ISCTE Business School
Instituto Universitário de Lisboa

SURF CAMPS, A NEW MODEL OF LODGING: CUSTOMER VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS

Marta de Almeida Luís Fernandes

Dissertation submitted as partial requirement for the conferral of Master of Science in Business Administration

Supervisor:

Dr. Paulo Rita, Professor of Marketing, ISCTE-IUL Business School

Co-supervisor:

Dr. Bradley Wilson, Senior Lecturer, School of Media and

Communication, RMIT University, Australia

October 2014

Abstract

Surf camps are an increasingly popular business model of lodging offering local accommodation, additional guided trips, surf instruction and equipment rentals. This is attractive to both national and international surfers. There is a dearth of research surrounding surf camps and its customers. This thesis applied existing marketing frameworks on customer value and the impact it has with satisfaction and behavioral intentions. The thesis subsequently extended this work and made it fit for purpose for the investigation of surf camps. The main study included the implementation of a survey with 300 surf camp customers in Portugal to examine their perceptions of the value on a focal multidimensional construct assessed through 36 items: (1) Functional value; (2) Functional value of the price; (3) Emotional value; (4) Social value; (5) Epistemic value; (6) Experiential value; (7) Environmental value. The analyses established that four value dimensions have influence on customer satisfaction and that satisfaction is an antecedent of behavioral intentions. Emotional value was prominent, but functional, experiential and environmental also served as significant predictors of satisfaction. It is believed that this study is the first work of its kind to investigate such issues in this context. A valuable research gap in the literature has been filled. Given that this study is the first of its kind, there are many suggestions for future research that are outlined. Valuable insights and guidance for owners and managers of surf-related businesses as well as destination managers promoting surf camps is provided. This work highlights valuable dynamics about surf camp patron consumer behavior in Portugal but is believed the implications are more far reaching to others that are running surf camps worldwide.

Keywords: Surfing; Surf tourism; Surf camps; Surf Leisure; Surf camps Promotion; Place Branding; City Branding; Region Promoting; Customer value; Satisfaction; Intentions

Resumo

Os surf camps são considerados unidades de alojamento local que providenciam a surfistas nacionais e internacionais não só unidades de alojamento, como também serviços de guia, aulas de surf ou aluguer de material. Pouco é conhecido acerca deste novo conceito de alojamento, assim como sobre os seus consumidores. A presente tese procura aprofundar o que é valorizado pelos seus clientes durante a experiência e qual o seu impacto na satisfação e intenções de compra futura. Para tal, foram utilizados estudos anteriormente publicados sobre o valor para o consumidor e a sua estreita ligação com a satisfação e intenções futuras de compra. O estudo principal inclui a implementação de uma pesquisa quantitativa a 300 clientes de surf camps em Portugal, ambicionando avaliar quais as suas perceções de valor, através dos 36 itens que compõem a escala multidimensional utilizada: (1) Valor Funcional; (2) Valor Funcional do Preço; (3) Valor Emocional; (4) Valor Social; (5) Valor da Novidade; (6) Valor Experimental; (7)Valor Ambiental. Os diversos testes estatísticos utilizados mostram o impacto de quatro dimensões na satisfação final e a importância desta nas futuras intenções de compra. O valor emocional foi fundamental na satisfação final, no entanto, a dimensão funcional, experimental e ambiental mostraram ser também relevantes. Deste modo, é fornecida informação pertinente sobre como promover os surf camps aos empresários e gestores de negócios relacionados com o surf. Este estudo consegue também reunir um conjunto de características sobre o comportamento do consumidor dos mais relevantes destinos de surf em Portugal, que consequentemente ajuda à construção de futuras estratégias para a promoção dos diversos destinos turísticos. O estudo fornece também resultados importantes para complementar falhas na literatura, assim como é o primeiro a abordar este tema nesta ótica, permitindo apontar um diverso número de sugestões para futuros trabalhos nesta área. Os resultados mostram a realidade portuguesa mas, acredita-se, que podem ajudar à implementação de estratégias em surf camps internacionais.

Palavras-Chave: Surf; Turismo de surf; Surf camps; Promoção de surf camps; Branding de destinos; Valor para o consumidor; Satisfação; Intenções de compra.

Acknowledgements

This Master's dissertation is the conclusion of my Master program in Business Administration, but also the accomplishment of an important personal project.

First of all, I would like to thank all the participants of that responded kindly to the questionnaires. Without them this study could not be accomplished. The respective surf camps owners and managers welcomed me with warmth and receptivity delivering the valuable information that formed the basis for this study.

There are also a number of people I had the privilege to consult whose knowledge and contributions for this dissertation made it a rewarding experience for me. I want to thank Dr. Paulo Rita from ISCTE Business School (Portugal) and Dr. Bradley Wilson from Royal Melbourne Institute of Technology (Australia). Thanks to Renata Santos who demonstrated some statistical procedures on SPSS and make it seem so easy.

I want to give my sincerest gratitude to my parents who afforded me the opportunity to pursue this master degree and also successfully reach conclusion. Without them I would not have the strength, love and support needed to accomplish so much.

I would also like to thank my friends that helped me collecting and collating the data. Special thanks to José Manuel Franco who was always on the road with me throughout the data collection, and also a very important person throughout the data collation stages. Thanks to Madalena Vilela Pereira, Mafalda Mascarenhas and Teresa Padrela who also helped me with data analysis issues. And, Jaclyn Pata Smith who was extremely important to improve the readability of my work and improve sentence structure.

Finally, I want to thank to all people who directly and indirectly contributed for the success of this dissertation.

Table of Contents

List of Tables

List of Figures

List of Graphics

Chapter 1 Introduction

Surf tourism is a significant form of the worldwide adventure tourism and outdoor recreation sector (Buckley, 2002a). This type of tourism may be defined as a niche market of consumers who travel to either domestic or international destinations and stay overnight with surfing as the primary purpose for travel (Dolnicar & Fluker, 2003a; 2003b). Surfing is a nature user throughout the entire year which take advantage of the beaches and existing wave resources as well as other support structures such as schools, bars, restaurants and hotels (Bicudo, 2013). Therefore, surf tourism has become a significant social phenomenon with economic, social and environmental benefits (Buckley, 2002a). This business represents a very profitable market, with significant growth and plays a central role in encouraging tourism to many coastal locations (Lazarow, *et al*, 2009). The nature and support structures are a key to successful promotion of cities and regional areas. Surfing tours have emanated from the need that surfers had while travelling and began with rudimentary surf camps and often involved living aboard a boat in the late 1970s (Barbieri & Sotomayor, 2013). Today surfing represents a global industry involving thousands of tour operators, village homestays, resorts, charter boats, wholesalers, retail travel agents, and vertically integrated service combinations around the world (Barbieri & Sotomayor, 2013). Surf camps expanded side by side with the global expansion and increased popularity of surfing generally and represent a unique model of lodging worldwide that targets surfers and their partners who have the need for convenient and often cheap local accommodation to be able to attend the offered surf classes (Bicudo & Horta, 2009). Indeed, there are 10 million surfers worldwide and a third of these are cash-rich, time-poor and many of these people represent very valuable potential surf camps clients (Buckley, 2002a).

Unlike other sports, surfing has not been able to use the weight of economic or provide sufficient social welfare arguments to centrally maintain and continually develop these important surf tourism amenities (Lazarow, *et al.*, 2009). In the recent years, there has been a considerable number of research contributions referring to the surf industry (e.g. Buckley,2002a, 2002b; Fluker, 2003; Dolnicar & Fluker 2003a, 2003b, 2004; Lazarow, *et al*., 2009; Bicudo & Horta, 2009; Scarfe, *et al*., 2009; Barbieri & Sotomayor, 2013; McDonald & Ponting, 2013). To date, however there have been relatively few, if any research studies into the behavior and preferences

patterns of surf camps' demand. In this research, the following research questions are addressed: What is the level of demand for surf camps in Portugal? What are the needs and wants and expectations of surf camps customers? What do customers want from their surf experience? What are the drivers of satisfaction for surf camp customers? What makes surf camp customers repeat users and come back for more? The main purpose of this study is to answer and provide insights into some of these questions and to assist in the recommendations for the development whilst respecting necessary compliance with current Portuguese legislative requirements governing surf camps starts ups, running and functioning of tourism enterprises. This study also aims to guide entrepreneurs in the provision of services and activities that may enhance surfer satisfaction and encourage repeat patronage.

Tourism is an embodied experience that involves all the senses, as well as emotional and cognitive processes (McDonald & Ponting, 2013). Travel is a consumption act that includes a complex mix of functional benefits- including the objective and tangible components (e.g. drinking, eating and recreating). Additionally, there are subjective, hedonic, emotional and symbolic benefits (e.g. enjoying an experience, laughing and socializing) (Williams & Soutar, 2009). It is the totality of both the objective and subjective benefits that contributes to the assessment of the overall experience. This theses follows the guidance of Soutar & Williams (2009) with the current study adapting their multidimensional customer value framework to explore surfers consumer behavior, which not only includes the utilitarian perspective that surfers obtain from the surf camp experience but also a socio-psychological perspective that allow entrepreneurs to understand what goes into unconscious decision making process of surfers (Butts, 2001) and offer new, dynamic and valuable experiences as well as permits an uniform offer, which also consequently acts to differentiate Portugal as a main global surf destination.

Purpose of the Study

There are several scientific research contributions to the surf industry (e.g. Buckley, 2002a, 2002b; Dolnicar & Fluker 2003a, 2003b, 2004; Fluker, 2003; Lazarow, *et al.*, 2009; Bicudo & Horta, 2009; Scarfe, *et al*., 2009; Barbieri & Sotomayor, 2013; McDonald & Ponting, 2013). These will be highlighted fully within the literature review. Bicudo & Horta (2009) is recognized as the first study that

investigates the socioeconomic dimension of surfing in Portugal. There are also several Portuguese master theses that investigate the competitive factors of surf tourism in Portugal (Santos, 2011) and also demonstrates the importance of a surf tourism strategy in selected locations (Santos, 2013). Although surf tourism is clearly a global phenomenon, it is readily apparent that the studies carried out are very limited and represent only few countries to date and this represents a valuable research opportunity (Martin & Assenov, 2012). Surf camps are a worldwide model of lodging that varies in the services they respectively offer. To date, however, there have been few, if any, research studies focusing on the key driver attracts surfers to surf camps worldwide. There is clearly an opportunity for advancing knowledge about surf camps and to help entrepreneurs to develop business strategies suited to these unique customers. An in depth knowledge may also influence the decision making process. Such a study will provide valuable guidance to tourism policy makers in promoting surf destinations through responsible business practices.

Surf tourism is not considered as a key growth activity by Turismo de Portugal, the Portuguese national authority charged with building region and promoting cities. Nonetheless, the tourism authorities are starting to notice its importance. There are several promotional campaigns where surf imagery is included in region promoting advertisements and this is coupled with the simultaneous investment with key surf events that run throughout Portugal at different times of the year. Surf events generate significant awareness of the surf site and highlight the importance of surfing, facilitating regional and place communication to lift destination awareness. Since 2009, Peniche, a Portuguese west coast city, has been holding one of the most prestigious world surfing events on the World Championship Tour (WCT) schedule. The world's best professional surfers pit their skills against the challenging waves of "Super Tubos". The estimated media coverage of this event is more than 50 million people which is considered as huge reach on a global scale, facilitating the promotion of city, place, region and surf tourism in general for Portugal (Santos, 2013). The city of Peniche is recognized as a worldwide surfing Mecca. There are also several efforts to promote management strategies in order to protect coastal surfing resources. This includes the promulgation of Ericeira - another Portuguese west coast city - as a world surfing reserve. This is one of only few recognized worldwide surfing reserves. Portugal surf tourism continues to increase in popularity each year, where surf driven entrepreneurs

establish their businesses in the most important Portuguese surf sites. Surf camps, as small hotels, are not in compliance with current Portuguese legislative requirements for hotels, which make it an attractive and an easy business to set up. The Portuguese national tourism authorities should be aware of this growing market of surf camps and implement sustainable strategies that provide proper guidelines and management requirements for successful operation. Clearly, surf-related tourism services must continue to focus on very important factors, not only related with the facilities provided but also with the local communities and protecting coastal resources, to guarantee the sustainability of the surf sites and subsequently highlight surfing as a key touristic attraction.

Significance of the Study

Based on the literature review this research will fill gaps in knowledge pertaining to surf tourism and the surfing industry. This study represents a substantial and original contribution to the conceptualization of surf camp accommodation. Furthermore, it will also assist the Portuguese tourism authorities to promote and support surf camps as part of the national development strategy. The research project will extend and integrate theory from different perspectives and reconcile research featured in different disciplines. This includes studies within: surfing, tourism and hospitality, consumer behavior, satisfaction and behavioral intentions. The present study aims to investigate the multidimensional value perceptions of surf camps customers in Portugal and also to study their respective level of satisfaction and future behavioral intentions to visit a surf camp again.

Research Objectives & Questions

The following objectives and questions are the focus of this research:

- To identify how the demand for surf camps is dispersed and to find what are its preferences patterns.

Research Question 1: What is the level of demand for surf camps in Portugal?

Research Question 2: What factors are key influencing this level of demand?

Research Question 3: How important is the surf destination when selecting the surf camp accommodation?

- To identify which dimensions of value significantly impact on the overall experience and influence customer satisfaction and future visiting intentions.

Research Question 4: What are the most important value dimensions influencing the surf camp customer's overall level of satisfaction?

Research Question 5: Does customer satisfaction have a significant and direct association with behavioral intentions?

Chapter Overview

The present research is divided into seven parts. Chapter 1 is an introduction to the theme of this research and highlights the research study aims. Chapter 2 contains the literature review. A research model derived from the main findings from the literature review is outlined in Chapter 3 and hypotheses are also formulated. Chapter 4 discusses the research design and approach, sampling methods, data collection instrument and analysis techniques undertaken. After collecting data, Chapter 5 presents the data and findings related to the hypotheses of interest. Chapter 6 presents a summary of the results and highlights the research contributions. The main managerial implications are discussed with reference to tourism policies makers, surf camp owners and managers. Finally, study limitations and recommendations for future research is undertaken.

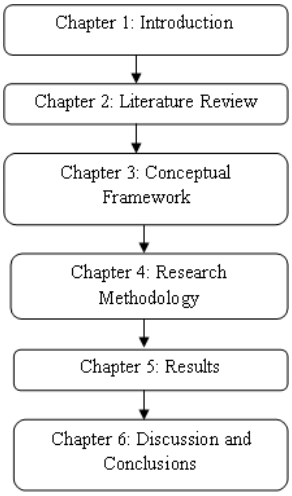


Figure 1: Chapter Overview

Chapter 2 Literature Review

The literature review in this chapter presents important and relevant facts from the existing surfing literature. Therefore the concepts of surf tourism, surf tourism in Portugal and surf camps are all explored in depth in order to develop a further understanding of the surf industry. The present chapter is structured in around five main topics. The first topic focuses on the nature of surf tourism. The second topic presents an overview of the surf tourism industry in Portugal and the third explains the nature of surf camps with its classification under the current Portuguese legislative requirements. The two last topics featured present literature review related with marketing theory. The fourth topic has surf and marketing literature in order to indentify the consumer behavior of surfers. And, the fifth topic aim to explore the role of customer value, satisfaction and behavior intentions.

The Nature of Surf Tourism

Surfing is not only a sport, it has its' own retail surf companies, surf factories, surf-schools, surf-shops, surf equipment, surf rentals, surf hotels and events similar to an industry (Bicudo & Horta, 2009). A number of research studies about surf tourism have been undertaken recently, but there is no commonly accepted official definition of surf tourism (Barbieri & Sotomayor, 2013). Fluker (2003) suggested the first-ever definition for surf tourism (Martin & Assenov, 2011):

"Surf Tourism involves people travelling to either domestic locations for a period of time not exceeding 6 months, or international locations for a period of time not exceeding 12 months, who stay at least one night, and where the surfer[1] relies on the power of the wave for forward momentum, is the primary motivation for destination selection (Fluker, 2003:7)."

Buckley (2002a) also intimates that surf tourism needs a minimum distance traveled, "surfing becomes tourism as soon as a surfer travel at least 40km and stay overnight with surfing as the primary motivation for travel". Buckley (2002a) divides surf tourism into two different components, recreational surf travel and commercial surf

[1] A person who uses their body or a non monitorized craft to ride the breaking face of a wave (Lazarow, *et al*., 2009)

tourism. In recreational surf travel, surfers plan their own trips, use their own transport and equipment, and stay in local accommodation or in their own tents (Buckley, 2002a). In commercial surf tourism there is a planned package with all the logistics aspects of the trip organized, generally including transport, accommodation and food where surfers intend to devote their active leisure time to surfing (Buckley, 2002a). Dolnicar & Fluker (2003a) also noted that "surf tourism does not necessarily only include active surfing participants, but also spectators and non-surfing travel companions". In both definitions Buckley (2002a) and Fluker (2003), surfing waves is the primary purpose of surf tourism. Surf camps also cater to non-surfers. Non-surfers are common and include: either friends, partners or family members that travel with surfers as suggested by Dolnicar & Fluker (2003a). Overall, surf tourists travel to either domestic and international destination and stay at least one night and may be surfers aiming to ride the waves but also non-surfers that aim to watch surfers or to be companion friends may also be present. They may be free independent travelers who organize their own trips or travelers that rely on commercial surf tour operators or retail travel agents (Dolnicar & Fluker, 2003a).

Tourism biases tend to develop alternative types of tourism once the mass products are no longer adapted to market needs (Moutinho, *et al*., 2007). Today, tourists tend to choose products and services that arouse curiosity, provides novelty and satisfies the desire for knowledge. Surfing has become an alternative type of tourism and a significant part of both tourism and adventure tourism industries (Fluker, 2003). Due to its dependence on the natural environment, surf tourism is more often discussed as a form of adventure-based nature tourism (Tantamjarik, 2004). However, it can be classified within the context of sports tourism (Fluker, 2003). The adventure tourism market clearly represents a major niche market and allows tourists to perform in natural and wild environments challenging the forces of nature and experiencing feelings of transcendence (McDonald & Ponting, 2013). Specialized tour operators may see surfing as an adventure tourism activity although for different surfers surfing is much more as it could be a competitive sport, a professional career, a lifestyle and/or an obsession (Buckley, 2002a). Therefore, Fluker (2003) demonstrated that surfing satisfies all dimensions within a sport framework. That is it provides: challenge, has conditions imposed and requires a response to these challenging conditions. Nonetheless, the surf

community might be considered as a tribe given its devotion to the sport and some common rituals (Moutinho, *et al*., 2007).

Many surfers went searching for waves in tropical locations with pristine beaches and perfect waves, considered before as uninhabitable remote destinations (McDonald & Ponting, 2013). However, today many of the significant and well-known surf locations are no longer uninhabitable (Tantamjarik, 2004). Therefore, the act of traveling to surf takes surfers to unique lands in order to pursue an embodied exploration of the self in their "searching for the perfect wave", that is at the heart of all surfers quest for exploration and adventure (McDonald & Ponting, 2013). The majority of surf tourists are no longer backpackers with plenty of free time, but travelers relying on surf tour operators to assist them to coordinate their travel arrangements (Barbieri & Sotomayor, 2013). These operators have expert knowledge. These surfers come in all ages, sizes and different backgrounds (Butts, 2001) sufficiently wealthy to pay for surf charters, surf lodges and associated activities around the surfing experience (Buckley, 2002a). Surf tourism is a niche market and studies confirm that surfers are adventurous tourism consumers and typically tend to be young, educated, wealthy, active seekers who spend significant sums of money in their pursuit of adventure (Williams & Soutar, 2009). Dolnicar & Fluker (2003a) have identified that inside the surf tourism niche market there are different segments namely: ‘luxury surfers’ that seek out special privileges accommodation, quality food and safety; ‘price-conscious safety seekers’ that aim quality accommodation and safety; ‘price-conscious adventurers’ who seek new locations and a smaller crowd; and ‘radical adventures’ who search for advanced waves and lack of crowds. However, surf tourists' dreams are very specific and surprisingly congruent across ages and nationalities (McDonald & Ponting, 2013).

From an industry perspective, surf tourism is more than a sport activity. It is practiced in certain areas of the coastal zone where the combination of different factors such as tide, exposure to swell and wind offer unique conditions (Bicudo & Horta, 2009). The surfer is a nature user throughout the entire year which takes advantage of the beaches and waves resources in addition to other support structures such as schools, bars, restaurants and hotels (Bicudo, 2013). The industry has grown and there are thousands of tour operators, village homestays, resorts, charter boats, wholesalers, retail travel agents and vertically integrated services (Barbieri & Sotomayor, 2013). The most

popular surf spots contribute towards for job creation, production, investments and innovation. Overall, these spots contribute toward numerous employment opportunities in Portugal.

Surf Tourism in Portugal

Situated on the west coast of Europe, Portugal has a population of 10,457,3 (Pordata, 2013) and a total land area of 92 212 km^2 (INE, 2010) that is particularly rich in natural, historical and coastal resources where tourism is one of the biggest industries. In 2013, tourism contributed more than 6 million Euros to the Portuguese GDP, around 9% of the Portuguese GDP (Pordata, 2013). Due to the present economic crisis tourism is one of the industries that should acquire its utmost of attention and investment.

Turismo de Portugal (Portuguese authority for tourism policy) has developed a strategic plan (PENT) which clearly defines the targets and objectives of the tourism industry until 2015. Nonetheless, surf tourism is not considered as a key growth activity by Turismo de Portugal, the Portuguese national authority charged with building region and promoting cities. Surf tourism is included inside the sports that form part of the 'Nautical Tourism Product' whose strategic priority is to improve economic and operating conditions in order to improve the offer (PENT). However, Portugal is a prime surf destination in Europe (Bicudo & Horta, 2009). With more than 1500 km^2, the Portuguese coast benefits from receiving quality waves that are suitable for different type of surfers, from beginners to experienced surfers (Bicudo & Horta, 2009). Surfing is very recent addition to Portugal's tourism sector. It arrived in the country 64 years ago, but since the primordial's Portugal has been long recognized by its fabulous surfing conditions (Santos, 2013). Very recently there was an explosive growth of the Portuguese surfing community. There are about 50,000 to 70,000 people who at least once per week go surfing with a growth factor of 25% to 35% per year, which also contributes approximately 200 million Euros to the Portuguese economy (Bicudo & Horta, 2009) and therefore to the development of local communities. Portugal has around 522 surf spots documented by the Storm Ride Guide Europe (Santos, 2013). Many former Portuguese competition surfers created their life around surf as a sport, where surf schools and surf camps are an example. There are 153 surf-schools and 70 surf-clubs registered in the Portuguese Surfing Federation. As documented in Bicudo &

Horta (2009), in 2008 there were 1,000 to 2,000 jobs directly related to surfing in Portugal.

Portugal has the perfect weather, variety of surf breaks, and world class waves to attract tourists all year round. Furthermore, 90% of the young European population are looking forward to surfing as an experience (Bicudo & Horta, 2009) which reflects the huge potential of surf tourism growth in Portugal. Most young European tourists are happy just to have surf lessons in small waves characterized by a progressive breaking profile (Bicudo & Horta, 2009). Furthermore, a world class surf break, such as Supertubos in Peniche - a Portuguese west coast city - may attract not only surfers, but also other regular tourists (Bicudo & Horta, 2009). It is also important to mention that a world class surf break is estimated to generate over 100 million Euros of foreign revenue per year (Bicudo & Horta, 2009).

The Nature of Surf Camps

There is no doubt that surf tourism is big, having a positive impact on the Portuguese economy and in the local communities known to host world-class waves. Surf destinations have became socially constructed spaces of touristic production and consumption (McDonald & Ponting, 2013) where several services have accrued from its development and surf camps are an example and consequently, an emerging phenomenon. Usually, when a specific touristic space is produced, it is threatened, defended, consumed, resisted, changed and could ultimately be destroyed (McDonald & Ponting, 2013). However, through embodied experiences, surfers tend to change the dominant discourse of touristic spaces, which has a tendency to marginalize destination communities in order to protect its 'mythological' surf status (McDonald & Ponting, 2013) and furthermore, surfers promote the sustainability of nature and environment and often encourage gentle coastal tourism development (Tantamjarik, 2004). The quality of a surf spot is vulnerable and extremely exposed, furthermore the scarcity of good waves offers great economic value (Scarfe, *et al.*, 2009). Following with the sustainability of surf sites is a key appeal and surfers travel to enjoy natural areas, therefore they actively embrace practices for conserving the environment and sustaining the well-being of the local people. Martin & Assenov (2014) further emphasize the fact that surfers identify as a priority in the development of surf sites the following basic principles: conserving and enhancing natural and cultural heritage; sustainable use of

natural resources; understanding and enjoyment of the environment through recreation; and sustainable social and economic development of communities. In fact, if beaches and surf breaks become unavailable or are significantly modified, surfers would be less willing to spend their money on tourism and recreation (Lazarow, *et al.*, 2009). In the worst situation, they may boycott it.

A surf camp comes from the need for accommodation that surfers had while travelling around the coastline. It has started with the local surf schools investing for foreign surfers that need local accommodation in order to be able to attend the surf classes (Bicudo & Horta, 2009). It is usually characterized by small beachfront hotels or guesthouses that fulfill the needs and wants of the national and international surfers (Tantamjarik, 2004). Undoubtedly, surf camps are tourism facilities that contribute to the overall surf experience. Surf camps vary from offering surfers a place to sleep and eat to arranging guided trips and surf instruction (Tantamjarik, 2004) and they may have their own surf school. Some camps mirror luxury hotels or boutique accommodation in terms of their luxury level, style, number of add on activities and private surroundings. Another type of accommodation can be very simple with base camps for experienced surfers, who independently search for the best waves, or may incorporate services operations for beginning surfers (Tantamjarik, 2004). Buckley (2002a) highlights that surf camps are normally part of a full package in true commercial surf tours. Hence, this type of accommodation is mostly located in villages, cities, or regions that are popular for its surf breaks and often perceived as surf touristic spaces. The age and structure of the current surfing population worldwide suggests that the demand and ability to pay for commercial surf tours will continue to increase substantially for at least the next two or three decades (Buckley, 2002a). Within the surf tourism market, surf camps are evidently an attractive business for small companies or young entrepreneurs. Moreover, the Portuguese coastline benefits from a wide variety of surf breaks, as well as world class waves that suit either beginners or advanced surfers throughout the entire year. The Portuguese weather, compared to the European average weather is sunny and hot all year round (Bicudo & Horta, 2009). It is also assumed by Bicudo & Horta (2009) that Portugal may achieve a high percentage of surfers, locals or tourists, similar to Australia due to the favorable climate and wide range of surf breaks. Therefore, the Portuguese coast is a perfect place for the expansion of surf camps. In 2009, there were about 20 surf camps (Bicudo & Horta, 2009),

however this number has been exponentially growing year after year (see Appendix 1). It is impossible to quantify the exact number of establishments under this typology or to determine specific cash flows to the tourism sector, due to the fact that under the Portuguese law, surf camps remain a incorrectly classified as Local Lodging (Alojamento Local). Because of the lack of recognition about surf-related tourism offerings, it is difficult to make a clear distinction what specifically a surf camp might offer (Tantamjarik, 2004).

Under article 3 of the decree law 39/2008 of the Portuguese Republic, surf camps are considered to be Local Lodging (Alojamento Local), establishments that do not hold the requirements to be considered tourism enterprises, but instead, provide temporary accommodation services for remuneration. Article number 2 of the same decree law mentions that a tourism enterprise has to provide accommodation services against remuneration, having an appropriate set of facilities, equipment and complementary services. As mentioned on article 4, tourism enterprises may be one of the following types:

a) Hotels;
b) Holiday villages;
c) Tourist apartments;
d) Resorts;
e) Town and country house tourism accommodation;
f) Tourism enterprises in rural areas;
g) Campsites and caravan sites;
h) Nature tourism enterprises.

A hotel seems to be the only type of turism entreprise that suits a surf camp, nonetheless, as referred in article 12, a hotel must have at least 10 accommodation units as well as may occupy an independent part of a building, consisting of complete and contiguous floors, or the whole of one or more buildings constituting a harmonious, interlinked whole and forming part of a set of contiguous spaces, having coherent architecture and functional characteristics. Thus, surf camps are under the local lodging laws. Frequently, surfcamps do not have at least 10 accommodation units or an independent building. A surf camp is also known by their offer for surf tours and surf classes.

Local Lodging is under the ordinance 517/2008 from 25 of June, which sets up the minimum requirements of this type of accommodation. Article number 2 lists the following types of local lodging:

a) Housing - Independent familiar building;
b) Apartment - Autonomous fraction of a building;
c) Lodging establishments - Establishment whose lodging units are rooms.

Therefore, the previous ordinance establishes the minimum requirements for surf camps. Accordingly with article number 4, the maximum capacity is determined by the number of individual beds it has. The ordinance also explains the different requirements regarding the accommodation units that have to be all furnished, have an exterior window, in addition to doors that permit the privacy of the unit. The local lodging establishments should also have one bathroom per three rooms. Towels and bed linen should be changed at least once per week and always when there is a new customer. The minimum security requirements, such as extinguishers, fire blankets, a first aid kit and the emergence number should be included. Finally, there are different security requirements mentioned when the establishments receive more than 50 people.

Surfer as a Consumer

A surfer primary motivation for destination selection is its waves (Dolnicar & Fluker, 2003a). Surfers tend to be knowledgeable about various destinations either from word of mouth or their own research (Dolnicar & Fluker, 2003a). The buying process starts when a surfer has the desire to get 'perfect waves' or when a tourist aims to trial surfing as part of his coastal holiday, thus there is a need recognition. Crompton & Um, (1999) found that the process of selecting a destination firstly involves the development of a destination set. Traditionally has been called the awareness set (Crompton & Um, 1999). After being recognizing, the need for surf travel, surfers, usually are aware of surf destinations, select a set of desired destinations. Surf media and surf marketing are responsible for creating the awareness for dream surf sites destinations that are popular today. Surfers and non-surfers learn and research through films, TV, literature, magazines, CDs and DVDs (McDonald & Ponting, 2013). A destination has to be selected and a process of discarding some of those destinations to form a smaller consideration set is undertaken. Finally, a final destination is selected from those the last

remaining options (Crompton & Um, 1999). Thus, throughout the buying process, consumers awareness and knowledge of the options will increase and knowledge can suitably influence human decisions or actions (Suraiya & Faridah, 2012). Therefore, the initial set tends to be reduced towards the magnitude of tourist's beliefs or attitudes that is also influenced by the image about the suitable countries (Crompton & Um, 1999). Nonetheless, it is important to understand that the development of an image is affected not only by the pre-conceived image of the destination, but also by the prior image of the companies that provide services (del Bosque & San Martín, 2008). The final consideration set is a function of the interaction between knowledge or beliefs toward the alternative destination and other constraints, such as time, money and travel accessibility, acting on a potential traveler at the time of the destination selection decision (Crompton & Um, 1999). Barbieri & Sotomayor (2013) established that surfer's in their overall evaluation perceive that surfing appeal is the most relevant factor when choosing a surf destination. However, Crompton & Um (1999) believe travel accessibility in terms of easy access and also on-site availability of restrooms and lack of other services are not relevant to surfers' when choosing a destination (Barbieri & Sotomayor, 2013). It is important to mention that the Barbieri & Sotomayor (2013) study was conducted among 126 surfers worldwide and aimed to predict surf travel behavior and destination preferences. As mentioned before, surf tourists could be beginners that are not yet considered surfers once they just had one or even a few surf experience/s. No matter what they level of experience, novice surfers undergo a process of socialization, to embrace the subculture's attitudes, knowledge and values (Butts, 2001). Given these issues, it is clear that beginners and experienced surfers think differently which means a new study among surf camps' is required to illuminate demand and decision making processes. Surf camps' demand might include a diversified range of surfers: first time experiences, beginners, intermediate, advanced or professionals.

Surfers are tourists who travel for a destination due to its good surfing conditions, but at the same time they are users of other touristic and non-touristic services, like city tours, restaurants and contribute to the night life. Therefore, there are various touristic expenses a surfer will need when travelling including accommodation and transport. Additionally, surf lessons and surf equipment will need to be rented as

well. These other touristic experiences requires an average of 1,000 Euros per week for surfers to cover expenses (Bicudo & Horta, 2009).

Customer Value Satisfaction and Behavioral Intentions

In order to study the demand for surf camps Dolnicar & Fulker (2003a) suggests that distinctions could be made between sport tourists based on both demographic and psychological characteristics and that marketers should segment the market on this basis. On the other hand, this study aims to categorize what are the needs, wants and expectations of tourists who choose surf camps as accommodation for their surf holiday in order to examine their satisfaction and future behavioral intentions.

From a marketing perspective, customer satisfaction is an emotional feeling developed in response to confirmation or disconfirmation of value perceptions (Williams & Soutar, 2009). Perceived value interrelates with attributes or dimensions that form a holistic representation of a complex phenomenon and reflect the complexity of consumers' perceptions of value (Sánchez-Fernández & Iniesta-Bonilo, 2008). As previously discussed, when starting the buying process individuals tend to frame their own perceptions about how a product is likely to perform into the future (del Bosque & San Martín, 2008). Perceptions usually are the outcome of an evaluative judgment, whereas the term value refers to the standards, rules, criteria, norms, goals, or ideals that serve as the basis for such an evaluative judgment (Iniesta-Bonillo & Sánchez-Fernandéz, 2008). If performance is above expectations, a positive disconfirmation is the result. In the reverse case, negative disconfirmation occurs (del Bosque & San Martín, 2008). Therefore, customer value is a critical element during consumers' consumption and decision making process (Williams & Soutar, 2009). Customer perceived value occurs at various stages of the purchase process whilst satisfaction is a post purchase evaluation (Sweeney & Soutar, 2001). Cronin, *et al*. (2000) also identified a positive relationship between perceived value and customer satisfaction. There also appears to be a strong link between satisfaction and repurchase intentions which inform a positive correlation between customer's perceptions of service quality and their repurchase intentions (Williams & Soutar, 2009). Consequently, perceived value not only is influential at the purchase phase but it also impacts satisfaction, intention to recommend and return behavior at the post purchase phase (Al-Sabbahy, Ekinci & Riley, 2004). Different areas of consumer behavior such as the product choice,

satisfaction and repeat purchasing can be explained through value constructs (Gallarza & Saura, 2006), with higher satisfaction levels often leading to higher levels of loyalty. This relationship is not always guaranteed it (Sánchez, *et al*., 2006). Furthermore, perceived value has also been identified as one of the most important facets for gaining competitive advantage (Parasuraman, 1997). Studies are needed to establish the role of consumer value and where business strategies should focus their attentions to achieve market place advantages (Sweeney & Soutar, 2001). It would be expected that if a consumer perceived a product to have a high value, he or she would be more willing to buy and more willing to recommend the product (Sweeney & Soutar, 2001).

In economic terms, value has traditionally been equated as utility or desirability (Sánchez-Fernández & Iniesta-Bonilo, 2008). In this regard, the "theory of utility" holds that consumers derive good value according to the utility provided by the product and corresponding disutility of the price (Sánchez-Fernández & Iniesta-Bonilo, 2008). Therefore, the first approaches to assessing perceived value have tended to be too simplistic representing, either unidemensional constructs (product is of good value) or bi-dimensional value for money (satisfaction as a tradeoff between quality of the products and the outcome price) (Williams & Soutar, 2009; Gallarza & Saura, 2006; Sánchez-Fernández & Iniesta-Bonilo, 2008). With regard to quality, some authors suggested that quality is an antecedent of value (Cronin, *et al*., 2000) whereas others have found that quality is one of the components of value (Sweeney & Soutar, 2001; Sánchez-Fernández & Iniesta-Bonilo, 2008). It is thus evident that perceived value is a broader and richer construct that cannot only by preceded by quality (Sánchez-Fernández & Iniesta-Bonilo, 2008). However, recently perceived value is identified as a complex multi-dimensional construct as there was a need to improve on the too simplistic utilitarian approaches, or the simple quality/price equation (Gallarza & Saura, 2006). Hence, the second approach conceives perceived value as a multidimensional construct that consists of several interrelated attributes or dimensions that form a holistic perspective of a complex phenomenon (Sánchez-Fernández & Iniesta-Bonilo, 2008).

Williams & Soutar (2009) believe that in the services context a multi-dimensional value perspective is often considered more appropriate which includes utilitarian and socio-psychological aspects of consumption because of the interaction

between producers and consumers and the heterogeneous nature of the service experience. Value is a more complex construct in a service experience with functional dimensions (e.g. perceived price, quality, benefits and risk), interacting with socio-psychological dimensions (e.g. prestige, social interaction, novelty and hedonism) (Williams & Soutar, 2000). Nonetheless, the value concept is often recognized as multidimensional (Gallarza & Saura, 2006; Sweeney & Soutar, 2001; Al-Sabbahy, *et al*., 2004).

The PERVAL framework developed by Sweeney & Soutar (2001) allows for measurement of customer value and it was applied for the first time in a tourism context (Williams & Soutar, 2009). It has a cognitive value component (functional value and value for money), but also includes other socio-psychological dimensions of value (social value, epistemic value and emotional value) (Williams & Soutar, 2009). The functional value perceptions are particularly important perceptions of value. The 'expected' functional value perceptions may be more influential in customer choice behavior for tourism products and services than some of the socio-psychological dimensions (Williams & Soutar, 2000).

However, each value dimension plays an important and separate role in forming attitudes and behaviors within the purchase process (Sweeney & Soutar, 2001). Consumers assess services not just in functional terms of expected performance and value for money, but also in terms of the enjoyment or pleasure derived from the product (emotional value), the social consequences of what the product communicates to others (social value) (Sweeney & Soutar, 2001), and the novelty dimension that escaping from the daily ordinary routine usually reflects in a tourism context (epistemic value) (Williams & Soutar, 2009).

Functional value: Functional value refers to the product's ability to perform its functional, utilitarian or physical purposes (Iniesta-Bonillo & Sánchez-Fernandéz, 2008). Common functional attributes include quality, durability and price (Williams & Soutar, 2009). Service customers tend to place greater importance on the quality, once the value of a service product is largely define by perceptions of quality (Cronin, *et al*., 2000). In adventure tourism operations functional value is important because of safety issues and the planning needed to minimize risk (Williams & Soutar, 2009). The

perceived quality is defined as the consumer's judgment about the superiority or excellence of a product (Cronin, *et al.*, 2000). Some authors have suggested that perceived quality is an antecedent that has a positive effect on perceived value, (Cronin, *et al.*, 2000) whereas Sweeney & Soutar (2001) have contended that quality is a sub-component of overall value. Rather than quality, price is viewed as a sacrifice which is an antecedent that can negatively influence on overall perceived value (Sánchez, *et al.*, 2006).

Emotional Value: Emotional Value is a socio-psychological dimension that is dependent on a product's ability to arouse feelings or affective states (Williams & Soutar, 2009). A number of 'adventure' emotions that precede and lead to the emotional highs of exhilaration and excitement are often fear, hesitation and apprehension (Williams & Soutar, 2009). Thus, emotional value is a key dimension for consumers post-consumption value perceptions of adventure tourism experiences (Williams & Soutar, 2000).

Social Value: Social value is defined as "the perceived utility acquired from an alternative's association with one or more specific social groups" (Williams & Soutar, 2009: 417). In tourism, factors such as interactions and relationships between people during the experience or the individual recognition or prestige obtained from the experience (Williams & Soutar, 2009).

Epistemic Value: Epistemic value is important in the measurement of consumers who seek new experiences where novelty or surprise are important elements (Sweeney & Soutar, 2001). It is extremely important in the case of experiential services such as holidays and adventures (Sweeney & Soutar, 2001). This value is "created when a product arouses curiosity, provides novelty or satisfies a desire for knowledge" (Williams & Soutar, 2009: 417).

The overall assessment of where the utility of a product comes based on the cognitive-affective perceptions about what is "received" and what is "given" is the most universally accepted definition of perceived value (Gallarza & Saura, 2006).

Chapter 3 Conceptual Framework

Key Variables

The present study aims to take into consideration the latest literature on perceived value and satisfaction for tourism services, in order to get pertinent information about surf camp customers behavior. The relationship of overall perceived value and how it impacts satisfaction and behavioral intentions is investigated. On the basis of the prior studies into perceived value, this research aims to generate quantitative data to find the key factors for surf camps overall perceived value, the overall level of satisfaction and leading to future behavior intentions to repeat and recommend. Surf camps attract specific segments of the leisure market and it is crucial to generate primary information to understand what surf camp customers desire to experience and value throughout the service experience, or in other words, to study the overall perceived value. Undoubtedly, value expectations have a direct influence impacting surf camp choice and consequently, influence the value perceptions during consumption. Therefore, customer satisfaction as a post-purchase phase is a confirmation of the overall perceived value. The overall perceived value is an antecedent of satisfaction whilst satisfaction is an antecedent of repurchase intentions (Gallarza & Saura, 2006).

The PERVAL scale represents an important advancement in the measurement of perceived value (Sweeney & Soutar, 2001). Nevertheless it has to be broadened in this study because it is required to evaluate the perceived value of a tourism product, which has to reflect the heterogeneous nature of the service experience and in this specific study it is also influenced by the nature of adventure tourism and surfing consumers. A model, emerges from the literature review of a value-satisfaction-intentions relationship which incorporates all the dimensions of value and consuming phases together. A key element in this model is the result given by the service and consequent satisfaction. It assumes knowledge structures that organizes consumers' service perceptions by liking attributes to high level constructs (Gallarza & Saura, 2006). From a methodological point of view, individualized analyses of each value dimension will be made, in order to identify which dimensions affect the overall level of perceived value and consequent impact on satisfaction. Satisfaction also serves as a determinant construct, influencing loyalty and willingness to recommend (Williams & Soutar, 2009).

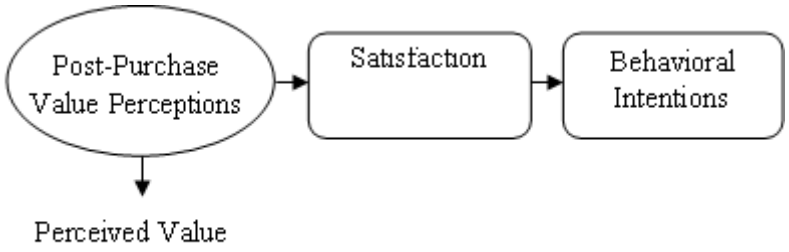


Figure 2: Perceptions-Satisfaction-Intentions Model

The value dimensions of the post-purchase phase were mostly adapted from the PERVAL value scale developed by Sweeney & Soutar (2001). Nonetheless, because of underdeveloped scaling effort of Sweeney & Soutar (2001) this study implements some particular enhancements from combination of sources such as Williams & Soutar (2009), Sánchez, *et al.*, (2006) frameworks and other value dimensions presented by Hoolbrook (1982), Cronin, *et al.,* (2000), Mathwick, *et al.,* (2001), Gallarza & Saura (2006). It should be assessed as a holistic conception of the perceived value with all the value dimension included that influence the surf camp customers experience. Referring to the Williams & Soutar (2009) work, a novelty/epistemic value dimension was added to the scale. Adventure tourism consumers are simultaneously pushed by their social–psychological desire to escape from their routine of normal life and doing novel and adventurous things (Williams & Soutar, 2009). Hence, the epistemic value that is related with the ability of the product in arousing curiosity and desire for knowledge (Williams & Soutar, 2009) is also a key factor for the evaluation of the perceived value in a surf camp experience. A fifth self-oriented value dimension of the experience was added. Mathwick, *et al.,* (2001) developed an experiential value scale that focused on the self-oriented dimension - something valued by virtue of the effect it has on oneself or for one's own sake. It is a value dimension that derives from the appreciation of an experience, apart from any other consequence that may result (Mathwick, *et al.,* 2001). Entertaining, that comes from engaging, absorbing activities and visual appeal, driven by the design, physical attractiveness and beauty, offer to the customers immediate pleasure and consequent enjoyment of the experience (Mathwick, *et al.,* 2001) which may directly influence the overall perceived value and consequent satisfaction for surf camp customers. Considering the importance of the natural environment of the surfing experience and the conscious effort that consumers are taking by making more eco-friendly choices it is added as a sixth dimension of perceived value pertaining to the

environmental dimension. Therefore, an environmental value dimension is also included due to the importance that conservation of the surf sites and beach quality have on surfers environmental concerns (Martin & Assenov, 2014). Surf quality also relates to the quality of the environment (Lazarow, *et al.*, 2009). This value dimension aims to portray the importance that the surf camp gives to the quality of the natural environment as a catalyst for reinforcing the surf identity of tourists (Barbieri & Sottomayor, 2013).

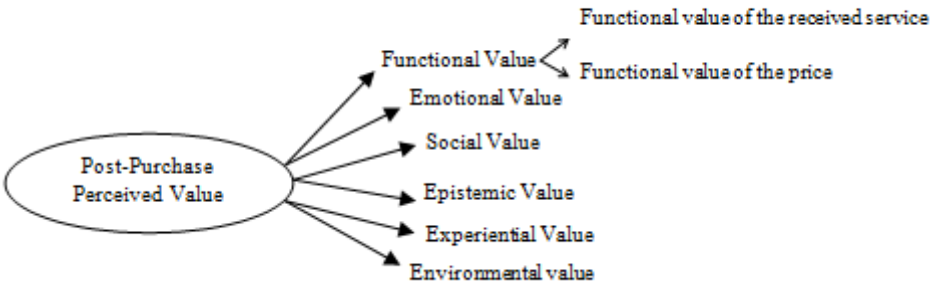


Figure 3: Value Dimensions

In explaining other constructs, along with the functional value dimension of perceived quality, which normally is an important decision making surrogate for service consumers choice. Quality is an element that must be tapped once the overall value of a service is largely influenced by perceptions of quality during consumption and service consumers tend to place great importance on quality (Sánchez, *et al.*, 2006). Not only does quality affect perceptions of value and satisfaction, but it also influences behavioral intentions (Cronin, *et al.*, 2000). In adventure tourism operations such as surf camps, functional value is important because of safety issues and the planning needed to minimize risk (Williams & Soutar, 2009). Common functional value attributes include not only quality, but also reliability and price. Undoubtedly, perceived quality and performance form part of the positive component of functional value. Although price and quality has been seen as subcomponent of functional value by Williams & Soutar (2009) they have separate influences on perceived value: quality has a positive influence and price has a negative influence (Sánchez, *et al.*, 2006). Sweeney & Soutar (2001) began their study including separate price and quality dimensions in the value construct and following the Sánchez, *et al.* (2006) study, where quality and price are functional sub-factors that contribute separately to value and should thus be measured separately. After consumption price plays a fundamental role in the valuation of the overall

experience, and hence, impact satisfaction (Sánchez, *et al.,* 2006). Undoubtedly, functional attributes are seen as a primary driver of consumer choice (Williams & Soutar, 2009) where surf camps may create convenience, value for money and minimize risk creating awareness of the site and the product (Martin & Assenov, 2014). Nonetheless, consumers evaluate the received service not only in terms of quality and performance, but also through internal feelings developed after consuming the product and their knowledge about other alternatives at the market (Al-Sabbahy, *et al.,* 2004). Furthermore, leisure activities like tourism services need to resort to fantasies, to explore feelings and emotions (Holbrook & Hirschman, 1982). Many products have symbolic meanings beyond tangible attributes, such as perceived quality, or price and surf sites usually provide benefits in terms of health, well-being and singly influence overall destination awareness (Martin & Assenov, 2014). Therefore, the valuation of the perceived value should pay attention to affective factors. Customers usually develop their own emotional valuation of the whole act of the purchase and what they expect to receive (Sánchez, *et al.,* 2006). Hence, the emotional value attributes of the received value should be measured. Surfers usually make an overall valuation of the social value of the purchase; the interactions with the local communities and the ethics of the local experiences (Martin & Assenov, 2014). In this manner the social value dimension of the purchase is also key. At the stage of the consumer purchase cycle, the attributes of the tourism product and the price may be key factors. However, due to the priority that surfers tend to give to the surf site, characteristics for assessing the cognitive and affective factors need to be advanced.

Satisfaction is a tourist's emotional state of mind of confirmation or disconfirmation of perceptions and therefore, satisfaction depend on the experience of using the service. Thus, satisfaction is a comparison between the expectation of value (before the purchase) and the perceived post-purchase value (after the consumption) (Sánchez, *et al.,* 2006). It is necessary to measure the level of satisfaction to clarify the suggested relationships between real received value and satisfaction. There also appears to be a strong link between satisfaction and repurchase intentions which posit a positive correlation between customer's perceptions of value and their repurchase intentions (Williams & Soutar, 2009). In tourism it is important to measure loyalty not only through the intentions to repurchase the same product, but also about the willingness to recommend to others (Williams & Soutar, 2009). Therefore, word-of-mouth

recommendations are especially critical in tourism marketing. Because of the experiential nature of services, word-of-mouth communications are viewed as more reliable and a significant competitive advantage (Sweeney, *et al.*, 2008). Consequently, they are the primary means where consumers gather information about services (Williams & Soutar, 2009). Thompson & Yeong (2003) have also emphasized the importance of social media in electronic word-of-mouth and the consequent impact it has on the customer decision process. Electronic word-of-mouth seems to be a reliable source of information in the tourism industry, since it is information from customers who have already experienced a certain service. Therefore, credibility and trust are two essential factors inherent to the adoption of electronic word-of-mouth (Fan, *et al.*, 2013) and it is important to measure the willingness that surf camp customers have to recommend the service through electronic social networks as well as to understand which are the channels that they are more likely to use.

Hypotheses Formulation

Surfers tend to choose their surf destinations primarily based on the surfing appeal, the variety of waves and the quality of the natural environment (Barbieri & Sottomayor, 2013). On-site availability of restrooms and lack of overall services facilities were not important attributes when choosing a surf travel destination (Barbieri & Sottomayor, 2013). Activities such as surfing enable tourists to pursue an embodied exploration of the self in empty wilderness settings (McDonald & Ponting, 2013) and generally those tourists choose the destination based on the natural environment (where the quality of waves are included) that they wish to experience. Clearly, most surf tourists select their favored destination first before they search for a tour operator or accommodation (Buckley, 2002a, 2002b). Chan & Baum (2007) found in their study, regarding motivation factors for ecotourism accommodation (ecolodges), that before accommodation is considered, 'nature-based' visitors will outweigh the destination and the natural attractions that they may wish to experience. The study also highlights that the experiences gained from ecolodges are secondary and not the main contributory motivational factor. Due to the similarity between ecotourism and surf tourism, being that both involve traveling to enjoy the natural environment in a wild setting, surf camp accommodation and ecolodge accommodation. Therefore, surf camp customers most

probably choose first the destination and consequently the surf camp accommodation in order.

H1 - The surf camp customers choose the surf destination due to the natural attractions (quality of waves and weather conditions) and just after consider surf services (accommodation; schools and rentals).

Dolnicar & Fluker (2003b) found that there are different segments of surfers (the price-conscious safety seekers, the luxury surfers, the price conscious adventurers, the ambivalents and the radical adventurers). There are some specific destination attributes that are always mentioned across the segments, such as personal safety and lack of crowding, but different segments privilege distinct attributes, where quality accommodation is mentioned (Dolnicar & Fluker, 2003a). It is important to see that besides the surfing appeal, there are at least two segments (the luxury surfers and the price-conscious safety seekers) that usually tend to look for accommodation attributes (Dolnicar & Fluker, 2003a) where the surf camp attributes could play an important role. Clearly, surf travelers are beginning to resemble the leisure traveler willing to pay premium more for some higher-end amenities when traveling (Tantamjarik, 2004).

Perceived overall value is a multidimensional construct that encompasses: utilitarian (functional value, price) and socio psychological (emotional value, social value, epistemic value, experiential and environmental value) aspects of consumption and allows to explore surf camp customers decision making behavior (Sweeney & Soutar, 2001). Surf tourists decide to buy their surf camp accommodation accordingly with the perceived value that they may acquire. Besides the fact that perfect waves are the heart of surf tourists' dream trip (McDonald & Ponting, 2013) when travelling for a surf destination, surf camp customers could place great importance on the functional items due to the inherent quality needed in adventure tourism operations because of safety issues and the level of planning needed to minimize risk (Williams & Soutar, 2009).

H2 - The functional dimension of the received service will have great impact on surf camps customer satisfaction.

The surfing appeal and the quality of waves is extremely connected with the social-psychological dimension of value which is related with feelings, excitement and exhilaration of the activity. Therefore the affective dimensions of value must have a direct and significant impact on satisfaction. It is clear to see that surfing experiences requires an emotional evaluation of the customers, where it tends to be a critical success factor for satisfaction.

H3 - The socio-psychological dimensions of value will have a direct, positive and significant association with surf camps customer satisfaction.

Customer perceived value occurs at various stages of the purchase process (Sweeney & Soutar, 2001) while satisfaction is a post-purchase and post-consumption evaluation (Sánchez, *et al.,* 2006). Consequently, the perceived value not only is influential at the consumption phase as it also affects satisfaction, intention to recommend and return behavior at the post purchase phase (Al-Sabbahy, *et al*., 2004). Satisfaction is an emotional feeling developed in response to a confirmation or a disconfirmation of the expectations and it is strongly correlated with re-purchase intentions and willingness to recommend (Sweeney & Soutar, 2001).

H4 - Customer satisfaction will have a direct, positive and significant association with behavioral intentions.

Previous studies confirm that surfers tend to show a strong disposition for surfing tourism (Butts, 2001; Tantanjarik, 2004; Barbieri & Sotomayor, 2013). Therefore, surfers tend to have strong disposition to embark on surfing trips in the near future (Barbieri & Sotomayor, 2013).

H5 - After having the surf camp experience customers show a strong disposition to go on surf experiences in the near future.

H6 - The surf camp experience allows to improve the credibility of Portugal as a surf destination and therefore increase the customer's willingness to come back to a surf camp in Portugal.

After formulating the hypotheses suggested to answer the research problem, the conceptual framework is proposed below in Figure 4.

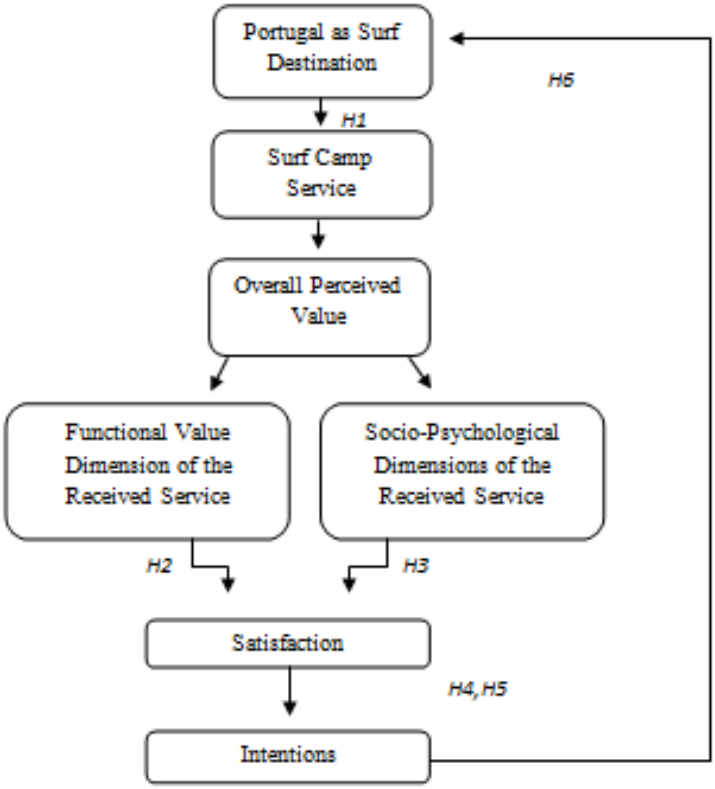


Figure 4: Conceptual Framework

Chapter 4 Research Methodology

Survey Instruments and Constructs Measurement

A survey questionnaire was designed to collect quantitative data from surf camp customers about perceived value, satisfaction and intentions (see Appendix 3). The questionnaire was composed by a set of questions where the selected participants demonstrated internal validity through the support of the six hypotheses (Punch, 2006). Therefore, the research method aimed to match the research questions, the argument and the logic of the proposal through the use of quantitative data. It is the measurement process that allows turning data into numbers and support the hypotheses deduced from the literature (Punch, 2006). The questionnaire included 52 questions including the data required for this study and some additional background questions. The first block of questions consisted of customer surf and sports profile information. The second was about the overall perceived value (see Table1). Satisfaction and behavioral intentions represented the third block (see Table 2). For all the value, satisfaction and behavioral intentions constructs, customers were asked to rate their perceptions on a 7-point Likert scale with 1 representing "Strongly Disagree" and 7 representing "Strongly Agree". This scale was adopted based on the previous studies about perceived value, satisfaction and behavioral intentions that also use it.

Constructs	Scale items
Functional value of the received service	The surf camp has been providing a consistent quality service
	The surf camp facilities meet my requirements (Reception Area; Kitchen; Rooms; Common Areas; Cleanness)
	The surf camp had competent employees and accredited surf teachers (knowledgeable and skillful)
	The surf equipment that has been provided is in good conditions
	The surf camp is neat and clean
	The surf camp has been providing a well organized service
Adapted from Sweeney & Soutar (2001) Williams & Soutar (2009); Baum and Chan (2007); Cronin, *et al*. (2000); Gallarza and Saura (2006); Sanchéz *et al*.(2006)	The surf camp provides add on services that I was looking for (alternative programs and activities; sense of place; Bar/Restaurant)
Functional value of the price	The surf camp was reasonably priced
Adapted from Sweeney & Soutar (2001); Williams	It was a good purchase for the price paid

& Soutar (2009)	It was a good return for money
Emotional value of the received service	The surf camp gave me feelings of well being
	I felt really appreciated by the staff
Adapted from Sweeney & Soutar (2001); Williams & Soutar (2009); Sánchez, *et al.* (2006)	With the surf camp service I have been getting the feeling of surf triumph
Social value	This surf camp experience would improve the way I am perceived
	The surf camp has been promoting interaction and relationships among the other tourists inside the surf camp
	The surf camp experience has promoted contact and interaction with locals and residents
Adapted from Sweeney & Soutar (2001); Williams & Soutar (2009); Gallarza & Saura (2006); Sánchez, *et al.* (2006)	The surf camp has reinforced the feeling of belonging to a group
Epistemic value	The experience has been made me feel adventurous
	The experience has been satisfying my curiosity
Adapted from Williams & Soutar (2009); Baum & Chan (2007)	The surf camp has been arousing the feeling of escaping
Experiential value	The surf camp decoration and design has been offered me pleasure
	The beauty of landscapes and surf camp location have been contributing for my fulfillment
	The surf camp has been providing me absorbing activities
Adapted from Mathwick et al (2001); Gallarza and Saura (2006)	The surf camp has been promoting the enjoyment of my free time
Environmental value	The surf camp has been promoting the local community spirit
	The surf camp reinforces the surf identity of the community and tourists
	The surf camp promotes sustainable and conservative practices of the environment (fauna and flora; coastal erosion; waves degradation)
Adapted from Baum & Chan (2007); Martin & Assanov (2014)	This surf camp promotes and protect the quality of waves

Table 1: Scales used to represent the value dimensions constructs

Constructs	**Scale items**
Satisfaction	The experience has satisfied my needs and wants
	It was a good experience

Adapted from Sweeney & Soutar (2001); Williams & Soutar (2009)	My choice to purchase this surf camp was a wise one
Behavioral Intentions	I would recommend this surf camp experience to friends and relatives
	I would recommend this surf camp experience through electronic social networks
	I would go on other surf experiences in future
	The surf camp encourage me to surf again
	I would go to a surf camp again
Adapted from Sweeney & Soutar (2001); Williams & Soutar (2009)	I am willing to take the same surf camp accommodation

Table 2: Scales used to represent satisfaction and behavioral intentions constructs

The Juster scale of probability was used to measure behavioral intentions, where by participants were asked to express their likelihood of repurchase. The last block of questions queried demographic information about respondents, country of origin, occupation and income monetary scales . The method of this study aims to get reliable and valid information related to the behavior of the surf camps' costumers. The questionnaire was designed on existing reliable measures from the literature review (Marôco, 2011). The most value dimensions were adapted from the Williams & Soutar (2009) framework derived from Sweeney & Soutar (2001). As for the other measures, they were also adapted from other studies ensuring strong content validity.

Value Dimension	Sources	Question number
Functional value	Sweeney & Soutar (2001) Williams & Soutar (2009); Baum & Chan (2007); Cronin, *et al.* (2000); Gallarza & Saura (2006); Sanchéz, et al. (2006)	7,8,9,11,12,13,14
Functional value of the price	Sweeney & Soutar (2001); Soutar & Williams (2009)	15, 16, 17
Emotional value	Sweeney & Soutar (2001); Williams & Soutar (2009); Sánchez, *et al*. (2006)	18, 19, 20
Social value	Sweeney & Soutar (2001); Williams & Soutar (2009); Gallarza & Saura (2006); Sánchez, *et al*. (2006)	21, 22, 23, 24
Epistemic value	Williams & Soutar (2009); Baum & Chan (2007)	25, 26, 27
Experiential value	Mathwick, *et al*., (2001); Holbrook (1999); Gallarza & Saura (2006)	28, 29, 30, 31

Environmental value	Baum & Chan (2007); Assanov & Martin (2014)	32, 33, 34, 35
Satisfaction	Sweeney & Soutar (2001); Williams & Soutar (2009)	36, 37, 38
Behavioral Intentions	Sweeney & Soutar (2001); Williams & Soutar (2009)	39, 40, 42, 43, 44

Table 3: Content validity of the questionnaire (questions featured in Appendix 3)

Population, Sampling and Survey Procedures

In order to validate the hypotheses a survey was disign to distribute to the different surf camp establishments located at the best surf spots and surf communities in Portugal, namely Peniche, Ericeira, Cascais and Sagres. As stated previously, it is impossible to quantify the exact number of establishments under this typology as they are not accredited by the national tourism authority. Therefore, other techniques were used to get a fairly accurate overview of the surf camps existing in those villages. The techniques included internet search through key words, namely: surf camps Portugal; Ericeira surf camps; Peniche surf camps, Sagres surf camps; Lisbon surf camps; Cascais surf camps; Sintra surf camps; Surf accommodation in Portugal; Surf tours in Portugal; Surf travel in Portugal, and through the Portuguese surfing federation accredited surf schools list. It is possible to see the results listing in Appendix 1.

The online application of the survey was undertaken as it considered that would be difficult to reach customers and get enough valid answers if other more drown out methods were utilized. The independent travelers, as surfers usually are, are hard to survey as their contact details are not stored by any "principal-agency links" (Dolnicar & Fulker, 2003a). The study obtained a sample of 300 surf camp customers along the Portuguese coastline. The instrument was run as a pilot test on professors, surfers and surf camp customers to verify the internal consistency of the questions. The proposed questionnaire had subsequent grammatical modifications and some relevant additions. The final version of the questionnaire was directly administered to the customers in face-to-face method, through a convenience sampling technique, where the study was introduced and explained so that confidentiality is maintained. The questionnaires were self-completion with supervisors available to detect some response errors. Before the data collection was established a telephone and presence contact with more than 30 surf

camps, from the list presented in Apendix 1, in order to explain the study and ask for collaboration. After follow up the selected surf camps 15 camps allowed an interview to be given to their customers. Peniche is represented by Baleal Surf camp; Maximum Surfcamp; Peniche Surfcamp, Surfers Lodge and Surf Castle. Ericeira by La Point Surfcamps; Chill in Surf House; Ericeira Surf Hostel and Ericeira Surfcamp. Cascais by Cascais Surfcamp; Carcavelos Surf Hostel and Carcavelos Surf House. Sagres by Fun Ride Surfcamp; Sagres Natura Surfcamp and International Surf School. Data was collected during July, August and the first week of September 2014, which is summer holiday period in Portugal and mostly the rest of Europe. Furthermore, it is considered the high season for tourism in Portugal. This sampling strategy was considered appropriate to collect a sample of convenient elements in a relatively short period of time (Malhotra, 2007). The sample aimed to be purposive, once the point of the research is to study the relationships between the different value dimensions, satisfaction and behavioral intentions. Approximately 360 customers were approached. The response rate was considered very high. Out of 360 questionnaires handed out, a total of 300 returned were considered valid to run the quantitative analysis. As for the validity of the methods used, the aim was to obtain 300 valid participants. The data collection was considered reliable since the questionnaires were administered at the moment of consumption by the lead researcher. Incomplete pages, questions left blank or poorly answered were immediately asked to be completed. It was especially difficult because the respondents were on holiday and many did not wish to be interrupted from their experience by having to fill in a questionnaire. The respondents were considered valid because they were representative of the Portuguese surf camp customers on the last days of the surf camp experience.

Statistical Analysis

There were six stages to the data analysis. The data analysis used the IBM SPSS statistics program (number 20). A preliminary analysis of the descriptive was first conducted to describe the sample characteristics and surf features. The second stage aimed to address the first formulated hypothesis with a descriptive analysis regarding preferences of Portugal as a surf destination. From a methodological point of view it is necessary to consider all the dimensions together where the third stage consisted in making individualized analysis of each of those dimensions presented in the model.

Therefore, in order to carry out prior modifications to the model an Exploratory Factor Analysis (EFA) was run. The EFA uses the correlations observed amongst the original variables which usually share the same latent feature (Marôco, 2011). EFA is a data analysis technique whose aim is to find and analyze a group of interrelated variables that are combined into factors (Marôco, 2011). Therefore, an item should only be retained if they suitably load on the right construct in the model. The EFA was computed through six different methods: The inter-correlation between variables; The Kaiser-Meyer-Olkin (KMO) and Bartlett's test to check the model variables relationships; The anti-image matrices for variance and covariance to see that the correlations between variables are not from a common factor; The communalities before and after extraction of the variables where the communalities after extraction reflect the common variance in the data structure; The total variance explained to check the unidimensionality of the variables; The component matrix which contains the loadings of each factor (Marôco, 2011). The KMO values could be seen at the table shown below.

KMO	EFA Recommendations
]0.9; 1.0]	Superb
]0.8; 0.9]	Great
]0.7; 0.8]	Good
]0.6; 0.7]	Medíocre
]0.5; 0.6[	Acceptable
≤ 0.5	Inacceptable

Table 4: KMO values for the EFA

Cronbach's alpha were also computed to assess the internal reliability of the factors. Reliability implies validity in the scales. In the fourth stage the different value dimensions were analyzed and correlated in order to get the values for each dimension. After that, the different factors were used in a series of regressions that explored the relationships between the various value dimensions and their respective impact on customer satisfaction and customer intentions. A Multiple Linear Regression Model (MLRM) was used to explore the relationship between customer satisfaction (the dependent variable) and more than one value dimension (the explanatory variables). The main purpose is to not only validate the hypothesis and ask the research question, but also estimate how the variation in each of the value dimensions impacts customer satisfaction. The MLRM is a generalization of the simple model, which establishes the

relationship between a dependent variable and one explanatory variable. Therefore, to establish the relationship between customer satisfaction and customer behavior intentions it was computed as a series simple linear regression analysis. The sixth and last stage consisted of some descriptive statistics of the juster scales and correlations among certain variables of interest to the study such as the willingness to recommend through the social media networks with age.

Chapter 5 Results

Sample Backgrounds

The sample is composed of 152 men and 148 women, which demonstrates a similar participation of both genders (see Table 5). The age of participants ranges from 11-years-old to 55-years-old (M=25,32; SD=6,234) indicating a good age-distribution (see Appendix 2). Most of the participants were originally from Europe where German, Swedish and Norwegian were the most observed nationalities, with 74, 52, and 24 people respectively (see Appendix 2). From the total sample just 6 people had a non-European nationality, where American, Australian, Canadian and Egyptian were observed.

Consistent with the median age, 33.3% of the respondents are studying, which represents 100 people. An important fact to point out is that 74 people did not answer this question. However, 41,7% are full and self-employees. Of the total number of participants, only 62 don't have a monthly income. Nonetheless, it is important to mention that 100 of the participants are currently studying. These results show that surf camp customers are economically stable which is associated with previous research that divulge high income levels among surf tourists (Dolnicar & Fluker, 2003a; 2003b).

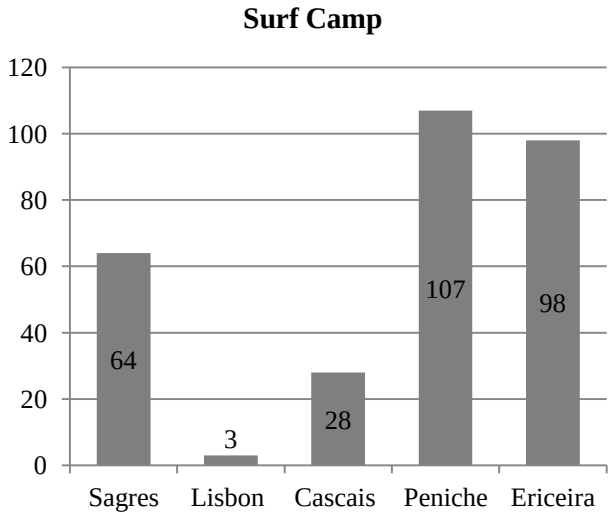
Characteristics	%	***n(300)***
Gender		
Male	50,7	152
Female	49,3	148
Age		296
Missing		4
Nationality		
European	94,5	283
Other	5,2	16
Missing	0,3	1
Occupation		
Employed	41,7	125
Unemployed	0,3	1
Student	33,3	100
Missing	24,7	74
Monthly Income		
None	20,7	62
Less than 1000€	18,7	56

1000€ to 1999€	17,3	52
2000€ to 3000€	15	45
More than 3000€	14	42
Missing	14,3	43

Table 5: Socio demographics of the respondents

Surf Camp Accommodation

As mentioned previosly the sample was collected in the most important surf communities in Portugal. However, it is possible to see on Graphic 1 that the most relevant surf camp locations were Peniche and Ericeira with 107 and 98 respondents respectively, followed by Sagres with 64 respondents. The frequency statistics of the surf camp accommodation presented in the study can be seen on the bar chart below.



Graphic 1: Frequency of the localities where respondents took the surf camp

Surfing Profile and Sports Addiction

The majority of the respondents were first time surfers, at the time of data collection (see Table 6). Furthermore, 99 respondents were beginners which shows that the majority of surf camps customers come to learn how to surf. It is also a fact that could be seen through the rented equipment. The sample had only 6 people that provided their own surf equipment (see Appendix 2). Typically advanced or professional surfers have their own equipment and take their boards wherever they go, once they have detailed requirements and preferences regarding materials and brands (Barbieri & Sotomayor, 2013). Another important fact to note regarding the surf profile

is that 228 people were visiting Portugal for the first time and 72 had taken at least one surf experience in Portugal before. For the vast majority of respondents (189) this is a unique surf experience taken in the last three years (see Table 6). Additionally, 89 respondents regularly travel for surfing, 17 do at least two times a year and 8 more than three times. As it was expected a large proportion of people (221) claim to be addicted to sports and frequently play other sports (262) with 3 times per week the most selected option (104) and 4 or more times the second one (97) (see Table 6).

Surfing Profile & Sports Addiction	**%**	***n(300)***
Surf Level		
First Experience	48	144
Beginner	33	99
Intermediate	10	30
Advanced	9	27
Profissional		
First surf experience in Portugal		
Yes	76	228
No	24	72
Number of surf trips in the last 3 years		
1	62	186
2-5 trips	29,7	89
6-10 trips	5,7	17
More than 10 trips	2,7	8
Sports Addiction		
Yes	73,7	221
No	26,3	79
Regularly play sports		
Yes		262
No		38
Frequency per week		
1 time	4	12
2 times	16,3	49
3 times	34,7	104
4 or more times	32,3	97
Missing	12,7	38

Table 6: Surfing and sports profile of the respondents

Portugal Destination Attributes

The most prevalent attributes when choosing Portugal as a surf destination relates to world-class waves, weather conditions, price and friend's recommendation. Overall, surf camp customers perceive that the quality of waves is the main attribute when choosing Portugal as a surf destination, 71 respondents ranked it as the first option (see Table 7). Weather conditions was considered the second main attribute, 83 respondents ranked it as the second choice (see Table 7). Hence, Price filled the third position with 56 respondents (see Table 7). Although, a friend's recommendation is not in the top three main ranked options, it is important to mention that it was extremely close to the quality of waves when customers ranked the highest valued attribute with 61 respondents, as well as in the third valued attribute with 50 respondents. Subsequently a friend's recommendation is also an important factor that attract surfers to come to visit Portugal.

	First Choice		Second Choice		Third Choice	
Destination Attributes	**%**	***n(300)***	**%**	***n(300)***	**%**	***n(300)***
Availability of surf services	13,7	41	9,3	28	12	36
World-class waves	23,7	71	14,3	43	9,3	28
Weather conditions	15,3	46	27,7	83	13,7	41
Novelty	3,7	11	4,7	14	5,3	16
Price	12,7	38	21,7	65	18,7	56
Hospitality	3,7	11	8,3	25	10,3	31
Safety	1	3	3,7	11	6	18
Friend's recommendation	20,3	61	8,0	24	16,7	50
Other	6	18	2,3	7	8	24

Table 7: Perceived importance of destination attributes

Exploratory Factor analysis

Value Dimensions

An EFA was undertaken on the Value Dimensions, the first step allows an inspection of the pattern of relationships through the correlation matrix of the selected 7 dimensions. The significance level is expected to be less than 0,05 ($\rho<0,05$) in accordance to the 5% significance level (Dias Curto, 2014). Based on the results

presented in Appendix 4 significance is 0,000 ($\rho<0,05$) for all the items of the 7 factors. Thus, it is concluded that the items are statistically significant. Pearson correlation coefficient also show acceptable values that are not close to 1, which means that there does not appear to be any prevailing multicollinearity problems.

The results of the EFA KMO's value are expected to be above 0,5 (Marôco, 2011). Table 8 shows the KMO's values for the seven value dimension which are all higher than 0,7, which is considered a good value (see Table 4).

	Functional Value	Functional Value of the Price	Emotional Value	Social Value	Epistemic Value	Experiential Value	Environmental Value
Kaiser-Meyer-Olkin of Sampling Adequancy	,900	,705	,723	,772	,700	,766	,813

Table 8: KMO values from the EFA

The anti-image matrices for variance and covariance should also be analyzed to evaluate adequacy of the factor with the variables (Marôco,2011). These results can be analyzed with the Measure of Sampling Adequacy (MSA) were as expected with values greater than 0,5 in the main diagonal of the anti-image correlation (MSA>0,5) (Marôco, 2011). Table 9 shows the MSA values for each of the value dimensions. It can be seen that all the items had MSA values greater than 0,5, indicating adequacy of the factors.

	Functional Value	Functional Value of the Price	Emotional Value	Social Value	Epistemic Value	Experiential Value	Environmental Value
Functional1	,884[a]						
Functional2	,886[a]						
Functional3	,903[a]						
Functional5	,929[a]						
Functional6	,901[a]						
Functional7	,894[a]						
Functional8	,921[a]						
Price1		,768[a]					
Price2		,641[a]					
Price3		,731[a]					
Emotional1			,701[a]				
Emotional2			,703[a]				
Emotional3			,775[a]				
Social1				,787[a]			
Social2				,768[a]			
Social3				,804[a]			
Social4				,741[a]			
Epistemic1					,682[a]		
Epistemic2					,661[a]		

Epistemic3	,783[a]			
Experiential1		,798[a]		
Experiential2		,829[a]		
Experiential3		,715[a]		
Experiential4		,755[a]		
Environmental1				,814[a]
Environmental2				,815[a]
Environmental3				,807[a]
Environmental4				,819[a]

Table 9: Anti-image correlation values from the EFA (Measures of Sampling Adequacy - MSA)

The extraction of factors was administered with the *varimax* rotation. The result after rotation was seven factors, that corresponds of each dimension studied (see Table 10).

Functional Value						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Functional1	4,098	58,549	58,549	4,098	58,549	58,549
Functional Value of the Price						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Price1	2,521	84,020	84,020	2,521	84,020	84,020
Emotional Value						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Emotional1	2,289	76,306	76,306	2,289	76,306	76,306
Social Value						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	%of Variance	Cumulative %
Social1	2,488	62,195	62,195	2,488	62,195	62,195
Epistemic Value						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Epistemic1	2,206	73,548	73,548	2,206	73,548	73,548
Experiential Value						
	Initial EigenValues			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Experiential1	2,533	63,327	63,327	2,533	63,327	63,327
Environmental Value						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Environmental1	2,842	71,038	71,038	2,842	71,038	71,038

Table 10: Total variance explained emanating from the EFA (Extraction Method: Principal Component Analysis)

The communalities values after extraction are expected to be over 0,5 to explain the amount of variance in each variable that can be explained by the retained factor (Marôco, 2011). Table 11 shows the initial and after extraction communalities. Results

flag the item number 5, related to cleanness, (0,45<0,5), however due to the proximity to 0,5 and the results of other measures, it was not decided to remove this variable. All the other variables have a commonality value above 0,5.

	Functional Value	Functional Value of the Price	Emotional Value	Social Value	Epistemic Value	Experiential Value	Environmental Value
Functional1	,709						
Functional2	,617						
Functional3	,577						
Functional5	,450						
Functional6	,552						
Functional7	,680						
Functional8	,513						
Price1		,796					
Price2		,905					
Price3		,820					
Emotional1			,785				
Emotional2			,783				
Emotional3			,722				
Social1				,636			
Social2				,594			
Social3				,558			
Social4				,700			
Epistemic1					,756		
Epistemic2					,787		
Epistemic3					,664		
Experiential1						,572	
Experiential2						,599	
Experiential3						,750	
Experiential4						, 612	
Environmental1							,707
Environmental2							,714
Environmental3							,728
Environmental4							,693

Table 11: Communalities values from the EFA

The Loadings on the component matrix are expected to be viewed with caution if some variable presents a value under 0,4 (Marôco, 2011). As it is possible to see in Table 12 all items show loadings above 0,4. Therefore, each dimension represent all the items measured. As confirmed with all tests computed before, the computed factors to the seven value dimensions represent a solid measurement scale.

	Functional Value	Functional Value of the Price	Emotional Value	Social Value	Epistemic Value	Experiential Value	Environmental Value
Functional1	,842						
Functional2	,785						
Functional3	,759						
Functional5	,671						
Functional6	,743						

Functional7	,825						
Functional8	,717						
Price1		,892					
Price2		,951					
Price3		,905					
Emotional1			,886				
Emotional2			,885				
Emotional3			,850				
Social1				,797			
Social2				,770			
Social3				,747			
Social4				,837			
Epistemic1					,870		
Epistemic2					,887		
Epistemic3					,815		
Experiential1						,756	
Experiential2						,774	
Experiential3						,866	
Experiential4						,783	
Environmental1							,841
Environmental2							,845
Environmental3							,853
Environmental4							,832

Table 12: Component values from the EFA

Although the estimated factors are within the predicted values suitable for an EFA, it is necessary to inspect statistics for internal consistency. Cronbach's alpha values are expected to be higher than 0,7 (Marôco, 2011). Table 13 shows the reliability measures for the seven value dimensions, reflecting a high degree of cohesion between items (cronbach's alpha > 0,7). When evaluating communalities, item number 5 of the functional value showed values under 0,5, which could be considered for extraction, however, the chronbach's alpha does not improve if that item is deleted (Appendix 4), Therefore, it is a reliable scale with the 7 factors measured.

Reliability Measures		
	Cronbach's Alpha	N of Items
Functional Value	,879	7
Functional Value of the Price	,905	3
Emotional Value	,839	3
Social Value	,792	4
Epistemic Value	,808	3
Experiential Value	,806	4
Environmental Value	,862	4

Table 13: Chronbach's alpha values from the EFA

Satisfaction & Behavior Intentions

Satisfaction and behavioral intentions are different dimensions compared with previous examined value dimensions whereas satisfaction depends on the experience of using the service, value dimensions compose the service perceived value. Appendix 4 shows that significance is 0,000 ($\rho<0,05$) for both dimensions. Thus, it is concluded that variables are statistically significant. Pearson correlations coefficients are significantly different from 1. Table 14 shows a KMO for satisfaction of 0,745 and of 0,829 for intentions which is considered good and great values respectively (Table 14).

		Satisfaction	Behavior Intentions
Kaiser-Meyer-Olkin Sampling Adequancy	of	0,745	0,829

Table 14: KMO values from the EFA

Table 15 shows the anti-image correlation matrix values. It can be seen that all items of both dimensions had MSA values greater than 0,5, indicating adequacy of the factor. Communalities values are also expected to be above 0,5. Results on Table 16 show that must be paid attention to the item number 2 of intentions, which is related with electronic word-of-mouth (0,37<0,5). However, due to the importance that this item has on tourism post-consumption and the high values that show in the other methods of EFA, it was not decided to remove that item. All the other items have a commonality value above 0,5.

	Satisfaction	Intentions
Satisfaction1	,786[a]	
Satisfaction2	,721[a]	
Satisfaction3	,734[a]	
Intentions1		,827[a]
Intentions2		,889[a]
Intentions3		,778[a]
Intentions4		,905[a]
Intentions5		,786[a]
Intentions6		,849[a]

Table 15: Anti-image correlation values from the EFA (Measures of Sampling Adequacy - MSA)

	Communalities		Component	
	Satisfaction	Intentions	Satisfaction	Intentions
Satisfaction1	,796		,892	
Satisfaction2	,839		,916	
Satisfaction3	,829		,911	
Intentions1		,555		,745
Intentions2		,370		,608
Intentions3		,639		,799
Intentions4		,616		,785
Intentions5		,788		,888

Intentions6	,620	,787

Table 16: Communalities and component values from the EFA

Taking the same method as the value dimension scales, the extraction of factors was computed with the *varimax* rotation. Table 17 shows the total variance explained by the factors for satisfaction and for intentions, where only 2 factors are considered.

Satisfaction	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Satisfaction1	2,464	82,147	82,147	2,464	82,147	82,147
Intentions	**Initial Eigen Values**			**Extraction Sums of Squared Loadings**		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
Intentions1	3,588	59,805	59,805	3,588	59,805	59,805

Table 17: Total variance explained emanating from the EFA (Extraction Method: Principal Component Analysis)

The cronbach's alpha was computed. Table 18 shows a chronbach's alpha of 0,891 and 0,851 to the measurement scales for satisfaction and behavior intentions, which reflects a high degree of internal consitency between the items of both constructs. It is verified the improvement on the reliability of the model if item number 2 from intentions was deleted. However the improvement is not significant and due to the importance of the item on the measurement scale, that was not removed (Appendix 4).

Reliability Measures		
	Cronbachs's Alpha	N of Items
Satisfaction	,891	3
Intentions	,851	6

Table 18: Chronbach's alpha values from the EFA

Analysis of the dimensions

Respondents generally showed positive perceptions about the value received from their surf camp experience, as six of the seven value dimensions had means above five (see Table 19). The highest score was from the functional value with a mean of 5,7. Interestingly, the emotional and the experiential value, which included items such as feelings and self-fulfillment were also highly rated, 5,68 and 5,51 respectively. Accordingly with Sánchez, *et al.*, (2006), the traditional dimension of price, is considered as a negative contributor to the perceived value. Surprisingly, price has a high value with a mean of 5,59, suggesting that surf camps were a good value for

money option and a positive contributor to the overall perceived value. On the other hand, the epistemic dimension, which included items such as experiencing new places, doing novel things, and the social and the interactions made at the surf camp, had relatively low scores (5,2 and 5 respectively) when compared with the other value dimensions. The environmental value dimension has the lowest mean with 4,8, suggesting that respondents do not feel that surf camps are promoting environmental practices. Respondents were very satisfied (mean of 5,99). Following Satisfaction, respondents had also positive intentions (mean score of 5,8).

	Mean	Std. Deviation
Functional	5,7361	,88405
Functional Value of the Price	5,5978	1,07455
Emotional	5,6844	1,04295
Social	5,2767	1,19865
Epistemic	5,0992	1,13766
Experiential	5,5175	1,01468
Environmental	4,8758	1,25150
Satisfaction	5,9922	,97856
Intentions	5,8067	1,05815

Table 19: Descriptive statistics for the dimensions

All the variables had positive and significant correlation, indicating there was validity among the study's main constructs (see Appendix 5). Nonetheless, it should be noted that the highest correlation is between the functional value construct and the emotional one. It also should be observed that the functional value construct had a reasonably high correlation with functional value for price, emphasizing previous studies that see price as an item of functional value (Sweeney & Soutar, 2001; Williams & Soutar, 2009; Sánchez, *et al*., 2006). Another important fact to mention is that the emotional and the experiential value are highly correlated with satisfaction. Satisfaction and behavior intentions also are extremely correlated.

Multiple and Linear Regressions

The initial regressions examined the impact that perceived value had on satisfaction. Before proceeding with the regression analysis it is important to mention that the six assumptions of the MLRM were verified (see Appendix 6). The results of the MLRM are shown in Table 19. The adjusted R-squared statistic was 0,704, suggesting that the value dimensions play a major role in predicting satisfaction on surf

camp customers (see Appendix 6). The probability associated with the ANOVA test (0,00) is less than 0,05 assuming the significance of the model (see Appendix 6). While the relationship between price, social and epistemic value with satisfaction were statistically significant the significance of the coefficients (see Table 20) suggested that those three value dimensions did not have relevant impact on satisfaction. The B values for unstandardized coefficients, also known as partial regression coefficients, suggested that the emotional value dimension had greater impact on satisfaction than the other significant value constructs. It is also important to note that functional, experiential and environmental value dimensions have a positive effect on satisfaction. The standardized coefficients, also named beta coefficients, also suggested that the greater impact on satisfaction came from the emotional value, followed by the functional, experiential and environmental value.

Construct	B	Std. Error	beta	t	Sig.
Constant	1,045	,208		5,037	,000
Functional	,175	,061	,158	2,857	,005
Price	-,068	,045	-,075	-1,532	,127
Emotional	,451	,056	,480	8,086	,000
Social	,000	,047	,000	-,006	,996
Epistemic	,072	,042	,088	1,722	,086
Experiential	,164	,056	,171	2,963	,003
Environmental	,098	,038	,126	2,610	,010

Table 20: Regressions analyses of the value dimensions on satisfaction

Before proceeding with the simple linear regression analysis to compute the impact of satisfaction on behavior intentions it is important to mention that the five assumptions of the simple linear regression model were verified (see Appendix 7). The R square value indicated that satisfaction explained 53,9% of the variance on future intentions. The ANOVA test assumed that the model is significant (0,00) (see Appendix 7). 0,734 is the expected variation on price per unit change in satisfaction (see Table 21). Therefore, it is clear that there is a direct, positive and strong relationship between satisfaction and behavior intentions.

Construct	B	Std. Error	beta	t	Sig.
Constant	1,049	,258		4,063	,000
Satisfaction	,794	,043	,734	18,671	,000

Table 21: Regressions analyses of satisfaction on intentions

Juster Scales of Intentions

The juster scale is a 11 points probability scale that allows to predict the actual intention rate in the population sample. Results are possible to see on Appendix 8. Table 22, shows that is likely that surf camp customers will embark in new surf experiences in the near future. Furthermore, 69 respondents are practically certain that they will embrace a new surf experience (see Appendix 8). It is also possible to see that after the surf camp experience customers are motivated to come to Portugal again as well as to go to a surf camp in the next 12 months (mean close to 6).

	Mean	Std. Deviation
Chance to go to a surf camp in the next 12 months	5,88	2,733
Chance to go to a surf camp in Portugal again	5,92	2,476
Chance to go in a new surf experience	7,25	2,378

Table 22: Descriptive statistics for the juster scales

Correlations between Electronic Word-of-Mouth & Age

Spearman's Correlations were used to estimate the relationship with intentions to recommend the surf camp experience through social media with the age of respondents. However, it should be noted that there was not an equal number of respondents from every age. Table 23 shows that significance is 0,001 ($\rho < 0,05$). Thus, it is concluded that the items are statistically significant. Spearman's correlations coefficients shows that there is a negative correlation between age and intentions to recommend the experience through social media, young people tend to use more social media to recommend the experience than older ones. Values are significantly different from 1, which does not reflect multicollinearity problems.

Correlations Coefficient			
	Age	Intention	Sig. (2-tailed)
Age	1,000	-,199**	,001
Intention	-,199**	1,000	,001

Table 23: Correlation matrix between age and intentions to recommend on electronic channels

The frequency statistics of the social media whose respondents are more willing to recommend can be seen in Appendix 10. Facebook is the most popular channel with 242 respondents, followed by Instagram (77) and then Tripadvisor (58) (see Appendix

10). Twitter had just 26 respondents willing to use it. Other social media channels mentioned by respondents could also be observed, such WhatsApp and Skype.

Hypotheses Testing

By combining the quantitative results explained throughout the present chapter, five of the six options were supported (H1, H2, H4, H5, H6). Besides consistent with predictions emotional, experiential and environmental dimensions have a direct, positive and significant association with satisfaction, the epistemic and social value dimensions are not significant explaining satisfaction, which partially does not support the influence of all the socio-psychological dimensions on satisfaction (H3).

Firstly, to test H1 (The surf camp customers choose the surf destination due to the natural attractions (quality of waves and weather conditions) and just after consider surf services (accommodation; schools and rentals)) was conducted a descriptive statistics for question number 1 of the survey instrument (see Appendix 3). Surf camp customers choose Portugal as a surf destination due to its world-class waves, weather conditions and price (see Table 7). Overall, surf camp customers tend to perceive that the quality of waves and weather conditions are the main attributes when choosing surf destination and just after price, consider surf related services.

After the model validation with the EFA, H2 (The Functional dimension of the received service will have great impact on surf camps customer overall perceived value) and H3 (The socio-psychological dimensions of value will have a direct, positive and significant association with surf camps customer satisfaction) were tested through the regression analyses of the different value dimensions on satisfaction (see Table 20). Clearly, the significance level of the functional value dimension guarantees the validation of H2. Therefore, the functional value of the received service influences surf camps customer satisfaction. Surf camps customers tend to value accommodation and quality service attributes and evaluate satisfaction levels accordingly with the functional attributes performance. Nonetheless, the socio-psychological dimensions, which include emotional value, social value, epistemic value, experiential value and environmental value, do not have, together, direct, positive and significant association with satisfaction. Of the five dimensions measured for socio-psychological attributes, just three have significance levels above 0,05, which means that only three dimensions have

direct, positive and significant impact on satisfaction. Thus, H3 was not totally supported. Surf camps customers have an emotional evaluation of satisfaction, through the emotional, the experiential and the environmental attributes. Hence, the social and the epistemic value dimensions were rejected.

The significance levels of the regression of satisfaction on intentions (see Table 21) have allowed to validate the direct, positive and significant association of satisfaction with behavioral intentions, which was formulated in H4 (Customer satisfaction will have a direct, positive and significant association with behavioral intentions).

Lastly, the strong results shown by the intentions items (see Table 19 and Appendix 4) and by the juster scales of intentions (see Table 22 and Appendix 8) confirmed that surf camps customers show strong disposition to embark on new surf experiences, as assumed by H5 (After having the surf camp experience customers show a strong disposition to go on surf experiences in the near future). The previously mentioned results, also allow to see that a surf camp experience increase customer's willingness to come back to a surf camp in Portugal, helping to validate H6 (The surf camp experience allows to improve the credibility of Portugal as a surf destination and therefore increase the customer's willingness to come back to a surf camp in Portugal).

Hypotheses	Relationship	Result
H1	Surf destination, natural attractions and surf services	Supported
H2	Functional dimension of the received service, satisfaction	Supported
H3	Socio-psychological dimensions, satisfaction	Rejected
H4	Satisfaction, behavioral Intentions	Supported
H5	Surf camp experience, surf experiences in near future	Supported
H6	Surf camp experience, willigness to come back to a surf camp in Portugal	Supported

Table 24: Hypotheses validation summary

Chapter 6 Discussion & Conclusions

The research results enabled to better understand surf tourist behaviors. The fundamental aim of this research was to study the surf camps reality, expanding existing knowledge of the perceived value and help entrepreneurs to develop their business strategies. Therefore, this final chapter presents the discussion, research contributions of the study, some managerial implications and its value contribution for tourism policy makers. This study also contributes to the identification of the perceived value by a tourist as well as to the introduction of new surf related items.

Discussion

The present study attempts to describe directly surf camp customers and suggest a number of relationships between value, satisfaction and future intentions. Firstly, surf camp demand in Portugal does not confirm the surf tourism previous research, where predominantly male compose the surfing population (Dolnicar & Fluker, 2003a; 2003b; Barbieri & Sotomayor, 2013). Interestingly, the participants were similarly distributed in terms of gender and age, reflecting that the surf camp experience is appreciated by both genders (Male=152; Female=148) as well as by a diversified range of ages (Min=11;Max=55). It also helped to confirm that surf camps in Portugal are mostly sought by western Europeans that want to lean surf in world class surf breaks. As previous foreseen by Bicudo & Horta (2009) Portugal may attract young and active tourists in the exactly same way as a ski resort does in the Alps. Furthermore, the sample is mostly represented by first time surfers and beginners, which is not verified in previous studies where a very small proportion of participants were novice surfers (Dolnicar & Fluker 2003a; 2003b; Barbieri & Sotomayor, 2013; McDonald & Ponting, 2013). It seems that surf camps in Portugal target novice surfers rather than advanced or professional ones, where preferences pattern must be different. Besides that fact, the findings support the work of Barbieri & Sotomayor (2013) that found surfers tend to choose first the surfing conditions when selecting a surf destination and only then consider accommodation services. But this study does so far a difference showing that novice surfers tend to perceive destination attributes in the same way as advanced surfers. Therefore, confirming Butts (2001) on the fact that surf subculture's attitudes and values tend also to be embraced by novice surfers.

Second, the quantitative research helps to confirm previous studies that see customer value as an antecedent of customer satisfaction and intentions. The explanatory power of the various value dimensions was particularly strong in relation to satisfaction (explaining 70,4% of the variance). Similarly, satisfaction was found to influence future intentions, both in repeat behavior and in positive word-of-mouth (explaining 53,9% of the variance). Therefore, it can be assumed that satisfaction is the behavioral consequence of perceived value and loyalty the final outcome as showed by Gallarza & Saura (2006).

Third, the multidimensional value framework results enhanced to understand which are the post-consumption constructs with strong explanation of satisfaction, while initially the study confirms the results of other researchers (Williams & Soutar, 2009; Sweeney & Soutar, 2001; Gallarza & Saura, 2006) it also makes a significant number of additional contributions to the surf tourism and to the tourism industry indentifying the importance and performance of the different value constructs on surf camp customers' post-consumption perceptions. The strong relationship between the functional value dimension and satisfaction gives new insights to the surf tourism industry and confront previous studies which found that surfers tend not to perceive value on the ability that the experience has on performing its functional, utilitarian and physical purposes (Barbieri & Sotomayor, 2013). On the other hand, the strong links between the emotional and the experiential value attributes with satisfaction confirm that surfers, as the adventure travelers, need to gain emotional highs (Williams & Soutar, 2009). In addition, the positive results that the environmental value dimension had on satisfaction suggest that surfers are aware about the importance that environmental practices have on the sustainability of the surf sites, helping to corroborate previous studies (Martin & Assenov, 2014; Lazarow, *et al*, 2009).

Fourth, the study confirmed previous studies (Barbieri & Sotomayor, 2013; Williams & Soutar, 2009) that socializing factor is not perceived as an important factor. Surprisingly, price is irrelevant to satisfaction which probably says that best value offers might not be important for surf camp customers. Price could be irrelevant on this study due to the relationship between high performance of functional value attributes (mean=5,736) and possible low prices. The same occurred in previous studies related to the perceived value and university tourists, where students did not pay for the service

(Gallarza & Saura, 2006). Even so, the average monthly incomes of respondents could also help to explain the result of price on satisfaction as well as confirm high income levels among surf tourists showed by Dolnicar & Fluker (2003a; 2003b). Furthermore, of the 300 participants, 100 were studying, and just 62 people do not have a monthly income, which reflects that at least 38 students have a monthly income. This fact is usually a feature of the young Nordic people. In the construction of surf camps, the functional value of the price is irrelevant on satisfaction, opening a better understanding of how the price is assessed and calculated into surf camps customers minds. It was also expected that people seek different, challenging and novel activities, once a surf camp experience is an adventure experience. However, the novelty dimension does not have impact on satisfaction, emphasizing that novelty and surprise are not items valued throughout the experience. It does not confirm the needs of surfers and adventure travelers for satisfying exploration of new environments experiences while on holiday (Williams & Soutar, 2009; Dolnicar & Fluker, 2003b).

Finally, this study reveals that Portugal is willing not only to attract skilled surfers, who are looking for the "perfect" aged wave but also for first time seekers and beginners. This is a critical issue because it is possible to see in the results that novice surfers tend to have different preferences and specifications regarding the accommodation settings than advanced surfers. It helps to confirm that different segments privilege distinct attributes (Dolnicar & Fluker, 2003a; 2003b) where quality accommodation and well organized services are expected, as opposed to skilled surfers that give higher relevance to the destination surfing appeal than to the services provided and destination infrastructure (Barbieri & Sotomayor, 2013).

Research Contributions

The fundamental aim of this research was to understand the Surf camps' customers in Portugal. Surf camps in Portugal are undoubtedly a reality and a clear niche market within the surf market. Young entrepreneurs come with their business to the Portuguese surf sites and see surf camps as an attractive business that pretend to fulfill the needs and wants of surf tourists. Surf camps' demand is composed by both genders and mostly young western Europeans. The participants on the study showed strong disposition for playing sports, and the majority tend to be addicted to sports. Surfing necessarily needs sportive skills to master the waves and move up in the surfing

ladder (Butts, 2001). Furthermore, for a beginner, a small and soft wave provide a valuable physical workout. Despite the fact that novices cannot master challenging hollow waves and thick grinding barrels, typical of many surf locations in Portugal and also referred as world class waves, they act as a monument attracting novices who cannot have the same surfing conditions in their neighborhood. As a result, novice surfers tend to adopt the surf lifestyle, attempting to become a member of the surfing subculture inside the country where they travelled for surfing (Butts, 2001; Moutinho, *et al.*, 2007). Therefore, the various value dimensions helped to identify what are the constructs that have influence on satisfaction and behavior intentions and consequently helped to explain what are the needs and wants of the surf camps customers and what gives them satisfaction and make them return. It is important to highlight that an existing customer value scale was adapted and extended to include dimensions that can be applied to the surf context. The scale has tested cognitive dimensions, that are objective and tangible, as well as affective dimensions, that are subjective, emotional and symbolic. Thus, the empiric results of the study allows to show the importance of a multidimensional approach to perceived value in a tourism context. Emotional value was prominent, but also functional, experiential and environmental value are predictors of satisfaction. Another interesting conclusion is that two of the socio-psychological dimensions, social and novelty value had not significant impacts on satisfaction. Surf camps customers did not feel they would obtain social approval, or be perceived differently at home by having a surf camp experience. Therefore, socialization did not add value to customers' satisfaction on a surf camp context as well as different, challenging and novel activities.

This study also shows that the majority of surf camp customers have never travelled before but most of them reported their willingness to get on surf experiences and surf camps in the near future, as well as to come back to Portugal for another surf experience. Therefore, surf camps are an important path for destination loyalty. Surf camps customers show strong disposition for surf traveling after having been in a surf camp experience. Undoubtedly, high levels of satisfaction led to repeat behavior and positive word-of-mouth. If surf camps deliver the important aspects of value, customers will have positive satisfaction evaluations and consequently, positive intentions, suggesting a clear model of value-satisfaction-intentions.

To sum up, this study brings up new findings for academia about surfing and surf tourism as well as supports previous studies about the relationship between customer perceived value, satisfaction and behavioral intentions in a tourism context. Surf camps have never been studied as a model of lodging. Therefore, little was known about its customers. As common in tourism services, surf camps customers tend to perceive value as being multidimensional. This study found that service quality, emotional, experiential and environmental dimensions affect customer value perceptions, which will in turn strengthen customer satisfaction and future intentions to recommend and repurchase. These insights advance knowledge about surf camps and help entrepreneurs to develop business strategies. Furthermore, this study gives a new model to the literature, which scales a combination of sources that are adapted to the surf industry reality.

Managerial Implications

The study suggested a number of relationships between perceived value and satisfaction. Firstly, the strong relationship between emotional value and satisfaction suggest that surf camp customers need to gain good sensations and feeling surf triumph. It also confirms the importance of the affective states on impacting satisfaction (Hoolbrook & Hirschman 1982). Surf camps managers need to explore customer's positive emotions such as happiness and excitement. Secondly, surf camps customers give importance to the functional items due to the strong link between the functional value and satisfaction. Although, for surf camp customers perfect waves are the main motivator to come to Portugal, which confirms previous studies, they also place great importance to the utilitarian and quality aspects of consumption, such as accommodation facilities, cleanness, equipment condition and professionalism. Thirdly, there are also significant relationships between the experiential value and the environmental value on satisfaction. The experiential key provide attributes that reinforce the idea that surf camps should promote enjoyment, pleasure and fulfillment throughout the experience. Another important factor is the relevance of the environmental value dimension on satisfaction. It confirms that surf camps and surf sites should conserve and enhance not only natural and cultural heritage but also the quality of waves. Surf camps had mostly means under "5" on the items of this value dimension (see Appendix 4), which allows to see that surf camps are not totally

embraced with environmental practices. Nevertheless, it is important to mention that the feasibility of a surf camp project is fundamentally based on its environmental potential. When evaluating surf camp pricing policies, surf camps must pay attention that the customers' memory of the price paid does not play a fundamental valuation of satisfaction. Probably best value offers might not be important for surf camp customers. Therefore, managers must focus their attention in providing good utilitarian and good quality service and do not be afraid if the price has to be risen. Customers place great importance to the functional attributes of value and are willing to pay for that. However, managers should not focus exclusively on functional elements, they should also pay attention to affective factors throughout the experience.

The enjoyment and recreation is claimed by surf camp customers. With regard to managerial implications, when designing the surf camp experiences, emotional, functional and experiential dimensions of value are key attributes to satisfy people's needs, as well as contribute to provide more value. Thus, managers must assure that service providers promote and explore positive emotions such as happiness, enjoyment and excitement, as well as never forget of providing an organized and quality service. Surf camps should also incorporate on their promotional campaigns the importance of surf feelings, absorbing experiences, happiness and triumph. Nonetheless, tangible, such as good quality accommodation, staff and equipment attributes should also be present. When orienting their marketing strategy, managers might also pay attention to portray the surfing appeal of the destination and the quality of the natural environment. However, novice surfers must not have fun on thick grinding barrels, features that are associated to a world class wave (Dolnicar & Fluker, 2004). Indeed, it would be unwise to design packages that offers thick grinding barrels. Surf camps customers aim to get the 'nirvana' of the surfing dream in small funny waves that are adapted to them. Furthermore, surf camps must promote visible and interactive actions to support the development and sustainability of the natural environment and waves.

In tourism, word-of-mouth recommendations and electronic word-of-mouth are very important. It can promote and build positive reputation. It is important to point that a lot of people choose a surf camp experience in Portugal due to friend's recommendation which reflects the importance of having positive intentions throughout the experience. The study also helps to see that Facebook and Instagram are the most

likely social network channels used for electronic word-of-mouth. Therefore, it is also important that managers follow feedbacks on electronically channels as well as use them as part of their marketing strategy and customer interactions.

These results, also have important managerial implication for destination managers that should provide guidelines and strategies for surf-related services, such as surf camps. It is a priority to have functional value attributes listed into the requirements of Portuguese tourism legislation, which certain promotes surf triumph of tourists and help to build the surf identity of novice surfers. Undoubtedly, surf camps attract a particular segment and increases the number of repeat visitors, thus increasing profits to the tourism industry. Clearly, Portugal attracts different segments of the surf community, but need to pay attention that different surf levels aim different experiences. In addition, promotional campaigns should also incorporate different segments requirements as well as promote different surf identities.

Another important fact that can be concluded from this study is that surf tourism is a reality that has created the emerging phenomenon of surf camps. Definitely, it helps to boost the local communities economies as well as to further enhance the local surfing culture and tradition. Nonetheless, an active participation of the destination managers allows to guarantee the sustainability of the surf sites, as well as its conservation and beach wave quality.

Limitations of the study

Although the study achieved its aim, few limitations must be mentioned. The study was limited to the most relevant surf cities in Portugal, namely Peniche, Ericeira, Cascais and Sagres. Telephone and presence contact was established with more than 30 surf camps in order to explain the study and ask for their collaboration. However, just 15 of the contacted surf camps have allowed for their customers to be interviewed. The sample was limited to the customers of the previous mentioned surf camps and pretends to represent all customers of the Portuguese surf camps. As a result, this may not be generalized to the whole population of surf tourists who come to Portugal as well as to the vast surf community around the world, since it has focused on a single country it does not took into account the surf camp differences that may exist in other regions of the world. It is also important to mention that the sample was collected in July, August

and the first week of September which is the summer season, but does not necessarily represent the best season for surfing in Portugal, which is in fact during the winter months. Although feedback from the surf camp owners, employees and surf instructors indicated that this is the high season for surf camps and that customers are similar throughout the year. The study could have different results if the time horizon to collect the sample was larger, especially regarding age and surf level of the customers. It also should be noted that the surf camp experience perceived value, satisfaction and intentions can vary depending on the season when there are different weather condition, especially at the winter (colder and wetter). These may rise potential issues from collecting data only in the summer period once the results may not be generalize to the whole year surf camps customers.

All the evaluations took part at the last days of consumption. After consumption, when the customer is at home and have already experienced the entire service the results could be different, however it is hard to reach the sample at the post-consumption phase. Furthermore, as mentioned by Sánchez, *et al*., (2006) perceived value occurs at different stages of the purchasing process, including not only the post-purchase but also at the pre-purchase phase. The pre-purchase expectations are a fundamental input to evaluate the overall perceived value, however in this study it was also impossible to obtain results before purchase.

Recommendations for future studies

Looking to the future, the study design creates opportunities for replication and help to build comparative studies. Therefore, the measurement scale should be tested in other countries to see if implies changes in the importance of the dimensions on satisfaction and intentions, surfing profiles and segments. It is also recommended to validate the scale to a national and world adaptation.

The large proportion of first time seekers and beginners as participants has prevented capturing preferences and motivations of experienced surfers. This is critical once it cannot be interpreted the preferences and requirements of experienced surfers. Therefore, future researchers should gather the advanced or professional surfers that come to Portugal and better understand what they value throughout the surfing

experience and compare with this study of surf camps customers. It is something that helps to explore and clarify the surf tourism niche market in Portugal.

Concerning the perceived value scale, future researchers are advised to examine constructs related to the expectations created before consumption, due to the fact that expectations are usually generated without having bought or consuming the service. Therefore, satisfaction is a comparison between the expectations of value (before consumption) and the perceived value (after consumption) (Sánchez, *et al*., 2006). If performance is above expectations, a positive satisfaction is expected to occur. Therefore, if performance is below expectations, a negative satisfaction occurs (del Bosque & San Martín, 2008). Pre-purchase perceptions would be important to measure and thus, analyze the different stages of the purchasing process of surf camps. The perceived overall value in future studies on surf camps, should describe what are the customers' expectations when buying the service, helping managers to adapt the service to that expectations.

Another area for future research is to interpret the valuation of costs by the customers due to the surprise fact that in this study, price paid is not relevant to satisfaction. Therefore, it is suggested that future studies assess how price is calculated in surf camps customers' mind since previous studies mentioned that price perceptions are extremely connected with quality and perceived value (Oh, 2003). The interpretation and future research can observe the results of this study and compare it with the surf camps possibility under pricing policies.

References

Al Sabbahy, Hesham et al. 2004. An Investigation of Perceived Value Dimensions: Implications for Hospitality Research. ***Journal of Travel Research***, 42(3): 226-234.

Barbieri, Carla & Sotomayor, Sandra. 2013. Surf travel behavior and destination preferences: An application of the Serious Leisure Inventory Measure. ***Tourism Management***, 35: 111-121.

Bicudo, Pedro & Horta, Ana. 2009. Surf and the Socio-Econmics Factor of Environmental Assessment of Coastal Projects - Portuguese Case Study. ***The reef Journal***.

Bicudo, Pedro (2013). ***Incluir o surf na estratégia nacional para o mar***. Enrolled Program for the Portuguese Sea Strategy, Portugal;

Buckley, Ralf. 2002a. Surf Tourism and Sustainable Development in Indo-Pacific Islands. I The Industry and the islands. ***Journal of Sustainable Tourism***. 10(5): 405-424.

Buckley, Ralf. 2002b. Surf Tourism and Sustainable Development in Indo-Pacific Islands. II Recreational Capacity Management and Case Study. ***Journal of Sustainable Tourism***. 10(5): 425-442.

Burns, Alvin C. & Bush, Ronald F. 2006. ***Marketing Research***. New Jersey: Pearson Prentice Hall.

Butts, Steven & Hayne, Seale. 2001; "Good to the last drop": Understanding surfers' motivations. Sociology of Sport Online, http://physed.otago.ac.nz/sosol/v4i1/v4i1butt.htm, retrieved 06.03.2014.

Chan, Jennifer k. Lian & Baum, Tom. 2007. Motivation Factors of Ecotourists in Ecolodge Accommodation: The Push and Pull Factors. ***Asia Pacific Journal of Tourism Research***. 12(4): 349-364.

Chi, Christina Geng-Qing & Qu, Hailin. 2008. Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. ***Journal of Tourism Management***. 29:624-636.

Crompton, John 1992. Structure of vacation destination choice sets. ***Annals of Tourism Research***. 19(3):420-434.

Crompton, John & Um, Seoho. 1999. The Roles of Image and Perceived Constraints at Different Stages in the Tourist's Destination Decision Process, ***Consumer Behaviour in Travel and Tourism***: 81-102. New York: The Haworth Press, Inc.

Cronin, J. Joseph, et al. 2000. Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. **Journal of Retailing**.76(2): 193-218.

Cronin, J. and S.A. Taylor. 1994. SERVPERF Versus SERVQUAL: Reconciling Performance Based and Perception Based-Minus Expectations Meausurement of Service Quality. ***Journal of Marketing***. 58: 125-131.

del Bosque, Ignacio Rodríguez & San Martín,Hector. 2008. Tourist Satisfaction A Cognitive-Affective Model. ***Annals of Tourism Research***. 35(2):551-573.

Dias Curto, José. 2014. ***Data Analysis For Managers - MScBA.*** Handouts for the MScBA classes of Data Analysis, ISCTE-Business School, Lisbon, Portugal.

Dolnicar, Sara & Fluker, M. 2003a. ***Who's Riding the Wave? An Investigation Into Demographic and Psychographic Characteristics of Surf Tourists.*** In Proceedings of the 13th international conference of council for Australian Tourism and Hospitality Education, Wollongong, Australia.

Dolnicar, Sara & Fluker, M. 2003b. Behavioural Market Segments Among Surf Tourists: Investigation Past Destination Choice. ***Journal of Sport Tourism***. 8(3): 186-196.

Dolnicar, Sara & Fluker, M. 2004. ***The Symptomatic Nature of Past Destination Choice Among Surf Tourists***. Paper presented at University of Wollongong , Australia.

Fan, Y., Miao, Y., Fang, Y. & Lin, R. 2013. Establishing the Adoption of Electronic Word-of-Mouth through Consumers' Perceived Credibility. ***Journal of Interactive Marketing***. 15(3): 31-40.

Faridah, Zabil & Suraiya, Ishak. 2012. Impact of consumer Awareness and Knowledge to Consumer Effective Behaviour. ***Asian Social Science***. 8(13): 108-114.

Fluker, M. 2003. ***Riding the Wave: Defining Surf Tourism***. Paper presented at the International Research Conference of the Council for Australian University Tourism and Hospitality Education. Coffs Harbour, Australia.

Gallarza, Martina, Saura, Irene Gil & García, Haydée C. (2001). Destination Image Towards a Conceptual Framework. ***Annals of Tourism Research***. 29(1): 56-78.

Gallarza, Martina & Saura, Irene Gil. 2006. Value dimensions, perceived value, satisfaction and loyalty: an investigation of university studets' travel behaviour. ***Tourism Management***. 27: 437-452.

Holbrook, M. B. & Hirschman, E. 1982. The Experiential Aspects of Consumption: consumer fantasies, feelings, and fun. ***Journal of Consumer Research***. 9: 132-140.

INE; Portugal in Figures 2010, http://www.ine.pt, consulted at 26/07/2014.

Iniesta-Bonillo, M. Ángeles & Sánchez-Fernández. 2007. The concept of perceived value: a systematic review research. ***Marketing Theory articles***. 7(4): 427-451.

Lazarow, Neil, *et al*. 2009. The Value of Recreational Surfing to Society. ***Tourism in Marine Environments***. 5(2-3): 145-158.

Mcdonald, Mathew & Ponting, Jess. 2013. Performance, Agency and Change in Surfing Tourist Space. ***Annals of Tourism Research***. 43:415-434.

Malhotra, N. K. & Birks, David F. 2007. ***Marketing Research: An Applied Approach***. New Jersey: Pearson Prentice Hall.

Marôco, João. 2011. ***Análise Estatístíca com o SPSS Statistics***. Pero Pinheiro: Report Number.

Martin, Steve Andrew & Assenov, Ilian. 2014. Investigating the Importance of Surf Resource Sustainability Indicators: Stakeholder Perspectives for Surf Tourism Planning and Development. ***Tourism Planning & Development***. 11(2):127-148.

Mathwick, Charla, Malhotra, Naresh & Rigdon, Edward. 2001. Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment. ***Journal of Retailing***. 77: 39-56

Moutinho, L., Dionısio, P., & Leal, C. 2007. Surf tribal behaviour: a sports marketing application. ***Journal of Marketing Practice: Marketing Intelligence & Planning***. 25(7): 668-690.

Oh, Haemoon. 2003. Price fairness and its asymnetric effects on overall price, quality, and value judgements: the case of an upscale hotel. ***Journal of Tourism Management***. 24: 387-399.

Parasuraman, A. 1997. ***Reflections on Gaining Competitive Advantage Through Customer Value.*** Commentary, University of Miami.

Pereira, Hélio. 2010. ***Caracterização do turismo de surf europeu e a sua contribuição para o desenvolvimento sócio-económico do litoral português*.** Master's Thesis Dissertation at ISCTE, Lisbon, Portugal.

Pordata, Base de dados de Portugal contemporâneo;
http://www.pordata.pt/Tema/Portugal/Turismo-82, consulted at 23/07/2014.

Punch, Keith F. 2006. ***Developing Effective Research Proposal***. London: Sage Publications.

Rodriguez del Bosque, Ignacio & San Martín, Hector. 2008. Tourist Satisfaction, A Cognitive-Affective Model. ***Annals of Tourism Research***. 35(2): 551-573.

Sánchez, Javier, Callarisa, Luís, Rodríguez, Rosa M. & Moliner, Miguel. 2006. Perceived value of the purchase of a tourism product. ***Journal of Tourism Management***. 27: 394-409.

Sandberg, Jörgen & Alvesson, Mats. 2011. Ways of Constructing research questions: gap-spotting or problematization?. ***Sage Online Publications***, 18: 23-44.

Santos, Steven. 2011. ***Factores Competitivos: Mergulhando no Turismo de Surf. Master's Thesis Dissertation***. Master's Thesis Dissertation, ISCTE, Lisbon, Portugal.

Santos, Diana L. S. 2013. ***Turismo de Surf na cidade de Peniche: Dimensão Turística Estratégias de Desenvolvimento, Case Study Rip Curl Pro***. Master's Thesis Dissertation, Escola Superior de Hotelaria e Turismo do Estoril, Estoril, Portugal.

Scarfe, B. E., Healy, T. R., Rennie, H. G., & Mead, S. T. 2009. Sustainable Management of Surfing Breaks. Case studies and recommendations. ***Journal of Coastal Research***, Spring. 25(3): 44–73.

Sweeney, J.C. & Soutar, Geoffrey. 2001. Consumer Perceived Value: The Development of a Multiple Item Scale. ***Journal of Retailing***. 77(1): 203-220.

Sweeney, J.C., Soutar, Geoffrey, Mazzarol, Tim. 2008. Factors influencing word of mouth effectiveness: receiver perspectives. ***European Journal of Marketing***. 42(3/4): 344-364.

Suraiya, Ishak & Faridah M. Zabil. 2012. Impact of Consumer Awareness and Knowledge to Consumer Effective Behavior. ***Asian Social Science***. 8(13).

Tantamjarik, Pimporn. 2004. ***Sustainability Issues Facing the Costa Rica Surf Industry***. Master's Thesis Dissertation,. University of Hawai, United States.

Thompson, S. H. T. & Yeong. 2003. Assessing Consumer Decision Process in the Digital Marketplace. ***International Journal of Management Science***. 31:349-363.

Turismo de Portugal; Strategic Plan for National Tourism (PENT), http://www.turismodeportugal.pt/português/turismodeportugal/Documents/PENT_Revisão.pdf, consulted at 08/10/2013

Turismo de Portugal; Decree Law 39/2008, http://www.turismodeportugal.pt/português/conhecimento/legislacao/licenciamentoeutilidadeturistica/empreendimentosturisticos/Pages/EmpreendimentosTur%C3%ADsticos.aspx, consulted at 01/10/2013.

Turismo de Portugal; Ordinance 517/2008, http://www.turismodeportugal.pt/Portugu%C3%AAs/conhecimento/legislacao/licenciamentoeutilidadeturistica/empreendimentosturisticos/Anexos/Port%20517-2008.pdf, consulted at 23/08/2014.

Williams, Paul & Soutar, Geoffrey. 2000. ***Dimensions of Customer Value and the Tourism Experience: An Exploratory Study***. Paper presented at the conference: Visionary Marketing for the 21st Century: Facing the Challenge.

Williams, Paul & Soutar, Geoffrey. 2009. Value Satisfaction and Behavioral Intentions in an Adventure Tourism Context. ***Annals of Tourism Research***. 36(3): 413-438.

Appendices

Appendix 1: List of Surf Camps

North

- Oporto Surf Camp
- Maceda Surf Camp
- Peste Surf Camp
- Watermark Surf House
- Surfivor Surf Camp
- Braga Surf Camp
- Ofir Surf Camp
- Costa Nova Surf House

Lisbon and West Coast

- Figueira Surf Centre
- Foz camp
- Baleal Surf Camp
- Surf Castle
- Maximum Surf camp
- Surfer's bay peniche
- Surfers Lodge
- Peniche Surf Camp
- Duck-Dive - Surf School, camp & Shop
- Global Surf School & Camp
- Beach Break Hostel and Surf Camp
- West Coast Surf Camp
- Areia Branca Beach Hostel
- Portugal Surfcamp
- ECO surf Camp
- Drop In Surf Camp
- West Coast Surf Camp &School

- Amar Surf Camp
- Berber Surf Camp
- La Point Surf Camps
- Ericeira Surf Hostel
- Ericeira Surf Camp
- Chill in Surf House
- Chill Hill Surf Camp
- Rapture Camps
- Sizandro Beach Lodge
- Lisbon Surf Camp
- Carcavelos Surf Hostel
- Carcavelos Surf House
- Cascais Surf Camp
- Adraga Surf Camp
- Global Surf School and Camp

Alentejo and Algarve

- Alentejo Surf Camp
- The Surf Experience - Surfalgarve
- Arrifana Surf School and Camp
- Fun Ride Surf School & Camp
- Sagres Natura
- International Surf Camp
- Extreme Algarve
- FIL Surf School & Camps
- Amado Surf Camp & School
- Algarve Surf Shop School & Camp
- Nomad Surf Camp
- Pig Dog Surf Camp

Azores Islands and Madeira Islands

- Madeira Surf Camp & School

- Ribeira Grande Surf House

Appendix 2:Sample Characteristics, SPSS Outputs

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	152	50,7	50,7	50,7
	Female	148	49,3	49,3	100,0
	Total	300	100,0	100,0	

Age

N	Valid	296
	Missing	4
Mean		25,32
Mode		22
Std. Deviation		6,234
Minimum		11
Maximum		55

status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	214	71,3	71,6	71,6
	Married	15	5,0	5,0	76,6
	Other	70	23,3	23,4	100,0
	Total	299	99,7	100,0	
Missing	System	1	,3		
Total		300	100,0		

Nationalities

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid		1	,3	,3	,3
	american	2	,7	,7	1,0
	australian	1	,3	,3	1,3
	austrian	12	4,0	4,0	5,3
	belgian	1	,3	,3	5,7
	british	10	3,3	3,3	9,0
	canadian	1	,3	,3	9,3
	czech	3	1,0	1,0	10,3
	danish	14	4,7	4,7	15,0
	dutch	15	5,0	5,0	20,0
	egyptian	1	,3	,3	20,3
	estonian	1	,3	,3	20,7
	finish	11	3,7	3,7	24,3
	french	6	2,0	2,0	26,3
	german	74	24,7	24,7	51,0
	grecco	1	,3	,3	51,3
	hungarian	1	,3	,3	51,7
	icelandic	3	1,0	1,0	52,7
	irish	9	3,0	3,0	55,7
	italian	9	3,0	3,0	58,7
	luxembourgish	4	1,3	1,3	60,0
	malaysian	1	,3	,3	60,3
	newzealander	1	,3	,3	60,7
	norwegian	24	8,0	8,0	68,7
	portuguese	4	1,3	1,3	70,0
	russian	9	3,0	3,0	73,0
	scotish	1	,3	,3	73,3
	spanish	10	3,3	3,3	76,7

	swedish	52	17,3	17,3	94,0
	swiss	14	4,7	4,7	98,7
	ukranian	4	1,3	1,3	100,0
	Total	300	100,0	100,0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
		74	24,7	24,7	24,7
	accountant	2	,7	,7	25,3
	actor	1	,3	,3	25,7
	advisor	2	,7	,7	26,3
	arborist	1	,3	,3	26,7
	architect	2	,7	,7	27,3
	artdirector	2	,7	,7	28,0
	artist	2	,7	,7	28,7
	bankassistant	1	,3	,3	29,0
	builder	1	,3	,3	29,3
Valid	carpenter	1	,3	,3	29,7
	circusteacher	1	,3	,3	30,0
	commercial	2	,7	,7	30,7
	consultant	4	1,3	1,3	32,0
	dentist	1	,3	,3	32,3
	designer	8	2,7	2,7	35,0
	developer	3	1,0	1,0	36,0
	doctor	3	1,0	1,0	37,0
	engineer	8	2,7	2,7	39,7
	entrepreneur	1	,3	,3	40,0
	filmproductor	1	,3	,3	40,3

	fireman	1	,3	,3	40,7
	flightattendant	1	,3	,3	41,0
	hrdepartment	1	,3	,3	41,3
	journalist	1	,3	,3	41,7
	lawyer	4	1,3	1,3	43,0
	makeupartist	1	,3	,3	43,3
	manager	3	1,0	1,0	44,3
	media	1	,3	,3	44,7
	military	1	,3	,3	45,0
	ministry	1	,3	,3	45,3
	mktmanager	5	1,7	1,7	47,0
	nurse	2	,7	,7	47,7
	paramedic	1	,3	,3	48,0
	personal management	1	,3	,3	48,3
	phdresearcher	2	,7	,7	49,0
	plumber	1	,3	,3	49,3
	purchasedepartment	1	,3	,3	49,7
	receptionist	1	,3	,3	50,0
	salesmanager	1	,3	,3	50,3
	seller	2	,7	,7	51,0
	semiretired	1	,3	,3	51,3
	skinstuctor	1	,3	,3	51,7
	soldier	2	,7	,7	52,3
	speechtherapist	1	,3	,3	52,7
	student	100	33,3	33,3	86,0
	teacher	12	4,0	4,0	90,0
	technician	1	,3	,3	90,3
	trainee	1	,3	,3	90,7

	translater	1	,3	,3	91,0
	travelagent	1	,3	,3	91,3
	unemployed	1	,3	,3	91,7
	veterinary	1	,3	,3	92,0
	webdeveloper	1	,3	,3	92,3
	worker	22	7,3	7,3	99,7
	yogateacher	1	,3	,3	100,0
	Total	300	100,0	100,0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	62	20,7	24,1	24,1
	Less than 1000€	56	18,7	21,8	45,9
	1000€ to 1999€	52	17,3	20,2	66,1
	2000€ to 3000€	45	15,0	17,5	83,7
	More than 3000€	42	14,0	16,3	100,0
	Total	257	85,7	100,0	
Missing	System	43	14,3		
Total		300	100,0		

Accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lisbon	3	1,0	1,0	1,0
	Cascais	28	9,3	9,3	10,3
	Peniche	107	35,7	35,7	46,0
	Ericeira	98	32,7	32,7	78,7

	Sagres	64	21,3	21,3	100,0
	Total	300	100,0	100,0	

Surf level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Experience	144	48,0	48,0	48,0
	Beginner	99	33,0	33,0	81,0
	Intermediate	30	10,0	10,0	91,0
	Advanced	27	9,0	9,0	100,0
	Total	300	100,0	100,0	

Surf equipment rovided by the surf camp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	294	98,0	98,0	98,0
	No	6	2,0	2,0	100,0
	Total	300	100,0	100,0	

First surf experience in Portugal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	228	76,0	76,0	76,0
	No	72	24,0	24,0	100,0
	Total	300	100,0	100,0	

Number of surf trips in last 3 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	186	62,0	62,0	62,0
	2 to 5	89	29,7	29,7	91,7

	6 to 10	17	5,7	5,7	97,3
	more than 10	8	2,7	2,7	100,0
	Total	300	100,0	100,0	

Sports addiction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	221	73,7	73,7	73,7
	no	79	26,3	26,3	100,0
	Total	300	100,0	100,0	

Regularly play sports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	262	87,3	87,3	87,3
	No	38	12,7	12,7	100,0
	Total	300	100,0	100,0	

Frequency of weekly sports activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	4,0	4,6	4,6
	2	49	16,3	18,7	23,3
	3	104	34,7	39,7	63,0
	4 or more	97	32,3	37,0	100,0
	Total	262	87,3	100,0	
Missing	System	38	12,7		
Total		300	100,0		

Appendix 3: Survey Instrument

My name is Marta and I am a graduate student at the ISCTE Business School in Lisbon working on my thesis research project to complete a Master's degree in Business Administration. I would like to kindly ask for your participation in the study I am doing on the topic of Surf camps in Portugal.

1. Why did you choose Portugal as a surf destination? Select and rank with 1,2,3 three of the options showed bellow.

Availability of surf services (accommodation; schools and rentals)	
World-class waves	
Weather conditions	
Novelty	
Price	
Hospitality	
Safety	
Friend's recommendation	
Other.	

2. Is it your first surf experience in Portugal?

Yes	No

3. How many surf trips have you taken in the last three years?

1	
2 to 5	
6 to 10	
More than 10	

4. Do you consider yourself a sports addicted person?

Yes	No

5. Do you regularly play sports?

Yes	No

6. If you answer no in the last question, please go to question number 7. If you answered yes, which is your weekly frequency of sports activity?

1	
2	
3	
4 or more	

Post-Purchase Evaluation: Show in a scale from 1 to 7 how strongly you agree or disagree with the different constructs, where 1 is strongly disagree and 7 strongly agree.

7. The surf camp has been providing a consistent quality service.

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

8. The surf camp facilities meet my requirements (Reception Area; Kitchen; Rooms; Common Areas, Cleanness)

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

9. The surf camp has competent employees and accredited surf teachers (knowledgeable and skillful)

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

10. Has the surf camp provided me surf equipment?

Yes	No

11. If you answer no in the last question, please go to question number 12. The surf equipment that has been provided is in good condition

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

12. The surf camp is neat and clean

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

13. The surf camp has been providing a well organized service

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

14. The surf camp has been providing me add on services that I was looking for (alternative programs and activities; sense of place; Bar/Restaurant)

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

15. The surf camp was reasonably priced

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

16. It was a good purchase for the price paid

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

17. It was a good return for money

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

18. The surf camp gave me feelings of well being

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

19. I felt really appreciated by the staff

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

20. With the surf camp service I have been getting the feeling of surf triumph

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

21. This surf camp experience would improve the way I am perceived

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

22. The surf camp has been promoting interaction and relationships among the other tourists inside the surf camp

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

23. The surf camp experience has promoted contact and interaction with locals and residents

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

24. The surf camp has reinforced the feeling of belonging to a group

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

25. The experience has been made me feel adventurous

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

26. The experience has been satisfying my curiosity

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

27. The surf camp has been arousing the feeling of escaping

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

28. The surf camp decoration and design has been offering me pleasure

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

29. The beauty of landscapes and surf camp location have been contributing for my fulfillment

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

30. The surf camp has been providing me absorbing activities

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

31. The surf camp has been promoting the enjoyment of my free time

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

32. The surf camp has been promoting the local community spirit

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

33. The surf camp reinforces the surf identity of the community and tourists

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

34. The surf camp promotes sustainable and conservative practices of the environment (fauna and flora; coastal erosion; waves degradation)

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

35. This surf camp promotes and protect the quality of waves.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	**7**

Satisfaction and Behavioral Intentions: Show in a scale from 1 to 7 how strongly you agree or disagree with the different constructs, where 1 is strongly disagree and 7 strongly agree

36. The experience has satisfied my needs and wants

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

37. It was a good experience

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

38. My choice to purchase this surf camp was a wise one

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

39. I would recommend this surf camp experience to friends and relatives

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

40. I would recommend this surf camp experience through electronic social networking channels

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

41. Please specify what are the social networking channels that you are more willing to use?

Facebook	
Tripadvisor	
Twiter	
Instagram	
Others. specify	

42. I would go on other surf experiences in future

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

43. The Surf camp encourage me to surf again

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

44. I would go to a surf camp again

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

45. I am willing to take the same surf camp accommodation

Strongly Disagree						**Strongly Agree**
1	2	3	4	5	6	**7**

Future Intentions Probability: On a scale from 0 to 10 where 0 indicates no chance and 10 indicates certainty

46. What is the chance that you will go to a surf camp in the next 12 months

No chance, almost no chance	**0**
Very slight possibility	1
Slight possibility	2
Some possibility	3
Fair possibility	4
Fairly good possibility	5

Good possibility	6
Probable	7
Very probable	8
Almost sure	9
Certain, practically certain	10

47. What is the chance that you will come to a surf camp in Portugal again

No chance, almost no chance	**0**
Very slight possibility	1
Slight possibility	2
Some possibility	3
Fair possibility	4
Fairly good possibility	5
Good possibility	6
Probable	7
Very probable	8
Almost sure	9
Certain, practically certain	10

48. What is the chance that you will go in a new surf experience

No chance, almost no chance	**0**
Very slight possibility	1
Slight possibility	2
Some possibility	3
Fair possibility	4
Fairly good possibility	5
Good possibility	6
Probable	7
Very probable	8
Almost sure	9
Certain, practically certain	10

GENDER: MALE ___ FEMALE ___

STATUS: SINGLE___ MARRIED___OTHER___

AGE: NATIONALITY: OCCUPATION:

MONTHLY INCOME: NONE__
LESS THAN 1000€ __
1000€ TO 1999€ __ 2000 € TO 3000€__
MORE THAN 3000€ __

ACCOMMODATION IN PORTUGAL:

LISBON ___CASCAIS___PENICHE ___ERICEIRA ___SAGRES ___OTHER ___

SURF LEVEL: FIRST EXPERIENCE ___BEGINNER ___ INTERMEDIATE__ADVANCED ___ PROFESSIONAL___

Thank You for your participation!

Appendix 4: Exploratory Factor Analysis, SPSS Outputs

Functional Value Dimension

Correlation Matrix

		Functional1	Functional2	Functional3	Functional5	Functional6	Functional7	Functional8
Correlation	Functional1	1,000	,612	,598	,484	,514	,683	,565
	Functional2	,612	1,000	,468	,448	,599	,606	,444
	Functional3	,598	,468	1,000	,499	,494	,526	,482
	Functional5	,484	,448	,499	1,000	,416	,453	,359
	Functional6	,514	,599	,494	,416	1,000	,530	,429
	Functional7	,683	,606	,526	,453	,530	1,000	,569
	Functional8	,565	,444	,482	,359	,429	,569	1,000
Sig. (1-tailed)	Functional1		,000	,000	,000	,000	,000	,000
	Functional2	,000		,000	,000	,000	,000	,000
	Functional3	,000	,000		,000	,000	,000	,000
	Functional5	,000	,000	,000		,000	,000	,000
	Functional6	,000	,000	,000	,000		,000	,000
	Functional7	,000	,000	,000	,000	,000		,000
	Functional8	,000	,000	,000	,000	,000	,000	

Descriptive Statistics

	N	Mean	Std. Deviation
Functional1	300	5,75	1,088
Functional2	300	5,60	1,216

Functional3	300	6,07	1,006
Functional5	294	5,81	1,154
Functional6	300	5,65	1,166
Functional7	300	5,69	1,197
Functional8	300	5,59	1,249
Valid N (listwise)	294		

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,900
Bartlett's Test of Sphericity	Approx. Chi-Square	928,815
	df	21
	Sig.	,000

Anti-image Matrices

		Functional1	Functional2	Functional3	Functional5	Functional6	Functional7	Functional8
Anti-image Covariance	Functional1	,397	-,100	-,116	-,053	-,011	-,132	-,093
	Functional2	-,100	,480	,003	-,063	-,173	-,096	-,006
	Functional3	-,116	,003	,539	-,142	-,092	-,030	-,079
	Functional5	-,053	-,063	-,142	,664	-,047	-,041	-,005
	Functional6	-,011	-,173	-,092	-,047	,556	-,056	-,043
	Functional7	-,132	-,096	-,030	-,041	-,056	,427	-,120
	Functional8	-,093	-,006	-,079	-,005	-,043	-,120	,596
Anti-image Correlation	Functional1	**,884**[a]	-,228	-,250	-,103	-,023	-,320	-,192
	Functional2	-,228	**,886**[a]	,006	-,111	-,334	-,212	-,011

Functional3	-,250	,006	**,903**[a]	-,236	-,168	-,063	-,140
Functional5	-,103	-,111	-,236	**,929**[a]	-,078	-,076	-,008
Functional6	-,023	-,334	-,168	-,078	**,901**[a]	-,114	-,075
Functional7	-,320	-,212	-,063	-,076	-,114	**,894**[a]	-,237
Functional8	-,192	-,011	-,140	-,008	-,075	-,237	**,921**[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Functional1	1,000	,709
Functional2	1,000	,617
Functional3	1,000	,577
Functional5	1,000	,450
Functional6	1,000	,552
Functional7	1,000	,680
Functional8	1,000	,513

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,098	58,549	58,549	4,098	58,549	58,549
2	,674	9,635	68,184			
3	,637	9,104	77,288			
4	,493	7,037	84,325			
5	,452	6,462	90,787			

6	,347	4,957	95,744			
7	,298	4,256	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Functional1	,842
Functional2	,785
Functional3	,759
Functional5	,671
Functional6	,743
Functional7	,825
Functional8	,717

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,879	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Functional1	34,41	27,493	,760	,850
Functional2	34,57	27,222	,691	,858
Functional3	34,10	29,147	,662	,863
Functional5	34,36	29,044	,561	,875
Functional6	34,53	28,031	,643	,865

Functional7	34,47	27,014	,739	,852
Functional8	34,56	27,988	,608	,870

Functional Value of the Price

Correlation Matrix

		Price1	Price2	Price3
Correlation	Price1	1,000	,789	,670
	Price2	,789	1,000	,819
	Price3	,670	,819	1,000
Sig. (1-tailed)	Price1		,000	,000
	Price2	,000		,000
	Price3	,000	,000	

Descriptive Statistics

	N	Mean	Std. Deviation
Price1	300	5,52	1,178
Price2	300	5,66	1,199
Price3	300	5,62	1,140
Valid N (listwise)	300		

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,705
Bartlett's Test of Sphericity	Approx. Chi-Square	621,832
	df	3
	Sig.	,000

Anti-image Matrices

		Price1	Price2	Price3
Anti-image Covariance	Price1	,376	-,164	-,023
	Price2	-,164	,224	-,173

Anti-image Correlation	Price3	-,023	-,173	,327
	Price1	,768[a]	-,565	-,065
	Price2	-,565	,641[a]	-,638
	Price3	-,065	-,638	,731[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Price1	1,000	,796
Price2	1,000	,905
Price3	1,000	,820

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,521	84,020	84,020	2,521	84,020	84,020
2	,332	11,064	95,085			
3	,147	4,915	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Price1	,892
Price2	,951
Price3	,905

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,905	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price1	11,28	4,977	,766	,900
Price2	11,14	4,486	,880	,802
Price3	11,17	5,053	,788	,882

Emotional Value

Correlation Matrix

		Emotional1	Emotional2	Emotional3
Correlation	Emotional1	1,000	,695	,620
	Emotional2	,695	1,000	,617
	Emotional3	,620	,617	1,000
Sig. (1-tailed)	Emotional1		,000	,000
	Emotional2	,000		,000
	Emotional3	,000	,000	

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Emotional1	5,90	1,094	300
Emotional2	5,72	1,162	300
Emotional3	5,43	1,328	300

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,723
Bartlett's Test of Sphericity	Approx. Chi-Square	374,871
	df	3
	Sig.	,000

Anti-image Matrices

		Emotional1	Emotional2	Emotional3
Anti-image Covariance	Emotional1	,457	-,232	-,169
	Emotional2	-,232	,460	-,166
	Emotional3	-,169	-,166	,549
Anti-image Correlation	Emotional1	,701[a]	-,507	-,338
	Emotional2	-,507	,703[a]	-,330
	Emotional3	-,338	-,330	,775[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Emotional1	1,000	,785
Emotional2	1,000	,783
Emotional3	1,000	,722

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,289	76,306	76,306	2,289	76,306	76,306
2	,406	13,544	89,850			
3	,305	10,150	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Emotional1	,886
Emotional2	,885
Emotional3	,850

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,839	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Emotional1	11,16	5,022	,728	,759
Emotional2	11,33	4,764	,724	,757
Emotional3	11,62	4,317	,672	,819

Social Value

Correlation Matrix

		Social1	Social2	Social3	Social4
Correlation	Social1	1,000	,458	,510	,541
	Social2	,458	1,000	,389	,586
	Social3	,510	,389	1,000	,485
	Social4	,541	,586	,485	1,000
Sig. (1-tailed)	Social1		,000	,000	,000
	Social2	,000		,000	,000
	Social3	,000	,000		,000
	Social4	,000	,000	,000	

Descriptive Statistics

	N	Mean	Std. Deviation
Social1	300	5,05	1,420
Social2	300	5,49	1,394
Social3	300	4,56	1,632
Social4	300	5,30	1,337
Valid N (listwise)	300		

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,772
Bartlett's Test of Sphericity	Approx. Chi-Square	358,005
	df	6

Sig.	,000

Anti-image Matrices

		Social1	Social2	Social3	Social4
Anti-image Covariance	Social1	,609	-,104	-,202	-,159
	Social2	-,104	,624	-,055	-,242
	Social3	-,202	-,055	,674	-,135
	Social4	-,159	-,242	-,135	,534
Anti-image Correlation	Social1	,787[a]	-,169	-,316	-,279
	Social2	-,169	,768[a]	-,084	-,420
	Social3	-,316	-,084	,804[a]	-,226
	Social4	-,279	-,420	-,226	,741[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Social1	1,000	,636
Social2	1,000	,594
Social3	1,000	,558
Social4	1,000	,700

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,488	62,195	62,195	2,488	62,195	62,195
2	,643	16,066	78,261			
3	,477	11,925	90,186			

4	,393	9,814	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Social1	,797
Social2	,770
Social3	,747
Social4	,837

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,792	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social1	15,34	12,460	,621	,730
Social2	14,91	12,999	,574	,754
Social3	15,84	11,803	,557	,769
Social4	15,10	12,565	,670	,709

Epistemic Value

Correlation Matrix

		Epistemic1	Epistemic2	Epistemic3
Correlation	Epistemic1	1,000	,687	,539
	Epistemic2	,687	1,000	,579
	Epistemic3	,539	,579	1,000
Sig. (1-tailed)	Epistemic1		,000	,000
	Epistemic2	,000		,000
	Epistemic3	,000	,000	

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Epistemic1	5,25	1,385	300
Epistemic2	5,51	1,212	300
Epistemic3	5,07	1,606	300

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,700
Bartlett's Test of Sphericity	Approx. Chi-Square	329,086
	df	3
	Sig.	,000

Anti-image Matrices

		Epistemic1	Epistemic2	Epistemic3
Anti-image Covariance	Epistemic1	,497	-,263	-,133

	Epistemic2	-,263	,466	-,184
	Epistemic3	-,133	-,184	,627
	Epistemic1	,682[a]	-,546	-,238
Anti-image Correlation	Epistemic2	-,546	,661[a]	-,341
	Epistemic3	-,238	-,341	,783[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Epistemic1	1,000	,756
Epistemic2	1,000	,787
Epistemic3	1,000	,664

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,206	73,548	73,548	2,206	73,548	73,548
2	,484	16,149	89,697			
3	,309	10,303	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Epistemic1	,870

Epistemic2	,887
Epistemic3	,815

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,808	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Epistemic1	10,58	6,304	,677	,716
Epistemic2	10,32	6,899	,717	,696
Epistemic3	10,76	5,695	,607	,810

Experiential Value

Correlation Matrix

		Experiential1	Experiential2	Experiential3	Experiential4
Correlation	Experiential1	1,000	,477	,554	,398
	Experiential2	,477	1,000	,539	,458
	Experiential3	,554	,539	1,000	,628
	Experiential4	,398	,458	,628	1,000
Sig. (1-tailed)	Experiential1		,000	,000	,000
	Experiential2	,000		,000	,000
	Experiential3	,000	,000		,000
	Experiential4	,000	,000	,000	

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Experiential1	5,40	1,278	300
Experiential2	5,83	1,175	300
Experiential3	5,30	1,370	300
Experiential4	5,54	1,273	300

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,766
Bartlett's Test of Sphericity	Approx. Chi-Square	389,667
	df	6
	Sig.	,000

Anti-image Matrices

		Experiential1	Experiential2	Experiential3	Experiential4
Anti-image Covariance	Experiential1	,648	-,158	-,186	-,020
	Experiential2	-,158	,645	-,136	-,104
	Experiential3	-,186	-,136	,465	-,244
	Experiential4	-,020	-,104	-,244	,585
Anti-image Correlation	Experiential1	,798[a]	-,244	-,338	-,033
	Experiential2	-,244	,829[a]	-,249	-,169
	Experiential3	-,338	-,249	,715[a]	-,467
	Experiential4	-,033	-,169	-,467	,755[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Experiential1	1,000	,572
Experiential2	1,000	,599
Experiential3	1,000	,750
Experiential4	1,000	,612

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,533	63,327	63,327	2,533	63,327	63,327
2	,615	15,372	78,699			
3	,520	12,988	91,686			
4	,333	8,314	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Experiential1	,756
Experiential2	,774
Experiential3	,866
Experiential4	,783

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,806	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

Experiential1	16,67	10,176	,572	,781
Experiential2	16,24	10,553	,595	,771
Experiential3	16,77	8,733	,724	,704
Experiential4	16,53	9,996	,603	,766

Environmental Value

Correlation Matrix

		environment1	environment2	environment3	environment4
Correlation	environment1	1,000	,659	,612	,565
	environment2	,659	1,000	,602	,587
	environment3	,612	,602	1,000	,659
	environment4	,565	,587	,659	1,000
Sig. (1-tailed)	environment1		,000	,000	,000
	environment2	,000		,000	,000
	environment3	,000	,000		,000
	environment4	,000	,000	,000	

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
environment1	4,76	1,537	300
environment2	5,12	1,299	300
environment3	4,63	1,581	300
environment4	4,99	1,519	300

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,813
Bartlett's Test of Sphericity	Approx. Chi-Square	550,209
	df	6
	Sig.	,000

Anti-image Matrices

		environment1	environment2	environment3	environment4
Anti-image Covariance	environment1	,482	-,196	-,123	-,074
	environment2	-,196	,478	-,096	-,109
	environment3	-,123	-,096	,461	-,198
	environment4	-,074	-,109	-,198	,498
Anti-image Correlation	environment1	,814[a]	-,409	-,261	-,150
	environment2	-,409	,815[a]	-,205	-,224
	environment3	-,261	-,205	,807[a]	-,412
	environment4	-,150	-,224	-,412	,819[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
environment1	1,000	,707
environment2	1,000	,714
environment3	1,000	,728
environment4	1,000	,693

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,842	71,038	71,038	2,842	71,038	71,038
2	,480	11,999	83,037			
3	,354	8,855	91,892			
4	,324	8,108	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
environment1	,841
environment2	,845
environment3	,853
environment4	,832

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,862	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
environment1	14,74	14,452	,705	,826
environment2	14,39	15,950	,715	,826
environment3	14,87	13,946	,729	,816
environment4	14,51	14,632	,699	,828

Satisfaction

Correlation Matrix[a]

		Satisfaction1	Satisfaction2	Satisfaction3
Correlation	Satisfaction1	1,000	,722	,708
	Satisfaction2	,722	1,000	,766
	Satisfaction3	,708	,766	1,000

	Satisfaction1		,000	,000
Sig. (1-tailed)	Satisfaction2	,000		,000
	Satisfaction3	,000	,000	

a. Determinant = ,174

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Satisfaction1	5,75	1,113	300
Satisfaction2	6,17	1,061	300
Satisfaction3	6,06	1,066	300

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,745
Bartlett's Test of Sphericity	Approx. Chi-Square	520,135
	df	3
	Sig.	,000

Anti-image Matrices

		Satisfaction1	Satisfaction2	Satisfaction3
Anti-image Covariance	Satisfaction1	,421	-,151	-,136
	Satisfaction2	-,151	,348	-,186
	Satisfaction3	-,136	-,186	,363
Anti-image Correlation	Satisfaction1	,786[a]	-,395	-,349
	Satisfaction2	-,395	,721[a]	-,522
	Satisfaction3	-,349	-,522	,734[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Satisfaction1	1,000	,796
Satisfaction2	1,000	,839
Satisfaction3	1,000	,829

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,464	82,147	82,147	2,464	82,147	82,147
2	,303	10,091	92,238			
3	,233	7,762	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Satisfaction1	,892
Satisfaction2	,916
Satisfaction3	,911

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items

,891	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Satisfaction1	12,23	3,995	,761	,868
Satisfaction2	11,81	4,056	,805	,829
Satisfaction3	11,92	4,067	,794	,838

Behavioral Intentions

Correlation Matrix[a]

		Intention1	Intention2	Intention3	Intention4	Intention5	Intention6
Correlation	Intention1	1,000	,497	,390	,444	,527	,632
	Intention2	,497	1,000	,315	,318	,407	,435
	Intention3	,390	,315	1,000	,655	,792	,469
	Intention4	,444	,318	,655	1,000	,682	,481
	Intention5	,527	,407	,792	,682	1,000	,620
	Intention6	,632	,435	,469	,481	,620	1,000
Sig. (1-tailed)	Intention1		,000	,000	,000	,000	,000
	Intention2	,000		,000	,000	,000	,000
	Intention3	,000	,000		,000	,000	,000
	Intention4	,000	,000	,000		,000	,000
	Intention5	,000	,000	,000	,000		,000
	Intention6	,000	,000	,000	,000	,000	

a. Determinant = ,045

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Intention1	5,99	1,266	299

Intention2	5,15	1,742	299
Intention3	6,05	1,272	299
Intention4	6,12	1,196	299
Intention5	5,97	1,266	299
Intention6	5,55	1,574	299

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,829
Bartlett's Test of Sphericity	Approx. Chi-Square	913,470
	df	15
	Sig.	,000

Anti-image Matrices

		Intention1	Intention2	Intention3	Intention4	Intention5	Intention6
Anti-image Covariance	Intention1	,517	-,174	,027	-,055	-,042	-,197
	Intention2	-,174	,716	-,004	-,003	-,036	-,062
	Intention3	,027	-,004	,344	-,110	-,180	,016
	Intention4	-,055	-,003	-,110	,486	-,090	-,024
	Intention5	-,042	-,036	-,180	-,090	,263	-,102
	Intention6	-,197	-,062	,016	-,024	-,102	,479
Anti-image Correlation	Intention1	,827[a]	-,285	,065	-,109	-,114	-,395
	Intention2	-,285	,889[a]	-,007	-,005	-,082	-,107
	Intention3	,065	-,007	,778[a]	-,268	-,599	,039
	Intention4	-,109	-,005	-,268	,905[a]	-,250	-,051
	Intention5	-,114	-,082	-,599	-,250	,786[a]	-,287
	Intention6	-,395	-,107	,039	-,051	-,287	,849[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction

Intention1	1,000	,555
Intention2	1,000	,370
Intention3	1,000	,639
Intention4	1,000	,616
Intention5	1,000	,788
Intention6	1,000	,620

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,588	59,805	59,805	3,588	59,805	59,805
2	,936	15,594	75,399			
3	,567	9,454	84,853			
4	,392	6,534	91,387			
5	,337	5,609	96,996			
6	,180	3,004	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Intention1	,745
Intention2	,608
Intention3	,799
Intention4	,785
Intention5	,888
Intention6	,787

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
,851	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Intention1	28,85	29,833	,651	,824
Intention2	29,69	28,317	,490	,865
Intention3	28,79	29,746	,654	,824
Intention4	28,71	30,467	,647	,826
Intention5	28,86	28,260	,786	,800
Intention6	29,28	26,902	,678	,818

Appendix 5: Descriptive Statistics and Correlations of the Dimensions

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Functional_Total	300	2,00	7,00	5,7361	,88405
Price_Total	300	2,00	7,00	5,5978	1,07455
Emotional_Total	300	2,00	7,00	5,6844	1,04295
Epistemic_Total	300	1,33	7,00	5,2767	1,19865
Social_Total	300	1,25	7,00	5,0992	1,13766
Experiental_Total	300	2,25	7,00	5,5175	1,01468
Environmental_Total	300	1,00	7,00	4,8758	1,25150
Satisfaction_Total	300	2,00	7,00	5,9922	,97856
Intentions_Total	300	1,50	7,00	5,8067	1,05815
Valid N (listwise)	300				

Correlations

		Functional	Price	Emotional	Social	Epistemic	Experiental	Environmental	Satisfaction	Intentions
Functional	P.Corr.	1	,722**	**,753****	,600**	,518**	,703**	,547**	,699**	,661**
	Sig.		,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
Price	P.Corr.	,722**	1	,708**	,556**	,489**	,598**	,510**	,588**	,591**
	Sig.	,000		,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
Emotional	P.Corr.	,753**	,708**	1	,704**	,631**	,733**	,588**	,800**	,722**
	Sig.	,000	,000		,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
Social	P.Corr.	,600**	,556**	,704**	1	,709**	,680**	,703**	,658**	,594**

	Sig.	,000	,000	,000		,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
	P.Corr.	,518**	,489**	,631**	,709**	1	,714**	,646**	,639**	,563**
Epistemic	Sig.	,000	,000	,000	,000		,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
	P.Corr.	,703**	,598**	,733**	,680**	,714**	1	,666**	,735**	,664**
Experiental	Sig.	,000	,000	,000	,000	,000		,000	,000	,000
	N	300	300	300	300	300	300	300	300	300
	P.Corr.	,547**	,510**	,588**	,703**	,646**	,666**	1	,627**	,543**
Environmental	Sig	,000	,000	,000	,000	,000	,000		,000	,000
	N	300	300	300	300	300	300	300	300	300
	P.Corr.	,699**	,588**	**,800****	,658**	,639**	**,735****	,627**	1	,734**
Satisfaction	Sig.	,000	,000	,000	,000	,000	,000	,000		,000
	N	300	300	300	300	300	300	300	300	300
	P.Corr.	,661**	,591**	**,722****	,594**	,563**	,664**	,543**	**,734****	1
Intentions	Sig	,000	,000	,000	,000	,000	,000	,000	,000	
	N	300	300	300	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

P.Corr. =Pearson Correlation

Appendix 6: Multiple Linear Regression Model, SPSS Outputs

Assumptions of the MLRM

1. Linearity: the specification of the model is given by: $y=X\beta + \varepsilon$ (Dias Curto, 2014)

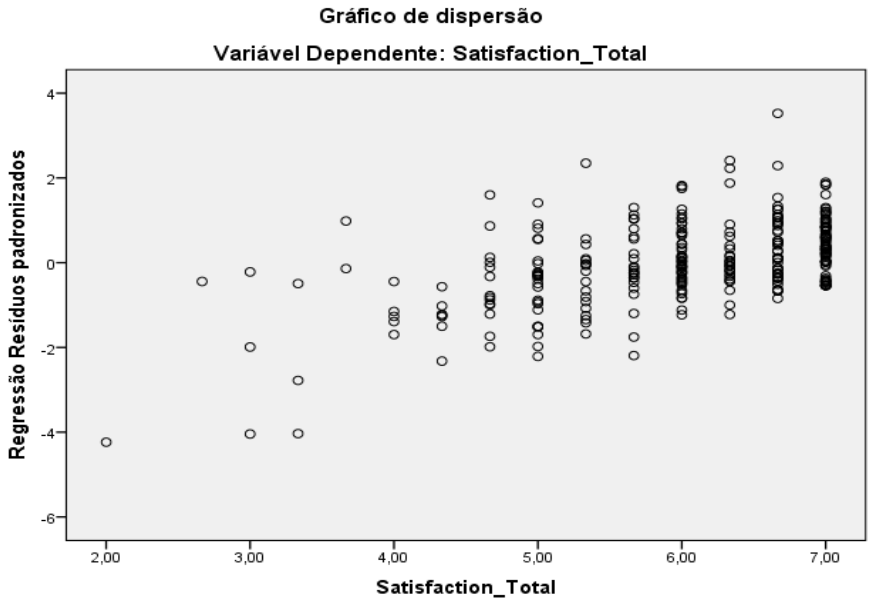
2. $E(\varepsilon) = 0$ (Dias Curto, 2014)

Residuals Statistics[a]

	Mínimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9025	7,2865	5,9922	,82523	300
Residual	-2,25459	1,87559	,00000	,52590	300
Std. Predicted Value	-3,744	1,568	,000	1,000	300
Std. Residual	-4,237	3,524	,000	,988	300

a. Variável Dependente: Satisfaction_Total

3. Homoskedasticity (constant variance of the errors) (Dias Curto, 2014)



4. No autocorrelation (the errors are statistical independent) (Dias Curto, 2014)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,843[a]	,711	,704	,53217	1,792

a. Predictors: (Constant), Environmental_Total, Price_Total, Experiental_Total, Epistemic_Total, Social_Total, Functional_Total, Emotional_Total

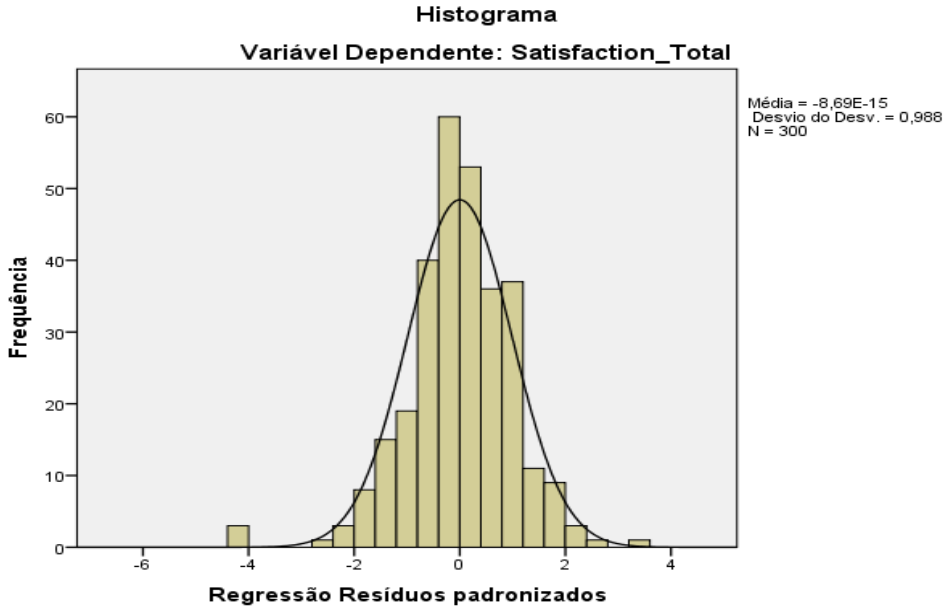
b. Dependent Variable: Satisfaction_Total

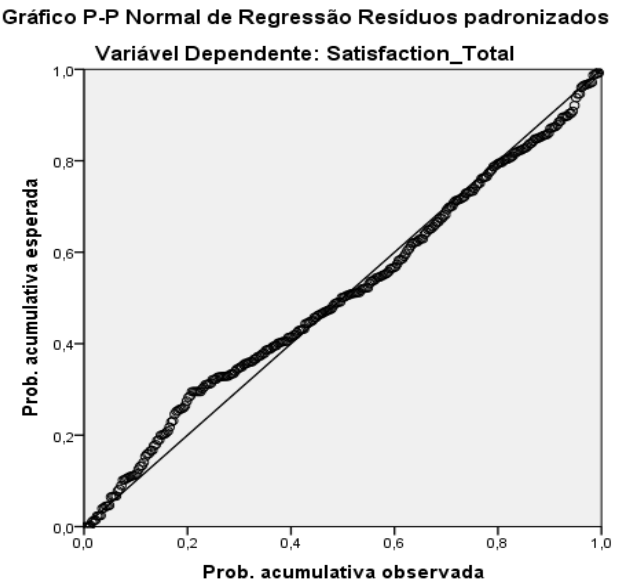
5. Normality (the errors are normally distributed) (Dias Curto, 2014)

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,086	300	,000	,964	300	,000

a. Correlação de Significância de Lilliefors





6. No multicollinearity (the explanatory variables are not perfectly correlated) (Dias Curto, 2014)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constante)		
	Functional_Total	,324	3,084
	Price_Total	,413	2,422
	Emotional_Total	,280	3,568
	Social_Total	,333	3,004
	Epistemic_Total	,379	2,636
	Experiental_Total	,299	3,349
	Environmental_Total	,425	2,354

MLRM

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,843[a]	,711	,704	,53217	1,792

a. Predictors: (Constant), Environmental_Total, Price_Total, Experiental_Total, Social_Total, Functional_Total, Emotional_Total

b. Dependent Variable: Satisfaction_Total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203,619	7	29,088	102,712	,000[b]
	Residual	82,696	292	,283		
	Total	286,315	299			

a. Dependent Variable: Satisfaction_Total

b. Predictors: (Constant), Environmental_Total, Price_Total, Experiental_Total, Social_Total, Functional_Total, Emotional_Total

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,045	,208		5,037	,000
Functional_Total	,175	,061	,158	2,857	,005
Price_Total	-,068	,045	-,075	-1,532	,127
Emotional_Total	,451	,056	,480	8,086	,000
Social_Total	,000	,047	,000	-,006	,996
Epistemic Value	,072	,042	,088	1,722	,086
Experiental_Total	,164	,056	,171	2,963	,003
Environmental_Total	,098	,038	,126	2,610	,010

Appendix 7: Linear Regression Model, SPSS Outputs

Assumptions of the Linear Regression Model

1. Linearity: the specification of the model is given by: $y=X\beta + \varepsilon$ (Dias Curto, 2014)

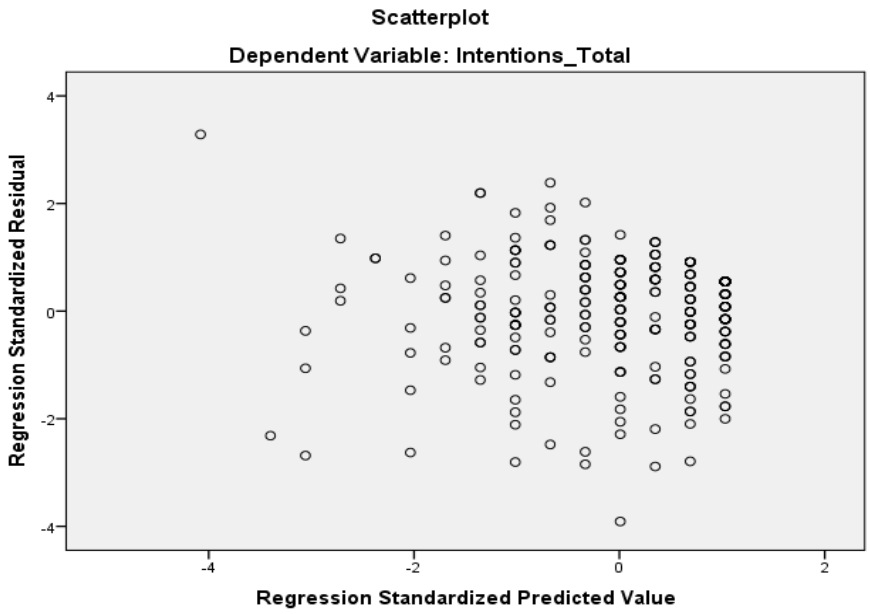
2. $E(\varepsilon) = 0$ (Dias Curto, 2014)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6369	6,6068	5,8067	,77695	300
Residual	-2,81284	2,36305	,00000	,71836	300
Std. Predicted Value	-4,080	1,030	,000	1,000	300
Std. Residual	-3,909	3,284	,000	,998	300

a. Dependent Variable: Intentions_Total

3. Homoscedasticity (constant variance of the errors) (Dias Curto, 2014)



4. No autocorrelation (the errors are statistical independent) (Dias Curto, 2014)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,843[a]	,711	,704	,53217	1,792

a. Predictors: (Constant), Environmental_Total, Price_Total, Experiental_Total, Epistemic_Total, Social_Total, Functional_Total, Emotional_Total

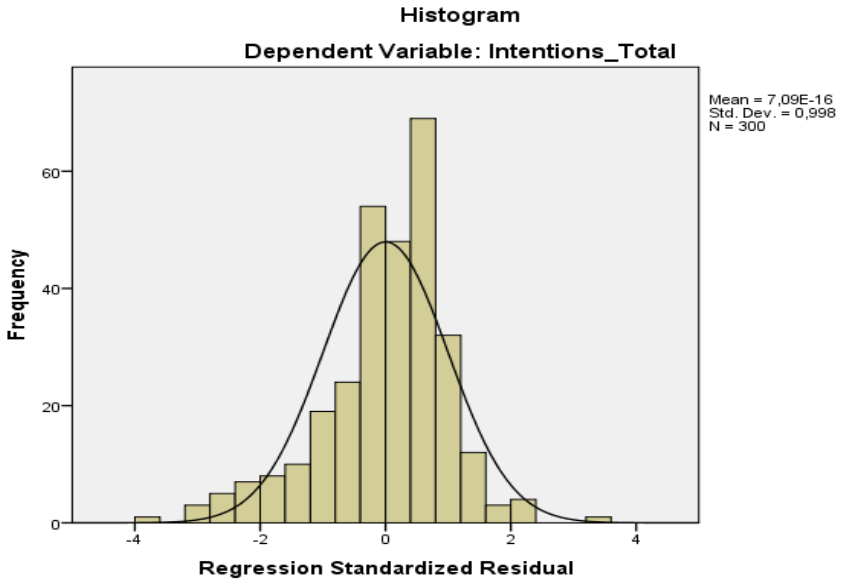
b. Dependent Variable: Satisfaction_Total

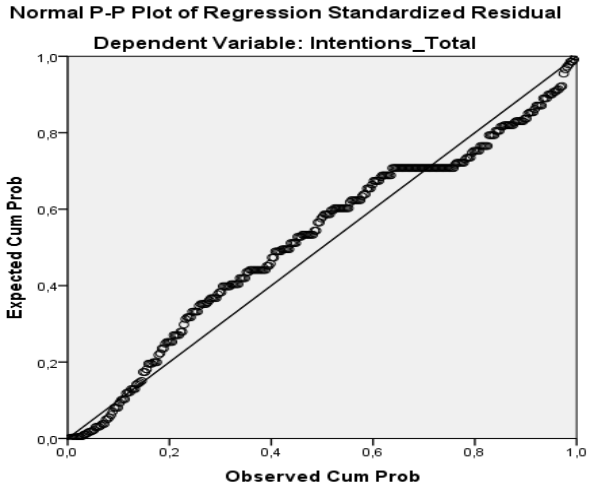
5. Normality (the errors are normally distributed) (Dias Curto, 2014)

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,095	300	,000	,950	300	,000

a. Lilliefors Significance Correction





Linear Regression Model

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,734[a]	,539	,538	,71956	1,900

a. Predictors: (Constant), Satisfaction_Total

b. Dependent Variable: Intentions_Total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180,491	1	180,491	348,594	,000[b]
	Residual	154,295	298	,518		
	Total	334,787	299			

a. Dependent Variable: Intentions_Total

b. Predictors: (Constant), Satisfaction_Total

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,049	,258		4,063	,000
	Satisfaction_Total	,794	,043	,734	18,671	,000

Appendix 8: Juster Scales of Intentions

Statistics

		nextmonths	surfcampinportugal	newsurfexperience
N	Valid	300	300	300
	Missing	0	0	0
Mean		5,88	5,92	7,25
Std. Deviation		2,733	2,476	2,378

nextmonths

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	13	4,3	4,3	4,3
	1	13	4,3	4,3	8,7
	2	9	3,0	3,0	11,7
	3	27	9,0	9,0	20,7
	4	32	10,7	10,7	31,3
	5	31	10,3	10,3	41,7
	6	36	12,0	12,0	53,7
	7	39	13,0	13,0	66,7
	8	46	15,3	15,3	82,0
	9	27	9,0	9,0	91,0
	10	27	9,0	9,0	100,0
	Total	300	100,0	100,0	

surfcampinportugal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	2,7	2,7	2,7
	1	13	4,3	4,3	7,0
	2	9	3,0	3,0	10,0
	3	21	7,0	7,0	17,0
	4	29	9,7	9,7	26,7
	5	37	12,3	12,3	39,0
	6	49	16,3	16,3	55,3
	7	42	14,0	14,0	69,3
	8	52	17,3	17,3	86,7
	9	22	7,3	7,3	94,0

	10	18	6,0	6,0	100,0
	Total	300	100,0	100,0	

newsurfexperience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	,7	,7	,7
	1	6	2,0	2,0	2,7
	2	8	2,7	2,7	5,3
	3	9	3,0	3,0	8,3
	4	14	4,7	4,7	13,0
	5	21	7,0	7,0	20,0
	6	41	13,7	13,7	33,7
	7	40	13,3	13,3	47,0
	8	60	20,0	20,0	67,0
	9	30	10,0	10,0	77,0
	10	69	23,0	23,0	100,0
	Total	300	100,0	100,0	

Appendix 9: Correlations Between Word-of-Mouth and Age

Correlations

			age	*Intention2*
Spearman's rho	*age*	*Correlation Coefficient*	*1,000*	*-,199***
		Sig. (2-tailed)	*.*	*,001*
		N	*296*	*295*
	Intention2	*Correlation Coefficient*	*-,199***	*1,000*
		Sig. (2-tailed)	*,001*	*.*
		N	*295*	*299*

***. Correlation is significant at the 0.01 level (2-tailed).*

Appendix 10: Social Network Channels

Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	59	19,7	19,7	19,7
	1	241	80,3	80,3	100,0
	Total	300	100,0	100,0	

Tripadvisor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	242	80,7	80,7	80,7
	1	58	19,3	19,3	100,0
	Total	300	100,0	100,0	

Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	274	91,3	91,3	91,3
	1	26	8,7	8,7	100,0
	Total	300	100,0	100,0	

others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	265	88,3	88,3	88,3
	1	35	11,7	11,7	100,0
	Total	300	100,0	100,0	

others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	265	88,3	88,3	88,3
	1	35	11,7	11,7	100,0
	Total	300	100,0	100,0	