this thesis is to make an in-depth analysis of which sun and sand tourism services have a greater impact on overall tourist satisfaction with a destination.

- To find a valid tool, based on tourist satisfaction ratings, which can be used to compare destinations. Few studies simultaneously analyse the performance of several destinations and those that have attempted to do so have not proposed good enough mechanisms to tackle the issue in a reliable way. That is why an analysis of possible tools that can facilitate a synthetic comparison is needed. One possibility is to use a single overall measure to evaluate destinations, based on tourist ratings. With this aim in mind, different alternatives are explored that can be used to build a synthetic tourist satisfaction index.

- To find out whether, in addition to tourists' declared satisfaction with the different attributes of a destination, certain negative characteristics or situations that arise during the trip might influence their final impressions. Some previous studies have established how tourists perceive negative situations or dissatisfactory experiences that they encounter during a holiday. Despite their perception of these negative incidents, research has failed to provide sufficient evidence of how important they are in reducing satisfaction or in affecting the tourists' intention to return. This analysis explores whether tourist ratings based on a single dimension of satisfaction might be insufficient in measuring their opinions of a destination, and whether the existence of negative factors or negative destination attributes should be treated differently from positive or pull factors. In this sense, it explores the need for a dual scale, with one part based on satisfaction and the other on dissatisfaction, in order to capture two different dimensions of assessments of a destination. By taking this new perspective, an analysis can be made of the impact of negative externalities derived from the presence of tourism and the tourism industry itself.

- To study the existence of emotional links between tourists and destinations. There are destinations that start out by having a competitive edge over their rivals, as well as competing with them. They are destinations that have already been visited by the same tourist on numerous occasions due to their long market history. Prior knowledge of a destination has been proven to be one of the main explanatory causes of repeat visits. Familiarity with a destination, the reduced risks that this

implies, and an easier decision-making process are all very big incentives for a certain market segment. Numerous studies have analysed the stimulus that familiarity with a destination represents and how this is one of the most important factors in choosing a holiday destination. Nonetheless, this study explores a phenomenon that has rarely been examined in the case of sun and sand tourism: an analysis of the sense of place attachment that visitors develop. In other disciplines (geography and psychology), it has been proven to what extent special links with a place (of a symbolic, functional and affective nature) and being in love with a place (topophilia) can be important for a person and how they can generate a need to return there. If a certain market segment has a strong sense of attachment to a specific destination, it can be considered one of the destination's strong points. Having loyal clients with an emotional sense of attachment is a unique phenomenon that is stronger than the possible effect of being a repeat visitor. A deeper awareness of this phenomenon could be of great interest to decision-makers at destinations. All too often the latter have based their marketing strategies for a destination on its tangible, objective properties alone, paying little attention to this more emotional dimension. Thus the thesis discusses how attachment to a destination can be measured, what its antecedents are, and what its main consequences are, particularly in terms of satisfaction/dissatisfaction and the intention to return.

Finding the answer to the above questions will, first of all, help discover the structure of factors affecting satisfaction with sun and sand holiday products and how a destination's different attributes influence

overall tourist satisfaction. Secondly, it will help identify the competitive position of a group of rival sun and sand destinations. Thirdly, it will be possible to ascertain the influence of negative situations that arise at a destination and, lastly, a study of place attachment will allow us to explore whether these links can be promoted as part of a strategy to try and foster a sense of destination loyalty. The answer to these questions may be of use to the public authorities and to business employers in improving the management of tourist destinations.

The empirical analysis presented in this paper has been made using a set of sun and sand destinations, one of the most popular types of holidays since the early days of mass tourism. Despite the mature state of many of these destinations, research has proven that it is a market with a well-consolidated demand and high number of repeat visitors. A large segment of European travellers have a clear preference, during the summer season, for visiting places offering this kind of holiday (Aguiló et al., 2005).

The data used in this study was taken from a survey conducted in the Balearic Islands during the high season of 2006. The survey was expressly designed for this research study and it incorporates information on the sociodemographic characteristics of tourists and also the factors that they consider most important when choosing a destination for their summer holiday. It also includes their assessments of these attributes (in terms of satisfaction). The originality of the procedure used in this survey lies in the fact that, although it was conducted at a specific destination,

information was obtained not just for the Balearic Islands but also for an extensive series of rival destinations where the tourists had spent their summers in recent years. By collecting data for a large number of destinations in one survey, it was possible to include information about leading Mediterranean and Caribbean sun and sand destinations in one study. These are regions that account for over one third of the world's visits and tourism supply. The questionnaire also contains information on the number of prior visits and the tourists' intention to return and sense of place attachment to the Balearic Islands. The data was gathered at Palma Airport over the course of 6 weeks by a team made up of nine interviewers. After conducting two prior pilot surveys, 2,423 people finally took part in the survey.

The thesis is organized in six chapters and takes the form of a compendium of articles. More specifically, the second, third, fourth and fifth chapters correspond to four different publications, based on the same aforementioned theme. The first chapter outlines the research methodology, describing the survey that was expressly conducted for the study, its design and the data-gathering and data-analysis process.

The second chapter contains a description of the research that was conducted into the structure of factors that determine tourist satisfaction. A holiday experience is the end result of the different products and services that make up a holiday at a destination. Given this multi-dimensional facet, different aspects of a destination influence the tourist's overall assessment of a holiday. In this sense, if tourism service suppliers

aim to improve their products, the factors that can boost visitor satisfaction and the impact of these factors on overall satisfaction must first be identified. In literature it is accepted that aspects can be classified in different categories, depending on the impact they have on tourist satisfaction, and a distinction is made between those that boost satisfaction, those that lead to dissatisfaction, and those that can act in both ways (Matzler and Sauerwein, 2002). However, there seems to be no consensus on the best analytical model for identifying factors according to these three categories (Oh, 2001, Matzler and Sauerwein, 2002; Bartikowski and Llosa, 2004; Fuchs and Weiermair, 2004). Once an analysis has been made of literature on tourist satisfaction, a review is made of two of the main methods that have been developed for classifying factors affecting satisfaction: methods developed by Vavra (1997) and Brandt (1987). In continuation, an empirical analysis is performed, based on a case study of sun and sand destinations. With the results, the two proposed methodologies can be examined and the structure of factors affecting satisfaction identified in the case of the said destinations.

The third chapter explores the possibility of drawing up a synthetic satisfaction index for a destination. Firstly, a discussion is made of different indicators that facilitate a comparison of rival destinations. Research considers tourist satisfaction to be a valuable measure of a destination's performance, highlighting that high satisfaction is synonymous with good performance (for instance, Yüksel and Rimmington, 1998; Kozak, 2002, 2004, Campo et al., 2009). At the same

time, a destination's tourism product and its market position can only be analysed by comparing it with its rivals. As Enright and Newton pointed out (2004 and 2005), destinations are not competitive in themselves in an abstract sense, but in relation to other destinations. That is why the satisfaction generated by a destination is a variable that must be compared with its market competitors. With this purpose in mind, this section compiles data about different leading sun and sand destinations and analyses the main pros and cons of the application of the different indexes that are proposed in order to compare the performance of different destinations in a concise, summarized way. From the data obtained for eight destinations (the Balearic Islands; mainland Spanish coast; Canary Islands; French, Italian, Greek and Turkish coasts; and Caribbean), a comparison is made of the situation of each of them.

Afterwards, in the fourth chapter, an analysis is made of the influence that dissatisfaction or negative situations have on the overall impression of a destination. To this end, a prior review is made of research into the phenomenon of dissatisfaction, how to measure it, and the causes of negative incidents at holiday destinations. Usually tourist satisfaction surveys include questions on different aspects that make up a destination. For some authors, it might not be possible to assess certain negative situations from a list of a destination's pull factors because the visitor opinions that are gathered would not cover possible annoying situations that affect their overall impression of the trip. Some examples of this kind of situation include tourist congestion or environmental degradation. This type of negative experience can influence overall assessments of a

stay and future intentions to return (Chung and Hoffman, 1998; Truong and Foster, 2006; Petrick et al., 2006). The inclusion of explicit assessments of negative situations can offer a more accurate insight into a destination's performance and its capacity to satisfy visitors. In continuation, an analysis is made of the coherence of assessments of different aspects of a destination, evaluated using a satisfaction and dissatisfaction-based scale, as suggested by some authors (Cadotte and Turgeon, 1988; Pizam and Ellis, 1999). If there is a lack of coherence between both types of reply, this raises the need to use different dimensions to capture expressions of satisfaction and dissatisfaction. For this reason, two statistical models are estimated to test whether explicit assessments of dissatisfaction have an explanatory capacity with regard to: (1) overall tourist satisfaction and (2) the declared intention whether or not to revisit a tourist destination.

The fifth chapter explores the phenomenon of place attachment. This analysis is made within the context of the Balearic Islands: a mature mass tourism destination with a high percentage of repeat visitors. Studies of place attachment are relatively recent and research concludes that this sense of attachment between visitors and a holiday destination is related to the traveller's desire to carry out a specific leisure or recreational activity there that they cannot pursue in their usual place of residence. It can also be generated through a sense of symbolic or emotional identification with the place, thanks to long-term contact with it (see, for example, Williams and Vaske, 2003). Some authors sustain that place attachment is one of the key factors in defining strategies aimed at

boosting the competitiveness of these destinations and allowing them to improve their position in relation to their rivals (Fyall et al., 2003; Cladera, 2007). Additionally, research indicates that visitors with a sense of place attachment show a different behaviour pattern from other travellers, particularly in terms of the intention to return (Fredman and Heberlein 2005; Hailu et al., 2005) and level of satisfaction experienced during a holiday (Huang et al., 2005). This section aims to test for the existence of a tourist segment with a sense of place attachment to a sun and sand destination and identify the antecedents of the phenomenon. To do this, different statistical models are estimated to analyse the influence of different factors as possible antecedents or predictors of place attachment. A study is also made of the consequences of this effect on overall satisfaction with the destination, the intention to return and perceptions of negative situations or dissatisfaction.

Lastly, the study concludes with a chapter devoted to a review of the main conclusions of the different analyses performed as part of this thesis, and it lists any limitations that were detected during the study's execution. Similarly, an outline is also made of future fields of research opened up by this study.

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Chapter 1. Research Methodology

Survey Design

The data used in this paper was taken from a survey conducted in the Balearic Islands during the high season of 2006, consisting of a questionnaire given to tourists who had just concluded a visit to the destination. The survey, which was designed expressly for this research study, was made up of seven parts. The first comprised thirteen questions concerning sociodemographic aspects of the tourists and the characteristics of the holiday they had booked. At the same time, it asked about the sun and sand destinations that they had visited during the last three summers (2004, 2005 and 2006).

The second section asked about their main motivations in choosing the destinations they had cited. Out of a total of 24 tangible and intangible attributes characteristic of sun and sand destinations, the respondent had to rate the level of importance of each one when choosing the destination. They were rated on a 5-point Likert scale from one ("not

at all important") to 5 ("very important"). This scale is extensively used in studies where different attributes or characteristics of destinations are assessed (see Gallarza et al., 2002). An exhaustive procedure was followed to choose the most relevant features of sun and sand destinations: (1) First, a series of factors was initially selected, based on a review of different conceptual studies of pull factors (Crouch and Ritchie, 1999; Dwyer and Kim, 2003 among others) and empirical applications to sun and sand destinations (Kozak and Rimmington, 1999; Kozak, 2002; Yoon and Uysal, 2005). Data was also used from tourist expenditure surveys by tourism policy makers in the Balearic and Canary Islands that capture the main reasons for visiting the said locations (*Enquesta Despesa Turística Illes Balears*, 2001, and *Encuesta del Gasto Turístico en Canarias,* 2004); (2) Once this initial selection process had concluded, a pilot survey was conducted at Palma Airport (Balearic Islands) during the month of March 2006, resulting in a total 106 valid surveys. With this first pilot survey, attributes could be rejected that had little explanatory capacity or might be misinterpreted by tourists; (3) The results of the first pilot survey were presented and discussed at three international tourism conferences: the *15th International Leisure and Tourism Symposium, ESADE* (Barcelona, 2006); *the Second International Conference on Tourism Economics* (Palma, 2006); and *the International Conference of Trends, Impacts and Policies on Tourism Development* (Crete, 2006). Following comments by the participants, the list of relevant attributes could be improved. The results of that first survey were published in two papers (Garau, 2007a; Garau, 2007b) and comments by the referees were used to perfect the chosen items; (4) A

second pilot survey was conducted at Palma Airport in June 2006 (*n*=88) to confirm the validity of the new list of attributes. In the end, 24 factors were selected as being the most relevant in measuring tourist satisfaction at sun and sand destinations.

The survey went on to ask tourists for information about the 24 selected factors, both in relation to their recent holiday in the Balearic Islands and for each of the sun and sand destinations that they had visited during the previous two summers. The 24 items were rated on a scale ranging from 1 ("not at all satisfied") to 5 ("very satisfied"). Using the same scale, the tourists were asked to rate their overall satisfaction with the destinations they had visited. By asking the tourists not just to assess the destination where they had just stayed but also other holiday destinations they had recently visited, it was possible to gather data for a large number of rival destinations at a very reasonable cost. Some studies cited in literature had already asked tourists to rate more than one place (Enright and Newton, 2005) or had compared two destinations. However, this was the first time in tourism research that information had been gathered for a large number of destinations in one survey. With this procedure, data could be included in the study for leading sun and sand destinations in the Mediterranean and Caribbean (regions that account for over one third of the world's tourism and tourism supply). As well as the Balearic Islands, the study also gathered tourist assessments of destinations on the mainland Spanish coast; Canary Islands; French, Italian, Croatian, Greek and Tunisian coasts; the Caribbean; and Turkish, Egyptian, Moroccan and Bulgarian coasts.

The third part of the questionnaire explored which destinations the tourists were most likely to visit (up to a maximum of three) during the next two or three summers. It must be noted that this question was posed differently from the way in which it is normally done in surveys where information is gathered on tourists' revisitation intentions. Normally they are asked whether they intend to make a return visit to the destination. The problem with this kind of survey is the bias toward an affirmative reply (see, for example, *Encuesta del Gasto Turístico en Canarias*, 2004, or Kozak and Rimmington, 1999). This effect is problematical when the aim is to analyse a destination's performance in comparison with that of its rivals. As a result, a decision was taken to opt for a different type of question that takes into account the possible alternatives that travellers consider when choosing a holiday destination (Um and Crompton, 2000). Thus from a number of given options, the tourists were asked to name the places they would be most likely to visit during the next two or three summers (2007 and 2008). The possible locations that were selected for the survey were taken from WTO data on leading destinations for European tourism (WTO, 2001; 2003). In addition, thanks to the two pilot surveys, the suitability of the selected destinations could be tested.

The fourth section asked the travellers to assess which aspects had most displeased them and/or struck them as the most negative at each of the destinations they had visited during the last few years. To choose which attributes they should assess for this dissatisfaction-based scale, a review was made of studies (Bardolet, 1999; Kozak and Rimmington 1999; Hovinen, 2001) that explicitly analyse dissatisfaction or negative

incidents that can affect the overall holiday experience at a destination. During the two pilot surveys that were conducted at Palma Airport (the Balearics), the suitability of the selected factors was tested. As for the scale used by the tourists to rate these factors, the first pilot survey used a 5-point Likert scale (1 – not at all dissatisfied; 5 – very dissatisfied). Nevertheless, the 5-point scale led to interpretation problems among the respondents, with very little variance among the replies. In consequence, for the second pilot survey this section was redefined. Ratings were made on a 3-point scale (1-it had not bothered the traveller; 2- negative or unpleasant; 3- very negative or very unpleasant). Because this scale worked well during the pilot survey, it was included in the final one.

Although it was not used in this research study, the fifth part of the survey concentrated on tourist expenditure during the holidays. The different expenditure items were based on tourist expenditure surveys conducted yearly by the regional governments of the Canary and Balearic Islands. The data that was gathered in this section was not used in this research study because it was not necessary for the objectives outlined in this thesis.

Lastly, from the second pilot survey, a last section was included in the questionnaire to measure the tourists' level of place attachment to the Balearics. This section was only answered by those travellers who had visited the destination more than once. Place attachment can be identified and measured, as can its different degrees and dimensions (William and Vaske, 2003). *A place attachment scale* was used to evaluate this bond,

measuring the two dimensions of place attachment: functional and emotional attachment (see Williams et al., 1992, for instance). According to the aforementioned studies, a person's degree of place attachment can be reliably measured by asking visitors eight questions. More specifically, four questions are considered necessary to measure each of the two dimensions. The most suitable questions were selected from a review of other research studies (Shamai, 1991; Lee, 2001) and from the results of the pilot survey. Once the eight items had been selected, the respondents were asked to express their level of agreement with the different statements, depending on whether they "agreed completely" (=5) or "totally disagreed" (=1). Other questions were also included to analyse the antecedents of place attachment, as is typical in this kind of research study (see Lee, 2001, for instance).

Data collection process

The data was gathered at Palma Airport between July 15th and August 25th 2006, during the high season. The surveys were conducted in the mother tongue of the respondents while they waited for their flight to depart. More specifically, they were conducted once the travellers had checked in and passed through airport security controls. A random selection process was used, based on information about departures and boarding gates for all flights during this period, facilitated by the airport

authorities[1]. Additionally, the survey takers had to follow specific guidelines when they selected tourists at each boarding gate. For each flight a maximum of three surveys was conducted. Each tourist could assess up to three sun and sand destinations (including the Balearics) for holidays taken during the last few summers (2004, 2005 and 2006). Tourists were not chosen if they had not visited at least three destinations. Likewise visitors were rejected if they were not citizens of an EU member state or if they had not visited the Balearics for holiday purposes.

The team of survey takers was made up of nine people[2], who were all studying for a degree at the University of the Balearic Islands or Pompeu Fabra University in Barcelona. They were trained beforehand and took part in the two pilot surveys. The survey takers conducted the surveys in the mother tongue of the respondents (the survey could not be filled in by the tourists alone) and they took about fifteen minutes on each one. In order to avoid the boredom and monotony that is typical of this kind of work, with possible repercussions on the quality of the data that is gathered, the number of hours that each survey taker worked each day was limited to five (equivalent to about fifteen surveys). They also had two days off per week and worked in shifts so that surveys were conducted at the airport between 7 a.m. and 11 p.m. from Monday to

[1] Grateful thanks are given to the airport authorities of Palma Airport for providing this data and giving their permission for the surveys to be conducted.

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Sunday. Their work was remunerated and funded under research project SEJ2004-06649[3] by the Spanish Ministry of Science and Education and through funding from "La Caixa" Barcelona Savings Bank. I, the author, supervised the work of the survey takers at the airport *in situ* on a daily basis, together with the results, which were sent in weekly once the data had been filled in on a purpose-designed Excel sheet by the survey takers. 2,423 surveys were considered to be valid and included in the research study.

Data analysis process

The obtained data was analysed statistically, using the SPSS (*Statistical Package for Social Sciences*) computer programme. Depending on the outlined objectives of each chapter, different methods were used to obtain the results. In each section, a description is given of the analytical method that was used.

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Appendix. Survey

TOURISM CONSUMER SURVEY

Universitat de les Illes Balears

DIA: …… MES: ..…
HORA: …. : ….
CODI ENTREVISTADOR: ..…
NUMERO ENTREVISTA: …..
DESTÍ VOL: …….
COMPANYIA: ……..……..

A. Are you a citizen of an EU member state?

B. Has this trip been a holiday?

Q.1. Please, indicate if you have had a holiday at any of the following coastal destinations (sun and beach) places during the last three summers (between the months of June and September 2004, 2005 and 2006)?

01 □ Balearics (Mallorca, Ibiza,..) 02 □ Spain Mainland (Coast) 03 □ Canary Islands (Gran Canaria, Tenerife,Lanzarote,…) 04 □ France (Mediterranean coast and / or Corsica) 05 □ Italy (Coast and / or island) 06 □ Croatia (Coast and / or islands)	07 □ Greece (Coast and / or islands) 08 □ Tunisia (Coast) 09 □Turkey (Coast) 10 □Egypt (Coast) 11 □ Morocco (Coast) 12 □ Bulgaria (Coast) 13 □ Caribbean

1.A. 2004	1.B. 2005	1.C. 2006

Q.2. Apart from this current trip, have you had a holidays at Balearics?

01 □ Yes	02 □ No

Q.3. ¿How many times have you visited Balearics (on holiday purpose) (including this trip)?

2 3 4 +4

Q.4. And, how many times have you visited Balearics (on holiday purpose) (including this trip) in the last five years?

1 2 3 4

SECTION 1. PROFILE OF INTERVIEWEE

Q.5. Which country do you live in?

01 □ Germany 02 □ United Kingdom 03 □ Spain 04 □ France 05 □ Italy 06 □ Ireland	07 □ Netherlands 08 □ Suede 09 □ Belgium 10 □ Austria 11 □ Others

Q.6. Are you…?

01 □ A Man	02 □ A woman

Q.7. Are you between the ages of …

01 □ 18 - 29 02 □ 30 44	03 □ 45 - 59 04 □ 60 or over

Q.8. Please tick the box that matches your net annual income last year (2005).

01 □ Don't have own income
02 □ Less than €12.000 (£8.000)
03 □ Between €12.001 and 21.000 (£8.000 and 14.000)
04 □ Between €21.001 and 30.000 (£14.001 and 20.000)
05 □ Between €30.001 and 39.000 (£20.001 and 26.000)
06 □ Between €39.001 and 48.000 (£26.001and 32.000)
07 □ Over €48,000 (Over £32.000)
08 □ Don't Know / Don' Answer

Q.9. Please, tick your level of education attained

01 □ Pre-primary education
02 □ Primary education
03 □ Secondary education
04 □ Post-secondary non-tertiary education
05 □ Tertiary education
06 □ Don't Know / Don' Answer

Q.10. During this trip, where have you stayed most nights?

01 □ A hotel
02 □ A rented apartment/villa
03 □ Your own apartment/villa
04 □ The home of friends and/or relatives
05 □ A rented rural house /a rural hotel /a rural accommodation centre
06 □ Other accommodation

Q.11 . During this current trip, how many nights have you stayed in the Balearic Islands?

.... Nights

Q.12. For this trip, did you book a package holiday through a tour operator? (That is, a package including at least the flight and accommodation)

01 □ Yes	02 □ No

Q.12.1. If you answered NO to the previous question: Did you book the flight in a low cost company?

01 □ Yes	02 □ No

Q.13. The election of Balearics was my first option/ was where I really want to go this summer during my holidays.

01 □ Yes	02 □ No

SECTION 2. ATRIBUTES AT THE DESTINATION

Q.14. Please rate the following travel motivations according to the role they have played in motivating a visit TO ALL the destinations you indicated above.
(Please circle an appropriate number: 5 for factors that you consider played a very important role down to 1 for factors that were not important in your recent choice of holiday destination).

	Not important				Very important
01 Accommodation	1	2	3	4	5
02 Cultural activities, museums, festivals, exhibitions etc.	1	2	3	4	5
03 Nightlife	1	2	3	4	5
04 Specific tourism attractions, leisure parks etc.	1	2	3	4	5
05 Climate	1	2	3	4	5
06 Local cuisine	1	2	3	4	5
07 A less expensive destination	1	2	3	4	5
08 Getting back to nature (hiking etc.)	1	2	3	4	5
09 The local lifestyle	1	2	3	4	5
10 Easy access from your country to the destination.	1	2	3	4	5
11 Facilities for children and/or older people	1	2	3	4	5
12 Easy access to information and / or contracting the destination, its presence in travel brochures, tour operator's catalogues, etc.	1	2	3	4	5
13 Cleanliness and hygiene	1	2	3	4	5
14. The scenery	1	2	3	4	5
15 The beaches	1	2	3	4	5
16 Sports and sporting activities	1	2	3	4	5
17 The presence of friends and/or relatives at the destination	1	2	3	4	5
18 To know already the destination	1	2	3	4	5
19 Interesting towns and villages/cities	1	2	3	4	5
20 Getting to know other holiday companions	1	2	3	4	5
21 Safety and security	1	2	3	4	5
22 Tranquillity	1	2	3	4	5
23 A holiday that suited your budget	1	2	3	4	5
24 Visits to historic sites/attractions	1	2	3	4	5

Q.15. Please rate how satisfied you have been with the following factors FOR EACH of the destinations you have visited in the last few years.
(5= Very satisfied, 4= Satisfied, 3= Fairly satisfied, 2= Not very satisfied, 1= Not at all satisfied, 0= Indifferent/Don't know/Can't answer)

	Balearics		
01 Accommodation			
02 Cultural activities, museums, festivals, exhibitions etc.			
03 Nightlife			
04 Specific tourism attractions, leisure parks etc.			
05 Climate			
06 Local cuisine			
07 A less expensive destination			
08 Getting back to nature (hiking etc.)			
09 The local lifestyle			
10 Easy access from your country to the destination.			
11 Facilities for children and/or older people			
12 Easy access to information and / or contracting the destination, its presence in travel brochures, tour operator's catalogues, etc.			
13 Cleanliness and hygiene			
14. The scenery			
15 The beaches			
16 Sports and sporting activities			
17 The presence of friends and/or relatives at the destination			
18 To know already the destination			
19 Interesting towns and villages/cities			
20 Getting to know other holiday companions			
21 Safety and security			
22 Tranquillity			
23 A holiday that suited your budget			
24 Visits to historic sites/attractions			
25 Your **OVERALL** rating of the destination			

SECTION 3. NEXT HOLIDAY

Q.16. Please indicate the destination where you plan to spend/may well spend your holiday in the next two or three SUMMERS. (Indicate 3 as maximum)
(Only if you plan to go to a place other than your normal place of residence).
(You can indicate a destination you have already visited).

01 □ Balearics (Mallorca, Ibiza,..)	09 □Turkey (Coast)
02 □ Spain Mainland (Coast)	10 □Egypt (Coast)
03 □ Canary Islands (Gran Canaria, Tenerife,Lanzarote,…)	11 □ Morocco (Coast)
04 □ France (Mediterranean coast and / or Corsica)	12 □ Bulgaria (Coast)
05 □ Italy (Coast and / or island)	13 □ Caribbean
06 □ Croatia (Coast and / or islands)	14 □ Others
07 □ Greece (Coast and / or islands)	15 □ I won't go anywhere
08 □ Tunisia (Coast)	

SECTION 4. BOTHERED AT THE DESTINATION

Q.17. Please rate the factors that have most displeased you and/or have been the most negative at EACH of the destinations you have visited in the last few years.
(3= Very negative, 2= Rather negative, 1, Not at all negative)

	Baleares		
01 Too much traffic			
02 The state of the roads			
03 Over-commercialized			
04 Over-built/spoilt scenery			
05 Over-crowded			
06 A lack of open spaces/ parks/ countryside			
07 A lack of professionalism or friendly service outside the hotel (in shops, restaurants etc)			
08 Deficient sports facilities			
09 Price levels (in bars, restaurants or discos, hiring sun beds etc)			
10 Noise			
11 Problems at the airport (delays, lost luggage etc)			
12 Signing of roads/Information about places of interest			
13 Dirt (beaches, streets etc)			

SECTION 5. TOURISM EXPENDITURE

Q.18. For how many people have you paid related expenditures of this current trip? (spouse, children, etc.)

1 2 3 4 5 6

Please, indicate the related expenditures of this current trip (Include if you have paid also for your spouse, children, etc.)

Q.19. EXPENDITURE IN YOUR OWN CONTRY

01	¿How much have you paid for this trip in your own country?	
02	Specify the currency	
03	The amount you've paid in your country, what did include?	
04	• Just transport (flight, …)	
05	• Transport + Room only	
06	• Transport + Bed and breakfast	
07	• Transport+ Half board	
08	• Transport + Full board	
09	• Transport + All-inclusive	

Q.20. EXPENDITURE AT THE BALEARICS

01	Approximately, how much have you spent in the Balearics? (don't include what you have paid in your own country	
02	Specify the currency	
	¿Which of the following services have you used and paid in the Balearics? Indicate which amount have you spent in each of the following items	
03	• Accommodation	
04	• Extas related to accommodation	
05	• Related expenditures of maintenance and repairing of the accommodation during the whole year (in case you have your own apartment / villa)	
06	• Public Transport	
07	• Rental of cars and fuel	
08	• Leisure (Organized trips and excursions,)	
09	• Food shopping in supermarkets	
10	• Discos and disco-pub	
11	• NO food shopping: souvenir, etc.	
12	• Restaurants, bars, etc.	
13	• Personal services (phone, internet,…)	
14	• Others	

SECTION 6. PLACE ATTACHMENT

Q.21. Please, rate how agree you are with the followings sentences (Circle an appropriate number if you "Strongly agree" [5] or "Strongly disagree" [1])

01	In your visit to Balearics, you usually try to repeat your stay in the same area	1 2 3 4 5
02	I have past previous satisfying experiences with this destination	1 2 3 4 5
03	Travel to the Balearics is (or was) a family tradition	1 2 3 4 5
04	I have familiarity with the destination	1 2 3 4 5
05	This is my favourite place to go during my free time	1 2 3 4 5
06	My experience in Balearics is/ has been more than holidays	1 2 3 4 5
07	I feel like Balearics is a part of me	1 2 3 4 5
08	I am very attached to Balearics	1 2 3 4 5
09	I get more satisfaction out of visiting Balearics than from visiting any other destination	1 2 3 4 5
10	Balearics is the best place for what I like to do	1 2 3 4 5
11	No other place can compare to Balearics	1 2 3 4 5
12	What happens in the Balearics is important to me	1 2 3 4 5
13	I am willing to invest my talent or time to make this an even better place	1 2 3 4 5
14	I would make (have made) personal sacrifices to save/ protect / preserve / maintain this place	1 2 3 4 5

Q.22. The level of attachment to Balearics, do you have it for any other destinations?

01 □ Yes	02 □ No

Q.23. If YES, please, indicate this / these destinations

01 …….. 02 ……..

Chapter 2. The factor structure of tourist satisfaction at sun and sand destinations

European second-generation mass tourist resorts (i.e., those that emerged in the Mediterranean in the 1960s) are currently undergoing a period of stagnation (Manera and Garau, 2006; Farsari et al., 2007). European consumers' new habits and new demands might have a critical effect on these classic sun and sand destinations, with a decrease in classic desire for sun and sand, and a reduction of the importance of the destination's climate or beaches as a key to competitive advantage (Moutinho, 2000; Poon, 1993; Knowles and Curtis, 1999). Accordingly, mature destinations should then seek to fulfil the current requirements of the demand. The aim of this paper is to analyze the factor structure of tourist satisfaction at these destinations. The factors that define tourist services can be classified into three types, depending on the impact they make on tourist satisfaction (Fuchs and Weiermair, 2003, 2004): those factors that increase tourist satisfaction, those that only prevent the tourist from feeling dissatisfied and those factors that can work both ways. Placing attributes of the sun and sand product on the proposed three

groups should allow destinations to identify key drivers of satisfaction, and to formulate improvement priorities (Sauerwein et al., 1996; Matzler et al. 2004; Füller and Matzler, 2007a).

Recent literature on consumer satisfaction suggests a classification of services or product attributes into three categories, each having a different impact on consumer satisfaction. In accordance with the classification of Kano (1984), Matzler and Sauerwein (2002: 318-319) define the three factor structure for satisfaction as follows:

- *Basic factors*. Consumers regard these factors as being guaranteed by the service provider, with no need to request them specifically. They are factors that determine certain minimum requirements. If they are not fulfilled, they generate a high level of customer dissatisfaction although they do not increase satisfaction if they are fulfilled. These factors determine a minimum threshold for penetrating a market.

- *Performance factors*. These are factors that increase satisfaction levels if they are fulfilled and reduce them if not. Their effect on overall satisfaction is therefore symmetrical. They are designed to meet consumers' needs and desires, and the service provider must offer them in a competitive way.

- *Excitement factors.* These are factors that increase consumer satisfaction if they are fulfilled but do not cause dissatisfaction if they are not. A service supplier must try to rise above its rivals in these respects.

This three-factor classification has been applied to analyze the multi-factorial structure of satisfaction in different types of services (Brandt, 1987, 1988; Bitner et al., 1990; Schvaneveldt et al., 1991; Stauss and Hentschel, 1992; Johnston, 1995; Mittal and Baldasare, 1996; Sauerwin et al. 1996; Vavra, 1997; Mittal *et al.*, 1998; Tan et al., 1999; Anderson and Mittal, 2000; Mittal and Katrichis, 2000; Tan and Shen, 2000; Bartikowski and Llosa, 2002; Matzler and Sauerwein, 2002; Ting and Chen, 2002; Sauerwein, and Heischmidt, 2003; Matzler et al., 2003; Kuo, 2004; Nilsson-Witell, 2005; Fallon and Schofield, 2006; Tontini and Silveira, 2007). Also in tourism it has been established that the factors that define tourist services can be classified into three types, depending on the impact they make on tourist satisfaction (Tan and Pawitra, 2001; Erto and Vanacore, 2002; Pawitra and Tan, 2003; Fuchs and Weiermair, 2003, 2004; Füller et al., 2006; Matzler *et al.*, 2006; Deng, 2007; Füller and Matzler, 2007a).

To analyze the factor structure of tourist satisfaction, several methods have been used. In this paper only two of them are applied: the importance grid (Vavra, 1997) and the penalty-reward (Brandt, 1987). The advantages of classifying the factors by means of these methods have been summarized by Matzler et al. (1996, pp.7-8) and Matzler and

Hinterhuber (1998, p. 30): (a) the product criteria which have the greatest influence on the customer's satisfaction can be identified, so demand requirements are better understood; (b) these methods provide priorities for product development; (c) they provide customer-tailored solutions which guarantee an optimal level of satisfaction in the different customer segments; (d) discovering and fulfilling attractive requirements creates a wide range of possibilities for differentiation.

In the highly competitive environment for sun and sand tourism destinations, tourism satisfaction strategies are becoming critical. The three factor model enables to differentiate sources of tourist satisfaction that delight from must-be requirements. The aims of destinations would have to guarantee that the *basic factors* are provided over the minimum requirements that cause dissatisfaction, to be competitive with regard the *performance factors*, and improve those factors that have a more than proportional effect on consumer satisfaction. The *excitement factors* are essential to increase competitive advantage through product innovation (Matzler and Hinterhuber, 1998; Pawira and Tan, 2003).

The data analyzed in this study come from a survey conducted in the Balearic Islands in the high season of 2006. The tourists who were interviewed belong to the three main nationalities who visit the destination: Germany, Britain and Spain. In the year 2006, these nationalities accounted for about 81% of all tourism to the Balearics (Govern de les Illes Balears, 2007). The tourists who were interviewed were asked for information about the sun and sand destinations where

they had spent their summer holidays over the last three years. As a result, the analysis presented here is not solely focused on the Balearic Islands but on a group of sun and sand destinations that compete for the same segment of European tourism.

The factor structure of tourist satisfaction

The three-factor theory is robust across contexts and services. Further, it has been confirmed using different research methods (Matzler and Sauerwein, 2002; Füller and Matzler, 2007a). In this paper the importance grid and the *penalty-reward* methods are employed. Although both methods use a similar classification system with three types of factors, their empirical application does not yield equivalent results (Matzler and Sauerwein, 2002; Bartikowski and Llosa, 2004; Fuchs and Weiermair, 2004; Busacca and Padula, 2005).

Importance Grid

The importance grid proposed by Vavra (1997) is a two-dimensional grid based on explicit importance and implicit importance ratings for each attribute or factor. The explicit importance of an attribute can be defined as the stated importance it is given by a consumer when asked for a direct assessment. This information can be obtained about a series of attributes or factors by conducting a consumer survey. Usually, explicit importance is measured using some form of self-stated importance. The

interviewee must judge how important each attribute is using a scale based on ordinal numbers. The mean importance scores for each attribute yield a measure of explicit importance. Implicit importance measures the impact that satisfaction with a particular factor has on overall satisfaction. The implicit importance of an attribute can be calculated by correlating satisfaction with that attribute with another external criterion like overall satisfaction. Implicit importance scores may be obtained as the standardized betas (or partial correlation coefficients) between overall satisfaction and the attribute-level satisfaction.

Underlying both concepts is the hypothesis that the two variables offer different information. While a consumer might rate certain factors as being very important, if they are basic factors, their impact on overall satisfaction can be low. Matzler and Sauerwein (2002:319) consider the example of an airline. Safety and no loss of baggage are basic factors, in the sense that will be considered as the most important by the customers. However, if they are delivered at an adequate level, their impact on global satisfaction will be low. Compared to these basic factors, good food or flight attendances are less important, but they will strongly affect customer satisfaction. Hence implicitly derived importance may differ from customers' self-stated importance.

Vavra's (1997:383) proposal states that by comparing explicit and implicit importance scores, three groups of attributes can be identified.

- Factors with a high explicit importance and low implicit one are *basic factors*. Although consumers might regard them to be very important, their influence on overall satisfaction is very low.

- Factors with a low explicit importance and high implicit one are *excitement factors*. Consumers regard them as not being very important. However, when they achieve positive satisfaction levels, they have a big influence on overall satisfaction.

- Factors with a high (low) explicit importance and high (low) implicit one are *performance factors*. If the factor is given a high importance in both cases, it is something to be taken into account in improving performance. If, in contrast, it is given a low importance in both cases, the service provider can lend it less attention.

According to the importance grid the relationship between satisfaction with an attribute and overall satisfaction is symmetrical (Matzler et al., 2004; Busacca and Padula, 2005). Under this assumption, the value of the estimated partial correlation coefficient (or beta coefficient) between satisfaction with an attribute and overall satisfaction is the same, whatever the level of satisfaction with the attribute.

This model, introduced by Vavra (1997), has been applied in tourism research by Deng (2007), Fallon and Schofield (2006), Fuchs (2002),

Fuchs and Weiermair (2003, 2004), Matzler et al. (2001), and Matzler and Sauerwein (2002).

Penalty-Reward Analysis

Brandt (1987, 1988), Brandt and Scharioth (1998), Mittal et al. (1998) and Anderson and Mittal (2000) study the relationship between overall satisfaction and the performance of different attributes under the assumption that the effects of their performance on overall satisfaction are asymmetrical. Under this hypothesis, for example, a high level of satisfaction with an attribute might not have any effect on overall satisfaction, while a low level of satisfaction might be detrimental to it. With the importance grid, an attribute with a low partial correlation coefficient (when it performs well, it scarcely influences overall satisfaction) and a high stated importance is defined as a *basic factor.* However, if this attribute performs badly (that is, if satisfaction with the attribute is low), it is very likely that, given its importance, the level of overall satisfaction will be reduced (Matzler and Sauerwein, 2002; Matzler et al., 2004).

Busacca and Padula (2005) illustrate the hypothetical non-linear relationship between the performance of an attribute and a consumer's overall satisfaction. If a *basic factor* performs well, possible improvements would tend to have a low influence on overall satisfaction. However, if the performance of the factor tended to worsen, because it is

a *basic factor*, its impact on overall satisfaction would be high. In the case of an *excitement factor*, if the factor performs well, it has a big impact on overall satisfaction, whereas poor performance has a low impact. That is, as the performance of an attribute worsens, its impact on overall satisfaction lessens. As Matzler and Sauerwein (2002) indicate, the presence of this type of non-linear relationship makes it necessary to estimate the impact of each attribute, whether it has a high performance or not.

This asymmetric response can be analysed using a regression model whose endogenous variable is overall satisfaction and whose exogenous variables are dummy ones which indicate whether an attribute is judged to perform positively or negatively. More specifically, for each attribute, two dummy variables are defined. One of them indicates whether the consumer's assessment was positive (or very positive) and the other indicates whether it was negative (or very negative). A midway assessment is therefore used as the reference category. The estimated parameters of each of these dummy variables should have a positive sign (*reward)* and negative one (*penalty*), respectively. The constant of this regression can be interpreted as the mean level of overall satisfaction for all consumers expressing indifference toward all the attributes. From the results of the regression, the set of attributes can be classified according to the following criteria:

- If, for an attribute, the penalty is greater than the reward, it is a *basic factor*.

- If the reward is higher than the penalty, it is an *excitement factor*.

- If both coefficients are the same, it is a *performance factor*.

In analyses of tourism services, this method have been used by Matzler et al. (2001), Fuchs and Weiermair (2004), Matzler et al. (2006) and Füller and Matzler (2007a).

Empirical Analysis

Data

Information about the destinations was obtained from a survey in which tourists from the three main nationalities visiting the Balearics (German, British, and Spanish) were interviewed at the end of their holiday. The surveys were conducted in the native languages of the respondents at the departure gates of Palma Airport, once the passengers had checked their baggage and gone through airport security. The survey was conducted between July 15th and August 25th 2006. The sample was based on a two-step random sampling process, taking all tourist flights for the indicated period as the first sampling element. The sample selection process was based on the departure and gate information of all scheduled flights for this period, which was provided by the airport authorities. For each flight, the interviewers had to follow a specific protocol to select the tourists at each boarding gate. For each flight, a

maximum of three surveys were conducted. Each tourist could evaluate a maximum of three sun and sand destinations (including the Island of Majorca) where they had spent their most recent summer holidays (2004, 2005 and 2006). Tourists who had not been to at least three destinations were not selected to take part in the survey. Finally, 2,427 people participated in the survey. To perform the following analyses, the database was previously filtered, firstly to eliminate those tourists who own a villa or apartment in the Balearics since their answers might be heavily conditioned. Likewise, to avoid other atypical types of tourism, tourists with a very low declared per capita daily expenditure (< 0.5th percentile) or very high one (> 99.5th percentile) were excluded. The final sample comprised a total of 1,786 tourists.

In the survey, information was requested about the tourists' motivations in choosing the sun and sand destinations they visited during the last three years. The interviewee was asked to indicate how important a total of 24 (tangible and intangible) attributes that are characteristics of sun and sand destinations were in motivating them to choose a destination. Their importance was rated using a 5-point Likert scale ranging from 1 ("not at all important") to 5 ("very important"). In the second part of the survey, the interviewee was asked to rate the same 24 attributes for their latest holiday in the Balearics and for each of the sun and sand destinations they had visited during the last two summers. The 24 factors were rated on a scale ranging from 1 ("very dissatisfied") to 5 ("very satisfied"). Using the same scale, the interviewee was also asked

to rate their overall satisfaction with each one of the destinations they had visited.

The attributes or factors that characterize sun and sand destinations were selected by reviewing some proposed models of destination competitiveness (Crouch and Ritchie, 1999; Dwyer and Kim, 2003), and empirical analyses of tourist satisfaction (Crompton and Love, 1995; Kozak and Rimmington, 1999; Baker and Crompton, 2000; Kozak, 2002; Aguiló et al., 2005; Yoon and Uysal, 2005; Alegre and Cladera, 2006;). Additionally two pilot surveys were conducted to test the suitability of the attributes that had been chosen. The list of attributes that was finally included is as follows: the quality of accommodation, cultural activities (museums, festivals, exhibitions etc), nightlife, tourist attractions (leisure parks etc), the climate, local cuisine, a cheap destination, contact with nature (hiking etc.), the local lifestyle, easy access from the country of origin, facilities for the elderly and/or children, easy access to information and/or an easy holiday to arrange, cleanliness and hygiene, scenery, beaches, sports activities, the presence of friends and/or relatives, familiarity with the destination, interesting towns or cities, getting to know other tourists, safety, tranquillity, prices in line with budgets and, finally, historic sites.

As for the destinations that were finally included, a decision was made to analyse information when a destination was rated by at least 3% of the interviewees. Table 1 shows the main coastal destinations that were visited by tourists from the sample (in addition to the Balearic Islands).

Table 1. Destinations visited in the summer holidays of 2004-2006 (excluding the Balearic Islands).

	%
Mainland Spain Mediterranean coastal areas	22.90
Canary Islands	20.73
Italian coast	11.52
Greek coast	10.70
Mediterranean coast of France	10.03
Caribbean	7.28
Turkish coast	6.12
Tunisian coast	2.94
Egyptian coast	2.51
Bulgarian coast	2.56
Croatian coast	2.22
Moroccan coast	0.48

Importance Grid

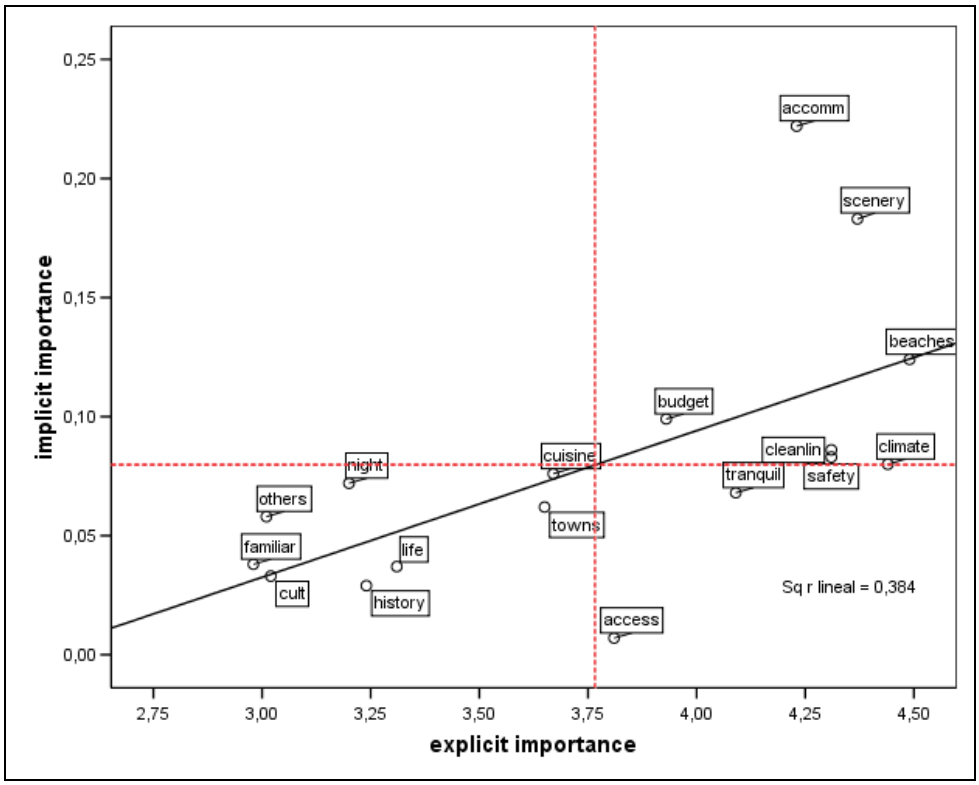
To create an importance grid, firstly the mean value of the stated importance values from the tourist survey for each of the attributes was estimated. The values that were obtained determine the coordinates of each attribute on the horizontal axis. Secondly, to obtain the implicit importance values, the partial correlation coefficients between overall satisfaction and stated satisfaction were estimated for all the attributes. These coefficients were obtained using the results of a regression model where overall satisfaction is the endogenous variable. From an empirical point of view, the main drawback in the estimation of this model is when negative coefficients are obtained. This kind of result is not easy to interpret because it indicates that an increase in satisfaction with this attribute is associated with a reduction in overall satisfaction. In our analysis, this result was obtained for the following attributes: a cheap destination, contact with nature, easy access to information and/or an

easy holiday to arrange, and the presence of friends or relatives at the destination. In previous empirical literature, negative coefficients are attributed to the presence of multicollinearity, justifying the use of a factor or principal components analysis to group the attributes. Nonetheless, this procedure does not necessarily avoid the appearance of negative coefficients (see, for instance, Chu, 2002). An alternative is to exclude attributes whose coefficient has initially taken a negative value, and reestimate the model. With the data from the sample, both alternatives were put into practice. A similar factor structure was identified. As a result, a presentation will only be made of the results of the model when attributes with a negative coefficient were eliminated.

Figure 1 shows the importance grid. For each attribute, the horizontal axis shows the mean values of the stated importance (explicit importance) of the attributes. The vertical axis shows the partial correlation coefficients between overall satisfaction and stated satisfaction with each attribute (the implicit importance). The lines that divide the figure into four sections represent the mean values of both variables. With Vavra's classification system (1997), almost all the factors are located at the first and third quadrants. They are therefore *performance factors*. The most important factors include the quality of the accommodation, scenery, beaches, prices in line with budgets, cleanliness, safety and the climate. Those that are least important include the local cuisine, nightlife, interesting towns and cities, getting to know other tourists, familiarity with the destination, cultural activities, the local lifestyle, and historic sites. The method did not detect any *excitement*

factors and situated tranquillity and ease of access on the threshold of *basic factors*.

Figure 1. Importance grid of factors at sun and sand destinations.



Penalty-Reward Analysis

The dummy variables that were needed for this analysis were defined using the satisfaction ratings for each attribute. To capture the negative effect of an attribute's bad performance on overall satisfaction, a dummy variable was codified that takes a value of 1 when the level of satisfaction corresponds to categories 1 ("very dissatisfied") or 2 ("dissatisfied") and 0 otherwise. To capture the positive effect of an attribute that performs

well, a second dummy variable was defined with a value of 1 if the tourist's declared rating was "very satisfied" and a value of 0 if not. The dummy variable that defines a bad performance has included the two lowest values of the original 5-points Likert scale, while the positive effect has included only the highest evaluation. This decision is in somewhat arbitrary, but takes into account the skewness distribution of the ratings for satisfaction.

Table 2. Estimated coefficients for the Penalty-Reward Analysis.

	Coefficients of the dummy variables and significance of the tests				
	High satisfaction β_{j+}	Sig. H_0 $\beta_{j+}=0$	Low satisfaction β_{j-}	Sig. H_0 $\beta_{j-}=0$	Sig. H_0 $\beta_{j+}+\beta_{j-}=0$
Accommodation	.228	.000	-.337	.000	0.052
Cultural activities	.108	.000	-.068	.047	0.373
Nightlife	.089	.000	-.098	.006	0.843
Climate	.074	.000	-.109	.081	0.607
Local cuisine	.098	.000	-.096	.023	0.969
Local lifestyle	.072	.016	-.106	.008	0.510
Easy access to info./easy holiday to arrange			-.113	.024	
Cleanliness and hygiene	.060	.007	-.275	.000	0.000
Scenery	.152	.000	-.363	.000	0.002
Beaches	.158	.000	-.169	.000	0.844
Doing sports	.075	.017			
Familiar destination	.130	.000			
Interesting towns/cities	.110	.000			
Getting to know other tourists	.121	.000			
Safety			-.335	.000	
Tranquillity	.063	.003	-.187	.000	0.016
Prices in line with budgets	.066	.006	-.169	.001	0.083
Historic sites	.077	.008			
Constant	3.809	.000			
$R^2=0.458$					

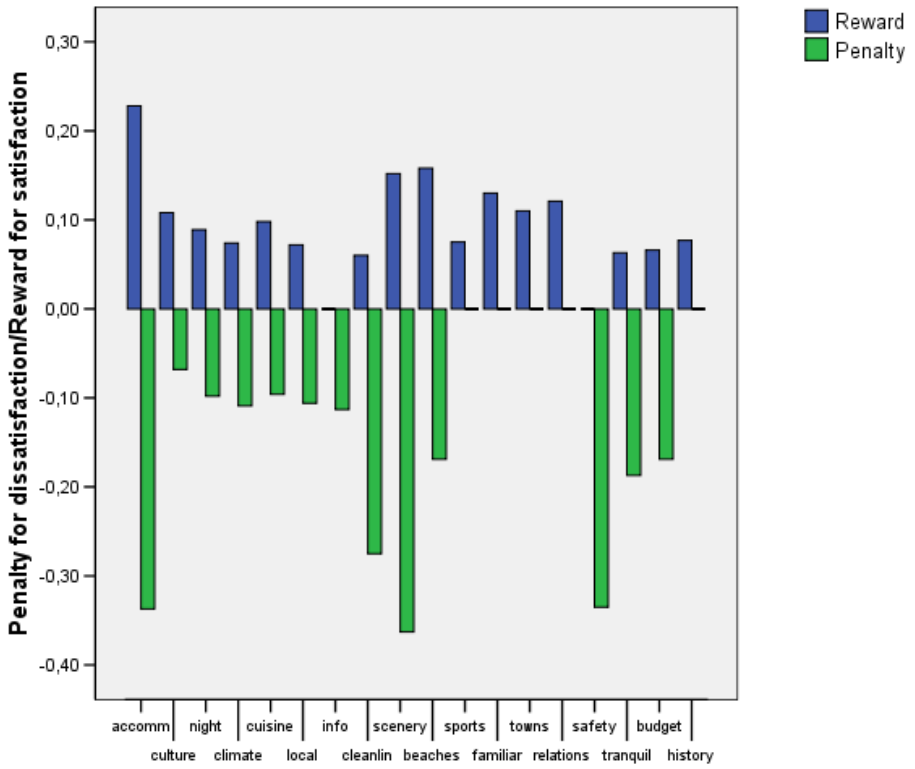
Note: Only coefficients with a relevant level of significance were estimated.

The results of the estimated regression between overall satisfaction and the 48 dummy variables (2 for each of the 24 attributes) led to some statistically non-significant coefficients. In a second estimation only those coefficients that were statistically significant were included (see Table 2). The regression model has a coefficient of determination equal to 0.458. For six factors, none of the dummy variables was significant. They were the tourist attractions, a cheap destination, contact with nature, easy access, facilities for the elderly/children, the presence of friends/relatives.

To classify the factors in accordance with the criteria used by Brandt (1987), the hypothesis of symmetric effects was tested for those factors with significant positive and negative effects. For each factor, a Wald test was performed to test for the hypothetical equality (in absolute values) of coefficients (β_{j+} and β_{j-}), which corresponded to the two dummy variables. For all 18 attributes that were finally included in the regression, the hypothesis was only not rejected in 6 cases. The results of the estimations and the significance of the tests (null hypothesis: $\beta_{j+}=0$, $\beta_{j-}=0$, $\beta_{j+}+\beta_{j-}=0$) are shown in Table 2. Notice that the hypothesis $\beta_{j+}+\beta_{j-}=0$ implies the equality in absolute values of the two coefficients. Figure 2 shows the estimated coefficients. The main conclusion we can draw from the aforementioned results is that the attributes cannot generally be assumed to have symmetric effects. That is, the impact of each factor on overall satisfaction is not symmetric, taking

different values depending on whether the factor has been rated positively or negatively.

Figure 2. Penalty-Reward Analysis. Coefficients of the dummy variables for the factors included in the regression model.



To identify the *basic factors,* the coefficient of the dummy variable for low satisfaction had to be higher than the coefficient of the dummy for a high level of satisfaction. This occurred with seven factors: accommodation, easy access to information/an easy holiday to arrange, cleanliness, the scenery, safety, tranquillity and prices in line with budgets. The *excitement factors* had to have a "reward" coefficient that was higher than the "penalty" one. Five factors were detected: doing sports, interesting towns/cities, a familiar destination, historic sites and

getting to know other tourists. The remaining six factors are *performance factors*: cultural activities, nightlife, the climate, local cuisine, local lifestyle and beaches. The result of this classification is displayed in Table 3. Notice that the way in which the factors are classified differs from the classification that was achieved with the importance grid. The main difference is that in this case, in addition to *performance factors, basic factors and excitement factors* were identified.

Table 3. Factor structure derived from the Penalty-Reward analysis.

DESTINATION COMPETITIVENESS

↑ ↑ ↑

TOURIST SATISFACTION

↑ ↑ ↑

PERFORMANCE FACTORS

Beaches Climate Nightlife Cultural activities
Local life style Local cuisine

EXCITEMENT FACTORS

Interesting towns/cities Doing sports Historic sites
Familiar destination Getting to know other tourists

BASIC FACTORS

Accommodation Easy access to info./ easy holiday to arrange
Cleanliness and hygiene Scenery
Safety Tranquillity Prices in line with budgets

Conclusions

Literature on services has mainly used two methods to analyse the factor structure of customer satisfaction at a destination: the importance grid and the penalty-reward analysis. However, previous empirical evidence does not provide a clear consensus on the best method to use. Two hypotheses underlie the use of the importance grid for explicit and derived importance. Firstly, the method assumes that the information that is obtained from the explicit importance and derived importance values does not coincide. Secondly, the derived importance values are obtained on the assumption that there is a linear relationship between how the attributes perform and overall satisfaction. The results of the importance grid show that the explicit importance that tourists lend the different factors is strongly correlated with the derived importance that is obtained by calculating its influence on overall satisfaction. As a result, the factors tend to be identified as *performance factors*. On the other hand, with the *penalty-reward* method, it was detected that tourists use a different value to reward or penalize the factors' good or bad performance. This supports the hypothesis of an asymmetrical relationship between satisfaction with the attributes and overall satisfaction. This asymmetric relationship in some factors makes it possible to identify *basic and excitement factors*, as well as *performance* ones.

As for the results that were obtained, the way in which the *penalty-reward* analysis classifies the factors into three types shows decision-makers at tourist destinations what aspects should be given more

attention in order to improve its competitive edge. The factors that the analysis detected as being basic define an essential part of the sun and sand product (accommodation, easy access to information/an easy holiday to arrange, cleanliness and hygiene, safety, tranquillity, scenery, prices in line with budgets). With these factors, decision-makers should make sure that certain minimum performance levels are guaranteed, since satisfaction ratings that are below a certain threshold will seriously penalize the destination. Neither the climate nor beaches figure among this set of factors. According to the results of the analysis, both factors should be considered to be *performance factors*. Among the latter, the most important factor are the beaches since their effect on overall satisfaction is the highest, both in a positive and negative sense. This is therefore one of the main factors to be taken into account by decision-makers. The remaining *performance factors* are associated with cultural activities, the nightlife, lifestyle and local cuisine. As for *excitement factors*, some of the identified factors (sports activities, familiarity with the destination, interesting towns or cities, getting to know other tourists, historic sites) were not formerly considered to be essential attributes at sun and sand destinations.

Excitement factors surprise the customer and cause "delight", generating higher additional value and strongly influencing customers' preferences, (Berman, 2005; Füller and Matzler, 2007b). In the case of mature sun and sand destinations the excitement or delight factors provide an innovative focus for differentiating. Visit interesting towns or historical sites, sports activities or socializing with other tourists has not

been *a priori* considered as important sun and sand tourist's needs. However, these factors may provide a key to differentiate a destination and to gain delighted tourists. Interestingly, "familiarity with the destination" is included among the excitement factors. This fact suggests that a sense of place attachment (i.e., an emotional, social, cultural relationship to the place) is also possible at sun and sand destinations (Alegre and Cladera, 2006). These results point out that factors linked to emotional and cultural values are becoming more important even for sun and sand destinations (Trauer and Ryan, 2005).

In addition to the aforementioned classification, we must not overlook the direct information provided by the estimated coefficients of the penalty-reward model. The values of the coefficients indicate which factors have the greatest impact on overall satisfaction. In the *penalty-reward* analysis, the three top factors with a positive effect are the accommodation, beaches and scenery. These last two factors also obtain the highest penalty coefficients. These results highlight the importance of some of the factors that are considered to be *basic*. Although it is important to understand that certain minimum standards are required for these factors if a destination is to compete, it is equally important take into account that if these factors are well managed, they can also have a crucial effect on overall satisfaction.

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Chapter 3. Tourist Satisfaction Index. A critical approach

In literature on tourism, a wide range of factors are acknowledged to contribute toward destination competitiveness, including price-related factors (Dwyer et al., 2000; Papatheodorou, 2002; Mangion, Durbarry, & Sinclair, 2005) and others not related with prices (Crouch & Ritchie, 1999; Dwyer & Kim, 2003). Unlike most other products, a tourist destination is a mixture of products and experiences that combine to create a unique experience (Murphy et al., 2000). That is why some authors use tourist assessments of a destination, either overall assessments or assessments of its different attributes or characteristics, as a basis to measure competitiveness (Zairi, 1996; Kozak, 2004). These assessments can easily be obtained by conducting surveys. Although tourist satisfaction is a personal judgement, it does provide crucial direct information about a destination's performance.

An analysis of the competitiveness of international destinations, based on tourist assessments of different attributes (measured according to the

tourists' level of satisfaction, for instance), has been made by Goodrich (1978), Haahti and Yavas (1983), Haahti (1986), Pearce (1997), Kozak and Rimmington (1999), Huang et al. (2002), Kozak (2003, 2004) and Enright and Newton (2005). However, in these studies, no single global index of assessment was used, which makes it difficult to compare destinations. The aim of this paper is, firstly, to discuss some alternatives that can be used as a synthetic index of tourist satisfaction. Although asking direct questions on the global satisfaction of the consumers is a quicker and easier method, it also has an inconvenience: the loss of information about the partial attributes of the destination. Whereas indexes that include information about the different aspects of the destination must be synthesised. The problem is what criterion is used when weighing up the importance of the attributes: Direct information given explicitly by the tourist or information obtained implicitly? A priori, neither of the options is clear enough for us to decide on one or the other.

Secondly, the indices that are proposed are applied to analyze a group of rival destinations for the European sun and sand tourism market. The destinations that were compared all compete with the Balearic Islands, one of the Mediterranean's leading sun and sand destinations.

The rest of the paper is organized as follows. Firstly, some satisfaction indices that facilitate a comparison of rival destinations' performances are discussed. Secondly, a description is made of the procedure that was used to compile information to draw up the indices and to identify the

destinations that compete with the Balearic Islands for the European sun and sand tourism market. Thirdly, a summary and discussion of the results of the proposed indices is presented, highlighting their advantages and disadvantages. Lastly, an outline is made of the main conclusions.

Satisfaction indices

The main aim of this section is to outline some alternatives that can be used to synthesize information on tourist satisfaction taken from tourist surveys. Basically, surveys of tourist satisfaction measure overall satisfaction and satisfaction with a set of attributes that represent the main characteristics of a destination. The most common way of obtaining this kind of information is to use an ordinal scale as a means of rating satisfaction levels.

Overall satisfaction index

A basic satisfaction index can be defined by using tourists' declared overall satisfaction, rated on an ordinal scale. In this case, an index can be estimated for a destination almost immediately, since all that is needed is to obtain the sample mean out of the values given by the interviewees. In the surveys, a Likert scale is usually used to define this variable, taking values that range from 1 (not at all satisfied) to 5 (very satisfied). By estimating the mean value of this variable for a set of rival

destinations, it should be possible to ascertain each one's relative competitive position.

The main advantage of drawing up an overall satisfaction index is the ease with which it can be estimated. Nonetheless, this option involves ignoring partial assessments of the destination's set of attributes. Its efficiency is therefore dependent on the validity of the following hypotheses: (1) overall satisfaction is successful in summarizing the performance of a destination's joint set of products and services and/or (2) what is truly relevant for a destination is the overall satisfaction that is generated (Yüksel & Rimmington, 1998). From the available empirical evidence (see, among others, Oh, 2001; Fuchs & Weiermair, 2004; Enright & Newton, 2004, 2005; Füller et al., 2006), overall satisfaction is not evenly related with satisfaction with different attributes. In this respect, the data that overall satisfaction with a destination offers does not substitute the more detailed data regarding satisfaction with the destination's attributes.

Weighted satisfaction indices

Some authors (Kozak, 2003, 2004; Kozak & Rimmington, 1999, 2000) have analysed destination competitiveness by comparing satisfaction ratings of a set of factors relating to the destinations. This alternative is not without problems. Firstly, it is hard to make a comparison when the number of destinations and attributes under

consideration is high. Secondly, not all attributes have the same importance for tourists and, by extension, the same impact on their overall assessment of the product. An alternative is to use one single measure of satisfaction by weighting partial satisfaction ratings. More specifically, this index could take mean values to weight the attributes according to their importance. In order to use this index not only are satisfaction ratings required for each attribute, but also an assessment of each attribute's importance. Depending on the weights used, two possible indices have been proposed (Chu, 2006).

The first option is based on tourists' self-stated importance with the attributes. The declared importance that tourists lend the different attributes is defined in literature as explicit importance. By conducting a survey, the interviewees can be asked to rate (on an ordinal scale) the importance that each attribute has in helping them choose a holiday destination. A weighted index, where the explicit importance of each attribute is used to weight satisfaction can be defined as (Bhote, 1998; Chu, 2006):

$$\frac{\sum_{j=1}^{J}\left(I_j \cdot S_j\right)}{\sum_{j=1}^{J}\left(I_j \cdot Máx_j\right)} \cdot 100\,\% \qquad (1)$$

where J represents the number of attributes; I_j is the importance that is given to the *j-th* attribute; S_j is satisfaction with attribute j; and $Máx_j$ is

the highest possible value on the scale used to rate satisfaction. The index therefore measures the level of satisfaction that is achieved when the attributes are assessed, expressed as a percentage of the maximum possible value.

A second option is to use as a weighting system a measure of derived importance (Anton, 1996; Chu, 2006). This is obtained by assessing the impact that satisfaction with an attribute has on an objective variable, such as the likelihood of a return visit by the tourist or overall satisfaction with the stay. For the latter, the values of the weightings are the partial correlation coefficients or the *beta* coefficients of the impact of satisfaction with an attribute on overall satisfaction. Usually, the coefficients are obtained by estimating the standardized coefficients of a regression model with declared overall satisfaction as the endogenous variable. Consequently, the index can be defined as:

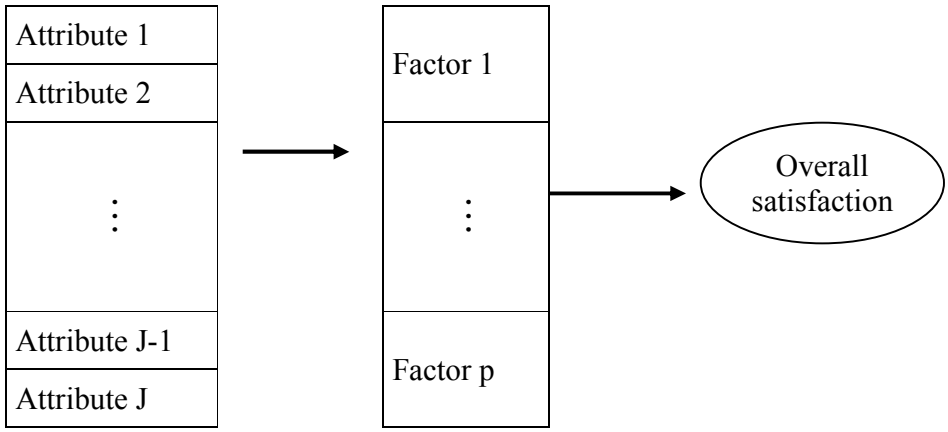
$$\frac{\sum_{j=1}^{J}\left(\beta_j \cdot S_j\right)}{\sum_{j=1}^{J}\left(\beta_j \cdot Máx_j\right)} \cdot 100\,\% \quad (2)$$

where the $beta_j$ values correspond to the estimations of the standardized coefficients of the j attributes.

In practice, given the probable existence of superfluous data when information is gathered on the destinations' different attributes, the

original variables are combined (by means of a factor or principal components analysis) to reduce the number of variables. With this method, it is therefore necessary to detect a limited number of factors that are common to the satisfaction ratings. The weighting coefficients are obtained by performing a regression between overall satisfaction and the factors or principal components retained (see Figure 1). Alternative, assessments of satisfaction with the attributes correlated with the same factor can be averaged and included as predictor variables in the regression model.

Figure 1. Derived-importance approach.



Notice that if these indices are to be used to compare different destinations, identical weightings must be used for all of them so that the (implicit or explicit) importance that is lent to the attributes is the same for all destinations. As a result, any variance in the results of the index can only be attributed to the satisfaction ratings of the different attributes and destinations.

Index of predominance

An alternative that has not been considered to date is an index that summarizes a destination's superior (or inferior) position when the mean values of satisfaction with the different attributes are compared. This index is based on comparing the satisfaction ratings of different attributes. A comparison is made between each destination and its rivals, counting the number of times that the reference destination achieves a higher (or lower) average rating for each attribute. For each destination, the index summarizes comparisons of its mean values with those of the rest of destinations. If we consider *n* destinations, for each attribute *j* the mean values can be compared on *n*-1 occasions. When two destinations are compared, one of them can achieve better (or worse) results on a maximum of J occasions. This information can be summarized for each destination by estimating the following index:

$$\frac{(A - C)}{(n - 1) \cdot J} \cdot 100 \ \% \quad (3)$$

where *A* represents the number of comparisons in which the destination does better (i.e. the number of attributes for which it obtains a higher mean satisfaction rating), *C* represents the number of comparisons where the destination does worse (i.e. it achieves a lower mean satisfaction rating), *n* represents the number of destinations and *J* is the number of attributes that are compared. Consequently, the denominator of the index shows the total number of comparisons that are made, while

the numerator shows the final balance of all the comparisons (those where it does better and those where it does worse). The index ranges in value from -100 (meaning that, in all comparisons, the destination achieves a lower mean rating) to 100 (meaning that, in all comparisons, the destination achieves a higher mean rating). In the case of the intermediate value, 0, the destination would do better and worse on an equal number of occasions.

To prevent small differences in the mean ratings from affecting the index, it is advisable for only statistically significant differences to be included. For this regard, equality tests of the mean ratings can be performed for each of the attributes that are assessed, taking the destinations in pairs. The sequence of the null hypotheses that are tested would be as follows, taking as an example attribute *j* and a comparison of the Balearic Islands with all the other destinations:

$$H_0 : \mu_{j,Balearics} = \mu_{j,Spain} \;;\; H_A : \mu_{j,Balearics} \neq \mu_{j,Spain}$$

$$H_0 : \mu_{j,Balearics} = \mu_{j,\text{Canary islands}} \;;\; H_A : \mu_{j,Balearics} \neq \mu_{j,\text{Canary islands}}$$

$$\vdots$$

$$H_0 : \mu_{j,Balearics} = \mu_{j,Caribbean} \;;\; H_A : \mu_{j,Balearics} \neq \mu_{j,Caribbean}$$

When the index is calculated, none of the comparisons in which the hypothesis of equal means is not rejected is included in it. In this version,

a statistic with a value close to zero would indicate that the ratings for the destination are not significantly different from those of its rivals.

Data

The survey

One of the aims of this paper is to compare the competitive position of destinations that compete with the Balearic Islands for the same segment of the European sun and sand market. To determine which destinations should be included as rivals, European tourists who had just completed a holiday in the Balearic Islands were taken as a reference. The data analyzed was obtained from interviews with German, British and Spanish tourists at the end of their holiday in the Balearic Islands. These three nationalities account for 81% of tourism to the Balearics (Govern de les Illes Balears, 2006). The surveys were conducted at Palma Airport between July 15th and August 25th 2006 at the boarding gate while the tourists were waiting to catch their flight. The selection process for the sample was a random one, based on information about departures and boarding gates for all flights scheduled to take off during the period the survey was carried out as notified by the airport authorities. A maximum of three interviews was conducted for each flight. In the end, 2,247 tourists were interviewed. Several filters were applied to the data set. Firstly, observations from tourists owning their own villa or apartment in the Balearics were excluded, since their answers could seriously

condition the results. Secondly, in order to avoid other atypical forms of tourism, tourists who declared a very low per capita daily expenditure (i.e., below the 0.5^{th} percentile) or very high expenditure (i.e., above the 99.5^{th} percentile) were also eliminated. The sample that was finally used comprised a total of 1,786 tourists.

The questionnaire was divided into four parts. The first part contained thirteen questions about the tourists' socio-demographic characteristics and certain features of the trip. Likewise, they were asked which sun and sand destinations they had spent their summer holidays at during the last three years (2004, 2005 and 2006). The answers to this last question were used to define the set of rival destinations that compete with the Balearic Islands. In the second part of the survey, the tourists were asked about their motivations in choosing the sun and sand destinations they had cited. The interviewees were asked to rate the importance of a total of 24 (tangible and intangible) attributes of sun and sand destinations as motivations in choosing a destination. These attributes were rated on a 5-point Likert scale ranging from 1 ("not at all important") to 5 ("very important"). In the third part of the survey, the tourists were asked to rate their satisfaction with the same 24 attributes for their recent holiday in the Balearic Islands and for each of the sun and sand destinations they had visited in the two summers prior to that. The 24 factors were rated on a scale ranging from 1 ("not at all satisfied") to 5 ("very satisfied")[4].

[4] The Cronbach's Alpha statistic has been calculated as a measure of reliability of the satisfaction items. The statistic has been calculated individually for each of the destinations. All of the values obtained are over 0,89, with the exception of Morocco, with a resulting value of 0,7

Using the same scale, the interviewees were asked to rate their overall satisfaction with the destinations visited. Lastly, a final question in the survey asked them which destinations they were most likely to spend their holidays at during the next two or three summers (citing up to a maximum of 3 alternatives). A brief description of some of the socio-demographic characteristics and features of the trip declared by the tourists is given in Table 1.

Table 1. Selected characteristics of the survey respondents.

Nationality	**%**	**Education**	**%**
German	39.88	No completed studies	1.16
British	41.39	Primary school education	3.60
Spanish	18.74	Secondary school education	38.05
Total	100	Non-university post-school studies	22.12
		University studies	31.55
Age		Not known/No answer	3.52
18 – 29	20.45	Total	100
30 – 44	34.88		
45 – 59	34.88	**Accommodation**	
60 or over	9.80	Hotel	70.39
Total	100	Rented apartment/villa	11.00
		Own apartment/villa	5.34
Income		Home of friends/relatives	8.55
No income	8.06	Rural tourism	1.78
Less than 12000 euros	4.50	Another	2.94
12000 – 21000	10.55	Total	100
21000 – 30000	13.54		
30000 – 39000	17.76		
39000 – 48000	13.18	**Package holiday**	
Over 48000 euros	14.65	Yes	68.90
Not known/No answer	17.76	No	31.10
Total	100	Total	100

Rival destinations

As Enright and Newton point out (2004, 2005), tourist destinations are not competitive or non-competitive in the abstract, but only in relation to other destinations. The concept of evoked set (Howard, 1963; Howard & Sheth, 1969) refers to the brands that become alternatives to the buyer's choice decision. In the context of tourism, the evoked set is defined as the destinations which a traveler is considering as probable destinations within some period of time (Um & Crompton, 2000). Potential tourists choose from a limited number of destinations (Kozak & Rimmington, 1999; Sirakaya & Woodside, 2005; Um & Crompton, 1990, 2000).

From the survey, it is possible to ascertain which sun and sand destinations compete with the Balearic Islands. Two questions were used for this purpose. The first is the question that asked which holiday destinations they had visited during the last three years.[5] The second question is the one in which the interviewees were asked to say which holiday destinations they would very probably visit during the next two or three summers.

Table 2 shows the percentage-based answers to the two previous questions. The main coastal destinations that the tourists had visited during the last three years (in addition to the Balearics) were mainland

[5] As commented above, the interviewees were then required to rate their satisfaction with these destinations.

Spain, the Canaries, the Italian coast, France, Greece, Turkey and the Caribbean. It could easily be assumed that these destinations would also be chosen as holiday destinations in the next two or three years. From the answers to the second question, however, the main differences were the inclusion of Egypt in this probable set and a reduction in the percentage of interviewees who chose France as a future holiday destination.

Table 2. Rival destinations.

	Destinations in 2004-2006 (excluding the Balearics)			Future destinations in 2007-2009	
	Whole sample	First-time visitors		Whole sample	First-time visitors
			Balearics	22.91	16.57
Mainland Spain	26.04	26.75	Mainland Spain	10.10	9.86
Canaries	19.24	20.52	Canaries	10.29	9.74
France	10.54	11.86	France	4.51	4.25
Italy	10.85	12.90	Italy	7.76	7.76
Croatia	2.26	2.51	Croatia	1.69	1.91
Greece	10.18	9.18	Greece	8.93	9.74
Tunisia	2.82	1.82	Tunisia	1.69	2.53
Turkey	6.10	2.94	Turkey	3.17	3.51
Egypt	2.78	2.16	Egypt	4.81	7.46
Morocco	0.42	0.35	Morocco	0.55	0.74
Bulgaria	2.22	1.65	Bulgaria	0.93	0.86
Caribbean	6.55	7.36	Caribbean	9.75	12.20
Total	100.00	100.00	Others	11.71	11.52
			None	1.20	1.36
			Total	100.00	100.00

In the empirical analysis that was performed in continuation, only those destinations whose relative weight guaranteed the representativeness of the data were chosen. As a result, as well the Balearic Islands, the following sun and sand destinations were selected:

mainland Spain, the Canaries, France, Italy, Greece, Turkey and the Caribbean.

Results

Overall satisfaction index

As commented above, this index is the sample mean of the tourists' overall satisfaction with their stay. In the survey that was conducted, the scale for this variable ranged from 1 (not at all satisfied) to 5 (very satisfied). To make it easier to compare this index with the other indices, the scale for this variable was modified to take values ranging from 1 to 100:

$$99\left[\frac{S-MIN}{MÁX-MIN}\right]+1 \qquad (4)$$

where S is the rating for overall satisfaction, MIN is the minimum value that this variable takes for all the interviewees and MAX is the highest value for the variable.

The results of the survey are shown in Table 3. As complementary information, the table also shows the frequency distributions of the satisfaction ratings for each destination. The results show that the Caribbean is the destination that achieves the highest value on this index,

followed by the Balearic Islands and then France and Italy, Greece, the Canaries, and mainland Spain. The lowest value corresponds to Turkey.

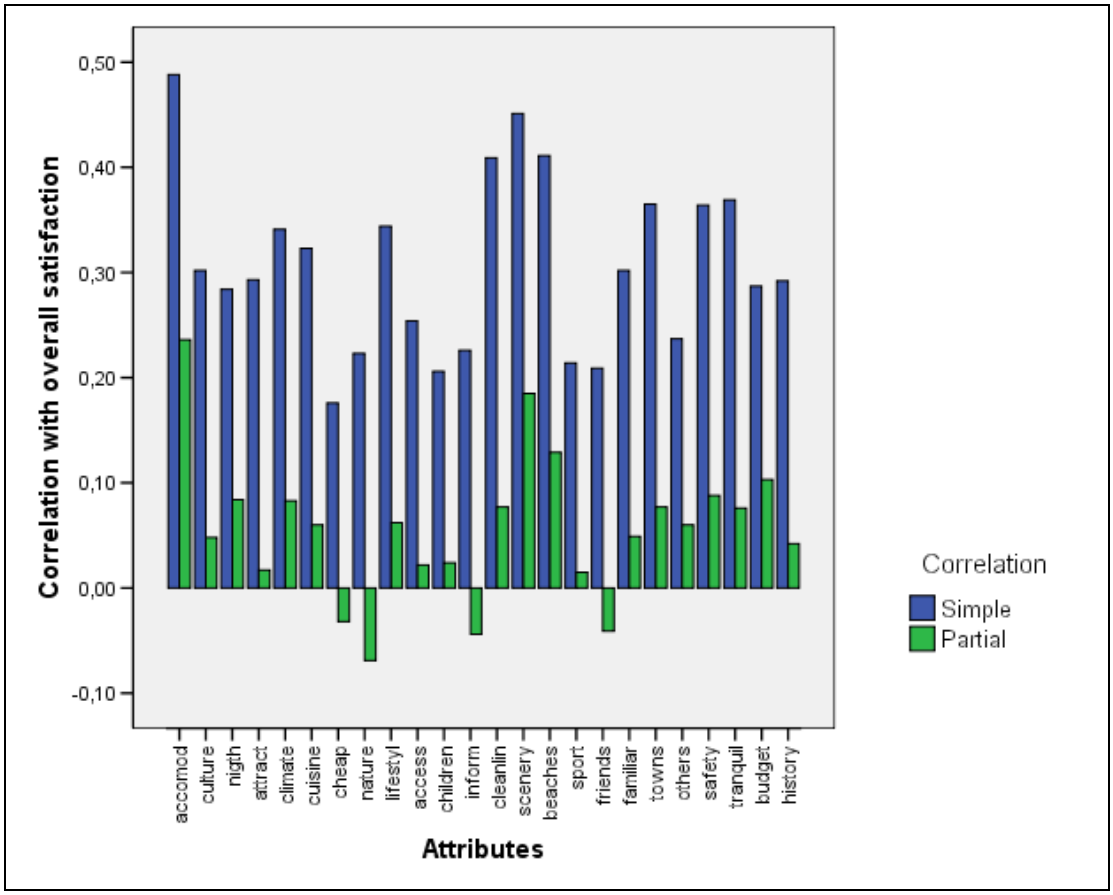
Table 3. Overall satisfaction index.

Destination	Mean overall satisfaction (%)	Asymmetry coefficient	Frequency distribution for overall satisfaction (% row)					
			1	2	3	4	5	Counts
Balearic Islands	81%	-0.91	.5%	.7%	8.9%	53.9%	35.9%	2,121
Mainland Spain (coast)	75%	-0.86	1.6%	1.1%	19.3%	49.6%	28.3%	559
Canaries	76%	-0.45	.0 %	1.6%	18.5%	55.1%	24.7%	498
France (Mediterranean coast)	78%	-0.82	.8%	1.2%	13.1%	55.8%	29.1%	253
Italy (coast)	78%	-0.43	.0 %	1.7%	15.1%	52.5%	30.8%	299
Greece	77%	-0.87	1.2%	2.7%	16.2%	47.7%	32.3%	262
Turkey	71%	-0.83	2.1%	3.4%	21.9%	52.1%	20.5%	147
Caribbean	89%	-2	1.1%	1.1%	8.2%	19.8%	69.8%	183
Total	79%	-0.86	.7%	1.2%	12.9%	51.6%	33.6%	

This index has some drawbacks. Firstly, as previously mentioned, empirical evidence shows that overall satisfaction is not evenly related with satisfaction with different attributes. Figure 2 shows the simple and partial correlation coefficients between overall satisfaction and satisfaction with each attribute, estimated using the answers for the whole set of destinations. The results show that the simple correlation coefficients are relatively low, with a maximum coefficient of 0.49 and a mean coefficient of 0.31. In the case of the partial correlation coefficients, the maximum value is 0.24, with a mean value of 0.06. Consequently, information about overall satisfaction with a destination does not substitute information about particular satisfaction with its

attributes. In fact, the coefficient of determination of the regression of overall satisfaction on satisfaction with the 24 attributes is only 47%.

Figure 2. Simple and partial correlation coefficients between overall satisfaction and satisfaction with attributes.



The second drawback to using overall satisfaction as a measure is the fact that, when a high personal component is involved (as is the case of a holiday), there tends to be a clear negative asymmetry. Assessments of overall satisfaction with a destination tend to be conditioned by the activity that is carried out during the holiday, and considerable personal effort is made to ensure that a holiday is a success. In this sense, it is hard

to know (1) to what extent a tourist's rating is attributable to the destination's good performance or to the personal effort they have invested in making the holiday a success, and (2) how the feeling of wellbeing that is associated with holiday and leisure time might bias the answer positively. Ryan (1996, 1997) has emphasized that tourists being motivated to have a "good time", will adopt strategies to achieve that goal. As the frequency distributions in Table 3 show, the highest frequencies for all the destinations correspond to high levels of satisfaction. The same table shows the estimated asymmetry coefficients for the different destinations, all with negative values. Peterson and Wilson (1992) argue that given a skewed distribution, the arithmetic mean is no longer an appropriate measure of central tendency, since excludes considerable information about satisfaction. When the aforementioned data was used to obtain an index that compares the destinations' competitive positions, this asymmetric effect tends to reduce the index's discriminatory potential.

Explicit importance index

Table 4. Index weighted by explicit importance.

Destination	***Mean***	**Median**	**Minimum**	**Maximum**
Balearic Islands	80%	81%	29%	100%
Mainland Spain (coast)	77%	78%	27%	100%
Canaries	77%	78%	45%	97%
France (Mediterranean coast)	78%	80%	43%	97%
Italy (coast)	77%	78%	28%	100%
Greece	76%	77%	42%	95%
Turkey	72%	73%	20%	98%
Caribbean	82%	85%	40%	100%

Table 5. Descriptive statistics of the satisfaction ratings and importance of the 24 attributes.

Attributes	Satisfaction			Importance			Correlation
	Mean	Standard desviation	Asym.	Mean	Standard desviat.	Asym.	
Accommodation	4.13	0.90	-1.02	4.23	0.92	-1.29	0.14
Cultural activities	3.53	0.94	-0.31	3.02	1.18	-0.27	0.34
Nightlife	3.68	1.02	-0.38	3.20	1.31	-0.33	0.41
Tourist/leisure attractions	3.51	0.91	-0.25	2.98	1.18	-0.26	0.39
Climate	4.35	0.81	-1.31	4.44	0.79	-1.72	0.22
Local cuisine	3.80	0.93	-0.59	3.67	1.04	-0.63	0.28
Cheaper destination	3.68	0.89	-0.32	3.30	1.10	-0.43	0.26
Contact with nature	3.45	0.94	-0.28	2.96	1.30	-0.20	0.45
Local lifestyle	3.56	0.88	-0.64	3.31	1.06	-0.46	0.25
Easy access	3.97	0.89	-0.75	3.81	1.03	-0.86	0.23
Facilities children/elderly	3.44	0.88	-0.75	2.82	1.49	0.04	0.41
Easy access info./ easy to arrange	4.09	0.92	-0.76	3.66	1.21	-0.72	0.38
Cleanliness & hygiene	4.06	0.86	-0.87	4.32	0.83	-1.14	0.13
Scenery	4.19	0.82	-0.96	4.36	0.81	-1.35	0.20
Beaches	4.11	0.95	-1.02	4.49	0.79	-1.84	0.19
Sports	3.38	0.84	-0.02	2.98	1.19	-0.18	0.37
Friends & relatives	3.43	1.00	-0.28	2.86	1.41	-0.00	0.45
Familiar destination	3.58	0.99	-0.51	2.97	1.37	-0.16	0.38
Interesting towns/villages	3.77	0.93	-0.56	3.64	1.02	-0.81	0.30
Getting to know other tourists	3.46	0.96	-0.31	3.01	1.24	-0.20	0.45
Safety	4.07	0.90	-0.95	4.31	0.83	-1.29	0.24
Tranquility	4.01	0.91	-0.85	4.09	0.97	-1.02	0.27
Prices in line with budget	3.94	0.82	-0.63	3.92	1.00	-0.82	0.25
Visits to historic sites	3.58	0.93	-0.37	3.24	1.18	-0.49	0.41

As indicated previously, to estimate the index, the following expression (2) was applied:

$$\frac{\sum_{j=1}^{J}\left(I_j \cdot S_j\right)}{\sum_{j=1}^{J}\left(I_j \cdot Máx_j\right)} \cdot 100\% \qquad (6)$$

weighting each assessment of satisfaction with an attribute according to its explicit importance. The results that were obtained are shown in Table 4. The index's highest mean value corresponds to the Caribbean (82%), followed by the Balearic Islands (80%). With the exception of Turkey, which obtained the lowest value (72%), the remaining destinations achieved similar values.

The results show that this index also fails in clearly discriminating the destinations' different competitive positions. In fact, to a certain extent, the index shares the same drawback as the index of overall satisfaction since it is based on partial indices which have a negative asymmetry in many cases. Further, this index can be criticized because it uses a variable (explicit importance) as a weighting that is highly correlated with satisfaction (Oh, 2001:622; Yüksel & Rimmington, 1998:64). In this regard, the mean values, standard deviations and asymmetry coefficients of the satisfaction ratings and importance of the 24 attributes are shown in Table 5. The attributes that achieve the highest satisfaction and importance values are virtually the same ones: accommodation, the climate, cleanliness and hygiene, the scenery, beaches, safety and tranquillity. Only easy access to information/an easy holiday to arrange has a high satisfaction value and an intermediate importance value. The correlation coefficients between the satisfaction and importance ratings are all different from zero, with a minimum value of 0.13 (cleanliness and hygiene) and maximum value of 0.45 (getting to know other tourists).

Implicit importance index

To draw up this index, firstly an analysis of the dimensionality of the data was needed. To do this, a principal components analysis was performed on the correlation matrix of satisfaction with the 24 attributes. Six principal components with an eigenvalue greater than one were retained, explaining 52.8% of the variance. A quartimax rotation was performed on these components. The correlation coefficients between the variables and components with a value above 0.40 are shown in Table 6. As well as the variance explained by each component, *alpha* statistics for the variables with the highest correlation with each component are also presented. The first component is related to the main attributes that define a sun and sand product: cleanliness and hygiene, beaches, the climate, safety, accommodation, tranquillity and the scenery. The second component is related to social and leisure motivations, the third to cultural activities at the holiday destination and enjoyment of nature, the fourth to variables associated with accessibility and how easy the holiday is to arrange, the fifth to economic attributes, and, finally, the sixth to the cuisine and local lifestyle.

From the detected structure of the principal components, six variables were defined. The new variables average out those attributes with a higher level of association with each of the components. Using these six new variables as exogenous variables, a regression was estimated with declared overall satisfaction as the endogenous variable. All the variables were previously rescaled as percentages of the highest possible value

(Chu, 2006). The coefficient of determination indicates a goodness of fit of 43%. As shown in Table 7 only the fourth average (associated with easy access and whether the holiday is easy to arrange) does not play a significant role in determining overall satisfaction. The rest of averages are highly significant, with the first average, associated with attributes characteristic of sun and sand destinations, having the greater effect on overall satisfaction.

Table 6. Principal components.

	Component					
	1	2	3	4	5	6
Cleanliness & hygiene	.640					
Beaches	.639					
Climate	.622					
Safety	.600					
Accommodation	.598					
Tranquillity	.587					
Scenery	.575					
Friends & relatives		.714				
Getting to know other tourists		.655				
Nightlife		.616				
Familiar destination		.520				
Sport		.518				
Tourism/leisure attractions		.513				
Visiting historic sites			.782			
Cultural activities			.687			
Interesting towns/villages			.644			
Contact with nature			.617			
Easy access				.693		
Facilities for children/elderly				.580		
Easy access to info./easy to arrange				.579		
Prices in line with budget					.788	
Cheaper destination					.723	
Local cuisine						.693
Local lifestyle						.528
% Explained Variance	12.90	11.00	10.80	6.67	5.74	5.72
Alpha	0.762	0.785	0.752	0.673	0.62	0.61

From the above results, a weighted satisfaction index for each observation in the sample was constructed, and then the mean value of the index for each destination was calculated. The index for the six averaged values is:

$$\frac{\sum_{j=1}^{6} \hat{\beta}_j \cdot \text{variable}_j}{\sum_{j=1}^{6} \hat{\beta}_j \cdot \text{Máx}_j} \cdot 100\,\% \qquad (7)$$

where beta is the estimated standardized coefficient of the regression. Table 8 shows the values of the six variables for each destination (as a percentage of the highest possible value) and the value of the final weighted index, using the *beta* coefficients from Table 6 as weightings.

Table 7. Beta standardized coefficients and significant levels.

Variable	beta	Sign.
1	0.511	0.000
2	0.092	0.000
3	0.069	0.000
4	-0.010	0.470
5	0.052	0.000
6	0.093	0.000
$R^2 = 0{,}43$	$F = 525{,}401$	0.000

The results once again show the leading position held by the Caribbean, followed by the Balearics. The remaining destinations hold similar positions. As occurred previously, this index also shows a certain difficulty in clearly discriminating the performance of the different destinations.

The implicit importance index has certain drawbacks. Firstly, the quality of the index is dependent on factors of statistical goodness of fit, which varies according to the data that is used. For instance, the values of the alpha consistency statistics can invalidate the dimensionality reduction process. A second drawback is revealed by the low coefficient of determination of the regression from which the weighting coefficients are obtained. This is a typical result in this type of analysis, attributable to the limited explanatory capacity that the destination's attributes have in accounting for overall satisfaction. Literature on tourist satisfaction shows that numerous factors influence overall satisfaction, from tourist motivations to emotional issues like place attachment (Stokowski, 2002; Williams et al., 1992). This type of index is therefore more closely associated with the characteristics of the destination. However, it must be remembered that it can be relatively far removed from a measure of overall tourist satisfaction.

Table 8. Index weighted by implicit importance.

Destination	Variable means						Satisfaction index
	1	2	3	4	5	6	
Balearic Islands	81%	64%	64%	73%	71%	68%	76%
Mainland Spain (coast)	76%	62%	63%	72%	69%	67%	72%
Canaries	78%	61%	61%	70%	69%	64%	72%
France (Mediterranean coast)	76%	62%	71%	71%	65%	69%	72%
Italy (coast)	76%	60%	70%	68%	65%	73%	73%
Greece	77%	59%	65%	67%	69%	68%	72%
Turkey	70%	56%	57%	59%	75%	59%	66%
Caribbean	86%	72%	73%	73%	70%	66%	80%

Index of predominance

The index of predominance compares the mean values of satisfaction with attributes, taking pairs of destinations. Although the index could be constructed without performing prior equality tests, the index must have a higher discriminatory power if only statistically significant differences are included. The tests that were used were standard *t* tests for equal means, taking as a reference a 5% significance level. A priori, this alternative (particularly when a test for equal means is used) can offset the asymmetrical tendency of the distribution of the ratings by making a direct destination-by-destination comparison.

Table 9. Number of attributes (out of a total of 24) for which a destination achieves a higher mean satisfaction value (row) than all the remaining destinations (column). Significant differences up to a 5% significance level in the test for equal means were taken into consideration.

	Balearic Islands	Mainland Spain	Canaries	France	Italy	Greece	Turkey	Carib.	Total
Balearic Islands	-	9	10	6	10	7	16	3	61
Mainland Spain	0	-	0	2	3	2	12	0	19
Canaries	0	1	-	1	2	1	11	0	16
France	3	3	4	-	0	3	14	0	27
Italy	4	5	6	1	-	1	11	0	28
Greece	0	0	2	1	1	-	6	1	11
Turkey	1	1	1	2	1	1	-	0	7
Caribbean	13	15	16	12	13	13	20	-	102
Total	21	34	39	25	30	28	90	4	

Tests were performed for the j=1,...,24 motivations, comparing n=8 destinations. Table 9 shows the results of this analysis for the main rival destinations. In the first row of the table, the Balearic Islands can be seen to have achieved 9 higher ratings compared with mainland Spain, 10

compared with the Canaries, and just 3 compared with the Caribbean. A vertical reading of the table shows the number of times a destination achieves lower values when compared with the rest. For instance, mainland Spain and the Canaries do not achieve any rating that is higher than the Balearics, but the Balearics fail when compared with the Caribbean on 13 occasions.

The information shown in Table 9 was summarized for each destination by estimating the following index:

$$\frac{(A-C)\cdot 100}{(n-1)\cdot J} \qquad (8)$$

The numerator shows the final number of comparisons in which the destination did better (A) or worse (C), whilst the denominator shows the total number of comparisons that were made. In our case, 8 destinations were compared and 24 attributes. As we have already indicated, this index takes a range of possible values from -100 (in all comparisons, the destination achieves statistically lower mean values) to 100 (in all comparisons, the destination achieves higher mean values). The index's intermediate value, 0, indicates that the destination achieves an equal number of higher or lower mean values or it achieves the same value as its rival in all comparisons.

Table 10 shows the results when the index was estimated. The Caribbean, with an index value of 58.33%, is the most competitive

destination, followed by the Balearic Islands (23.81%). Italy and France both achieve a value close to zero. The remaining destinations have negative values (mainland Spain -8.93%, Greece -10.12%, the Canaries -13.69%, and Turkey -49.40%).

Table 10. Index of predominance.

Destination	$\frac{A \cdot 100}{(n-1) \cdot J}$	$\frac{C \cdot 100}{(n-1) \cdot J}$	$\frac{(A-C) \cdot 100}{(n-1) \cdot J}$
Balearic Islands	36.31%	12.50%	23.81%
Mainland Spain	11.31%	20.24%	-8.93%
Canaries	9.52%	23.21%	-13.69%
France	16.07%	14.88%	1.19%
Italy	16.67%	17.86%	-1.19%
Greece	6.55%	16.67%	-10.12%
Turkey	4.17%	53.57%	-49.40%
Caribbean	60.71%	2.38%	58.33%

Discussion

From the numerical results that were obtained, the destinations can be seen to have relative positions that are very similar to those of the previous indices. Nonetheless, the numerical values are, in themselves, more illustrative than the previous ones because they have a clear comparative significance.

Table 11 summarizes the four indices of satisfaction. Although the indices use different methodologies, similar relative positions were achieved. Certain conclusions can be drawn from the results regarding the advantages and disadvantages of the different indices:

Table 11. Indices of satisfaction.

Destination	Overall satisfaction	Explicit weighting	Implicit weighting	Index of predominance
Balearic Islands	81%	80%	76%	23.81%
Mainland Spain (coast)	75%	77%	72%	-8.93%
Canaries	76%	77%	72%	-13.69%
France (Mediterr. coast)	78%	78%	72%	1.19%
Italy (coast)	78%	77%	73%	-1.19%
Greece	77%	76%	72%	-10.12%
Turkey	71%	72%	66%	-49.40%
Caribbean	89%	82%	80%	58.33%

(1) A satisfaction index that takes into account assessments of different attributes will be closer to measuring a destination's performance than an index of overall satisfaction, since a higher number of variables that are not controlled by decision-makers at destinations are involved in overall satisfaction.

(2) Satisfaction indices that use explicit tourist motivations as weightings are problematical in that they use a weighting variable that may be correlated with the ratings being weighted, making the weighting process reiterative and/or superfluous.

(3) It is also possible to weight the attributes by using an objective variable related to the destination, in our case overall satisfaction. The advantage of indices that use implicit importance as weightings is the fact that they avoid a weighting system associated with the variable. In this respect, although the index averages out assessments of a set of attributes, it incorporates more information by associating each attribute with its influence on overall satisfaction.

(4) The main drawback of the implicit weighted index is the fact that its capacity to summarize the base information is dependent on the idiosyncrasy of the data, particularly with regard to whether it is possible to summarize assessments of the different attributes into a limited number of dimensions and do so in a consistent way.

(5) The aforementioned satisfaction indices are interpreted in relation to a maximum value that might be obtained if the destination were to achieve maximum satisfaction levels. In contrast, the index of predominance is based on a direct comparison of the destinations. The interpretation of the value of the index provides more information on the destination's position or, at minimum, clearer numerical information on its relative position.

(6) The index of predominance shares the two weighted indices' sensitivity to the number of attributes that are included. However, in the first case, its values are directly affected by the set of destinations that are compared, so a rigorous selection procedure must be used to choose the destinations.

(7) From the analysis of our data set, the relative positions of the destinations do not change from one index to another. If this were to happen generally, measures of overall satisfaction would seem to be sufficient to compare the performance of different destinations. The validity of this hypothesis is partly dependent on the element of

overall satisfaction that is not explained by the attributes behaving in a homogenous way for all destinations.

(8) Compared with the index of overall satisfaction, the weighted indices and index of predominance seem more suitable, not just for measuring the competitive position of the destinations but also for obtaining complementary information on their performance.

As for the destinations, the Caribbean is clearly seen to rival Mediterranean destinations. In all the satisfaction indices, its position is obviously superior. The Balearic Islands always remain in second place, albeit clearly ahead of the other destinations. Among the latter, only Turkey stands out because it lags behind in last position in all the indices. Excluding Turkey, the other Mediterranean destinations all seem to be close rivals. However, the Caribbean's position of leadership should make decision makers at Mediterranean destinations reflect on the issue, particularly because the keys to its better performance seem to lie in the components of a classic sun and sand holiday. Although other distance-related comparative advantages benefit destinations that are closer to origin markets, the differences that were found are sufficiently big to cause concern.

Conclusions and implications

Finding indicators that can measure the competitiveness of rival tourist destinations is a complex issue, because information concerning multiple variables must be collected. As Dwyer et al. (2004) point out, it is the whole tourist experience that counts when it comes to destination competitiveness. Another additional problem is the fact that these indicators must be based on comparable information for all the different destinations. When indices of competitiveness are constructed, carefully defined variables are required that are measured in a uniform way. This is not easy, even when a monetary variable is being compared, like the price of the holiday supply at destinations (see, for instance, Mangion et al., 2005). On other occasions, the variables are difficult to measure due to the strong personal involvement that the consumption of tourist products entails.

In their conclusions, Dwyer et al. (2004) point to the need to obtain measurements of competitiveness that incorporate the tourists' point of view. Following Kozak and Rimmington (1999), in this study, tourist assessments were considered to be a valid instrument for measuring competitiveness. These assessments not only include an overall assessment of the holiday, but their opinion of the destinations' different attributes or characteristics. By using a survey conducted at a specific destination, information can be obtained not just about the destination in question but about rival ones where the tourists have spent their holidays in recent years. Information can also be compiled about the tourists'

sociodemographic characteristics and their motivations. In this study, from the survey that was conducted, the Balearic Islands' main rival destinations were identified, together with the factors that tourists consider most influential when they choose a sun and sand destination and their assessment of satisfaction with these factors for the destinations they had visited during the last three years.

The first goal of this study was to consider different synthetic satisfaction indices as measures of competitiveness. Although the indices were differently defined, the estimated values situate most of the destinations in very similar relative positions. This would seem to support the use of the simplest index, based on overall satisfaction, since less information or effort is required in its creation than the other options. However, this outcome might be circumstantial, since it could be attributable to the data set that was used. Additionally, there are other more general drawbacks. Firstly, overall satisfaction with a holiday is only partly the result of a destination's good performance or a positive assessment of its different attributes. Ryan and Cessford (2003) emphasize that overall satisfaction can be high even if different aspects of the service do not come up to the tourist's expectations. Secondly, given tourists' strong personal involvement in the holiday experience, the satisfaction ratings tend to present a certain asymmetry. This asymmetry can occur to a lesser extent when the destination's specific attributes are assessed. However, in the survey that was conducted, this asymmetry occurred for most of the attributes and so it cannot be guaranteed that this effect was not also transferred to the weighted indices.

The main advantage of using weighted indices is the fact that they include detailed information on satisfaction with the destination's different attributes. The index that uses explicit importance as a weighting system has the drawback that there could be a positive correlation between importance and satisfaction. This effect was detected in our sample and it therefore invalidates the use of this weighting. Using implicit importance as a weighting is more revealing, because this weighting is independent from satisfaction with the attributes. Its greatest appeal, however, is the fact that during its creation complementary analyses are required which are interesting in themselves. Although the final goal is the construction of an index, an analysis of the dimensionality of the data or a multiple regression between overall satisfaction and satisfaction with the attributes provides results that help identify which attributes play a key role in competitiveness.

The construction of an index of predominance also involves a process that is interesting in itself. The detailed comparison of all the attributes and destinations can help to detect a destination's weak points. The index is simply a way of summarizing comparisons of destinations' ratings. From the values of the index, relative positions were achieved similar to those of the former indices. Nonetheless, it provides greater variability as well as complementary information. Its main drawback is its overdependence on the need to correctly define which destinations are included in the set of rival destinations.

It must be acknowledged that neither theoretically nor empirically do any of the indices clearly show themselves to be a better indicator of competitiveness. However, given the difficulties that were detected in the index of overall satisfaction and the explicit importance index, the most recommendable ones seem to be the index of predominance and the implicit importance index. The creation of this last index involves an enriching analytical process, although its final quality might depend to a large extent on the nature of the data.

The work has also found limitations. These limitations have arisen and have been taken into consideration during the whole implementation of the investigation. Likewise this leads towards new lines of research that the study has helped to open. The literature about the satisfaction index states that it is possible that the answers given by the tourists concerning the destination, may be influenced by the consumers' characteristics (Pizam and Ellis, 1999; Yu and Goulden, 2006). This matter can be especially important when different destinations are compared, because for example, a higher proportion of tourists of a certain nationality in a specific destination, can cause the average opinion of a destination to be bias. For this reason, in the analysis of the data that has been carried out, we checked whether the characteristics of the tourists could influence the assessment of the attributes and also whether the characteristics of the tourists were homogeneous in relation to the destinations. This verification was carried out with ANOVA analysis and χ^2 test. The conclusion reached was that the satisfaction level can be influenced by the characteristics of the tourist. Nevertheless, the new

calculation of the homogenised indexes for the characteristics of the tourist in each destination did not change the result of the assessments: the evaluation of each of the destinations in the four indexes analysed was hardly any different to that of the earlier calculations. Therefore, it has been proven that the potential bias opinion of the characteristics of the tourist has not lead to significant differences in the results. On the other hand, what has not been verified is the effect of a possible bias opinion concerning the Balearic Islands, because this was the last destination to be visited and was therefore assessed straight after being "enjoyed". This is what could have influenced the judgement of this destination. A way of proving and correcting this possible bias result would be to carry out simultaneous surveys in the different destinations that are to be examined. Future studies should consider this possibility, even though it is an economically more expensive option.

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Chapter 4. Tourist dissatisfaction

It is well established in tourism literature that both overall tourist satisfaction and a tourist's intention to return are partially determined by his/her assessment of the destination's different attributes. In this respect, many studies explore a destination's performance by analyzing declared tourist satisfaction with different aspects of the destination (Crompton and Love, 1995; Danaher and Arweiler, 1996; Kozak and Rimmington, 1999; Pizam and Ellis, 1999; Murph et al., 2000; Baker and Crompton, 2000; Kozak, 2002; Yoon and Uysal, 2005; Alegre and Cladera, 2006). In addition, research on destination loyalty shows that one of the most decisive factors in a further visit to a destination by tourists is their satisfaction with previous stays there (Appiah-Adu et al., 2000; Baker and Crompton , 2000; Bigné, et al., 2001; Kozak and Rimmington 2000; Kozak, 2001, 2003; Caneen, 2003; Yoon and Uysal, 2005; Alegre and Cladera, 2006). Most of these studies presuppose that, to find out how a tourist feels about a place, it is enough to analyze his/her satisfaction, measured on an ordinal scale (highly dissatisfied – indifferent – highly satisfied). This approach may not be enough, in two senses at least.

First of all, tourists are usually asked about attributes that include a destination's "pull" features, in other words, attributes that are considered to be positive and which are often associated with the very reason why tourists chose the destination (Jenkins, 1999; Oh, 2001; O'Leary and Deegan, 2005; Yoon and Uysal, 2005). These lists of attributes generally exclude any possible negative features of the experience at the destination. This means ignoring the existence of negative features that, if known beforehand, could lead tourists to reject a particular holiday destination (Litvin and MacLaurin, 2001; Law, 2006; Lin et al., 2007; Nadeau et al., 2008). Similarly, once at the destination, these negative features could become determining factors in tourists' overall satisfaction or their intention to return (Chung and Hoffman, 1998; Tribe and Snaith, 1998; Truong, 2005; Petrick et al., 2006; Truong and Foster, 2006; Crotts et al., 2008). Among others, possible examples of negative features include crowding and congestion, or over-commercialized places.

Secondly, studies of the impact of a product or service's different factors or attributes on consumer satisfaction (Vavra, 1997; Mittal et al., 1998; Tan and Pawitra, 2001; Matzler and Sauerwein, 2002; Matzler et al., 2003; Pawitra and Tan, 2003; Fuchs and Weiermair, 2003, 2004; Füller et al., 2006; Matzler et al., 2006; Chan and Baum, 2007; Füller and Matzler, 2007; Tontini and Silveira, 2007;) indicate that a one-dimensional concept of satisfaction can be insufficient. The one-dimensional construct assumes that a single factor can generate both satisfaction (in the case that everything goes well or works properly) and dissatisfaction (when things do not go well or do not work properly).

However, the above studies provide evidence that the presence of certain factors generates satisfaction, yet their absence does not necessarily generate dissatisfaction. The reverse can also occur, where certain factors or situations can only generate dissatisfaction, whereas their absence does not necessarily lead to satisfaction (Kano , 1984; Kano et al., 1984). This approach was first proposed by Herzberg (Herzberg, 1966; Herzberg et al., 1959), who treats "satisfaction" and "dissatisfaction" as different dimensions. The distinction between two different dimensions, one emphasizing satisfaction with the attributes and the other emphasizing dissatisfaction, has also been acknowledged in the context of the critical incident technique (Swan and Rao, 1975; Cadotte and Turgeon, 1988).

The aim of this paper is to determine whether, in addition to a tourist's declared satisfaction with different attributes, certain negative situations or characteristics can partially explain overall satisfaction and the intention to return. In people's cognitive structure, negative information might possibly have the same or greater impact than positive information (Lutz, 1975; Kelley et al., 1993). Thus, the inclusion of explicit dissatisfaction-based evaluations can give more accurate results regarding a destination's ability to satisfy its tourists and spur them on to revisit it.

Dissatisfaction as a differentiated dimension from satisfaction

Satisfaction surveys are one of the most essential tools that are used in gathering information about tourist opinions of a destination. The

commonly-adopted methodology consists of first identifying the most important attributes that define a certain type of destination's attractions and, secondly, asking tourists to rate them on a symmetrical one-dimensional scale. On this scale, the lowest value indicates the highest dissatisfaction with an attribute, and the highest value represents the greatest satisfaction, while a mid point indicates neutrality or indifference. Based on the above information, by estimating statistical causal models, it is possible to find out how satisfaction with different attributes affects a tourist's overall satisfaction or even his/her intention to return. As mentioned above, some studies published to date suggest that this methodology can be erroneous, as it places satisfaction and dissatisfaction on opposite sides of a single coin.

Critical incident method

Studies of critical incidents have asserted that not all a product or service's attributes affect overall satisfaction the same way. Cadotte and Turgeon (1988) analyze the complaints and compliments recorded by a sample of restaurants. Based on their results, they divide the attributes into four categories: *satisfiers*, that is factors that generate satisfaction when present but do not generate dissatisfaction when not present; *dissatisfiers* or factors that can generate dissatisfaction if they do not work properly, yet which do not generate praise when they work well or above a certain standard level; *critical* attributes, which can generate both

complaints and praise; and *neutral* attributes, which do not receive either many complaints or much praise.

Bitner et al. (1990) apply the *critical incident method* to the services sector to determine, with precision, which occurrences generate satisfaction among consumers, which generate dissatisfaction and to what degree the two types of occurrences are diametrically opposed or reverse mirror images. These authors suggest that it is unlikely that the same occurrences or generic behavior can be considered to be the underlying causes of pleasing or displeasing encounters. The same conclusion is shared by Bleuel (1990), who holds that there is no one-to-one correspondence between satisfaction and dissatisfaction, suggesting that attributes or sources that generate satisfaction are not the same as those that generate dissatisfaction.

Although the critical incidents technique was initially designed to analyze a specific type of experience (Bitner et al., 1990), it has also been used in broader scenarios. Some researchers have analyzed the standing of a destination based on dissatisfaction or negative incidents that could affect the holiday experience as a whole (Jackson et al., 1996; Callan, 1998; Chung and Hoffman, 1998; Wang et al., 2000; Ravenscroft and Rogers, 2003; Petrick et al., 2006; Pritchard and Havitz 2006; Crotts and Pan, 2007). For these scholars, studying the dissatisfaction, discontent, displeasure or negative incidents that a given service can generate is a necessary tool in finding out how well a company or tourism destination is performing.

The overall conclusion that is reached in studies of "critical incidents" (Johnston, 1995) is that sources of dissatisfaction are not necessarily the reverse of causes of satisfaction. In reference to Cadotte and Turgeon, Pizam and Ellis (1999) assert:

> "If Cadotte and Turgeon's findings are confirmed by other studies, we might indeed revise the prevailing theory about the nature of customer satisfaction/dissatisfaction and reject the notion that satisfaction and dissatisfaction are two extremes on one continuum. Instead, we might accept a modification of a theory that was advanced some years ago on the subject of job satisfaction. In this theory, Herzberg et al. (1959) proposed that job satisfaction and dissatisfaction are two extremes on two continua." (1999: 332).

The factor structure of consumer satisfaction

Job satisfaction studies by Herzberg (1966) and Herzberg et al. (1959) were also applied to studies of consumer satisfaction (Swan and Combs, 1976; Vavra, 1987; Gale, 1994). From Herzberg's perspective, satisfaction with the workplace is only attained under certain conditions, and situations that generate dissatisfaction are different. In his surveys, Herzberg asks the worker for a list of moments or circumstances during his/her work in which he/she was happy, and then requests a separate list of situations and times when he/she was unhappy. Following an analysis of the answers, Herzberg would come up with two types of factors. Factors which he refers to as "motivating" are associated with "exceptionally positive" responses, while those known as "hygienic" are

associated with "exceptionally negative" ones. The two types of factors are not opposites, but rather factors of a different nature: a condition that generates satisfaction cannot generate dissatisfaction, just as a condition associated with dissatisfaction cannot generate satisfaction. Herzberg thus upholds the notion that the two factors are independent.

Herzberg's proposals have been applied by Crompton (2003), Jensen (2004) and Chan and Baum (2007) in the context of the tourism sector. Whilst Crompton does not achieve conclusive results, Jensen supports the hypothesis, albeit within a limited sphere of application. Chan and Baum (2007) applied the model to ecolodge service consumption, finding that consumers are simultaneously satisfied and dissatisfied by different unrelated dimensions.

Satisfaction factors have been classified differently yet again in studies on consumption (Matzler and Sauerwein, 2002), following the works of Kano (1984), Kano et al. (1984), Brandt (1987) and Vavra (1997). This approach groups the attributes of a product or service into three categories, depending on the different ways in which their performance can influence consumer satisfaction: *basic factors* are those that only lead to consumer dissatisfaction, they are factors that generate extreme dissatisfaction if they do not meet expectations, yet they do not increase consumer satisfaction if they are met; *excitement factors* are factors that increase a consumer's satisfaction when offered, however they do not generate dissatisfaction when absent; finally, *performance factors* work in both directions, generating satisfaction when they work

well and dissatisfaction when they do not. Kano's model has been applied to different types of services, including tourist services (Tan and Pawitra 2001; Erto and Vanacore, 2002; Pawitra and Tan, 2003; Fuchs and Weiermair, 2003, 2004; Füller et al., 2006; Matzler et al., 2006; Deng, 2007; Füller and Matzler, 2007).

The issue at hand is, firstly, how satisfaction or dissatisfaction with an attribute affects a user's overall satisfaction with a product or service (Oliva et al., 1992). At the same time, this can also support the need to contemplate the possible advantages of making two different assessments of each attribute: one assessment of satisfaction with the attribute and another of dissatisfaction.

Mittal et al. (1998) use the previous argument when analyzing the asymmetric impact of attribute performance on overall satisfaction and repurchase intentions. Mittal et al. (1998) use Oliver's study (1993) as a base. To evaluate satisfaction with the attributes of a product or service, Oliver (1993) asked the consumers to rate their levels of satisfaction and dissatisfaction separately on two six-point scales ranging from "not at all" to "very much". The consumers were asked to rate their degrees of satisfaction and dissatisfaction with the same attribute. The results of the study indicate that both satisfaction and dissatisfaction have a significant effect on overall satisfaction with a product or service. The satisfaction/dissatisfaction variables used in the study by Mittal et al. (1998) were obtained from open telephone interviews in which consumers were asked about their experience of different features of the

service under analysis. The answers were subsequently coded, creating different service feature categories. The categories were then classified as positive or negative. In the case of some features, both a positive and a negative version of the same event or feature were generated. For example, "the doctor listens to patients" vs. "the doctor is not interested in /does not listen to his/her patients". In other cases, the positive and negative categories did not have the same reference point. For example, "very friendly with children" or "does not follow up /does not explain results".

Negative attributes of a destination

Oh (2001) and Ryan and Huyton (2002) have pointed out that surveys aimed at measuring tourist satisfaction show a bias towards positive ratings for many of the destination's attributes. More specifically, it was seen that the higher a tourist's motivation with regard to a certain attribute, the more he/she would tend to rate it positively. This is connected with the tourist's personal and emotional involvement in making the trip. The tendency to rate a destination's attributes positively reduces the efficiency of a satisfaction survey as a means of conveying objective information to policy-makers or tourism stakeholders at a destination. Moreover, when measurements of satisfaction with the attributes are put to use as explanatory variables of overall satisfaction or the intention to return, the limited variability of some of the ratings hinders their use as reliable predictors. Peterson and Wilson (1992) offer

a number of explanations, including the methodological problem inherent in the context and form of the question. In this sense, measurements of satisfaction should also be aimed at detecting opinions tied in with negative experiences at a destination.

Tribe and Snaith (1998) propose a tool for measuring tourist satisfaction with a holiday destination, which they refer to as HOLSAT. In this model, the concept of satisfaction is defined as the degree to which a tourist's evaluation of a destination's attributes exceeds his/her expectations. This model enables tourists to express satisfaction/dissatisfaction by evaluating both positive and negative attributes. Positive attributes are features that convey good impressions of a destination, whereas negative attributes are those that transmit unfavorable impressions.

The HOLSAT model was applied in Varadero (Cuba) by Tribe and Snaith (1998), and in Vietnam by Truong (2005) and Truong and Foster (2006). Among those attributes considered to be negative, the former group of researchers included "too much construction", "street prostitution", "industrial pollution in the resort", "queues and waits for services", "shortage of certain food or drink" and "power failures"; whereas the second group included "crowds at tourist attractions", "too many beggars and vendors in the street", "no public toilets", "trouble getting money with a credit card", "having to be careful with what you eat or drink", "trouble changing money", "pollution in the cities", and "slow customs clearance". In all these cases, the negative attributes are

negative features that might foreseeably be found at that destination, which tourists then rate as having been present or absent from their experience.

Numerous studies of the causes of tourist disappointment reveal that this displeasure stems from overcrowding at a destination and environmental problems (Saveriades, 2000; Garrod et al., 2002; Ryan, and Cessford, 2003; Dickinson et al., 2004; Alexandros and Jaffry, 2005; Buultjens et al., 2005; Law and Cheung, 2007; Needham and Rollins 2005). Too many tourists or people, commercial overdevelopment, regional overdevelopment, too much building, and too much traffic and congestion are all negative destination attributes, usually regarded as undesirable by tourists. It is difficult to ask for a satisfaction-based rating of these sorts of situations. Given that the impact on tourists is clearly negative, the most natural way to approach the issue is to ask the tourists about their degree of dissatisfaction.

It is therefore advisable to use two different dimensions when evaluating destination attributes, firstly because certain attributes can only be rated in terms of dissatisfaction and, secondly, because some attributes that can be rated in terms of satisfaction can also be interpreted negatively (satisfaction with the cleanliness of a destination vs. dissatisfaction with the destination's dirtiness), leading to different evaluations of the destination.

Study methods

As we have pointed out, this paper has two objectives. First, to determine whether tourist evaluations, using dissatisfaction-based questions as opposed to satisfaction-based ones, allows us to identify them as different dimensions, for certain destination attributes at least. The second objective is to evaluate the added value of including these dimensions of dissatisfaction in explanatory models of overall tourist satisfaction and the intention to return.

To achieve these objectives, we conducted a survey using tourists at one of the Mediterranean's main sun and sand tourist destinations, the island of Majorca in the Balearic Islands. In designing the survey, the primary challenges resided in determining what destination attributes needed to be evaluated and, among them, which ones should be rated in terms of satisfaction and which in terms of dissatisfaction. Additionally, a scale used to measure both aspects of satisfaction needed to be established.

Choosing the (positive and negative) factors that describe a type of destination for inclusion in the "list" that tourists will rate is an important task, requiring careful prior analysis. In this study, three sources of information were used: firstly, the results of open surveys conducted in previous years (1999-2004) in order to find out the main negative factors perceived by tourists (Bardolet, 1999); secondly, other studies of sun and sand destinations (cited hereinbelow); and finally two pilot surveys

conducted previously that included some open-ended questions. Unlike studies based on the critical incident technique, it was considered that satisfying/dissatisfying experiences that have a significant effect on consumers are not necessarily extraordinary (Oliver, 1987).

Studies of sun and sand products typically cover attributes such as the climate, beaches, scenery, quality of hotels, safety of the destination etc. (Kozak, 2001; Aguiló et al., 2005; Mangion et al., 2005; Yoon and Uysal, 2005; Alegre and Cladera, 2006). These attributes, along with others, such as familiarity with the destination and the presence of friends or family, were included in the satisfaction-based evaluation. More specifically, the following attributes were rated in terms of satisfaction: the beaches, climate, cleanliness and hygiene, scenery, peace and quiet, accommodation, safety, historic sites or places, cultural activities, interesting towns or cities, contact with nature, presence of friends and family, interaction with other tourists, nightlife, sports activities, tourist attractions, prior visits to the destination, easy access, facilities for children and /or the elderly, easy access to information about the destination and an easy trip to arrrange, the local cuisine, local lifestyle, affordable prices, and the most inexpensive destination. To establish the attributes to be evaluated in terms of dissatisfaction, we turned to studies that explicitly analyze dissatisfaction or negative incidents that might affect a tourist's overall experience of a destination (Bardolet, 1999; Hovinen, 2002; Kozak and Rimmington, 1999).

We ran two pilot surveys at Palma Airport (Balearic Islands) (in March and June 2006, with 106 and 88 people surveyed respectively) to check the suitability of the selected factors. The results of these pilot tests were discussed in work sessions with tourism academics from the University of the Balearic Islands and at three international conferences on tourism studies: the *15th International Leisure and Tourism Symposium ESADE* (Barcelona, 2006), *Second International Conference on Tourism Economics* (Palma, 2006), and *International Conference of Trends, Impacts and Policies on Tourism Development* (Crete, 2006).

In the end, the following characteristics were rated in terms of dissatisfaction: too much building /destruction of the landscape, too much development /too commercial, too many people, noise, too much traffic, lack of nature, expensive, sports facilities and infrastructure, problems at the airport, dirtiness (beaches, street etc.), signposting on highways and /or places of interest, lack of professionalism in services outside the hotel, and road conditions.

In the first pilot survey, the use of two different measures of each attribute was considered, one based on a satisfaction scale and the other on dissatisfaction (Oliver, 1993; Babin and Griffin, 1998). As for the answer scale, an adaptation of the scale used by Oliver (1993) was chosen. A five-point Likert scale was used for both the satisfaction-related attributes (one- not at all satisfied; five-highly satisfied) and dissatisfaction-related ones (one-not at all dissatisfied; five-highly dissatisfied). This led to comprehension problems by the interviewees

and so, in the second pilot survey, a list was included differentiating "positive" attributes from "negative" ones, and the dissatisfaction scale was modified. Under the heading "dissatisfaction with the destination", the survey asked for *"an evaluation of the aspects that you disliked the most and/or the aspects that you felt were the most negative"* for each destination that was contemplated. The evaluation was made on a three-point scale (one-Did not find it disturbing; two- Negative or unpleasant; three- Highly negative or highly unpleasant). Given the success of this scale in the pilot test, we used it in the final survey.

The survey questionnaire started out by asking tourists to rate 24 attributes in terms of satisfaction, followed by 13 attributes where the respondents could express their discontent or negative opinion of the destination. The survey also asked the respondents to rate overall satisfaction with their stay at each destination, based on the same five-point scale, as well as naming destinations they would probably visit in the following two or three summers (with up to three probable destinations).

The interviewed tourists belonged to the three main nationalities that visit the Balearic Islands: Germans, Britons and Spaniards. These three nationalities account for 81% of Mallorca's tourists (Govern de les Illes Balears, 2006). The survey selection process was a random one, based on flight departure information and the gate of all scheduled flights for this period. For each flight, a maximum of three surveys was conducted. Each tourist was asked to rate a maximum of three sun and sand destinations

(including the island of Majorca) where they had spent their most recent summer holidays (2004, 2005 and 2006). A final figure of 2,423 people participated in the survey. Table 1 lists some of the characteristics of the interviewees.

Table 1. Selected characteristics of the survey respondents.

Nationality	%	**Education**	%
German	39.88	No completed education	1.16
British	41.39	Primary school education	3.60
Spanish	18.74	Secondary school education	38.05
Total	100	Non-university higher education	22.12
		University education	31.55
Age		Unknown/No answer	3.52
18 – 29	20.45	Total	100
30 – 44	34.88		
45 – 59	34.88	**Accommodation**	
60 and over	9.80	Hotel	70.39
Total	100	Rented apartment/villa	11.00
		Own apartment/villa	5.34
Income		Home of friends/relatives	8.55
No income	8.06	Rural tourism	1.78
Less than 12,000 euros	4.50	Other	2.94
12,000 – 21,000	10.55	Total	100
21,001 – 30,000	13.54		
30,001 – 39,000	17.76		
39,001 – 48,000	13.18	**Package holiday**	
Over 48,000 euros	14.65	Yes	68.90
Unknown/No answer	17.76	No	31.10
Total	100	Total	100

Dissatisfaction is not the opposite of satisfaction

As mentioned above, the list of attributes rated in terms of dissatisfaction was separated from the list of satisfaction-based ones. It is

worth noting that some of the attributes in the first list have counterparts in the second list (see Table 2). The first task was to determine whether the information gathered in both lists was coherent and therefore superfluous through repetition. To do this, we began by analyzing the concurrence of the assigned ratings.

Table 2 reports the percentages corresponding to satisfaction ratings with a score of four or higher (satisfied or highly satisfied) and those corresponding to dissatisfaction ratings greater than one (unpleasant/ negative rating or highly unpleasant /highly negative rating). A lack of concordance between the two answers was detected by cross-comparing the information in the corresponding responses. The last column of the table shows the percentage of tourists that rated the attribute "from a positive perspective" as satisfactory or highly satisfactory, while also rating it "from a negative perspective" as unpleasant /negative or highly unpleasant /highly negative. As an example, in this column the percentage 23.5 indicates the percentage of people who, having declared that they were satisfied or highly satisfied with the cleanliness and hygiene of the destination (3360 interviewees), simultaneously indicated that they were disturbed or disappointed in some way by the dirtiness of the destination (790). The percentages in the final column of the table can therefore be interpreted as conditional frequencies: the percentage of people who assign a high rating for the dissatisfaction dimension, conditioned on the fact that they gave a high rating for the satisfaction dimension. As one can see, there are relatively high degrees of

displeasure or dissatisfaction among tourists who also declared satisfaction with the attributes.

Table 2. Satisfaction and dissatisfaction-based ratings.

Destination attributes	Percentage of satisfaction ≥ 4	Dissatisfaction at destination	Percentage of dissatisfaction > 1	Percentage of dissatisfaction > 1 and satisfaction ≥ 4
Cleanliness and hygiene	80.0	Dirtiness (beaches, streets, etc.)	28.1	23.5
Most inexpensive destination	64.6	Expensive	43.4	39.8
Easy access	80.1	Problems at the airport	16.8	15.5
Sports activities	56.8	Sports facilities and infrastructure	16.7	11.3
Peace and quiet	77.8	Too much traffic	34.8	31.8
		Too many people	36.8	33.2
		Noise	24.3	19.4
Contact with nature	61.2	Too much development / too commercial	38.8	32.3
		Too much building / destruction of the landscape	45.3	41.6
		Lack of natural environment	22.9	17.1

In order to assess the consistency of the answers for the two types of variables, three statistics of association (*gamma*, *C of contingency* and R^2) were calculated to measure the concordance of the ratings. In the case of the *gamma* statistic, which is applied to two qualitative variables, its theoretical range is minus one (maximum negative association) to one (maximum positive association between the variables). In our case, concordant satisfaction and dissatisfaction-based ratings ought to lead to a *gamma* statistic close to minus one. As Table 3 shows, this statistic

gives low negative values for all groups of variables, thus suggesting that there is not a high degree of concordance between the satisfaction and dissatisfaction-based responses. The same conclusions can be extended to the other statistics of association.

The above analyses confirm the lack of concordance between the two types of evaluations: tourists rate the destination attributes differently, depending on the use of a satisfaction or dissatisfaction-based scale. As a result, we must consider the bearing that this sense of discontent has on a tourist's overall satisfaction and intention to return.

Table 3. Statistics of association between attributes rated in terms of satisfaction and attributes rated in terms of dissatisfaction.

Satisfaction vs. dissatisfaction	Gamma	C of contingency	R^2
Cleanliness and hygiene vs. Dirtiness (beaches, streets, etc.)	-0.284	0.295	0.047
Most inexpensive destination vs. Price	-0.164	0.163	0.015
Easy access vs. Problems at the airport	-0.068	0.094	0.003
Sports activities vs. Sports facilities and infrastructure	-0.344	0.219	0.035
Peace and quiet vs.			
Too much traffic	-0.219	0.172	0.072
Too many people	-0.221	0.169	
Noise	-0.358	0.293	
Contact with nature vs.			
Too much development / too commercial	-0.203	0.187	0.033
Too much building/destruction of landscape	-0.080	0.107	
Lack of natural environment	-0.235	0.166	

Principal components analysis

Table 4. Matrix of rotated components based on the 24 attributes.

	Component					
	1	**2**	**3**	**4**	**5**	**6**
Beaches	.660					
Climate	.614					
Cleanliness and hygiene	.611					
Landscape	.579					
Peace and quiet	.576					
Accommodation	.561					
Safety	.547					
Historic sites or places		.789				
Cultural activities		.707				
Interesting towns or cities		.645				
Contact with nature		.609				
Presence of friends and family			.693			
Interaction with other tourists			.636			
Nightlife			.629			
Sports activities			.538			
Tourist attractions			.520			
Prior visit to destination			.473		.451	
Easy access				.695		
Facilities for children and/or the elderly				.636		
Easy access to information about the destination and easy trip to arrange				.581		
Local cuisine					.715	
Local lifestyle					.539	
Feasible price in terms of budget						.807
Most inexpensive destination						.684
Percentages of explained variation	11.57	10.81	10.58	6.93	6.53	6.33

Prior to the incorporation of the tourist ratings in the explanatory models for overall satisfaction and the intention to return, we carried out two principal components analyses of each of the corresponding groups of ratings (positive and negative attributes). The main objective of this analysis was to obtain new variables that would prevent problems of multicollinearity in the estimation of the models, thus reducing

superfluous information. The components obtained from these analyses were used as explanatory variables in the two causal models.

The first principal components analysis was performed on the 24 attributes rated in terms of satisfaction, enabling us to reduce the number of variables to six components (those with eigenvalues greater than one). The results of the initial solution were then varimax rotated. Table 4 shows the correlation coefficients between the original variables and the principal components with values higher than 0.4. The same table also provides the percentage of explained variance for each of the components, with a total explained variance of 52.74%.

The first principal component encompasses those attributes that define the basic sun and sand product (i.e. beaches, the climate, cleanliness and hygiene, scenery, peace and quiet, accommodation and safety). The second component is primarily associated with destination features that are less closely related with the basic sun and sand product, yet which prompt the selection of a tourist destination (i.e. visits to historic places, cultural activities, interesting towns or cities, contact with nature). The third component is more closely linked to variables concerning activity and social interaction (i.e. interaction with other tourists, nightlife, doing sports, specific leisure/tourist attractions, prior visits to the destination), while the fourth component concerns how easy a choice the destination was (i.e. easy access, facilities for children and/or the elderly, easy access to information and an easy trip to arrange). The fifth component is related to the cuisine, local lifestyle, and prior visits to the destination. Finally,

the sixth component is associated with price-related aspects (an affordable price for the tourist's budget and whether the destination was seen as inexpensive).

The second principal components analysis was performed on the thirteen dissatisfaction-based attributes. The results showed two components with eigenvalues greater than one. Once selected, a varimax rotation was performed. Table 5 shows the correlation coefficients between the original variables and principal components with values higher than 0.4. This table also shows the percentages of explained variance for each of the components, with a total explained variance of 40.39%.

Table 5. Matrix of rotated components for the 13 elements of dissatisfaction.

	Component	
	1	**2**
Too much building/destruction of the landscape	.808	
Too much development /too commercial	.774	
Too many people	.767	
Noise	.447	
Too much traffic	.432	
Lack of natural environment	.419	.407
Expensive		
Signposting of roads and /or places of interest		.688
Sports facilities and infrastructure		.662
Lack of professionalism in services outside hotel		.630
Road conditions		.519
Problems at the airport		.485
Dirtiness (beaches, streets, etc.)		.453
Percentages of explained variance	21.17	19.22

The first principal component is associated with too much building/destruction of the landscape, too much development/too

commercial, too many people, noise, too much traffic and lack of a natural environment. Thus, these variables are tied in with overcrowding at the destination and environmental degradation. The second component is more closely linked to other aspects that can generate dissatisfaction (poor signposting of roads and /or places of interest, a lack of sports facilities and infrastructure, lack of professionalism or cordiality in services outside the hotel, poor road conditions, problems at the airport, and dirtiness).

Satisfaction model

The satisfaction model is aimed at examining whether there is a relation of dependency between overall satisfaction and declared satisfaction or dissatisfaction with different aspects of the destination. To control for specific tourist characteristics, the model includes some variables relating to the tourists' socio-demographic profiles: country of residence (Germany, United Kingdom, Spain), age groups (18 to 29, 30 to 44, 45 to 59, and 60 or older), income level (in seven intervals) and educational level (in five intervals). Dummy variables referring to the destination that was being rated were also included. The satisfaction and dissatisfaction-based evaluations were included in the model as principal components (six and two, respectively), in keeping with the results of the components analyses described in the section above. The regression coefficient of determination equals 0.45. The statistical significance of the model's variables (F tests) can be seen in Table 6. The components of

both satisfaction and dissatisfaction included in the analyses are all statistically significant at the standard 5% level.

Table 6. Model of overall satisfaction. Statistical significance of the variables (F-test).

Source	Sum of squares	df	Mean square	F	Sig.
Destination	10.917	7	1.560	5.135	.000
Country residence	.795	2	.398	1.309	.270
Age	3.520	3	1.173	3.863	.009
Income	3.993	7	.570	1.878	.069
Education	3.108	5	.622	2.047	.069
Satisfaction PC1 (basic sun and sand product)	505.952	1	505.952	1665.786	.000
Satisfaction PC2 (cultural activities and contact with nature)	84.878	1	84.878	279.451	.000
Satisfaction PC3 (activity and social interaction)	56.576	1	56.576	186.270	.000
Satisfaction PC4 (easy access and choice)	25.222	1	25.222	83.041	.000
Satisfaction PC5 (local lifestyle)	76.380	1	76.380	251.472	.000
Satisfaction PC6 (price related)	45.923	1	45.923	151.197	.000
Dissatisfaction PC1 (overdevelopment and congestion)	1.861	1	1.861	6.127	.013
Dissatisfaction PC2 (poor performance)	2.894	1	2.894	9.530	.002

The estimated coefficients of the principal components included as explanatory variables are displayed in Table 7. The results suggest that the dissatisfaction ratings are statistically significant and present the expected negative sign. Nevertheless, their effect on the dependent variable is far lower than the estimated effect of the satisfaction

components. The partial correlation coefficients, for example, take negative values of around -0.04, whereas the lowest value of the satisfaction components is 0.14. The results therefore suggest that the dissatisfaction-based evaluations influence tourists' overall satisfaction, yet their influence is very low and, in absolute terms, far lower than the dimensions of satisfaction.

Table 7. Estimated coefficients of the satisfaction and dissatisfaction components.

	Unstandardized Beta Coefficients	Standardized Beta Coefficients	Partial Correlation	Sig.
Satisfaction PC1 (basic sun and sand product)	0.381	0.514	0.543	0.000
Satisfaction PC2 (cultural activities and contact with nature)	0.156	0.212	0.256	0.000
Satisfaction PC3 (activity and social interaction)	0.131	0.177	0.211	0.000
Satisfaction PC4 (easy access and choice)	0.082	0.111	0.143	0.000
Satisfaction PC5 (local lifestyle)	0.144	0.196	0.244	0.000
Satisfaction PC6 (price related)	0.110	0.149	0.192	0.000
Dissatisfaction PC1 (overdevelopment and congestion)	-0.022	-0.031	-0.038	0.013
Dissatisfaction PC2 (poor performance)	-0.029	-0.039	-0.049	0.002

Intention to return model

To estimate the impact of the dissatisfaction-based evaluations on the intention to return, only information corresponding to the island of Mallorca was used. The estimated model was a binary logit model, and

its dependent variable took a value of zero if the respondent stated that he/she had no intention of returning to this destination in the next two or three summers (53.9% of those surveyed), and a value of one in the opposite case (46.1%). The variables included were the same as those used in the above satisfaction model, with the addition of a variable referring to the number of previous visits to the archipelago. This variable measures the number of visits during the five years leading up to the survey, with a maximum value of "more than four". The estimated model's percentage of correct assignment was 68.04%, and the coefficient of Cox and Snell and Nagelkerke's R^2 equals 0.160 and 0.213 respectively.

Table 8 shows the Wald tests of joint significance for the groups of dummy variables and the satisfaction/dissatisfaction principal components. In all cases, they are statistically significant at the 5% level. Among all the components, the fifth satisfaction component is the one with the highest explanatory capacity for the intention to return. This component is associated with the local lifestyle and cuisine, and the fact that the tourist has already visited the destination. On the other hand, the significant influence of the first component (correlated with attributes typical of a sun and sand destination) coincides with the results of other studies (Aguiló et al., 2005; Alegre and Cladera, 2006). The first dissatisfaction component also has a high explanatory power. The importance of this variable confirms the need to include these types of explicit questions pertaining to dissatisfaction when analyzing tourists' future behavior. Moreover, the meaning of this component, associated

with overdevelopment and over-crowding at the destination, suggests how essential it is for policy-makers at sun and sand destinations to consider the importance of initiatives that conserve the natural environment and the destination's peaceful, unspoilt nature.

Table 8. Estimations of the logit model on the intention to return to the Balearics.

Variable	B	Wald	df	Sig.	Exp(B)	Marginal Effect	Elasticity	% StdX
Repetition		55.491	3	0.000				
Country of residence		13.859	2	0.010				
Age		3.662	3	0.300				
Income		14.132	7	0.049				
Education		7.950	5	0.160				
Satisfaction PC1 (basic sun and sand product)	0.242	11.971	1	0.005	1.2737	0.060	.051	25.9
Satisfaction PC2 (cultural activities and contact with nature)	0.061	0.822	1	0.365	1.0633	0.015	.013	6.2
Satisfaction PC3 (activity and social interaction)	0.128	3.279	1	0.070	1.1366	0.032	.027	13.3
Satisfaction PC4 (easy access and choice)	0.041	0.399	1	0.528	1.0421	0.010	.009	4.1
Satisfaction PC5 (local lifestyle)	0.260	14.613	1	0.000	1.2974	0.065	.055	29.1
Satisfaction PC6 (price related)	0.057	0.791	1	0.374	1.0584	0.014	.012	5.8
Dissatisfaction PC1 (overdevelopment and congestion)	-0.241	13.580	1	0.000	0.7861	-0.059	-.051	-21.9
Dissatisfaction PC2 (poor performance)	-0.124	3.265	1	0.071	0.8836	-0.031	-.026	-11.4
Constant	0.755	1.129	1	0.288				

Conclusions

This study has been applied to a specific type of tourism, sun and sand tourism, but its main conclusions could be valid for other types of destinations. The first issue that the results of this study point to is the need to reconsider the usual structure of tourist satisfaction surveys, first of all because these types of surveys focus primarily on a destination's positive attributes, which are usually associated with the very reasons why tourists choose to visit it. As a result, the researcher remains unaware of tourists' opinions of the destination's other features, including negative characteristics or those that are not associated with the reasons why it was chosen for a vacation.

The analyses that were performed support the hypothesis that a destination's attributes can be classified according to their different influence on overall tourist satisfaction. More particularly, the usefulness of distinguishing between a destination's positive and negative characteristics, when evaluating it, was demonstrated, supporting the hypothesis of the dual dimension to satisfaction (Tribe and Snaith, 1998; Truong, 2005; Truong and Foster, 2006; Pritchard and Havitz, 2006; Crotts and Pan, 2007; Crotts et al., 2008). The statistical analysis that was performed shows a marked lack of concordance between the two types of evaluations. This would support Herzberg's hypothesis that factors that generate satisfaction and those that generate dissatisfaction are not correlated (Chan and Baum, 2007). In consequence, surveys or studies that evaluate tourists' experience of a destination need to include explicit

questions on dissatisfaction. Explicit dissatisfaction ratings do not reiterate satisfaction-based ratings but provide additional information.

The importance of our study goes beyond the fact that explicit evaluations of dissatisfaction provide complementary information on the holiday experience at a destination. The analyses that were performed show that dissatisfaction statements have an obvious bearing on both tourists' overall satisfaction and their intention to return (Babin and Griffin, 1998, 2001). Overlooking such effects could mean relinquishing the opportunity to correct negative aspects of the holiday experience. In this respect, the results that were obtained from the intention-to-return analysis are highly illustrative. For sun and sand destinations, the estimated model reveals that negative situations tied in with overdevelopment, tourism congestion and the destination's environmental degradation are highly important in explaining tourists' intention not to return. We must point out that dissatisfaction evaluations have a greater bearing on the intention to return than on overall satisfaction. In the case of the overall satisfaction, dimensions of dissatisfaction are significant, although their influence is not as strong as those of satisfaction. Initially, this leads to the conclusion that negative experiences at a destination might not determine overall satisfaction, yet they nevertheless make the destination less attractive, and thus reduce the probability of a return visit. This might be due to the tendency to rate holidays satisfactorily, given the personal and emotional involvement inherent in the experience and their associated cost. Yet there is no such reinforcement when stating the intention to return. This issue is important

in evaluations of the holiday experience and it ought to be explored in greater detail in future studies.

For policy-makers at holiday destinations, several implications can be inferred from this study. First of all, not all factors that define a holiday experience at a destination are positive or pull factors. To make a correct diagnosis of a destination, it is important to know how both the destination's positive and negative aspects affect tourists. The negative ones are particularly relevant because they can be specific to a destination and thus single it out negatively in comparison with other rival destinations. Secondly, in a competitive environment, it seems advisable to attract the repeat visitor segment. In this case, it is important to bear in mind that overall tourist satisfaction and the intention to return are not just determined by the destination's positive factors. Perceived negative factors can be decisive in discouraging tourists from making a return visit. In consequence, decision-makers at destinations must make the same effort to boost positive aspects and correct negative ones.

Decision makers at destinations must bear in mind the results of this study in an additional sense. Some of the problems of a tourist destination's development have been acknowledged, in terms of unsustainability or excess carrying capacity. It has been accepted that there can be negative aspects to the growth of a tourist destination, particularly in relation to the deterioration of natural resources. In the results of the paper it is shown that tourists are, in effect, sensitive to negative aspects of a destination that might be derived from over-

development or congestion. Additionally, the results of the paper show that tourists make a complex, dual assessment of the destination's characteristics, in such a way that attributes that contribute positively to a destination's performance can generate simultaneous feelings of satisfaction and dissatisfaction on the part of the tourist. For instance, a tourist might be satisfied to discover local aspects of a destination (the food or some expressions of the local culture) but be simultaneously affected by a lack of more cosmopolitan or international resources. When tourism policies are designed, it must be remembered that a positive assessment of a resource can go hand in hand with a simultaneous negative one and that both can determine a tourist's assessment of a destination.

The results that were obtained support the hypothesis of the dual dimension to assessments of satisfaction. Nonetheless, some methodological issues must be looked at in greater depth, particularly the possible influence on the results of the scales that were used. Additionally, since the factors that were analyzed are specific to the destination, other studies must be conducted in destinations other than sun and sand ones in order to calibrate the influence of negative factors on overall tourist satisfaction.

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Chapter 5. Place attachment in mature sun and sand destinations: antecedents and consequences

Place attachment can be defined as emotional ties between people and specific places. It is a process in which a certain place gradually acquires a deep significance for a person over the course of time (Tuan, 1974, 1980; Relph, 1976; Buttimer, 1980; Hidalgo and Hernández, 2001).

Studies of relations between people and specific places have been made for decades in different fields (geography, psychology, economics etc). In tourism, research shows that a bond can develop between visitors and holiday destinations (Williams et al., 1992; Moore and Graefe, 1994; Briecker and Kerstetter, 2000; Warzecha and Lime, 2001; Vaske and Kobrin, 2001; Lee, 2001; Kyle et al., 2003a; Kyle et al., 2003b; Williams and Vaske, 2003; Kyle et al., 2004; Fredman and Heberlein, 2005; Hwang et al., 2005; Hailu et al., 2005, Yüksel et al., 2009). This bond is connected with tourists' reliance on a holiday resort to carry out a specific leisure activity, be it related to sport, relaxation or other activities. It can also be generated through a sense of symbolic or

emotional identification with a place. This sense of attachment is possible thanks to contact with a place over the course of time.

Nonetheless, the generation of a feeling of attachment to a destination is not automatic, since it depends on the personal history of each person and the place they visit. Factors like the number of visits there, the characteristics of the place, and satisfaction with a trip all have a positive influence on the development of a sense of place attachment (Gitelson and Crompton, 1984; Lee and Allen, 1999; Kyle et al., 2003a; Freadman and Heberlein, 2005). Normally, this attachment is generated toward destinations that are considered unique (a special city, for instance), ones that are easily accessible from the visitors' place of residence and thus easy to find, and even toward places where a specific leisure activity can be carried out (like mountains sports). In contrast, it has been claimed that, when different places all offer a similar product, the bond between tourists and this kind of destination will be weaker (Gross and Brown, 2006). This could be the case of destinations whose main attraction is based on sun and sand tourism. These are destinations that offer a very similar kind of product and so they are thought to be fairly easily inter-replaceable (Buhalis, 2000; Mangion et al., 2005).

This paper discusses the generation of a sense of place attachment between visitors and a sun and sand holiday destination, the Balearic Islands: a mature destination for mass tourism with a high number of repeat visitors. The phenomenon of the high repeat visitor rate at this destination has been explored on other occasions (Aguiló et al., 2005;

Alegre and Cladera, 2006; Alegre and Juaneda, 2006; Cladera, 2007), as has repeat visitation in broader terms (Gitelson and Crompton, 1984; Gyte and Phelps, 1989; Milman and Pizam, 1995; Kozak and Rimmington, 2000). However, research into place attachment's direct influence on repeat visitation has rarely been applied to sun and sand destinations (Yüksel et al., 2009).

To carry out this study, a survey was conducted in order to measure the level of place attachment of repeat visitors to the Balearic Islands, the antecedents, and behaviour pattern of these visitors. Place attachment can be measured in differing degrees and dimensions through direct interviews with travellers (Williams et al., 1992; Moore and Graeffe, 1994; Jorgensen and Stedman, 2001; William and Vaske, 2003).

The article is divided into four parts. Firstly, a review is made of literature on the concept, together with the antecedents and consequences of place attachment, followed by a presentation of the objectives of the study and research method. An outline is then given of the results of the study and it finalizes with a series of conclusions.

Literature Review

Place attachment

Place attachment can be defined as an emotional bond between people and certain places (Hidalgo and Hernández, 2001). The concept of

topophilia or the idea of being in love with a place was coined by Tuan (1974) to refer to a process whereby a specific place gradually takes on a deep meaning for someone over the course of the years. Thanks to this bond, human beings develop a sense of belonging to a place that gives their life meaning (Relph, 1976; Buttimer, 1980; Tuan, 1980). A similar phenomenon occurs with emotional ties that develop between people, be they family or friends (Tuan, 1974,1980; Moore and Graefe, 1994). Research has demonstrated that the relationship between individuals and specific places (other than their place of residence) is important in their personal development and in what they are like as a person (Manzo, 2003: 57). On occasions, feelings for a place can be subconscious (Hester, 1993): it can be an involuntary fondness of which we are not entirely aware (Manzo, 2003:53).

An interest in studying human beings' links with a place has been shown in various different disciplines (Williams and Vaske, 2003), including geography with the concept of a "sense of place" (Relph, 1976, 1997; Buttimer and Seamon, 1980; Tuan, 1977, 1980) or environmental psychology (Brown, 1987, Altman and Low, 1992). Within the field of tourism, this concept began to be applied in the 1980s (Hwang et al., 2005:146), referring to positive connections or links between visitors and tourist destinations (Williams and Vaske, 2003). Numerous studies have demonstrated cases where tourists have developed emotional ties to a place they visit during their holidays (Williams et al., 1992; Moore and Graefe, 1994; Briecker and Kerstetter, 2000; Warzecha and Lime, 2001; Vaske and Kobrin, 2001; Lee, 2001; Kyle et al., 2003a; Kyle et al.,

2003b; Williams and Vaske, 2003; Kyle et al., 2004; Fredman and Heberlein, 2005; Hwang et al., 2005; Hailu et al., 2005). What is more, these studies tend to confirm the existence of two dimensions to place attachment: place dependence and place identity (Williams et al., 1992; Jorgensen and Stedman, 2001).

1. Place dependence is a functional bond with a place fostered by an ability to carry out a specific leisure activity there (Hailu et al., 2005:583). This dependence is reliant on the place having certain physical characteristics that are needed to achieve certain leisure-related goals (Stokols and Shumaker, 1981), for example the existence of mountains for hiking or presence of rivers or a coastline for water sports. When the traveller's main objective is a certain activity, the place is assessed in terms of its function (Williams and Vaske, 2003; Hailu et al., 2005). This type of bond can be formed anywhere that the desired activity is available (Williams and Vaske, 2003).

2. Place identity is an emotional bond between an individual and a place visited for leisure purposes (Hailu et al., 2005:583). This dimension reflects the symbolic importance of a place as a focus of emotions and relations that give meaning to life (Williams and Vaske, 2003:831). This emotional bond with a place is a component of the individual's personal identity (Proshansky et al., 1983; Hailu et al., 2005) and it grows stronger through contact with a place over the years (Giuliani and Feldman, 1993).

Numerous authors have examined how an emotional bond is formed between travellers and destinations. There are three main factors that influence its development: (1) *Prior experience at the destination*. This is one of the most important pre-requisites. Prior links with a destination are determined by the number of former visits there (Williams et al., 1992; Moore and Graefe, 1994; Eisenhauer et al., 2000; Lee, 2001; Vorkin and Riese, 2001); the intensity of these trips (the number of days' stay) (Mitchell et al., 1993; Vorkin and Riese, 2001); the age when they occurred (travelling with the family as a child has a positive influence on the development of a sense of place attachment) (Lee and Allen, 1999; Lee, 2001); the level of familiarity with the destination (Williams et al., 1992; Lee, 2001); and satisfaction with prior visits (Bloemer and de Ruyter, 1999; Lee, 2001). All these factors contribute positively to the development of an emotional bond between a person and a place. In short, a tourist who has visited a destination on several occasions, who has travelled there since his childhood with the family, or who has been satisfied with previous visits there will be more likely to develop a sense of place attachment; (2) *The characteristics of the destination*. Every destination has a predominant set of characteristics, depending on its type (urban, mountain, sun and sand, etc.) (Buhalis, 2000). Crouch and Ritchie (1999) call these attributes the destination's "core resources". These characteristics also influence the generation of place attachment. As seen above, one dimension of place attachment is the formation of a functional bond: that is, to what extent a destination can offer the necessary facilities for a certain intended activity. Studies by Lee (2001) and Fredman and Heberlein (2005) show that one of the main

antecedents of place attachment is the pull factor of the destination's attributes: that is, the existence of amenities that are not available in the visitor's normal place of residence, facilitating enjoyment of a certain activity that is not possible at home; and (3) *Tourist involvement*. This concept is defined as an unobservable state of motivation, emotion or interest in a leisure activity or associated product (Rothschild, 1984; Havitz and Dimanche, 1997). A tourist's more active involvement in an activity or destination means that, first of all, the place or activity are more important in the visitor's life and, second, that the traveller develops a greater sensitivity and sense of commitment to the suppliers of the activity and/or place where it happens (Havitz and Dimanche, 1990, 1999; McIntyre and Pigram, 1992; Gahwiler and Havitz, 1998). Research has shown that there is a positive relationship between tourist involvement and place attachment (Williams et al., 1992; Moere and Graefe, 1994; McFarlane et al., 1998; Bricker and Kerstetter, 2000; Kyle et al., 2003a).

In short, the main variables associated with place attachment include a prior relationship with the destination, the characteristics of the place, and the tourist's level of involvement and motivation.

The consequences of place attachment for the destination

The antecedents of place attachment have been extensively analysed in literature and the results are, in general, accepted and tend to coincide.

In contrast, studies of the effects of place attachment have not been so exhaustive and their conclusions are not as solid as studies of its antecedents. Despite this, research highlights the following consequences: (1) *Greater tourist involvement*. The stronger the sense of place attachment, the more actively the tourist becomes involved with the destination (Bricker and Kersteetter, 2000; Hwang et al., 2005). In the previous section, one of the antecedents of place attachment was considered to be the tourist's level of involvement, but it has been demonstrated that *tourist involvement* is not just a pre-requisite of place attachment but also a possible consequence; (2) *An increasing tendency to revisit the place*. Being in love with a place and/or the possibility of carrying out a specific activity there motivates people to go back there again. Fredman and Heberlein (2005) claim that the existence of place attachment plays an important role in motivating repeat visits to a destination, overcoming any limitations or difficulties that consumers might face. Hailu et al. (2005) observe that an emotional bond with a place (together with the number of prior visits) has a direct impact on the demand function for trips to a certain place. Likewise, Gitelson and Crompton (1984), Lee and Allen (1999), Kyle et al. (2003a) and Yüksel et al. (2009) state that repeat visits to a destination are not just based on satisfaction with previous trips there, but also on the existence of an emotional bond with the place; (3) *Increased satisfaction during trips.* The existence of place attachment has a positive significant influence on tourists' level of satisfaction with services at a destination (Hwang et al., 2005; Yüksel et al., 2009). (4) *A willingness to pay more*. This is one of the consequences where direct proven empirical evidence is harder to

find. Studies of this effect have given contradictory results. Williams et al. (1999) found that more experienced travellers who were more familiar with a destination – and who, by extension, tended to have stronger ties – were less willing to pay more. In contrast, Kyle et al. (2003b) observed that tourists with a strong sense of place identity are more receptive to paying a nature protection tax, while those with a sense of place dependence are also willing to pay a tax but one that is aimed at developing facilities and infrastructure at the destination. In short, according to this research, there is a positive relationship between the types of place attachment and a willingness to pay some kind of tax or surcharge. Notwithstanding all this, all these studies are only based on interviews with visitors about their hypothetical attitudes. On the other hand, Alegre and Juaneda (2006) observe that tourists on repeat visits to the same part of the destination have a significantly higher expenditure during their holiday in relation to first-timers there. Higher expenditure might be associated with a willingness to pay more (if it is assumed that a stay in the same area implies place attachment) or else returning to the same area might reduce the non-monetary risks and costs of tourism and so visitors can afford to increase their spending to ensure better quality services. Despite this, the study cannot confirm either of these hypotheses. In synthesis, although there are possible indications, no clear relationship has been established in literature between emotional attachment and a willingness to pay more; and (5) *A greater sensitivity to environmental impacts at the destination*. Some studies demonstrate the existence of a relationship between place attachment and, firstly, a greater sensitivity to impacts on resources there (Young et al., 1991) and,

secondly, a more responsible behaviour toward the natural environment (Vaske and Kobrin, 2001). Furthermore, as indicated previously, a positive relationship is established between place attachment (place identity) and a willingness to pay levies or taxes for the protection of natural resources and for environmental education. Literature also suggests that visitors who express strong attachment to a place are inclined to have a better awareness of resources at the destination, to take more care, and to assume an active role in the management of the place (Wellman et al., 1982; Schreyer et al., 1984). Lastly, it is also claimed that the stronger the place attachment (place identity), the greater the tendency to experience a sensation of too many people and congestion at the holiday destination (Kyle et al., 2004): visitors with a strong emotional sense of attachment to a destination are more aware than the rest when there are too many people there. In summary, the different analyses point to place attachment being associated with a greater sensitivity and demand for environmental quality at a destination.

Consequently, research indicates that a strong sense of place attachment can lead to greater involvement/motivation on the part of the tourist; a propensity for repeat visits; increased satisfaction during the trip; a willingness to pay more; and greater sensitivity to the environmental impacts that the destination might suffer from. If these effects are confirmed, the existence of a visitor segment characterized by a sense of place attachment could be considered a phenomenon with positive effects for the destination and one of its strengths. Creating and maintaining a network aimed at fostering contact between individual

consumers and destinations and mutual relations between them ("relationship marketing") (Fyall et al., 2003) could be a tool in helping the said destinations achieve a greater competitive edge: fostering a sense of attachment to an enterprise by clients might be useful in defending it from rival businesses (Wernerfelt, 1991).

Studies of place attachment at tourist destinations

Literature highlights that research into and an awareness of place attachment can help improve the management of tourist destinations (Greene, 1996). The possible positive consequences of this phenomenon have encouraged research in this field. Studies have been made of numerous types of places: mountain destinations (Kyle et al., 2003a; Kyle et al., 2003b; Kyle et al., 2004; Fredman and Heberlein, 2005), cities (Lee, 2001), rivers (Briecker and Kerstetter, 2000), and natural parks and woodlands (Warzecha and Lime, 2001; Williams and Vaske, 2003; Hwang et al., 2005; Hailu et al., 2005) etc. Nonetheless, their direct application to sun and sand destinations has been more limited (Lee, 2001; Yuksel et al., 2009) or the issue is only analysed in a partial way (Alegre and Juaneda, 2006; Cladera, 2007).

Sun and sand holidays are one of the most popular forms of tourism. Since the early days of mass tourism, citizens from northern countries have travelled to warmer climes in their holidays (Buhalis, 2000). During these visits, the tourists take advantage of the physical characteristics of

these places to carry out activities that they cannot do in their usual place of residence (place dependence). The main motivations in visiting this kind of destination are the climate, beaches, landscape etc. (Kozak, 2001; The Canary Island Tourist Expenditure Survey, 2004, Mangion et al, 2005; Aguiló et al, 2005; Yoon and Uysal, 2005; Alegre and Cladera, 2006, Campo et al., 2009). At the same time, the places that offer this kind of holiday are considered to be fairly inter-replaceable because the (sun and sand) activities there are also available at many other destinations (Buhalis, 2000; Mangion et al., 2005). The existence of numerous places with a similar holiday product can mean that tourists have a weaker sense of place attachment to these destinations (Gross and Brown, 2006:699).

Nonetheless, this statement can be qualified. Moore and Graefe (1994) observe the influence of place dependence on place identity. What they term the *model of place attachment formation* functions as follows: as the number of visits to a place rises, fewer substitutes or alternatives are seen as existing for the place in question. Consequently, individuals become dependent on the place for a specific leisure activity (a sun and sand holiday in this case). When people become dependent on a place, they visit it often and this facilitates the development of an emotional or symbolic attachment to the destination. In short, place dependence ends up by influencing their identification with the place.

As a result, it is important to know whether, at sun and sand destinations, repeat visits and/or satisfaction with prior trips have been

able to generate an emotional bond with the place. If this is confirmed, the consequences for destinations should be identified.

Objectives and methodology of the research study

Objectives

To demonstrate the possible existence of a sense of place attachment by visitors to a sun and sand destination, the case of the Balearic Islands was studied. This is a mature mass tourism destination that has marketed its product on international markets (mainly Britain and Germany) for over four decades and a leading Mediterranean sun and sand destination (Aguiló et al., 2005). The Balearic Islands are characterized by a high repeat visitor rate (67% in 2003), with a large percentage that have visited the destination on four or more occasions (34%) (Alegre and Cladera, 2006; Alegre and Juaneda, 2006). This visitor profile has led some studies to point to the possible existence of a tourist segment with a sense of place attachment (Alegre and Cladera, 2006; Alegre and Juaneda, 2006), although the issue has never been directly analysed.

Specifically, this research study aims to test: (1) The possible existence of a tourist segment with strong emotional ties to one example of a sun and sand destination; (2) The antecedents of this possible place attachment; and (3) The consequences of the phenomenon.

Research methodology

Survey design. Place attachment can be identified and measured, together with its various degrees and dimensions (William and Vaske, 2003). This bond can be evaluated using a *place attachment scale*, which measures two dimensions of place attachment (functional and emotional attachment) (Williams et al., 1992; Moore and Graeffe, 1994; Jorgensen and Stedman, 2001). According to these studies, the degree of place attachment can be reliably measured by asking visitors to rate eight statements. More specifically, four statements must be rated to measure each of the two dimensions (Williams and Vaske, 2003). In the first case, the statements refer to aspects concerning the function of the place for a specific leisure activity. Normally visitors are asked to rate statements such as "This destination is the best place to do what I enjoy doing during my holiday" (William and Vaske, 2003). The aim is to analyse the bond that has developed because certain favourite leisure activities can be carried out there. The most suitable statements were selected by making a review of other research studies (Shamai, 1991; Williams et al., 1992; Lee, 2001) and by conducting a pilot survey at Palma Airport (Balearic Islands) during the month of June 2006. By taking this dual approach, the four most relevant statements could be chosen to study this factor: The Balearics are my favourite holiday destination; I get more satisfaction out of visiting the Balearics than any other destination; The Balearics are the best place to do what I enjoy doing; Nowhere else can compare to the Balearic Islands.

To analyse the level of emotional attachment to the holiday destination, the same methodology was used. In this case, place attachment refers to the emotional, symbolic or experience-based bond that is generated. The statements were designed to explore whether the visitor felt "the destination was a part of him" or even whether "what occurs there is important for him". Thus it is a dimension that alludes to the arousal of positive emotions. The four statements that were used to examine this behaviour were: My experience of the Balearics is/has been more than leisure related; I feel that the Balearics are a part of me; I feel very attached to the Balearics; What happens in the Balearics is important for me.

Once the eight items had been chosen, in order to measure the degree of place attachment to the Balearics, a survey was conducted using travellers to the archipelago in the summer of 2006. As well as answering questions referring to their sociodemographic characteristics, the interviewees had to rate their level of agreement with the eight statements, depending on whether they "agreed completely" (=5) or "disagreed completely" (=1), as is typical with this kind of survey (Williams and Vaske, 2003). Furthermore, other questions were asked to analyse the antecedents and consequences of this emotional bond: that is, the number of previous stays, the level of satisfaction, the degree of motivation, and their future intention to return.

Table 1. Selected characteristics of the respondents.

Nationality	%	**Education**	%
German	39.88	No completed education	1.16
British	41.39	Primary school education	3.60
Spanish	18.74	Secondary school education	38.05
Total	100	Non-university higher educat.	22.12
		University education	31.55
		Unknown/No answer	3.52
Age		Total	100
18 – 29	20.45		
30 – 44	34.88	**Accommodation**	
45 – 59	34.88	Hotel	70.39
60 and over	9.80	Rented apartment/villa	11.00
Total	100	Own apartment/villa	5.34
		Home of friends/relatives	8.55
		Rural tourism	1.78
Income		Other	2.94
No income	8.06	Total	100
Less than 12,000 eur.	4.50		
12,000 – 21,000	10.55	**Package holiday**	
21,000 – 30,000	13.54	Yes	68.90
30,000 – 39,000	17.76	No	31.10
39,000 – 48,000	13.18	Total	100
Over 48,000 euros	14.65		
Unknown/No answer	17.76	**Been to the Balearics before**	
Total	100	Yes	57.80
		No	42.20
		Total	100

Data-gathering process. The tourists interviewed for the survey belonged to the three main nationalities that visit the Balearic Islands: Germans, Britons and Spaniards. These three nationalities account for 81% of Mallorca's tourists (Government of the Balearic Islands, 2006). The surveys were conducted in the respondents' native languages at the departure gates of Palma Airport, once the passengers had checked in their baggage and gone through airport security. The survey selection process was random, based on the departure and gate information of all scheduled flights for this period, which was provided by the airport

authorities. Moreover, the survey-takers had to follow specific guidelines in selecting tourists at each boarding gate. For each flight, a maximum of three surveys was conducted. In the end, 2,423 people participated in the survey. Table 1 lists some of the characteristics of the survey respondents.

Results

The existence of a tourist segment with place attachment to a sun and sand destination

Table 2. Percentage of repeat visitors who "agree" or "agree completely" with the statement.

Place DEPENDENCE	Percentage of replies with a rating of ≥ 4
The Balearics are my favourite holiday destination	38.0
I get more satisfaction out of visiting the Balearics than anywhere else	31.5
The Balearics are the best place to do what I enjoy doing	36.1
Nowhere else can compare to the Balearics	19.7
Mean no. of replies for the dimension of place identity	**31.3**
Place IDENTITY	
My experience of the Balearics is/has been more than leisure related	40.8
I feel the Balearics are a part of me	24.6
I feel very closely attached to the Balearics	29.7
What happens in the Balearics is important for me	27.4
Mean no. of replies for the dimension of place dependence	**30.6**

Table 2 shows the percentage of replies equal to or higher than four (on a Likert scale ranging from 1 to 5) for each of the statements used to measure the degree of emotional and functional attachment. As can be

observed, for all the statements, a high number of repeat visitors (about 30%) showed themselves to be clearly identified with those statements that assess attachment to the destination. Given these results, the existence of a significant segment of tourists with a strong sense of place attachment can be confirmed.

Table 3. Principal components analysis of attachment variables. Communalities and correlation coefficients with the first component.

	Communality	Correlation
The Balearics are my favourite holiday destination	.596	.772
I get more satisfaction out of visiting the Balearics than anywhere else	.695	.833
The Balearics are the best place to do what I enjoy doing	.486	.697
Nowhere else can compare to the Balearic Islands	.581	.762
My experience of the Balearics is/has been more than leisure related	.436	.660
I feel the Balearics are a part of me	.739	.860
I feel very closely attached to the Balearics	.739	.860
What happens in the Balearics is important for me	.556	.745

In order to synthesize the level of attachment, a principal components analysis was performed for all the eight variables. These were summarized into a single principal component, capturing 60.34% of the initial information. Table 3 presents the communalities corresponding to each variable and the correlations of the extracted component.

In the 'intention to return model' that was estimated subsequently, the principal component that synthesizes the degree of place attachment was included as an explanatory variable. Additionally, its categorization into five intervals of equal size (each accounting for approximately 20% of the tourist respondents in this section) was used to differentiate between

repeat visitors with a lower level of attachment (first interval of the variable) and repeat visitors with a stronger level (last interval).

Antecedents of place attachment

Table 4. Antecedents of place attachment to the Balearics.

Model	Non-standardized coefficients		Standari-zed coeff.	t	Sig.	Collinearity statistics	
	B	Stand. Error	Beta			Tolerance	FIV
1. (Constant)	.110	.151		.724	.469		
2. good experience	.171	.036	.133	4.696	.000	.767	1.304
3. family tradition	.257	.027	.271	9.631	.000	.778	1.285
4.familiarity	.415	.034	.386	12.25	.000	.622	1.607
3 prior visits	-.096	.116	-.026	-.832	.405	.633	1.579
4 prior visits	.146	.115	.040	1.267	.205	.626	1.598
5 prior visits or more	.338	.097	.119	3.482	.001	.533	1.875

To analyse the predictors of tourist attachment to the Balearic Islands, a Linear Regression Model was estimated (Table 4). The dependent variable is the level of attachment measured by the principal compoment, while the independent variables are positive prior experience of the destination, the fact that travelling to the Balearics is (or was) a family tradition, and the level of familiarity with the destination. Additionally, the number of prior visits to the Balearics was included as an independent variable (three, four or five). The results show a model of the antecedents of place attachment along the lines of other studies (Lee, 2001, for example). Four of the variables are strong predictors of place attachment, whilst the other two are also useful. In order of importance,

the variables most closely associated with place attachment to the Balearics are familiarity with the destination, more than four previous visits, a family tradition of visits, and positive prior experience. These results show that regular contact with a place and familiarity with it are the factors that end up by generating a sense of place attachment to the holiday destination.

Distinctive characteristics of tourists with place attachment

In order to test for the behaviour pattern of tourists who have developed a sense of place attachment to the Balearic Islands, an analysis was made of their assessments of their degree of motivation in choosing the destination; their ratings of its attributes; their perception of annoying or dissatisfying situations; and their intention to return.

Motivations for the visit. Firstly research was conducted into the difference in the motivations of first timers and repeat visitors to the Balearics (Table 5). Although differences can be observed, they are not numerically high. First-time visitors show a greater motivation than repeat visitors in nine aspects, while for another seven the opposite occurs. Tourists visiting the Balearics for the first time are more motivated by factors relating to interaction and social relations (the nightlife, relations with other tourists, doing sports, the presence of friends or relatives etc), while for repeat visitors there is a tendency to be more motivated by basic features of a sun and sand product (the climate,

accommodation, cleanliness and hygiene). In contrast, among repeat visitors, there is practically no difference in motivation between those declaring themselves to have a high sense of place attachment and those who do not.

Table 5. Level of motivation with different aspects of a sun and sand destination.

Motivations	**First timer**		**Repeat visitor**		**Low level of attachment**		**High level of attachment**	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Accommodation	**4.15**	4	**4.29**	5	4.33	5	4.43	5
Cultural activities	**3.30**	3	**2.83**	3	2.71	3	2.70	3
Nightlife	**3.46**	4	**2.95**	3	2.94	3	3.07	3
Tourist/leisure attractions	**3.26**	3	**2.76**	3	2.84	3	2.76	3
Climate	**4.34**	5	**4.50**	5	4.47	5	4.56	5
Local cuisine	**3.54**	4	**3.73**	4	*3.68*	4	*3.88*	4
Cheaper destination	**3.40**	4	**3.23**	3	3.07	3	3.16	3
Contact with nature	**3.32**	4	**2.73**	3	2.45	2	2.46	2
Local lifestyle	3.28	3	3.34	3	*3.21*	3	*3.43*	4
Easy access	**3.73**	4	**3.87**	4	3.93	4	3.92	4
Facilities for children/the elderly	**2.94**	3	**2.80**	3	2.99	3	2.73	3
Easy access to information/easy trip to arrange	**3.87**	4	**3.50**	4	3.54	4	3.51	4
Cleanliness and hygiene	**4.14**	4	**4.42**	5	*4.42*	5	*4.58*	5
Landscape	*4.39*	5	*4.32*	5	4.28	4	4.39	5
Beaches	*4.50*	5	*4.44*	5	4.45	5	4.49	5
Playing sports	*3.02*	3	*2.94*	3	**2.76**	3	**3.08**	3
Friends and relatives	**3.03**	3	**2.72**	3	2.60	3	2.59	2
Familiar destination	**2.79**	3	**3.13**	3	**2.96**	3	**3.37**	3
Interesting towns/cities	3.63	4	3.65	4	**3.48**	4	**3.75**	4
Getting to know other tourists	3.18	3	2.86	3	2.79	3	2.95	3
Safety	4.16	4	4.38	5	4.46	5	4.49	5
Peace and quiet	*4.13*	4	*4.05*	4	4.09	4	4.02	4
Fits in with budget	**3.77**	4	**3.97**	4	3.98	4	4.16	4
Visiting historic places	**3.50**	4	**3.05**	3	2.95	3	2.93	3

N.B: Differences at a 5% significance level are shown in bold, and at a 10% level in italics. Equality tests were performed between the means of first-time and repeat visitors and between tourists with a low and high sense of place attachment.

Assessment of the holiday. Secondly, differences were observed in satisfaction ratings with the destination's different attributes and with overall satisfaction (Table 6). Repeat visitors show a slight tendency to be more satisfied than new visitors in their overall assessment of the holiday experience. Despite this, it is a very subtle difference. In some aspects, first timers' ratings are even higher than repeat visitors. It can therefore be said that there is no clear tendency for one segment to be more satisfied with the holiday than the other, neither in their overall assessment nor analysis of each of the destination's attributes. Nonetheless, among repeat visitors there is a clear difference in their assessments depending on whether they declare themselves to have a high sense of place attachment or not. Tourists with a strong sense of place attachment rate the overall experience significantly higher, together with most aspects of the destination, than those who do not declare themselves to have such a high sense of place attachment. These results show a clear tendency for these travellers to be highly satisfied with their holiday.

Perceptions of dissatisfaction. In continuation, an analysis was made of the impact of annoying situations that can occur during a holiday (Table 7). As demonstrated in other studies, ratings made using an explicit dissatisfaction-based scale do not reiterate assessments of information provided by a satisfaction-based scale (Alegre and Garau, 2009). Quite the opposite, satisfaction-based ratings provide complementary information. In general terms, the level of dissatisfaction experienced by tourists with a strong sense of place attachment is lower

than that of other tourists, both in relation to first timers and repeat visitors without a sense of place attachment. This contradicts other studies (Kyle et al., 2004) that had indicated that visitors with a sense of place attachment to a holiday destination were more sensitive toward aspects associated with its environmental quality.

Table 6. Satisfaction with different aspects of the destination.

Satisfaction	First timer		Repeat visitor		Low level of attachment		High level of attachment	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Accommodation	4.19	4	4.20	4	**3.02**	4	**4.29**	4
Cultural activities	**3.65**	4	**3.38**	3	**3.23**	3	**3.41**	3
Nightlife	**3.96**	4	**3.72**	4	**3.56**	4	**3.81**	4
Tourist/leisure attractions	**3.68**	4	**3.47**	3	**3.39**	3	**3.56**	3
Climate	**4.36**	4	**4.47**	5	4.41	5	4.51	5
Local cuisine	**3.73**	4	**3.88**	4	**3.66**	4	**4.05**	4
Cheaper destination	**3.78**	4	**3.64**	4	3.50	4	3.58	4
Contact with nature	**3.69**	4	**3.38**	3	3.20	3	3.32	3
Local lifestyle	**3.58**	4	**3.68**	4	**3.48**	4	**3.89**	4
Easy access	4.08	4	4.13	4	4.17	4	4.13	4
Facilities for children/elderly	**3.57**	3	**3.48**	3	3.46	3	3.44	3
Easy access to info./trip	**4.34**	5	**4.01**	4	3.92	4	3.90	4
Cleanliness and hygiene	4.08	4	4.12	4	3.97	4	4.14	4
Landscape	4.28	4	4.29	4	**4.15**	4	**4.32**	5
Beaches	4.39	5	4.34	4	4.25	4	4.36	5
Playing sports	3.42	3	3.39	3	3.33	3	3.45	3
Friends and relatives	3.56	4	3.50	3	3.40	3	3.48	3
Familiar destination	**3.41**	4	**3.87**	4	**3.72**	4	**4.03**	4
Interesting towns/cities	3.80	4	3.76	4	**3.50**	4	**3.83**	4
Getting to know other tourists	**3.61**	4	**3.40**	3	3.35	3	3.52	3
Safety	**4.16**	4	**4.26**	4	4.20	4	4.32	5
Peace and quiet	**4.14**	4	**3.98**	4	**3.72**	4	**3.98**	4
Fits in with budget	3.95	4	3.94	4	**3.80**	4	**4.01**	4
Visits to historic places	**3.66**	4	**3.44**	3	3.27	3	3.41	3
Overall satisfaction	**4.20**	4	**4.27**	4	**4.06**	4	**4.42**	5

N.B.: Differences at a 5% significance level are shown in bold. Equality tests were performed between the means for first timers and repeat visitors and between tourists with a high and low sense of place attachment.

Table 7. Dissatisfaction ratings.

Dissatsifaction	**First timers**		**Repeat visitors**		**Low level of place attachment**		**High level of place attachment**	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Too much traffic	**1.35**	1	**1.42**	1	**1.55**	1	**1.37**	1
State of roads	1.32	1	1.29	1	1.31	1	1.24	1
Too developed/too commercial	1.58	1	1.60	1	1.60	1	1.55	1
Too many buildings	1.71	2	1.72	2	*1.70*	2	*1.57*	1
Too many people	1.54	1	1.58	1	**1.69**	2	**1.54**	1
Lack of natural environment	**1.24**	1	**1.30**	1	1.30	1	1.25	1
Lack of professional service outside hotels	**1.14**	1	**1.21**	1	**1.28**	1	**1.16**	1
Sporting infrastructure/facilities	**1.10**	1	**1.17**	1	1.21	1	1.18	1
Prices (bars etc)	**1.66**	1	**1.56**	1	**1.61**	1	**1.43**	1
Noise	**1.29**	1	**1.39**	1	**1.53**	1	**1.37**	1
Problems at airport	**1.24**	1	**1.30**	1	**1.38**	1	**1.24**	1
Signing on roads	**1.14**	1	**1.21**	1	**1.29**	1	**1.15**	1
Dirt (beaches, streets)	**1.32**	1	**1.39**	1	**1.41**	1	**1.29**	1

N.B. Differences at a 5% significance level are shown in bold. Equality tests were performed between the means for first timers and repeat visitors and between visitors with a low and high sense of place attachment.

Repeat visits. A study was made of the influence of place attachment on the intention to return. As observed in Table 8, tourists with a sense of place attachment to the Balearics display a much higher intention to revisit the destination than other visitors.

Table 8. Intention to return to the Balearics.

In the next 2 or 3 years, do you plan to revisit (or is it likely that you will revisit) the Balearic Islands for a holiday?	**First timer**	**Repeat visitor**	**Low level of attachment**	**High level of attachment**	**Total**
Yes	34.5	54.6	48.9	69.2	46.1
No	65.5	45.4	51.1	30.8	53.9

Additionally, it was observed that as place attachment grows, the higher the tendency to repeat a visit to the same area (Table 9).

Table 9. Tendency to revisit the same area.

Percentile group of attachment	Attempts to revisit same area
1	2.19
2	2.84
3	3.31
4	3.44
5	4.02
Total	3.16

Table 10. Level of attachment and "personal sacrifice".

Percentile Group of attachment	I am willing to invest my talent and/or time to make the Balearic Islands an even better place.	I would make (or would have made) personal sacrifices to save/protect/preserve the Balearic Islands.
1	1.36	1.52
2	1.97	2.13
3	2.40	2.54
4	2.86	2.89
5	3.39	3.42
Total	2.39	2.50

"Personal sacrifice". Although literature usually takes into account two types of attachment to a destination (functional and emotional), during the research study two statements were included that are not normally used to measure the degree of attachment (Table 10). They are questions that can be interpreted as being synonymous with a strong sense of commitment to the destination, which might be considered a third dimension of place attachment. The segment with a stronger sense of attachment – the last interval – identifies strongly with these parameters.

Repeat visitation model

In order to estimate the impact of place attachment to the destination on the intention to return, a logit model was estimated, with a dependent variable that takes a value of 0 if the respondent states that he does not intend to revisit the destination in the next 2 or 3 summers and a value of 1 otherwise. The repeat visitation model establishes a relationship of dependence between the intention to revisit the destination and the degree of place attachment and declared satisfaction or dissatisfaction with different aspects of the destination. Additionally, when the model was initially estimated, some variables that captured the tourists' sociodemographic profiles were included: their country of residence (Germany, the UK, Spain), age, level of education and income. None of these variables, with the exception of the nationality variable, was significant at a 5% level. Consequently, they were excluded from the final estimation of the model.

The satisfaction and dissatisfaction ratings were included in the model by using six and two principal components from the components analysis outlined in the appendix[6]. In the components corresponding to the satisfaction ratings, the first principal component encompasses those attributes that define a basic sun and sand product (i.e. beaches, the climate, scenery, cleanliness and hygiene, safety, accommodation, and

[6] The components and factors that each one encompass are slightly different from those obtained in the previous chapter, because in this case only survey ratings corresponding to the Balearic Islands were used.

peace and quiet). The second component is primarily associated with features of the destination that are less closely related to a basic sun and sand product, yet which prompt visitors to choose the tourist destination (i.e. visits to historic places, contact with nature, cultural activities, and interesting towns or cities). The third component is more closely linked to variables concerning activities and social interaction (i.e. nightlife, interaction with other tourists, specific leisure/tourist attractions, doing sports, the presence of friends and family), while the fourth component is related to the cuisine, local lifestyle, and prior visits to the destination. The fifth component concerns how easy a choice the destination was (i.e. easy access, facilities for children and/or the elderly, easy access to information and an easy trip to arrange). Finally, the sixth component is associated with price-related aspects (an affordable price for the tourist's budget and whether the destination was seen as inexpensive).

The dissatisfaction ratings were grouped into two principal components. The first principal component is associated with too much building/the destruction of the landscape, too much development/too commercial, too many people, noise, too much traffic and lack of a natural environment. Thus these variables are tied in with overcrowding at the destination and environmental degradation. The second component is more closely linked to other aspects that can generate dissatisfaction (poor signposting of roads and /or places of interest, a lack of sports facilities and infrastructure, a lack of professionalism or cordiality in services outside the hotel, poor road conditions, problems at the airport, and dirtiness).

The total variance captured by the components is 52.17% and 38.25% respectively. The percentage of correct assignment for the estimated model is 63.6%, with a percentage of 39.4% corresponding to no intention to return in the two or three following summers and 81.2% for a declared intention to return. The Cox and Snell and Nagellkerde R^2 statistics are equal to 0.094 and 0.127 respectively. The Hosmer-Lemeshow test has a significance of 0.802, thus indicating the model's adequate goodness of fit in the different risk intervals. Table 11 shows the estimations of parameters corresponding to the principal components for attachment, satisfaction and dissatisfaction, and the values of the significance tests of the included variables.

Table11. Estimation of the logit model for repeat visitation to the Balearic Islands.

	B	Stan-dard error	Wald	gl	Sig.	Exp(B)
Country of residence			7.284	2	.026	
Germany	-.185	.162	1.304	1	.253	.831
UK	-.796	.298	7.145	1	.008	.451
Attachment	.185	.076	5.884	1	.015	1.204
Sun and sand characteristics	.364	.078	21.61	1	.000	1.439
Historic places, contact with nature, cultural activities.	.088	.074	1.404	1	.236	1.092
Activities and social interaction	-.044	.077	.316	1	.574	.957
Local lifestyle and cuisine and familiarity with the destination.	.294	.079	13.83	1	.000	1.342
Easy destination to choose	.033	.071	.211	1	.646	1.033
Price related aspects	-.019	.075	.065	1	.799	.981
Too much building/destruction. Over-commercialization.	-.269	.078	11.948	1	.001	.764
Other dissatisfactory aspects	-.046	.077	.356	1	.551	.955
Constant	.419	.121	11.98	1	.001	1.520

The results show that, of all the components, the one with the highest explanatory capacity for the intention to return corresponds to satisfaction with aspects that form part of a basic sun and sand product (beaches, the climate, landscape etc). At the same time, a high level of satisfaction with the component associated with the local lifestyle, cuisine and prior visits to the destination guarantees a strong likelihood of a return visit. This variable is conditioned by prior experience and familiarity with the place, and it increases the likelihood of a repeat visit. The effect of the component relating to emotional attachment is also significant, albeit to a lesser degree (the greater the attachment to the destination, the stronger the intention to return). The value of this variable confirms the importance that emotional attachment plays in the decision to revisit the destination. This attachment – which, as seen previously, is generated through habitual contact with the destination, positive prior experience, and a family tradition of visits there – calls for the public authorities and entrepreneurs to strive actively to foster this bond among visitors. It is also important to highlight the influence of negative perceptions (due to situations of congestion, too many tourists, or environmental degradation) on intentions not to revisit the destination. The remaining variables included in the model were not significant; that is, the components related to activities and social interaction, prices, easy access and an easy trip to arrange, the existence of other attributes not associated with a sun and sand product (historic places, cultural activities, contact with nature), and lastly annoying situations caused by other negative aspects (problems at the airport, a lack of signing etc). As

for an analysis by nationalities, British tourists display a lower intention to return than Spaniards or Germans.

It is interesting to point out that this estimation was only performed with the segment of the sample corresponding to repeat visitors. Despite this, the attributes that are most influential in the intention to return are the same ones as those obtained for the whole sample (Alegre and Garau, 2009). The factors that have the highest explanatory capacity on the intention to return are satisfaction with aspects associated with a sun and sand holiday product, satisfaction with the local lifestyle and cuisine, and prior visits to the destination. In contrast, when the sample is limited to repeat visitors, components like prices, easy access, an easy trip to arrange and social interaction no longer have any explanatory capacity on the intention to return, while emotional attachment to the place as a reason for a repeat visit becomes more important.

Conclusions

The development of a sense of place attachment among tourists to a holiday destination is related to travellers' reliance on the destination as a place where they can carry out a specific leisure activity that they cannot do back home. It can also be generated by identifying symbolically or emotionally with the place through contact with it over the course of time. Although the phenomenon has been explored in studies of different places, some research studies have suggested that a strong bond might

not be generated at sun and sand destinations because they offer a similar inter-replaceable product.

The initial result of this study demonstrates that a progressive relationship between tourists and the Balearic Islands - a mass sun and sand destination present in the international market for over four decades - has generated a strong emotional bond with the place by some of its visitors. For these people, despite the existence of other destinations of similar characteristics, it is a unique destination and, to a certain extent, an irreplaceable one. This bond has been generated through regular contact with the destination, familiarity as a result of prior visits, a family tradition of visiting the Balearics, and positive past experience.

Secondly, a need can be inferred for place attachment to be taken into account in research into satisfaction with visits and the intention to return. Repetition is not the result of inertial behaviour by tourists (Alegre and Cladera, 2006), but a consequence of positive previous experience and attachment to the destination. A sense of attachment is a powerful reason for revisiting a place. Tourist research has often focused exclusively on a place's tangible attributes, but in the management of a destination it is also important to bear in mind the importance of its symbolic and emotional significance for visitors. For destinations, the beneficial consequences of this phenomenon are the traveller's tendency to have a better opinion of the destination and a substantial increase in the likelihood of a return visit. Thanks to this loyalty, visitors are less

sensitive to the price component, and campaigns to advertise and promote the destination are less necessary.

Tourism managers must strive to create an emotional bond between a holiday destination and its visitors. These efforts can include policies to attract younger tourists – so that they get into the habit of visiting the destination – or offers to attract entire families. Another possibility is to extend loyalty programmes or similar schemes that already exist for certain services (frequent flyers and hotel or car hire loyalty schemes etc) to encompass the whole destination (Lee, 2001; Fyall et al. 2003).

Lastly, this study raises the need for new research, given some of its results. Firstly, it has not observed a greater sensitivity among visitors with a strong sense of place attachment to aspects associated with congestion and over-crowding compared with other tourists. In contrast, some articles have pointed to place attachment being associated with a greater awareness of the destination's environmental situation (Kyle et al., 2003a; Kyle et al., 2004). Secondly, because data on expenditure was not available, this variable could not be analysed. However, during the research study it was observed that the stronger the place attachment, the greater the tendency to revisit the same area. In a study by Alegre and Juaneda (2006), it was seen that tourists repeating a holiday in the same place spend significantly more than the rest. Future research could try and clarify whether a stronger sense of place attachment might be associated with a willingness to pay more. Lastly, during the study, the group identified as having a strong bond showed a close sense of

identification with new parameters defined as "strong personal sacrifice". Future studies could clarify the implications of this dimension of place attachment.

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Appendix. Matrix of rotated components

Table 1. Matrix of rotated components for satisfaction-related attributes.

	Component					
	1	**2**	**3**	**4**	**5**	**6**
Beach	.667					
Climate	.629					
Landscape	.602					
Cleanliness & hygiene	.595					
Safety	.592					
Accommodation	.529					
Peace and quiet	.513					
Visiting historic places		.768				
Contact with nature		.692				
Cultural activities		.685				
Interesting towns/cities		.604				
Nightlife			.754			
Getting to know other tourists			.632			
Tourist/leisure attractions			.577			
Doing sports			.462			
Local cuisine				.611		
Familiar destination				.580		
Friends & relatives			.476	.522		
Local lifestyle				.492		
Easy access					.705	
Facilities for children/the elderly					.652	
Easy access to information/an easy trip to arrange					.505	
Fits in with budget						.817
Cheaper destination						.695

N.B.: The total explained variance is 52.17%.

Table 2. Matrix of rotated components for dissatisfaction-related attributes.

	Component	
	1	**2**
Too much building	.780	
Too developed/too commercial	.733	
Too many people	.716	
Too much traffic	.501	
Price levels (bars etc)	.491	
Noise	.429	
Signing of roads		.697
Sports infrastructure and facilities		.636
Lack of professional service outside hotels		.634
Problems at airport		.492
State of roads		.434
Dirt (beaches, streets)		.426
Lack of natural environment		

N.B.: The total explained variance is 38.25%.

Conclusions

The accelerating process of economic globalization has intensified the challenge of growth in all the world's countries, regardless of their size, geographic characteristics or economic activities. Within this context, the international tourist industry is experiencing growing rivalry among destinations. It is claimed that in the future only the best destinations will prosper and their management is becoming increasingly complex, encompassing numerous different factors that influence the final holiday experience. More highly skilled management of holiday destinations calls for a better understanding of their strong and weak points and their position with regard to rival destinations. Gaining a better insight into a destination's situation is crucial if improvements are to be made to the way in which it is managed.

An analysis of tourist satisfaction provides important information with regard to a destination's performance and it is used in academic research as an indicator of a destination's current situation. In this research study, a series of issues have been tackled that can help gain a better understanding of the product offered by a holiday destination, based on

an analysis of tourist satisfaction. Firstly, an analysis was made of those factors that are most influential in affecting overall tourist satisfaction at sun and sand destinations. Secondly, a tool aimed at synthesizing information about a destination's competitive capacity was proposed and applied empirically to eight rival locations. In continuation, an analysis was made of the influence of negative holiday experiences on overall satisfaction and the intention to return as a source of complementary information in ascertaining a destination's performance. Lastly, research was conducted into the phenomenon of place attachment.

The analyses that were conducted in chapter two were aimed at identifying the structure of factors that determine satisfaction at sun and sand destinations. Given that satisfaction with a holiday plays a determining role in decisions whether or not to revisit a destination, it is crucial to detect those factors that are most influential in overall satisfaction. Accommodation, beaches and the landscape have the biggest impact on a tourist's final assessment of a holiday. A holiday product where these factors stand out for their excellence will have a vital positive impact on tourist satisfaction and, in consequence, on the destination's capacity to compete more effectively. The results that were obtained in this study coincide with other research studies that reaffirm the importance and solidity of sun and sand holidays. However, the analyses also provide information about other factors that are also crucial in setting products apart from their rivals. Aspects that might not initially be considered part of a basic summer holiday product could play a key role in differentiating it from its rivals, attracting potential visitors, and

contributing to satisfaction. For the first time in literature, the results have facilitated the identification of the structure of factors that lead to satisfaction in coastal destinations.

In chapter 3, a comparison was made of the relative positions of a group of rival destinations. Firstly alternative ways of measuring a destination's performance were analysed. The calculation of four different indexes ranked the destinations under analysis in very similar positions. Although there was no clear theoretical or empirical difference that made any index stand out as being the best measure of a destination's position in the ranks, difficulties that were encountered with the Overall Satisfaction Index and Explicit Importance Index point to the Predominance and Implicit Importance Indexes as being the most recommendable. At the same time, from the results that were obtained after estimating the different indexes, it can be seen that, out of the eight sun and sand destinations analysed in the paper, the Caribbean is clearly the leader The Balearic Islands hold second place, at quite a distance from the remaining rivals. Turkey ranks last, lagging far behind the others in all the indexes. The remaining Mediterranean destinations that were analysed (the Spanish mainland coast, Canaries, and French, Italian and Greek coasts) all hold very similar positions. In summary, in this section instruments were proposed and applied for a synthetic comparison of destination performance. Furthermore, with the procedure that was followed, data for different destinations was obtained using a single survey conducted in just one place; something hitherto unseen in research.

In the fourth section, the influence of negative holiday incidents on overall satisfaction was explored. Firstly, it was seen that tourists assess a destination's attributes differently when presented with a satisfaction or dissatisfaction-based scale. Once it had been proven that a dissatisfaction-based scale provides complementary data about a destination's situation and performance, the impact of unpleasant situations was estimated. The results show that negative situations that arise during a holiday have a clear influence on the tourist's overall level of satisfaction and their intention whether or not to return. More specifically, incidents related to over-development, tourist congestion and environmental degradation have a very high explanatory capacity on the intention to return. They are tourist perceptions that have a detrimental effect on the intention to return. Additionally, it was observed that dissatisfactory experiences at the destination are not so influential on the tourist's overall assessment of the trip, but they do make the destination less appealing and reduce the likelihood of a return visit in the future.

From the conclusions that were reached in chapter five, it can be inferred that a large number of visitors to this mature sun and sand destination have developed a strong sense of place attachment to it. These tourists consider that the Balearic Islands are a unique, irreplaceable destination and the best place – of all the possible alternatives – to spend their summer holiday. The results show that regular contact with the destination, familiarity with it, and satisfaction with prior visits lead to the generation of a strong bond between tourists and the Balearics. What

is more, these travellers have a clear tendency to be highly satisfied with their stay and to have a stronger intention to revisit the destination. The results point to the need for a destination's symbolic and emotional significance for visitors to be taken into account in the management process. The competitive edge that these customers represent cannot be underestimated in today's scenario of growing competition among holiday suppliers. Knowing how to take advantage of this competitive edge and how to foster this bond between visitors and a destination could be an innovative management strategy for sun and sand destinations.

The general aims of this paper were to explore in greater depth fundamental issues related to destination performance, based on an analysis of tourist satisfaction. Sun and sand holiday destinations were taken as the background context to the study. Other studies had already confirmed the strength of a holiday product of these characteristics. However, in this paper, research into the issue has been extended, with the contribution of hitherto unpublished tools and data which can help the public authorities and business entrepreneurs to continue improving the management of sun and sand destinations as well as boosting their competitive capacity: (1) Information has been gained about other factors that are decisive in differentiating a sun and sand product from its rivals; (2) The importance of congestion, over development and environmental degradation has been demonstrated, given that these situations greatly diminish the likelihood of a return visit; and (3) The existence and importance for a mature destination of the presence of a large number of visitors with a strong sense of place attachment has been confirmed. In

terms of the methodology that was used, this thesis makes three contributions: (1) It proposes a synthetic tool for measuring and comparing a destination's performance with that of its rivals; (2) A more appropriate instrument for classifying the structure of factors that play a role in tourist satisfaction is presented; and (3) The importance of including explicit questions on dissatisfaction in tourist surveys is demonstrated.

The study has some limitations that emerged and were contemplated during the execution of the research work. They also point toward new fields of research opened up by the study. Firstly, a more in-depth examination must be made of the structure of factors that determine satisfaction in the case of sun and sand holiday destinations. From the work that was conducted, the influence of different determinants of tourist satisfaction could be ranked, using tourist assessments of thirteen sun and sand destinations. However, it is still necessary to find out whether the influence of these factors remains constant for different tourist segments. The determinants of overall satisfaction might differ when different groups are analysed: a different structure might be observable for repeat visitors or visitors with a strong sense of place attachment. By identifying this distribution, tourism managers at destinations could make a positive impact on overall satisfaction among these groups of travellers. At the same time, improved information could be achieved if a list of different attributes was used to analyse holiday experiences at destinations. The factors that were chosen and assessed are standard, regularly used ones in literature on sun and sand tourism. If a

set of more specific factors were analysed, which the public authorities and entrepreneurs at destinations could modify and adapt, sun and sand products could be more carefully perfected and it would provide invaluable information about the best way to manage a destination. Given the importance of certain factors, like the "beaches" or "accommodation", they should be broken down into more specific items and, through management strategies, more specific adaptable aspects of these factors could be modified.

A second aspect that future studies should bear in mind is the calculation and obtainment of an index that synthesizes information about destination performance. Literature on satisfaction indexes takes into account the possibility that the characteristics of different consumers might condition their replies. This could be particularly significant when different destinations are compared, because, to give an example, a higher number of tourists of one particular nationality at a certain destination might bias its average ratings. As a result, during the analysis of the data performed in chapter four, a test was made to check whether the tourists' characteristics might influence their assessments of the attributes and, secondly, whether these characteristics were homogeneous for the different destinations. This was done using ANOVA i type tests, obtaining the result that the tourists' characteristics can influence their declared satisfaction. Nonetheless, when the indexes were homogenized for the characteristics of the tourists at each destination and recalculated, it did not alter the result of the assessments: the ratings of each of the destinations in the four indexes that were analysed were practically no

different from the previous calculations. As a result, it was demonstrated that any possible bias caused by the tourists' characteristics did not lead to significant differences in the results. In contrast, it was not possible to confirm the effect of a possible bias caused by the fact that, in the survey, the Balearic Islands were the last destination to have been visited and that tourists were asked to assess it immediately after a visit. This bias could have conditioned assessments of the destination. One way of testing for and correcting this possible bias would be to conduct simultaneous surveys at the different destinations under analysis.

Thirdly, new questions have been raised by the analysis of the influence of dissatisfaction on the intention to return and the specific inclusion in the survey of questions about negative incidents. The discrepancies that were found between tourist ratings using a satisfaction-based scale and a dissatisfaction-based one call for the need to explore why consumers assess things differently depending on how the question is posed. A more in-depth study is needed to find out whether it is because satisfaction is not a one-dimensional concept and whether satisfaction and dissatisfaction might not be opposite extremes of the same continuum. At the same time, it also raises a problem concerning the form and/or scale of the questions. As mentioned previously, during the first pilot survey, it was observed that assessments using a dissatisfaction-based five-point Likert scale led to misunderstandings by the respondents and, in consequence, in the end a three-point scale was adopted. The reason why the five-point scale did not work is still unknown. Additionally, although it was seen that unpleasant incidents

arise at each of the thirteen destinations under analysis, it might be interesting to test whether at other sun and sand locations the effect of negative experiences is similar to what was observed in the Balearic Islands: that is, a big reduction in the intention to revisit the destination. Finally, future research could examine whether there are segments (young tourists, repeat visitors, groups with a certain level of education, etc) that are especially sensitive to negative incidents, particularly when related to environmental congestion. Poon (1993) and Urry (1995) point to the fact that "new tourists" have a greater tendency to shun crowds and they are more demanding in terms of nature.

As for the phenomenon of place attachment, this study has one important shortcoming: data on expenditure by these tourists was not used. Consequently, no results could be obtained to ascertain whether tourist expenditure is higher or lower among tourists with a strong sense of place attachment; an issue that has not been explored in scientific research. The reason for this drawback is a possible problem with the data that was gathered from British tourists in the tourist expenditure section. Although the survey contained a specific section for an analysis of expenditure, a subsequent examination revealed some questionable replies by UK respondents. The origin of the problem might be the fact that when interviewees of this nationality stated their level of expenditure in the Balearics, they claimed that they were answering in euros when possibly the information that they provided was given in pounds. Mentally, they had changed the currency. Given this uncertainty, a decision was taken not to use this data. Future research studies will be

needed to understand whether a strong sense of place attachment is associated with a willingness to pay more. One last aspect to bear in mind in this field is the generation of place attachment. It must be clarified whether, given the wider choice of holidays on offer and new habits in tourism consumption, younger travellers do not repeat visits as much as their parents. The new trend to holiday in a wider range of places might reduce the generation of place attachment among younger generations.

Lastly, the results of this thesis could have been completed by developing a more comprehensive model that provided data about the performance of the destinations, based on an analysis of tourist satisfaction variables and the intention to return. Other studies in the field of consumer satisfaction include more comprehensive structural equation models because they include, for instance, the influence of consumer motivations or complaints on consumer satisfaction (Fornell et al., 1996). During this study, attempts were made to develop a structural equation model that included the set of relevant variables outlined in this paper: the level of motivation, satisfaction with the attributes, level of dissatisfaction, prior visits, and place attachment. Although different tests were made, the estimated structural models did not display an adequate goodness of fit to the data. The origin of this problem could be the incorporation of variables with different scales in the model: a five-point scale in the case of satisfaction ratings, three-point scale for dissatisfaction, and dichotomous replies in the case of prior visits. In consequence, it was decided not to present the results of this model, but

future research must address this issue. As a result, there are still questions to be answered through further scientific research.

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