

**MEASURING CRUISER'S SATISFACTION OF LISBON AND  
INTENTION TO RETURN TO PORTUGAL  
AS INDEPENDENT VISITOR**

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Realizing this one year project was not an easy trip and it was only possible with the support and motivation of every family member and friends who always tried to encourage me and believe in my work and capability to achieve the destination that seemed, sometimes, so longer.

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## ABSTRACT

Last years, the approach of the media about cruise tourism has becoming more relevant. As in the tourism as a whole, the cruise industry has been acting in a contradictory movement facing the economic and financial tendencies of Portugal, mostly because of the positive indicators, the arrival of more and bigger luxury cruise ships to the principal maritime ports, or the construction of new terminals, as a consequence of the activity increase. Nowadays, the weight of the tourism achieves more and more expression in Portugal and in 2012 around 5,7% of the GDP came from tourism receipts (WTTC).

The subsector of cruises is seen by the principal entities related to the sea with considerable potential to contribute to the growth of exportation: *“The cruise tourism has been revealing one of the most dynamic tourism segments, presenting good levels of growth, year by year”* (PwC, 2012).

One of the most common and efficient ways to evaluate the tourism development is through the tourists' feedback. As the efforts are driven to them, they are the ideal to evaluate and corroborate what the best has been made in the country in relation to the tourism activity. In research, “Satisfaction” is one of the most used “non-tourism keywords” in the cruise sector (Papathanassis & Beckmann, 2011). Through linear regression (Galton, 1894; Pearson, 1930) applied in a questionnaire conducted nearby the Port of Lisbon, it was studied the international passengers' satisfaction and their behavioral intentions, such as intention to return and to recommend Portugal.

**Keywords:** Cruiser; Satisfaction; Intention to return; Lisbon; Multiple Regression

**JEL Classification System:** L83 - Sports; Gambling; Recreation; Tourism, M31 – Marketing

## RESUMO

Nos últimos anos tem sido notória a crescente abordagem dos *media* sobre o turismo de cruzeiros. Tal como no turismo como um todo, a indústria dos cruzeiros tem actuado num movimento contraditório à tendência económico-financeira de Portugal, maioritariamente devido aos seus indicadores positivos, quer pela chegada de mais e maiores navios de luxo aos principais portos marítimos, ou pela construção, como consequência do aumento da atividade, de novos terminais. Hoje em dia, o peso da indústria do turismo tem ganho cada vez maior expressão, sendo que em 2012 cerca de 5,7% do PIB foi gerado com receitas do turismo (WTTC).

O subsector dos cruzeiros é visto pelas principais personalidades ligadas ao mar com um grande potencial para a contribuição do aumento das exportações: *“O turismo de cruzeiros tem-se vindo a revelar um dos segmentos turísticos mais dinâmicos, apresentando bons níveis de crescimento, ano após ano”* (PwC, 2012).

Um das formas mais comuns e eficientes de se avaliar o desenvolvimento do turismo é através da opinião dos próprios turistas. Como o esforço é dirigido a eles, são os ideais para avaliar e corroborar o que de bem se tem feito no país em prol da atividade turística. Na área da investigação, “Satisfação” é uma das palavras mais utilizadas no sector dos cruzeiros (Papathanassis & Beckmann, 2011). Através de regressão linear (Galton, 1894; Pearson, 1930) aplicada a um questionário realizado junto ao Porto de Lisboa, foi avaliada a satisfação de passageiros internacionais, bem como as suas intenções de voltar e recomendar Portugal.

**Palavras-chave:** Passageiro de cruzeiro; Satisfação; Intenção de voltar; Lisboa; Regressão múltipla

**Sistema de Classificação JEL:** L83 - Desportos; Jogos; Divertimento; Turismo, M31 – Marketing

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**List of Abbreviations**

<b>EN</b>	<b>EN Description</b>	<b>PT</b>	<b>PT Description</b>
Bn	Bn(s)		
CATPCA	Categorical principal components analysis	APL	Administração do Porto de Lisboa
CLIA	Cruise Lines International Association	APRAM	Administração do Porto da Região Autónoma da Madeira
CRM	Customer Relationship Management	PIB	Produto Interno Bruto
eWOM	Electronic Word of mouth		
EU	European Union		
FCCA	Florida-Caribbean Cruise Association		
GDP	Gross Domestic Product		
M	M(s)		
MLRM	Multiple Linear Regression Model		
VIF	Variance Inflation Factor		
WOM	Word of Mouth		
WTTC	World Travel & Tourism Council		
WTO	World Tourism Organization		
SEM	Structural Equation Model		
SLRM	Simple Linear Regression Model		
SPSS	Statistical Package for Social Sciences		
UK	United Kingdom		

## **EXECUTIVE SUMMARY**

The title of this dissertation is “*Measuring cruiser’s satisfaction of Lisbon and the intention to return to Portugal as independent visitor*”. Due to the financial situation of the country and the considerable potential of the cruise tourism, a study was raised to explore the behavior of cruise tourists.

The main objectives of this dissertation are:

- (1) measure **the satisfaction of cruisers about the most recent visit in Lisbon**, not only in general, but also taking into consideration internal (in the cruise scope) and external (out of cruise scope) factors;
- (2) identify the **critical variables** to be considered in order **to positively influence satisfaction** and, consequently, **the intention to return** to Portugal or to recommend it.

In order to achieve the main objectives of this dissertation an ordered methodology was adopted:

- Firstly, it was presented the definition of motivations and objectives and the problem statement.
- Then, a brief introduction of the international and national tourism sector and also of the cruise tourism sector was developed, in order to support the decision of the theme through a macro contextualization.
- In the next chapter, a literature review of the relevant publications about tourism, cruise tourism and cruiser’s behavior, and their respectively relationships with loyalty, destination image, satisfaction and intention to return was considered. Starting from the general to the specific, it was referred topics from what tourism is and what define tourist’s satisfaction, highlighting relevant authors of the area as Oliver (e.g. 1980), Bigné (e.g. 2001), Petrick (e.g. 2004), Weaver (e.g. 2005), Alegre (e.g. 2006), Garau (e.g. 2010) or Brida (e.g. 2012).
- Subsequently and having in mind the main information extracted from the literature review, a conceptual model and its hypotheses were defined, as so as the research methodology followed. The model was divided in four parts: internal factors, external factors, overall satisfaction depending from those factors, and the behavioral intentions of cruisers.
- In the methodology, it was described all the characterization of the questionnaire (idioms, questions, scales, locals and dates, etc.), as well as the tools that are used to treat the data collected.
- The following part was the data analysis and main results presentation, as an outcome of questionnaires application to cruise passengers in Lisbon.
- Lastly, the major conclusions, research contributions, managerial implications were pointed out, not forgetting the dissertation limitations and future research suggestions.

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Both objectives were accomplished. At the end of this dissertation the results showed that:

- International cruise passengers in Lisbon are mainly from **UK**;
- They are travelling with their **partner or family**;
- Their average age is between **46 and 60 years old**;
- A great portion is **repeat cruiser** and **repeat visitor of Portugal**;
- The influencer of the cruise holiday is normally the **proper** tourist, the **partner** or both;
- In general, they are **satisfied** with the visit to Lisbon; they **intend to return** and **to recommend** Portugal. "Recommendation" is the variable with better mean (4,5) and more percentage of answers with grade 5, from a 1 to 5 scale, among the three referred variables, although all received averages higher than 4.
- In the internal model, the dimension "**Overall Visit Experience**" reached the higher mean, mostly influenced by the best ranked attribute, the "**Climate**".
- In the external perspective, the "**Satisfaction with past experience**" and the "**Destination image**" are also two favorable indicators, once both achieved a mean over than 4.
- Who have already been in Portugal took "**Sun & Beach**" or "**Sightseeing**" holiday in **Lisbon** or **Algarve**;
- International cruisers mostly recognize Portuguese promotion on **TV** and **Travel Agencies** and search for touristic information on the **internet** (search engine or official websites);
- "**Price**" was the dimension that most contribute for the goodness of fit of the internal and global models, whereas "**Destination image**" gave the highest positive contribution in the external analysis;
- The association of the variable "**Age**" with the four internal dimensions (local environment, onshore activities/services, overall visit experience and price) resulted in the model with most percentage explained of the overall satisfaction by those independent variables: around **37,5%** of the variance of overall satisfaction is justified by the variance of those five factors. However, only 48 cases were considered in that output.
- Yet 96 cases were the basis of the explanation of **36,8%** of the variance of overall satisfaction by all the six dimensions (internal and external) plus the "**Loyalty**" factor;
- In a more significant sample (260 cases), only **12,5%** of the overall satisfaction of cruisers is related to the "Destination image", "Past experience" and "Loyalty" of cruisers;
- In relation to the link between "Overall satisfaction" and the cruisers' behavioral intentions, the results were 13% for **intention to return** and 11,8% for **intention to recommend**, which means that perhaps there are other important factors that explain these behavioral intentions, besides the satisfaction.

## SUMÁRIO EXECUTIVO

O título desta dissertação é “*Medindo a satisfação do passageiro de cruzeiro sobre Lisboa e a sua intenção de voltar a Portugal como visitante independente*”. Devido à situação financeira do país e ao considerável potencial do turismo de cruzeiro, um estudo foi criado com o intuito de explorar o comportamento dos passageiros de cruzeiro.

Os principais objetivos da dissertação são:

- (1) medir a satisfação dos passageiros de cruzeiro sobre a sua mais recente visita a Lisboa, não só no geral, mas também tomando em consideração fatores internos (no âmbito do cruzeiro) e externos (fora do âmbito do cruzeiro);
- (2) identificar as variáveis críticas que afetem positivamente a satisfação e, conseqüentemente, a intenção de voltar a Portugal ou recomendar o país.

Com o intuito de atingir os principais objetivos da dissertação, foi adotada a seguinte metodologia:

- Primeiramente foi apresentada a definição de motivações e objetivos, bem como a demonstração do problema;
- Depois, uma breve introdução do sector do turismo e também do sector do turismo de cruzeiro nacional e internacional foi desenvolvida, com o objetivo de suportar a decisão do tema através de uma contextualização “macro”.
- No capítulo seguinte, uma revisão de literatura das mais relevantes publicações sobre turismo, turismo de cruzeiro e comportamento do passageiro de cruzeiro e sua respetiva relação com lealdade, imagem do destino, satisfação e intenção de voltar foi considerada. Começando do geral para o específico, foi referido tópicos como o que é o turismo e o que define a satisfação do turista, sobressaindo autores relevantes das áreas, tais como Oliver (e.g. 1980), Bigné (e.g. 2001), Petrick (e.g. 2004), Weaver (e.g. 2005), Alegre (e.g. 2006), Garau (e.g. 2010) ou Brida (e.g. 2012).
- Subsequentemente, e tendo em conta a principal informação extraída da revisão de literatura, um modelo conceptual e suas respetivas hipóteses foram definidas, tal como a metodologia do estudo seguida. O modelo foi dividido em quatro partes: fatores internos, fatores externos, satisfação global dependente destes fatores, e intenções comportamentais dos passageiros de cruzeiro.
- Na metodologia, foi descrita toda a caracterização do questionário (desde idiomas questões, escalas, locais e datas, etc.), assim como as ferramentas utilizadas para o tratamento dos dados recolhidos.

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- A parte seguinte foi a apresentação da análise dos dados e dos principais resultados, como resultado da aplicação dos questionários aos passageiros de cruzeiro em Lisboa.
- Finalmente, as principais conclusões, contribuições para a investigação, implicações para a gestão foram apontadas, não esquecendo as limitações da dissertação e sugestões para futura investigação.

Ambos os objetivos foram atingidos. No fim da dissertação, os resultados mostraram que:

- Os passageiros internacionais de cruzeiro em Lisboa são maioritariamente do Reino Unido;
- Eles viajam com o seu parceiro ou família;
- A sua idade média está entre os 46 e os 60 anos:
  - Uma grande porção é passageiro frequente (não é a primeira vez num cruzeiro) e visitante repetente de Portugal;
  - O influenciador das férias de cruzeiro é normalmente do próprio turista, do seu parceiro ou de ambos:
  - Em geral, eles estão satisfeitos com a visita a Lisboa, eles pretendem regressar e recomendar Portugal. “Recomendação” é a variável com melhor média (4,5) e mais percentagem de respostas com nota 5, numa escala de 1 a 5, entre as três variáveis referidas, embora todos obtiveram médias superiores a 4;
  - No modelo interno, a dimensão “Experiência Geral da Visita” atingiu a média mais alta, maioritariamente influenciado pelo atributo interno mais bem avaliado, o “Clima”;
  - Na perspetiva externa, a “Satisfação com experiência passada” e “Imagem do destino” são também indicadores favoráveis, uma vez que ambos conseguiram uma média superior a 4M;
  - Quem já esteve em Portugal fez umas férias de “Sol e Praia” ou “Visita” em Lisboa ou no Algarve;
  - Os passageiros internacionais reconhecem promoção de Portugal na TV ou em Agências de Viagem e procuram informação turística na internet (motores de busca ou sites oficiais);
  - “Preço” é a dimensão que mais positivamente contribui para a adequação do modelo interno e modelo global, enquanto “Imagem do destino” deu o maior contributo positivo na análise externa;
  - A associação da variável “Idade” com as quatro dimensões internas (ambiente local, atividades/serviços em terra, experiência geral da visita e preço) resultou no modelo com mais percentagem explicada da satisfação global por estas variáveis independentes: cerca de 37,5% da variância da satisfação global é justificada pela variância destes cinco fatores. No entanto, apenas 48 casos foram considerados neste resultado.
  - Já 96 casos foram a base da explicação de 36,8% da variância da satisfação global por todas as seis dimensões (internas e externas) mais o fator “Lealdade”.

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- Numa amostra mais significativa (260 casos), apenas 12,5% da satisfação global dos passageiros de cruzeiro está relacionada com a sua “Imagem do destino”, “Experiência passada” e “Lealdade”.
- Em relação à ligação entre “Satisfação global” e as intenções comportamentais dos passageiros, os resultados foram de 13% para a intenção de voltar e 11,8% para a intenção de recomendar, o que significa que talvez existam outros fatores importantes que explicam essas intenções comportamentais, para além da satisfação.

## **1 - INTRODUCTION**

### **1.1 Motivations and Objectives**

First of all, in my view, it is important when developing a master thesis to emphasize a theme that has interest and particular proximity for us. In that sense, I started to think about activities I like to do, places I like to go, moments I like to share. Soon, I felt that the topic was chosen, because, for me, travelling is one of the best things I enjoy to do. Tourism is the main area of my dissertation, and joining this interest to the fact that I love my country and I believe that Portugal has a lot of potential places to be invested in terms of tourism (continent and islands), I decided to focus on Portugal as a brand destination. In general, Europe is an excellence choice for international tourists due to its localization, the diversity of places to visit, the culture offered and the climate that grants and, for sure, Portugal can take advantage of all this.

On the other hand, the financial situation that Portugal faces today helped me to strength my belief that it is in times like those that we should not give up and more than ever share our roots. Portugal is a wonderful country, even small, it is full of outstanding sites, from the typical beaches in the south (Algarve) to the amazing green landscapes in Gerês, evidencing also the beautiful and cultural cities as Oporto, Coimbra and Lisbon, never forgetting Azores and Madeira, considered as “pearls of the Atlantic”.

Nowadays, people that travel are looking for new ways of visiting places. Luxury tourism has been growing at a fast pace and being part of a cruise experience attract more and more tourists, once it is possible to get to know various countries in a short period of time. Moreover, doing a cruise is becoming more affordable and the passenger age can go from 1 to 99. As so, making tourists passing to Lisbon or Funchal without “forcing” them to exclusively visit these regions is surely a good weapon that Portugal can use in order to develop its tourism, receiving these tourists in the best possible way and making them “fall in love” with the country.

The main objective of this study is to understand how Portugal is seen as a destination brand by cruise passengers: **are they willing to return to Portugal in a longer stay, after a one day experience in Portuguese lands? Are they satisfied with the visit? What did influence their satisfaction?** Have Portuguese tourism entities already done something to attract them?

## **1.2 Problem Statement**

In few words, what I propose is to study how cruise tourism, one of the fastest growing sectors in the industry, can influence positively the Portuguese economy, principally regional economies, as Lisbon and Madeira, two important European ports of call. Being characterized as luxury tourism but more and more contemporary, it is important to understand the behavior and intentions of the group of tourists that arrives to Portugal by cruise and how can they contribute to the Portuguese tourism sector. It is known among the scientific literature community that cruise tourism is not a very popular theme in the academic research (Wild & Dearing, 2000). Although some studies about cruise marketing and cruise tourists were developed in the last two decades, there is not so much evidence of studies which analyze the determinants that make a cruise tourist returning to a specific city or country (Brida and Coletti, 2010) and, additionally, what they really look for when they return. Actually, in the literature, there is a lack of approaches related to cruise destinations' feedback by cruise tourists and the relationship between their feedback and their decision of whether returning or not returning.

Thus, the aim of this dissertation is to test the hypothesis related to cruise visitors measuring their satisfaction with Lisbon city and the relationship with the intention to return as land tourists for a future contribution to the wealth of Portuguese local destinations.

## **1.3 Study Context**

The *WTO Tourist 2020 Vision* forecasts that tourism will continue to grow gradually with the total number of international arrivals estimated to be nearly 1,6 bn by 2020, a world average growth of 4,1% per year. The East Asia and the Pacific region will continue to rise in significance, establishing itself as the second largest region and achieving a market share of 25%, after Europe, the actual market leader, and probably the future one (Yeoman, 2006).

It is estimated that in the world there is a total of 82 cruise lines, composed by 390 ships approximately. Being part of that number are the main maritime cruise companies, such as Azamara Club Cruises, Carnival Cruise Lines, Celebrity Cruises, Costa Cruises, MSC Cruises, Princess Cruises, Royal Caribbean International, among others. Carnival is the market leader with a market



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share of 21,2%, followed by Royal Caribbean with 16,4% of share and Costa Cruises (7,7%). The total worldwide cruise industry is estimated at \$34,7 bn (Cruise Market Watch, Statistics, 2012).

Since 2001, the number of international cruise passengers increased around 109%. From 9,91 M (in 2001) to 20,9 M passengers (in 2012<sup>1</sup>), the North American's demand relative share, in relation to the total market, has been decreasing whereas the Europe's demand relative share has been increasing, gaining position in the market (Figure 1.1 – Appendix 1). Nevertheless, US residents continue to be the number one in cruise tourism with 10,89 M passengers, followed by Europe (6,26 M), principally the UK<sup>2</sup>, Germany and Italy residents (Figure 1).

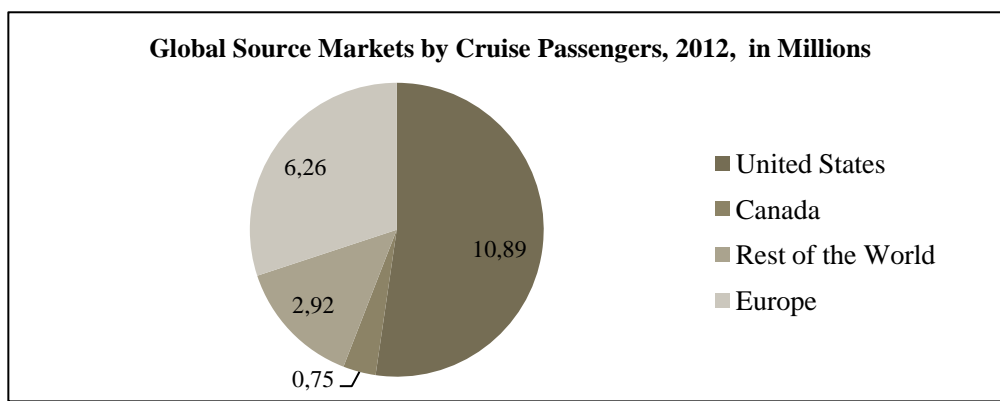


Figure 1 – Global Source Markets by Cruise Passengers

*Source: Contribution of Cruise Tourism to the Economies of Europe in 2012, ECC, 2013 Edition*

In order to shrink geographically the analysis, this brief contextualization has Europe<sup>3</sup> as departure point.

### 1.3.1 European Cruise Tourism Industry

The diversity of the continent makes Europe an ideal holiday destination. Specifically, in the past decade, the EU has welcomed a relatively new phenomenon into the tourism industry: the cruise tourism. Due to its large expansion of coastlines, natural heritage, historical sites and variety of cultures, the EU makes an ideal cruise destination and, by consequence, the industry is adding significant economic value to EU members.

<sup>1</sup> Unless otherwise stated, the year of reference for the presented statistics is 2012, and the comparison year is 2011

<sup>2</sup> Unless otherwise stated, UK data includes Republic of Ireland

<sup>3</sup> Unless otherwise stated, Europe is defined as the EU with 27 members plus Switzerland, Norway and Iceland

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The ECC<sup>4</sup> accounts the existence of 43 European cruise lines, operating in 131 cruise ships with a capacity of around 147.000 lower berths<sup>5</sup>. Another 76 ships with a capacity of approximately 102.000 lower berths are present in Europe by 22 non-European lines. In 2012, nearly €6,26 M European residents booked cruises, a 1,3% increase, representing around 30% of all cruise passengers worldwide. The UK was the country with more cruise passengers (€1,7 M - 27,5% of total share) followed by Germany (22,5%), Italy (14,9%) and Spain (11,4%). In terms of embarking, Italy obtained the biggest value with more than €2,08 M of passengers choosing an Italian port to start a cruise. Spain (21,1%) and UK (15,7%) are also frequent embarking ports. When talking about port-of-call visits, again Italy (23%) and Spain (18,7%) were the most attended countries, not forgetting Greece (17%), all of them have been registering high levels of attendance principally due to their location and coastal area (Figure 2).

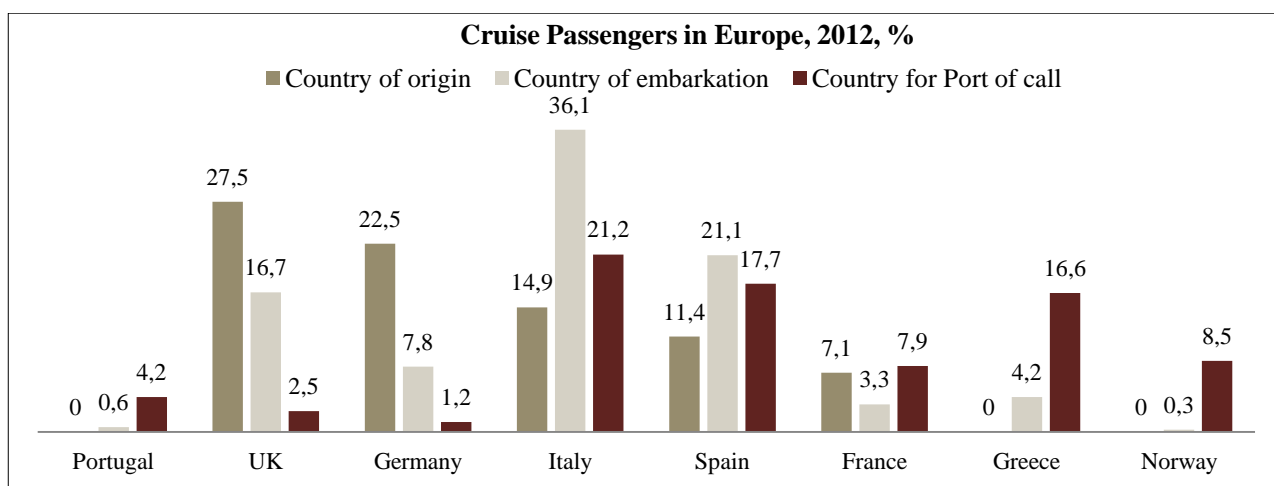


Figure 2 – Cruise Passengers in Europe by country of origin/embarkation/port of call

Source: The Author from the data of “Contribution of Cruise Tourism to the Economies of Europe in 2012, ECC, 2013 Edition”

When referring to the leading cruise ports, ECC divides European ports in two: Mediterranean and Northern Europe. The first group of ports was led by Civitavecchia (Barcelona in 2011) in relation to the total of passengers with €2,2 M - embarking, disembarking and port-of-call visit -, followed by Barcelona (€2 M) and Venice (€1,8 M). Southampton (€1,5 M), Copenhagen (840 thousand) and Lisbon (523 thousand) were the three most attended Northern European ports. Lisbon was also considered the most attended North European port-of-call.

<sup>4</sup> European Cruise Council

<sup>5</sup> Used to measure the normal capacity of a ship when two beds in each cabin are occupied.

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### 1.3.2 The economic impact of Cruise Tourism Industry in Europe

In the field of direct expenditures generated by cruise tourism, Italy is the leading country having totalized an income of €4,45 bn, followed by UK (€2,8 bn) and Germany (€2,5 bn) (Figure 1.2 – Appendix 1). Just the 3 countries represents 65% of the total industry direct expenditures of Europe. Generally, tours & entrance fees and shopping are the slices with more impact in the industry income.

Assuming the division that have been made by ECC, the direct cruise industry expenditures can be split in four big categories: cruise line purchases (representing 42% of the total of direct expenditures), value of shipbuilding (26%), passenger & crew purchases (23%) and cruise employees compensation (9%) (Figure 1.3 – Appendix 1). Summing those four categories, statistics say that all European countries gained around €15 bn (a 3,3% increase). The sectors that most influence this amount are, among others, transportation services, financial & business services, petroleum & chemicals, shipbuilding and retail trade.

Those direct expenditures generated around 326.904 jobs (direct - 48%, indirect - 37% and induced - 15%). Manufacturing has been the industry that most affects employment and employee compensation in cruise tourism in Europe. Italy, again, is the country that has more residents working in the industry (99.556) and, therefore, the first in compensation expenses (€ 3 bn), then UK and Germany. Portugal employs around 8.645 people and spends around €119 M in compensation.

In terms of individual expenditures, a tourist tends to spend €60 per port-of-call. Normally, tourists can choose two ways of visit a cruise destination: by themselves, with a cost of around €50 per passenger or by an organized excursion or tour, which is a little more expensive (€65 per passenger). When tourists stay one night in a embarking or disembarking port (principally due to airplane schedules or to visit more the city), they spend approximately €170 per passenger, whereas when they do not stay to overnight they just use to spend €45 (Tourist facilities in ports, EU, 2009).

For next years, some key trends will influence cruise ports and, therefore, be critical for local economies to know how to answer for this new mass tourism:

- the increasing ship capacity, i.e., more tourist activity;
- the emerging cruise markets (e.g., China and India);
- and the expanding cruise season.

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### 1.3.3 Tourist facilities in European Ports

Yet in the maritime port scope, the same study previously mentioned (EU Commission, 2009) gave emphasis to tourist facilities in European ports presenting some important topics. Based on field visits and surveys, the key success factors identified for the regions located near the ports are:

- Tourist attractiveness of a destination/region: the most difficult and costly to change;
- Accessibility of a destination/region: also costly to change, but it is not intrinsically determined;
- And the level of port facilities: the easiest and least costly to change.

The table below identifies which are the underlying variables and respective indicators for the three determinants of port attractiveness:

(1) Touristic attractiveness	(2) Accessibility/Infrastructures	(3) Port facilities
<i>Intrinsic touristic value</i> (Indicator: tourist bed density – Figure 3)	<i>Accessibility of main touristic destination(s)</i> (Indicators: relative distances to main touristic attraction, to nearest highway, nearest international airport, nearest railway station – less than 30 minutes is attractive)	<i>Required port facilities</i> 1 <sup>st</sup> : sufficient draught 2 <sup>nd</sup> : sufficient quay capacity 3 <sup>rd</sup> : parking facilities 4 <sup>th</sup> : waste disposal facilities
<i>Tourist friendliness</i> (Indicator: Own perception/tourist survey)	<i>Accessibility of transport hub(s)</i> (Indicator: relative distances to main touristic attraction(s) – less than 120 minutes is attractive)	<i>Turnaround port facilities</i> 5 <sup>th</sup> : luggage handling facilities 6 <sup>th</sup> : security and custom facilities 7 <sup>th</sup> : terminal

Table 1 - Determinants for port attractiveness and underlying variables

*Source: Tourists facilities in ports - The Economic Factor, EU Commission report, August 2009*

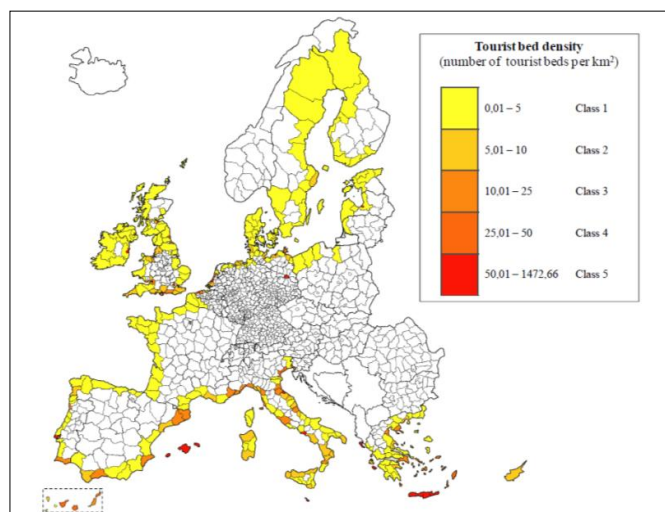


Figure 3 - Tourist bed density per NUTS 3 coastal region

*Source: Tourists facilities in ports - The Economic Factor, EU Commission report, August 2009*

Based on the level of adaptability and importance for each determinant, a model was created on which ports can be scored according to their strengths and weaknesses. Using these perspectives, ports can

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be categorized into eight types. The arrows at the bottom of the Figure 4 indicate the port strategies that should be targeted by ports. When the three determinants have a high score, the port is considered a cruise tourism hub. When there are fails in the port accessibility but all the rest continues well, we are talking about a pure transit destination. And finally, when the touristic attractiveness could be better, the port is considered a pure turnaround destination.

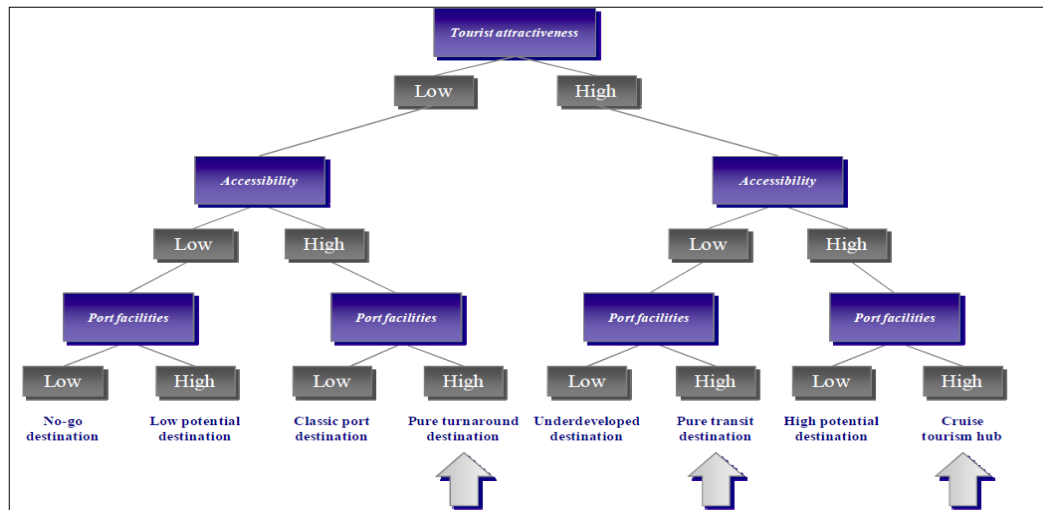


Figure 4 - Port categories and strategic objectives

*Source: Tourists facilities in ports - The Economic Factor, EU Commission report, August 2009*

Briefly and adapting Michel Porter's generic strategies (1980), a port can adopt three types of strategies in relation to cruise tourism:

- Mass tourism driven by minimization of costs: Cost leadership;
- Driven by delivering high value and easy accessibility to the individual: Differentiation strategy;
- And exclusive tourism seeking small segments to deliver uniqueness: Segmentation strategy.

### 1.3.4 The travel and tourism contribution in Portugal

Relatively to Portugal, the direct contribution<sup>6</sup> of travel and tourism to the Portuguese GDP was €9,4bn, representing 5,7% of the total GDP. In terms of total contribution, it was about 15,9% of the GDP (around € 26,4 bn), what ranks Portugal as the 32<sup>th</sup> country (out of 184) where travel and tourism

<sup>6</sup> The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognizes that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.

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more contribute to the country's wealth (WTTC, 2013)<sup>7</sup>. Concerning the employment, 325.500 direct jobs and 78.500 indirect jobs were supported by the tourism sector last year, which means that 18,5% of the Portuguese employees occupy functions directly or indirectly related to travel and tourism (WTTC, 2013). Travel and tourism sector has two different components: leisure and business. The same report concluded that 87,3% of the expenditure was generated by leisure purposes and 12,7% to business spending. Furthermore, 63,5% of the spending comes from foreign visitors and 36,5% from residents (Figures 5 and 6).

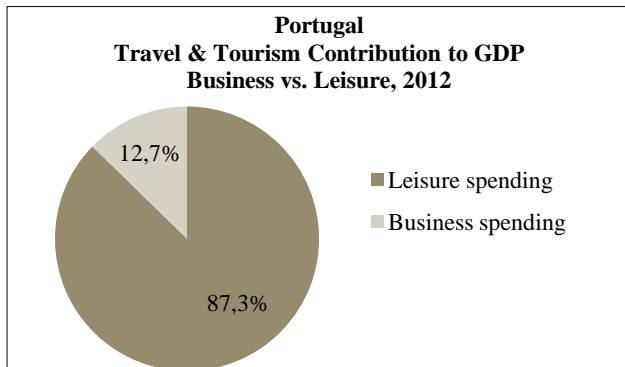


Figure 5: Impact on GDP: Business vs. Leisure

Source: WTTC, 2013

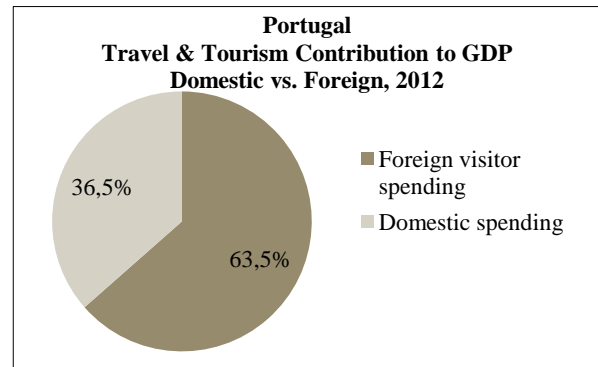


Figure 6: Impact on GDP: Foreign vs. Domestic

Source: WTTC, 2013

It will be further detailed in the next sub-chapter the cruise industry in Portugal, with special focus on the Ports of Lisbon and Funchal, since they are the most important maritime ports for cruise ships.

### 1.3.5 Lisbon and Funchal: two maritime ports of Portugal for cruises

The positioning of any port can be evaluated by its ranking in terms of number of passengers. The Port of Lisbon is considered the second most important in Portugal, the first is the Port of Funchal. But also in number of scales, Funchal becomes the first national port (Figures 1.4 and 1.5). However, it is given more emphasis to Lisbon port and its cruise passengers due to its proximity and available information.

The Lisbon region is the Portuguese best-known tourism region. It is already firmly established as one of Europe's leading conference destinations and is increasingly popular for leisure tourism. The

<sup>7</sup> Travel and Tourism Economic Impact in Portugal Report, WTTC, 2013 Edition

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Lisbon region is probably the only region in Europe that joins so much variety and choice for tourists into such a small geographical area, very important for cruise tourists that have a short time period to visit destinations.

The Port of Lisbon is a frequent point of entry used by international tourists and is one of the leading and largest cruise ship ports in Europe. The steady growth in passenger numbers over the years, principally since the beginning of the decade, has been one of the major arguments justifying the decision by the public authorities to build a bigger cruise ship terminal in Santa Apolonia area, the one receiving more scales (47%). The successive projects help to ensure improved facilities of cruise ship passengers to the city.

The best months for the Port of Lisbon are normally in the Spring (April, May) and in the Autumn (October), seasons that usually register more passengers attendance (APL, 2013)<sup>8</sup>.

Throughout the year, Lisbon is scale of numerous luxury cruise ships coming from several parts of the world, principally, Southampton (UK), Barcelona (Spain) and Palma de Majorca (Spain) - embarking ports - and some departing directly from Lisbon (APL, 2013).

The key indicators related to the Port of Lisbon have been facing a positive evolution. In terms of passengers, there has been noticed an increasing number of tourists passing in Lisbon (embarking, disembarking or port-of-call visit). Since 2007 (305.185 passengers), the evolution is going to 71%, in relation to last year (522.604) (Figure 7). Concerning the nationality of those passengers, the majority is from the UK (47%, representing 243.111 passengers), then Germany (17% - 88.104) and Italy (11% - 57.690). But, from the other side of the ocean, there is also an important representation of 10% in the US. Portuguese tourists only occupied 2% of the total of passengers (APL, 2013).

Since 2007, the number of scales in Lisbon evolved around 23%, although has decreased 5,1% last year. The other exception was in 2009, when it was registered -4,8% of scales (Figure 8) (APL, 2013), meaning that the number of scales is a more unstable indicator, depending on the booking made each year by the cruise lines companies. However, as the ships are being constructed with more and more capacity, this fact does not have direct impact in the evolution of number of passengers.

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<sup>8</sup> Port of Lisbon Activity Report of 2012, APL, 2013 Edition

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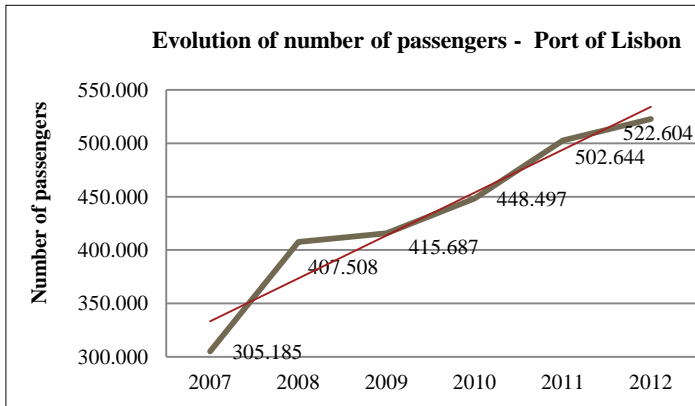


Figure 7: Passengers in the Port of Lisbon

Source: APL, 2013

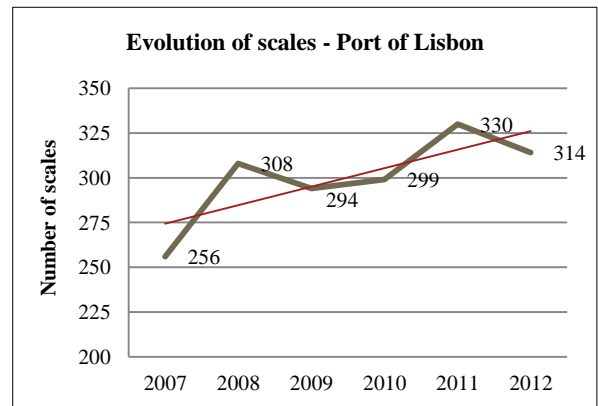


Figure 8: Scales in the Port of Lisbon

Source: APL, 2013

Yet Madeira is a green jewel in the Atlantic Ocean with 741 square kilometers. Its Laurissilva forest is recognized by the UN as a World Heritage Site. Funchal, the capital city, is a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 and 5 star hotels and warm all year round climate. Funchal has also for many years been one of the Atlantic cruise-ship's main ports-of-call, located right in the middle of the town. The Port of Funchal is situated at 15 minutes on foot from the city center.

Concerning the number of passengers, the Port of Funchal is considered the first most important in Portugal and the sixth in the Iberian Peninsula. Not only in Europe (27<sup>th</sup>), but also in the world (61<sup>th</sup>), Madeira is well positioned, but not in any relevant international top 10 (APL, 2009). In 2012, there was a 9,8% increase of number of passengers (from 540.180 to 592.935) (Figure 1.6 – Appendix 1). Since 2007, the number of ships doing scale in that port also raised (28%), passing from 262 to 336 the number of scales done by cruises (Figure 1.7 – Appendix 1).

The best months for the Port of Funchal, in terms of number of cruise ships received, are usually March and April (beginning of Spring), November and December (Christmas and Winter holiday).

### 1.3.6 Cruise passenger profile

Based on a study developed by Portugal Tourism's entity (Observatório do Turismo de Lisboa, 2012), it was analyzed the profile of some international passengers (996 people) doing scale in Lisbon. As already stated, UK, Germany, Italy, US and Spain are the countries that most bring tourists to Lisbon. Most of them come with its wife/husband and/or friends and for 52% it was the first cruise



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experience, for 21% it was the second time. The most common past destinations already visited by them are Caribbean, Mediterranean and Northern Europe regions. Cruise tourists obtained information related to the trip mostly through internet (45%) and travel agencies (43%) and have as main motivations to do the cruise the following reasons: entertainment; relax and relieve the stress, also to be in contact with the sea.

Concerning the relation with Lisbon, 45% of the tourists visited the city on their own and 40% bought an onshore excursion on board. The main transport modes used were tourism bus, shuttles, on foot and taxis and the most visited places in the city were: Baixa-Chiado (83%), Belém (78%), Bairro Alto (73%), Parque das Nações (57%), Alfama/Castelo/ Mouraria (56%) and Estoril/Cascais (34%). Most distant but known places as well, such as Sintra, Fátima or Cabo da Roca were not so chosen due to time constraints. The products with more affluence in their shopping were wine (53%), pastry (38%), handicraft (36%) and postcards (33%) and the characteristics of the city most appreciated were the climate, local people, accessibility, the monuments, churches and museums and the possibility of visiting the city on foot. In average, each cruise tourist spent €118 during the journey in Lisbon (more €65 than the previous year).

Lisbon surpassed the expectations in 55% of the cases and it was just as expected for 43%, classifying their overall satisfaction with the city with 8,3 points (in a 1 to 10 scale). As a result, the intention of returning to Lisbon is an option for many tourists of the survey, since 23% answered that it was very /quite likely to return in cruise and 86% said that is very/quite likely to return in leisure (out of cruise trip). Other good indicator is the recommendation factor, where 97% of the tourists agree with the possibility of recommend Lisbon as a port-of-call for cruises and as touristic destination as well.

Talking about the itinerary, 37% of tourists affirmed that their choices would be the same even if Lisbon was not in the list of ports-of-call, whereas 3% answered that would not do the cruise without Lisbon in the itinerary. In fact, 65% had never been in Lisbon, however 22% had already visited out of cruise holiday and 12% in cruise holiday, i.e., 34% of interviews were at least once in Lisbon, and so, already know the city.

In general, tourists were very satisfied with Lisbon (since the average was 8,3 in a 1-10 scale) and 59% affirmed that would like to return, whereas 79% were likely to recommend the city.

## 2- LITERATURE REVIEW

*“Research is to see what everybody else has seen and to think what nobody else has thought”*

*(J.R.R. Tolkien, English Writer and Author of The Lord of the Rings, 1892-1973)*

This dissertation has all to do with the experience that a tourist has when choosing to do a cruise, as well as its proper behavior. It is also important to analyze the role of marketing in the tourism sector in order to assure that maritime ports as Lisbon and Madeira can take advantage of this luxury supersized ships and, by consequence, the people that arrive from any part of the world, almost every day in Portugal. The intent of this literature review is to understand what the authors have already written about the impact that cruise tourism has in local and national economies and, on the other hand, the motivations, reasons, experiences and intentions of a cruise tourist. Fundamentally, the principal aim is to understand what has already been discussed to contribute positively to the image of a destination through cruise tourism.

*“It's all about the experience (...). We're not talking about your run-of-the-mill vacation here. We're talking about a once in a lifetime, can't stop talking about it, this rocks kind of experience”*

Royal Caribbean International Cruise Line (2008)

### 2.1. Tourism and Cruise Experiences

The concept of leisure travel appeared in the 18<sup>th</sup> century, in the UK, during the Industrial Revolution. The middle class was incited to have more leisure time and the main destination was the French Riviera, principally Nice (Singh, 2008). As scientific area, the tourism was raised from other areas during the 90's (Gilbert, 1990).

Among plenty of tourism definitions in the literature world, some of those were critically analyzed, as the case of Leiper (1995), Stear (2005) and Weaver (2010). The first one approached tourism as an open system with five elements (tourists, generating regions, transit routes, destination regions and a tourist industry), connected among each other and operating within different environments such as physical, cultural, social, economic, political and technological (Leiper, 1995). Ten years later, other definition, going through a marketing perspective, marked the tourism literature. Here, the author defends that tourism comprehends at least a one night away from the person's home to satisfy leisure

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wants and those needs are better satisfied in a temporary stay away from the usual home (Stear, 2005). Yet Weaver and Lawton (2010) changed somehow the way people normally interpreted the tourism concept, not due to their way of defining it<sup>9</sup>, but because of the introduction of “demarketing” concept, which can be translated as applied marketing techniques, when demand exceeds supply, to reduce the number of tourists visiting a certain region, for instance, to preserve and protecting the nature.

Considered as an important social and economic phenomenon, in the Manila Declaration on World Tourism (1980), it was stated that tourism is, indeed, an essential activity to the life of nations, once it produces effects on social, cultural, educational and economic areas of the countries and on their international relations. In 1991, the concept was re-defined as the set of activities people make when travelling and staying in places outside their usual environment. According the WTO, tourism is “an activity which, in some form or other, mankind has undertaken for a very long time” and a tourist is a person "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO, 1995).

Tourism is predominantly measured by the number of arrivals and the level of tourist expenditure (receipts) in per capita terms (Song, Witt & Li, 2009; 2010). However, nowadays, to get those arrivals or receipts, marketers have on-hand new challenges, either related with strong competitors or weak customer basis, what makes tourism an area that absolutely needs CRM. This field has been an important strategy to attract and increase tourist arrivals as well as satisfying them and offering all facilities they need (Ivanovic et al., 2011). And this is how many authors define the success of a company of the sector: the capacity of attracting new tourists and become them loyal.

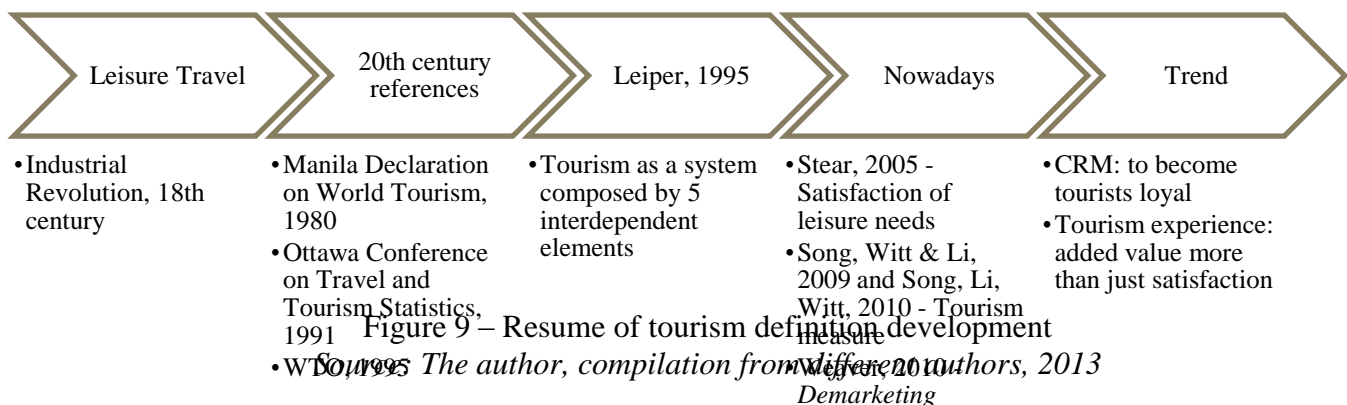


Figure 10 – Resume of tourism definition development

<sup>9</sup> “The sum of the processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting, transporting, hosting and management of tourists and other visitors” (Weaver and Lawton, 2010)

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*Source: The Author, Compilation from different authors*

Cohen (1979) defined tourism experience as the relationship between a person and a variety of "centers" and that experience reflects some stable patterns of motivations both differentiating and characterizing various modes of tourists' activities. Pine and Gilmore (1998) and Berry, Carbone and Haeckel (2002) argue that in order to be successful, businesses should provide unforgettable and satisfactory experiences to their customers by adding value to their offerings. Today, and in the future, it is the ability to create personal experiences to customers that will give companies a sustainable competitive advantage (McCole, 2004; Prahalad and Ramaswamy, 2004; Shaw and Ivens, 2005). At last, creating consistent customer experience becomes identical with the brand (Chang and Chieng, 2006). Nevertheless, some authors perceive that this activity and its inherent experience are only available to the affluent that have sufficient discretionary income to afford this luxury (McKercher, 2008). On cruise tourism, Ward (author of Berlitz Guide, Ocean Cruising & Cruise Ships, 2005:150) classifies cruise ships as being "Standard, premium, luxury or utterly exclusive".

Knowing that every tourist destination has a certain combination of products, services and attractiveness, it is especially the cruise industry the one can offer that range of tangible and intangible items, from transportation, accommodation and meals to the symbolic and emotional benefits embedded in special personal service. Indeed, to define a touristic product it is important to take into account the attractiveness, the infrastructures and the accessibility (Rita, 1995). To choose the destination, tourists' choices depend also on the combination of their tastes, wishes and interests, thus it is a marketing role the satisfaction of those tourists' wishes as possible (Kwortnik, 2007, Mihelj, 2010). It is why the real challenge for the industry is to create a positive and right psychological environment and do not care only about technical things (John, 1994), since we are essentially talking about "real-time" services. Bonn et al. (2007) noted that researchers have focused on the effects of environmental factors (e.g., restaurants, hotels, leisure services, retail stores) on destination image. Therefore, there are evidences that the level of satisfaction in a destination also depends on the good experience that a tourist has on it (Brida et al., 2009). Before, Otto et al. (1996) had already developed a study which resulted in six different dimensions that can evaluate the affective component of service experience: hedonic, interactive, novelty, comfort, safety and stimulation. Each component gives some examples of characteristics and feelings that describe it (Figure 2.1 - Appendix 2).

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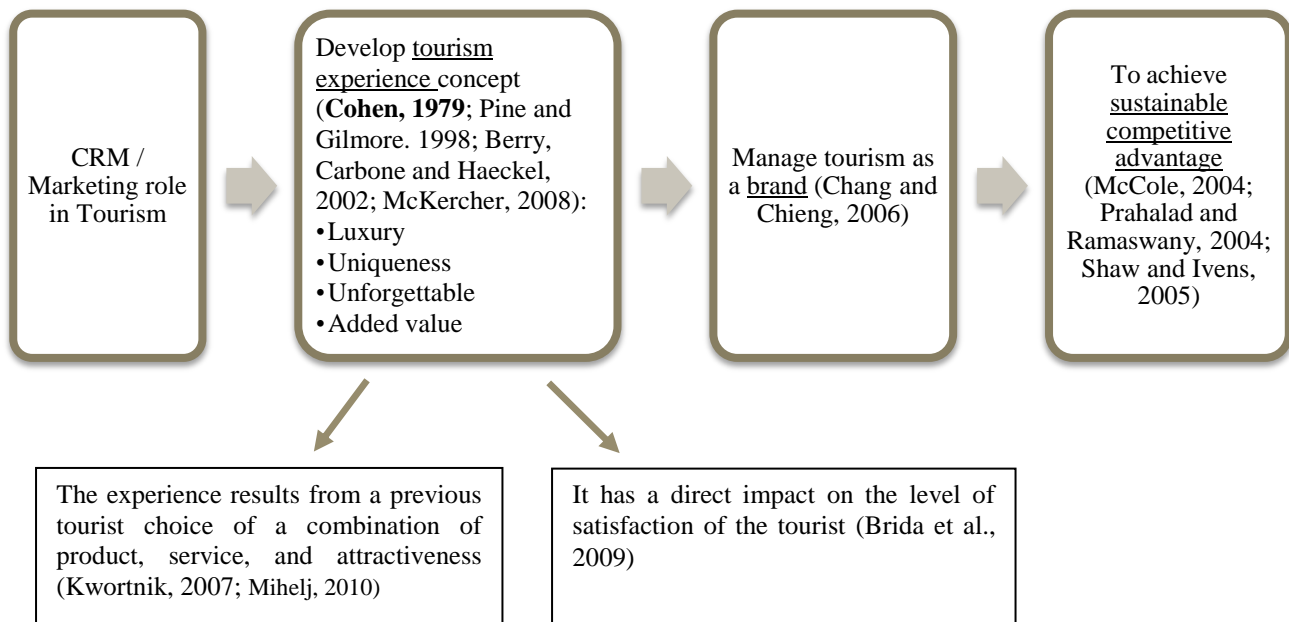


Figure 10 – Resume of tourism experience concept

*Source: The Author, Compilation from different authors*

According to Weaver (2003) and based again on Cohen's tourism bubble definition (1972), a cruise ship can be explained as a *“place designed exclusively for tourists and those who serve them; where the passengers and the crew are the actors; and where the activities by passengers and crew are scripted, scheduled, and closely monitored”*.

In that intense closed bubble, it is a fact that social group interaction plays an important role in determining the quality of the tourist experience (Baker and Crompton, 2000; Cole and Scott, 2004). As Koth, Field, and Clark (1992) highlighted, three types of tourism activities - group tour, backpacking and cruise - are areas in which interactions among tourists are likely to be common and *“potential development of social structure might occur”*. The overall atmosphere of cruise vacations was recognized to be the condition shaping tourists' behaviors onboard. Interestingly, negative meetings with other passengers apparently did not have a significantly adverse impact on the cruise experience, partly because passengers will not allow such negativity to ruin their vacation and managed to move away from them. This motivation immunized passengers against the negativity from fellow passengers (Jue et al., 2009).

Indeed, a cruise ship can become an authentic place of pressure, which means that by its quality of being a floating entity, there is almost total isolation of the tourists, except for occasions when the passengers leave the ship for an on shore visit (Jaakson, 2003). However, *“for many tourists, super-*

*sized cruise ships have become the centerpiece of the cruise holiday. The ship has, in essence, become the trip*” and this can be considered as a threat for local economies of the ports of call (Weaver, 2005). It is important to highlight that without passengers on shore, many local economies cannot grow and they tend to gain less revenues than when receiving large thousands of tourists each year.

Academic research in cruise tourism has been relatively small (Wild & Dearing, 2000). In fact, there are only few academic textbooks introducing the topic (Papathanassis et al., 2011). Therefore, Papathanassis created a framework to demonstrate how distributed are the papers related with cruise research and it was possible to conclude that, in 2010, 31,9% of those papers were based on cruise themes as demand analysis and forecasting, marketing and branding, and service operations and management, points indirectly covered in this dissertation (Figure 2.2 – Appendix 2).

The next few pages are concerned to research already done about cruise tourism and the respective consumer behavior of cruise tourists.

## **2.2. Cruise tourism**

The idea of cruising was realized for the first time by the founders of Peninsula & Oriental (P&O) in 1844 with the Mediterranean as the first destination (Lekakou et al., 2004). However, in the history of cruising, the mass-market cruise holiday was only created by Carnival Cruise Lines. This British-American company, established in 1972 in the US, promoted its ships as “Fun Ships” (Dickinson and Vladimir, 1997) turned an unknown company into the dominant force in the industry (Wood, 2000). Those ships, and not the ports of call, were advertised as the main holiday destinations for tourists (Weaver, 2005).

Today, cruise business is a growing segment of the international tourism market (CLIA, 1995; Hobson 1993; Peisley 1992). Industry research indicates that interest on cruise vacations continues to grow and that cruisers assess the experience as highly satisfying and with good value (CLIA, 2006). Actually, the WTO identifies cruising as one of the key trends for the future. The main characteristics for that kind of choice from tourists can be defined as: *"time poor – money rich"* concept, which means that tourists like the opportunity to see many things in short period of time. Cruising is the only possibility to do so (Mihelj, 2010). Moreover, cruises are destinations in themselves and, viewed in

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this way, the cruise sector is among the top ten destinations both in number of arrivals and receipts. Although some barriers, as the economy and the instability of fuel costs, consumer interest on cruising continues being strong: a study says that 77% of past cruise tourists and 55 % of tourists who have not taken a cruise expressed interest on doing so within the next three years (Brida et al., 2009).

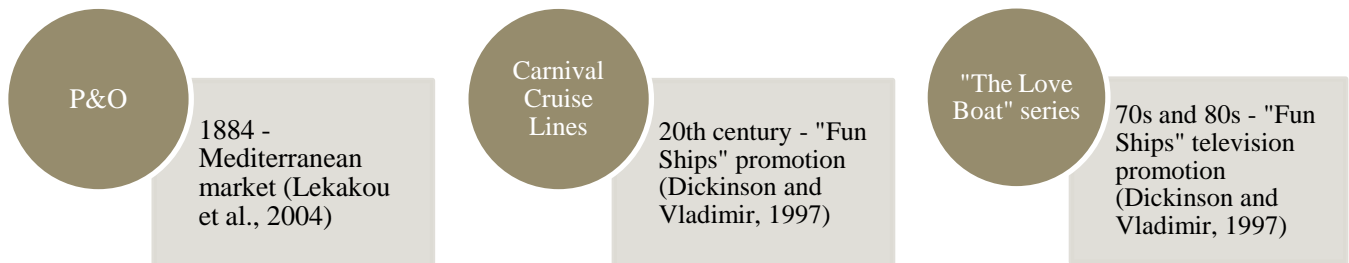


Figure 11 – Resume of the first boosters of cruise tourism

*Source: The Author, Compilation of different information*

There is truly a huge increase in passenger and cargo volumes. One of the major concerns for some cruise line companies has been the need of more terminals and infrastructures in the ports of call, what continues to be a problem for many (Beirne, 2006). There is no doubt that cruise ships bring money to local businesses and regions, but ensuring the sustainable development of a cruise destination has a very high cost for them (Brida et al. 2008).

Talking about the regions able to receive cruise ships, other important topic of the cruise ship meeting has to do with legal issues. It is known that many cruise ships are registered in foreign countries – principally in the Bahamas, Liberia and Panama - in order to avoid strict regulations, taxation and employment statutes in the United States (Bleecker, 2008). These named flags of convenience (FOC) permit cruise lines respecting the almost non-existent labor laws (Douglas, 2010). This can be a factor influencing the customer experience and intention to recommend and/or repurchase, as it is seen later.

Focusing on the Mediterranean market, cruise tourism is among the market segments whereas social and economic trends more contribute to the presence of a market expansion potential. This leads to forecast that more than 20 M people will cruise the Mediterranean and the Baltic Sea by the beginning of the next decade. This trend is supported by reasons, such as the high differentiated product provided with cruising, overnight stops and destinations choices, the consideration of Mediterranean Sea as a destination that can be visited throughout the year and the considerable improvement of European infrastructures (Lekakou et al., 2004).

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Concerning economic impacts of this type of tourism, there is a common conviction that having cruise ships arriving to a destination produces a major economic impact on the local economy (Brida et al., 2009). The main expenditures a tourist can have when travelling through a cruise are, among others, air fares to and from the port of destination, accommodation, meals, shopping, attractions (all these last three in each port of call), not forgetting that a large portion of cruise passengers spend one or more nights in a destination while they wait to embark, which increases the expenditure spent at the homeport (Dwyer et al., 1998; SECTUR, 2003; Klein, 2005; Brida et al., 2009). All those expenses have a direct weight at regional level and, by consequence, at national level, helping to develop the economic activity. For example, in the Caribbean islands, cruises constitute more than 50% of the total of tourism arrivals generating important receipts through the services supplied by the port and the expenditures of passengers and crew (Brida et al., 2009). To summarize and organize all these types of expenditures, Dwyer et al. (1998) suggested a framework with six possible sources of benefits to an economy: (1) foreign exchange, (2) profit and taxes, (3) employment, (4) externalities, (5) terms of trade and (6) scales economies, showing that this kind of tourism induce multiple resources, different from each other, but all of them with national and/or regional impacts (Figure 2.3 - Appendix 2).

In addition to these economic effects, the cruise activity may provide to the destination an additional benefit of presenting the touristic attractions to thousands of people who may return as independent land tourists. This experience together with the particular characteristics of the passengers may influence the likelihood of a return visit. In fact, this argument is generally used by policy makers to give incentives to the cruise lines in order to be considered that port of call of their itineraries. This indicates that it is necessary for cruise destinations to study which factors determine returns, both those which refers to the characteristics and perceptions of the cruisers and those of the particular destination (Brida and Coletti, 2010).

Overall, what happens today is due to a huge evolution of mindsets and, consequently, it influences organizations and makes possible transforming what we call a basic touristic product in a customized holiday. But, in the 90s, this concept was not entirely applied and the McDonaldization thesis was developed and used to interpret a broad trend across the tourism industry (Ritzer and Liska 1997; Ritzer 1998). It presents 5 core principles (efficiency, calculability, predictability, control and the ‘irrationality of rationality’) and the inherent philosophy has to do with mass customization and McDonaldized standardization, promising efficiency and economies of scale. Nevertheless, about 10 years ago, and synchronized with global trends, a recent tendency within the cruise ship sector has



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been felt concerning the introduction of various extra-fee services and facilities (Golden 2003; Sarna and Hannafin 2003). These can include extra-fee restaurants, duty-free shops, hair salons, health spas, among others, which allow tourists to customize and individualize their cruise vacations with the acquisition of those extra services, serving the interests of both cruise line companies and tourists. At the same time, it provides to the industry additional sources of revenue. The availability of cruisers to buy more products and services or simply select special attributes in their staterooms than the standard offer of the ship, for example, seems to contradict Ritzer's belief related with standardized and uniform holiday experiences (Weaver, 2005).

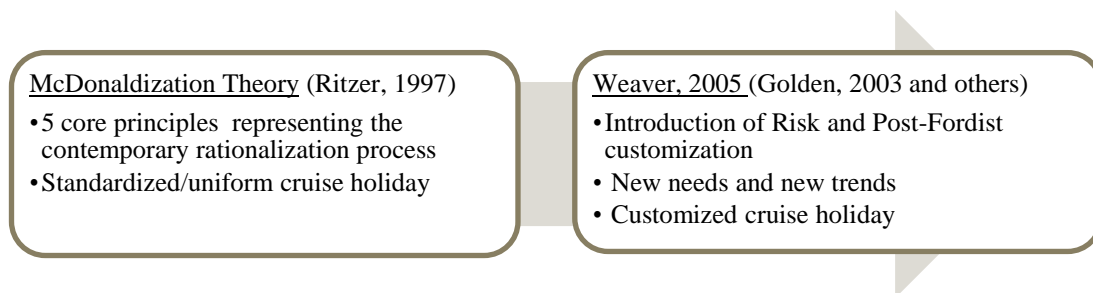


Figure 12 – Resume of the McDonaldization theory and its criticism

*Source: Compilation of different information*

### 2.3. Cruiser's behavior

But, what motivates a family or a group of friends to do on a cruise? Understanding the reasons people travel and how those reasons influence their destination choices is critical to plan appropriate marketing strategies (Heung et al., 2001; Petrick, 2004; Duman and Mattila, 2005; Hung and Petrick, 2011; Chen and Lin, 2012). Pearce and Caltabiano (1983) applied the well-known Maslow's hierarchy of needs (1943) to the study of tourist travel motivations, suggesting that experienced travelers are more likely to go on trips to fulfill higher level of needs (i.e., self-actualization) than new travelers. Cruiser's principal cruising **motivations** can be escape from usual environment and relaxation, prestige, enhancement of kinship relationships or friendships, novelty, convenience, destinations (which obtained 9 answers in 40 interviewees of a study), activities, services, etc. The motivation "Escape/Relaxation" was found to be the strongest cruise motivation, associating cruise tourism to freedom, escaping and relaxation (Hung et al., 2009).

Several studies have been made in order to create a model which demonstrates the different phases of leisure experiences and addressed motivations, since Clawson (1963) with the 5 decision "packages" to Chubb and Chubb (1981), Mannell and Iso-Ahola (1987), Moutinho (1987), Lee et al. (1994),

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Stewart and Vogt (1999) and Craggs and Schofield (2011). Yet more recently, Juan and Chen (2011) performed a study demonstrating that, within three phases, trip price and duration were the two main influences on tourist decisions during the anticipation phase of planning their trip - first phase. Then, during the on-site experience phase - second phase - the determinants of tourist were using different services along their cruise. Particularly, price only slightly influenced total tourist satisfaction and re-purchase intention during the recollection phase – third phase, whereas service quality exerted a major influence.

After being motivated, whatever the cause, cruisers may have to pass through a **decision-making** process. Besides choosing a destination cruise, tourists must also decide the cruise line and the ship they will take (Petrick et al., 2007). Past research (Rompf, DiPietro, & Ricci, 2005; Gursoy & McCleary, 2004; Mottiar & Quinn, 2004; Sirakaya, Sonmez, & Choi, 2001, among others) has revealed that this process may be moderated by: a tourist's familiarity with destinations, marital roles, gender, children, spouse, friends and relatives, lifecycle, culture, cognitive distance, group processes, local "experts" and advertising (Petrick et al., 2007). The servicescape of the ship and its many dimensions, such as ambient conditions, layout, facilities, furnishings and décor can influence people's choices (Kwortnik, 2007).

Continuing with the study above mentioned, it was suggested the existence of two groups of cruisers: those who go through complex decision-making and those who are brand loyal (Petrick et al., 2007). Crompton (1992) defined a model where decisions related to choosing a vacation destination go through three distinct stage: initial consideration set (containing all destinations considered by tourists as "*possible to visit within a period of time*"), late consideration (containing destinations considered by tourists as "*probable to visit within a period of time*") and final choice decision (which is the final destination that tourists choose to visit). On average, respondents of that study had decided to take their vacation almost "on board" the ship (final decision), which is 5,5 months prior to sailing. On the same reading, the author believed that the decision-making process of tourists when buying a cruise vacation would be more complex than choosing a destination.

Based upon previously published works of Jones and Sasser (1995), Cartwright and Baird (1999) developed a proper classification to **differentiate cruise tourists**: Apostles, Loyalists, Mercenaries, Hostages and Guerillas. Assuming that the Apostle is the most loyal tourist and the Guerilla is the cruise tourist disappointed with the company, the one will give "bad feedback" to friends and family,

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it was estimated that the cost of losing an Apostle can raise to \$1,76 in 15 years and it is not possible to accurately determine the losses on other levels. Loyalists are also satisfied, but do not bring so much additional cruisers as Apostles; Mercenaries are price-driven, and Hostages repeat the cruise line because there is not any other alternative.

In this sense, cruise lines have long recognized the importance of repeat passengers. Indeed, the cost of attracting repeat visitors is lower than to first time visitors (Alegre & Cladera, 2006; Oppermann, 2000; Cram, 2001), as well as the cost of losing repeaters is much higher than a new visitor.

It was estimate that the cost of attracting a new customer is up to six times more than the cost of retaining a current customer and so, marketing strategists tend to place more attention to loyal customers (Sheth et al., 1999; Mancini, 2000; Neese, 2000; Blackwell et al., 2001), although both practices, retaining customers or attracting new ones incurs in additional marketing costs. Examples of those costs are marketing costs, research costs, analysis time, strategy development, product development, discounts/samples, distribution, communications, sales force and risk of failure (Cram, 2001). Nevertheless, a company can balance its marketing costs with satisfied and loyal customers in the sense that they create value for the firm, principally through increasing purchases, sharing their market knowledge, giving strong recommendations or even the possibility of paying a premium price (Miller et al., 2003).

According some statistics, many sailings have at least forty percent repeat customers, for instance, Holland American company (Bohn, 2003). Relationship marketing is known by creating a relation with customers because of their loyalty, catching their choices through promotions and discounts and subtly evolving them emotionally with the vendor - loyalty programs (Hawkins et al., 2001). Those programs are decisive for profitability, because satisfied customers will probably mean repeat bookings and recommendation services: statistics say that 35% of all passengers are referred by family and friends. Repeat customers tend to spend more and travel longer (Miller et al., 2003).

However, even recognized the importance of repeat passengers, travel agents report that, in practice, the cruise lines do little to answer to complaints, which results in the loss of passengers, as Miller (2003) explains in the case of Apostles and Guerillas. Actually, ninety percent of non-satisfied customers will relate their experiences to at least nine other people and 13% will relate their experiences to more than twenty people (Sheth et al. 1999). The communication of these

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dissatisfactions will certainly lose potential and current customers (Miller, 2003)<sup>10</sup>. Safety, security, flags of convenience, health concerns, weather conditions, accidents and environmental sustainability are some key topics that may directly impact customers' opinions. By managing these factors and the perception of the general public, cruise lines may be more successful in attracting new customers and thus work toward passing them into repeat and loyal customers (Douglas, 2010).

Many authors have reflected about courses of action that a non-satisfied consumer may take. According to Goodman and Newman (2003), there are three: the first is no action (no complaint), which is done two-thirds of the time. Second are private actions, which include negative word of mouth, brand switching and brand boycotting. And the third are public actions, which include seeking corrections, legal actions and complaints to business, private or government organizations (Bearden and Teel, 1983). Beyond this, four factors appear to influence the decision to complain: first is the "importance of the purchase, which is related to time commitment, price and social visibility". The other three factors are the "level of knowledge; costs to the consumer in terms of time, energy and finances; and the perception that the complainer will receive a positive response" (Miller, 2003).

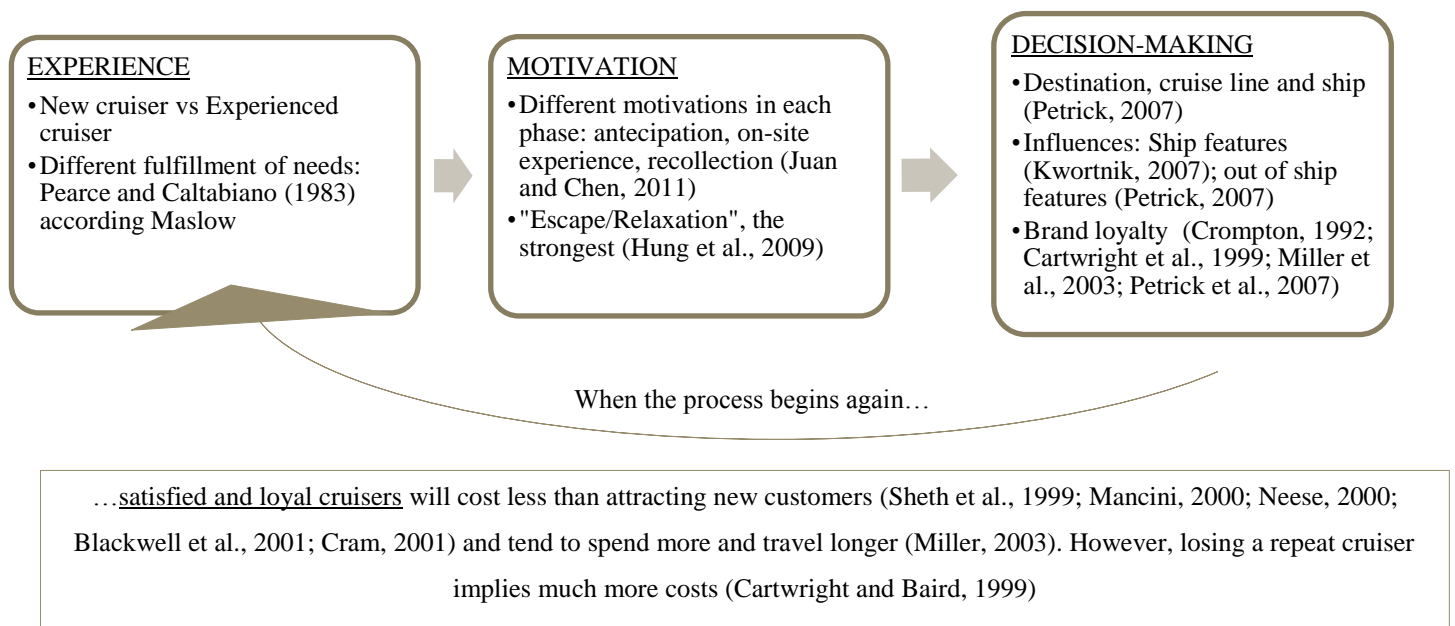


Figure 13 – Resume of the process of cruiser's decision  
Source: The author, Compilation of different information

<sup>10</sup> It is important to highlight that since 2003, many measures have been made by cruise companies and it is high probable that the statistics above mentioned are not exactly the same yet.

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In the 90s, there were already authors understanding the **cruisers intentions** to recommend or repurchase this kind of holiday package. They defended that the comparison of a consumer's pre-purchase expectations and their post-purchase evaluation was a good manner to assess his or her intentions (Engel, Blackwell and Miniard, 1990). Therefore, if consumers feel that the performance of a service is better than they had expected, they are satisfied. Barsky and Labagh (1992) suggested that by knowing how the components of a product or service affect consumers' satisfaction, the plan for the future could be limited to adapting product and/or service offerings *"to maximize current customers' service ratings"*. Past research has also suggested that the three following constructs - value, satisfaction and quality - should be measured to understand more carefully why tourists decide to return and/or provide positive word of mouth publicity regarding their experiences (Getty and Thompson 1994; Baker and Crompton 2000; Tam 2000; Petrick, Morais, and Norman 2001; Petrick and Backman 2002). Yet Petrick (2004), pointed out quality as the best predictor of intentions to repurchase. His study also revealed that cruise passengers with higher intentions to repurchase are more likely to speak positively about their experiences (WOM) than those with lower intentions to repurchase. Actually, quality has been shown to be a precedent of both satisfaction (Caruana, Money and Berthon, 2000; Baker and Crompton, 2000) and perceived value (Baker et al. 2002; Petrick 2002) and to be a good predictor of repurchase intentions (Baker and Crompton, 2000; Getty and Thompson, 1994). According Ruyter, Wetzels and Bloemer (1998), *"quality has an impact on customer preference and the willingness to recommend the service to other consumers"* and it *"leads to a more favorable disposition towards the service provider and the commitment to repatronage increases."*

Douglas (2010) also spent some time in this matter and studied the influence of the cruise ship brand equity model on behavioral intentions by using the constructs of brand loyalty, image, awareness, message and perceived quality, trying to fill the current gap between the cruise marketing and branding literature. That research found overall that brand loyalty and perceived quality were very significant on the behavioral intentions of cruise tourists. Specifically, repeat purchase intentions, the likelihood of recommending the brand to others and brand preference were found to be influent in the model. Brand image was the hypothesis that most highly correlated brand equity construct with cruise passenger's behavioral intentions and the exploratory factor analysis also showed that an emerging component of brand equity is the one related to brand message, other hypothesis. In fact, brand messages should be easy to understand, affecting the process of positive (or negative) reinforcement about the cruise brand, especially through an on-line via (Rita, 2001). Douglas (2010) recommended for cruise lines *"to engage loyal customers online through social networks and social media. In the*

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*age of Web 2.0, where an increasing number of hospitality and tourism business are using and/or investigating online social marketing tools, loyal customers are more likely to become brand advocates or "fans" that positively promote the cruise line from medium to medium". Other conclusion, from a different cruise research but also focused on brand equity, has to do with the fact "brand equity is less a function of the brand itself and more a function of the brand's customers" (Kwortnik, 2006).*

Developing a little more the behavioral intentions field, Hosany et al. (2009) investigated the relationship between cruisers' experiences and the consequence variables of satisfaction and intention to recommend. Results indicate that, overall, the four dimensions of cruisers' experiences (esthetics, entertainment, education and escapism) have a direct effect on intention to recommend. In addition, satisfaction was recognized to partially mediate the relationship between cruisers' experiences and intention to recommend. Thus, cruise management should create positive, pleasant and memorable experiences in order to generate higher satisfaction levels and to positively influence passengers' behavioral intentions.

In the same field, Brida and Coletti (2010) show that the likelihood of returning to the destination depends positively "*on the geographic area of residence, on the level of satisfaction declared by the passenger, on the time spent out the ship and especially on whether the tourist is or not an experienced cruiser*". The questionnaire associated to the study, applied in Cartagena de Indias, Colombia included the following items: number of hours in land, quality of the port services, tourist attractions (leisure parks, etc.), quality of transportation, cleanliness and hygiene, the presence of friends and/or relatives in the cruise, familiarity with the destination, safety, tranquility, prices, general satisfaction with the visit and amount of the expenditures in tours, cultural activities, tourist attractions, souvenirs, medical costs, transportation and restaurants. Conclusions proved that the most relevant factors which can influence the intention of returning to the specific destination in analysis were the cruise experience (with much more first time cruisers wanting to return) and geographic area of residence (with local visitors, i.e., those coming from the Caribbean Sea or from other South American countries) more willing to come back. This can be a consequence of the smaller distance from home or due to the appreciation of a place which is similar to their home country, in terms of culture, history and language.

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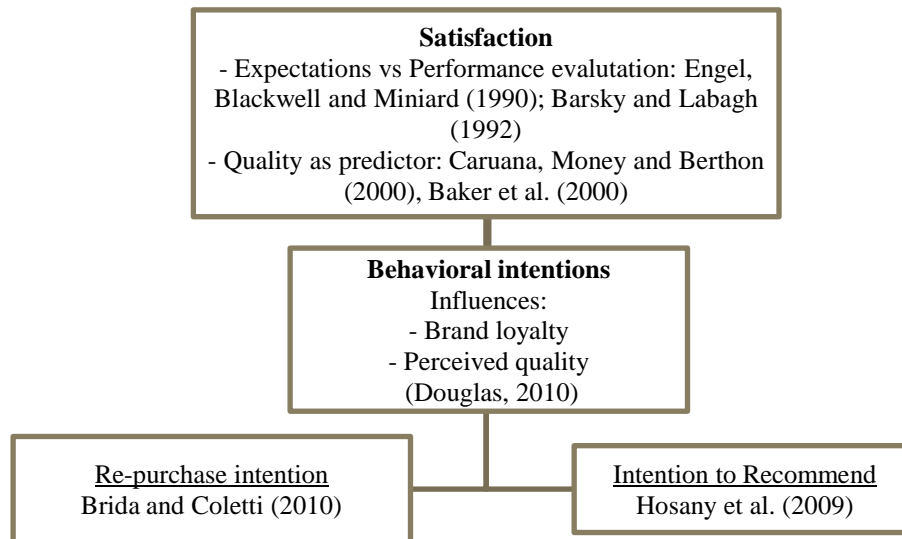


Figure 14 – Resume of the process of cruiser's decision

Source: The Author, Compilation of different information

### 2.4. Cruise destinations

Most of the literature studying destination demand is based on the assumption that tourists go to a single destination (Lue, Crompton & Fesenmaier, 1993). Although existing little information available related to multi-destination tourism or itinerary planning, Tideswell & Faulkner (1999) considered that there was sufficient evidence to propose that a majority of tourists choose to visit more than one destination (in various geographical contexts) when they travel. The “holiday tourism” is divided into two types: the “sun-sea-sand” and the “touring-sightseeing-culture” (Boniface & Cooper, 2001). Consequently, it might be suggested that cruises are able to satisfy both types of holiday tourism (Greenwood et al., 2006). This is much truer when passengers believe that if they would visit all the places on a “one by one” basis, it would cost them more time and money (Mancini, 1999).

In 1992, Marti conducted a research that examined the importance of the cruise itinerary when choosing a cruise. When determining the factors that influence the choice of cruise it was found that the selection of ports of call ranked second, right after the cost factor. In third place it was ranked the cruise itinerary. Moreover, the research showed an apparently difference between first-time cruisers, who tend to demand more intensive port itineraries, and the more experienced cruisers, who seem to

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prefer a more relaxed itinerary with more days at sea (Cartwright & Baird, 1999; Lingard, 2002; Haller, 2005). Thus, these different desires influence the cruise planning philosophy (Marti, 1992) and itinerary planners will have to consider the target market for a particular cruise in order to achieve the correct balance between the number of ports visited and the number of days at sea.

It was found that it can be considered two categories of itinerary planning: one category is when a ship follows the same itinerary on a year-round basis and always uses the same port for embarkation and disembarkation. The other category occurs when embarking and disembarking is done at different ports, and the ship's itinerary changes for each trip (Marti, 1992). It can also be seen that itinerary planners especially consider technical aspects of the potential port, such as the geographical region where the ship is going to stop, the cruise duration and the berthing facilities of the port (Greenwood et al., 2006). Along the study conducted by Greenwood and Barron (2006), 14 cruise lines companies were asked to respond to some questions, such as: the most important factors when designing itineraries, which resulted in factors as communication, experience and inspection (Figure 2.4 – Appendix 2); the main issues and challenges faced when planning itineraries, and the most significant responses were to avoid port congestion, to choose new ports to keep itineraries fresh, to preserve individuality of itineraries in relation to the competition and to keep the same quality level offered by the cruise and ports-of-call (Figure 2.5 – Appendix 2); and, finally, other question was related to the main aspects predicted to be taken into consideration when planning future itineraries, whose main answers were diversity and attractions (Figure 2.6 – Appendix 2).

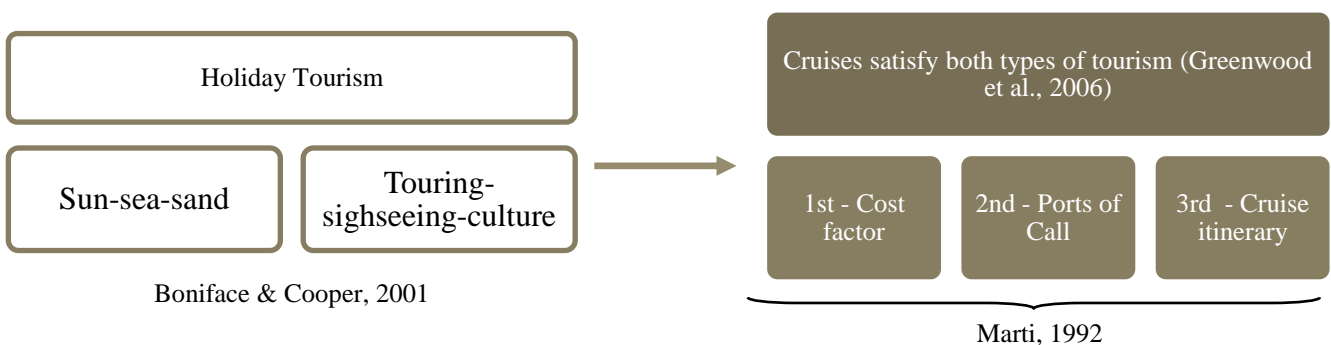


Figure 15 – Resume of the process of cruiser's decision  
Source: *The Author, Compilation of different information*



## 2.5. Cruiser's intention to return to Portugal as independent visitor with satisfaction as a mediator

### 2.5.1. Intention to return and willingness to recommend a tourist destination

For tourism managers, the following topic is crucial, since tourist's loyalty to a specific destination has a relevant weight in their management decisions. "*Destinations should differentiate themselves from their rivals, increase their capacity to attract new tourists and give more importance to maintaining and cultivating the loyalty of tourists who have already visited the destination*" (Martinez et al., 2010, Molina et al., 2012). The last conviction had also been defended by Ravald & Gronross (1996), Reichheld (1996) and Alegre & Cladera (2006). **Loyalty** is indeed a key determinant for enhancing future business and guarantees the destination's competitiveness (Brida et al., 2012) and so cultivate it shall be valued and preserved by tourism managers and entities. Repeat visit in tourism is an important phenomenon in the economy as a whole as well as in an individual perspective, representing an important business opportunity for tourist destinations. In international tourism, a current visit can induce positively the visitors' likelihood to repeat the visit in some future period (Badarneh, 2010). These customers are known in the literature as *psycho-centric*, mainly risk adverse, who choose the vacation destination whether by their own or by friends/family past experience (Tian-Cole & Crompton, 2003; Biagi & Pulina, 2010), because they perceive the destination as a familiar place, where they have created an emotional attachment and a positive image (Gitelson & Crompton, 1984; Moutinho & Trimbel, 1991; Prentice & Andersen, 2000; Kemperman & Joh, 2003; Kyle, Graefe, Manning, & Bacon, 2003; Tian-Cole & Crompton, 2003; Gursoy & McCleary, 2004; Shamsub, Albrecht, & Dawkins, 2006; Silvestre et al., 2008).

When talking about the intention of a repeat visit to a certain destination, it is subjacent the topic of loyalty. By consequence, each individual that return to a specific destination has a stronger **intention to return** again and is more likely to give positive feedback and **recommendation**, demonstrating a loyal behavior (Li et al., 2008; Gartner and Konecnik, 2011; Molina et al., 2012). Consumers with experience of a product will form a series of expectations, in contrast with individuals who lack that prior experience (Carman, 1990; Martinez, 2010). Furthermore, Petrick, Morais and Norman (2001) confirmed that past purchase behavior is related with future buying intention (Bentler & Speckart, 1979; Sonmez & Graefe, 1998). Yet Petrick (2011), based on Lam & Hsu (2006), Mazursky (1989), Perdue (1985) and Sonmez & Graefe (1998), and focused on the tourism field, stated that the

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perception of risk of a tourist tend to decrease when already visited a destination and, by consequence, the cost to change to other destination increases.

However, while some tourists give value to their past experience and aim to repeat the visit, others seek for novelty. The literature is kind of divided: Assaker et al. (2010), based on Jang and Feng (2007), explain a positive relationship between novelty seeking and intention to return, whereas Barros et al. (2007), Berne et al. (2005), Niininen et al. (2004), Gitelson and Crompton (1984) found the opposite. Therefore, this variable will not be included in this study for not being considered in the scope of the dissertation.

The determining factors of loyalty have been studied in the marketing literature and, as it is seen along the text, satisfaction is largely considered the main feature affecting consumer loyalty (Bitner, 1990; Dick and Basu, 1994; Oliver, 1999; Li, Cheng, Kim, & Petrick, 2008, Loureiro & Gonzalez, 2008).

In tourism marketing, some authors tend to divide loyalty in two possible ways: return intention and willingness to recommend. Homburg and Giering (2001) measure the construct "future behavioral intention" by using two indicators: the intention of repurchase and the intention to provide positive recommendations. More authors defend this subdivision as Oppermann (2000), Bigné et al. (2001), Darnell & Johnson (2001), Chen and Gusoy (2001), Cai et al. (2003), Niininen et al. (2004), Petrick (2004), Marcussen (2011). This seems to follow the trend of traditional marketing of products and services, at which loyalty could be measured by repeated sales or by recommendation to other consumers (Pine et al., 1995; Yoon and Uysal, 2005). Also Brida et al. (2012) say that loyalty positively affects both the intention to return as land tourists and to recommend, but with a different magnitude, a conclusion also verified by Hui et al. (2007), which the likelihood to recommend was higher than to revisit in the future. Additionally, in a typical survey, focusing only on revisiting intention can make respondents more specific when expressing their sensation to the destination and they will probably tend to recommend the visit as well (Badarneh et al., 2010).

This two-fold outlook can also be explained in a temporal perspective. That is, we can be loyal going to the same place in the next holidays, but, in case of intent to return, for instance, just in 10 years, there is the option of recommend it. Several authors contributed to this premise: Feng and Jang (2007) determined that short-term, mid-term and long-term revisit intentions are interrelated. These authors found that satisfaction is directly related to the intention to return in short term and propensity for

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variety seeking is a significant antecedent of mid-term revisits, whereas Bigné, Sanchez and Andreu (2009) measured the opposite. Applying to Portugal, there is also that possibility, tourists can feel that is a small country, though Portugal has also Madeira and Azores islands, and specifically in this study, once we are talking about cruise passengers, the time spent in the country is reduced, and so, the area visited tend to be also small.

Although this is a very important topic, the current literature about factors that affect a cruise ship passenger's intention either of returning to a destination or to recommend it to others is very recent and only a few papers have studied it, mentioned subsequently. Actually, there is also the possibility of maintaining a long-term relationship with tourists in cruise activity, as thousands of people may return as independent land tourists or recommend to relatives and friends the destinations they have already visited. This argument is generally used by policy makers to give incentives to the cruise lines to be a port of call on their cruise routes (Brida et al, 2012). However, attracting cruise passengers to return to a destination is not an easy task. Giving some real examples, cruisers stay in the destination for just a few hours (six on average); cruisers are, in general, repeat cruise travelers (Petrick, 2004); the cruise experience exceeds tourists' expectations in different aspects satisfying them in a unique manner (FCCA, 2011). In fact, the major of them seems to be loyal to this kind of tourism. Moreover, Marusic, Horak and Tomljenovic (2008) verified that less than 3% of cruise passengers who visited Croatian destinations between 2000 and 2006 have returned in 2006 as land-based visitors. Similar results are reported by Klein (2003) at which the research indicates that only 20% of first-time land-based tourists had previously visited a particular Caribbean island on a cruise. Also in a study on the cruise industry in the Atlantic Canada, Chesworth (2006) also confirmed that only a low number of cruisers return to a destination as land tourists. In particular, the study indicates that the probability to return to the destination is higher by means of another cruise than as a land tourist. In a study conducted in the port of call Bar Harbor (Gabe et al., 2006), authors examined the factors that affect a cruise ship passengers' intention to return to the visited port and the factor "number of visits" has evidenced a positive effect on the probability to return. In other words, passengers who are repeat visitors are more likely than first-time visitors to shape their intention to return. More recently, FCCA (2011) revealed that cruisers indicate they would return for land-based vacations to the following destinations: Caribbean (50%), Bahamas (21%), Hawaii (13%), Mexico (13%), Europe (12%), and Alaska (11%). Inclusively it was known there is a specific program to encourage cruise ship passengers to return to the islands for a land-based vacation. Every port gives them incentives to revisit the place, for instance, special discounts in accommodation. Despite the implementation of

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such program and the cruiser's intention to return, so far, Cartagena hotels have not reported any reservations as a result of the new approach. Managers point out the possibility of the program has not been effectively advertised (Brida et al, 2010, 2012).

For that, tourism entities have to make enormous efforts to catch cruisers' attention when they spent only those few hours out of the ship and incited them to return and use the WOM to promote Portugal. Actually, some studies have already been applied in this matter and got pleasant results. Silvestre et al. (2008), following the same objectives of Gabe et al. (2006), analyzed the main factors of attractiveness of the Azores to cruise passengers and determined which of them influence their intention regarding repurchasing the trip and recommending this cruise to friends and relatives. Results from 2004 with almost one thousand respondents revealed through a SEM that factors such as the city's attractions and the overall visit experience are the most important determinants of a possible revisit (Brida et al, 2012). Other real case takes us to Curaçao (an independent country of Holland). Miriela and Lennie (2010) examined the factors that motivate cruise passengers to return for an independent visit. Empirically, a logit analysis was applied and the findings revealed a positive relationship between repeat cruise passenger and his/her intention to return. The same happened with who received information onshore, they felt more sensible to return. Yet Andriotis and Agiomirgianakis (2010) studied cruise ship passengers' motivation, satisfaction and likelihood of return to the port of Heraklion (Crete, Greece), using a factor analysis. The findings suggest that 'exploration' and 'escape' are amongst the main motivations of visitors, and 'product and services' as well as 'tour pace' are significant dimensions in shaping overall satisfaction levels.

### 2.5.2. Satisfaction as mediator

In a literature research, we can find many authors defending that satisfaction can be seen as a tourist's post-purchase feeling and, consequently, if it comes into a positive assessment, it will influence the "repurchase" intention (Cronin, Brady & Hult, 2000; Baker & Crompton, 2000; Tam, 2000; Kozak & Rimmington, 2000; Kozak, 2001; Yuksel, 2001; Choi & Chu, 2001; Bowen, 2001; Petrick & Backman, 2002; Petrick, 2002, 2004, 2005; Lau & McKercher, 2004; Petrick, 2004; Bigné & Andreu, 2004; Alexandros & Shabbar, 2005; Yoon & Uysal, 2005; Um, Chon & Ro, 2006; Hui, Wan & Ho, 2007; Gen-Quing & Hailin, 2008; Alegre & Cladera, 2006, 2009; Lee & Beeler, 2009; Zabkar et al., 2010).

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Previously, several authors referred the importance of understanding the relationship between satisfaction and repeat-visit intention (e.g. Oliver, 1980, 1981; Parasuraman et al., 1988; Oliver & Swan, 1989; Anderson & Sullivan, 1990; Cronin & Taylor, 1992; Fornell, 1992; Boulding, Kalra, Staelin, & Zeithmal, 1993; Gotlieb, Grewal, & Brown, 1994; Taylor & Baker, 1994; Dabholkar & Thorpe, 1994; Keaveney, 1995; Juaneda, 1996; Pritchard and Howard, 1997; Oliver, 1997; Bramwell, 1998; Kim, 1998; O'Neill, Getz, & Carlsen, 1999; Oh, 1999). The literature highlights in many articles that tourists are likely to revisit those destinations they are highly satisfied with. But authors have been paying their attention only on the general tourist's satisfaction. The objective of this thesis is to focus on the cruise tourist's satisfaction level and, therefore, analyze the likelihood of returning to Portugal.

Satisfaction is recognized as the main determinant of tourist loyalty (Gandhi-Arora & Shaw, 2002). In a Kozak and Rimmington's study (2000), tourist evaluations of destination attributes (which included the natural environment, physical attractions, accommodation, restaurants, shops, cultural events and heritage) were directly related to their level of satisfaction (Molina et al., 2012). This means that, as stated above, satisfaction influence loyalty as well as intention to return to a destination is part of tourist's loyalty evidence, a statement that supports the goals of that study. The objective is to verify what are the key variables influencing the cruise tourist's satisfaction and measure if, or not, they intend to come back to Portugal, as independent tourists. We can say that satisfaction surveys are one of the most essential tools that are used in gathering information about tourist opinions of a destination (Alegre & Garau, 2010) and so, we will give special focus on that variable (satisfaction) that will link its determinants and the dependent variable, intention to return.

Some studies have already been developed in Portugal about this topic, as the one conducted by Valle et al. (2006) relatively to Arade (located in Algarve) investigated the importance of tourism satisfaction as a determinant of destination loyalty, measured by the likelihood of future repeat visits (Figures 2.7 and 2.8 - Appendix 2). They found that a higher level of satisfaction is more associated to the willingness to recommend than to intent to return. Respondents also provided a good evaluation of the natural conditions of the destination (beaches, landscape), as well as the social environment (hospitality, authenticity, public safety and competence and kindness) and the facilities (restaurants, shopping zones, food, leisure spaces).

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As a consumer, a tourist can also feel disappointed with a trip or a visited destination. Several studies point out the following underlying factors: overcrowd destination, lack of nature, too much building, too much traffic and congestion, expensive cost of life, problems at the airport, dirtiness (beaches, street etc.), lack of professionalism in services outside the hotel, road conditions. These features influence negatively overall satisfaction level and intention to return (Babin & Griffin, 1998, 2001; Saveriades, 2000; Garrod, Fyall & Leask, 2002; Ryan & Cessford, 2003; Dickinson, Calver, Watters & Wilkes, 2004; Alexandros & Jaffry, 2005; Buultjens, Ratnayake, Gnanapala & Aslam, 2005; Needham & Rollins, 2005; Law & Cheung, 2007). Therefore, it is difficult to ask for a satisfaction-based rating of these sorts of situations, since the impact on tourists is clearly negative and the most natural way to approach the issue will be asking the tourists about their degree of dissatisfaction (Alegre & Garau, 2009).

Sun and sand tourism has been targeted to study satisfaction, as the case of Kozak (2001), Mangion et al. (2005), Yoon & Uysal (2005), Aguiló, Alegre & Sard (2005), Alegre & Cladera (2006) and Alegre & Garau (2010). These studies typically cover attributes such as the climate, beaches, scenery, cleanliness and hygiene, accommodation, safety of the destination, peace and quiet, contact with nature, familiarity with the destination, the presence of friends or family, tourist attractions (nightlife, historic places, sports and cultural activities), prior visits to the destination, access, facilities for children, access to information about the destination, the local cuisine, price/cost of life; all characteristics that can be included in the satisfaction-based evaluation (Bardolet, 1999; Kozak & Rimmington, 1999; Hovinen, 2002; Alegre & Garau, 2010). As verified, these lists of attributes generally exclude any possible negative features of the experience at the destination (Figure 2.10 - Appendix 2). To establish the attributes to be evaluated in terms of dissatisfaction, studies are turned in a way that explicitly analyze dissatisfaction or negative incidents that might affect a tourist's overall experience of a destination (Bardolet, 1999; Kozak & Rimmington, 1999; Hovinen, 2002).

In prior studies, the most common methods used to assess satisfaction were, among others, the expectation/disconfirmation paradigm (Oliver, 1980), the equity theory (Oliver & Swan, 1989), the norm models (LaTour & Peat, 1979) and the perceived overall performance (Tse & Wilton, 1988). Focusing on the first one, the disconfirmation paradigm consists in comparing the initial expectation a consumer establishes, before the purchase, with the real performance occurred. Positive disconfirmation results when the actual performance is better than the expectation; if a negative disconfirmation occurs the tourist feels dissatisfied and will look for alternative travel destinations. It

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is one of the most used and referred theory to assess visitors' satisfaction, for instance, by Bigné et al. (2001), Baker and Crompton (2000), Francken and Van Raaji (1981) or Chon (1989). Nevertheless, the disconfirmation paradigm and others models characterized by a one-dimensional concept of satisfaction can be insufficient and are questioned by many due to the lack of conclusive evidences.

Following the above found, satisfaction is a wide concept and, with the development of the literature, authors have been studied a two-fold division, **overall satisfaction and attribute satisfaction**, principally in order to respond to the disconfirmation paradigm model (Oliver, 1993; Spreng et al., 1996; Petrick & Backman, 2002; Mai and Ness, 2006; Meng, Tepanon, & Uysal, 2008). Based on Oliver (1993), overall satisfaction and attribute satisfaction are considered different but related constructs, where attribute satisfaction has significant, positive and direct effects on overall satisfaction, capturing a significant amount of its variation (Bernini & Cagnone, 2012). Earlier, Crompton and MacKay (1989) argued that even those who perceived the attributes negatively they could be positively satisfied with their overall experience, a theory reinforced after by Oliver (1993) with the premise that customer satisfaction can be supported by statistical tests demonstrating that overall satisfaction was not equivalent to the sum of attribute-specific satisfaction (Spreng and Mackoy, 1996; Bigné et al., 2001; Chung & Petrick, 2012), but to the overall experience (Petrick & Backman, 2002). In tourism, the same happens. Post-purchase feelings may include overall satisfaction with a holiday at a certain destination and/or the satisfaction with specific elements, such as accommodation or climate. Clarifying both definitions, overall satisfaction is the result of tourists' perception of different attributes of a destination that play different roles in the overall satisfaction determination (Kim, 1998; Tribe & Snaith, 1998; Kozak & Rimmington, 1999, 2000;), while Oliver (1993) defines attribute satisfaction as *“the consumer's subjective satisfaction judgment resulting from observations of attribute performance”*. More recently, attribute satisfaction was directly linked to the destination experience regarding specific dimensions, namely, attractions, transportation, accommodations, restaurants or entertainment, whereas overall satisfaction was treated as a unique item (Chung & Petrick, 2012).

To support this and giving the example of a study carried by Bernini & Cagnone (2012), it was implemented a tourist satisfaction survey which measure satisfaction of the destination attributes and overall satisfaction of tourists hosted in Rimini, Italy. The analysis shows that the overall satisfaction is positively affected by specific attributes such as entertainment, local environment and accommodation. Leisure services is the most important aspect influencing overall satisfaction, having

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a great impact on the image of Rimini, since perceptions of quality can lead to revisiting or to recommendations to friends and relatives. In the case of the province of Rimini, it was concluded that each attribute has a different impact on overall touristic satisfaction. .

Satisfaction has been positioned as a mediator in the tourism segment. Other example relies on the study of Badarneh (2011) confirmed the likelihood of respondents to recommend Singapore to their friends and families where overall satisfaction was the determinant of the likelihood. On the other side, many tourists responded negatively regarding a potential revisiting, they were more likely to spread the positive word of mouth than to return, mainly due to the small geographical size of Singapore which is easily to be visited in few days. In the same year, other author has focused his attention to this topic through six models applied to tourists of Denmark that revealed 10 most significant values, among them, repeat tourists plan to return again; overall satisfaction drives intention to return; and tourists for whom prior experience is one of the main reasons for coming to Denmark are very likely to return (Marcussen, 2011).

Finally, measuring tourist satisfaction towards a destination contributes to an understanding of tourist requirements and the dynamic analysis of satisfaction becomes one of the key elements of management and marketing strategy in improving destination competitiveness (Rodriguez et al., 2008; Zhong et al., 2008). Brida, one with most contribution in the matter, developed a study revealing that overall satisfaction positively influences customers' loyalty (Brida et al., 2012), as highlighted in this section – Figure 2.11 - Appendix 2.

This means that the basis of this dissertation is supported by the experts' contribution and is feasible, since Portugal is considered a mature destination, typology characterized by a large percentage of repeat visitors (Badarneh et al., 2011; Bernini & Cagnone, 2012).

### 2.5.3. Determinants of cruise tourist satisfaction

The wide range of possible determinants of a customer's satisfaction made researchers study deeply what can influence satisfaction the most. In tourism, the same has been done and multi perspectives have emerged to define tourist's satisfaction. Among distance, accommodation, local people, activities, age, lots of factors can determine it, as explained before. According Brida et al. (2012),



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tourist's satisfaction can also be evaluated by taking into account economic production factors, which are human capital and physical capital.

Past research (Zhang & Lam, 1999; Kim et al., 2003, 2004) has often separated the discussions of "push" and "pull" motivations, even though they have been studied simultaneously. This practice has led to an unclear understanding of the interaction between "push" and "pull" motivations as well as how the interaction can influence travel intentions. Later, Yoon and Uysal (2005) created a model which explains how motivation and satisfaction affect loyalty. In their perspective, motivation is divided into **internal** (push) and **external** (pull) forces. Chi & Qu (2008) classified in exogenous factors (pull), such as natural environment and endogenous factors (push), for instance, accommodation, the components of destination image, what can increase tourists' perceived quality and consequently their loyalty. Loureiro & Gonzalez (2008) also created an interesting model which loyalty was a result of satisfaction that was influenced by the perceived quality got from the destination image. Nevertheless, Sirgy (1986) had already studied the integration of both approaches, through the self-congruity theory, also developed recently by Hung and Petrick (2012) aiming to understand the relationship between "push" and "pull" factors and to bridge that gap.

Based on these principles, this study aims to measure the determinants of cruise tourist satisfaction taking into account two different antecedents: internal factors, that is, the ones directly linked to the cruise trip, and external factors, those do not depend on the cruise trip. Thus, one of the major contributions of the analysis of overall satisfaction antecedents over time supports the continuous planning and redevelopment of local resources to reinforce repeat tourists (Bernini & Cagnone, 2012). Therefore, it is important for local destinations getting to know what most influence has in tourists' satisfaction that make them revisit that place.

Starting with the internal factors, for now on it is considered as internal every determinant that is directly associated to the cruise trip, i.e., something that, in case of not doing the cruise, the passengers would not experience. From the research done in the literature, some internal determinants of tourist's satisfaction arose as the most referred and used in research studies. And so, the conceptual model of this dissertation will take into account the following ones:

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### - *Local environment:*

In the dimension, it can be included the satisfaction with the local people, hospitality and lifestyle; the accessibility; traffic and maintenance of roads; security and tranquility of the place; cleaning; green areas, beaches (Crouch & Ritchie, 1999; Weiermair & Fuchs, 1999; Kozak & Rimmington, 2000; Kozak, 2001).

### - *Onshore activities/services*

From that dimension, it is expected to measure the cruiser's satisfaction with excursions, shopping, city's attractions as cultural and historical places and services acquired (Matzler, Renzl and Rothenberger, 2006; Brida et al, 2012).

### - *Overall visit experience*

When evaluating cruisers' satisfaction with a destination it is also important to understand in general the experience they lived. This overall visit experience can depend on various factors, for example, the presence of friends or family during the trip, the local cuisine, the crew support, the sympathy of tour guides, inclusive the proper climate they found in Portugal (Brida et al, 2012).

### - *Price*

Nowadays, the spending a cruiser's journey involved is pondered by many, since a cruise holiday supposes a different place to visit every day, therefore, many additional costs out of the ship are supported (Matzler, Renzl and Rothenberger, 2006; Marcussen 2011). It is expected to understand the satisfaction with the price of food, monuments, transports, etc.

Passing now to the external factors, that perspective includes what is not depending from the cruise experience, which means that, even the cruiser would not do the trip, he or she could also reveal a positive feeling with the destination due to an external reason. From the research done in the literature, some external determinants of tourist's satisfaction arose as the most referred and used in research studies. Thus, the following ones are part of the conceptual model developed in this thesis:

### - *Past experience*

Eagly and Chaiken (1993) and Ouellette and Wood (1998), quoted in Petrick et al. (2001), state that the "*best prediction tool of future behavior is the frequency of past behavior*". These authors have been defending the premise that when a tourist has already visited a destination, the perception of risk

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declines and the costs to change to other destinations increase. In the tourism area, analyzed by Petrick et al. (2001), it is achieved a positive and significant relationship between the frequency of past visits to the destination and the intention to revisit it. As consequence, it can be expected that when a tourist has prior experience of a destination, during the next visit, expectations will be formed. These expectations will influence the level of satisfaction and, by extension, the potential for future repeat visits (Martinez et al., 2010). In addition, research on destination loyalty shows that one of the most decisive factors in a further visit to a destination is the satisfaction with previous stays there (Appiah-Adu, Fyall, & Singh, 2000; Baker & Crompton, 2000; Kozak & Rimmington, 2000; Kozak, 2001; Bigné, Sánchez & Sánchez, 2001; Caneel, 2003; Yoon & Uysal, 2005; Alegre & Cladera, 2006).

### - *Destination Image*

Destination image is a determinant that affects both satisfaction and revisit intention. The place identity and its emotional attachment can be benefic for the assessment of destinations (Lee, Lee, & Lee, 2005; Yoon & Uysal, 2005; Chen & Tsai, 2007; Chi & Qu, 2008; Bigne et al, 2009; Assaker, 2010). As already pointed out, Chi and Qu (2008) offered an integrated approach to understand destination loyalty and satisfaction as determined by destination image. The results confirmed the significant effect of overall satisfaction on destination loyalty, whereas destination image in turn was found to affect significantly attribute satisfaction. As well, satisfaction determined by destination image and perceived value was examined to affect revisit intention (Bigne et al, 2009; Loureiro & Gonzalez, 2008).

A destination image can be formed from different attributes. Here, it is given special focus on the comparison of tourist's satisfaction with Portugal as developed destination with other less developed countries. A comparative empirical study by Kozak (2001) was conducted in two different countries: Spain and Turkey considered as mature and less-developed destinations, respectively. Findings indicated that the more mature is a destination the more repeaters it receives mainly due to the composition of satisfaction level, for instance, level of hospitality, local transportation, availability of destination airports services, local people interaction (Badarneh, 2011).

The example already given about Cartagena hotels (Brida et al., 2012) showed that there is a lot to do yet in order to sponsor a country or a specific region abroad, since there are programs being applied but they fail due to effectiveness weaknesses. Although the efforts of governmental entities to spread the major *ex libris* of their country and build a positive destination image in tourists' mind, the lack of

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easy and simple access to information, as well as the devaluation of managers in knowing tourists' profile can be a barrier and, by consequence, affect tourist's satisfaction and willingness to visit or recommend the place. Nevertheless, a new tool have been taken the attention of managers, it corresponds to the WOM process (Mohammed et al, 2012). These authors developed a study where they related eWOM and travel intentions, verifying that eWOM has a positive influence in tourist's destination image.

Equally important to point out, this study has in consideration other features that can influence the global satisfaction of cruisers, although with lower emphasis as, for instance, Marcussen (2011) refers in his study: the nationality of the tourists, age or gender.

### 2.5.4. Models used when studying tourist's satisfaction and intention to return

Even it will be developed in the next section of this dissertation, it is important to know what kind of models past researchers have used to study this thematic. The Figures 2.9.1 and 2.9.2 – Appendix 2 - summarize the models and respective authors used in studies about tourist satisfaction during the first decade of the 21<sup>st</sup> century (Marcussen, 2011).

Indeed, SEM is one of the models most used by authors and researchers during the first decade of this century, as the case of Petrick (2004), Yoon and Uysal (2005), Um et al. (2006), Matzler et al. (2006), Silvestre et al. (2008), Matzler, Fuller, Renzl, Herting & Spath (2008) or Campo-Martínez & Garau-Vadell (2010). Nevertheless, other tools are in use, such as HOLSAT (Tribe & Snaith, 1998; Truong, 2005; Truong & Foster, 2006), exploratory factor analysis and multiple regression analysis (Marcussen, 2011).

Highlighting the HOLSAT model, it measures tourist satisfaction with a holiday destination, where satisfaction is defined as the degree to which a tourist's evaluation of a destination's attributes exceeds his/her expectations and it enables tourists to express satisfaction/dissatisfaction by evaluating both positive and negative attributes.

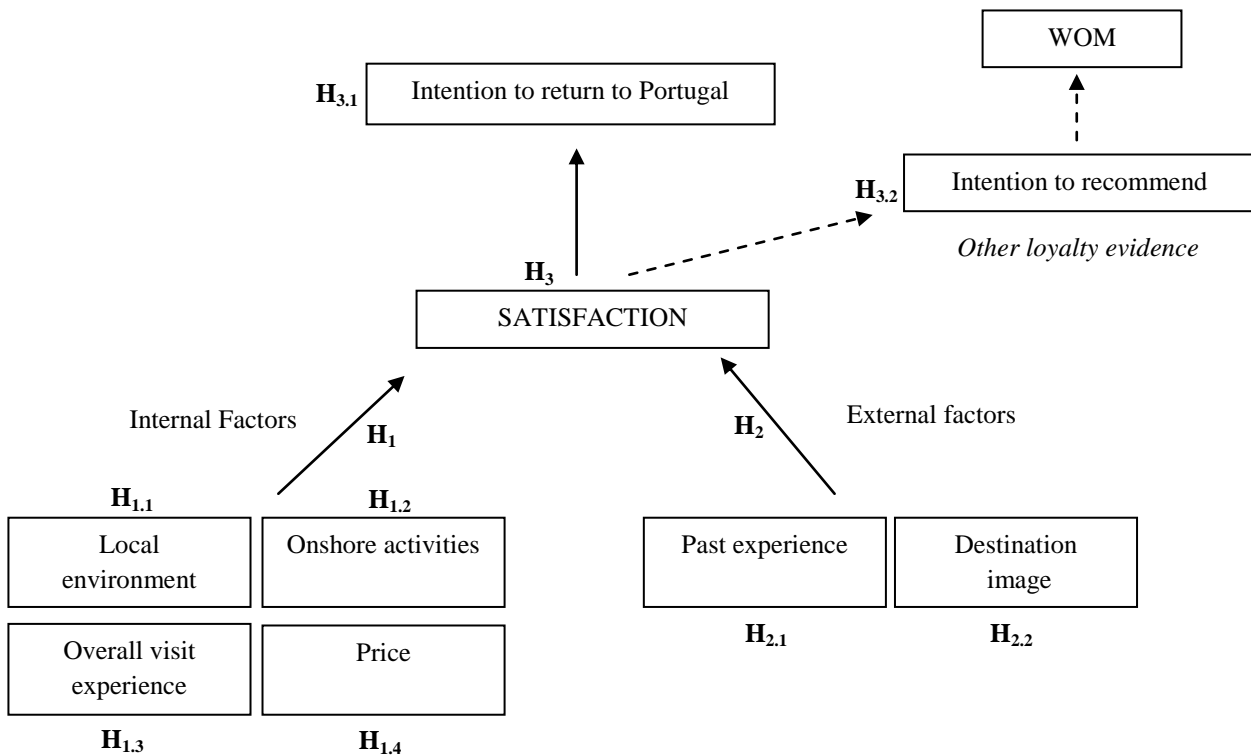
The Multiple Regression is also used to study satisfaction and behavioral intention (Choi & Chu, 2001; Yukset, 2001; Tsaur, Chiu & Huang, 2002; Hui, Wan & Ho, 2007; Hyung & Perdue, 2010; Alegre & Garau, 2009, 2010) and tends to be simpler when analyzing data.

The model or models used in the conceptual proposal of this study will be further developed in Chapter 4, specifically in the point 4.5 – Statistical Techniques Used).

### 3 – CONCEPTUAL MODEL

#### 3.1. Proposed Conceptual Model and Research Hypotheses

Hereupon, taking into account the research made in the literature, it is suggested the following model, composed by the independent and dependent variables, resuming the hypothesis to be studied:



Internal factors (related to cruise experience) and external factors (out of cruise scope) that influence overall satisfaction of a cruiser

Figure 16 – Proposed Conceptual Model's scheme

Source: The Author

Thus, the aim of this paper is to test the hypothesis related to cruise visitors' satisfaction with Lisbon<sup>11</sup>, measuring their satisfaction and its relationship with the willingness of returning as land and independent tourists and of recommending, with the aim of future contribution to the wealth of Portuguese local destinations.

The hypotheses defined to develop this study are:

*H<sub>1</sub>: Internal factors influence positively overall cruiser's satisfaction*

*H<sub>1,1</sub>: A more favorable local environment will result in higher overall satisfaction*

<sup>11</sup> Lisbon will be the city of reference for this study. Although Funchal has also an important weight in the cruise tourism, for logistical reasons, the collection of data in the Port of Funchal could jeopardize the proper study. Concluding, the focus will be the Port of Lisbon.

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As above mentioned, the satisfaction with the local people and lifestyle, the accessibility, traffic, security and tranquility of the place, cleaning, maintenance of roads, green areas, beaches, among others, can have a considerable weight in the overall satisfaction (Crouch & Ritchie, 1999; Weiermair & Fuchs, 1999; Kozak & Rimmington, 2000; Kozak, 2001). A tourist that keeps a good image of a destination due to its pleasant environment will probably remember the trip longer and tend to return or recommend the place.

*H<sub>1,2</sub>: Satisfaction with onshore activities/services affects positively overall satisfaction*

Other dimension that may have impact is the one that includes excursions, shopping, city's attractions as cultural and historical places, and services acquired (Matzler, Renzl & Rothenberger, 2006; Petrick et al., 2007; Brida et al, 2012). As time is short when travelling by cruise, all the journey that a tourist has on land has to be well managed. As so, the activities that the city offers are lived by cruisers with high expectation.

*H<sub>1,3</sub>: A more favorable overall visit experience will result in higher overall satisfaction*

Evaluate the overall opinion of tourists about a specific local is equally important (Brida et al, 2012), once the general satisfaction is also built by the general experience. This means that even the on shore activity has not been satisfactory, for instance, or the local people are not so nice as thought, the overall feedback of the tourist's visit in relation to Lisbon can be positive.

*H<sub>1,4</sub>: A more favorable price will result in higher overall satisfaction*

In delicate times like those, the cost of life is more and more discussed. The spending involved in a cruise holiday can be high if cruisers do not plan timely where and how many they intend to spend. In fact, many additional costs out of the ship occurs (Matzler, Renzl & Rothenberger, 2006; Marcussen 2011) and the aim in this dimension is to measure what they think about Portuguese cities in terms of prices.

*H<sub>2</sub>: External factors influence positively overall cruiser's satisfaction*

*H<sub>2,1</sub>: A more favorable past experience will result in higher overall satisfaction*

It is studied by several authors that the past visits to a certain destination can affect tourist's satisfaction when visiting again that place (Perdue, 1985; Mazursky, 1989; Eagly and Chaiken, 1993; Ouellette and Wood, 1998; Sonmez & Graefe, 1998; Appiah-Adu, Fyall, & Singh, 2000; Baker & Crompton, 2000; Kozak & Rimmington, 2000; Petrick et al., 2001; Bigné, Sánchez & Sánchez, 2001;

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Kozak, 2001, 2003; Caneel, 2003; Yoon & Uysal, 2005; Alegre & Cladera, 2006; Lam & Hsu, 2006; Martinez et al., 2010). The expectations in that case are more realistic, the perception of risk decreases, thus the satisfaction of the current visit can be influenced due to the prior visits.

*H<sub>2.2</sub>: A more favorable destination image will result in higher overall satisfaction*

This dimension is one of the most discussed in the area of tourism, since it engages many points of view defended by different authors (Lee, Lee, & Lee, 2005; Yoon & Uysal, 2005; Chen & Tsai, 2007; Chi & Qu, 2008; Bigné et al, 2009; Assaker, 2010) and is a broad concept. In the previous chapter, this dimension was defined as “formed from different attributes”. In fact, destination image can be addressed to the level of hospitality, the local transportation, the availability of destination airports services or, for example, the local people interaction (Badarneh, 2011). In this model, the dimension intends to evaluate the prior idea the tourist acquired before the visit by cruise, whether through Portuguese promotion campaigns abroad or by independent research.

*H<sub>3</sub>: Satisfaction has an impact on cruiser behavioral intention*

Since the 80's this thematic is studied and defended by many authors. In this context, there are articles referring the connection between a tourist satisfied and the associated loyalty generated, as well as the intention to “re-purchase”. This “re-purchase” intention can be seen in two different ways: the immediate intention to revisit the place, for instance, in three months (*H<sub>3.1a</sub>*) or the intention to revisit in a more distant future, such as in 5 years (*H<sub>3.1b</sub>*). Feng and Jang (2007) explain the interrelation between short-term, mid-term and long-term intentions and additionally focus on the novelty seeking feeling. Actually, the positive experience a tourist has in a place does not always translate a return. Sometimes, a tourist can be very satisfied with the trip, but the fact the tourist wants to visit new places it results in a simple recommendation (*H<sub>3.2</sub>*), whether by the traditional WOM or by the new channels to do it, for instance, eWOM. And so, the three following hypothesis represent the possibilities this study embraces in relation to cruiser behavioral intention:

*H<sub>3.1a</sub>: Cruise tourist is overall satisfied and does intent to return to Portugal: a higher level of overall satisfaction will result in higher immediate intention to revisit.*

*H<sub>3.1b</sub>: Cruise tourist is overall satisfied and does intent to return to Portugal: a higher level of overall satisfaction will result in higher intention to revisit in the future.*

*H<sub>3.2</sub>: Cruise tourist is overall satisfied and does intent to recommend Portugal as touristic destination*

## **4 – RESEARCH METHODOLOGY**

This chapter deals with the methodology followed in the conduction of the research. The principal topics covered are the structure and variables of the questionnaire, the scales used, the results of the pilot testing, as well as the questionnaire after the pilot testing, the sample selected to apply the questionnaire and the description of the statistical techniques used to analyze the data.

This study is considered a quantitative and empirical research. That is, quantitative because it allows answering to a considerable number of questions and, in that way, collecting quantitative data that may establish relations between the variables. And empirical once observation is made to better understand what is being studied. Moreover, it is possible to classify empirical research in three types: pure, applied and applicable. For the purpose of this thesis, an applicable research is developed, since is the kind of empirical analysis that solves practical problems (attract more international tourists to Portugal) in a short period time (Hill & Hill, 2000). The questionnaire is composed by structured questions, mostly through multiple-choice and scale questions, but also with some dichotomous questions (Malhotra and Birks, page 335, 2006).

### **4.1. Questionnaire design**

The questionnaire was written in English, since is an international language used commonly in the tourism segment, also because the target of the questionnaire corresponds to cruisers from diverse nationalities, such as UK, Germany and Italy (Traffic Cruise Report – APL, 2012). The questionnaire was also available in Portuguese, principally to Brazilian and Spanish tourists, since they already have a certain presence in Portuguese ports-of-call, around 2,5% (Traffic Cruise Report – APL, 2013) . It is a short and intuitive questionnaire, containing 10 principal questions and 12 sub-questions (excluding the final information about cruiser's socio-demographic profile). It is divided in four parts: Group I, Group II, Group III and Group IV. The basis for the below explanation of the questionnaire is the one applied to Lisbon cruisers in the English version – Table 3.1 and 3.2 – Appendix 3. As a basis, it was analyzed the questions and respective results of a study, conducted by a Portuguese tourism entity (Observatório – Turismo de Lisboa, 2013), focused on international cruise passengers in Lisbon in 2012.



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**GROUP I – PAST EXPERIENCE**

The first part is named “Past Experience”. In this section, it starts by asking about the origin of the idea of that cruise. It is important getting to know if the cruise was idea of the inquired person or of another one and use that information in later analysis. The main question is Question 2 and it intends to perceive if the cruisers have already been in Portugal. In case of negative question, all the following questions of point 2 will be passed, as it happens in other cases throughout the questionnaire. In contrast, if the answer is positive, there are more 4 questions related to that past experience which the objective is to understand how they come, for what purpose and what did they visit. As a conclusion, it is asked about the overall satisfaction of the experience – H<sub>2.1</sub>. These results will be compared with the ones got in Question 8.

<b>GROUP I - PAST EXPERIENCE</b>				
<b>1. First of all, who had the idea of traveling on this cruise? (Max. 1 option)</b>				
Myself <input type="checkbox"/>	My partner <input type="checkbox"/>	My children <input type="checkbox"/>	My friend(s) <input type="checkbox"/>	
Other(s) <input type="checkbox"/>	_____			
<b>2. Was it your first time in Portugal?</b>				
Yes <input type="checkbox"/>	(go to question 3)		No <input type="checkbox"/>	
<b>2.1. Thinking about the past experience, what was the mode of transport you used to come?</b>				
Cruise <input type="checkbox"/>	Airplane <input type="checkbox"/>	Car <input type="checkbox"/>	Other(s) <input type="checkbox"/>	_____
<b>2.2 What was the kind of tourism you did? (Max. 3 options)</b>				
Sun & Beach <input type="checkbox"/>	Sightseeing <input type="checkbox"/>	Visit family <input type="checkbox"/>	Other(s) <input type="checkbox"/>	_____
Nature <input type="checkbox"/>	Business <input type="checkbox"/>	Visit friends <input type="checkbox"/>		
<b>2.3 Where did you spend that holiday? (Max. 3 options)</b>				
Lisbon <input type="checkbox"/>	Oporto <input type="checkbox"/>	Algarve <input type="checkbox"/>		
Madeira <input type="checkbox"/>	Azores <input type="checkbox"/>	Other(s) <input type="checkbox"/>	_____	
<b>2.4 How do you classify that past experience in Portugal? Classify between 1 and 5.</b>				
Very unsatisfied	Unsatisfied	Neither satisfied nor unsatisfied	Satisfied	Extremely satisfied
1	2	3	4	5

In Questions 3, 3.1 and 3.2, it is asked about the promotion that Portugal does abroad, namely, the kind of promotion and the favorableness of their perception of Portugal as touristic destination, whereas in Questions 4 and 4.1 the objective is to understand if cruisers have already managed to find information about the country and where did they got the information, for instance, by tourism websites (Rita, 2001). It is possible to make correspondence to these questions and the hypothesis H<sub>2.2</sub> (Destination Image), since the promotion that is developed abroad influences the perception of people about a certain destination.

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<b>3. Have you already seen any kind of promotion about Portugal in your country?</b> Yes <input type="checkbox"/> No <input type="checkbox"/> (go to question 3.2)				
<b>3.1. What kind of promotion? (Max. 2 options)</b> On TV <input type="checkbox"/> Outdoor advertisement <input type="checkbox"/> Other(s) <input type="text"/> Fairs & Events <input type="checkbox"/> Travel agencies <input type="checkbox"/>				
<b>3.2. How would you describe the image that you had of Portugal before this visit? Classify between 1 and 5.</b>				
High unfavourable	Unfavourable	Indifferent	Favourable	High favourable
1	2	3	4	5

<b>4. Have you already search for touristic information about Portugal?</b> Yes <input type="checkbox"/> No <input type="checkbox"/> (go to question 5)				
<b>4.1. What kind of sources have you used? (Max. 2 options)</b> Portuguese Tourism Official Website <input type="checkbox"/> Hotel website <input type="checkbox"/> Region website <input type="checkbox"/> Specific event website <input type="checkbox"/> Other(s) <input type="text"/>				

**GROUP II – THE CRUISER EXPERIENCE**

The second part is related to the most recent visit to Lisbon and is composed by questions that look for conclusions about the level of satisfaction in relation to the most recent experience by cruise in Lisbon. Starting with Question 5, it is asked about the places visited. As options, they were included the places most visited by cruisers, according the results of the survey above mentioned (Observatório – Turismo de Lisboa, 2013), and also a space to additional places. The next question (5.1.) intends to measure the average time they normally spend in the main place they visit. The Question 6 refers to the four dimensions identified in the previous chapter as internal factors that influence overall satisfaction. Using a 5-point Likert scale, the cruiser answers from 1 to 5 the importance of specific attributes, all taken from literature review, and adapted to Portuguese reality, in each area (dimension) about the most recent experience in Portugal by cruise – H<sub>1,1</sub>, H<sub>1,2</sub>, H<sub>1,3</sub>, H<sub>1,4</sub>. The objective is not only to study what dimension(s) have higher impact on cruiser's satisfaction, but also the attributes that most weight have in the cruiser's evaluation.

<b><u>GROUP II - THE CRUISER EXPERIENCE</u></b>				
<b>5. Thinking about this recent visit, what places have you visited?</b> Lisbon <input type="checkbox"/> Sintra <input type="checkbox"/> Cascais <input type="checkbox"/> Óbidos <input type="checkbox"/> Fátima <input type="checkbox"/> Other(s) <input type="text"/>				
<b>5.1 Focusing on the place you spent the most time, in average, how many hours did you spend?</b> Less than 2 <input type="checkbox"/> Between 2 and 4 <input type="checkbox"/> Between 4 and 6 <input type="checkbox"/> More than 6 <input type="checkbox"/>				

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**6. Classify between 1 (very unsatisfied) and 5 (extremely satisfied) the following aspects in relation to the satisfaction of your most recent experience in Lisbon:**

**6.1 Local Environment**

- Local people (sympathy, lifestyle)
- Accessibility between ship and places visited
- Traffic and maintenance of roads
- Safety
- Cleaning
- Green areas
- Beaches

N/A	1	2	3	4	5

**6.2 Onshore activities**

- Excursions
- Shopping
- Cultural and historical places

N/A	1	2	3	4	5

**6.3 Overall visit experience**

- Presence of friends and/or family during the visit
- Local cuisine
- Crew & Tour Guides support
- Climate

N/A	1	2	3	4	5

**6.4 Price**

- Transports (bus, metro, taxi, shuttle)
- Food & beverage
- Touristic attractions (monuments, tours, etc.)

N/A	1	2	3	4	5

In relation to Question 7, the aim is to evaluate the loyalty of the cruiser, that is, the question includes the possibility of Lisbon not being a port-of-call in the itinerary of the ship. The cruiser has to choose between choosing the same cruise (without Lisbon as port-of-call) and does not choose that cruise, and then justifying from different options the answer. This will allow concluding different things, such as the visitor's loyalty, the relative importance that Lisbon has compared to other ports of call, the satisfaction with what they have experienced.

**7. If Lisbon was not a port of call in your cruise itinerary, would you continue to choose this cruise?**

Yes	Why? (Max. 2 options)	No	Why? (Max. 2 options)
<input type="checkbox"/>	I have already visited Lisbon.	<input type="checkbox"/>	I have never visited Lisbon.
<input type="checkbox"/>	It is not in my top cities to visit.	<input type="checkbox"/>	It is in my top cities to visit.
<input type="checkbox"/>	There are other cities very interesting in the itinerary.	<input type="checkbox"/>	This is one of the most interesting cities in the itinerary.
<input type="checkbox"/>	The feedback received about Lisbon is not favorable to the visit.	<input type="checkbox"/>	The feedback received about Lisbon is favorable to the visit.
<input type="checkbox"/>	Other(s)	<input type="checkbox"/>	Other(s)

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The Question 8 is the last question of Group II and it works as a resume of all the section. The objective is to know whether cruisers are in general satisfied or not with the visit. This result will be compared with Question 6, where was asked specifically what had more impact on cruiser's satisfaction. It will also be possible to compare the answers of Question 8 to the ones got in Questions 9 and 10 and validate the hypothesis H<sub>3</sub> - Satisfaction has an impact on cruiser behavioral intention.

<b>8. How do you measure your overall satisfaction with Lisbon? Classify between 1 and 5.</b>				
Very unsatisfied	Unsatisfied	Neither satisfied nor unsatisfied	Satisfied	Extremely satisfied
1	2	3	4	5

**GROUP III – CRUISER BEHAVIORAL INTENTION**

The third section, denominated by “Cruiser Behavioral Intention”, refers to the future intention of returning or recommending Portugal as a touristic destination.

The last 6 questions (Question 9, 9.1, 9.2, 9.3, 10 and 10.1) culminate the inquiry, because as the study aims to know if cruisers are willing or not to return to Portugal, the final questions concern to ask: “Would you return to Portugal?” (Q9); When? (Q9.1); What kind of tourism will you do? (Q9.2); Where? (Q9.3); “Would you recommend this country to someone?” (Q10); Whom? (Q10.1). The results will be used to analyze the hypothesis H<sub>3.1</sub> and H<sub>3.2</sub>.

<b>GROUP III - CRUISER BEHAVIORAL INTENTION</b>				
<b>9. Would you return to Portugal? Classify between 1 and 5.</b>				
Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5
<b>9.1. When are you planning to return (or would like to do it)? (Max. 1 option)</b>				
In 1 - 6 months	<input type="checkbox"/>	In 6 - 12 months	<input type="checkbox"/>	In 1 - 3 years
				<input type="checkbox"/>
<b>9.2. What kind of tourism would you like to do? (Max. 3 options)</b>				
Sun & Beach	<input type="checkbox"/>	Sightseeing	<input type="checkbox"/>	Visit family & friends
Nature	<input type="checkbox"/>	Business	<input type="checkbox"/>	Other(s) <input type="text"/>
<b>9.3. Which region will you choose? (Max. 3 options)</b>				
Lisbon	<input type="checkbox"/>	Oporto	<input type="checkbox"/>	Algarve
Madeira	<input type="checkbox"/>	Azores	<input type="checkbox"/>	Other(s) <input type="text"/>
<b>10. Would you recommend this country to someone else? Classify between 1 and 5.</b>				
Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5
<b>10.1. To whom are you planning to recommend Portugal? (Max. 3 options)</b>				
All family members	<input type="checkbox"/>	Only parents	<input type="checkbox"/>	Only children
Friends	<input type="checkbox"/>	Work colleagues	<input type="checkbox"/>	Other(s) <input type="text"/>

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**GROUP IV**

The last part is named “Getting to know the cruiser” and it is drawn to collect basic information to support this study, such as the socio-demographic profile: age, gender, country of origin, frequency of doing cruises, etc.

<b>GROUP IV - GETTING TO KNOW THE PASSENGER</b>			
<b>Gender</b>		<b>Age</b>	
Female	<input type="checkbox"/>	18-30	<input type="checkbox"/>
Male	<input type="checkbox"/>	31-45	<input type="checkbox"/>
		46-60	<input type="checkbox"/>
<b>Country of origin</b>		+60	<input type="checkbox"/>
		<b>Travelling with</b>	
		Partner	<input type="checkbox"/>
		Family	<input type="checkbox"/>
		Friends	<input type="checkbox"/>
		Alone	<input type="checkbox"/>
		Other(s)	<input type="checkbox"/>
		<b>Cruise experience</b>	
		First time cruiser	<input type="checkbox"/>
		Repeat cruiser	<input type="checkbox"/>
		<b>Ship name</b>	

**4.2. Measurement Scales**

According Malhotra et al. (2006), Hair (2009) and other authors, there are four scales of measurement in marketing research: nominal, ordinal, interval and ratio. Hair (2009) also classifies these four scales in nonmetric measurement scales, in the case of nominal and ordinal, and metric scales, for interval and ratio scales. In this questionnaire, the scales used are nominal, interval and ordinal. The statistical measurement of the questions is resumed in the Tables 3.1 and 3.3 – Appendix 3.

It was chosen the five-point Likert scale to apply in some critical questions, since is a non-comparative scale and the most used scaling technique in this type of research. Besides, it is easy to construct, administer and understand. The five-point Likert scale was developed by Rensis Likert in 1932 and it requires to the individuals making a decision on their level of agreement (e.g. Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree) with a statement. This scale has already been applied by many authors in the area of psychology and marketing, such as Gay (1996), Otto & Ritchie (1996), Valle et al. (2006), Alegre & Garau (2010), Douglas et. Al.(2010), Chung & Petrick (2012) and Brida et al. (2012). As an example, Gay (1996) used it to study that attitude scales attempt to determine what an individual believes, perceives or feels. Other case was the study developed by Valle et al. (2006) about tourist satisfaction and destination loyalty intention, where it was used a 1 to 5 scale ranged from “totally irrelevant” (1) to “extremely important” (5) in terms of importance and from “very unsatisfied” (1) to “very satisfied” (5) in terms of satisfaction. Therefore, a list of scales used by authors, also cited in the Literature Review (Chapter 2), and the scale used – Likert Scale - in the questionnaire is presented in Table 3.2 – Appendix 3.

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**4.3. Pilot Testing and Final Questionnaire**

The objective of the pilot testing is to enhance the final questionnaire. It allows determining if the length of the questionnaire would be a problem, to verify if the manner in which the questionnaire is structured is the most appropriate one, to identify any difficulty in understanding the questions and to identify any missing, duplicate and/or irrelevant questions. In this study, the pilot testing was applied to four ISCTE Business colleagues, all have already applied thesis questionnaires and the aim was to allow making all necessary corrections and to build the final questionnaire. The principal corrections made were related to the grammar and also to the choice of submitting scale instead of dichotomous or multiple choice questions for the following cases:

Before:

<b>3.2. Lisbon was what did you expect?</b>			
As expected	<input type="checkbox"/>	More than expected	<input type="checkbox"/>
Less than expected	<input type="checkbox"/>		

After:

<b>3.2. How would you describe the image that you had of Portugal before this visit? Classify between 1 and 5.</b>				
High unfavourable	Unfavourable	Indifferent	Favourable	High favourable
1	2	3	4	5

Before:

<b>9. Do you intent to return to Portugal?</b>	
Yes <input type="checkbox"/>	No <input type="checkbox"/> (go to Question 10)

After:

<b>9. Would you return to Portugal? Classify between 1 and 5.</b>				
Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5

Before:

<b>10. Even not planning to revisit Portugal, are you willing to recommend this country?</b>	
Yes <input type="checkbox"/>	No <input type="checkbox"/> (End of the questionnaire)

After:

<b>10. Would you recommend this country to someone else? Classify between 1 and 5.</b>				
Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5

The final questionnaire is explained previously in the subchapter 4.1 and integrally presented in the Appendix 3 – Figure 3.1.

#### **4.4. Data Collection**

The moment of the data collection is crucial to achieve the study objectives. The place, the period, the sample size or the target are important decisions that have to be concretized.

The questionnaires were gathered between the 30<sup>th</sup> July 2013 and the 11<sup>th</sup> September 2013 in the cruise terminals of Santa Apolónia and Alcântara, in Lisbon, once the objective was to apply the study to a universe of passengers on holiday in a cruise ship with Lisbon as a port-of-call in their cruise itinerary.

The size of the sample was defined as a minimum of 300 observations. The target was expected to be equal in gender and with an average age of 50 years old, according to international studies (CLIA, 2008) and national studies (Observatório do Turismo de Lisboa, 2012) related to cruise passenger profile.

The Table 3.4 – Appendix 3 resumes the information about the period and location of the conduction of the questionnaires and also the ship name, maximum passenger capacity and number of questionnaires collected on each day.

#### **4.5. Statistical Techniques Used**

In terms of software, the program selected to analyze all the data collected is SPSS v.20 for Windows, since is a simple and intuitive statistical tool and well-known software, once it was used in the courses at ISCTE.

Although there are other models used to analyze the probability of return, such as the Logit model and the SEM, the proposed model to analyze the data is the regression model, since it is a simple model,

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which the program SPSS is prepared to give accurate outputs from that model and it is the most appropriate to analyze the different variables that influence satisfaction.

Summarizing, the Regression Analysis is a very flexible statistical tool to solve research problems and can be applied in Simple or Multiple models, depending on the number of independent (or explanatory) variables it contains. The simple regression model uses a single independent variable to measure its relation with the dependent variable and the multiple regression analyzes the relationship between two or more independent variables and an interval-scaled dependent variable. Created in the beginnings of the 20<sup>th</sup> century, it has advantages like the capacity to solve data problems, for instance, missing values and to represent complex situations in the most diverse sciences (Cohen, 2003; Malhotra, 2006; Hair, 2009).

It will be used a Multiple Regression Analysis between Internal/External Factors and Overall Satisfaction, with the 6 factors as independent variables (X) and Overall Satisfaction as the dependent variable (Y) and a Simple Regression Analysis (or bivariate regression) to measure the correlation between Overall Satisfaction (X) and Intention to Return (Y) and between Overall Satisfaction (X) and Intention to Recommend (Y).

In order to establish a linear relationship between the dependent variable and one or more explanatory variables, the basic regression equation is (Cohen, 2003; Marôco, 2011):

$$Y = a + bU + cV + dW + eX + \dots + \mathcal{E}, \text{ where:}$$

$Y$  = dependent variable;

$U, V, W, \dots$  = independent, predictor or explanatory variables;

$a, b, c, \dots$  = constants (positive or negative) named regression coefficients,

and  $\mathcal{E}$  = errors/residuals of the model

And so, in a simple regression model the equation is reduced to  $Y = a + bU + \mathcal{E}$ .



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## 5 – DATA ANALYSIS AND RESULTS

This chapter reports the results of data analysis. The sample contains 412 respondents<sup>12</sup> from seven different cruise ships, during 12 nonconsecutive days (from 30<sup>th</sup> July to 11<sup>st</sup> September 2013) - Table 3.4 – Appendix 3. After a descriptive analysis of the sample, the chapter focuses on hypotheses testing and explores the hypotheses that have been put forward in this thesis.

### 5.1. Sample characterization

#### 5.1.1. Socio-demographic profile of respondents

		Cruiser Experience				Total	
		<i>First-Time Cruiser</i>		<i>Repeat Cruiser</i>			
<b>Gender</b>	Male	68	34%	134	66%	202	49%
	Female	88	42%	122	58%	210	51%
<b>Age</b>	18 to 30 years	32	51%	31	49%	63	15%
	31 to 45 years	59	46%	70	54%	129	31%
	46 to 60 years	56	34%	111	66%	167	41%
	> 60 years	9	17%	44	83%	53	13%
<b>Travelling with</b>	Partner	34	26%	97	74%	131	32%
	Family	88	40%	133	60%	221	54%
	Friends	11	73%	4	27%	15	4%
	Partner and Friends	19	56%	15	44%	34	8%
	Family and Friends	4	36%	7	64%	11	3%
<b>Country of Origin</b>	UK	97	34%	186	66%	283	69%
	Spain	22	59%	15	41%	37	9%
	Germany	15	48%	16	52%	31	8%
	France	9	50%	9	50%	18	4%
	USA	2	0%	7	78%	9	2%
	Others	11	32%	23	68%	34	8%
<b>Ship</b>	Adventure of the Seas	18	40%	27	60%	45	11%
	Aida Vita	8	50%	8	50%	16	4%
	Balmoral	10	37%	17	63%	27	7%
	Costa Pacifica	21	43%	28	57%	49	12%
	Independence of the Seas	17	25%	52	75%	69	17%
	MSC Opera	36	36%	63	64%	99	24%
	Ventura	46	43%	61	57%	107	26%
<b>Total</b>		<b>156</b>	<b>38%</b>	<b>256</b>	<b>62%</b>	<b>412</b>	<b>100%</b>

Table 2 – Socio-demographic profile of respondents

Source: The Author, output from the collected data inserted in SPSS

<sup>12</sup> Missing values were identified when introducing the data from the questionnaires, therefore the following analysis will focus only on valid questionnaires (N=412) and valid percentages in each of the statistical analysis.

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As observed in Table 1, there were more repeat cruisers (62%) than first-time cruisers (38%), mostly because the major of respondents were from UK (69%), lovers of cruise holidays and very well located to go on a cruise, since Southampton, an England city, was the most attended Northern European port in 2012 with 1,5 M of passengers (ECC, 2013). In fact, 69% of the sample is from UK, while Spain and Germany fill 9% and 8% of the sample, respectively. The remaining 14% is distributed by different countries of 3 continents: Europe (France, Italy, The Netherlands, among others), America (USA, Canada, Argentina, Mexico) and Africa (South Africa and Zimbabwe).

A similar sample distribution by gender was achieved for males and females, 49% and 51%, and the average age of the respondents is between the ranges of 31-45 and 46-60 years old. Not only the mode, but also the median corresponds to the range "46-60". As long as the age increases, the percentage of respondents as repeat cruisers increases too.

Regarding to the composition of the group that is travelling with the respondent, 221 respondents were accompanied by their "Family" and 131 were having holiday just with their "Partner". The remaining 15% is distributed by "Partner and Friends", "Friends" and "Family and Friends".

Looking for the cruise ships where tourists that were interviewed came from, 28% of the respondents were travelling in a Royal Caribbean ship, 26% by P&O Cruises (with Ventura), 24% by MSC Cruises and the remaining 22% by Costa (with Costa Pacifica), Aida (with Aida Vita) and Fred Olsen Cruise Lines (with Balmoral).

### 5.1.2. Influencer of travelling by cruise

Concerning the inducer of the cruise holiday, the higher percentages are between the proper respondent or his/her partner, 111 and 113 respondents, respectively. Children or friends as encouragers to do the cruise have a smaller weight. Others answers has a considerable weight presenting as principal answers the influence from both, i.e., "Myself" and "My partner" (69 respondents), by parents (17 respondents) and a family decision (26 respondents) – Table 3. This means that the main influence of doing a cruise comes from home and, specifically, from direct relatives of the family. The action of Travel Agents and Cruise Companies as influencers of cruisers' decision is still reduced.

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		Gender		Total
		Female	Male	
Myself	Count	68	43	111
	% within Idea cruise	61,3%	38,7%	100,0%
	% within Gender	32,4%	21,3%	26,9%
My partner	Count	46	67	113
	% within Idea cruise	40,7%	59,3%	100,0%
	% within Gender	21,9%	33,2%	27,4%
<b>Idea cruise</b> My children	Count	6	8	14
	% within Idea cruise	42,9%	57,1%	100,0%
	% within Gender	2,9%	4,0%	3,4%
My friend(s)	Count	15	13	28
	% within Idea cruise	53,6%	46,4%	100,0%
	% within Gender	7,1%	6,4%	6,8%
Other(s)	Count	75	71	146
	% within Idea cruise	51,4%	48,6%	100,0%
	% within Gender	35,7%	35,1%	35,4%
Total	Count	210	202	412
	% within Idea cruise	51,0%	49,0%	100,0%
	% within Gender	100,0%	100,0%	100,0%

Table 3 – Inducer of cruise holiday by gender

Source: The Author, SPSS output from collected data

5.1.3. Places visited and time spent

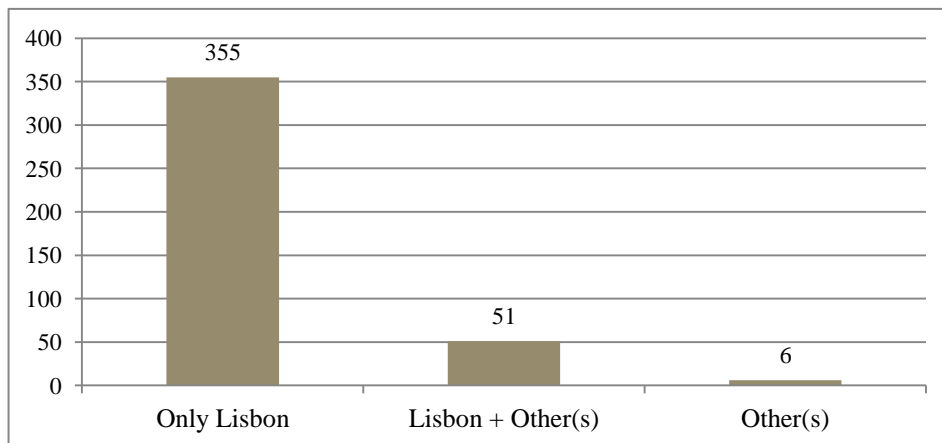


Figure 17 – Places visited in the recent visit by cruise

Source: The Author, output from the collected data inserted in SPSS

The mass of cruisers only visited Lisbon during the day, around 86%, while only 2% chose not only Lisbon, but also Cascais or Cascais and Sintra or Sintra and Queluz to enjoy the few hours on-shore. The combination of Lisbon and Estoril also resulted in 13 respondents. Óbidos was the most distant

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place visited. Those immaterial percentages are due to the short period of time cruisers have to be in the port of call, since the ship has defined hours to arrive and depart. In average, 50% of the visitors spent between 4 and 6 hours in the place they spent more time and 39% only spent 2 to 4 hours.

**5.1.4. Loyalty to Cruise and to Lisbon**

When asked whether to keep or not the cruise choice, if Lisbon was not in the itinerary, a large percentage of respondents (84%) affirmed that would continue to travel on that ship. Firstly, because they have already visited Lisbon (116 responses), then there were other interesting cities in the itinerary (106 responses), or because they just like the ship and/or the cruise ship company (47 responses) or simply they are used to cruise and they like the concept (53 responses). Yet 33 respondents also argued that Lisbon was not in their top cities to visit. On the other side, the 16% of respondents that probably would change their cruise, if Lisbon was not in the itinerary, justified their answer with the premises of have never visited Lisbon (39 responses), Lisbon is one of the most interesting cities in the itinerary (23 responses) and it was in their top cities to visit (17 responses).

Also important to highlight is the fact that 64% of the respondents that would keep the cruise were repeat cruisers. Those who would keep their choice concentrated their intention to return in the level 4, “Probably yes” (51,7%), and summing to the level 5, “Definitely yes”, it results in 89,9% of answers, whereas from those who would change their choice if Lisbon was not a port of call, 50,7% definitely intend to return to Portugal, which means that summing to level 4, it gives a total of 94% of positive answers.

**5.1.5. Overall satisfaction with Lisbon visit**

	Mean	Std. Deviation	Very unsatisfied	1	2	3	4	Extremely satisfied	5
<b>Overall Satisfaction</b>	<b>4,27</b>	<b>,674</b>	1,2%	0,5%	4,1%	<b>58,7%</b>	35,4%		

Table 4 – Cruiser’s overall satisfaction

Source: The Author, output from the collected data inserted in SPSS

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The question 8 of the questionnaire had to do with the classification of the cruiser’s general satisfaction with the recent visit to Lisbon. The results matched the expectation and the mean is in the level 4 of the scale (“Satisfied”). In fact, almost 60% of people were “Satisfied” and 35% were “Extremely satisfied” with the visit, summing a total of around 94% of positive feedback in relation to the city.

5.1.6. Behavioral intentions

	Mean	Std. Deviat.	Definitely no				Definitely yes
			1	2	3	4	5
<b>Return intention</b>	<b>4,26</b>	<b>,763</b>	0,2%	4,4%	4,9%	<b>50,2%</b>	40,3%

Table 5 – Cruiser’s return intention

Source: The Author, output from the collected data inserted in SPSS

The third part of the questionnaire also referred to the future intention of cruisers in coming again to Portugal or simply recommending the country. Therefore, 50% of the sample was likely to return and 40% definitely was planning to return, which makes around 90% of the respondents – Table 5. The planning is to return in a medium-term (56%) or even after 3 years, i.e., in a long-term (26%). Only 67 respondents affirmed to plan to return in less than 12 months.

Regarding type of tourism and the place, the sample would like to do “Sightseeing” (33%), “Sun & Beach” (19%), or both (21%), principally in Lisbon (19%) or Algarve (22%). Madeira and the North are two regions also referenced by the respondents.

	Mean	Std. Deviat.	Definitely no				Definitely yes
			1	2	3	4	5
<b>Recommend intention</b>	<b>4,50</b>	<b>,622</b>	0,0%	0,7%	2,2%	44,0%	53,0%

Table 6 – Cruiser’s recommendation intention

Source: The Author, output from the collected data inserted in SPSS

Other behavioral intention collected through the questionnaire is the willing of recommend Portugal as a touristic destination. Globally, respondents want to recommend the country, as Table 6 shows. It is important to highlight that there was not found significant percentages in the levels “1” and “2”, all

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the significant percentage is concentrated in “Probably yes” and “Definitely yes”, a good indicator of cruiser’s feedback. The majority of the respondents chose “Friends” and “Family” as the recommendation target (40%). Yet, 23%, would like to recommend not only to friends and family, but also to “Work colleagues”. The remaining percentage corresponds to one simple target (Family, 10%, Friends, 14%, Work colleagues, 10%).

## 5.2. Internal Factors influencing Satisfaction

	Mean	Std. Deviat.	Very unsatisfied					Extremely satisfied
			1	2	3	4	5	
<b>Local Environment</b>	<b>3,94<sup>13</sup></b>	<b>0,633</b>						
- Local people and hospitality	4,24	0,733	0,5%	1,3%	10,7%	<b>48,6%</b>	38,9%	
- Accessibility	4,33	0,755	1,0%	2,6%	9,9%	40,5%	<b>46,1%</b>	
- Traffic/maintenance of roads	3,63	0,942	4,2%	9,1%	34,4%	<b>38,6%</b>	13,7%	
- Safety	3,89	0,867	2,4%	6,8%	20,3%	<b>49,3%</b>	21,3%	
- Cleaning	3,72	0,904	2,7%	8,8%	26,3%	<b>44,8%</b>	17,5%	
- Green areas	3,86	0,920	3,7%	6,6%	23,0%	<b>47,1%</b>	19,7%	
- Beaches	3,65	1,365	13,2%	10,5%	23,7%	19,7%	<b>32,9%</b>	
<b>Onshore activities/services</b>	<b>4,05</b>	<b>0,650</b>						
- Excursions	3,97	,984	4,2%	3,6%	13,5%	<b>47,9%</b>	30,7%	
- Shopping	4,00	,809	2,2%	1,5%	14,6%	<b>57,3%</b>	24,3%	
- Cultural and historical places	4,17	,684	0,5%	1,1%	9,8%	<b>58,2%</b>	30,3%	
<b>Overall visit experience</b>	<b>4,22</b>	<b>0,615</b>						
- Presence of friends/family	4,13	,784	1,3%	1,9%	11,7%	<b>52,8%</b>	32,3%	
- Local cuisine	4,13	,839	0,8%	3,4%	14,3%	<b>45,1%</b>	36,3%	
- Crew & Tour Guides support	4,00	,964	2,2%	5,3%	17,5%	<b>40,8%</b>	34,2%	
- Climate	4,50	,668	0,7%	0,2%	4,6%	36,9%	<b>57,5%</b>	
<b>Price</b>	<b>4,04</b>	<b>0,671</b>						
- Transports	4,02	,862	1,5%	2,9%	18,1%	<b>46,6%</b>	30,9%	
- Food & beverage	4,02	,730	0,6%	2,1%	15,6%	<b>58,0%</b>	23,7%	
- Touristic attractions	4,06	,766	1,0%	1,9%	15,0%	<b>54,6%</b>	27,5%	

Table 7 – Cruiser’s satisfaction with internal factors during the visit

Source: The Author, output from the collected data inserted in SPSS

<sup>13</sup> The mean calculated in the SPSS for the internal dimensions include the acceptance of one missing value in one of the attributes of each dimension. The missing value can be the result of a no response or of a “not applicable” situation. Therefore, the mean can reflect the opinion of a bigger sample (N ≥ 278) and is calculated by the command “Compute variable”. Example: in “Price” dimension, if a case only presents values for “transports” and “food & beverage”, the mean will be between both, but if only presents value for “transports”, that case will not be treated as missing value, i.e., will not be considered to the general mean of the dimension.

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### 5.2.1 Local Environment

Cruisers assessed local environment with a mean of 3,94, principally due to lower satisfaction with the “traffic and maintenance of roads”. On the other hand, they evaluated very well the “accessibility between the ship (cruise terminal port) and the places they visited”, item that got answer from all respondents and the highest weight that summed up in the “Extremely Satisfied”, level 5, around 46% of the answers. “Local people and hospitality” is also an attribute very well graded. The “Beaches” attribute has a higher standard deviation because some respondents have considered grades of 1 or 2 when did not have the opportunity to go to the beach.

### 5.2.2 On-shore activities/services

Achieving a mean of 4,05, cruisers have also a good feedback in relation to the on-shore activities they chose to pass the day in Lisbon (or other cities around), principally regarding “cultural and historical places” they saw and some of them visited inside. In this dimension, all three items had higher representation in the level 4, “Satisfied”, with more than 45% of the answers.

### 5.2.3 Overall visit experience

Concerning the overall visit experience satisfaction, the climate leads the group of items with a mean of 4,50. In fact, tourists loved the climate conditions, not only because the questionnaires were applied in the summer season, but also due to the majority of respondents coming from UK, where the climate is not as hot and sunny as in Portugal. With the exception of the climate, all the others items got more feedback in the level 4, being satisfied, as in general (4,22).

### 5.2.4 Price

The price, last dimension included as an internal factor influencing the cruiser's satisfaction, is represented by a mean of 4,04 and the best item in the opinion of tourists were the price of touristic attractions as monuments and museums entrances, excursions fees or bus tour fares. The mean is very similar in the others items, the evaluation of cruisers is concentrated principally in the “Satisfaction” grade.

### **5.3. External Factors influencing Satisfaction**

#### 5.3.1 Past experience

	Mean	Std. Deviation.	Very unsatisfied			Extremely satisfied	
			1	2	3	4	5
<b>Satisfaction with Past Experience</b>	<b>4,22</b>	<b>,808</b>	1,9%	3,0%	3,4%	<b>54,4%</b>	37,3%

Table 8 – Cruiser’s satisfaction with his/her past experience

Source: The Author, output from the collected data inserted in SPSS

For 64% of the respondents, Portugal was not a new country. In those 263 respondents that have already visited Portugal, in the past experience(s), 105 came by cruise, 109 by airplane, 21 by cruise and airplane and 21 by car. Respondents chose Portugal to a sightseeing visit (120 respondents), a sun & beach holiday (56 respondents), or both, to visit and enjoy the beaches (42 respondents). Even in a small minority, some respondents answered as “Other(s)”, such as Golf, Shopping, Euro2004 and the Expo98. The main places visited were Lisbon, Algarve and Madeira: 32% only visited Lisbon (81% were by cruise), 28% were just in Algarve (97% by airplane), but only 8% were already in Lisbon and Algarve and 9% in Lisbon and Madeira, this last all represented by “Cruise” as mode of transport. This means that, in their past experience, Lisbon and Madeira was mainly accessed by cruise and Algarve by airplane.

The overall satisfaction with the past experience(s), also measured by a 5-point Likert scale, obtained a mean of 4,22, where 54,4% of respondents assessed with 4 their opinion and 37,3% with 5, which means that, in general, Portugal offered a good experience in the past for these cruisers.

Here, it was assumed that the cruisers from Ventura, which passed previously in Funchal, did not considered that recent experience as a past experience, since the visit was just some days before.



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5.3.2 Destination image

	Mean	Std. Deviation	High unfavorable				High favorable
			1	2	3	4	5
<b>Destination Image</b>	<b>4,02</b>	<b>,685</b>	0,5%	1,7%	14,5%	<b>62,3%</b>	21,1%

Table 9 – Cruiser’s assessment of the image of Portugal as touristic destination

Source: The Author, output from the collected data inserted in SPSS

In the dimension of destination image, it is focused two aspects: cruiser’s awareness for promotion about Portugal as touristic destination and cruiser’s interest about Portugal as touristic destination. Firstly, around 47% of respondents affirmed that had already seen some kind of promotion about Portugal in their country, mainly on TV (34,7%), Travel Agencies (26,8%), Outdoor Advertisement (17,4%) and Internet and Magazines (13%). Then, when asked for the search of touristic information about Portugal, the statistics are less favorable, since only 37% of the respondents answered positively. The most common sources used to find information about Portugal is the internet: by a search engine, for example, from Google (30%), the Portuguese Tourism official website (20%) or any region website (21%).

As a summary, the question about their perception of Portugal’s image was applied with a 5-point Likert scale and raised satisfactory results, once the mean is 4,02 and 83,4% of the answers are in the level 4 or 5, “Favorable” or “High Favorable”.

**5.4 Assumptions taken to apply the MLRM**

In order to accomplish the statistical analysis of this study, some assumptions were made to simplify and to make reliable the results.

As so, according to the conceptual model, a MLRM has to be applied to study the relationship between specific factors and the cruiser satisfaction. Those internal and external factors, six at all, were transformed into indexes due to the attributes included in each dimension. Each factor was constituted in the questionnaire by three to seven attributes, measured by a Likert scale, and the satisfaction with each factor resulted in the global mean of the group of attributes, with the detail that each factor accepting one missing value (i.e., an attribute with no answer or “N/A”).

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The indexes of internal and external factors were created to convert the attributes means in global means. However, it is important to analyze their reliability to understand whether the sets of attributes created make sense or not. For that, it was used the Alpha of Cronbach and the results came positive, since all values are higher than 0,7, a good value in terms of internal consistency and all the correlations item-total are higher than 0,4 (Tables 4.1 and 4.1.1 – Appendix 4). Therefore, there are conditions to use these indexes in the Multiple Linear Regression Model.

Besides the internal and external factors converted in indexes, it was chosen, according the literature, four possible dummy variables to add to the model, regarding the difference of means in terms of “Overall satisfaction”: cruise experience – first time or repeat cruisers, gender and age (Group IV) and Portuguese experience – first time or repeat visit (Question 2, Group I). Moreover, two other variables were studied, as an additional contribution to the study intends to give: influencer of the cruise (Question 1, Group I) and loyalty (Question 7, Group II). It was concluded that the variable “Loyalty” was likely to have different means as well as the variable “Age”, especially between the cluster “18-30” and “+60”. Thus, it was created two dummy variables to introduce in the models (Table 10).

Variable	Grouping	Test applied	Sig.	$\rho$	Observation	Include dummy variable?
Idea of Cruising	1 - Myself 2 - My partner 3 - My children 4 - My friend(s) 5 - Other(s)	ANOVA	0,675	$\rho > \alpha$	Do not reject the $H_0$	No.
Portuguese experience	1 - First visit 2 - Repeat visit	T-Student (Levene's)	0,702	$\rho > \alpha$	Do not reject the $H_0$	No.
<b>Loyalty</b>	<b>1 - Cruise loyal 2 - Lisbon loyal</b>	<b>T-Student (Levene's)</b>	<b>0,049</b>	<b><math>\rho &lt; \alpha</math></b>	<b>Reject the <math>H_0</math></b>	<b>Yes.</b>
Gender	1 - Female 2 - Male	T-Student (Levene's)	0,518	$\rho > \alpha$	Do not reject the $H_0$	No.
<b>Age</b>	<b>1 - 18-30 2 - 31-45 3 - 46-60 4 - +60</b>	<b>ANOVA</b>	<b>0,017</b>	<b><math>\rho &lt; \alpha</math></b>	<b>Reject the <math>H_0</math>, at least between group 1 and 4</b>	<b>Yes. 1 - 18-30 2 - +60</b>
Cruise experience	1- First time 2 - Repeat	T-Student	0,983	$\rho > \alpha$	Do not reject the $H_0$	No.

Table 10 – Analysis of dummy variables to introduce in the MLRM

*Source: The Author, output from the collected data inserted in SPSS*

Regarding other part of the data analysis, a SLRM was applied to “Return intention” and “Recommend intention”, that time with “Overall Satisfaction” as independent variable. However, it

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was also studied the possibility of introducing dummy variables, becoming the model in a Multiple Regression analysis, which the principal conclusions are below presented (Tables 11 and 12):

Variable	Grouping	Test applied	Sig.	$\rho$	Observation	Include as dummy variable?
Idea of Cruising	1 - Myself 2 - My partner 3 - My children 4 - My friend(s) 5 - Other(s)	ANOVA	0,464	$\rho > \alpha$	Do not reject the $H_0$	No.
Portuguese experience	1 - First visit 2 - Repeat visit	T-Student (Levene's)	0,711	$\rho > \alpha$	Do not reject the $H_0$	No.
Loyalty	1 - Cruise loyal 2 - Lisbon loyal	T-Student (Levene's)	0,977	$\rho > \alpha$	Do not reject the $H_0$	No.
Gender	1 - Female 2 - Male	T-Student (Levene's)	0,586	$\rho > \alpha$	Do not reject the $H_0$	No.
Age	<b>1 - 18-30 2 - 31-45 3 - 46-60 4 - +60</b>	ANOVA	<b>0,015</b>	$\rho < \alpha$	<b>Reject the <math>H_0</math>, at least between group 3 and 4</b>	<b>Yes. 1 - 46-60 2 - +60</b>
Cruise experience	1 - First time cruiser 2 - Repeat cruiser	T-Student (Levene's)	0,407	$\rho > \alpha$	Do not reject the $H_0$	No.

Table 11 – Analysis of possible dummy variables to introduce in the Return Intention analysis

*Source: The Author, output from the collected data inserted in SPSS*

The variable “Age” was considered in the model that studies the relationship between overall satisfaction and return intention of cruisers, between the groups of 46-60 and older than 60 years old, but, in the case of recommend intention, any of the six proposed variables presented values to reject the hypothesis of equality of means (Table 12).

An analysis of outliers was also made in order to understand whether the exclusion of some cases was benefic or not to the application of the model. It was concluded for the internal attributes the existence of a important number of outliers, selecting around 43% of the total and for external attributes in a total of 12 outliers, only 6 were chosen to study their effects in the models. For the overall satisfaction variable, when applied to study the SLRM between itself and behavioral intentions, 6 outliers were identified (Table 4.2 – Appendix 4).

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Variable	Grouping	Test applied	Sig.	$\rho$	Observation	Include as dummy variable?
Idea of Cruising	1 - Myself 2 - My partner 3 - My children 4 - My friend(s) 5 - Other(s)	ANOVA	0,863	$\rho > \alpha$	Do not reject the $H_0$	No.
Portuguese experience	1 - First visit 2 - Repeat visit	T-Student (Levene's)	0,259	$\rho > \alpha$	Do not reject the $H_0$	No.
Loyalty	1 - Cruise loyal 2 - Lisbon loyal	T-Student (Levene's)	0,261	$\rho > \alpha$	Do not reject the $H_0$	No.
Gender	1 - Female 2 - Male	T-Student (Levene's)	0,407	$\rho > \alpha$	Do not reject the $H_0$	No.
Age	1 - 18-30 2 - 31-45 3 - 46-60 4 - +60	ANOVA	0,158	$\rho > \alpha$	Do not reject the $H_0$	No.
Cruise experience	1 - First time cruiser 2 - Repeat cruiser	T-Student (Levene's)	0,116	$\rho > \alpha$	Do not reject the $H_0$	No.

Table 12– Analysis of possible dummy variables to introduce in the Recommend Intention analysis

*Source: The Author, output from the collected data inserted in SPSS*

In terms of the application of the MLRM, there are three assumptions that must be taken into account to rely on the results (Marôco, 2011):

- Homoscedasticity/Heteroscedascity of residuals: it was analyzed by the indicator Durbin-Watson, which shall always be near the value 2 (Table 4.3 – Appendix 4);
- Normality of residuals: according to the Central Limit Theorem (Moivre, 1739), the higher the sample is, the most normal the distribution tends to be. This theorem is normally applied to samples higher than 30 (Marôco, 2011), which is almost always a fact in this study, as it will be explained;
- Multicollinearity: it can be detected multicollinearity problems through the VIF coefficients, since the higher the value, the most probable the model has those problems (Table 4.4 – Appendix 4).

In the SPSS program, the option chosen to deal with missing values in the different models computed was “*Exclude cases listwise*”. It performs the model with a smaller sample than with the option “*Replace with mean*”, however it eliminates cases with variables with missing values and does not disfigure the results, as the second option, which adds the standard mean to those cases.

The statistical value that is used in this study to conclude about the fitness of the model is the Adjusted R Squared ( $\bar{R}^2$ ). It compares the explanatory power of regression models that contain

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different numbers of predictors, that is, its value represent the percentage of variance of the dependent variable that is explained by the independent variables. Normally, the Adjusted R Squared gives lower values than the R Squared, measure that only estimates how the model fit.

Finally, in order to simplify the presentation of the outputs in the tables a legend was created:

<b>Name of the variable</b>	<b>Abbreviation</b>
Local environment	LE
Onshore activities/services	OA
Overall visit experience	VE
Price	PR
Past experience	PE
Destination image	DI
Age	AG
Loyalty	LO
Overall satisfaction	OS

## **5.5 Model A: Internal Analysis**

### 5.5.1 Model with Internal Factors and Overall Satisfaction

In order to find the best internal model that explains the overall satisfaction of cruisers ( $H_1$ ), there were found four models, two with the *Enter* method and the other two with the *Stepwise* method. The difference between the models with the same method exists in the introduction, or not, of outliers. Below is presented the expression that translates the expectation for these four models:

$$\text{Overall Satisfaction} = \beta_0 + \beta_1 \text{Local Environment} + \beta_2 \text{Onshore activities/services} + \beta_3 \text{Overall visit experience} + \beta_4 \text{Price} + \epsilon$$

From the analysis of the outliers, 25 cases were selected with the aim of study their effect in the model. Therefore, the models 2 and 4 have as sample 151 cases and not 163. It is important to highlight that the original number of cases is 163 and not 412, due to the *Exclude cases listwise* option. Then, when computing the model without the 25 outliers, some of the cases were previously eliminated by that option, not performing a difference of 25 cases between the samples, but only 12 cases. This situation happens with all the models thereby represented.

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From Table 13 is possible identifying the most important indexes to explain overall satisfaction: "Overall visit experience" (H<sub>1.3</sub>) and "Price" (H<sub>1.4</sub>), being Model 1 the one with more percentage of explained variance (27,7%).

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
1	LE, OA, VE, PR	4	Enter	0,277	0,00	163	1) Durbin-Watson = 2,013 2) N > 30 (Central Limit Theorem - CLT ) 3) VIF < 2,24
2	LE, OA, VE, PR	4	Enter	0,186	0,00	151	1) Durbin-Watson = 1,969 2) N > 30 (CLT) 3) VIF < 1,93
3	VE, PR	2	Stepwise	0,276	0,00	163	1) Durbin-Watson = 2,080 2) N > 30 (CLT) 3) VIF < 1,5
4	VE, PR	2	Stepwise	0,189	0,00	151	1) Durbin-Watson = 2,068 2) N > 30 (CLT) 3) VIF < 1,33

Table 13 – Model A

Source: The Author, output from the collected data inserted in SPSS

The expression that comes from the best model, Model 1, is:

<p><b>Model 1: Overall Satisfaction</b> = 1,84 + 0,123Local Environment - 0,032Onshore activities/services + 0,203Overall visit experience + 0,321Price + <math>\epsilon</math></p>
---

5.5.2. Internal Model with "Age" as dummy variable

As a continuation of Model A, the dummy variable "Age" was added to check if the age group "18-30" and "+60" could have any impact in the overall satisfaction. The basic expression of this model is:

<p><b>Overall Satisfaction</b> = <math>\beta_0</math> + <math>\beta_1</math>Local Environment + <math>\beta_2</math>Onshore activities/services + <math>\beta_3</math>Overall visit experience + <math>\beta_4</math>Price + <math>\beta_5</math>Age + <math>\epsilon</math></p>
--

From Table 14 it is possible to identify the most important index to explain the overall satisfaction: "Price" (H<sub>1.4</sub>). The model with more percentage of explained variance is the Model 5 and 6 (37,5%), *Enter* method, with no effect from the exclusion of outliers. In those two models, the respondents within the group "18-30" have a higher overall satisfaction than the "+60" group, due to the negative

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coefficient. The difference in the global satisfaction between the means of both groups is 0,1 on the 5-point Likert scale.

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
5	LE, OA, VE, PR, AG	5	Enter	0,375	0,00	48	1) Durbin-Watson = 2,045 2) N > 30 (CLT) 3) VIF < 2,77
6	LE, OA, VE, PR, AG	5	Enter	0,375	0,00	48	1) Durbin-Watson = 2,045 2) N > 30 (CLT) 3) VIF < 2,77
7	PR	1	Stepwise	0,358	0,00	48	1) Durbin-Watson = 2,168 2) N > 30 (CLT) 3) VIF < 1
8	PR	1	Stepwise	0,358	0,00	48	1) Durbin-Watson = 2,139 2) N > 30 (CLT) 3) VIF < 1

Table 14 – Model A with dummy variable “Age”

Source: The Author, output from the collected data inserted in SPSS

The expression that comes from the selected model, Model 8, is:

**Model 5/6: Overall Satisfaction** = 1,502 + 0,139Local Environment + 0,089Onshore activities + 0,179Overall visit experience + 0,279Price – 0,1Age +  $\epsilon$

### 5.5.3. Internal Model with “Loyalty” as dummy variable

The other dummy variable tested in the Model A was “Loyalty” to check if the preference between the cruise and Lisbon had any kind of impact in the Model A. The basic expression of this model is:

**Overall Satisfaction** =  $\beta_0$  +  $\beta_1$ Local Environment +  $\beta_2$ Onshore activities/services +  $\beta_3$ Overall visit experience +  $\beta_4$ Price +  $\beta_5$ Loyalty +  $\epsilon$

From Table 15 it is possible to identify the most important factors that explain the overall satisfaction: Overall visit experience (H<sub>1,3</sub>), Price (H<sub>1,4</sub>) and Loyalty. The Model 11 says that 30,3% of the variance of Overall satisfaction is explained by those three factors, which is already a good value. In terms of the “Loyalty” variable, the results demonstrate that tourists that would change the cruise if Lisbon was

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not a port of call are most globally satisfied than the ones that would keep it. This difference is about 0,326 within the scale, higher for the Lisbon loyal.

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
9	LE, OA, VE, PR, AG	5	Enter	0,301	0,00	162	1) Durbin-Watson = 2,013 2) N > 30 (CLT) 3) VIF < 1,72
10	LE, OA, VE, PR, LO	5	Enter	0,216	0,00	150	1) Durbin-Watson = 1,975 2) N > 30 (CLT) 3) VIF < 1,92
11	VE, PR, LO	3	Stepwise	0,303	0,00	162	1) Durbin-Watson = 2,064 2) N > 30 (CLT) 3) VIF < 1,51
12	VE, PR, LO	3	Stepwise	0,222	0,00	150	1) Durbin-Watson = 2,049 2) N > 30 (CLT) 3) VIF < 1,36

Table 15 – Model A with dummy variable “Loyalty”

Source: The Author, output from the collected data inserted in SPSS

As conclusion, the expression that derives from Model 11 shows a positive impact of all three variables and is the following:

<b>Model 11: Overall Satisfaction</b> = 1,618 + 0,217Local Environment + 0,355Price + 0,326Loyalty + $\epsilon$
---

## 5.6 Model B: External Analysis

### 5.6.1 Model with External Factors and Overall Satisfaction

After computing different models to estimate the relationship between the internal dimensions and the cruiser’s overall satisfaction, the best external model was also found, from six possible models, two with the *Enter* method, other two with the *Stepwise* method and the other two accepting only the factor “Destination image”, by the *Enter* method. This happened due to the diminution of the sample when adding the variable that measures the satisfaction with past experience, which limits the model, that is, only repeat visitants of Portugal are included. And so, an additional analysis was made with a bigger sample, only with the effect of the external variable “Destination image” (Model 6 and 7). Below is presented the original expression of the Model B:

<b>Overall Satisfaction</b> = $\beta_0$ + $\beta_1$ Past experience + $\beta_2$ Destination Image + $\epsilon$
--



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From the outliers analysis, 6 cases were selected with the aim of being inserted in the model. Therefore, the models 2 and 4 have as sample 258 cases and not 260. It is important to highlight that the original number of cases is 260 and not 412, due to the *Exclude cases listwise* option and the introduction of the variable “Past experience”. Then, when computing the model without the 6 outliers, some of the cases were previously eliminated by those options, not performing a difference of 6 cases between the samples, but only 2 cases. This happens with all the models thereby represented.

From Table 16 it is possible to conclude that both factors explain the overall satisfaction (H<sub>2,1</sub> and H<sub>2,2</sub>). The model with more percentage of explained variance is the Model 1 (11,6%). The *Stepwise* method here does not have any impact. Therefore, the Model 3 presents the same result of Model 1, being also the best model for the External Analysis. The experience of just inserting “Destination image” as independent variable did not bring successful values, only 4% of the dependent variable is explained by the image perceived of Portugal (Models 5 and 6).

Other factor that shall be referenced is the difference obtained between these results (around 10%) and the ones got on the Internal analysis (in the range of 20%). This means that the internal dimensions have a bigger impact on the definition of the overall satisfaction of the cruise passengers than the external, when studying the models separately. However, the comparison of all factors in a unique and global model is made when computing Model C.

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
1	PE, DI	2	Enter	0,116	0,00	260	1) Durbin-Watson = 2,054 2) N > 30 (CLT) 3) VIF < 1
2	PE, DI	2	Enter	0,109	0,00	258	1) Durbin-Watson = 2,055 2) N > 30 (CLT) 3) VIF < 1
3	PE, DI	2	Stepwise	0,116	0,00	260	1) Durbin-Watson = 2,054 2) N > 30 (CLT) 3) VIF < 1
4	PE, DI	2	Stepwise	0,109	0,00	258	1) Durbin-Watson = 2,055 2) N > 30 (CLT) 3) VIF < 1
5	DI	1	Enter	0,048	0,00	408	1) Durbin-Watson = 1,938 2) N > 30 (CLT) 3) VIF < 1
6	DI	1	Enter	0,042	0,00	402	1) Durbin-Watson = 1,916 2) N > 30 (CLT) 3) VIF < 1

Table 16 – Model B

Source: The Author, output from the collected data inserted in SPSS

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The expression that represents the Models 1 and 3 are below represented, both variables with coefficients of approximately 0,2 units:

<b>Model 1/3: Overall Satisfaction</b> = 2,445+ 0,209Past experience + 0,230Destination Image + $\epsilon$
--

5.6.2 External Model with “Age” as dummy variable

As made on the Model A, an extension of Model B was applied by inserting the dummy variable “Age”. The basic expression of this model is:

<b>Overall Satisfaction</b> = $\beta_0 + \beta_1$ Past experience + $\beta_2$ Destination Image + $\beta_3$ Age + $\epsilon$
--

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
7	PE, DI, AG	3	Enter	0,109	0,014	69	1) Durbin-Watson = 2,288 2) N > 30 (CLT) 3) VIF < 1,1
8	PE, DI, AG	3	Enter	0,109	0,014	69	1) Durbin-Watson = 2,288 2) N > 30 (CLT) 3) VIF < 1,1
9	DI, AG	2	Enter	0,077	0,004	114	1) Durbin-Watson = 2,262 2) N > 30 (CLT) 3) VIF < 1,09
10	DI, AG	2	Enter	0,077	0,004	114	1) Durbin-Watson = 2,262 2) N > 30 (CLT) 3) VIF < 1,09
11	PE, DI	2	Stepwise	0,118	0,006	69	1) Durbin-Watson = 2,29 2) N > 30 (CLT) 3) VIF < 1,02
12	PE, DI	2	Stepwise	0,118	0,000	69	1) Durbin-Watson = 2,29 2) N > 30 (CLT) 3) VIF < 1,02
13	AG	1	Stepwise	0,059	0,000	114	1) Durbin-Watson = 2,193 2) N > 30 (CLT) 3) VIF < 1
14	AG	1	Stepwise	0,059	0,000	114	1) Durbin-Watson = 2,193 2) N > 30 (CLT) 3) VIF < 1

Table 17 – Model B with dummy variable “Age”

Source: The Author, output from the collected data inserted in SPSS

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This new model performed with a lower sample due to the limitation of the two age groups selection (“18-30” and “+60”). From Table 17 it is possible to verify that both external factors are the most important to explain the overall satisfaction, as well as the new variable, *Age*, but with much less relevance. The coefficient of the first two models (7 and 8) indicates that the “+60” age group have more 0,031 on the mean of overall satisfaction than the youngers, which has no big impact in the model. The model with more percentage of explained variance is the Model 11, as well as the Model 12 (11,8%), *Stepwise* method, which the outliers did not have any effect. The conclusion is that the age of the individuals have impact but not in a significant manner.

The expression that comes from the selected model, Model 11/12, is:

$$\text{Model 11/12: Overall Satisfaction} = 2,107 + 0,202\text{Destination image} + 0,301\text{Past experience} + \epsilon$$

### 5.6.3 External Model with “Loyalty” as dummy variable

The other dummy variable tested in the Model B was “Loyalty” and the expression representative of the model is:

$$\text{Overall Satisfaction} = \beta_0 + \beta_1\text{Past experience} + \beta_2\text{Destination Image} + \beta_3\text{Loyalty} + \epsilon$$

From Table 18, we conclude that the loyalty of cruisers have some considerable impact on the global satisfaction, since the best model in terms of Adjusted R Squared was the Model 15, by the *Enter* method, where 12,5% of the variance of the dependent variable can be explained by those three factors.

Through the output it is possible to verify that also in the External analysis the loyalty with the city of Lisbon has a higher impact on the overall satisfaction, since there is a difference between both groups (Cruise or Lisbon) of 0,225 units, almost a quarter point on the scale, on the mean of overall satisfaction.

Other conclusion held from the SPSS outputs relays on the change of importance of the “Destination image” and the “Past experience” when adding the two different dummy variables. Summing up, when inserting the “Age” in the Model B, the perceived image of tourists has lower relationship in the

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overall satisfaction that the feedback of the past visits to Portugal, and when adding the “Loyalty”, the opposite occurs. This happens because the sample size and the sample characterization are different between Models 11/12 and 15, and so it is not possible to do a direct matching.

Model	Variables included	Nº Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
15	PE, DI, LO	3	Enter	0,125	0,00	260	1) Durbin-Watson = 2,039 2) N > 30 (CLT) 3) VIF < 1,01
16	PE, DI, LO	3	Enter	0,116	0,00	258	1) Durbin-Watson = 2,04 2) N > 30 (CLT) 3) VIF < 1,01
17	DI, LO	2	Enter	0,052	0,00	407	1) Durbin-Watson = 1,924 2) N > 30 (CLT) 3) VIF < 1
18	DI, LO	2	Enter	0,045	0,00	401	1) Durbin-Watson = 1,906 2) N > 30 (CLT) 3) VIF < 1
19	PE, DI	2	Stepwise	0,116	0,00	260	1) Durbin-Watson = 2,054 2) N > 30 (CLT) 3) VIF < 1
20	PE, DI	2	Stepwise	0,109	0,00	258	1) Durbin-Watson = 2,055 2) N > 30 (CLT) 3) VIF < 1,01
21	DI	1	Stepwise	0,047	0,00	407	1) Durbin-Watson = 1,938 2) N > 30 (CLT) 3) VIF < 1
22	DI	1	Stepwise	0,04	0,00	401	1) Durbin-Watson = 1,916 2) N > 30 (CLT) 3) VIF < 1

Table 18 – Model B with dummy variable “Loyalty”

Source: The Author, output from the collected data inserted in SPSS

At the end, the model B with the “Loyalty” introduction is represented by:

<p><b>Model 15: Overall Satisfaction</b> = 2,174 + 0,236Destination image + 0,208Past experience + 0,225Loyalty + <math>\epsilon</math></p>
---

## 5.7 Model C: Global Analysis

### 5.7.1 Model with all factors and Overall Satisfaction

The third type of analysis intended in this study to join internal and external dimension in an entire model and measure the relevance of each in the estimation of Overall Satisfaction ( $H_1$  and  $H_2$ ). In this context, four models were performed, with and without outliers, by *Enter* and *Stepwise* methods. This Model C is constituted by six dependent variables as shown below:

$$\text{Overall Satisfaction} = \beta_0 + \beta_1 \text{Local Environment} + \beta_2 \text{Onshore activities/services} + \beta_3 \text{Overall visit experience} + \beta_4 \text{Price} + \beta_5 \text{Past experience} + \beta_6 \text{Destination image} + \epsilon$$

The next table represents each of the four models by its key values (variables included, the sample dimension, the value of the model, if the assumptions are fulfilled or not). Having into account the accomplishment of all the conditions, it is possible to validate all the models and select the first one, Model 1, as the one with best prediction in determining the variable “Overall satisfaction”. This model contemplates all the six variables, with only 96 respondents, but with 35,2% of explanation.

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
1	LE, OA, VE, PR, PE, DI	6	Enter	0,352	0,00	96	1) Durbin-Watson = 1,714 2) N > 30 (CLT) 3) VIF < 2,12
2	LE, OA, VE, PR, PE, DI	6	Enter	0,344	0,00	89	1) Durbin-Watson = 1,744 2) N > 30 (CLT) 3) VIF < 2,12
3	PR, PE	2	Stepwise	0,334	0,00	96	1) Durbin-Watson = 2,129 2) N > 30 (CLT) 3) VIF < 1
4	PR, PE	2	Stepwise	0,343	0,00	89	1) Durbin-Watson = 2,093 2) N > 30 (CLT) 3) VIF < 1

Table 19 – Model C

Source: The Author, output from the collected data inserted in SPSS

It is important to highlight the good values resultant from the global model, which means that internal and external factors together make a stronger model. Now, analyzing variable by variable, even with a high percentage obtained, there are three factors that have a negative impact on the Model 1: Local Environment, Onshore activities/services and Destination Image. Clearly the internal dimension

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related with the excursions and shopping has a most important role in their negative impact, but both types of dimensions (internal and external) are influencing positively and negatively the model, even the model is stronger with the influence of both.

Finally, the expression of Model 1 in the Global analysis is the following:

**Model 1: Overall Satisfaction** = 1,585 – 0,062Local Environment – 0,231Onshore activities/services + 0,276Overall visit experience + 0,373Price + 0,297Past experience – 0,04Destination image +  $\epsilon$

5.7.2 Global Model with “Age” as dummy variable

As made on previous analysis, an extension of Model C was studied using the dummy variable “Age”.

The basic expression of this model is:

**Overall Satisfaction** =  $\beta_0$  +  $\beta_1$ Local Environment +  $\beta_2$ Onshore activities/services +  $\beta_3$ Overall visit experience +  $\beta_4$ Price +  $\beta_5$ Past experience +  $\beta_6$ Destination image +  $\beta_7$ Age +  $\epsilon$

However, and as the Table 20 exemplifies, the results arisen from the insertion of the variable “Age” besides being negative in Models 5 and 6, they are all based on a very small sample (N=22), which jeopardize the assumption of normality of residuals (only applicable for samples higher than 30, as explained in the point 5.4 of this chapter). Therefore, the Global Model with “Age” will neither be analyzed nor be subjected of selection.

Model	Variables included	Nº Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
5	LE, OA, VE, PR, PE, DI, AG	7	Enter	-0,039	0,541	22	1) Durbin-Watson = 1,589 2) N < 30 3) VIF < 3,09
6	LE, OA, VE, PR, PE, DI, AG	7	Enter	-0,039	0,541	22	1) Durbin-Watson = 1,589 2) N < 30 3) VIF < 3,09
7	PR	1	Stepwise	0,2	0,021	22	1) Durbin-Watson = 2,218 2) N < 30 3) VIF < 1
8	PR	1	Stepwise	0,2	0,021	22	1) Durbin-Watson = 2,218 2) N < 30 3) VIF < 1

Table 20 – Model C with dummy variable “Age”

Source: The Author, output from the collected data inserted in SPSS

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5.7.3 Global Model with “Loyalty” as dummy variable

In relation to the other dummy variable, “Loyalty”, four models were estimated, two by the *Enter* method and the other two by the *Stepwise* method. The expression representative of the model is:

$$\text{Overall Satisfaction} = \beta_0 + \beta_1\text{Local Environment} + \beta_2\text{Onshore activities/services} + \beta_3\text{Overall visit experience} + \beta_4\text{Price} + \beta_5\text{Past experience} + \beta_6\text{Destination image} + \beta_7\text{Loyalty} + \epsilon$$

From Table 21, we conclude that the loyalty of cruisers have some considerable impact on the global satisfaction, since, even all the four models presents good results, the best model in terms of Adjusted R Squared was the Model 9, by *Enter* method, where 12,5% of the variance of the dependent variable can be explained by those three factors. In fact, it is again verified a positive impact of “Loyalty” variable in the model estimation, here with 0,264 of difference in the mean of overall satisfaction, between the cruisers that wanted to keep the cruise and change it if Lisbon was not included in the itinerary, where the last option has a higher impact.

Model	Variables included	N° Variables	Method	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
9	LE, OA, VE, PR, PE, DI, LO	7	Enter	0,368	0,00	96	1) Durbin-Watson = 1,686 2) N > 30 (CLT) 3) VIF < 2,12
10	LE, OA, VE, PR, PE, DI, LO	7	Enter	0,361	0,00	89	1) Durbin-Watson = 1,709 2) N > 30 (CLT) 3) VIF < 2,13
11	PR, PE	2	Stepwise	0,334	0,00	96	1) Durbin-Watson = 2,129 2) N > 30 (CLT) 3) VIF < 1
12	PR, PE	2	Stepwise	0,343	0,00	89	1) Durbin-Watson = 2,093 2) N > 30 (CLT) 3) VIF < 1

Table 21 – Model C with dummy variable “Loyalty”

Source: The Author, output from the collected data inserted in SPSS

The final estimated model is composed by:

**Model 9:** Return intention = 1,366 - 0,071Local Environment - 0,271Onshore activities + 0,283Overall visit experience + 0,385Price + 0,294Past experience + 0,008Destination image + 0,264Loyalty +  $\epsilon$

**5.8. Overall Satisfaction and its relationship with Intention to return**

After considering what kind of variables best fits the relationship with the cruiser's overall satisfaction, it was proposed to analyze the connection between overall satisfaction and return intention (H<sub>3,1</sub>). There were found two models, one with the entire sample (N=412) and other without the selected outliers (N=406). Below is presented the expression that translates the expectation for these two models:

**Return intention** =  $\beta_0 + \beta_1$ Overall Satisfaction +  $\epsilon$

The model with the entire sample (Model 1) presented a higher value. Around 13,6% of the variance of cruiser's return intention to Portugal is explained by the overall satisfaction with the most recent visit to Lisbon (Table 22).

Model	Variable(s) included	N° Variables	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
1	OS	1	0,136	0,00	412	1) Durbin-Watson = 1,873 2) N > 30 (CLT) 3) VIF < 1
2	OS	1	0,116	0,00	406	1) Durbin-Watson = 1,839 2) N > 30 (CLT) 3) VIF < 1

Table 22– Analysis of possible dummy variables to introduce in the Recommend Intention analysis

*Source: The Author, output from the collected data inserted in SPSS*

This result is not so high as wished, moreover when the literature give so intensive focus on that relationship and the feedback absorbed from the questionnaire application is so positive. This result is discussed in the next chapter, when conclusions are made.

As so, the expression that represents the Model 1 is:

**Model 1:** Return intention = 2,466 + 0,42Overall Satisfaction +  $\epsilon$



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5.8.1. Model with “Age” as dummy variable

Yet in the relationship between overall satisfaction and the intention to return, it was added a dummy variable, “Age” with the following dichotomous values: 1 – “46-60” and 2 – “+60”. In this way, two MLRM were applied, with the *Enter* method, one with outliers (N=220), other without the selected outliers (N=218). The expression below presented express the model computed:

**Return intention** =  $\beta_0 + \beta_1$ Overall Satisfaction +  $\beta_2$ Age +  $\epsilon$

The model with the entire sample (Model 3) presented a higher value. Around 17,9% of the variance of cruiser’s return intention to Portugal is explained by the overall satisfaction with the most recent visit to Lisbon and by the their age, that is, the tourists with ages from 46 to 60 contributes 0,419 more to the overall satisfaction that the older group (“+60”), which is almost half of a unit in the 5-point Likert scale . Besides, the Durbin-Watson value of the Model 4 is lower than the expected, indicating possible positive autocorrelation between variables, whereas the Model 3 gave an acceptable value (Table 23).

Model	Variable(s) included	N° Variables	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
3	OS, AG	2	0,179	0,00	220	1) Durbin-Watson = 1,819 2) N > 30 (CLT) 3) VIF < 1,01
4	OS, AG	2	0,147	0,00	218	1) Durbin-Watson = 1,408 2) N > 30 (CLT) 3) VIF < 1

Table 23 – Analysis of possible dummy variables to introduce in the Recommend Intention analysis

*Source: The Author, output from the collected data inserted in SPSS*

As so, the expression that represents the Model 3 is:

**Model 3:** Return intention = 3,669+ 0,451Overall Satisfaction -0,419Age +  $\epsilon$

**5.9. Overall Satisfaction and its relationship with Intention to recommend**

As demonstrated in the conceptual model (Chapter 3), other loyalty evidence that the tourist can show by satisfaction has to do with the recommendation of the destination, usually, by WOM (H<sub>3,2</sub>). Therefore, the same type of model was estimated, with recommendation as dependent variable, one with 412 respondents and other without the outliers (N=406). The expression below presented express

**Recommend intention** =  $\beta_0 + \beta_1$ Overall Satisfaction +  $\epsilon$

the model computed:

Although with a lower percentage than in the Return intention model (H<sub>3,1</sub>), the results showed that 11,8% of the recommend intention is justified by the global satisfaction level (H<sub>3,2</sub>). The Model 2 appeared as the most adequate, fulfilling the assumptions.

Model	Variable(s) included	N° Variables	Adjusted R <sup>2</sup>	Sig.	N	Observations and Diagnostic
1	OS	1	0,098	0,00	412	1) Durbin-Watson = 2,136 2) N > 50 3) VIF < 1
2	OS	1	0,118	0,00	406	1) Durbin-Watson = 2,142 2) N > 50 3) VIF < 1

Table 24– Analysis of possible dummy variables to introduce in the Recommend Intention analysis

*Source: The Author, output from the collected data inserted in SPSS*

This result will also be discussed in the next chapter, once does not correspond to the planned value, according to the variables, strongly referred on the literature, that were included in the model.

Finally, the expression that represents the Model 2 is:

**Model 2: Recommend intention** = 2,896 + 0,374Overall Satisfaction +  $\epsilon$

## **6 – CONCLUSIONS**

### **6.1. Main conclusions**

The purpose of this dissertation was **(1)** measuring the satisfaction of cruisers about the most recent visit in Lisbon, represented by the hypothesis  $H_1$  of the conceptual model, not only in general, but also taking into consideration internal (in the cruise scope, as hypothesis  $H_{1.1}$ ,  $H_{1.2}$ ,  $H_{1.3}$  and  $H_{1.3}$ ) and external (out of cruise scope, namely hypothesis  $H_{2.1}$  and  $H_{2.2}$ ) factors; and **(2)** identifying the critical variables to be considered in order to positively influence satisfaction and, consequently, the intention to return to Portugal, represented by hypothesis  $H_{3.1}$  or to recommend it ( $H_{3.2}$ ).

To accomplish both objectives, a questionnaire was applied to 412 international cruise passengers in Lisbon, between July and September 2013.

The **first objective** was accomplished. Almost 94% of the sample was globally satisfied with the visit and all the six factors added in the model were also ranked between 3,94 and 4,22, according a Likert scale, measured from 1 to 5. Even with low percentages, women were who most expressed their dissatisfaction (level 1 and 2) or indifference (level 3). The most satisfied tourists were the age group of “46-60”, with 41,8% of the answers “Extremely satisfied” coming from them, mostly because they are the most representative group in the sample. The “+60” cruisers was the only group that concentrated more opinion in the level 5 (“Extremely satisfied”), all the others verified a higher weight in the level 4, “Satisfied”. Finally, 70,6% of the answer “Neither satisfied nor unsatisfied” were from repeat cruisers, that is, tourists that are loyal to that kind of holiday and probably have already visited Lisbon by cruise, which makes that last visit less significant in their satisfaction in comparison to first-timers. The attribute “Climate” was the best ranked (Mean = 4,5), followed by “Accessibility between ship and places visited” (Mean = 4,33). The “Traffic and maintenance of roads” was the factor that left tourists less satisfied. All the referenced factors are classified as internal factors, that is, the satisfaction with the several attributes is related with a recent experience, and not with opinions about an experience that has already happened long time ago or a subjective perception of the image of a country.

The **second objective** was also accomplished. The conceptual model created was divided in three parts: Internal Analysis (Model A), External Analysis (Model B) and Global Analysis (Model C). The

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Model A tried to measure the relation with direct dimensions of the tourist experience in Portugal with the overall satisfaction, the Model B introduced the past experience satisfaction, if applicable, and the tourists' destination image of Portugal and studied the possibility of link with their overall satisfaction. Finally, the Model C combined both factors, Model A and Model B, and studied in general the relationship between specific dimensions with the global satisfaction of the respondents.

Based on Model C, the variable that demonstrated having a higher weight in the overall satisfaction is the satisfaction with the "Price" ( $H_{1.4}$ ), an internal factor constituted by three attributes. The ones with less impact in the constitution of the model are other internal dimensions, the "Local environment" and the "Onshore activities/services". In some way, this result was already expected since the world is not totally recovered from the financial crisis and so the cost of extra expenses (out of ship) has a significant weight in tourist's decisions. Besides, Portugal still manages to be a country with competitive advantage in relation to the price and that is one of the most probable reasons to the good feedback manifested. When evaluating the possible relationship of overall satisfaction and the behavioral intentions of the cruisers ( $H_3$ ), there was more percentage explained to the intention of returning (13,6%), which was the hypothesis  $H_{3.1}$  in the conceptual model than the intention of recommending (11,8%), the hypothesis  $H_{3.2}$ . However, all the results were considered low in comparison to the expectation coming from the emphasis given in the literature.

Concluding, all the 11 **hypothesis** constituted in the conceptual model were verified, that is, only positive outcomes was brought from the linear regression analysis, but as explained above, not all the results were satisfactory, principally for the hypothesis of group  $H_3$ .

To obtain the results above exposed, it was built some **regression models** that could explain the relationships proposed in the conceptual model and a total of 52 models were shaped for this study (46 in MLRM and 6 in SLRM), always through the SPSS program. All models meet the assumptions of a Regression Model, except the global model (Model C) with "Age" as dummy variable, which was excluded of the analysis. On the other hand, the model that got high percentage explained was verified in the Model A, n°5, with 37,5% of internal factors and the effect of "Age" defining the explanation of the cruiser's overall satisfaction. However, this model only integrated 48 respondents, which is quite low to taken conclusions from a statistical model. In this output, "Price" and "Overall satisfaction" has the higher weights in the final expression. Right after, the second best model was the Model C, n°9, with 36,8% of the six variables and the dummy variable "Loyalty" explaining the variable "Overall satisfaction" (N=96). In this model, with a bigger sample, "Price" ( $H_{1.4}$ ), "Past experience" ( $H_{2.1}$ ),

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“Overall visit experience” ( $H_{1.3}$ ) and “Loyalty” are the factors that most contribute positively for the fitness of the model.

The introduction of dummy variables in the regression models aimed to add value to the study. After analyzing six possible variables, only two demonstrated conditions to be applied in the regression models: “Age”, namely, the mean difference between the age group “18-30” and “+60”, and “46-60” and “+60”, and “Loyalty”, that is, the mean difference between who chose the maintenance of the cruise and who preferred changing the cruise to be able to visit Lisbon. The second, “Loyalty”, indicated more adaptability to the conceptual model, since the coefficients in the three type of MLRM analysis added a positive effect. The selected models in each type of analysis with “Loyalty” as dummy variable showed: Model A/Internal - Coefficient = 0,32; Model B/External Coefficient = 0,22; Model C/ Global – Coefficient = 0,264. This means that in all the three cases, the satisfaction is superior to cruisers that will not keep the cruise if Lisbon was not a port of call. The mean difference in the overall satisfaction between that group and the one that are cruise loyal is around 0,2-0,3 units in the 1 to 5 scale. Regarding the “Age”, the information from the internal model shows a negative impact of 0,1, which explains that the age group “18-30” have, in average, more 0,1 point of satisfaction than passengers with more than 60 years old. The best Model B with “Age” does not include the proper variable and the Model C with “Age” was rejected, as explained before.

In terms of **methodology**, first of all, when computing MLRM in SPSS there are many choices to do before obtained the necessary outputs. One of the options that more influenced the sample size and, by consequence, the results was the deal with missing values: Exclude cases listwise, exclude cases pairwise or replace with mean. Although it reduces significantly the sample size, not representing the total data collected, it allows obtaining more real results because it deletes cases with missing value and does not replace the missing value by the mean.

Bigger samples mean reduce margin of error and uncertainty in the results (standard errors are smaller). Despite the sample used is conformed the minimum need for the statistical techniques used in this thesis, a bigger sample would naturally reduce uncertainty in hypotheses.

The results normally given in MLRM (R Squared and Adjusted R squared) are lower in social sciences than in scientific sciences (Cohen et al., 2003), once it is hard to predict behavioral attitudes and decisions of people. As so, the results expected in a model created based on scientific sciences are

much higher than when based on consumer behavior. A favorable result for social science is got from 20%-40%, whereas for the exact science, only from 70-80% the model can be considered good

## **6.2. Implications**

The thesis demonstrates that satisfaction on tourism cannot be generalized, since the motivation of a “sightseeing” tourist is not necessarily the same than the motivation of a cruiser (Cohen, 1979), as well as a repeat traveler can have a different level of motivation than a new one (Pearce and Caltabiano, 1983). As Marti (1992) pointed out, the cost factor continues to be important in the decision-making process and, consequently, for the cruiser satisfaction.

According Badarneh (2010, 2011) and Molina et al. (2012), the visit of international tourists in Lisbon can influence their future behavioral intentions in “re-purchasing” the experience. Cruise tourist can indeed establish a long-term relationship with Portugal, returning to Lisbon or other place in Portugal (Brida et al., 2012), but the efforts to create that relation have to be much bigger than when treating a land tourist, since the fidelity with the cruise concept is higher, they are mainly repeat cruisers (Petrick, 2004). That is why the relationship between satisfaction and the two behavioral intentions studied did not bring results as good as expected, there should be added more variables.

As perceived, apparently the likelihood of a cruiser returning to a destination not only depends on the satisfaction, but also on other factors (Brida and Coletti, 2010). The same happens with recommendation, there is a link between satisfaction and the intention to recommend a country (Hosany et al., 2009), but it was not studied yet more details of this relationship and other possible factors that defines the intention to recommend.

To the management, tourism entities should act in the cruise tourism throughout the year, once it is an activity more and more non-seasonal. Moreover, one of the things that more satisfy cruisers is the climate and that is a weapon that Portugal has advantage in relation to other countries.

Important too is the focus not only in older people, but also in catching young people or families that are used to travel by cruise and potentially could return to Portugal in another kind of holiday.

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Managerial decision should take into account the principal nationalities that visit Lisbon by cruise, for instance, English people and study deeply their profile and interests.

On the other hand, the price of food, beverages, transports and touristic attractions showed considerable impact on cruiser's satisfaction and is important that it continues to be optimized by good offers and agreeable services. To improve, especially the traffic and maintenance of roads and the graffiti evidenced in the Lisbon streets, two points frequently referenced by tourists.

### **6.3. Limitations**

The present research was applied only to 412 tourists from big cruise ships, during 12 non-consecutive days, in three different months, but all in the summer season. These facts can limit the study and its conclusions, once the season and the climate associated to the season can slant some of the feedback given by the tourists. It is important not forgetting there is also a good percentage of cruisers coming from small size ships that could have other kind of opinion regarding their satisfaction and respective behavioral intentions. Hence, the data collected could be different in terms of type of population coming to Lisbon due to the season and type of ships selected. Other limitation was the time that conditioned not only the homogeneity of the season when the questionnaire was applied, but also the quantity of data collected.

The people from the sample mainly come from the UK, principally to their great weight in the total population, but also due to language constraints. The questionnaire was only available in English and in Portuguese. Not all tourists were able to respond to the survey because they did not dominate any of the two languages.

Despite the pilot test and further changes in the questionnaire, some questions may have introduced additional bias in the assessment of the variables. Therefore, the pilot test should have been applied to a bigger sample, however due to time constraints it was only applied to four people and not related to the intended population.

#### **6.4. Future research**

Considering the main conclusions, the implications of the study and the expressed limitations, future studies should collect a larger sample, preferably in different cruise ships sizes, nationalities and adding other demographic characteristics, as the income average or the habilitations. Would the conclusions be different with a larger proportion of other nationalities? It could also be interesting to apply the developed model directly to other populations, for instance, in Funchal and compare the outcomes. Would overall satisfaction be the same for different Portuguese ports, especially in Funchal, first in the total of received passengers? And moreover, could this modified model fit other tourism sectors? These extensions would be important to show generalizability and validity of the proposed model.

Other relevant aspect that could be discussed in further research is the study of the relative importance of each attribute for a tourist, using that outcome to compare with the satisfaction of each attribute. That is, in this study, the four internal dimensions were evaluated according the satisfaction of each attribute. However, getting to know the importance of each of that attribute in the overall satisfaction of the tourist could also contribute for the development and improvement of local tourism.

As the outcome brought from the relationship between satisfaction and behavioral intentions were lower than expected, it is suggested a deeper investigation in order to find what was wrong, which new variables can be added to the model, or what kind of additional information has to be included to better rely on the relationship between "Overall satisfaction" and "Intention to return".

In relation to the variable "Recommendation", it is suggested in future researches a more exhaustive development of the types of recommendation (WOM, social networks - eWOM, etc.) in order to understand how the image of the country is spread into the world.



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8 – APPENDICES

APPENDIX 1

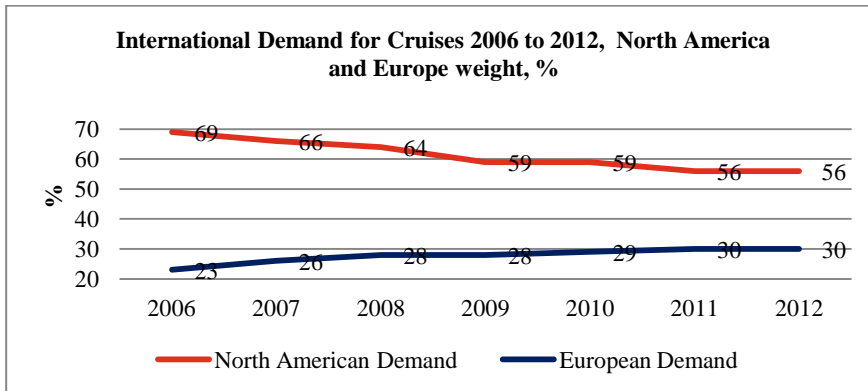


Figure 1.1 – International Demand for Cruises 2006 to 2012

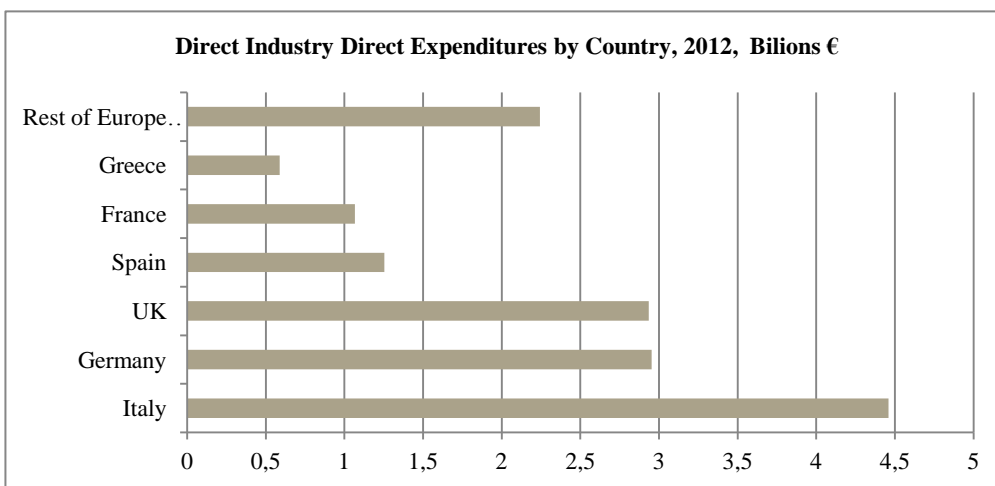


Figure 1.2 - Direct Cruise Industry Expenditures by country

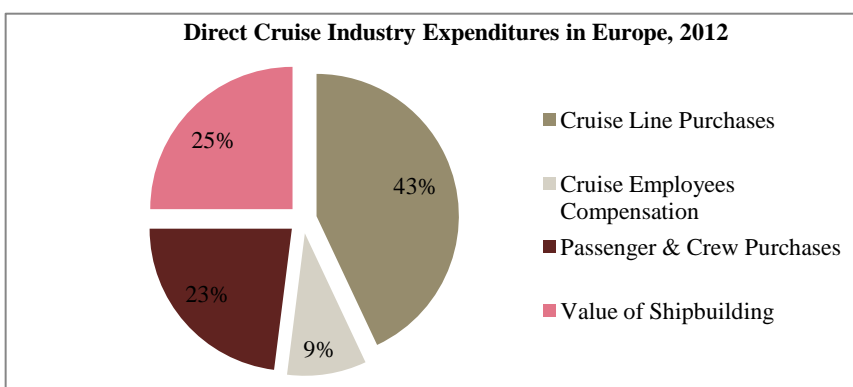


Figure 1.3 - Direct Cruise Industry Expenditures in Europe

Source of Figures 1.1, 1.2 and 1.3: Contribution of Cruise Tourism to the Economies of Europe in 2012, ECC, 2013 Edition (data collected through G. P. Wild (International) Limietd from PSA, CLIA, IRN and other sources)

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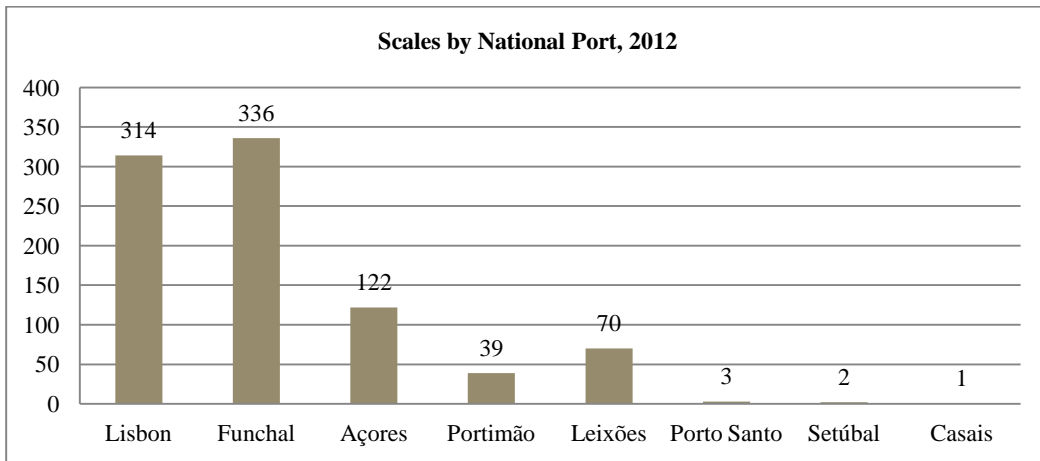


Figure 1.4 - Number of scales in the National Ports, 2012

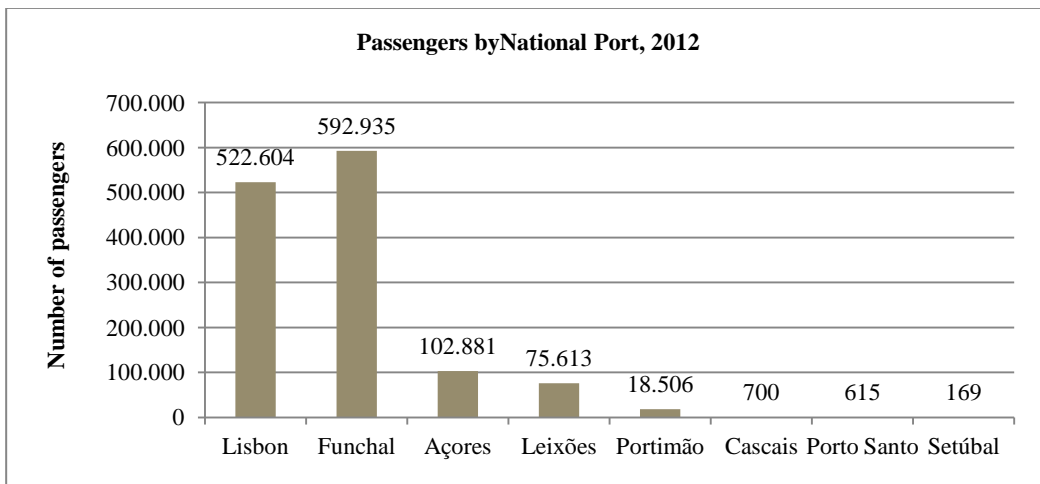


Figure 1.5 - Number of passengers by National Port, Portugal, 2012

Source of Figures 1.4 and 1.5: *Traffic Cruise Report – Port of Lisbon, Port of Lisbon Authority Administration, 2012*

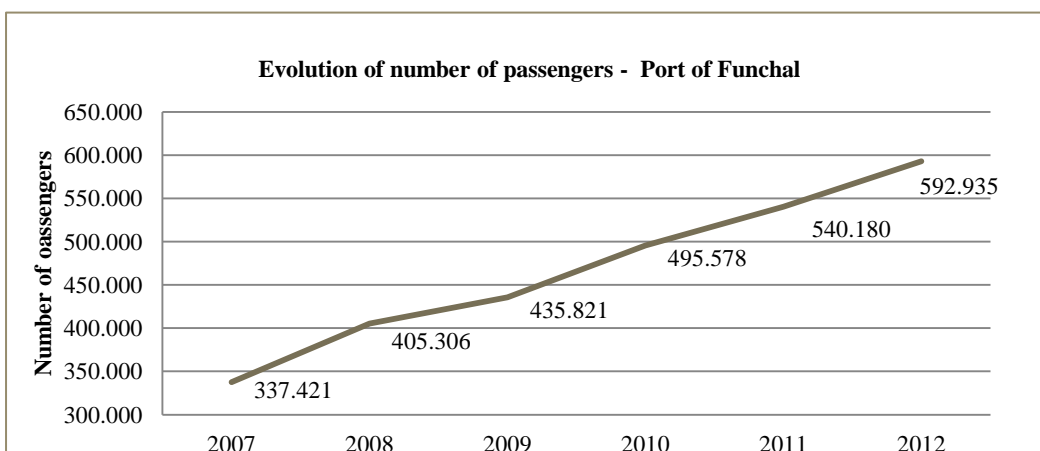


Figure 1.6: Evolution of passengers, Port of Funchal, (2007-2012)

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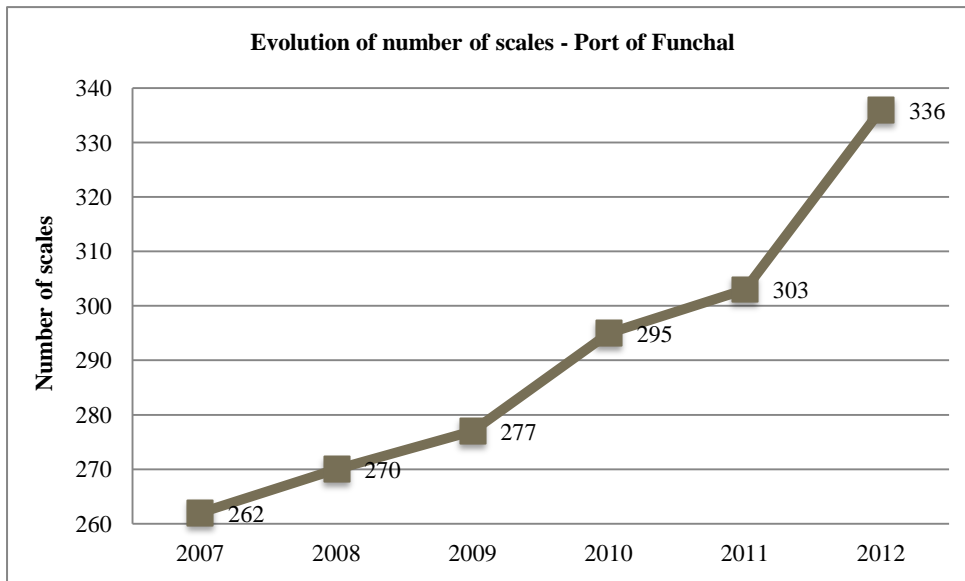


Figure 1.7: Evolution of number of scales, Port of Funchal, (2007-2012)

Source of Figures 1.6 and 1.7: Port of Funchal Authority Administration, [www.portosdamadeira.com](http://www.portosdamadeira.com)



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APPENDIX 2

Dimension	Examples
<b>Hedonic</b>	<ul style="list-style-type: none"> <li>● Excitement</li> <li>● Enjoyment</li> <li>● Memorability</li> </ul>
<b>Interactive</b>	<ul style="list-style-type: none"> <li>● Meeting People</li> <li>● Being Part of the Process</li> <li>● Having Choice</li> </ul>
<b>Novelty</b>	<ul style="list-style-type: none"> <li>● Escape</li> <li>● Doing Something New</li> </ul>
<b>Comfort</b>	<ul style="list-style-type: none"> <li>● Physical Comfort</li> <li>● Relaxation</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>● Personal Safety</li> <li>● Security of Belongings</li> </ul>
<b>Stimulation</b>	<ul style="list-style-type: none"> <li>● Educational and Informative</li> <li>● Challenging</li> </ul>

Figure 2.1 – Construct domain: the service experience

Source: Otto, Julie E & Ritchie, J R Bren. 1996. *The Service Experience in Tourism Tourism Management, Vol. 17*. No. 3, pp. 165-174

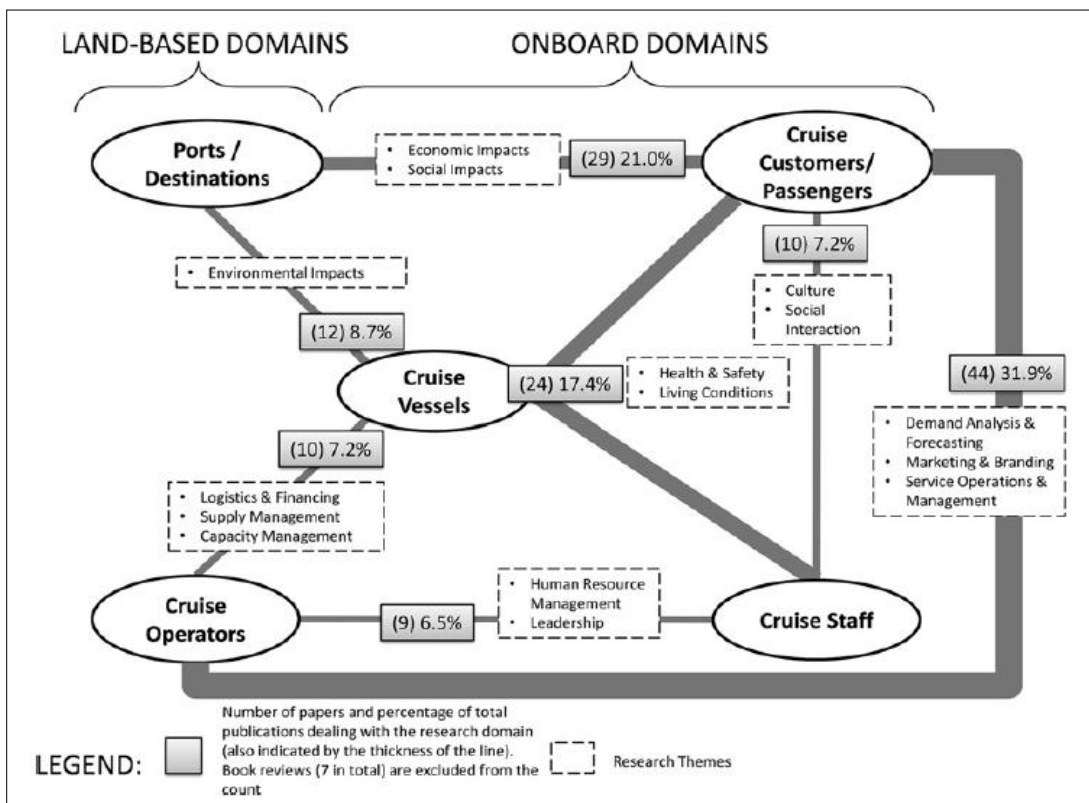


Figure 2.2 – Thematic Analysis – Cruise research framework

Source: Papathanassis, Alexis & Beckmann, Insa. 2011. *Assessing the 'Poverty of Cruise Theory' Hypothesis, Annals of Tourism Research, Vol. 38*, No. 1, pp. 153-174

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Type of Benefit	Dependent Upon	Comment	National/ Regional
1. Foreign exchange	Net expenditure	Net impact relevant (i.e., less import leakages)	National
2. Profit and taxes	International Air Travel	Some profitable routes serviced by home country-owned airlines	Regional and National (taxes)
	Add on Expenditure	Slight local monopoly	
	Port Expenditure (passenger/crew)	Slight local monopoly	
	State charges	Relationship to cost?	
	Port charges	Profits possible	
	Towage	Profits possible	
	Stevedoring	Indirect taxes	
	Bunkering	Income tax	
	Home country crew	Net tax?	
	Taxes		
3. Employment	Local employment effects		
	National employment effects	Net impact relevant	Regional, National
4. Externalities	International/Internal Air Travel	Noise cost	
	Add-on expenditure	Environmental costs	
	Port expenditure (passenger/crew)	Environmental costs	Regional, National
5. Terms of trade	Ship visits	Possible negative Externalities	
	Add-on expenditure	Small effects	Regional
	Port expenditure (passenger/crew)	Small effects	
6. Scale Economies	Port charges		
	Expenditure in regions	Negative and positive: includes port, road Congestion	Mainly Regional, some National

Figure 2.3 – Cruise Benefits, associated expenditures and types of impact

Source: Dwyer, Larry and Forsyth, Peter. 1998. *Economic Significance of Cruise Tourism, Annals of Tourism Research, Vol. 25*, No. 2, pp. 393-415

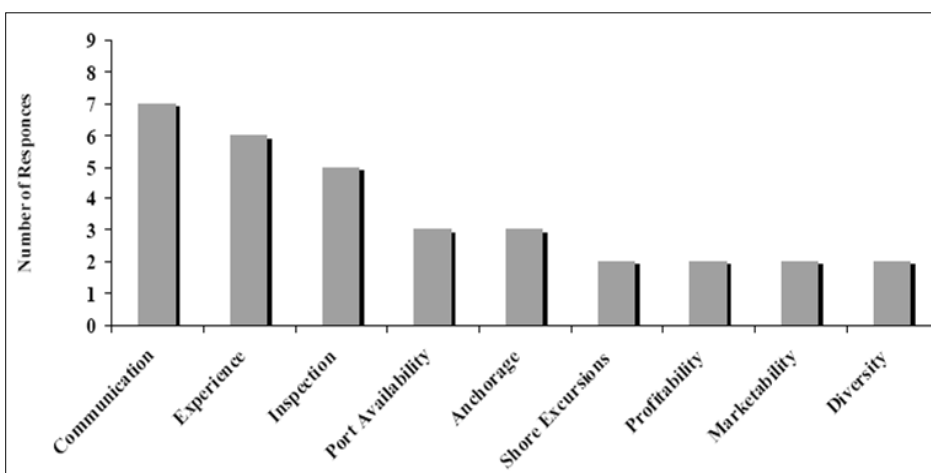


Figure 2.4 – Important factors when defining itineraries

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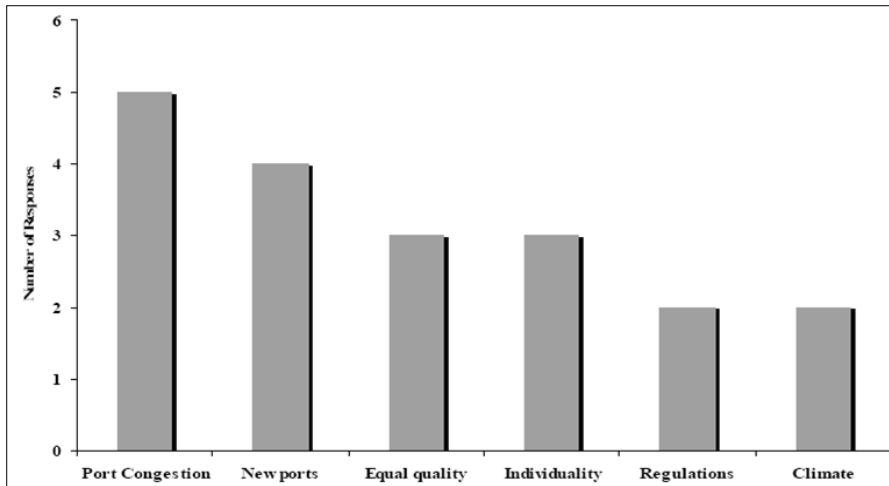


Figure 2.5 – Main issues and challenges faced when planning itineraries

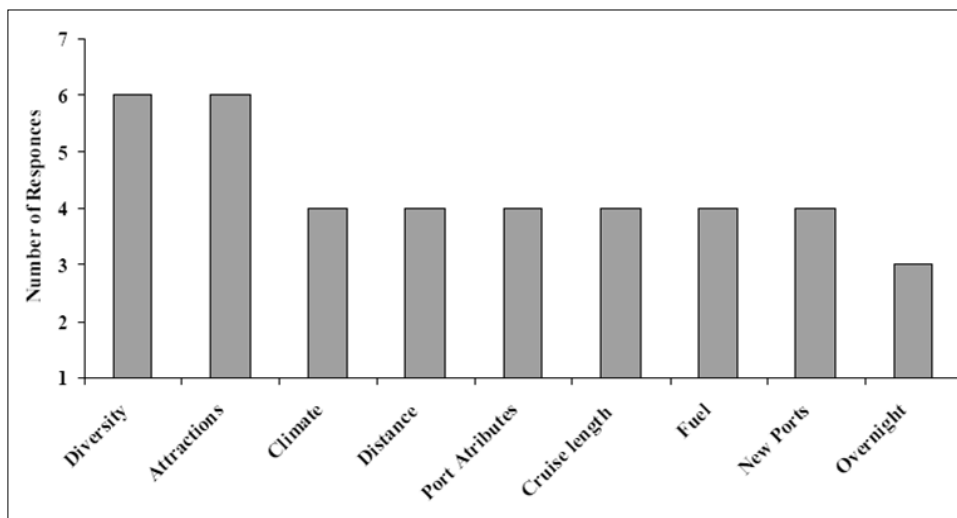


Figure 2.6 – Important aspects to take into account when planning future itineraries

Source of Figures 2.4, 2.5 and 2.6: Greenwood, Ana Bartolome and Barron, Paul. 2006. *Issues determining the development of cruise itineraries: A focus on the luxury market*

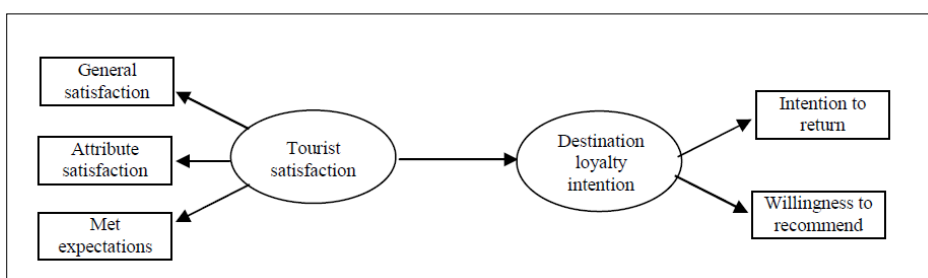


Figure 2.7 - The proposed hypothetical model of a study conducted by Valle et al. (2006)

## MEASURING CRUISER'S SATISFACTION OF LISBON AND INTENTION TO RETURN TO PORTUGAL AS INDEPENDENT VISITOR

Latent Constructs	Observed Variables	Questions	Scale
Tourist satisfaction	General satisfaction	What is your overall satisfaction level as a tourist experiencing <i>Arade</i> ?	1 – very unsatisfied 2 – unsatisfied 3 – not satisfied nor unsatisfied 4 – satisfied 5 – very satisfied
	Attribute satisfaction	In terms of satisfaction, how would you rate the following <i>Arade</i> attributes? (*)	1 – very unsatisfied 2 – unsatisfied 3 – not satisfied nor unsatisfied 4 – satisfied 5 – very satisfied
	Met expectations	Were your expectations met?	1 – no 2 – yes
Destination loyalty	Intentions in revisiting	Do you intend to revisit <i>Arade</i> in the future?	1 – no 2 – maybe; 3 – yes
	Willingness to recommend	Would you recommend <i>ARADE</i> to your friends and family?	1 – no 2 – maybe; 3 – yes

(\*) Mean of satisfaction level with the thirty attributes.

Figure 2.8 - Latent construct, observed variables, questions and scales from Valle et al. (2006)

Source of Figures 2.7 and 2.8: Valle, Patricia Oom, Silva, João Albino, Mendes, Júlio, Guerreiro, Manuela. 2006. *Tourist Satisfaction and Destination Loyalty intention - A Structural and Categorical Analysis*, Int. Journal of Business Science and Applied Management, Volume 1, Issue 1

Authors	Method(s)	Endogenous variables (Y)	Exogenous variables (X)
Alegre & Garau (2011)	MR	Satisfaction	Accommodation and various destination aspects, prices
Alegre & Garau (2010)	EFA, MR, correlations, binary logistic MR	Overall satisfaction, intention to revisit	(Dis-)Satisfaction components, nationality, age, income, accommodation type, packaging, destination
Campo-Martinez & Garau-Vadell (2010)	SEM	Overall satisfaction	Satisfaction elements, first time vs. repeat tourists
Chen & Chen (2010)	SEM	Satisfaction, intentions: will revisit, will recommend	Experience quality, perceived value
Chen & Myagmarsuren (2010)	SEM	Tourist satisfaction, destination loyalty	Destination awareness, destination image, perceived quality
Devesa, Laguna & Palacios (2010)	ANOVA, EFA, cluster analysis	Satisfaction	Four motivational types
Hyung & Perdue (2010)	Factor analysis, MR	Intension to revisit	Previous trip satisfaction, destination image
Kim, Weldon & Malik (2010)	MANOVA	Satisfaction, revisit intentions	Quality, types of events
McDowall (2010)	t-tests, ANOVA, EFA	Satisfaction, loyalty: Revisit, recommend.	Demographics. Attribute satisfaction. First time or repeat tourist
Mendes, Oom do Valle, Guerreiro & Silva (2010)	SEM	Satisfaction, loyalty	Sociodemographics, travel motivations
Prebensen, Skallerud & Chen (2010)	SEM	Satisfaction, WOM	Body-related and mind-related motives
Yuksel, Yuksel & Bilim (2010)	SEM	Satisfaction, loyalty	Place attachment
Bigne, Sanchez & Andreu (2009)	SEM	Short run and long run intention to revisit	Variety seeking, value, image, satisfaction, switching costs/behavior
Campo-Martinez, Garau-Vadell & Martinez-Ruiz (2010)	Logistic (logit) MR	Intention to revisit	Group composition, motives
Hutchinson, Lai & Wang (2009)	SEM	Satisfaction, intention to revisit, WOM	Quality, equity, value

Figure 2.9.1 - Summary of literature review and studies about tourist satisfaction and loyalty during the first decade of the 21<sup>st</sup> century

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Kim, Kim & Kim (2009)	SEM	Satisfaction, trust, WOM, revisit intention	Perceived justice. Gender, marital status, ages, education, occupation, income
Namkung & Jang (2009)	SEM	Satisfaction, will return, will recommend, talk positive	Interaction fairness, age, gender ethnicity, income, motives, companions, frequency of visits
Prayag (2009)	SEM	Satisfaction, will return, will recommend	Destination image
Williams & Soutar (2009)	SEM	Satisfaction and intentions	Value. Gender, age, origin
Wu & Liang (2009)	SEM	Experiential value and satisfaction	Restaurant, employees, other customers
Chi & Qu (2008)	SEM	Attribute satisfaction, overall satisfaction, loyalty (intention to revisit, will recommend)	Destination image, attribute satisfaction
Del Bosque & San Martin (2008)	SEM	Satisfaction, loyalty	Image, expectations. Gender, education, household size, origin, age group, occupation, income level
Matzler, Füller, Renzl, Herting & Späth (2008)	SEM	Satisfaction	Gender, age groups, first-time/ repeat, activities
Neal & Gursoy (2008)	SEM	Satisfaction	Satisfaction elements
Hui, Wan & Ho (2007)	t-tests, MR	Satisfaction, intention to revisit, will recommend	Accommodation and food, attractions, culture. Expectations. Perceptions. Gender, marital status, ages, occupation, personal income level, origin
Weaver, Weber & McCleary (2007)	Canonical correlation	Destination evaluation	Previous travel experience, trip characteristics
Gallarza & Saura (2006)	SEM	Perceived value, satisfaction, loyalty	Efficiency, quality, value, cost, play, aesthetics
Matzler et al. (2006)	SEM	Satisfaction, intention to revisit, WOM	Reception, service, room, food, wellness area. Gender, ages, origin, travel party
Oom do Valle, Silva, Mendes & Guerreiro (2006)	SEM	Satisfaction, intention to revisit, will recommend	Attribute satisfaction, expectations. Demographics and trip characteristics
Um, Chon & Ro (2006)	t-tests, path analysis: SEM	Satisfaction, intention to revisit	Attractiveness, quality, value for money, satisfaction
Yoon & Uysal (2005)	SEM	Satisfaction, intention to revisit, will recommend	Push/pull motivation, satisfaction
Lehto, O'Leary & Morrison (2004)	SEM	Destination activities	Sociodemographics, prior experience
Petrick (2004)	SEM	intention to revisit, WOM, satisfaction, value	Price, quality, emotional response
Petrick & Backman (2002)	SEM	Satisfaction, intention to revisit	Performance, expectations, satisfaction with elements and information
Tsaur, Chiu & Huang (2002)	EFA(factor), logistic MR	Intention to revisit, will recommend	Staff, room, hotel, meals, location
Turner, Reisinger & McQuilken (2002)	SEM	Satisfaction	Service. Safety. Origin, purpose, age, visits, length of stay, level of education, packaging, gender
Choi & Chu (2001)	EFA (factor), MR	Satisfaction, intention to revisit	Demographic and travelling characteristics. Staff, room, amenities etc.
Yuksel (2001)	Factor analysis, MR	Satisfaction and retention	First timers vs. repeaters, quality, hospitality, safety, services
Baker & Crompton (2000)	Correlations, SEM	Satisfaction, will pay more, will revisit	Quality

Note: MR=Multiple regression analysis. SEM=Structural equation modeling. EFA=Exploratory factor analysis.

Figure 2.9.2 – Summary of literature review and studies about tourist satisfaction and loyalty during the first decade of the 21<sup>st</sup> century

Source of Figures 2.9.1 and 2.9.2: Marcussen, Carl H. 2011. *Determinants of tourist satisfaction and intention to return*, TOURISM - An International Interdisciplinary Journal, Vol. 59, No 2: 203-221

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

Figure 2.10 – Matrix of rotated components based on the 24 attributes from a study (Alegre & Garau, 2010)

Source: Alegre, Joaquín and Garau, Jaume. 2010. *Tourist Satisfaction or Dissatisfaction*, Annals of Tourism Research, Vol. 37, No. 1: 52–73

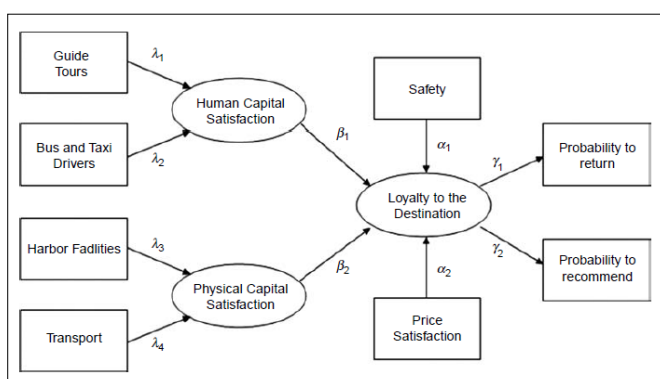


Figure 2.11 – The SEM applied in a tourism study (Brida et al., 2012)

Source: Brida, Juan Gabriel, Pulina, Manuela, Riaño, Eugenia and Zapata-Aguirre, Sandra. 2012. *Cruise visitors' intention to return as land tourists and to recommend a visited destination*, Anatolia: An International Journal of Tourism and Hospitality Research, 23:3, 395-412

**MEASURING CRUISER'S SATISFACTION OF LISBON  
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APPENDIX 3

<b>Question</b>	<b>Group</b>	<b>Item</b>	<b>Type of Question</b>	<b>Scale</b>
1	I	Idea of traveling on the cruise	Close, multiple choice	Nominal
2	I	First time or repeat in Portugal	Close, dichotomous	Nominal
2.1	I	Way of transport	Close, multiple choice	Nominal
2.2	I	Kind of tourism	Close, multiple choice	Nominal
2.3	I	Places visited last time	Close, multiple choice	Nominal
2.4	I	Overall satisfaction with past experience	Close, scale	Interval
3	I	Perception of Portugal promotion	Close, dichotomous	Interval
3.1	I	Kind of promotion	Close, multiple choice	Nominal
3.2	I	Destination image of Portugal	Close, scale	Interval
4	I	Interest in Portugal	Close, dichotomous	Nominal
4.1	I	Kind of sources	Close, multiple choice	Nominal
5	II	Places visited this time	Close, multiple choice	Nominal
5.1	II	Average time spent	Close, multiple choice	Ordinal
6.1; 6.2; 6.3; 6.4	II	Attribute satisfaction	Close, scale	Interval
7	II	Cruiser loyalty with Ship or Lisbon	Close, dichotomous	Nominal
7.1	II	Reasons to keep the cruise	Close, multiple choice	Nominal
7.2	II	Reasons to change the cruise	Close, multiple choice	Nominal
8	II	Overall satisfaction with recent experience	Close, scale	Interval
9	III	Return intention	Close, scale	Interval
9.1	III	Return intention planning period	Close, multiple choice	Ordinal
9.2	III	Kind of tourism when returning	Close, multiple choice	Nominal
9.3	III	Places to visit when returning	Close, multiple choice	Nominal
10	III	Willingness to recommend	Close, scale	Interval
10.1	III	To whom recommend Portugal	Close, multiple choice	Nominal

Table 3.1 – Statistical characterization of questions of groups I, II and III

**MEASURING CRUISER'S SATISFACTION OF LISBON  
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<b>Question</b>	<b>Group</b>	<b>Construct</b>	<b>Item code</b>	<b>Literature review used scales</b>	<b>Authors</b>
2.4	I	Satisfaction with Past Experience	Past experience	N/A	N/A
3.2	I	Destination image	Place/city	5 point Likert scale / 7-point anchor scale	Bigne, Sanchez, and Andreu, 2009; Martinez et al., 2010 / Baloglu and McCleary, 1999; Assaker et al., 2011
6.1	II	Satisfaction with Local environment	Local people and hospitality	5 point Likert scale / Likert scale 1-10	Valle et al., 2006; Alegre & Garau, 2010 / Bernini & Cagnone, 2012
			Accessibility between ship and places visited	5 point Likert scale	Valle et al., 2006; Alegre & Garau, 2010
			Traffic and maintenance of roads	5 point Likert scale / Likert scale 1-10	Valle et al., 2006 / Bernini & Cagnone, 2012
			Safety	5 point Likert scale / Likert scale 1-10	Valle et al., 2006; Alegre & Garau, 2010; Brida and Coletti, 2010 / Bernini & Cagnone, 2012
			Cleaning	5 point Likert scale / Likert scale 1-10	Valle et al., 2006; Alegre & Garau, 2010; Brida and Coletti, 2010 / Bernini & Cagnone, 2012
			Green areas	5 point Likert scale / Likert scale 1-10	Valle et al., 2006; Alegre & Garau, 2010 / Bernini & Cagnone, 2012
			Beaches	5 point Likert scale	Valle et al., 2006; Alegre & Garau, 2010
6.2	II	Satisfaction with Onshore activities	Excursions	5 point Likert scale	Juan and Chen, 2011
			Shopping	5 point Likert scale / Likert scale 1-10	Valle et al., 2006 / Bernini & Cagnone, 2012
			Cultural and historical places	5 point Likert scale	Valle et al., 2006; Alegre & Garau, 2010, Brida and Coletti, 2010



**MEASURING CRUISER'S SATISFACTION OF LISBON  
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(cont.)

Question	Group	Construct	Item code	Literature review used scales	Authors
6.3	II	Satisfaction with Overall visit experience	Presence of friends of family during the visit	5 point Likert scale	Alegre & Garau, 2010; Brida and Coletti, 2010
			Local cuisine	5 point Likert scale	Alegre & Garau, 2010 ; Brida and Coletti, 2010
			Crew & Tour Guides support	5 point Likert scale	Brida et al., 2012
			Climate	5 point Likert scale	Alegre & Garau, 2010
6.4	II	Satisfaction with Price	Public Transports	5 point Likert scale	Brida and Coletti, 2010; Marcussen, 2011; Brida et al., 2012
			Food & Beverage		
			Touristic attractions price		
8	II	Overall Satisfaction with a place/city	Place/City	1-5 Likert scale / 7 point rating scale / 1-10 scale	Valle et al., 2006; Juan and Chen, 2011; Marcussen, 2011 ; Molina, 2012 / Pearce et al., 2009; Assaker et al., 2011; Hosany et al., 2009 / Martinez et al., 2010; Bernini & Cagnone, 2012
9	III	Return intention	Place/City	Dichotomous/ Multiple Choice / 5 point Likert scale / 7 point rating scale	Martinez et al., 2010 / Valle et al., 2006; Pearce et al., 2009 / Bigne, Sanchez, and Andreu, 2009 ; Juan and Chen, 2011 / Hosany et al., 2009; Assaker et al., 2011
10	III	Willingness to recommend	Place/City	Multiple Choice; 5-point scale	Valle et al., 2006; Molina, 2012

Table 3.2 – Scales used by authors cited in the literature review and adopted scales for questions of the groups I, II and III of the proposed research model

**MEASURING CRUISER'S SATISFACTION OF LISBON  
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<b>Section</b>	<b>Item</b>	<b>Type of Question</b>	<b>Scale</b>
IV	Gender	Close, dichotomous	Nominal
IV	Age	Close, multiple choice	Ordinal
IV	Travelling with	Close, multiple choice	Nominal
IV	Cruise experience	Close, dichotomous	Nominal
IV	Country of Origin	Open	Nominal
IV	Ship name	Open	Nominal

Table 3.3 – Section IV – Socio-demographic profile: statistical characterization of each item

<b>Date</b>	<b>Place</b>	<b>Name of Ship</b>	<b>Max. Capacity (guests)</b>	<b>N° questionnaires applied</b>
30-07-2013	Alcântara Cruise Terminal	Independence of the Seas	4.375 pax	36
31-07-2013	Santa Apolónia Cruise Terminal	MSC Opera	1.756 pax	26
01-08-2013	Alcântara Cruise Terminal	Adventure of the Seas	3.807 pax	45
05-08-2013	Santa Apolónia Cruise Terminal	Ventura	3.597 pax	43
10-08-2013	Santa Apolónia Cruise Terminal	MSC Opera	1.756 pax	28
11-08-2013	Jardim do Tabaco Cruise Terminal	Ventura	3.597 pax	30
14-08-2013	Jardim do Tabaco Cruise Terminal	Balmoral	1.340 pax	27
20-08-2013	Santa Apolónia and Jardim do Tabaco Cruise Terminals	MSC Opera and Aida Vita	1.756 pax / 1.266 pac	36
21-08-2013	Alcântara Cruise Terminal	Independence of the Seas	4.375 pax	33
09-09-2013	Santa Apolónia Cruise Terminal	MSC Opera	1.756 pax	25
10-09-2013	Santa Apolónia Cruise Terminal	Ventura	3.597 pax	34
11-09-2013	Santa Apolónia Cruise Terminal	Costa Pacífica	3.700 pax	49

Table 3.4 - Data gathering schedule, interview location and ship identification

Source of Tables 3.1 to 3. 4: The Author

# MEASURING CRUISER'S SATISFACTION OF LISBON AND INTENTION TO RETURN TO PORTUGAL AS INDEPENDENT VISITOR



The data gathered in this survey is anonymous and confidential and will be analysed under the scope of a dissertation as part of the Master in Business Administration from ISCTE Business School, related to cruise passengers in Portugal. Therefore, I ask for your collaboration and would like to thank you in advance for your time. Thank you for the collaboration! Estimated completion time = 5 min.

## GROUP I - PAST EXPERIENCE

1. First of all, who had the idea of travelling on this cruise? (Max. 1 option)

Myself       My partner       My children       My friend(s)   
 Other(s)  \_\_\_\_\_

2. Was it your first time in Portugal?

Yes  (go to question 3)      No

2.1. Thinking about the past experience in Portugal, what was the mode of transport you used to come?

Cruise       Airplane       Car       Other(s)  \_\_\_\_\_

2.2 What was the kind of tourism you did in Portugal? (Max. 3 options)

Sun & Beach       Sightseeing       Visit family       Other(s)  \_\_\_\_\_  
 Nature       Business / Work       Visit friends

2.3 Where did you spend that holiday in Portugal? (Max. 3 options)

Lisbon       Oporto       Algarve   
 Madeira       Azores       Other(s)  \_\_\_\_\_

2.4 How do you classify that past experience in Portugal? Classify between 1 and 5.

Very unsatisfied	unsatisfied	Neither satisfied nor unsatisfied	Satisfied	Extremely satisfied
1	2	3	4	5

3. Have you already seen any kind of promotion about Portugal in your country?

Yes       No  (go to question 3.2)

3.1. What kind of promotion? (Max. 2 options)

On TV       Outdoor advertisement       Other(s)  \_\_\_\_\_  
 Fairs & Events       Travel agencies

3.2. How would you describe the image that you had of Portugal before this visit? Classify between 1 and 5.

High unfavourable	Unfavourable	Indifferent	Favourable	High favourable
1	2	3	4	5

4. Have you already search for touristic information about Portugal?

Yes       No  (go to question 5)

4.1. What kind of sources have you used? (Max. 2 options)

Portuguese Tourism Official Website       Hotel website       Region website   
 Specific event website       Other(s)  \_\_\_\_\_

## GROUP II - THE CRUISER EXPERIENCE

5. Thinking about this recent visit, what places have you visited?

Lisbon       Sintra       Cascais       Óbidos   
 Fátima       Other(s)  \_\_\_\_\_

5.1 Focusing on the place you spent the most time, in average, how many hours did you spend?

Less than 2       Between 2 and 4       Between 4 and 6       More than 6

6. Classify between 1 (very unsatisfied) and 5 (extremely satisfied) the following aspects in relation to the satisfaction of your most recent experience in Lisbon:

**6.1 Local Environment**

- Local people and hospitality
- Accessibility between ship and places visited
- Traffic and maintenance of roads
- Safety
- Cleaning
- Green areas
- Beaches

N/A	1	2	3	4	5

## MEASURING CRUISER'S SATISFACTION OF LISBON AND INTENTION TO RETURN TO PORTUGAL AS INDEPENDENT VISITOR

### 6.2 Onshore activities

- Excursions
- Shopping
- Cultural and historical places

N/A	1	2	3	4	5

### 6.3 Overall visit experience

- Presence of friends and/or family during the visit
- Local cuisine
- Crew support & Tour Guides
- Climate

N/A	1	2	3	4	5

### 6.4 Price

- Public transports
- Food & beverage
- Touristic attractions (monuments, tours, etc.)

N/A	1	2	3	4	5

### 7. If Lisbon was not a port of call in your cruise itinerary, would you continue to choose this cruise?

Yes	No																								
<table border="0" style="width: 100%;"> <tr> <td style="width: 20px; text-align: center;"><input type="checkbox"/></td> <td>Why? (Max. 2 options)</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>I have already visited Lisbon.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>It is not in my top cities to visit.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>There are other cities very interesting in the itinerary.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>The feedback received about Lisbon is not favourable to the visit.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Other(s) _____</td> </tr> </table>	<input type="checkbox"/>	Why? (Max. 2 options)	<input type="checkbox"/>	I have already visited Lisbon.	<input type="checkbox"/>	It is not in my top cities to visit.	<input type="checkbox"/>	There are other cities very interesting in the itinerary.	<input type="checkbox"/>	The feedback received about Lisbon is not favourable to the visit.	<input type="checkbox"/>	Other(s) _____	<table border="0" style="width: 100%;"> <tr> <td style="width: 20px; text-align: center;"><input type="checkbox"/></td> <td>Why? (Max. 2 options)</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>I have never visited Lisbon.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>It is in my top cities to visit.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>This is one of the most interesting cities in the itinerary.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>The feedback received about Lisbon is favourable to the visit.</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Other(s) _____</td> </tr> </table>	<input type="checkbox"/>	Why? (Max. 2 options)	<input type="checkbox"/>	I have never visited Lisbon.	<input type="checkbox"/>	It is in my top cities to visit.	<input type="checkbox"/>	This is one of the most interesting cities in the itinerary.	<input type="checkbox"/>	The feedback received about Lisbon is favourable to the visit.	<input type="checkbox"/>	Other(s) _____
<input type="checkbox"/>	Why? (Max. 2 options)																								
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<input type="checkbox"/>	This is one of the most interesting cities in the itinerary.																								
<input type="checkbox"/>	The feedback received about Lisbon is favourable to the visit.																								
<input type="checkbox"/>	Other(s) _____																								

### 8. How do you measure your overall satisfaction with Lisbon? Classify between 1 and 5.

Very unsatisfied	Unsatisfied	Neither satisfied nor unsatisfied	Satisfied	Extremely satisfied
1	2	3	4	5

### GROUP III - CRUISER BEHAVIORAL INTENTION

#### 9. Would you return to Portugal? Classify between 1 and 5.

Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5

#### 9.1. When are you planning to return (or would like to do it)? (Max. 1 option)

In 1 - 6 months       In 6 - 12 months       In 1 - 3 years       After 3 years

#### 9.2. What kind of tourism would you like to do? (Max. 3 options)

Sun & Beach       Sightseeing       Visit family and/or friends   
 Nature       Business / Work       Other(s)

#### 9.3. Which region will you choose? (Max. 3 options)

Lisbon       Oporto       Algarve   
 Madeira       Azores       Other(s)

#### 10. Would you recommend this country to someone else? Classify between 1 and 5.

Definitely no	Probably no	Indifferent	Probably yes	Definitely yes
1	2	3	4	5

#### 10.1. To whom are you planning to recommend Portugal? (Max. 3 options)

All family members       Only parents       Only children   
 Friends       Work colleagues       Other(s)

### GROUP IV - GETTING TO KNOW THE PASSENGER

Gender	Age	Travelling with	Cruise experience
Female <input type="checkbox"/>	18-30 <input type="checkbox"/>	Partner <input type="checkbox"/>	First time cruiser <input type="checkbox"/>
Male <input type="checkbox"/>	31-45 <input type="checkbox"/>	Family <input type="checkbox"/>	Repeat cruiser <input type="checkbox"/>
Country of origin	46-60 <input type="checkbox"/>	Friends <input type="checkbox"/>	Ship name
_____	+60 <input type="checkbox"/>	Alone <input type="checkbox"/>	_____
		Other(s) <input type="checkbox"/>	

Thank you for your collaboration! Enjoy your cruise!

Figure 3.1 – Final Questionnaire, English version

Source: The Author

**MEASURING CRUISER'S SATISFACTION OF LISBON  
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APPENDIX 4

<b>Index:</b>	<b>Cronbach's Alpha:</b>	<b>Item-total:</b>	<b>Observation<sup>1</sup>:</b>
Local environment	0,832	0,44	Good (Low-Stakes testing)
Onshore activities	0,744	0,49	Good (Low-Stakes testing)
Overall visit experience	0,759	0,53	Good (Low-Stakes testing)
Price	0,819	0,66	Good (Low-Stakes testing)

Table 4.1 – The Cronbach's alpha to each internal index

Source: *The Author, output from the collected data inserted in SPSS*

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 4.1.1 – Classification of the internal consistency according to the Cronbach's alpha

Source: *Cortina, J.M. (1993); Pestana & Gajero (2003)*

<b>Variables</b>	<b>Total number of outliers</b>	<b>Number of outliers introduced e in the analysis</b>	<b>Cases selected as outliers (Questionnaire n<sup>o</sup>)</b>
Internal: Local people and hospitality; Accessibility between ship and places visited; Traffic and maintenance of roads; Safety; Cleaning; Green areas; Beaches; Excursions; Shopping; Cultural and historical places; Presence of friends/family during the visit; Local cuisine, Crew & Tour Guides support; Climate; Transports; Food & beverage; Touristic attractions	58	25	1;12;23;26;32;62;56;79;98;106;110;122;127;132;180;184;241;242;258;262;263;273;274;295;394
External: past experience, destination image	12	6	307;323;388;392;393;399
Overall satisfaction	6	6	95;98;133;248;361;407

Table 4.2 – Analysis of outliers

Source: *The Author, output from the collected data inserted in SPSS*

**MEASURING CRUISER'S SATISFACTION OF LISBON  
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<b>Durbin-Watson</b>	<b>Autocorrelation</b>
< 1	Positive autocorrelation
1-2	Acceptable value for no autocorrelation
2	No autocorrelation
> 2	Negative autocorrelation

Table 4.3 – Correlation through the Durbin-Watson value

Source: O'Brien, Robert M. 2007. *A Caution Regarding Rules of Thumb for Variance Inflation Factors. Quality and Quantity*, 41, 5:673-690

<b>VIF (Collinearity Statistics)</b>	<b>Problems of multicollinearity</b>
< 3	No multicollinearity
3-5	Low multicollinearity
5-10	Medium multicollinearity
> 10	High multicollinearity

Table 4.4 – Multicollinearity through the VIF value

Source: Cohen, J., Cohen, P., West, S. G. & Aiken, L. S. 2003. *Multiple Regression/Correlation Analysis for the Behavioral Sciences* (3<sup>rd</sup> Edition). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.