**UAB**

Universitat Autònoma de Barcelona

# International Doctorate in Entrepreneurship and Management

**Universitat Autònoma de Barcelona**

**Department of Economy and Business**

**Doctoral Thesis**

**Gezim Turkeshi**
PhD candidate

**Josep Rialp**
Director

# Examining how segments based on motivation affect the relationship of destination personality in predicting tourist behavior: the case of Andorra

## 2017

## Table of Contents

Summary of the dissertation:

Customer behavior has gained vast attention in marketing literature, however in tourism there are still gaps to be studied. The objectives of this study are threefold: (1) develop a market segmentation approach based on motivations and demographics in a seasonal tourism destination; (2) to examine the relationship between destination personality, destination satisfaction, destination attachment, and behavioral intentions, respectively destination loyalty; and (3) an analysis of the segments derived based on motivation and demographics in different seasons with the relationship of destination personality, attachment, satisfaction, and loyalty. A conceptual model is developed. The study focuses on 638 tourists that have visited Andorra. The methodology that will be applied will be a factor-cluster analysis for the segmentation part and partial least square – structural equational modelling (PLS-SEM). Findings from the research suggest that there are distinctive segments of tourists in different seasons and they shape the relationship of the constructs differently depending on the segment. Also, satisfaction and attachment are highlighted as mediators of the destination personality-destination loyalty relationship. The paper provides theoretical and managerial implications, as well as limitation and future research suggestions.

# 1. Introduction

Tourism is an important industry in many countries, providing economic growth and employment (Yannopolous & Rotenberg, 1999; Fernandez-Hernandez et al., 2016). According to World Tourism Organization (UNWTO, 2013) tourism has become one of the major players in international commerce. This growth goes hand in hand with increasing competition among destinations as well as diversification in tourism offerings. Also, for marketers and scholars this growth means studying this industry to develop better understanding of customer behavior in this increasing competition.

A marketing strategy has to be tailor made and consider all the aspects of marketing tools such as motivations, branding, and behavioral intentions to gain a successful competitive advantage. In the tourism context, the tourism marketplace is faced with market globalization increasing competition, economic recession, and a dynamic growth of technology that increase both prospects and threats (Buhalis & Law, 2008; Chen & Phou, 2013; Hultman et al., 2015; Liu et al., 2016). Destination marketing organizations are in a constant battle to attract travellers (Pike & Ryan, 2004). Tourism scholars over the decades have borrowed many traditional marketing and customer behavior tools and concepts to clarify and develop the tourism literature.

One strategic marketing tool capable of generating competitive advantage is market

segmentation (Dolnicar & Ring, 2014; Fernandez-Hernandez et al., 2016). According to Matzler et al. (2004) market segmentation aids companies to gain a better position in the marketplace as it helps in understanding customers and in shaping the offering to better match customers' needs and wants. Segmentation studies proliferate in industry (Matzler et al., 2004; Laurens et al., 2005; Ringle et al., 2012) as well as in tourism research (Mok & Iverson, 2000; Beh & Bruyere, 2007; Park & Yoon, 2009; Dolnicar & Ring, 2014; Rid et al., 2014). Despite extensive research on market segmentation in the tourism marketing literature, practical questions about the implementation and integration of segmentation into marketing strategy have received less attention than segmentation bases and models, and there is a gap between market segmentation theory and practice (Dibb & Simkin, 2009; Fernandez-Hernandez et al., 2016). Bowen (1998) states that researchers and practitioners need to keep up with the advances in marketing segmentation techniques, as market segmentation is one of the most important strategic concepts contributed by the marketing discipline to business.

In tourism literature former studies have tried to associate demographic features to market segments of tourism demand, socio-economic data such as age or civil status have little predictive power for tourism marketing purposes. The literature explores that tourism consumption is rather influenced by attitudes and motivational concepts of tourism activity choice. Similarly, consumer behavior theory suggests "motivations" as key driving forces for human behavior and consumer choice (Schiffman & Kanuk, 1978). Therefore, this research will deepen in the relationship among tourists' segments and motives.

Furthermore, it is largely unknown whether tourism segments differ based on seasonality as a segmentation base. As tourists will visit a destination at a specific season to fulfil a specific motivation such as the need to participate in one activity rather than the other, it can be argued that tourists to a climate-variant destination may need to be segmented uniquely based on the temporal factor of season. Academic researchers are not profiling tourists into segments based on temporal factors such as seasons to reduce seasonality (Tkaczynski et al., 2015). Therefore, in this study **the first objective** we will develop a market segmentation approach based on motivations and demographics in a seasonal tourism destination.

Recently, destination marketers are adopting branding techniques to craft an identity

that focuses on the uniqueness of their products, namely destinations (CaiLiping, 2002; Blain et al., 2005; Usakli & Baloglu, 2011; Chen & Phou, 2013). Destination personality is a concept that has emerged as a key component of an effective tourism brand in the last decade, an effective tool of brand positioning and differentiation and as a highly influential aspect of brand management (Hosany et al., 2006; Murphy et al., 2007; Chen & Phou, 2013; Kim et al., 2013; Kim & Lehto, 2013; Hultman et al., 2015; Liu et al., 2016). Destination personality is originated from the concept of brand personality in general marketing literature by Aaker, (1997), which formulates a theory that brands can also be described in terms of perceived human characteristics. Similarly, destination personality is defined as "the set of human characteristics associated with a destination" (Ekinci & Hosany, 2006, p. 127), it has recently been applied to explain individual perceptions of destinations (e.g., Ekinci & Hosany, 2006; Hosany et al., 2006; Boksberger et al., 2011; Usakli & Baloglu, 2011; Matzler et al., 2016). A tourism destination can also be seen as a product or perceived as a brand since it consists of a bundle of tangible and intangible attributes (Ekinci & Hosany, 2006; Hosany, et al., 2006; Ekinci et al., 2007). In a highly competitive marketplace, just informing useful attributes of tourism products is not enough to attract customers (Usakli & Baloglu, 2011). The use of such attributes in destination marketing no longer helps differentiate destinations from their competitors. Positioning destinations based on their functional attributes makes them easily substitutable. Therefore, Ekinci & Hosany (2006) suggest that destination personality can be used as a likely instrument for building destination brands, understanding visitors' perceptions of destinations, and creating a unique identity for tourism places.

There have been certain studies recently studying destination brand personality in tourism destinations, the theoretical advancement of this concept is not yet fully and the number of the studies empirically investigating the influence of destination personality on behavior is very limited (Xie & Lee, 2013; Baloglu et al. 2014). Ekinci and Hosany (2006) focused their study on the importance of destination personality in affecting behavioral intentions They argued that destination personality positively influences tourists' loyalty, whereas another study by Murphy et al. (2007) argued that destination personality fails to direct tourists' strong intention to visit the destination. Destination personality is apparently a promising tool for destination marketing, however research on destination personality is

unable to respond adequately to the concern of destination marketers given the lack of studies connecting destination personality as a concept with behavior. Specifically, destination marketers do not know how destination personality influences behavioral intentions, or which type of destination personality is effective in driving behavioral intentions. A destination brand personality can help tourists strengthen or transform their perceptions of the destination after the trip (Ritchie and Ritchie 1998). Such perceptions in turn can influence consumers' evaluations associated with satisfaction, attachment, loyalty, and subsequent behavioral intentions (Gallarza & Saura 2006; Kim & Lehto, 2013). There might be other factors influencing destination personality on tourist behavioral intentions. It is recommended to investigate other antecedents of tourists' revisit intentions. The concept of destination satisfaction and destination attachment are greatly measured in the tourism literature and its link with loyalty, and a great number of studies confirm a significant positive relationship between customer satisfaction and loyalty (Hosany & Prayag, 2013; Hultman et al., 2015; Wu, 2016), and a fairly good number of studies find positive relationship between destination attachment and loyalty. Introducing these concepts and find their relationship with destination personality and loyalty delivers a great prospect of expanding the literature on destination personality studies. Thus, the **second objective** of this study is to examine the relationship between destination personality, destination satisfaction, destination attachment, and behavioral intentions, respectively destination loyalty.

Moreover, not all tourists are the same, the motives to travel for a group of tourists might be different from another group of tourists which might lead to different points of destination satisfaction and destination attachment, which in turn create positive or negative loyalty the place. Studies have questioned the robustness of the customer satisfaction and loyalty relationship, and have suggested other dimensions may play a role in loyalty (e.g., Szymanski & Henard, 2001; Skogland & Siguaw, 2004; Yi & La, 2004; Kim et al., 2015). On the other hand, Luo et al. (2016) states that it is also important to consider the characteristics of respondents and the context of the study towards place attachment and destination loyalty. Furthermore, Ekinci & Hosany (2006) argue that if travel motivation or purpose of travel is different amongst tourist, the impact of other destination personality on the relationship with intention to recommend might differ. For example, if travel motives

were other than leisure (such as participating in activity-based holidays or attending conferences), or if holidays were taken in different tourism destinations, then some dimensions of destination personality might have a distinctive impact on the relationship between revisit intentions and intention to recommend. Therefore, the **third objective** of this study will be to test the relationship of segments derived based on motivation and demographics in different seasons with the model of destination personality, destination attachment, destination satisfaction, and destination loyalty.

Due to the fact that the research objectives are focused on different seasons, our emphasis in terms of destination is focused on Andorra as a country. Many countries benefit from tourism in different seasons, some have a peak season in winter (such as Canada or Japan) with nature based activities that include snow; whereas Spain and the Caribbean are popular destinations through the summer months because of their favourable warm climate and beaches. Tourist preferences for climate-dependent activities and attractions they provide occurs during peak seasons (Jang 2004; Spencer & Holecek 2007), and destination marketers and tourism operators aim to maximize revenue in the limited seasonal times to survive during the low "off-season" periods. Andorra is widely known for its winters sports and skiing attractions that is based on the winter season as a peak season. During the off-peak seasons, which is the summer seasons when there is no snow, in Andorra there are many activities and attractions for tourists such as hiking in the mountains, festivals, shopping, spas, and various cultural attractions. The diversity between the off peak and peak seasons in Andorra makes it the perfect location to test our objectives. In terms of GDP, tourism in Andorra accounts roughly 80% of GDP growth witch shows the importance of tourism and the relevance to be studied in terms of seasonality and make and propose strategies to minimize seasonality such as the development of product and market diversification (Higham & Hinch, 2002; Getz & Nilsson, 2004).

Considering all the previous antecedents this study aims to contribute to the market segmentation literature and customer behavior theories by studying some research gaps. Several arguments are to be found in the literature justifying the need for a segmentation approach while testing the relationship of destination personality, satisfaction, destination attachment, and destination loyalty.

Recent destination branding research (Hosany et al., 2006; Qu et al., 2011; Usakli & Baloglu, 2011; Ekinci et al., 2013; Aguliar et al., 2016) builds on traditional branding literature (Aaker & Fournier, 1995; Aaker, 1997), which suggests that people tend to personalize and identify with brands. Brand personalization is crucial in brand choice, purchase likelihood, and ultimately brand success (Aaker, 1997; Fournier, 1998). A general agreement exists in the management and marketing literature that retaining customers is good for business, positive word-of-mouth is the most effective means of promoting, and satisfaction is a leading aspect for future consumer behavior, especially in tourism, whose intangible offerings are difficult to evaluate before consumption (Chi & Qu, 2008; Litvin et al., 2008; Qu et al., 2011). The improvement of a destination brand that creates an emotional relationship with the tourist can hold the key to destination differentiation (Murphy et al., 2007; Morgan & Pritchard, 2010). Therefore, successful destination branding should involve creating a positive relationship between destinations and tourists by satisfying their emotional needs and making them attached to the brand by reaching an emotional bond (Hultman et al., 2015). Destination personality can be an important consideration for constructing destination brands, creating a distinctive personality for tourism destinations and investigating visitor's perceptions of destinations (Ekinci & Hosany, 2006). There has been increasing referrals from scholars to pursue the study of destination branding in relation with other concepts (Ekinci & Hosany, 2006; Chi & Qu, 2008; Tsiotsou & Ratten, 2010; Chen & Phou, 2013; Ekinci et al., 2013; Hultamn et al., 2015; Liu et al., 2016; Matzler et al., 2016). The examination of destination personality as a predictor of destination satisfaction and attachment would add to the refining of the theoretical literature on brand personality in tourism. Although destination personality, attachment, and satisfaction are essential parts of powerful brands (Aaker, 1996; Morgan & Pritchard, 2010), the relationship between these concepts remains vague. More efforts are needed to fill the research gaps in the literature on the relationship between destination personality, attachment, and satisfaction, which plays a crucial role in destination branding and the formation of the emotional relationships that may further influence the tourist's loyalty. (Palmatier et al., 2006). So on the other hand, destination loyalty has become a pivotal part of destination marketing research, due to increasing competition and the acknowledgement of the importance of loyal visitors. While

satisfaction has been greatly measured in the literature to predict tourist loyalty, there are few studies on the impacts on destination loyalty of constructs other than satisfaction (Yuksel et al., 2010). Furthermore, findings from recent research suggest that simply satisfying consumers might not be sufficient for continuing success in today's competitive marketplace (Carroll & Ahuvia, 2006), and satisfaction does not always lead to customer loyalty (Mittal & Lasar, 1998). In this study, we introduce the concepts of destination personality, satisfaction, and destination attachment altogether as a novelty and more suitable concepts than satisfaction alone to explain tourist loyalty. On the other hand, several studies have found contradicting results when comparing the latter constructs (Carroll & Ahuvia, 2006; Mittal & Lasar, 1998; Youkesl et al., 2010; Hultman et al., 2015). In tourism literature it is suggested that the opposing result may be because of the (i) sample composition, (ii) their motivation, and (iii) timing of measurement (Youkesl et al., 2010; Hultman et al., 2015). The cognitive evaluation of the place is important, as this helps customer decide whether the environment and facilities would enable them to fulfil their holiday goals (Brocato, 2006) and consequently this may result in satisfaction, attachment, and loyalty. With this in mind, as suggested by authors in their recent studies, potential interactive effects such as motivation to travel to a particular destination and demographics might further shape the strength and direction of the effect of destination personality on the satisfaction or attachment on revisit intentions relationship (Lee et al., 2012; Chen & Phou, 2013; Hultman et al., 2015, Kirkup & Southerland, 2015; Xu, 2015; Agyeiwaah et al., 2016; Kim et al., 2016). Additionally, tourists who travel in a destination where seasonality is a factor in terms of attractions and needs of visitors may form different opinions of a destination. Seasonality restricts the generalizability of tourism research findings because tourists might differ between two different seasons and might hold different behavior towards the seasonal destination, thus seasonality should always be taken into consideration in the interpretation stage (Chi & Qu 2008, Meleddu et al., 2015; Luo et al., 2016). A recent study by Han et al. (2017) tested the impact of gender in the satisfaction and loyalty relationship related to personal characteristics. It is suggested that future research should deepen our proposed model by considering whether other personal characteristics (e.g., age, education, income, social status) were determinants of these important factors (Pan et al., 2017). Furthermore, it

remains unclear what kind of characteristics hold tourists that repeat visits (loyal visitors) and whether they represent a homogenous group or not (Oppermann, 2000). As some author establish (Hultman et al., 2015; Luo et al., 2016; Picon-Berjoyo et al., 2016; Han et al., 2017) future studies could also incorporate additional components of consumer behavior in tourism such as motivations to investigate the loyalty to a destination, as well as socio-demographics characteristics that might be different for customer satisfaction and loyalty (Chi & Qu, 2008; Battour et al., 2014; Kim et al., 2015; Romao et al., 2015; Picon-Berjoyo et al., 2016). Therefore, as recognized by different authors (Dolnicar, 2004; Park & Yoon, 2009; Millan et al., 2016; Neuts et al., 2016) effective tourism marketing and management require an understanding of the existing market segments and determining how segments develop over time. There are several studies were they have specifically considered motivations as a segmentation approach in tourism (Park & Yoon, 2009; Millan et al., 2016). Most of the studies that do segmentation based on motivations are focusing or rural destination for tourism and not on a country as a whole. Therefore, building upon the literature review in this study we also introduce the segmentation by motivation in different seasons to test the relationship that exists between tourist segments in different seasons, on the relationship between destination personality, tourists' satisfaction, destination attachment, and tourists' destination loyalty.

Therefore, building upon the literature review the purpose of this study is to analyse the relationship that exists between tourist segments, built attending tourists' characteristics and motivations in different seasons, on the relationship between destination personality, tourists' satisfaction, destination attachment, and tourists' destination loyalty.

To explore different options to increase the success of market segmentation as well as contribute on the theories of customer behavior in terms of customer satisfaction and loyalty in the field of tourism studies, the following questions are posed:

- What type of tourist segments are derived in different seasons based on motivational factors and socio-demographic characteristics?
- What is the effect of of destination personality on destination satisfaction, destination attachment, and destination loyalty?
- Does the destination satisfaction and destination attachment have a mediating impact

on the destination personality-loyalty relationship?

- Do different segments based on motivation within one season have different impact on the relationships between the constucts of destination personality, destination satisfaction, destination attachment, and destination loyalty?

- How is the relationship of all the concepts in the developed model in this study when different seasons of the same destination are considered?

To answer the mentioned questions, the structure of this papers is divided in three objectives. Section 2 provides a literature review of the recent academic research, and it has been done separately for market segmentation studies in tourism, customer behavior constructs (satisfaction, attachment, and loyalty) in tourism, and a separate literature review for destination personality. Section 3 establishes the theoretical framework, development of the hypothesis and the model that will be tested. Section 4, methodology & results, describes the data selection, measurements and separately data analysis and results for each purpose. In section 5 we will discuss the findings, and lastly in section 6 will provide a conclusion, give implications of the study, and also deliver limitations and room for future research.

## 2. Literature review

A literature review was undertaken to understand and explore the research questions previously raised, theoretical frameworks considered previously, concepts and measurement of these concepts, results of previous studies and research lines suggested by other researchers in this area. The papers selected are based on the topics and concepts formerly mentioned, more precisely, on the topic of market segmentation in tourism destination based on motivations, and the connection among satisfaction and loyalty. The aim of the search is concentrated on finding papers linking these concepts. However, there are more articles that separately address these concepts than articles that jointly include all the concepts together.

Furthermore, this literature review has also taken into account references necessary to expand the concepts used in this work, as indicators of segmentation and theories about the customer behavior and seasonality in tourism research.

## 2.1 Data and methods

The databases considered to conduct the search were Sciencedirect, EBSCO, SAGE, Taylor & Francis Wiley online Library, and Springer that reference cross-disciplinary research, which allows for in-depth exploration of specialized sub-fields within an academic or scientific discipline (Drake, 2004; Zhang et al., 2014). Thomson Reuters Web of Science and Scopus are the premier platforms for information in the sciences, social sciences, arts and humanities that give full access to the above-mentioned databases. Now part of the Thomson ISI Web of Knowledge product, it has been a trusted resource for academics over the years (Hirsch, 2005). Jacso (2008) holds Web of Science above all other databases as the most complete. Currently, the Thomson Reuters website indicates that Web of Science content covers 12,000 journals for a total of over 46 million records (Thomson Reuters, 2011). Moreover, it gives access to multiple tourism journals that are listed in the Journal Citation Reports (JCR) provided by these databases that include Tourism Management, Annals of Tourism Research, Journal of Travel Research, Journal of Travel & Tourism Marketing, Journal of Vacation Marketing, Tourism Geography, Journal of Sustainable Tourism, Journal of Sport & Tourism, Tourism and Hospitality Research, Leisure Sciences, Journal of China Tourism Research, Journal of Hospitality Marketing & Management, Journal of Quality Assurance in Hospitality and Tourism, Current Issues in Tourism, The Service Industries Journal, and Journal of Business Research.

The search was conducted through electronic resources from 2010 until 2017 (Past 7 years) to grab the most recent literature by using combination of key terms for tourism or tourists, loyalty, satisfaction, attitudes, segmentation, destination personality, and information. The keywords used to do the search were "tourism", "loyalty", "satisfaction", "personality", "attachment", "segmentation", "motivation", and "season". Also, key citations from the documents were reviewed, as well as authors and institutions from a tool that Web of Science provides which is the map of events that illustrates the relationships between the references cited in an article. The aim of the search was to find relevant recent literature in tourism to help to identify the gaps and future research lines in those studies and build the different sections of this study. Yet, we did not limit the search only after 2010, other important and relevant literature before 2010 were also included in the selection process such

as important and influential seminal works. Therefore, one of the goals of this literature review was first to find significant studies on market segmentation by motivation in tourism and papers that studied seasonality in a tourism destination. Second, studies demonstrating tourist behavior in terms of satisfaction, place attachment and loyalty. Thirdly, studies on branding destinations, respectively destination personality. The inclusion and exclusion criteria for selecting the articles were as follows:

Inclusion Criteria:

- The studies that did a market segmentation based on motivational items; studies that theoretically explain or evaluated tourist satisfaction with relationship to loyalty; studies that theoretically explained or evaluated destination attachment with respect to either loyalty or satisfaction; and studies theoretically explaining the destination personality as a concept.
- The studies that contained and explained motivational measures for segmentation; studies that contained and explained loyalty, or satisfaction, or destination attachment measures; and studies that evaluate empirically the destination personality concept.
- The studies that were conducted on a tourism perspective
- The papers published in journals listed in Journal Citation Reports (JCR)

Exclusion Criteria

- Opinion pieces, editorials, narrative reviews and protocols
- Sample limitation (not following the recommendations of Formann (1984) who recommends a sample size of at least $2^m$, where m equals the number of clustering variables)
- The studies were not available in electronic base.
- Studies were not in English.

## 2.2. Paper Selection

### 2.2.1. Segmentation & Seasonality

For the first search in the topic of segmentation, six combinations of the keywords "segmentation" (fixed keyword), "tourism", "loyalty", "satisfaction", "motivation", "season" were made as shown in table 1 below. The results from the study added to a total of 770 records from all databases. From the total, 636 were excluded by screening titles and abstract (the titles didn't refer to the concepts of market segmentation on tourism or seasonality. Furthermore, even though the specific keywords were used, some of the results that were excluded in this stage deviated in terms of the research field). Also, in the screening process there was a big amount of duplicates because the search was conducted six times with a combination of three keywords (from the total six), and that left with 134 articles. A considerable amount of time was spent on screening these articles and where some aspects of the articles were found to be significant information in terms of journals, theoretical framework, and methodology. All the articles were kept as a background sources for developing the theoretical framework and methodology. However, from 134 articles found not all of them were adequate for including them in the literature review because many of them (56 articles) didn't show relevance on the topic, meaning the research was focused on another industry, or the concepts where this research is focused were not the main focus in the research. This reduction left with 78 articles for further investigation. Next, 23 other articles were dropped due to limitation in the sample size, not being relevant, lacking measurements, or didn't have an explained methodology, and some of them not compatible with the inclusion criteria, and most of the journals were the papers were published were not listed in the JCR. The remaining 55 were selected after the full-text eligibility. After, nine papers were excluded for this section because they were more eligible to be included in the section 2.2.2 in this paper. The process is shown clearer in Figure 1. Annex 1 lists the 35 papers relevant to segmentation in tourism by their lead author and year, article title, journal published, objective of the paper, the main findings of the paper, measurement, sample size, and methodology used in the study, and 11 papers are shown in annex 2 that are selected for their relevance in the topic of seasonality.

Table 1 – Keywords used to search in ISI Web of Science

| Key word 1 | Key word 2 | Key Word 3 | Results | Selected according to title |
|---|---|---|---|---|
| Segmentation | Motivation | Tourism | 310 | 44 |
| Segmentation | Loyalty | Tourism | 39 | 9 |
| Segmentation | Satisfaction | Tourism | 148 | 19 |
| Segmentation | Satisfaction | Loyalty | 112 | 24 |
| Segmentation | Motivation | Satisfaction | 112 | 14 |
| Segmentation | Motivation | Loyalty | 24 | 9 |
| Segmentation | Season | Tourism | 25 | 15 |
| | | | 770 | 134 |

Figure 1 – Paper selection process
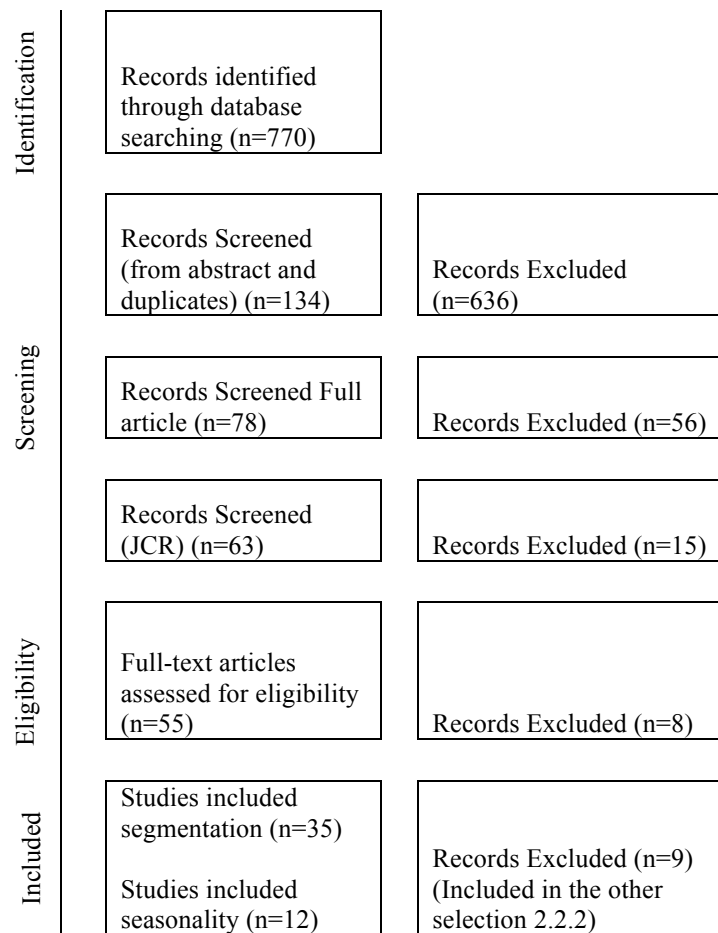
The criterion for the selected papers is to have papers indexed in the JCR due to the consideration to be of higher scientific quality as compared to non-indexed journals. In the resulting 35 papers, the journal where most of the articles are published is Tourism Management containing 15 (43%) of the articles, and has a 5-year impact factor of 3.762. Four papers (11%) are published in the Journal of Travel & Tourism Marketing with a 5-year impact factor of 2.339, and other three (9%) are published in International Journal of Tourism Research with a 5-year impact factor of 1.777. Furthermore, two articles were published in Journal of Travel Research (5-year impact factor of 3.194), two other papers in Journal of Vacation Marketing (5-year impact factor of 1.6), and two other in Tourism Economics (5-year impact factor of 0.745). Seven more articles are published each in a distinct journal such as Journal of Hospitality and Tourism Research (5-year impact factor of 1.768), Current Issues in tourism (5-year impact factor of 1.485), , Asia Pacific Journal of Tourism Research (5-year impact factor of 1.051), European Management Journal (5-year impact factor of 1.6), Psychology & Marketing (5-year impact factor of 1.547), South African Journal of Wildlife Research (5-year impact factor of 1.036), Scandinavian Journal of Hospitality and Tourism Research (5-year impact factor of 0.663), and International Journal of Transport Economics (5-Year impact factor of 0.459). The Journals are listed in the section below.

| Journal | # | 5-year IF | % |
|---|---|---|---|
| Tourism Management | 15 | 3.762 | 43% |
| Journal of Travel & Tourism Marketing | 4 | 2.339 | 11% |
| International Journal of Tourism Research | 3 | 1.777 | 9% |
| Journal of Travel Research | 2 | 3.194 | 6% |
| Tourism Economics | 2 | 0.745 | 6% |
| Journal of Vacation Marketing | 2 | 1.6 | 6% |
| Journal of Hospitality & Tourism Research | 1 | 1.768 | 3% |
| Psychology & Marketing | 1 | 1.547 | 3% |
| Current Issues in Tourism | 1 | 1.733 | 3% |
| Asia Pacific Journal of Tourism Research | 1 | 1.290 | 3% |
| South African Journal of Wildlife Research | 1 | 1.036 | 3% |
| Scandinavian Journal of Hospitality and Tourism | 1 | 0.663 | 3% |
| International Journal of Transport Economics | 1 | 0.459 | 3% |
| Total | 35 | | |

Moreover, the charts below show the number of papers published per year and as mentioned above all the articles in the sample are from the last ten years. From the total number of papers 60% of the papers are published in the last five years (2017-2012, and the other 40% are published in between 2005 and 2011. The chart below present the articles published by each year.
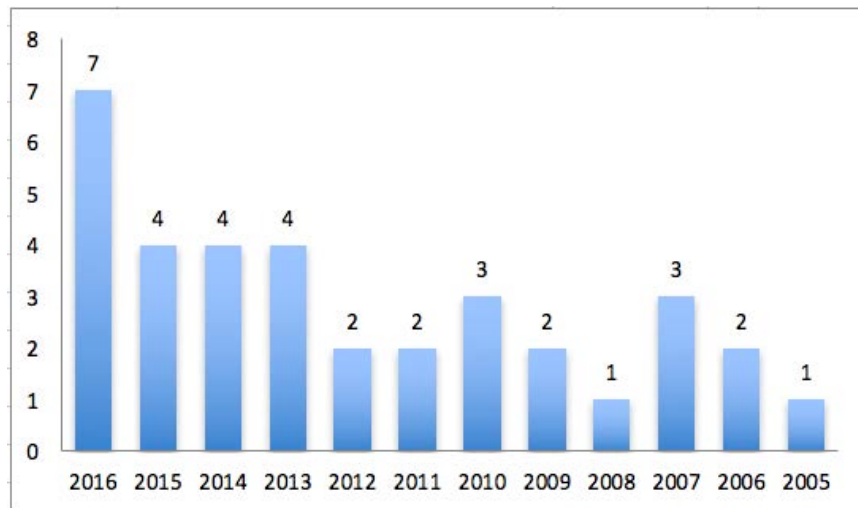


To determine the author's reference data that have been working in the same field, it has been collected this query for each author, which are detailed and ordered by each author index H in Annex 4. There appears to be total citations received the publications of each leading author, the same total excluding self-citations, and the H-index (this was done for all the selection processes forward).

Other information provided by the Web of Science for each article that has been useful to extend the literature on the subject is the map of events that illustrates the relationships between the references cited in the article (backwards) and citing articles (forwards). In Annex 5 is an example of a map dating to forward an article that is not a reference but allows better visualize these relationships. In the bottom left box are the references cited this author and can be used to extend the literature on the subject. This process was done for each paper included in the literature review, to determine possible seminal works that are considered as a background sources for developing the theoretical framework such as Smith (1956), King (1970), Oliver (1981), Bagozzi (1992), Aaker (1997), Fournier (1998) among others.

## 2.2.2. Satisfaction, Destination Attachment, Loyalty

For the second search in the topic of customer behavior examining the relationship of destination satisfaction, attachment and loyalty in a tourism context was conducted. Seven combinations of the keywords "tourism", "loyalty", "satisfaction" attachment", "motivation", "season" and "segmentation" were made as shown in table 2 below. The results from the study added to a total of 1830 records from all databases. From the total, 1577 papers were excluded by screening titles and abstract (the titles and abstracts didn't refer to the concepts of loyalty, satisfaction, nor destination attachment in tourism. Same as in the previous paper selection, many of the results that were excluded in this stage deviated in terms of the research field). A huge amount of duplicates was found because the search was conducted seven times with a combination of three keywords (from the total seven), and that left with 253 articles. From the remaining, 161 were dropped because articles didn't show relevance on the topic, meaning the research was focused on another industry, or the main concepts of these studies were not the main focus in our research. This reduction left with 92 articles for further investigation. Next, 50 other articles were dropped due to limitation in the sample size, not being relevant, lacking measurements, or didn't have an explained methodology, and some of them not compatible with the inclusion criteria, and most of the journals where the papers were published were not listed in the JCR. The remaining 42 were selected after the full-text eligibility. After, three papers were excluded for this section because they were already included in the section 2.2.1 of the first paper selection process in this paper. The process is shown clearer in Figure 2. Annex 2 lists the 39 papers relevant to segmentation in tourism by their lead author and year, article title, journal published, objective of the paper, the main findings of the paper, measurement, sample size, and methodology used in the study.

Table 2 – Keywords used to search in ISI Web of Science

| Key word 1 | Key word 2 | Key Word 3 | Results | Selected according to title |
|---|---|---|---|---|
| Loyalty | Satisfaction | Tourism | 548 | 64 |
| Loyalty | Satisfaction | Motivation | 363 | 45 |
| Loyalty | Motivation | Tourism | 162 | 37 |
| Satisfaction | Motivation | Tourism | 527 | 53 |
| Attachment | Loyalty | Tourism | 88 | 30 |
| Attachment | Satisfaction | Tourism | 132 | 19 |
| Attachment | Segmentation | Tourism | 10 | 5 |
| Total | | | 1830 | 253 |

Figure 2 – Paper selection process
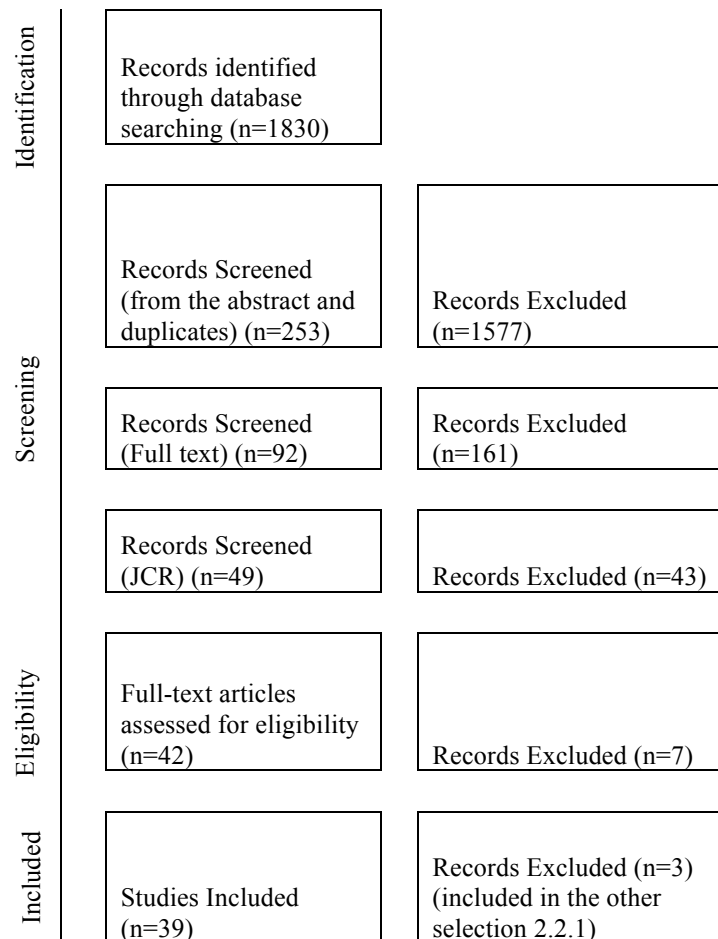
The journal where most of the articles are published is Tourism Management containing 13 papers (33%) of the articles, and has a 5-year impact factor of 3.762. Five papers (13%) are published in the Journal of Business Research with a 5-year impact factor of 2.324, other three (8%) are published in Tourism Economics with a 5-year impact factor of 0.745, in Current Issues in tourism with three (8%) articles (5-year impact factor of 1.485) and three articles in Journal of Travel & Tourism Marketing (5-year impact factor of 2.339). Furthermore, eight articles were published in other four journals each with two articles such as Annals of Tourism Research with two articles (6%) (5-year impact factor of 5.544), Journal of Travel Research with two articles (8%) (5-year impact factor of 3.194). , Journal of Hospitality and Tourism Research with two articles (5-year impact factor of 1.768), and Asia Pacific Journal of Tourism Research also with two articles (5-year impact factor of 1.051). The remaining four papers each are published in four different journals such as Journal of Sustainable Tourism (5-year impact factor of 3.238), International Journal of Tourism Research (5-year impact factor of 1.777), European Journal of Marketing (5-year impact factor of 1.659), and European Management Journal (5-year impact factor of 1.6). The Journals are listed in the section below.

| Journal | # | 5-year IF | |
|---|---|---|---|
| Tourism Management | 13 | 3.762 | 33% |
| Journal of Business Research | 5 | 2.324 | 13% |
| Journal of Travel & Tourism Marketing | 3 | 2.339 | 8% |
| Current Issues in Tourism | 3 | 1.485 | 8% |
| Tourism Economics | 3 | 0.745 | 8% |
| Journal of Travel Research | 2 | 3.194 | 5% |
| Annals of Tourism Research | 2 | 5.544 | 5% |
| Journal of Hospitality & Tourism Research, | 2 | 1.768 | 5% |
| Asia Pacific Journal of Tourism Research | 2 | 1.051 | 5% |
| Journal of Sustainable Tourism | 1 | 3.238 | 3% |
| International Journal of Tourism Research | 1 | 1.777 | 3% |
| European Journal of Marketing | 1 | 1,659 | 3% |
| European Management Journal | 1 | 1.6 | 3% |
| Total | 39 | | |

In terms of the selected papers, as shown in the chart below, 85% of the selected papers are published in the last 5 years between 2012-2017 which gives us a relatively recent articles to be referred to develop our theoretical framework.
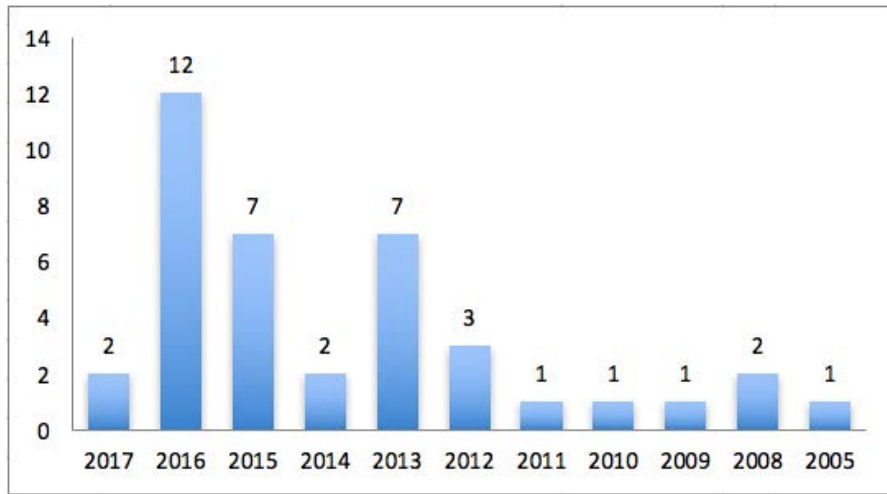


### 2.2.3. Destination Personality

As a third selection process we focused on destination personality separately since is a relatively new concept and to try to acquire as much studies focused on the topic. First we used only the keyword "destination personality" and that gave 240 results. Also, a combination of keywords such as "brand personality", "tourism", "loyalty", "satisfaction", "attachment", "motivation", and "segmentation" keywords was done as shown in table 3. The total number of results from the combination of the whole keywords added to 274 papers. In the identification process where we read the abstracts, from the total results, 151 papers were dropped due to insignificance of the studies based on their title and abstract. The titles and abstract of the removed papers did not contain any information about destination personality or brand personality on tourism destination. In the screening process from the remaining 123 articles, 56 were removed due to a big amount of duplicates. From the remaining 67 articles eligible for full text review, 37 papers were dropped because they were not compatible with the inclusion criteria such as the focus of the topic was on different area, they lacked important information about destination personality such as empirical evaluation or measures, and only recommend the concept as an implication for future research. The final

30 papers are included in the literature review. The papers selection process is illustrated in figure 3. In Annex 4 the characteristics of the papers are listed such as the author/s, title, source, main objective of the paper, general findings, sample, and methodology used.

Table 3 – Keywords used to search in ISI Web of Science

| Keyword 1 | Keyword2 | Keyword 3 | Results | Selected according to title |
|---|---|---|---|---|
| Destination Personality | - | - | 240 | 107 |
| Brand Personality | Motivation | Tourism | 3 | 3 |
| Brand Personality | Segmentation | Tourism | 2 | 2 |
| Brand Personality | Satisfaction | Tourism | 11 | 4 |
| Brand Personality | Loyalty | Tourism | 14 | 5 |
| Brand Personality | Attachment | Tourism | 4 | 2 |
| TOTAL | | | 274 | 123 |

Figure 3 – Paper selection process
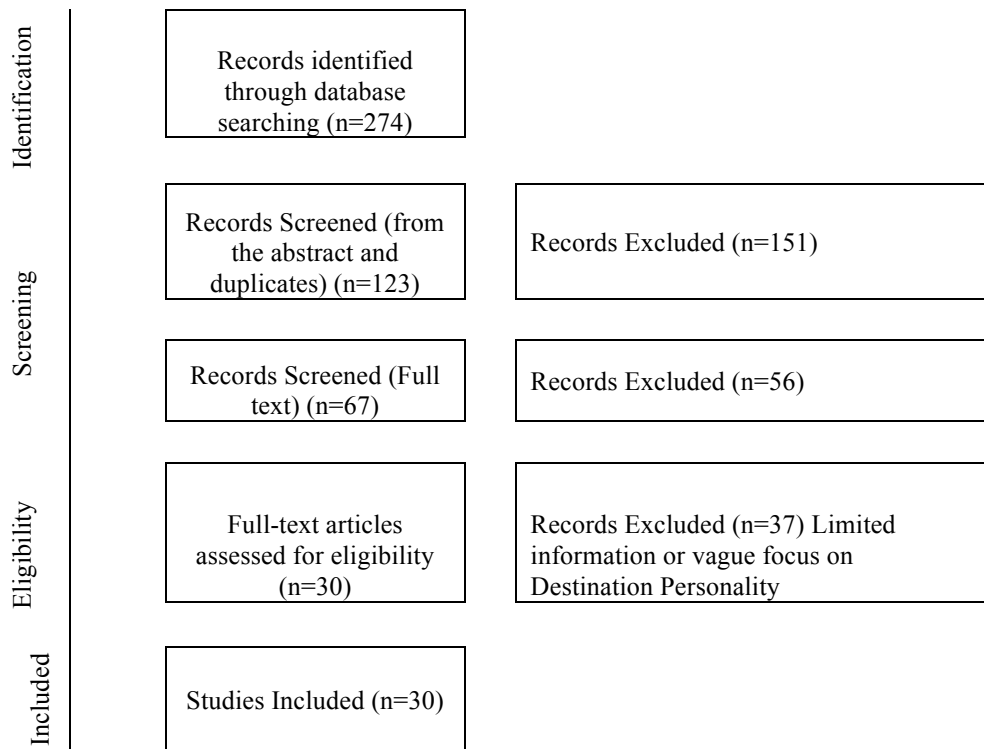
The journal where most of the articles are published is Journal of Business Research containing 6 papers (20%) of the articles, and has a 5-year impact factor of 2.324. Five papers (17%) are published in the Tourism Management with a 5-year impact factor of 3.762, and another five (17%) are published in Journal of Travel Research with a 5-year impact factor of 3.194. Furthermore, three articles were published in Journal of Travel & Tourism Marketing (5-year impact factor of 2.339), another four in Journal of Hospitality and Tourism Research with two articles (5-year impact factor of 1.768), and Asia Pacific Journal of Tourism Research also with two articles (5-year impact factor of 1.051). The remaining eight papers are each published in separate journals such as Current Issues in Tourism (5-year impact factor of 1.485), International Journal of Tourism Research (5-year impact factor of 1.777), European Journal of Marketing (5-year impact factor of 2.087), Journal of Vacation Marketing (5-year impact factor of 1.659), Entrepreneurship and Innovation Management Journal (5-year impact factor of 0.659), Corporate Reputation Review (5-year impact factor of 1.140), Tourism Management Perspectives (5-year impact factor of 1.067), and Tourism Review (5-year impact factor of 0.478). The Journals are listed in the section below.

| Journal | # | 5-year IF | % |
|---|---|---|---|
| Journal of Business Research | 6 | 2.324 | 20% |
| Tourism Management | 5 | 3.762 | 17% |
| Journal of Travel Research | 5 | 3.194 | 17% |
| Journal of Travel & Tourism Marketing | 3 | 2.339 | 10% |
| Journal of Hospitality & Tourism Research | 2 | 1.768 | 7% |
| Asia Pacific Journal of Tourism Research | 2 | 1.051 | 3% |
| Current Issues in Tourism | 1 | 1.485 | 3% |
| International Journal of Tourism Research | 1 | 1.777 | 3% |
| Journal of Vacation Marketing | 1 | 1,659 | 3% |
| European Journal of Marketing | 1 | 2.087 | 3% |
| Entrepreneurship and Innovation Management Journal | 1 | 0.659 | 3% |
| Corporate Reputation Review | 1 | 1.140 | 3% |
| Tourism Management Perspectives | 1 | 1.067 | 3% |
| Tourism Review | 1 | 0.478 | 3% |
| TOTAL | 30 | | |

The years that the papers are published are mostly published in the last five years with (73% of the overall papers) giving a recent works done in this topic. The chart below shows the number of articles per year.
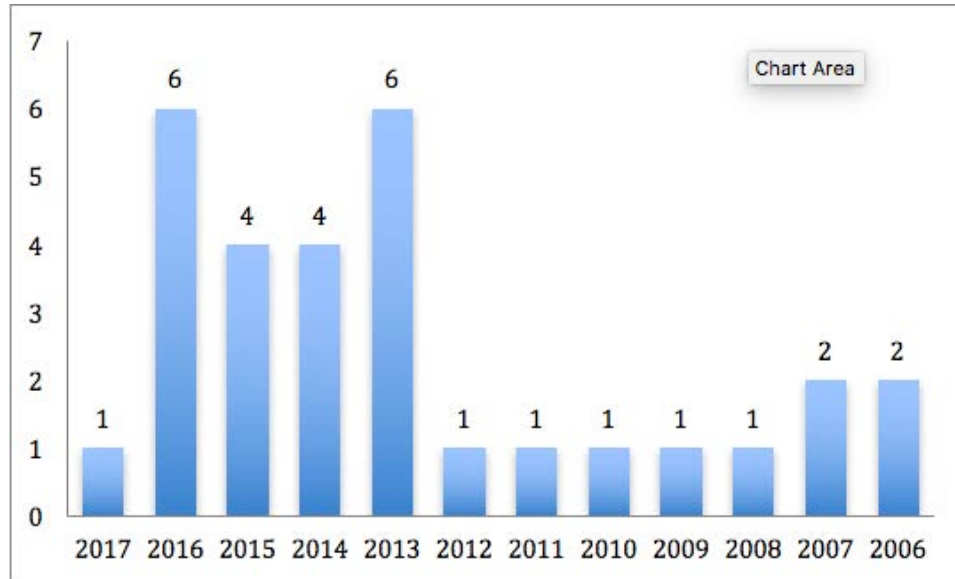


Overall, for the whole topics we have included 109 articles that we use to analyse and develop our theoretical framework later on. In the following sections an analysis of the papers is conducted. For the objective of the segmentation in tourism we analyse the 32 papers in section 2.3.1, and the table 4 includes all the papers analysing its measurements and output. Section 2.3.2 analyses seasonality and includes an analysis of eleven papers listed in table 7. Furthermore, 36 papers are analysed for the second objective. In section 2.3.3 analyses the construct of satisfaction in tourism where table 8 lists and analyses all the papers that have used segmentation, section 2.3.4 analyses destination loyalty where table 9 lists all the papers that have used loyalty as a construct, and section 2.3.5 analyses destination attachment where table 10 lists all the papers that have used destination attachment as a construct. Finally, for the third objective, brand personality and destination personality are analysed in section 2.3.6 where table 11 summarises the papers that have used the destination personality as the construct.

## 2.3 Analysis of selected papers

### 2.3.1 Segmentation

According to Middleton (2002) as cited in Park & Yoon (2009) page 100, "segmentation may now be defined as the process of dividing a total market such as all visitors, or a market sector such as holiday travel, into subgroups or segments for marketing management purposes. Its purpose is to facilitate more cost-effective marketing through the formulation, promotion, and delivery of purpose designed products that satisfy the identified needs of target groups."

Market segmentation has become a valuable instrument in planning appropriate marketing strategies. It has been widely used in tourism literature to understand the diversity of recreationists' tastes and preferences and to identify niche markets for different tourism products and services (Beh & Bruyere, 2007; Park & Yoon, 2009; Chen & Noci, 2014; Rid et al. 2014). Market segmentation is a technique used to subdivide a heterogeneous market into homogeneous subgroups. It is based on the idea that a market is composed of subgroups of people or tourists and that each subgroup has different, specific needs and motivations in defining quality perception, since it is ideal to align delivered quality with anticipated quality (Berry et al., 1991; Mok & Iverson, 2000).

Segmentation is justified on the grounds of achieving greater efficiency in the supply of products to meet identified demand and increased cost effectiveness in the marketing process. When these market segments are identified, one will have a better understanding of the structure of the market (Bloom, 2004). Subsequently, the marketing mix such as products and services, prices, distribution channels, and promotions, can be adjusted to fit the needs and wants of the market segments that are targeted (Kotler, 1991).

The primary bases for segmentation include demography, geography, behavior, lifestyle, personality, and benefits sought. However, as a basis of segmentation, demographic and socio-economic are the most used characteristics so far in research (Moler & Albaladejo 2007; Park & Yoon, 2009; Rid et al. 2014). In today's tourism literature, a very large number of studies use different descriptors and discriminating variables to segment a market, including attributes for vacation (Crask, 1981), benefits sought by travelers (Gitelson & Kerstetter, 1990; Loker-Murphy & Perdue, 1992), motivations (Cha et al., 1995; Madrigal &

Kahle, 1994; Loker-Murphy, 1996), behavioral characteristics (Formica & Uysal, 1998), and product bundles (Oh et al., 1995). Traditionally, studies segment tourists using socio-demographic variables such as gender, age, and family life cycle. Socio-demographic segmentation receives a lot of criticisms due to their limited predictive power (e.g. Andereck and Caldwell, 1994; Johns and Gyimothy, 2002; Lehto et al., 2002; Neuts et al., 2016), and because this method fails to consider tourists' underlying interests, motivations, and behaviors (e.g., Keng & Cheng, 1999; Decrop & Snelders, 2005; Hosany & Prayag 2013). Marketers have increasingly pointed out that the most effective predictor of tourist behavior should be the behavior itself, including motivations combined by socio-demographics characteristics (Johns & Gyimothy, 2002; Goeldner & Ritchie, 2003; Kotler et al., 2003). Psychographic and behavioral segmentation falls under the category of data-driven segmentation. In its purest form, data-driven segmentation does not preselect respondents, but instead looks for patterns of similarity via specific clustering approaches (Dolnicar, 2008). Psychographic segmentation differentiates tourist markets based on psychological characteristics such as motivation (Pesonen, 2012), personality type, attitudes, perceptions and needs. Behavioral segmentation, on the other hand, looks to actions and activities at the destination, covering various variables such as travel occasion, length of stay and travel itinerary, accommodation type, mode of transportation, expenditure, activity types and repeat visitation (Weaver and Lawton, 2010).

The literature on consumer behavior argues that motivations represent the driving forces that arouse and direct behaviors (Schiffman & Kanuk, 1978; Iso-Ahola, 1999). Motivational items can be viewed as a process of internal psychological factors (e.g., needs, wants, goals), which can generate tension to some extent. In tourism, a motivation to travel signifies a need that triggers a person to participate in a tourism-based activity (Park & Yoon, 2009).

In the tourism context, travel motivation is defined as a set of attributes that cause a person to participate in a tourist activity (Pizam et al., 1979; Khoung & Ha, 2014). Tourist motivation rarely results from a single motive for tourism, yet it is generally complex and multifaceted (Crompton, 1979; Uysal et al., 1993). Researchers have explored tourist various motivation through tourist studies in different contexts. In this sense motivational factors are

defined as the needs that play a significant role in causing a person to feel psychological disequilibrium that may be corrected through a travel experience (Crompton, 1979). There are some theories to explain tourists' motivations, such as the push–pull model (Crompton, 1979; Jang & Cai, 2002; Uysal & Jurowski, 1994), the travel career ladder (Pearce & Lee, 2005), and the functional theory (Fodness, 1994; Katz, 1960). For example, functional theory explains the idea that tourists have distinct travel motivation when chasing an action or behavior (Katz, 1960). Therefore, the different levels of motivation can affect certain behaviors, and these same motivations can satisfy both human psychological needs and desires. (Crompton & McKay, 1997; Fodness, 1994; Houle, et al., 2005). However, in our literature review on tourism motivation push and pull model has been the most dominant model for formulating, testing motivation and generating segments (Tangeland et al., 2013). Push factors are specific forces in a tourist's life that lead him or her to decide to travel outside his or her daily environment, and pull factors are those forces that afterward lead the person to select a destination (Klenosky, 2002). The push-motivation factors are related to tourist needs and wants, such as the desire to take risks, relax, be physically active, enjoy nature, learn something new, or engage in social interaction (Devesa et al., 2010). The pull-motivation factors are linked to external, situational, or cognitive factors, such as the attributes of the chosen destination (Devesa et al., 2010; Klenosky, 2002). These push and pull factors are largely imperceptible and origin-related, and they create a desire to satisfy a need (Crompton, 1979; Dann, 1977, 1981; Uysal & Hagan, 1993).

Past research on market segmentation has shown that finding motivations to travel amongst tourists or motives to choose a destination can be a useful and effective approach to determine appropriate visitor opportunities, and further, that heterogeneous tourist segments may be easily categorized by these motivation factors (Keng & Cheng, 1999; Poria, et al., 2004; Beh & Bruyere, 2007; Rid et al., 2014; Dryglas & Salamaga 2016).

Based on the above motivational factors, identification of heterogeneous visitor segmentations based on differences in motivations has been the most reliable method when striving to understand different user groups in international travel destinations (Frochot & Morrison, 2000; Beh & Bruyere, 2007; Corriera et al., 2008; Park & Yoon, 2009; Rid et al., 2014). Therefore, the identification of motivation to travel to a particular area can be viewed

as a critical variable to understand when attempting to develop a multidimensional concept that explains tourist decisions (Beh & Bruyere, 2007; Corriera et al., 2008; Rid et al., 2014).

In Annex 1, 35 latest tourism literature articles that have used segmentation are described. Comparing the segments derived from motivational items in the papers, they differ in terms of destination and leisure context. Yet, authors were able to identify motivational factors by examining motivational dimensions with factor analysis and then derive segments with clustering techniques.

Moreover, in table 4, 42 papers are listed from the literature review that describe measurement of motivation, socio-demographic measurements and the segments derived. From the overall 42 papers that are listed, 40 of the papers have motivational items. From this sample of papers, the average motivational items that are used are 23 items. There is a large diversity of factors originated from the motivational items used, the most common motivational factors the tourists are influenced and have been identified based on motivation segmentation are the following (also listed in table 5): adventure and risk taking (Beh & Bruyere, 2007; Corriera et al., 2008; Boo & Jones, 2009; Oh & Schuet 2010; Tangleand & Aas 2011; Tangeland et al., 2013; Battour et al., 2014), contemplation and escape from everyday routine (Yoon & Uysal, 2005; Kim et al., 2006; Moler & Albaladejo 2007; Park & Yoon 2009; Kruger & Saayman, 2010; Oh & Schuet 2010; Li & Cai 2012; Lee & Hsu 2013; Tangeland et al., 2013; Chen et al., 2014; Ward 2014; Satta et al., 2016), physical activity (Frochot, 2005; Mehmetoglu 2007; Moler & Albaladejo 2007; Kruger & Saayman, 2010; Tangeland et al., 2013; Battour et al., 2014; Rid et al., 2014; Ward 2014; Bel et al., 2015; Miragaia & Martins, 2015), enjoyment of nature (Frochot 2005; Yoon & Uysal, 2005; Mehmetogly 2007; Moler & Albaladejo 2007; Almeida et al., 2013; Tangeland et al., 2013; Battour et al., 2014; Rid et al., 2014; Dryglas & Salamaga 2016), self-development and learning (Yoon & Uysal, 2005; Jan & Wu 2006; Beh & Bruyere, 2007; Park & Yoon, 2009; Li & Cai 2012; Lee et al., 2013; Lee & Hsu 2013; Chen et al., 2014; Peter & Anandkumar 2016), culture lovers (Beh & Bryere, 2007; Figini & Vici 2012; Lee & Hsu 2013; Neuts et al., 2013; Rid et al., 2014; Ward 2014; Romao et al., 2015; Satta et al., 2016), and socialising (Mehmetoglu 2007; Moler & Albaladejo 2007; Corriera et al., 2008; Park & Yoon, 2009;

Oh & Schuet 2010; Tangeland, 2011; Tangeland et al., 2013; Chen et al., 2014; Alexander et al., 2015; Miragaia & Martins, 2015; Satta et al., 2016).

Table 4 – Studies that conducted segmentation or used motivation dimensions

| Article | Measurements of Motivation | Measurements of Socio-Demographics | Segments derived |
|---|---|---|---|
| Alexander et al., 2015 | 21 Motivational Items; 7 Factors: Career function, Value function, Olympic function, Enhancement function, Understanding function, Social function, and Protective function. | Gender, Age, Ethnicity, Income, Country, Employment. | 3 Segments: obligated volunteers, enthusiast, and semi-enthusiasts. |
| Almeida et al., 2013 | 19 Benefit/Motivational items: 5 Factors: Relaxing in Nature; Socialization; Rural life; Cost Factor; Learning Factor. | Gender, Age, Marital Status, Education, Occupation, Income, Country, Household | 4 Segments: Ruralist, Relaxers, Family oriented, Want it all. |
| Battour et al., 2014 | 23 Push Motivational Items: 6 Factors: Achievement, Exciting and adventure, Family togetherness, Knowledge/education, Escape, Sports; 20 Pull Motivational Items; 5 Factors: Natural scenery, Wide space and activities, Cleanness and shopping, Modern atmosphere, Different culture | - | - |
| Beh and Bryere 2007 | 49 Motivational Items; Escape, Culture, Personal Growth, Mega-fauna, Adventure, Learning, Nature, and General viewing | - | 3 Segments: Escapists, Learners, and Spiritualists |
| Bel et al., 2015 | 36 activity/motivational items: 7 Factors overall: Doing nothing; Water-based activities; Visits to natural and cultural heritage sites, walking; Outdoor pursuits Gastronomy; Gardening; Spring skiing | Age, Education, Income, Residence | 5 Segments: Doing nothing; Water-based activates; Outdoor permits; Natural and cultural heritage discovery; Gastronomy |
| Boo & Jones 2009 | 20 Motivational items: 7 Factors: Social/Interaction, Excitement/Fun, Relaxation, Sightseeing, Family/Friends, and Sports | Gender, Age, Ethnicity, Income | 3 Segments: socializing with business purpose; pleasure seekers; relaxation. |
| Brida et al., 2014 | - | Country, Gender, Age, Precious Visit, and Occupation; 3 factors per season: 2008/2009 season - Loyal neighbors, care of transportation, First timers, care of tourism-related aspects, Social tourist; 2009/2010 season - Tourists from industrialized countries, Loyal non-young visitors, and Middle-aged tourists; 2008/2010 (both seasons together) 3 factors: Tourists from industrialized countries, | 3 Segments per season: 2008/2009 - 1. First time visitors arriving at Punta del Este, Brazilian, women, and professionals, spenders with a per capita amount of $59; 2. first time visitors arriving at Montevideo, mostly retirees, North Americans and Europeans, older than 64, with $64 per capita during their visit to Uruguay; 3. Repeated visitors who have been to Montevideo and Punta del Este, Professionals, Brazilian and Argentinian, spenders with an average of $50 per capita. 2009/2010 - 1. first time visitors, visiting Punta del Este, Brazilians and Argentinians, professionals, total expenditure with $59 per capita; 2. First time visitors arriving at Montevideo, North Americans, Europeans, and Brazilians, mostly retirees, professionals average total expenditure $64 per capita; 3. Repeat visitors, visited Punta del Este, |

| | | Loyal non-young cruisers, and Non old cruisers. | Montevideo and other destinations, residents in Argentina and Brazil, average total expenditure per capita $50. |
|---|---|---|---|
| Chen et al., 2014 | 22 Motivational Items; 4 Factors: social interaction represents, self-actualization, destination experience, and escape and relaxation. | Gender, Age, Education, Occupation, Income, | 3 Segments: self-actualizers, destination experiencers, social seekers. |
| Chen et al., 2016 | 13 Motivational items; 4 Factors: Self-esteem, Escaping, Learning. Bonding | Gender, Age, Marital Status, Education, Occupation, Income, Country | - |
| Corriera et al., 2008 | 29 Push and Pull Motivational items; 6 Factors: Knowledge, Leisure, Socialization, Facilities, Core Attractions, and Landscape Features. | Gender, Age, Education, Household, Social Class. | 3 Segments: Adventure Tourist, Social Tourists, and Leisure Tourists. |
| Devesa et al. 2010 | 17 Motivational items; | - | 4 Segments; Visitor looking for tranquility, rest and contact with nature; Cultural visitor; Proximity, gastronomic and nature visitor; Return tourist |
| Dryglas & Salamaga 2016 | 11 Motivational items: Natural recourses; Cultural and natural environment; Spa/Wellness infrastructure; Social and political environment | Gender, Age, Education, Income | 3 Segments: Nature and culture seekers; Spa/Wellness seekers; Social contact seekers. |
| Fernandez-Hernandez et al., 2016 | 26 Activity (motivation) items | Gender, Age, Income, Country | 9 Segments: Sea lovers, Museum lovers, Relax, Fiesta lovers, Traditional culture, Gastronomy and entertainment, Starts lovers, Rural environment lovers, Trekking lovers |
| Figini & Vici 2012 | 7 Motivational items; | Gender, Age, Occupation, Income, | 3 Segments: Culture Lovers, Leisure Lovers, and Indecisive tourists. |
| Frochot 2005 | 13 Benefit/motivational items: 4 Factors: Outdoors, Rurality, Relaxation, Sport. | Age, Profession, Country. | 4 Segments: Actives, Relaxers, Gazers, and Rurals. |
| Jan & Wu 2006 | 23 Push Motivational Items: 5 Factors: Ego-enhancement; Self-esteem; Knowledge-seeking; Relaxation; Socialization; 12 Pull motivational items: 3 Factors: Cleanliness & safety; Facilities, event & cost; Natural & historical sight | Gender, Age, Marital Status, Education, Occupation, Health | - |
| Kim et al., 2006 | 18 Motivational items: 5 Factors: Family togetherness; Socialization; Site attraction; Festival attraction; Escape from daily routine | Gender, Age, Education, Income | - |
| Kim et al., 2015b | 20 Motivational items; 4 factors: Enjoying natural environment and escaping from daily life; Pursuing new tupe of travel; Pursuing a healthy life; Pursuing intimacy | Gender, Age, Income, | - |
| Kruger & Saayman 2010 | 20 Motivational Items; 6 Factors: Knowledge Seeking, Activities, Park attitudes, Nostalgia, Novelty, Escape and Relaxation | Age, Marital Status, Residence, Language, Education, Expenditure, Number of previous visit, | 6 Segments: Knowledge Seeking, Activities, Park attitudes, Nostalgia, Novelty, Escape and Relaxation |

| | | | |
|---|---|---|---|
| Lee & Hsu 2013 | 13 Motivational items; 3 Factors: Cultural experience; Leisure and Psychology, and Self expression | Gender, Age, Marital Status, Education, Occupation, Income, Country | - |
| Lee et al., 2013 | 36 Motivational factors: 6 Factors: Cultural exploration; Family togetherness; Event attractions; Socialization; Novelty; Escape | Gender, Age, Marital Status, Education, Occupation, Income | 3 Segments: culture and attraction seekers; Casual event seekers; Multipurpose experience seekers. |
| Li & Cai 2012 | 24 Motivational items: 5 Factors: Novelty & knowledge, Prestigious and Luxury Experience, Self-Development, Exciting Experience, Escape & Relationship | - | - |
| Metmetoglu, 2007 | 20 Motivational items; 6 Factors: Nature, Physical Activities, Novelty/Learning, Mundane Every day, Social Contact, and Ego/Status | Gender, Age, Income, Expenditure, | 3 Segments; Culture and pleasure activity oriented, Nature activity oriented, and Low-activity oriented |
| Millan et al., 2016 | - | Gender, Age, Occupation, Expenditure | 4 segments: Satisfied Positives; Dissatisfied Positives; Dissatisfied Negatives; Satisfied Negatives |
| Miragaia & Martins 2015 | 22 Motivational/attributes items: Accommodation and social life; Facilities and other resort services; Ski services/quality of slopes; Ski services/quantity of slopes; Proximity, access, and price | Gender, Age | 6 Segments: Snow and grooming; Passive tourist; Complete experience; Convenient; Want it all; Demanding |
| Moler & Albaladejo, 2007 | 17 Benefit/Motivational items; 5 Factors: Nature and peacefulness, Physical and cultural activities, Family, Trip Features, Rural Life | Gender, Age, Education, Household, Country, Employment, Income, | 4 Segments: Family rural tourist, Relax rural tourist, Rural life tourist, Tourist of rural accommodation |
| Neuts et al, 2013 | 8 Motivational items: 4 Factors: Environment, Culture, Consumption, and Business | Gender, Age, Education, Residence Income, | - |
| Neuts et al., 2016 | 12 Motivational items; 16 (activity/motivation items) | Gender, Age, Country | 4 Segments: Bear watchers, Landscape-Lovers, Organized tour groups; Broad motives |
| Oh & Schuet 2010 | 15 Motivational items: 4 Factors: Experience nature & adventure; Relaxation: Escape: Seeking family time. | Gender, Age, Education, Income | 3 Segments: Picnicking & nature excursion: Fishing & Hunting: Camping & active sports |
| Park & Yoon, 2009 | 24 Motivational items: 6 Factors: Relaxation, Socialization, Learning, Family Togetherness, Novelty, and Excitement. | Education, Income, Preferred Leisure activities, Expenditure | 4 Segments: Family Togetherness, Passive Tourists, Want-it-all, Learning and Excitement. |
| Parker & Vural 2016 | 38: Pull Motivational items; 7 Factors: Service; Prestige; Accessibilities; Touristic Attractiveness; Local Culture; Entertainment; Supportive Elements; 12 Push Motivational items; 3 Factors; Social, Adventure, Freedom | Gender, Marital Status, Income | 5 Segments; Socially oriented; Indifferent; Supportive facilities oriented; Service & Prestige oriented; Attractiveness oriented |
| Peter & Anandkumar 2016 | 21 Motivational Items; 7 Factors: On-site Self-Development, Event features, Experience the difference, Popular Place, Business, Not for intimacy and romance, Place Safety | Gender, Age, Education, Occupation, Income, | 3 Segments: Relaxers, Multimotivated Seekers, and Shoppers |
| Prayag et al., 2015 | 17 Motivational items; | Gender, Age, Education, Household, Employment, Income, | 4 Segments: Essentials, Exigent, Personalization, and Neutrals |

| | | | |
|---|---|---|---|
| Rid et al., 2014 | 20 Motivational items; 4 factors: Heritage & nature, Authentic rural experience, Learning, Sun & beach. | Gender, Age, Education, Household | 4 Segments: Multi-experiences & beach' tourists, 'Multi-experiences' tourists, 'Heritage & nature' tourists, 'Sun & beach' tourists. |
| Romao et al., 2015 | 8 Motivational items: 4 Factors: Entertainment, Culture, and Business | Gender, Age, Education, Residence Income, | - |
| Satta eta al., 2016 | 24 Motivational items: 6 Factors: Accessible all in one package, Escape & Relax, Culture & Discovery, Prestige & Social recognition, Advice & Emulation, Family bonding | Gender, Age, Marital Status, Education, Occupation, Income, Country, Household | 6 Segments: Family togetherness, Price watching and well informed, Hard to pleasure, Passive, Excitement and experience seeking, Learning and exploration. |
| Tangeland & Aas 2011 | 13 activity products items; 4 Factors: Risk/challenge, Facilitation, Learning, Family/children friendly | - | 5 Segments: Nuclear Family, Single Parent, Couples without children, Single, living alone without children, Adults living together, without children |
| Tangeland et al., 2013 | 25 Push-Motivational Items: 6 Factors: Risk taking, Contemplation, Physical Fitness, Enjoyment of nature, Skill development, and Social interaction; 8 Pull-motivational items; 3 Factors: Hiking opportunities and surroundings, Proximity to ski resorts, and Hunting and angling opportunities. | Age, Income, Education | - |
| Tangeland, 2011 | 24 Motivational items: 4 Factors: New activity, Social, Skill development, Quality improvement | Gender, Age, Marital Status, Education, Occupation, Income | 5 Segments: Social, Want-it-All, Try new Activity, Performer, Unexplained. |
| Tkaczynski & Rundle-Thiete 2013 | 21 Activities/Motivational items. | Age, Occupation, Expenditure, Income, Country | 4 Segments: Working family visitors; Local young students; Working active campers; Young group campers. |
| Ward 2014 | 19 Push motivational items: 5 Factors: Escaping, Exploring; Spiritual and social: Physical and excitement; Family focused; 22 Pull motivational items: 6 Factors: Pre-arranged tour; Quality; Culture history; Weather/food; Sports; No kids. | Gender, Age, Education, Household, Employment, Income, | 4 segments: Enthusiastic travelers; Cultural explorers; Escapists; Spiritual travelers. |
| Yoon & Uysal 2005 | 24 Push Motivational items; 8 Factors: Exciting, Knowledge/education, Relaxation, Achievement, Family togetherness, Escape, Safety/Fun, and Away from home and seeing; 28 Pull-Motivational items; 10 Factors: Modern atmospheres & activities, Wide space & activities, Small size & reliable weather, Natural scenery, Not explanatory, Different culture, Cleanness & shopping, Night life & local cuisine, Interesting town & village, and Water activities | - | - |

The motivational items that originated these factors will be adapted and included in this paper. 31 of the papers have used segmentation techniques to derive segments, and the average number of segments derived from the 31 papers is 4,08. The studies use the

motivational dimensions and eleven of them combine the motivational dimensions with various socio demographic variables after generating the clusters. The most common used socio demographic variables are the following (also listed in table 4): age and gender (Mehmetoglu, 2007; Moler & Albaladejo 2007; Corriera et al., 2008; Taneland, 2011; Figini & Vici 2012; Lee et al., 2013; Neuts et al., 2013; Tangeland et al., 2013; Chen et al., 2014; Rid et al., 2014; Alexander et al., 2015; Romao et al., 2015), education (Moler & Albaladejo 2007; Corriera et al., 2008; Park & Yoon 2009; Kruger & Saayman, 2010; Taneland, 2011; Lee et al., 2013; Neuts et al., 2013; Tangeland et al., 2013; Chen et al., 2014; Rid et al., 2014; Romao et al., 2015), income (Mehmetoglu, 2007; Moler & Albaladejo 2007; Park & Yoon 2009; Figini & Vici 2012; Lee et al., 2013; Alexander et al., 2015), occupation/employment (Moler & Albaladejo 2007; Figini & Vici 2012; Taneland, 2011; Lee & Hsu, 2013; Lee et al., 2013; Alexander et al., 2015). Only two studies, Brida et al. (2014) & Millan et al., 2016 has used socio-demographics to segment the tourists. These variables will also be adapted from the literature to include in the process of segmentation in this paper.

**Table 5 -** Motivational factors, items, and references

| Factor | Item/s | Reference |
|---|---|---|
| Adventure and risk taking | Gain travel experience; Have stories to tell; Experience excitement; Talk to new and varied people; Be with others who enjoy the same things; Experience something new | Beh & Bruyere, 2007 |
| | Be an adventurer | Corriera et al., 2008 |
| | Risk activity; Mentally challenging; Frightening Challenging; Physical Challenging; Exciting | Tangleand & Aas 2011 |
| | Having fun, Adventure seeking | Paker & Vural, 2016 |
| | Finding thrills and excitement; Being daring and adventurous; being free to act how I feel | Battour et al., 2014 |
| | Experience the thrill of speed; I get to experience the excitement because the task is challenging; The equipment allows for experience of speed; Taking calculated risks; Experience adventure in a nature area | Tangeland et al., 2013 |
| Contemplation and escape from everyday routine | Doing nothing at all; Getting away from daily routine; Feeling at home away from home; Rediscovering myself | Yoon & Uysal, 2005 |
| | Relaxation; Independence and flexibility | Moler & Albaladejo 2007 |
| | Get refreshed; Escape from busy job; Relax away from the ordinary; Relax daily tension; Feel at home away from home; Have no rush | Park & Yoon 2009 |
| | Routine vacation; Relaxation | Kruger & Saayman, 2010 |
| | Escaping daily routine life and work; Relaxing both physically and psychologically; Getting some fresh air because of confusion about the future | Chen et al., 2014 |

| | To escape from daily routine, to be free to do anything; To not think for a while | Satta et al., 2016 |
|---|---|---|
| | Getting away from the hustle and bustle; Change from daily routine; Have time to think about life; I find peace and quiet; Getting away from everyday life | Tangeland et al., 2013 |
| Physical activity | For fitness/sport activity; For adventure | Frochot, 2005 |
| | Diving/snorkeling; Riding; Climbing; Hiking; Cycling; Swimming; | Mehmetoglu 2007 |
| | Outdoor activities | Moler & Albaladejo 2007 |
| | Hiking; | Kruger & Saayman, 2010 |
| | Experience; Full body workout; Taking care of my own health; Become completely exhausted; Nature is perfect as gym | Tangeland et al., 2013 |
| | Participate in physical activity; Participating in sports; Desire to watch sport events | Battour et al., 2014 |
| | Importance of swimming; | Rid et al., 2014 |
| Enjoyment of nature | Natural scenery; Mountainous areas | Yoon & Uysal, 2005 |
| | To experience something unspoiled; To learn about nature/wildlife; To experience open countryside; To be outdoors/in nature; To observe scenic beauty | Frochot, 2005 |
| | Climbing; Hiking; Fishing; Hunting; Sightseeing; To engage in nature based activities; to engage in non-challenging physical activities; to engage in challenging physical activities | Mehmetoglu 2007 |
| | Calm atmosphere; environmental quality nature; Attractive landscapes | Moler & Albaladejo 2007 |
| | Experience peace and quiet in nature; Experience fellowship in nature; Experience landscapes and moods of nature; Enjoy flora and Fauna | Tangeland et al., 2013 |
| | Outstanding scenery; Mountainous areas; Wilderness and undisturbed nature | Battour et al., 2014 |
| | Importance of tourism in natural areas; Experience wildlife forests and national parks; Experience wildlife forests and national parks; | Rid et al., 2014 |
| Self-development and learning | Going places friends have not been; Talking about the trip; Rediscovering past good times; | Yoon & Uysal, 2005 |
| | Think about who you are; Grow and develop spiritually; Develop a sense of self-pride; Think about personal values | Beh & Bruyere, 2007 |
| | Explore new places; experience new and different lifestyles; Learn new things; increase knowledge; Travel to historical heritage sites | Park & Yoon 2009 |
| | To develop self-worth; To achieve self-growth; To buy the aboriginal-related products; To promote aboriginal tourism; To promote interpersonal relationships | Lee et al., 2013 |
| | Knowing and understanding myself; Improving personal skills; Testing myself; Developing personal capacity | Chen et al., 2014 |
| Culture Lovers | Experience new culture; Learn history of henya parks; Learn about Sumburu culture; Learn about other cultures; Learn about the history of Sumburu | Beh & Bruyere, 2007 |
| | Cultural reason; Religious reason; School trip | Figini & Vici 2012 |
| | To learn about ceremonies; To participate in the aboriginal festival; To learn the aboriginal culture; To experience something new | Lee & Hsu 2013 |
| | Activities planned museums; Activities planned cultural events; Activities planned architecture | Neuts et al., 2013 |
| | Importance of rural tourism; Historical attractions experience; Historical attractions experience | Rid et al., 2014 |

| | To experience new cultures, to visit a historical city, monuments, art | Satta et al., 2016 |
|---|---|---|
| | Activities planned museums; Activities planned cultural events; Activities planned architecture | Romao et al., 2015 |
| Socializing | Having a good time with family; Opportunities for children | Moler & Albaladejo 2007 |
| | To be with friends and relatives; To have social contact | Mehmetoglu 2007 |
| | Nightlife; Make close friendships; Go to places my friends have not been; Share travel experiences | Corriera et al., 2008 |
| | Share a familiar place with others; Inspire community consciousness; Meet people with similar interests; Go to places friends haven't been; Personal safety, even when traveling alone | Park & Yoon 2009 |
| | Family activity; Children friendly | Tangleand & Aas 2011 |
| | Being with family; Being with friend; Being with others who likes to perform same activities as me | Tangeland et al., 2013 |
| | Knowing and understanding the local culture, history and society; Experiencing the local way of life; Communicating with local people | Chen et al., 2014 |
| | To enjoy a vacation where children don't pay or have some particular discount | Satta et al., 2016 |
| | Volunteering is common in my family; Most people in my community volunteer | Alexander et al., 2015 |

**Table 6 -** Demographic variable and reference

| Variable | Reference |
|---|---|
| Age & Gender | Moler & Albaladejo 2007; Corriera et al., 2008; Mehmetoglu, 2010; Taneland, 2011; Figini & Vici 2012; Lee et al., 2013; Neuts et al., 2013; Tangeland et al., 2013; Chen et al., 2014; Rid et al., 2014; Alexander et al., 2015; Romao et al., 2015; Fernandez-Hernandez et al., 2016; Millan et al., 2016; Neuts et al; 2016; Satta et al., 2016; Chen et al., 2016 |
| Education | Moler & Albaladejo 2007; Corriera et al., 2008; Park & Yoon 2009; Kruger & Saayman, 2010; Taneland, 2011; Lee et al., 2013; Neuts et al., 2013; Tangeland et al., 2013; Chen et al., 2014; Rid et al., 2014; Romao et al., 2015; Satta et al., 2016; Chen et al., 2016 |
| Income | Moler & Albaladejo 2007; Park & Yoon 2009; Mehmetoglu, 2010; Figini & Vici 2012; Lee et al., 2013; Alexander et al., 2015; Fernandez-Hernandez et al., 2016; Satta et al., 2016; Chen et al., 2016 |
| Occupation/employment | Moler & Albaladejo 2007; Figini & Vici 2012; Taneland, 2011; Lee & Hsu, 2013; Lee et al., 2013; Alexander et al., 2015; Millanet al., 2016; Satta et al., 2016; Chen et al., 2016 |

### 2.3.2 Seasonality

The phenomenon of seasonality within tourism is recognized as one of the intrinsic features of the sector (Boyer, 1972). The seasonality phenomenon is mainly influenced by two groups of factors – 'natural' and 'institutional'. Natural factors usually refer to climate/weather conditions, while the institutional origins of seasonality are based on the availability of holidays and reflect the social norms and practices of the visitors and destinations. Regular business conferences and sporting events in particular destinations may also influence tourism seasonality in specific years. All these factors – natural, institutional and other effects – influence the shifting patterns of visitor arrivals (Cuccia & Rizzo 2011;

Chen & Pierce 2012; Conell et al., 2015).

Since the seminal work conducted by BarOn (1975), there has been a plethora of academic research into conceptualizing tourism seasonality (e.g., Moore 1989; Butler 1994; Baum & Hagen 1999). A frequently applied definition was proposed by Hylleberg (1992), who defined seasonality as the "systematic, although not necessarily regular, intra year movement caused by changes in the weather, the calendar, and timing of decisions, directly or indirectly through the production and consumption decisions made by the agents of the economy" (page 4).

Despite the ever-increasing demand for tourism at a global scale, combating seasonality remains a major challenge for a large proportion of tourism destinations. It is well documented that seasonal reductions in visitor numbers occur in temporal and spatial dimensions, and exist within a socio-cultural-institutional framework (Butler, 1994; Baum & Hagen, 1999; Hinch & Jackson, 2000; Jang, 2004). Marketing approaches to tackle the vagaries of the off-peak are plentiful yet seasonality is recognized as a complex phenomenon and one where significant challenge exists in both reducing its antecedent factors and dealing with its effects. According to Conell et al. (2015) a substantive amount of academic literature that attempts to understand seasonality is predicated on secondary data analysis and subsequent economic modeling through time, and, less frequently, space.

Seasonality is often connected to nature-based tourism because of the focus on outdoor, climate-oriented activities evident in both phenomena (e.g., Blamey, 2001), as well as other attractions that require specific temporal factors. Largely because of the different nature-based activities and attractions that may be available during the different seasons of a destination, effective strategies need to be employed to ensure that destination marketers attract the types of tourists that are profitable and are most likely to frequent the destination (Jang, 2004; Tkaczynski et al., 2013). The literature suggests that the tourism market is heterogeneous and that different activities will appeal to different types of tourists (McKercher et al., 2002). Consequently, destination marketers will pay greater attention to tourists' needs, wants, and preferences by supplying a greater variety of facilities, packages and services for tourists (Morrison 2009; Kotler et al., 2010).

Some studies in tourism have conducted market segmentation in different seasons to

differentiate segments between seasons. Brida et al. (2014) did a market segmentation analysis of the cruise passengers characteristics and experience in two ports of call in Uruguay, in two seasons. However, the authors distinguished the segments in the season as a whole during two years (i.e. one season was considered a whole year 2008-2009 and another season was considered 2009-2010). They did not distinguish between the off peak and on peak season. Each group reported approximately the same characteristic between the two seasons. One segment was the largest one although its relative importance diminished in the second season. Nevertheless, the residence of cruisers and their loyalty played an important role in both seasons.

In table 7, twelve papers are listed that studied seasonality in tourism. Figini & Vici (2012) performed a market segmentation approach to derive segments in a tourism destination and measure the effect in the off-season. The analysis suggested that with social demographic in off-season is possible to identify three main segments of tourism in Rimini (Figini & Vici, 2012). As well, the other study by Rid et al. (2014) identified four distinct segments of tourists in the Gambia in the off-season period. As well, the studies failed to compare segments between two seasons, which leaves a gap to be studied. Chen & Pierce (2012) identified six types of pattern in Asian tourism, and provided implication for the policymakers is to arrange specific events, to target specific markets in order to lessen the side effects of low seasons. Cisneros-Martnez & Fernandez-Morlase (2013) identified cultural tourism is a favorable segment for the de-sesonalisation of the Andalusia coastline. Also they highlighted that within the grouping of 'segments', there are numerous kinds of motivations given by travelers with other that generate other specific tourists segments that are favorable of reducing seasonality. Cuccia & Rizzo (2011) studied the seasonality of different travel activities, such as visiting natural and historical sites or enjoying cultural events, and suggests a strategy that promotes mixed segments of the tourism demand to mitigate seasonality. Fernandez-Morales et al. (2016) suggest that a market segmentation approach will split the concentration of the season of different regions by identifying distinct market segments and lessen seasonality based on encouraging tourism in peak-season and in off-season by promoting different kinds of tourism for each specific segment.

Building upon the literature reviewed, there is evidence that it is noteworthy to follow the research on market segmentation in the tourism context to uncover different tourist profiles of a destination based on their motivations to travel and socio-demographic characteristics in different seasons (Jang, 2004; Koc & Altinay 2006; Spencer & Holecek 2007; Martin et al., 2014; Conell et al., 2015; Fernandez-Morales et al., 2016). Also it is curious to analyze and measure upon these different tourists segments the relationship and effect of satisfaction and destination loyalty (Tkaczynski et al., 2013). McKercher (2012) has argued that researchers have to consider the temporal dimension of loyalty, since most tourists might be occasional loyal visitors. Also, the effect of seasons is stated to be important in determining the profile of segments, hence by measuring the effect of segments on satisfaction and loyalty in different seasons of a same destination would provide an enhanced examination between the concepts.

Most of the papers in the literature study seasonality within a city or a region that is affected by seasonality. Only four papers in the literature have taken into consideration seasonality in a country perspective (Koc & Altinay, 2006; Tkaczynski et al., 2013; Conell et al., 2015; Fernandez-Morales, 2016). It is important to consider the country perspective when considering seasonality. It is pointed out that tourism is crucial in a countries economy and that seasonal variations in tourism activity plays a major factor and results in different effects on the destination and in the economy of that particular region or country (Jefferson & Lickorish, 1988; Edgell, 1990; Go, 1990; Laws, 1990; Lockwood & Guerrier, 1990; Snepenger et al., 1990; Whelihan & Chon, 1991; Poon, 1993; Jang, 2004;). In our case Andorra, even though a small country in Europe, will be considered the destination for our study due to a great impact of tourism in its economy.

Table 7 – List of papers studied Seasonality in a tourism destination

| Author | Title | Journal | City/Region/Country |
|---|---|---|---|
| Chen & Pierce 2012 | Seasonality patterns in Asian tourism | Tourism Economics | China |
| Cisneros-Martnez & Fernandez-Morlase 2013 | Cultural tourism as tourist segment for reducing seasonality in a coastal area: the case study of Andalusia | Current Issues in Tourism | Andalusia/Spain |
| Conell et al., 2015 | Visitor attractions and events: Responding to seasonality | Tourism Management | Scotland |

| Cuccia & Rizzo 2011 | Tourism seasonality in cultural destinations: Empirical evidence from Sicily | Tourism Management | Sicily/Italy |
|---|---|---|---|
| Fernandez-Morales et al., 2016 | Seasonal concentration of tourism demand: Decomposition analysis and marketing implications | Tourism Management | UK |
| Figini & Vici 2012 | Off-season tourists and the cultural offer of a mass-tourism destination: The case of Rimini | Tourism Management | Rimini/Italy |
| Jang 2004 | Mitigating Tourism Seasonality. A Quantitative Approach | Annals of Tourism Research | Canada |
| Koc & Altinay 2006 | An analysis of seasonality in monthly per person tourist spending in Turkish inbound tourism from a market segmentation perspective | Tourism Management | Turkey |
| Martin et al., 2014 | Impacts of seasonality on environmental sustainability in the tourism sector based on destination type: an application to Spain's Andalusia region | Tourism Economics | Andalusia/Spain |
| Matheson et al., 2014 | Spiritual attitudes and visitor motivations at the Beltane Fire Festival, Edinburgh | Tourism Management | Edinburg/Scotland |
| Spencer & Holecek 2007 | Basic characteristics of the fall tourism market | Tourism Management | Michigan/USA |
| Tkaczynski et al., 2013 | Segmenting Potential Nature-Based Tourists Based on Temporal Factors: The Case of Norway | Journal of Travel Research | Norway |

### 2.3.3 Satisfaction

As a core concept of marketing, the literature on customer satisfaction supports that satisfaction is an essential factor related to a company's future profit by increasing customer loyalty (Anderson et al., 2004; Homburg et al., 2005). In the consumer behavior literature, the satisfaction construct is defined as the consumer's response to attitudes including judgments following a purchase or a series of consumer–product interactions (Lovelock & Wirthz, 2007; Oliver 1997). MacKay and Crompton (1990, p. 48) define satisfaction in a similar way by focusing on the "psychological outcome, which emerges from experiencing the service". The overall satisfaction is then the result- or the sum of the relative importance- and the level of satisfaction experienced of all the single attributes (e.g. Ajzen and Fishbein 1980).

In marketing literature, there are empirical evidences that satisfaction is a strong indicator of repeat purchases and recommendation of the products or services to others,

which are the main components of loyalty (Anderson & Sullivan, 1993; Taylor & Baker, 1994). Different from other business activities, tourism is a business of selling memorable experiences (Khoung & Ha, 2014). In the tourism context, tourist satisfaction is "the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desires, expectations, and needs in relation to the trip" (Chen & Tsai, 2007 p. 1116). It is the mental evaluation and comparison between what customers expected to receive and what they actually receive (Kim & Huang, 2003). Due to its known effect in predicting customer behavior (but not emotions), satisfaction has been associated with many desirable characteristics in tourism marketing research (Wang & Davidson, 2010). These desirable outcomes include revisit intention, superior business performance, positive word-of-mouth recommendation, and willingness to stay longer at the tourist destination (Zboja & Vourhees, 2006; Nam et al., 2011; Lam & Ozorio, 2012; Theodorakis et al., 2013). A strong point of agreement among scholars appears to revolve around the vital importance of managing satisfaction towards ensuring the development and success of the tourism industry (Yuksel & Yuksel, 2001; Sirakaya et al., 2004; Song et al., 2012).

In the literature review 32 studies have used the construct of satisfaction in tourism, the papers are listed in table 8. From the total, 24 of the studies have tested the direct influence of satisfaction on destination loyalty (intentions to return or intentions to recommend, or both) where in 21 of them there has been statistical significance and positive effect of satisfaction in destination loyalty. One study gave different results where satisfaction showed no statistical significance in predicting neither revisit intention nor promotion (Lee et al., 2012). Yet, it showed a positive indirect effect towards loyalty mediated by place attachment dimensions. Another study didn't find relationship between satisfaction and visit intention due to the nature of the destination, which was London in the event of the Olympic games, however the same as the previous study satisfaction showed indirect positive effect on visitation intention through venue attachment (Brown et al., 2016). Moreover, in the study by Hultman et al. (2015), satisfaction has positive effect on promotion (word of mouth), but was not significant in revisit intentions, this may be because tourist might find one destination satisfactory, yet they may have the will to travel elsewhere and not revisit the same destination, hence they will promote the destination but not revisit the same one. In five other

studies, satisfaction construct played the role of the depended variable where different segments of tourists differ significantly regarding (overall) satisfaction (Devesa et al. 2010; Hosany & Prayag 2013; Rid et al., 2014; Fernandez-Hernandez et al., 2016; Millan et al., 2016). Three other studies combine the construct of destinations satisfaction with destination attachment but do not include the destination loyalty construct. The three studies found that destination attachment influences satisfaction (Ramkissoon et al., 2013; Veasna et al., 2013) and vice versa (Ramkissoon & Mavondo 2015).

In terms of measurement, there is a variety of variables or items that are used to measure satisfaction. Overall satisfaction is used as a measure in all but two of the studies, where there are different sets of questions to set the overall satisfaction of a trip or a destination as a whole and not by specific attributes or activities. Whereas, depending on the destination some studies have used attribute satisfaction to establish the satisfaction of specific attributes or activities provided by the destination.

Based on the literature review, it is interesting to see the relationship of satisfaction on destination loyalty not only as a direct effect but measure the indirect effect of mediating role of destination attachment and its dimensions. We noticed that also different tourist segments have different levels of satisfaction, and this might shape the satisfaction-loyalty relationship differently an idea that we will use in the hypothesis development. Also in the methodology part measures will be adapted based on the variety of the variables used in the studies included in the literature review.

**Table 8 -** Studies that used satisfaction as a construct

| Article | Measurement | Role on Loyalty | Effect |
|---------|-------------|-----------------|--------|
| Agyeiwaah, 2016 | Expectation (1 items); Overall satisfaction (1 items); comparison with ideal (1 item) | Direct effect on loyalty | Strong positive relationship between satisfaction and loyalty for both attraction and hotel sectors |
| Akhoondne jad 2016 | Expectation (1 items); Overall satisfaction (2 items). | Direct effect on trust and loyalty | Positive relationship between satisfaction and loyalty (0.22; p<0.001), and no relationship between satisfaction and trust (0.15; p<0.001) |
| Alegre & Cladera 2009 | Reflective construct: Overall Satisfaction (1 item); Satisfaction with destination attributes (19 items) - factor (5): sunshine and beaches, | Direct influence on intentions to return | Positive effect on intentions to return (0.453; p>0.002) |

prices, hospitality, social
life, tranquility.

| | | | |
|---|---|---|---|
| Anton et al., 2014 | Satisfaction (5 items); | Direct influence on intentions to return and recommend | Satisfaction positively and directly affects Recommendation (0.799; p>0.001), and revisit intentions (0.0,704: p<0.001). |
| Battour et al., 2014 | Satisfaction (4 items) | - | - |
| Brown et al., 2016 | Satisfaction (3 items) | Direct impact on visit intentions (mediating role for attachment, involvement with sports, to visit intention) | No relationship found between satisfaction and visit intentions (-0.041; p<0.05). Indirect positive effect of venue attachment on visitation intentions through satisfaction (0.110; p<0.05); |
| Chen & Phou 2013 | Satisfaction (4 items); | Mediating role for destination personality and destination loyalty; mediating role for destination image and destination loyalty. Direct influence on destination loyalty | Satisfaction positively and significantly mediates the role of destination image and destination loyalty (0.318; p<0.01); Satisfaction is significantly and positively associated with destination loyalty (0.333; p<0.01) |
| Chi & Qu, 2008 | Overall satisfaction (1 item); Attribute Satisfaction (33 items) - Factor (7) - Shopping, Activities and events, Lodging, Accessibility, Attractions, Environment, Dining. | Overall satisfaction direct influence on destination loyalty; attribute satisfaction direct and indirect (through overall satisfaction) effect on destination loyalty; (moderating effect for destination image and destination loyalty) | Overall satisfaction has positive effect on destination loyalty (0.74; p>0.05); overall satisfaction as a partial mediator (0.67; p>0.05), rather than a full mediator between attribute satisfaction and destination loyalty (0.12; p<0.05). |
| Chi, 2011 | Overall satisfaction (1 item); Attribute Satisfaction (33 items) - Factor (7) - Shopping, Activities and events, Lodging, Accessibility, Attractions, Environment, Dining; Demographics: gender, age, educational level, income. | Overall satisfaction direct influence on destination loyalty; attribute satisfaction direct and indirect (through overall satisfaction) effect on destination loyalty; (moderating effect for destination image and destination loyalty) | Overall satisfaction has positive effect on destination loyalty (0.74; p>0.05); overall satisfaction as a partial mediator (0.68; p>0.05), rather than a full mediator between attribute satisfaction and destination loyalty (0.11; p>0.05); |
| Devesa et al. 2010 | Attribute satisfaction (18 items); | Depended variable (motivation influences satisfaction) | Different (motivational) segments have different relationship to specific attribute satisfaction |
| Fernandez-Hernandez et al., 2016 | Attribute satisfaction (18) | - | - |
| Han et al., 2017 | Satisfaction (2 items) | Direct effect on loyalty and desire (mediatiing role for perceived value on loyalty) | Positive effect on loyalty (0.36; p<0.001). |
| Hosany & Prayag 2013 | Overall satisfaction (4 itmes) | Depended variable emotional responses influences satisfaction) | Different (emotional) segments have different relationship to overall satisfaction |
| Hultman et al. 2015 | Satisfaction (6 items) | Direct effect on revisits intentions and promotion (WoM); mediating effect between destination personality and promotion and revisit intentions. | Satisfaction positively and directly affects Promoting (0.20; p>0.001); No statistical significance between Satisfaction and Revisit intentions (0.17; p>0.001) |
| Kim et al., 2015 | Satisfaction (4 items) | Direct effect on cognitive loyalty and affective loyalty. Also direct effect on conative loyalty (in an alternative model) | Satisfaction positively influences cognitive loyalty (0.56; p>0.001), and affective loyalty (0.53; p>0.001). Also positively affects conative loyalty in an alternative model (0.60; p>0001) |

| | | | |
|---|---|---|---|
| Lee at al., 2013 | Overall satisfaction (1 item); Attribute Satisfaction (15 items): 3 Factors: Service quality, Facility planning, Festival activities | Direct effect on revisits intentions and promotion (WoM); mediating effect through destination attachment dimensions (place dependence, Place identity/Social bonding) towards and promotion and revisit intention. | Satisfaction was not statistically significant in predicting revisit intentions nor word of mouth. Satisfaction had a positive indirect effect on revisit intentions through place identity/social bonding (indirect effect = 0.38; p < 0.001), while the indirect relationship of satisfaction and revisit intentions via place dependence was negative (indirect effect = –0.31; p < 0. 001). Satisfaction on WOM (indirect effect = 0.38; p <0.001) via place dependence was statistically significant and positive. |
| Lee et al., 2012 | Satisfaction (4 items) | Direct influence on intentions to return | Positive effect on destination loyalty (0.83; p<0.001) |
| Meleddu et al., 2015 | Overall satisfaction (1 item); Attribute Satisfaction (10 items) | Direct influence on introns to recommend and intentions to return | Positive effect on "Unconditional" stated loyalty (0.413; p<0.01). Satisfaction has no statistical significance on "Conditional" stated loyalty (0.121) |
| Millan et al., 2016 | Overall satisfaction (1 item); | - | The groups that were satisfied with the overall destination were also the ones that wanted to revisit |
| Neuts et al, 2013 | Satisfaction (8 items) - Factor (2): Tangible; Intangible. | Direct influence on intentions to return and recommend (mediating role for motivations to destination loyalty) | Intangible aspects are better capable of providing a stand-out experience that might lead to return visits or recommendations |
| Prayag & Ryan 2012 | Overall satisfaction (1 item); | Direct influence on intentions to return and recommend | Positive effect on revisit intentions (0.124; p>0.001), and recommendation (0.119; p<0.001) |
| Ramkissoon & Mavondo 2015 | Place Satisfaction (3 items) | Satisfaction influences place attachment | Satisfaction influences place attachment through Pro-environmental behavioral intentions |
| Ramkissoon et al., 2013 | Place Satisfaction (3 items) | Satisfaction is influenced by dimensions of place attachment | Place satisfaction positively influences park visitors' pro-environmental Behavioral intentions. Place attachment as a second-order factor positively influences park visitors' place satisfaction |
| Rid et al., 2014 | Trip Satisfaction (1 item) | Depended variable (motivation influences satisfaction) | Different (motivational) segments have different relationship to specific attribute satisfaction |
| Romao et al., 2015 | Satisfaction (8 items) - Factor (2): Tangible; Intangible. | Direct influence on intentions to return and recommend (mediating role for motivations to destination loyalty) | Intangible aspects are better capable of providing a stand-out experience that might lead to return visits or recommendations |
| Su et al., 2016 | Satisfaction (3 items) | Direct effect on intentions to repurchase, and recommend (mediator for reputation on commitment, repurchase intentions and recommendation | Positive relationships on repurchase intentions (0.620; p<0.001), and recommendation (0,692: p<0.001). Full mediation effect on reputation and repurchase intentions (0.551) and reputation and recommendation (0.618). |
| Veasna et al., 2013 | Destination satisfaction (5 items) | Depended variable (destination attachment influences satisfaction) | Destination attachment positively influences destination satisfaction (0.869; p<0.001) |
| Wu, 2016 | Satisfaction (9 items) | Direct influence on destination loyalty, mediating role between destination image and loyalty and destination experience and loyalty. | Positive effect on destination loyalty (0.35; p<0.001) |
| Yoon & Uysal 2005 | Expectation (2 items); Overall satisfaction (2 items). | Direct influence on intentions to return and recommend (mediating role for motivations to destination loyalty) | Positive effect on destination loyalty (0.79; p<0.05) |

| Yuksel et al., 2010 | Satisfaction (3 items) | Direct effect on cognitive loyalty, affective loyalty, and contative loyalty. Mediating construct for place attachment and destination loyalty. | Satisfaction positively influences cognitive loyalty (0.01; p>0.001), and affective loyalty (0.24; p>0.001). Also positively affects conative loyalty (0.23; p>0.001) |

### 2.3.4 Destination Loyalty

Just as satisfaction, customer loyalty is considered crucial to the success of business organizations and a fundamental concept in marketing. Customer loyalty is defined by Oliver (1997) as a "deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (cited in Kim et al., 2015, page 175). Loyalty is a multidimensional concept and has been addressed in numerous different ways in the marketing (Zeithaml et al., 1996; Oliver, 1999; Olsen, 2002) and tourism literature (Pritchard & Howard 1997; Lee et al., 2007; Chi and Qu, 2008). Building upon the marketing literature, in tourism, tourist loyalty represents the future tourist behavioral intentions as influenced by tourism experiences" (Lee & Hsu, 2013, p. 20). "Destination loyalty is commonly assumed to be an important aspect of destination marketing: it is less costly to attract a satisfied visitor than a new one; tourists are better informed in the repeat visits (implying that they can reach higher levels of satisfaction); and they promote the destination at no cost in a very effective way (word of mouth among their circle of friends)" (Romao et al., 2015, p. 456).

As a fundamental concept in marketing, customer loyalty is closely linked to corporate performance (Reichheld, 1993). It was revealed that an increase in customer retention yields to more profits in service industry (Reichheld & Sasser, 1990). In addition, retention and maintenance of existing customers costs less than acquisition of new customers (Reichheld, 1996). Therefore, managing customer relationship and increasing customer loyalty has been a topic of strategic importance for organizations (Kim et al., 2015). Built upon related theories of customer loyalty in marketing literature, tourist loyalty as a topic in the field of travel and tourism has been studied since 1990s (e.g. Dimanche & Havitz, 1994). If tourists' experience at a destination is understood as a product, the level of loyalty can be reflected in their behavioral intention to revisit the destination and intention to recommend the experience to friends and relatives (Oppermann, 2000). Several studies have addressed

tourist loyalty in relation to travel motivation, satisfaction, service quality, perceived value, and destination image (Yoon & Uysal, 2005; Huang & Hsu, 2009; Mechinda, et al., 2009; Chen & Chen, 2010; Ramkissoon et al., 2011).

Academic research on customer loyalty has received considerable attention with many studies exploring the linkage between customer satisfaction and loyalty. Zhang et al., (2014) links the destination image literature to the tourism loyalty literature, identify three main definitions of loyalty in the field of marketing: behavioral loyalty, attitudinal loyalty, and composite loyalty.

The behavioral approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. It has been debated that the measurement of this approach lacks a conceptual standpoint, and produces only the static outcome of a dynamic process (Dick & Basu, 1994). This loyalty measurement does not attempt to explain the factors that affect customer loyalty. Namely, tourist loyalty to the products or destinations may not be enough to explain why and how they are willing to revisit or recommend these to other potential tourists.

In the attitudinal approach, based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches do not address (Backman & Crompton, 1991).

Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches (Backman & Crompton, 1991). It has been argued that customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands. However, this approach has limitations in that not all the weighting or quantified scores may apply to both the behavioral and attitudinal factors, and they may have different measurements. Even some researchers have discounted only the behavioral or attitudinal approach, and have suggested integrating the two (Backman & Crompton, 1991; Iwaskaki &

Havitz, 1998). Thus, the reviewed literature suggests that a full understanding of loyalty need to consider both motivation and satisfaction constructs.

In the literature review, 31 papers that use the destination loyalty construct are found and are listed in table 9. Destination loyalty is operationalized mostly as a construct that indicates behavioral intentions, respectively intentions to revisit and recommend (i.e. come back to the same destination and positive word of mouth or promotion). Only three papers have separated the construct to measure the construct separately (Prayag & Ryan., 2012; Lee & Hsu, 2013; Hultman et al., 2015), where they have used constructs such as satisfaction and place attachment to predict the behavior. All of the papers have used loyalty as a first order reflective construct with intentions to return (revisit intentions) items and intentions to recommend (word of mouth) items. The loyalty construct in this research will be used as a second order reflective construct with components of the revisit intentions and intentions to recommend because it is arguable that tourist might have high satisfaction and be attached to a place yet they are willing to travel elsewhere and not revisit the same destination again, yet are willing to promote the place to friends and family.

In terms of predictors, there is a range of constructs that are predictors to destination loyalty such as satisfaction, destination image, and motivation. Satisfaction is highly used to predict loyalty, 24 papers use satisfaction as a direct relationship to the construct, and it is shown that satisfaction is a vast predictor of loyalty, yet not many of the studies use a mediating construct in this relationship. In this paper, we will test the relationship of satisfaction on loyalty, however other constructs (such as destination attachment) could play a mediating role and might shape the relationship better and give better insights in the relationship (Lee et al., 2012; Chen & Phou, 2013). On the other hand, only one paper by Hosany & Prayag (2013) uses segments as a predictor tested the loyalty of five tourist segments based on emotions to predict loyalty where distinct results were found among them, but did not use the segments neither as a moderator nor mediator in the satisfaction-loyalty relationship. A recent study by Picon-Berjoyo et al. (2016) suggest that inclusion of variables related to the characteristics of the customer, would enable to look more closely at the differences in the relationships between the antecedents of loyalty for different groups of customers. Finding how segments moderate the relationship is a curious idea to be studied

because it will give a deeper perception of customer behavior in terms of grouping the customers based on their motivations and demographics (Nicolau & Ma´s, 2006; Anton et al., 2014).

In terms of measurement, the typical measurements to measure loyalty are intentions to return to 'X' destination or willingness to recommend the 'X'. However, in table 9 the literature shows articles that have used a range of other variables for both intentions to revisit as well as promotion that will be used to adapt the variables in this study not just with the typical two items as tourist behaviour has many dimensions more than the intentions to return or to recommend the destination as reinforced by Bigné et al. (2001) and Wu (2016).

Table 9 – Studies that have included loyalty as a construct

| Article | Measurement | Operationalization of construct | Predictors |
|---|---|---|---|
| Agyeiwaah, 2016 | Return visit (1 items); recommend (1 items); | Behavioral intentions (revisit intentions; word of mouth) | Overall satisfaction |
| Akhoondnejad 2016 | Return visit (1 items); recommend (1 items); Willingness to pay more (1 item) | Behavioral intentions (revisit intentions; word of mouth; purchase intentions) | Trust, Value, Satisfaction, Quality, Authenticity |
| Alegre & Cladera, 2008 | (1 item) - Intentions to return | Behavioral intentions (revisit intentions) | Overall satisfaction; Motivation; Price quality ratio; Number of previous visit |
| Anton et al., 2014 | Return visit (1 items); recommend (2 items); | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction; Intensity |
| Brown et al., 2016 | Visitation intentions (4 items) | Behavioral intentions (visit intentions) | Satisfaction, Venue Attachment, host city evaluation |
| Chen & Phou 2013 | (2 items) - Intentions to revisit; intentions to recommend | Behavioral intentions (revisit intentions; word of mouth) | Destination Satisfaction, Destination Trust, Destination attachment. |
| Chi & Qu, 2008 | (2 items) - tourists' intention to revisit, willingness to recommend | Behavioral intentions (revisit intentions) | Destination image; Overall Satisfaction; Attribute satisfaction; |
| Chi, 2011 | (2 items) - tourists' intention to revisit, willingness to recommend | Behavioral intentions (revisit intentions) | Destination image; Overall Satisfaction; Attribute satisfaction; Age; Gender; Education; Income. |
| Han et al., 2017 | Loyalty 41 items); | Behavioral intentions | Satisfaction, Desire |
| Hosany & Prayag 2013 | (2 items) - would say positive things, would recommend. | Behavioral intentions (revisit intentions) | 5 segments: Unemotional, Delighted, Negatives Mixed, Passionate |
| Hultman et al. 2015 | (3 items) - Promotion; (1 item) intentions to revisit; | Loyalty was measured with two scales, respectively 'Promotion' and 'Revisit Intentions' | Destination Personality; Satisfaction; Identification |
| Kil et al., 2012 | (1 item) - Future visit intentions | Behavioral intentions (revisit intentions) | Place attachment; Benefits attained. |
| Kim et al., 2015 | Attitudinal loyalty (4 items). Conative loyalty (5 items) Cognitive loyalty (4 items) | Destination loyalty was operationalized with three dimensions | Satisfaction; Delight. |

| Kim et al., 2016 | Return visit (2 items); recommend (2 items); | Behavioral intentions (revisit intentions; word of mouth) | Program, Information, Convenience, esthetics, Number of frequency |
|---|---|---|---|
| Kirkup & Southerland 2016 | - | - | Place attachment, Event Attachment |
| Lee at al., 2013 | Behavioral intentions (2 items); WOM/Advocacy (3 items); Destination preference (3 items) | Destination loyalty was operationalized with three dimensions | Satisfaction; Place attachment |
| Lee et al., 2012 | Behavioral intentions (5 items): Willingness to revisit; Willingness to recommend to others; As the first choice among alternatives; Willingness to pay more; Positive word of mouth to others. | Behavioral intentions (revisit intentions; word of mouth) | Motivation (Cultural experiences, Leisure and psychology, Self-expression; Satisfaction |
| Luo et al., 2016 | Return visit (1 items); recommend (1 items); Preference (1 item) | Behavioral intentions (revisit intentions; word of mouth; preference) | Activity involvement; Place attachment |
| Meleddu et al., 2015 | Loyalty (1 items); Conditional loyalty (3 items); Recommendation to others (1 item) | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction overall; Satisfaction for attributes; Previous Visit; Motivation; First time visitor; Moderate visitor; Frequent visitor; |
| Millan et al., 2016 | Return visit (1 items) | Behavioral intentions (revisit intentions) | Satisfaction, Emotion, Demographics |
| Neuts et al, 2013 | Return visit (1 items); recommend (1 items); | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction; E-services; Personal Characteristics. |
| Prayag & Ryan 2012 | (2 items) - tourists' intention to revisit, willingness to recommend | Behavioral intentions (revisit intentions; word of mouth) | Overall satisfaction; Personal Involvement; Place attachment. |
| Romao et al., 2015 | Return visit (1 items); recommend (1 items); | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction; Personal Characteristics |
| Su et al., 2016 | Repurchase intentions (3 items) recommend (3 items) | Behavioral intentions (word of mouth; purchase intentions) | Commitment, overall satisfaction, identification |
| Wu, 2016 | Revisit intentions (2 items); Word of mouth (2 items) | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction; Destination Image; Customer Experience |
| Yoon & Uysal 2005 | Return visit (2 items); recommend (1 items); | Behavioral intentions (revisit intentions; word of mouth) | Satisfaction; Push and Pull Motivations |
| Yuksel et al., 2010 | Attitudinal loyalty (3 items). Conative loyalty (2 items) Cognitive loyalty (4 items) | Destination loyalty was operationalized with three dimensions | Satisfaction; Place attachment |

### 2.3.5 Destination Attachment

The construct of place attachment has been adapted in various disciplines to study human thought and behavior in relation to the physical environment (Lee et al., 2012). The word attachment emphasizes affect and the word place focuses on the environmental settings to which people are emotionally and culturally attached (Low & Altman 1992). Generally speaking, people are "attached" to places if they share an emotional tie and if they associate place-related meaning from social interactions occurring within the place (Milligan 1998).

Place attachment has been defined differently by researchers and scholars, and is generally considered to have several sub-dimensions (Jorgensen & Stedman, 2001; Halpenny, 2010; Hidalgo & Hernández, 2001; Scannell & Gifford, 2010).

Dimensions of destination attachment include place identity (Hinds & Sparks, 2008; Prayag & Ryan, 2012; Stedman, 2002), affective attachment (Kals et al., 1999; Hinds & Sparks, 2008; Yuksel et al., 2010), and place dependence (Bricker & Kerstetter, 2000; Prayag & Ryan, 2012). Research on place attachment has been growing in the literature within several disciplines including environmental psychology, natural resource management, environmental education, and tourism (e.g., Vaske & Kobrin, 2001; Kyle et al., 2005; Halpenny, 2010; Yuksel et al., 2010; Lee et al., 2012; Raymond et al., 2011; Ramkissoon et al., 2012) and considerable theoretical and methodological advancements have been made in this area by researchers and scholars (Kyle et al., 2005).

Place dependence is described as functional attachment to a place to a specific place reflecting their awareness of the importance as a setting for specific activities (Williams & Roggenbuck, 1989; Kyle et al., 2004). A visitor may develop attachment to a place because it satiates specific needs (Kaplan & Kaplan, 1989) and serves a functional purpose (e.g., good hiking trails, bird-watching). Place dependence is derived from a transactional view that suggests people evaluate places against alternatives. Examining the level of visitors' dependence in natural settings and natural resource areas (such as national parks), gives meanings to such places (Ramkissoon, et al., 2012). Place dependence conceptually represents the conative domain and embodies the actions or behavioral tendencies of an individual regarding a place (Borden & Schettino, 1979).

Place identity defines the connection between one's self-identity in relation to the physical environment by means of "a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment" (Prohansky, 1978, p. 155). Place identity is an important symbolic connection individuals share with a place (Stedman, 2002) reflecting their own identity. Often individuals develop a sense of identity with a place (Budruk, et al., 2009; Halpenny, 2010) due to its uniqueness or distinctiveness from other places (Twigger-Ross & Uzzell, 1996), leading to a psychological investment with the setting over time (Williams &

Patterson, 1999). A visitor, therefore, may develop attachment to a destination because of its holiday activities (e.g., good location for diving, skiing) and outstanding scenery or because of what the location symbolizes.

The affective component of place attachment is conceptualized as affective attachment (Yuksel et al., 2010; Ramkissoon et al., 2012;). Affective attachment is referred to as the emotional bond an individual develops by building their sentiments with a particular setting (Tuan, 1977; Ramkissoon et al., 2012). Although previously combined with measures of place identity, research by Brocato (2006), Halpenny (2006) and Kyle et al. (2004, 2005) demonstrates that place affect is distinct from place identity and it measures emotional or affective attachment. Ramkissoon et al. (2013) demonstrates that natural settings (e.g., national parks) tend to generate a sense of psychological well-being for visitors. This further increases positive emotions in individuals (Ulrich, 1979; Hartig, et al., 1996) leading to stronger levels of emotional attachment than those with lesser experience with such settings (Hinds & Sparks, 2008).

In table 10 are listed 15 papers that have used destination attachment as a construct related to satisfaction or loyalty. Five of the papers did not use the above-mentioned dimensions of the construct but destination attachment as first order construct or only one dimension of attachment, while eight studies used attachment as a second order construct with the above mentioned dimensions, one study used social bonding instead of affective attachment (Lee et al., 2012), and one used place symbolism as an added dimension (Brown et al., 2016).

There have been various researches to link the construct of place attachment and customer satisfaction (Fleury-Bahi, et al., 2008). Researchers are divided in their conceptualization and examination of the link between place attachment and satisfaction. Some researchers suggest that satisfaction with a setting could lead to a sense of place attachment (Lee, 1999; Lee & Alen 1999; Hou et al., 2005; Brocato, 2006), while others suggest the contrary (Fleury-Bahi et al., 2008; Halpenny, 2006; Mowen et al., 1997; Wickham, 2000; Scott & Vitardas, 2008). Also, destination attachment could be significantly predictive of tourist's loyalty towards a holiday, the higher the attachment, the higher the loyalty and vice versa (George & George, 2004; Alexandris et al., 2006; Brocato, 2006; Lee

et al., 2007; Simpson & Siquaw, 2008).

Furthermore, as stated above, also in our literature review from the studies on table 7, the studies are also divided on how the examination of attachment and satisfaction. Five studies stated that destination attachment leads to place satisfaction, while other the contrary. This mix of theories between the constructs provides alternatives of how the concept should be used in the construct. We see that attachment is predictive to loyalty however it is interesting to measure it could play a mediating role in the satisfaction-loyalty relationship it is interesting to measure.

In our literature review Chen & Phou (2013) used only three items to measure attachment as a first order construct in a mediating role in satisfaction-loyalty relationship. They found no statistical significance for the indirect effect of satisfaction on destination loyalty through destination attachment, however they found a direct effect of attachment on loyalty. Prayag & Ryan (2012) also used the attachment as a first order construct with eight items where they found positive direct and significant relationship on satisfaction as well as revisit intentions and recommendations. Hultman et al. (2015) used only one dimension of destination attachment that is place identity and found a direct effect on revisit intentions and promotion. Place identity was used as a mediator however the indirect effect of place identity was not tested. They suggest that it shouldn't be underestimated the importance of tourist satisfaction given its role as chief predictor of tourist–destination identification and promoting and its indirect effects on revisit intentions via identification. Lee et al. (2012) also used dimension attachment as a mediating role, yet not all dimensions of place attachment and satisfaction were statistically significant, nor were they of equal valence in their prediction of the destination loyalty dimensions.

Since the relationship of satisfaction and loyalty is vastly measured, in this paper we will use destination attachment playing a mediating role to find the direct and indirect effect on the relationship (Lee et al., 2012). The construct will use the dimensions of place dependence, place identity, affective attachment because it might have mixed results based on dimensions. The variables to measure these dimensions will also be adapted from the literature review.

**Table 10 –** Papers that have used destination attachment as a construct

| Article | Measurement | Role on loyalty or satisfaction | Effect |
|---|---|---|---|
| Brown et al., 2016 | Second order construct: Affective Attachment (3 items); Place Dependence (3 items); Place Identity (3 items); Place Symbolism (3 items) | Direct effect on Satisfaction and Destination loyalty | Venue attachment has a direct and indirect effect on satisfaction (0.214; p<0.05); Venue attachment has a direct and indirect effect on visitation intention (0.435; p<0.05) |
| Chen & Phou 2013 | Destination Attachment (3 items) | Mediating role for the effect on satisfaction on Destination loyalty. Direct influence on destination loyalty | There is no statistical significance for the indirect effect of satisfaction on destination loyalty through the mediating role of destination attachment. There is statistical significance on the direct effect of destination attachment on destination loyalty (0.212; p<0.01) |
| Hultman et al. 2015 | Place Identity (3 items) | Direct effect on destination promotion and revisit intentions; Mediating role between satisfaction and revisit intentions, and satisfaction and promotion. | Place identity directly affects Revisit intentions (0.36; p<0.01); Place Identity positively affects Promotion (0.31; p<0.01) |
| Kil et al., 2012 | Second order construct: Affective Attachment (3 items); Place Dependence (2 items); Place Identity (3 items); | Direct effect on Destination Loyalty. Mediating role between benefits attained and Loyalty. | Significant influence of place attachment on future visit intentions (0.47; p<0.05); partially mediating role of place attachment for the effect of benefit attainment on future visit intentions (0.39; p<0.05) |
| Kim et al., 2016 | Place Identity (4 items); Place Dependence (4 items) | Moderating effect between festival quality and behavioral intentions | Significant positive effect as a moderating role between quality and loyalty |
| Kirkup & Southerland 2016 | Destination Attachment | Direct relationship on revisit intentions; mediator between motivation and revisit intention | - |
| Lee et al., 2012 | Second order construct: Place Dependence (5 items); Place Identity/Social Bonding (9 items); | Mediating role for the effect on satisfaction on Destination loyalty | Place dependence had a strong positive effect on both WOM (β = 0.64; p<0.001) and destination preference (β = 0.72; p<0.001); Satisfaction had a positive indirect effect on revisit intentions through place identity/social bonding (indirect effect = 0.38; p<0.001), while the indirect relationship of Satisfaction and revisit intentions via place dependence was negative (indirect effect = –0.31; p<0.001). Satisfaction on WOM (indirect effect = 0.38; p<0.001), and destination preference (indirect effect = 0.54; p<0.001) via place dependence were statistically significant and positive. |
| Luo et al., 2016 | Second order construct with Place Dependence (5 items) and Place Identity 6 items); and separate construct of Social Bonding (4 items) | Direct effect on loyalty | Social bonding has a direct effect on loyalty (0.53); Place dependence and place identity does not impact loyalty. |
| Prayag & Ryan 2012 | Place Attachment (8 items); | Direct effect on Satisfaction and Destination loyalty | Positive and significant relationship on satisfaction (0.148; p<0.001); Positive and significant relationship on Revisit intentions (0.353; p<0.01) and Recommendation (0.273; p<0.01) |

| | | | |
|---|---|---|---|
| Ramkissoon & Mavondo 2015 | Second order construct: Affective Attachment (3 items); Place Dependence (2 items); Place Identity (3 items); | Depended variable | Significant effect between visitor satisfaction through mediating role of pro environmental behavior in all place attachment dimensions |
| Ramkissoon et al., 2013 | Affective Attachment (3 items); Place Dependence (2 items); Place Identity (3 items); Place social bonding (3 items) | Directly influences visitor satisfaction as a second order construct | Place attachment as a second order construct positively influences satisfaction (0.54; p<0.001) |
| Veasna et al., 2013 | Place Attachment (8 items); | Mediating role for the effect on destination source credibility and destination image on Destination satisfaction; Direct influence on satisfaction. | Destination source credibility had positive and significant relationship to satisfaction through mediating role of place attachment (0.267; p<0.001); Destination image had positive and significant relationship to satisfaction through mediating role of place attachment (0.209; p<0.001); Destination attachment has a direct and a significant effect on satisfaction (0.869; p<0.001) |
| Xu 2015 | Second order construct: Affective Attachment (3 items); Place Dependence (3 items); Place Identity (3 items); Social Bonding (3 items) | Depended variable | Different results among different samples and different socio-demographic characteristics |
| Yuksel et al., 2010 | Second order construct: Affective Attachment (3 items); Place Dependence (3 items); Place Identity (3 items); | Direct effect on destination loyalty (cognitive, affective) and satisfaction. | The paths between destination attachment and satisfaction were supported (0.44; p<0.000 for affective attachment, and 0.2; p<0.008 for place identity, except for the path between place dependence and customer satisfaction. significant direct effects of destination attachment on loyalty phases (place dependence on cognitive loyalty 0.39; place affection on cognitive loyalty 0.20; and place identity on cognitive loyalty 0.29); All place attachment dimensions were not significant and supported for affective loyalty. |

### 2.3.6 Brand Personality and Destination personality

Developed by Aaker (1997) in theoretical terms, brand personality can be defined as a set of human characteristics associated with a brand. It has got a great deal of attention by researchers particularly on its influence on consumer behavior to provide competitive advantage (Papadimitriou et al., 2015; Usakli & Baloglu, 2011; Ekinci & Hosany, 2006). At the practical level, brands can be characterized by personality descriptors, such as youthful, energetic, extrovert, or sophisticated (Keller 1998). For instance, one may use the word "cool" for the soft drink Coca Cola, whereas "young" for Pepsi (Aaker, 1997), "masculine" for Marlboro cigarettes (Ekinci & Hosany, 2006), "sophisticated" for a BMW car (Phau &

Lau, 2000), and "unique" in the case of Dr. Pepper (Plummer, 1985). Brand personality provides a connection between the brand's emotional and self-expressive benefits and forms the basis for customer–brand relationships. Brand personality can serve as a point of distinction for a brand and make it more competitive in its respective industry, especially when there is little differentiation among products in that market (Aaker and Joachimsthaler 2000). Many researchers have attempted to understand brand personality, but research on brand personality has remained limited due to the lack of both a conceptual framework and a reliable, valid, and generalizable scale to measure brand personality (Aaker, 1997).

Same as tangible products, destinations can be described using human personality traits, such as Europe is traditional and sophisticated; Wales is honest, welcoming, romantic, and down to earth; Spain is friendly and family oriented; London is open-minded, unorthodox, vibrant, and creative; and Paris is romantic (Morgan & Pritchard 2002; Ekinci & Hosany, 2006). Consequently, tourist destinations can be viewed as brands with tangible and intangible attributes that offer various functional and symbolic benefits (Ekinci & Hosany 2006; Morgan, et al., 2002). Ekinci & Hosany (2006) are one of the first researchers that focused on destination personality, who explored whether the concept of brand personality could be applied to the context of tourist destinations adapted from Aaker's (1997) brand personality terminology. They define destination personality as "a set of personality traits associated with destination" (127). The research on destination personality is relatively new according to authors (Ekinci & Hosany, 2006; Hosany et al., 2006; Tasci & Kozak, 2006; Gnoth et al., 2007; Hosany et al., 2007; Pitt et al., 2007), and also due to the fact that most of the papers on our literature review that are published in prestigious journals are from the last 5 years we can agree on the argument. In contrast, brand personality research on consumer goods began in 1960s (Usakli & Baloglu, 2011) and numerous research has shown that a well-established brand personality helps create competitive advantage in terms of a differentiation of a product or brand (Aaker, 1996), enhances brand preference and usage (Malhotra, 1988; Aaker, 1999), increases brand equity (Keller, 1993), and develops strong emotional ties between consumers and brands resulting in greater trust and loyalty (Fournier, 1998). Similarly, a characteristic and attractive destination personality can be a powerful tool

to the perceived image of a destination, and thereby, influence tourist choice behavior (Ekinci & Hosany, 2006).

### 2.3.6.1 Impact of destination personality

In the studies included in the review (table 11), in all but one showed acceptable results of the brand personality scale (BPS) developed by Aaker (1997) in tourism destinations, only the study by Li & Kaplanidou (2013) did not find significant difference in destination personality perceptions. Since the concept is only starting to get interest in the last five years, researchers have suggested examining the scale on different tourism settings to find robustness of these findings by conducting similar research for multiple destinations (Ekinci & Hosany, 2006; Hosany et al., 2006; Xie & Lee 2013; Kim & Lehto, 2013; Matzler et al., 2016). Eight studies included in the literature review developed a methodology to define destination personality items in a specific tourism destination. The results of the factor analysis to derive dimensions of destination personality varied depending on the destination as well as the items in the scale that they used.

The number of the studies empirically investigating the influence of destination personality on behavior is very limited (Baloglu et al., 2014). However, the findings of in the recent studies indicate that destination personality has a positive impact on intention to return and intention to recommend (Ekinci & Hosany, 2006; Ekinci et al., 2007; Usakli & Baloglu, 2011; Kim & Lehto, 2013; Xie & Lee, 2013; Apostolopoulou & Papadimitriou, 2014; Bavarsad & Feli 2015; Papadimitriou et al., 2015; Hultamn et al. 2015; Bekk et al., 2016; Kumar 2016).

However, it is important to point out the formation of the construct of destination personality, when authors empirically include the construct to test behavior. In the studies in our literature review, there are both first-order constructs, as well as more complex constructs such as second-order or superior order. A first-order construct has observed variables (i.e., the items in its measure) as indicators of the construct. These constructs were very much present in the articles reviewed. The relationship between indicators and their construct in a first-order construct typically assumes the construct "drives" the indicators and less frequently, the indicators "drive" the construct. A second-order model represents an

extension of the primary-order model, which incorporates a new latent construct that is defined by original, first-order factors or components (Law et al., 1998).

**Table 11 -** Summary of destination personality studies

| Study | Country | Method | Dimensions found | Impact |
|---|---|---|---|---|
| Aguliar et al., 2016 | Spain | Structured: 42 items of Aaker's (1997) BPS, 7-point Likert-type scale | Sincerity, Excitement, Competence, Sophistication, Ruggedness | BPS was acceptable and the study concludes that the BP model is second-order. |
| Apostolopoulou & Papadimitriou 2014 | Greece | Hosany, Ekinci, and Uysal (2006), Lee and Xie (2011), and Usakli and Baloglu (2011); 16 items of BPS; 5-point Likert-type scale | Excitement, Sincerity | BPS was acceptable to tourism destination; DP had a positive effect on intentions to return and recommend |
| Baloglu et al., 2014 | Jamaica | Structured: 29 items of Aaker's (1997) and Hosany et al. (2006) BPS, 5-point Likert-type scale | Excitement, Sincerity, Sophistication, Ruggedness, Contemporary | BPS was acceptable to tourism destination; DP had a positive effect on intentions to return and recommend |
| Bavarsad & Feli 2015 | Iran | Structured: 29 items of Aaker's (1997) BPS, 5-point Likert-type scale | Excitement, Sincerity, Sophistication, Ruggedness, Contemporary | BPS is applicable to tourism destinations; DP has a positive impact on satisfaction and trust. DP has positive indirect effect on loyalty through attachment |
| Bekk et al., 2016 | Fuerteventura | Structured: 15 items of Aaker's (1997) BPS, 5-point Likert-type scale | Sincerity, excitement, and sophistication | BPS is applicable to tourism destinations; DP has a positive impact on intention to recommend. |
| Chen & Phou 2013 | Cambodia | Structured: Aaker's (1997) BPS, content validity, 37 items of BPS, 5-point Likert-type scale | Excitement, Sincerity, Sophistication, Ruggedness, Contemporary | BPS is applicable to tourism destinations; DP has a positive impact on satisfaction and trust. DP has positive indirect effect on loyalty through trust. |
| d'Astous & Boujbel (2007) | Canada | Structured: 24 items derived from Aaker's (1997) 114, 7-point Likert Scale | Agreeableness, Wickedness, Snobism, Assiduousness, Conformity, Unobtrusiveness | Both the full (37 items) and reduced (24 items) scales were shown to have a stable structure and good psychometric properties. |
| Ekinci & Hosany 2006 | Europe | Structured: Aaker's (1997) BPS, content validity, 27 items of BPS, 5-point Likert-type scale | Sincerity, excitement, and conviviality | BPS is applicable to tourism destinations; DP has a positive indirect impact on satisfaction and loyalty. |
| Hosany et al., 2006 | The last destination visited | Structured: Aaker's (1997) BPS, content validity, 27 items of BPS, 5-point Likert-type scale | Sincerity, excitement, and conviviality | DI and DP are two different, but related concepts. While DI is an encompassing concept, DP is more related to the affective components of DI. |
| Huang et al., 2017 | China | Structured: 24 items Aakers's (1997), 5-point Likert Scale | Excitement, Competence, Charming, Outdoorsy | BPS was acceptable to tourism destination; DP dimensions (Excitement and Charming) had a positive effect on Destination Attachment |
| Hultman et al. 2015 | The last destination visited | Structured: Aaker's (1997) and Hosany's et al., (2006), 26 items of BPS, 5 point Likert-type scale | Excitement, Sophistication, Activeness, Dependability, Philomena, Ruggedness | BPS is applicable to tourism destinations; DP has a positive impact on satisfaction, identification, intention to recommend and intentions to revisit. |
| Kaplan et al., 2010 | Turkey | Structured: 87 items derived from Aaker's (1997) 114, 7-point Likert Scale | Excitement, Competence, Malignancy, Peacefulness, | BPS is applicable to tourism destinations; Two new dimension of brand personality. |

| | | | Ruggedness, Conservatism | |
|---|---|---|---|---|
| Kim & Lehto, 2013 | South Korea | Structured: Aaker's (1997) BPS, content validity, 39 items of BPS, 5-point Likert-type scale; Unstructured: Open-ended questions | Excitement, Competence, Sincerity, Sophistication, Ruggedness, Uniqueness, Family | BPS is applicable to tourism destinations; Projected DP has differences with perceived DP. |
| Kim et al., 2013 | Nine Countries | Structured: Modified Aaker's (1997) BPS; 24 items, 5-point Likert-type scale | Leadership, Excitement, Sophistication, Tradition, Peacefulness | The scale was acceptable for the nine countries |
| Kumar 2016 | India | Structured: Kumar & Nayak (2014) 23 itmes scale; 5 - point Likert scale | Well-mannered, Vibrancy, Creativity, Conformity | DP Positively influences tourist destination relationship and leads to destination loyalty |
| Li & Kaplanidou, 2013 | China | Structured: Ekinci and Hosany's (2006) 11-item BPS; 5-point Likert-type scale | None - factor explained 53% of the variance and its eigenvalue was 6.28. | DI and DP did not change substantially from before to after the 2008 Beijing Olympic Games |
| Lin 2012 | Taiwan | Structured: Ekinci and Hosany's (2006), Lee eta la., (2009) 18-item BPS; 5-point Likert-type scale | Ingenuous, Healthy, Noble, Nostalgic | DP is a strong predictor of revisit intentions |
| Liu et al., 2016 | China | Structured: Aaker's (1997) BPS, content validity, 33 items of BPS, 5-point Likert-type scale | Humanity, Excitement, Status enhancement, Professionalism, Wellness | DP factors were used to cluster tourists into 3 different clusters |
| Matzler et al., 2016 | Slovakia | Structured: Geuens et al.'s (2009) BPS, content validity, 12 items of BPS, 5-point Likert-type scale | Responsibility, Activity, Aggressiveness, Simplicity, Emotionality | Activity, emotionality, and responsibility dimensions had positive effect on visit intentions; Aggressiveness and simplicity dimensions had negative effect on visit intentions. |
| Murphy et al., 2007 | Australia | Structured: 20 items of Aaker's (1997) BPS, 5-point Likert-type scale - Unstructured: Open-ended questions | Cairns (3 dimensions): sincere, sophisticated, and outdoorsy. Whitsunday Islands (4 dimensions): Upper class, honest, exciting, and tough. | The open-ended responses of personality descriptors were not as common as Aaker's (1997) personality traits. - The findings provide some evidence that BP can be used to differentiate tourism destinations. |
| Pan et al., 2017 | China | Structured: 18 items of Aaker's (1997) BPS, 5-point Likert-type scale | Competence, sacredness, vibrancy, femininity, excitement | The scale developed by Pan et al., 2017 suggest that travellers utilize destination- and culture- specific characteristics that are not available in Aaker's BPS in the formation of their destination personality perceptions. |
| Papadimitriou et al., 2014 | Greece | Hosany, Ekinci, and Uysal (2006), Lee and Xie (2011), and Usakli and Baloglu (2011); 16 items of BPS; 5-point Likert-scale | Excitement, Sincerity | BPS was acceptable to tourism destination; DP had a positive indirect effect on intentions to return and recommend |
| Rojas-Mendez et al., 2013 | USA | Structured: 36 Itmes derived from a total of 61 traits. | Amicableness, Resourcefulness, Self-centeredness | The reduced (26 items) scales were shown to have a stable structure. |
| Salehzadeh et al., 2016 | Iran | Structured: 15 items of Aaker's (1997) BPS, 5-point Likert-type scale | Sincerity, excitement, competence and sophistication | BPS was acceptable to tourism destination; DP had a positive indirect effect on intentions to revisit |
| Usakli & Baloglu 2011 | United States | Structured: 29 items of Aaker's (1997) BPS, 5-point Likert-type scale | Vibrancy, Sophistication, Competence, | BPS was acceptable to tourism destination; DP had a positive effect on intentions to return and recommend |

| | | | Contemporary, Sincerity | |
|---|---|---|---|---|
| Xie & Lee 2013 | China | Structured: Aaker's (1997) BPS, 5-point Likert-type scale | Competence, Excitement, Sophistication, Ruggedness | Competence, excitement, and sophistication dimensions drive tourists' behavioral intentions |
| Zeugner-Roth & Zabkar 2015 | Austria Germany Italy | Structured: 24 items d'Astous & Boujbel (2007), 7-point Likert Scale | Agreeableness, Wickedness, Snobbism, Assiduousness, Conformity, Unobtrusiveness | DP is a stronger predictor than cognitions and confirms findings in destination personality research (Ekinci & Hosany, 2006). |

In our literature review, eight studies that investigate the relationship of destination personality and other behavioral constructs use destination personality as a first-order construct, using the factors that are generated form the brand personality scale to test behavioral intentions. Matzler et al. (2016) tested the five dimensions they obtained separately on loyalty; they found that some dimensions such as aggressiveness and simplicity had negative effect on visit intentions, whereas activity, emotionality, and responsibility dimensions had positive effect on visit intentions. This gives us an idea that some of the dimensions may play a different role on loyalty than the other which will be taken into consideration in this study and is also suggested by the authors. Apostolopoulou & Papadimitriou (2014) generated two dimensions of destination personality in their study. The results showed that the personality variable explained 33% of the variance of the intentions to revisit, with excitement being a driving force and sincerity having a lesser but still significant impact. Bekk et al., (2016) discovered three dimensions in their research, and on testing significance on the dimensions on visitors' satisfaction all three-personality dimensions significantly predicted satisfaction. On the other hand, only one of the dimensions (excitement) significantly predicted tourist recommendation behavior. Moreover, a recent study by Pan et al. (2017) identified five destination personality dimensions. Testing each dimension on destination loyalty, results indicated that except for "Vibrancy", the other four dimensions significantly predicted loyalty at moderate levels. "Competence" and "Femininity" were primarily associated with destination loyalty, compared to "Sacredness" and "Excitement". Xie & Lee (2013) concluded that on average, a destination with personality dimensions of excitement, sophistication, and competence is more likely to drive tourists' word of mouth intentions whereas the dimension of ruggedness was not supported to impact word of mouth intentions. Zeugner-Roth & Zabkar (2015) tested

six destination personality dimensions of three countries (Austria, Italy, and Germany) and found out that not all six personality dimensions significantly affect visit intentions. Supporting the conceptualization of country personality as profile construct (Law et al., 1998), different dimensions are relevant for each country. For example, agreeableness significantly affects loyalty in all three countries, but conformity mainly drives behavioral intentions toward Italy.

On the other hand, eight other studies in the literature have used the construct of destination personality as a second order reflective construct. Hultman et al. (2015) developed a conceptual framework to test the effect of destination personality not only on behavioral intentions (where they found positive effects towards promotion and revisit intentions), but also see the impact on satisfaction and identification (a dimension of destination attachment). They found that destination personality is a determinant for satisfaction as well as identification and conclude that brand personality constitutes a viable metaphor for understanding tourists' perceptions of destinations, building destination brands, and creating unique touristic destination identities. Destination personality was measured as a second order construct with five dimensions. Also, Chen & Phou (2013) developed a model where they tested the relationship of destination image with destination personality as a second order construct with five dimensions, as well as the effect of destination personality on satisfaction. Concurring with Hultman et al. (2015) they also found positive relationship between destination personality and satisfaction however the indirect effect of destination personality on loyalty was not reported. Similar model was tested by Kumar (2016) who represented destination personality as a second order construct with 5 dimensions, and destination personality shows a direct effect on destination satisfaction. Bavarsad & Feli (2015) found significance level value for the effect of personality on destination attachment to tourism destination, where destination personality was measured as a second order construct with four dimensions. Lee et al. (2009) reported destination personality (second order with five dimensions) had an indirect, positive effect on satisfaction and loyalty. The mediating effect of emotion was evident on those occasions when customers perceived a positive brand personality, leading to their positive feelings toward the brand and thereby to customer satisfaction with the brand. Similarly, Lin (2012) reported the three dimensions

second order destination personality construct was positively related to revisit intention. Other studies such as Papadimitriou et al. (2015), Rojas-Mendez et al. (2013), Salehzadeh et al. (2016) used destination personality as a second order reflective construct.

Only the above-mentioned papers used a conceptual model to see the effect of destination personality on other constructs rather than just behavioral intentions. It is greatly known that satisfaction is a vast predictor of behavioral intentions (Park & Yoon, 2009; Chen & Phou, 2013), however by introducing the new concept of destination personality and investigate how on will affect the antecedent of behavioral intentions is a very interesting to consider. It is hoped that continued work on destination personality will move researchers to the development of a brand personality conceptual framework more suitable for tourism destinations, and a better understanding of the influence brand perceptions have on destination choice when compared to other factors influencing perceptions and visitation (Murphy et al., 2007).

Aguilar et al., (2016) in the papers analyzed in their research, the personality of the brand is specified as one of the first-order models, and very few have defined the personality constructs of the brand as a second-order model. They tested the model construct of destination personality and concluded that it was a second order formative construct. The strength of each dimension in the reflective of the destination personality was 0.950 for competence, 0.929 for sophistication, 0.816 for sincerity and 0.644 for ruggedness. They suggest that for further research that destination personality should be considered as a second-order to test for the linkage with other dimensions such as satisfaction and loyalty this is compatible with the findings and suggestions by Brakus et al., (2009) who suggest the same for brand personality items.

Summarising, the revision of all this literature gave us a vast supportive evidences on the importance of the tools and constructs that well use in this study. First we have obtained that while doing a research on tourism behaviour, the market segmentation technique is a very significant tool to be considered to understand the variety of tourists needs and preferences (Park & Yoon, 2009). Combined with socio-demographic characteristics, motivations are the driving force of individuals that encourage the choice of destinations and should be considered in the segmentation technique (Rid et al., 2014). Secondly, seasonality

is a very critical phenomenon when studying the tourism literature, as the effect of seasons is crucial in defining segments of tourists (Tkaczynski et al., 2013). Thirdly, the relationship of destination satisfaction and destination loyalty although immensely studied, the literature suggest that studies should advance to investigate this relationship by introducing the mediation of destination attachment which will provide a better insight of the relationship in tourism literature (Lee et al., 2012; Hultman et al., 2015). Moreover, we came to understand the importance of destination personality to have a great impact in the branding literature in tourism. As a reasonably new concept in the literature, destination personality is suggested to play essential role while interacting with customer behaviour concepts. In this case, we learned that destination personality could be a predictor of the concepts such as satisfaction, attachment, and behavior intentions (Usakli & Baloglu 2011; Hultman et al., 2015; Kumar, 2016). Finally, taking under consideration and investigate how segments moderate the relationship of the latter mentioned constructs is an enquiring notion to be considered in tourism research especially when motivations and the phenomenon of seasonality is considered as well (Nicolau & Más, 2006; Anton et al., 2014).

## 3. Theoretical Framework

### 3.1 Segmentation & Seasonality

As already mentioned, many variables have been utilized so far in segmentation. Demographics have been one of the most commonly used segmenting variables because of its simplicity and intuitiveness (e.g. Juaneda & Sastre 1999, Chen & Noci, 2014). However, there have been increasing arguments that demographics are not fully reliable or adequate as a segmenting variable (e.g. Ailawadi et al., 2001, Mykletun et al., 2001, Tkaczynski et al., 2009), and often motivations have been considered better predictors of behaviors (Leisen 2001; Chen & Noci, 2013). Also, tourism market in seasonality is increasingly suggested to use segmentation to develop special market niches for different groups of people (Coshall et al., 2014). Seasonality can be reduced using market analysis that can suggest marketing strategies for the segmentation of the demand and the creation of different tourism products for different seasons. The presence of new competitors must be taken into account by policy-makers that have to choose between competing with the new entrants on price, in the same

tourism season, or on quality, looking for new seasons and new segments of demand (Baum & Hagen, 1999; Higham & Hinch, 2002; Andriotis 2005; Koc & Altinay, 2007; Cuccia & Rizzo, 2011). Market segmentation is most effective when a tourist viewpoint is taken (Uysal et al., 2011), seasonality may offer a useful classifying criterion to profile tourists. Although certain locations close to the equator may have continual warm weather through the four seasons, the majority of countries, including Andorra, will experience different seasons that will attract tourists to participate in different nature-based activities, or attractions. Therefore, empirical examination of a market segmentation, and the consequent impact between the segments derived is needed to determine if segments that are empirically derived vary based on season (e.g., Calantone & Johar 1984; Bonn et al., 1992). On the other hand, studies have found that there is a difference in tourist segments based on the season they visit the destination (Figini & Vici, 2012; Rid et al., 2014; Brida et al., 2014). Therefore, we represent the following hypothesis:

*H1: The segments generated are not homogenous in one season compared to the other*

## 3.2 Links among Destination Personality, Satisfaction, Destination Attachment, and Loyalty

In the marketing literature in the context of consumer products and services, studies of brand personality, satisfaction, and loyalty are plentiful (Garbarino & Johnson, 1999). Yet, in the tourism research the relationship of branding, satisfaction, attachment, and loyalty is relatively new (Chen & Phou, 2013; Kumar, 2016). For the following development of the conceptual framework in this section, suggested by other authors in the literature review who study the latter mentioned relationships (Chen & Phou, 2013; Tangeland et al., 2013; Kumar, 2016) we will employ Bagozzi's (1992) reformulation of attitude. Grounded in a cognitive appraisal theory of emotions (Lazarus, 1991), Bagozzi's attitude theory states that the appraisal of an entity precipitates emotions which then influence an individual's behavior and it illustrates cognitive, appraisal, and emotional response and behavior as taking place in a resulting process.

### 3.2.1 Destination Personality – Satisfaction and Destination Attachment

Destination personality is an important cognitive construct in tourism marketing (Chen et al., 2013; Kumar 2016). From our literature review in destination branding, we learned consumer tend to personalize traits to brands, and personification can apply to tourist destination as people value different places based on human qualities (Hosany et al., 2006; Murphy et al., 2007). Positive trait inferences are likely to result in favorable tourist attitudes toward the destination (cf., Aaker, 1997; Fournier, 1998). Thus, destination personality is considered to formulate the cognitive stage of our model.

In the literature have researched the effect of cognitive images on affective response (Baloglu, 1999; Baloglu & McCleary, 1999; Martin & Bosque, 2008), where it is founded that a function of cognitive evaluations forms affective evaluations. Moreover, the affect theory suggests that the prior knowledge of an individual, for example goals, expectations and personality factors, determines the affective responses (Besser & Shackelford, 2007). Thus the affective stage of this study has been conceptualised on satisfaction and destination attachment.

Brand satisfaction is defined as "an individual's cognitive evaluation of whether or not the exchange relationship with the brand is rewarding, and as an affective state occurring from an assessment of all the aspects that form a relationship" (Esch et al., 2006, p. 100). As mentioned in our literature review, tourist's satisfaction is a crucial to successful destination marketing and has received a major attention on tourism literature (del Bosque & Martin, 2008; Prayag & Ryan, 2012; Ramkissoon & Mavondo, 2014). A definition of destination satisfaction by Chen & Chen (2010) states that it is a function of pre-visit expectations and post-visit expectations. For this paper, we conceptualise destination satisfaction as the tourists emotional reaction that the chosen destination meets or exceeds their expectations. Hultman et al. (2015) took lead from the anthropomorphism theory (Boyer, 1996), and found positive relationship between destination personality and tourist satisfaction. Also, Chen & Phou (2013) argued that a well-established destination personality inspires strong affection among tourists, and reduces emotional risk during the purchasing process, which results in the development of greater satisfaction where they also found positive relationship between destination personality with satisfaction and trust. Moreover, the theory of

anthropomorphism argues holds that individuals observe themselves as models of the world and as a consequence tend to humanize non-human things (Boyer, 1996). So, in line with the anthropic norm, customer attribute personalities to brands, and moreover this personification pertains to touristic destinations as well where people give places human qualities too (Hosany et al., 2006; Murphy et al., 2007). Furthermore, positive trait inferences are likely to result in favorable tourist attitudes toward a destination (Aaker, 1997; Fournier, 1998). Tourist satisfaction refers to an overall evaluation of his/her visit to a given destination. Thus, a higher association of a destination with favorable personality correlates positively with tourist satisfaction. The following hypothesis is proposed:

*H2: There is positive relationship between destination personality and satisfaction.*

Moreover, as explained in our literature review Brand attachment is conceptualised as an enduring commitment bond between the brand and the customer, or between a persona and a specific object (Esch et al., 2006). On the other hand, destination attachment as an affective bond and an emotional linkage to of a persona to a particular destination (Hidalgo & Hernandez, 2001), is a set of positive beliefs and emotions formed by a person about a physical destination that has been given meaning through interaction (Milligan, 1998). People form emotional bonds to places by developing relationships over time with particular settings. Same as a consumer is attached to a product or brand, tourists are attached to destinations as well (Yuksel et al., 2010). Therefore, in this study we define destination attachment as an affective bond, the emotional linkage of an individual tourist to a particular destination.

Furthermore, same as in brand personality, a unique destination personality can help differentiate among destinations, and influence preferences and choice behavior (Murphy, et al., 2007), as well as help consumers to develop an emotional relationship with a place (Park & Jung, 2010). In addition, consumers represent the "self" that they need to show to others that is assisted by the symbolic meaning associated through a personality of a brand (Grubb & Hupp 1968; Solomon 1983). In psychology studies is suggested that being similar is considered an emotional fulfilling, and in interpersonal interactions people tend to be attached to other similar personalities (Moon, 2002). King (1970, p. 14) states that that

"people choose their brands the same way they choose their friends, in addition to skills and physical characteristics; they simply like them as a person." Thus, brand personality can increase brand attachment, in much the same way as people relate to and interact with each other. Guiding their consumer decisions, for instance, consumers are more strongly attached to (Malär et al. 2011) as well as more satisfied with brands that they perceive as being similar to them (Jamal & Goode 2001). Self-congruence theory underlies this effect (Sirgy, 1982; 1985). The theory states that when exposed to indications relating to an image of a brand, consumers search their schema-set and absorb a similar image from their own self-concept and it is positively related to the attitudes and behavior of this person toward the brand.

Identity theory suggests that the "self" is a construction of multiple identities that imitate roles in differentiated networks of interaction (Arnett et al., 2003). Self-concept comprises a social identity, which consists of salient group classifications that enable people to locate themselves and others within the social environment (Turner et al., 1994). Social identification refers to a sense of oneness or connectedness with a group, together with the emotional significance of that belongingness (Mael & Ashforth, 1992). Individuals tend to identify themselves with different social groups, ranging from features such as gender and ethnicity to brand communities and organizations (Fournier, 1998; Turner et al., 1994). So, in accordance with the theory Hultman et al. (2015) argues that a place may become a part of the "self" concept by tying strong cognitive and psychological attachments. Also research shows that touristic destinations can remind strong symbolic values that usually describe humans (e.g., outgoing, fun, friendly, or boring) (Ekinci et al., 2013; Sirgy & Su, 2000). Tourist identification with a destination refers to the extent to which a tourist perceives a sense of connectedness to a destination and defines him-self or her-self in terms of that feeling (Mael & Ashforth, 1992). Thus, destinations with a strong personality are likely to evoke tourist–destination identification by effectively reflecting tourists' desired self-concepts. An individual who is satisfied with a brand might have an emotional attachment to it (Thomson et al., 2005). On the other hand, the positive effects of brand satisfaction on brand attachment and satisfaction with a setting could lead to a sense of place attachment (Esch et al., 2006). Therefore, based on the above arguments we suggest the following hypothesis:

*H3: There is a positive relationship between destination personality and destination attachment*

### 3.2.2 Destination Personality – Loyalty

Arnett et al. (2003) explains that promoting behavior refers to providing positive information about a visited destination in social encounters. Spreading positive word of mouth and revisit intentions are the most important behavioral consequences in destination image studies (Qu et al., 2011). In most studies discussing destination personality, the dependent variable relates to revisit intentions or promotion (word of mouth) given its ties to destination loyalty and destination branding (Ekinci & Hosany 2006; Usakli & Baloglu, 2011; Xie and Lee 2013; Chen & Phou, 2013; Papadimitriou et al., 2015; Apostolopoulou & Papadimitriou, 2014; Hultman et al. 2015). In brand personality studies it is verified that it can perform as a concept of differentiation that tends to positive customer attitudes and behavior towards the brand (Aaker, 1997; Brakus et al, 2009). Based on this foundation, as well as positive relationships among destination personality and loyalty in the studies we reviewed, it is argued that visitors are likely to single out, revisit and promote the destination that possesses a distinctive and favourable character (Ekinci & Hosany, 2006; Chi & Qu, 2008; Hultman et al., 2015). Several authors have found that destination personality is positively related to revisit intention. Ekinci and Hosnay (2006), for example, found that one dimension of destination personality has a significant effect on intention to recommend. Usakli & Baloglu (2010) also showed that dimensions of destination personality have a positive influence on tourists' intention to return and intention to recommend. Hultman et al. (2015) found that destination personality as a second order construct had a positive influence on revisit intentions as well as promotion. Therefore, the following hypothesis is drawn:

*H4: There is positive relationship between destination personality and destination loyalty*

### 3.2.3 Satisfaction – Loyalty

In marketing literature, there are empirical evidences that satisfaction is a strong indicator of repeat purchases and recommendation of the products or services to others, which are the main components of loyalty (Anderson & Sullivan, 1993; Taylor & Baker,

1994). The benefit most often linked to customer satisfaction is gaining their loyalty. The importance of earning customer loyalty is suggested by Augustyn and Ho (1998, p. 73), who build on the work of Le Boeuf (1987) to state that "on average, customer loyalty is worth 10 times the price of a single purchase: […] if customers like the service, they will tell three (3) people. If they don't like the service, they will tell 11 people". Likewise, a number of empirical works revealed that satisfaction has a positive influence on destination loyalty (Yoon & Uysal, 2005; del Bosque & Martin, 2008; Chi & Qu, 2008; Prayag & Ryan, 2012; Agyeiwaah, 2016; Akhoondnejad, 2016; Su et al., 2016). If tourists are satisfied with their vacation experience, they are more likely to return to the same destination and to recommend that destination to other people (Yi, 1990; Cronin & Taylor, 1992; Kim et al., 2015; Meleddu et al., 2015).

A number of researchers have applied satisfaction related theories and methods as one of the most frequently examined topics. According to the expectation-disconfirmation theory (Oliver, 1981), customer satisfaction is believed to result from a process of a customer comparing his/her expectations and perceptions of performance; the confirmation or disconfirmation of those expectations then predicts satisfaction. This theory is the most extensively accepted theory and has been applied by many researchers and marketers in many fields (Yi, 1990; Mattila & Wirtz, 2000; Wirtz et al., 2000;). Many empirical studies show that customer satisfaction is a strong indicator of intentions to revisit and recommend to other people (e.g., Back & Parks, 2003; Jeong et al., 2003; Mattila & Mount, 2003; Anderson et al., 2004; Homburg et al., 2005). In tourism industry, there are empirical evidences that tourists' satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people (Yau & Chan, 1990; Kozak & Rimmington, 2000; Yoon & Uysal, 2005; Chi & Qu, 2008; Hosany & Prayag, 2013; Lee & Hsu, 2013; Anton et al., 2016; Hultman et al., 2015; Akhoondnejad, 2016; Han et al., 2017). Satisfied tourists are more likely to return to the same destination, and are more willing to share their positive traveling experience with their friends and relatives. Also word of mouth recommendation is especially critical in tourism marketing because they are considered to be the most reliable, and thus are one of the most sought-after information sources for potential tourists (Yoon & Uysal, 2005; Lee et al., 2012; Hultman et al., 2015; Akhoondnejad, 2016; Su et al., 2016). Therefore, the

following hypothesis are drawn:

*H5a: A positive relationship exists between destination satisfaction and destination loyalty.*

Lee et al., (2009) confirmed that there were positive indirect effects on destination personality and destination loyalty through satisfaction as a mediator. They state that tourists perceived positive destination personality increased the degree of satisfaction, which in turn, results indicate a positive loyalty. The same results are shown in the studies by Chen & Phou (2013) and Kumar (2016), which link tourist destination relationship on the relationship between destination personality and destination loyalty. Based on the above arguments we also draw the following hypothesis:

*H5b: Destination satisfaction mediates the relationship between destination personality and destination loyalty*

### 3.2.4 Satisfaction – Destination Attachment

An individual who is satisfied with a brand might have an emotional attachment to it (Thomson et al., 2005). The positive effects of brand satisfaction with a setting could lead to a sense of place attachment (Esch et al., 2006). For example, Halpenny (2006) reported that satisfaction with a national park's natural, social, and activity-conducive environments has a positive effect on overall place attachment. Similarly, Hou et al. (2005) measure visitors' opinions about various components of destination satisfaction, and find that satisfaction with the attractiveness of a place predicts destination attachment. Lee et al. (2012) reported that satisfaction had a direct positive effect on two dimensions of place attachment place identity and place dependence. According to Ramkisson & Mavondo (2015) high satisfaction could increase positive emotions among visitors and lead to high levels of place affect. Based upon the above evidence, we posit that visitors' positive evaluations of destination experience will positively influence all three dimensions of attachment to the festival hosting community: place identity, place dependence, and affective attachment. The following hypothesis is drawn:

*H6: A positive relationship exists between destination satisfaction and destination attachment.*

### 3.2.5 Destination Attachment – Loyalty

Moreover, only branded destinations are able to establish an instant emotional link with their customers, which can lead to greater loyalty (Hsu & Liping, 2009). It concerns the personal connection an individual feel for a place (Kyle et al., 2003) and the relationship between place attachment and destination loyalty has emerged as an area of interest in tourism research (Prayag & Ryan, 2012; Yuksel et al., 2010). In the literature review almost all the papers found that destination attachment is a great predictor of destination loyalty. Chen & Phou, (2013) reported that destination attachment had a positive and significant relationship to destination loyalty. Also, similar results are reported by Prayag & Ryan (2012) who reported that destination attachment as predictive for both revisit intentions and recommendations (word of mouth). Yuksel et al. (2010) found that destination attachment dimensions are an important antecedent in predicting destination loyalty, and can function as a predictor of loyalty behaviors. Their results revealed that positive emotional and cognitive bonds with a place affect visitors' critical assessment of a destination and their loyalty to the place. Lee et al. (2012) found support for the contention that place attachment plays a critical mediating role in the relationship between festival satisfaction and destination loyalty. Luo et al. (2016) reported that the dimensions of place attachment, place identity and place dependence are moderately positively correlated with destination loyalty. Based upon these earlier studies, we thus propose the following two hypotheses:

*H7a: Destination attachment is positively associated with destination loyalty*

Chen and Phou (2013) have studied the relationship between the destination image, destination personality, tourist-destination relationship (satisfaction, destination attachment, and trust) and tourists' behavior (destination loyalty). The results of this study indicated that the destination personality have a positive influence on the tourist-destination relationship, which affect the tourist behavior as well. The same findings did occur at the study conducted by Kumar (2016) where it is suggested that tourist-destination relationship is affected by destination personality and thus affecting destination loyalty.

*H7b: Destination attachment mediates the relationship between destination personality and destination loyalty*

Figure 4 – Model and hypothesis to be tested
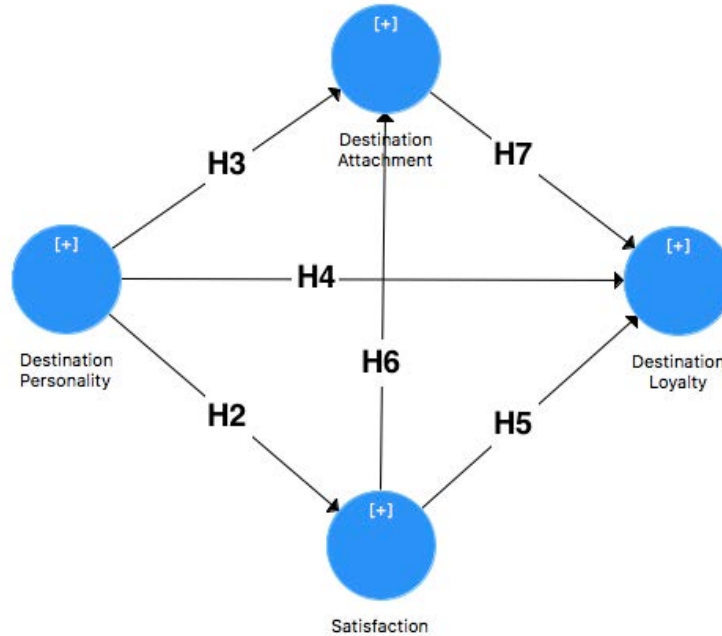


*The model model with the second order constructs is displayed in annex 7

## 3.3 Moderation effect by the identified segments (Multi-Group Analysis)

A study conducted by Leone et al. (1999) compared three behavioral models, the theory of reasoned action, the theory of planned behavior, and the theory of self-regulation, the last one (theory of self-regulation) is the one which we employ as our conceptual framework in the second objective as mentioned before (section 3.2). From the three theories, the theory of self-regulation had the highest predictive power for intentions. Bagozzi & Kimmel (1995) and Leone et al. (1999) indicated that the effects of attitudes (usually conceived as evaluative appraisals) and subjective norms on intentions cease to apply when the motivation variable is included in the model. This finding can be explained by the theory that attitudes are the result of evaluations based on the cognitive and affective components of specific objects in our case the destination. If the evaluation leads to a positive attitude, the evaluation motivates the person to perform the act (Perugini & Bagozzi, 2004). It is suggested that further research should examine the relationship between the motivations and intentions (Leone et al., 1999). Therefore, in this study, we will include our segments which

are derived from motivation to visit a destination, to test the relationship between the conceptualized model in proposed previously.

Other studies have extended the robustness of the customer satisfaction and loyalty relationship and have suggested other dimensions may play a role in loyalty (e.g., Szymanski & Henard, 2001; Skogland & Siguaw, 2004; Yi & La, 2004; Kim et al., 2015). Moreover, studies suggest that several segments exist that classifies tourists into homogeneous subgroups to better understand and predict their behaviors (Hosany & Pryang, 2013). Recent studies have suggested that measuring customer characteristics is a determinant not only of tourist satisfaction, but also of revisit intentions (Hosany & Prayag 2013; Hultman et al., 2015; Meleddu et al., 2015). That different segment encourages tourist behavior is an important finding in the field. Studies should consider this aspect to test the relationship of different segments on tourist satisfaction and tourist's loyalty (Neuts et al., 2013; Romao et al., 2015). Kirkup & Southerland (2015) suggests that motives lead to different points of place attachment, which in turn create positive loyalty the place. They suggest that motivation as the antecedents to attachment, and also it varies across activity-related contexts and setting types, as well as in terms of individual characteristics (Lee et al., 2012). Luo et al. (2016) states that it is also important to consider the characteristics of respondents and the context of the study towards place attachment and destination loyalty. Some evidence has shown that destination personality plays a critical role in differentiating destination perceptions (Murphy et al., 2007) and is associated with other key constructs such as travel motivation, and visit intention and recommendation (Murphy, et al., 2007a, 2007b; Li & Kaplanidou, 2013). Ekinci & Hosany (2006) argue that if travel motivation or purpose of travel is different amongst tourist, the impact of other destination personality dimensions on the relationship between cognitive image and intention to recommend might differ. For example, if travel motives were other than leisure (such as participating in activity-based holidays or attending conferences), or if holidays were taken in different tourism destinations, then some dimensions of destination personality might have a distinctive impact on the relationship between revisit intentions and intention to recommend. Researches using motives and demographics as a segmentation variable have identified segments that closely match with destination personality dimensions (Ekcini & Hosany, 2006). In the literature review tourist

segments identified such as exciting or family togetherness (Park & Yoon, 2009) closely relate to dimensions of excitement and conviviality in destination personality. Thus, travel motivations may influence the magnitude of destination personality impact on the relationship between destination loyalty, satisfaction, and destination attachment. A recent study by Han et al. (2017) tested the impact of gender in the satisfaction and loyalty relationship related to personal characteristics. They suggest that future research should deepen our proposed model by considering whether other personal characteristics (e.g., age, education, income, social status) were determinants of these important factors. Moreover, in the study conducted by Devesa et al. (2010), they characterized four market segments based on motivation for the sample of visitors. They also found that different segments based on motivation indicated distinct impact on satisfaction. Also, Rid et al. (2014) in their study tested the impact of the four segments based on motivations and demographics that they derived separately on satisfaction and revisit intentions. Three segments in their study showed high levels of trip satisfaction and also stated the wish to visit, on the other had one tourist of one segment were predominantly dissatisfied with their trip and would not like to visit rural areas. Hosany & Prayag (2013) also found different impact on satisfaction and loyalty between the five segments they derived in their study.

Therefore, based on the evidence that some segments might not have identical behavior is interesting to investigate, also as well as the different profiles of tourist in two seasons might have diverse effect on satisfaction and loyalty.

*H8: Different tourist segments in different seasons have different effect on the path of destination personality, satisfaction, attachment, and loyalty*

Figure 5 – Model and moderation effect by the identified segments
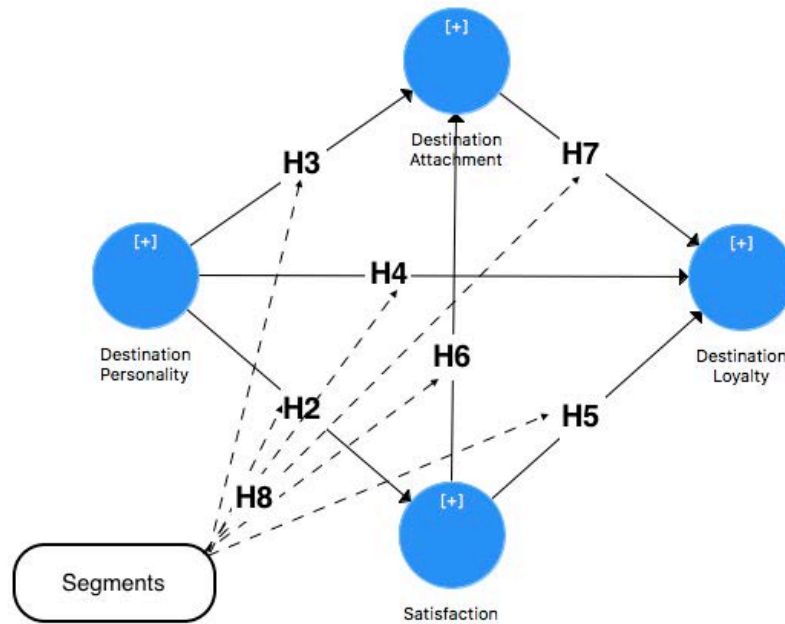


*The model model with the second order constructs is displayed in annex 8

In the table below we list all the hypothesis:

| H1 | The segments generated are not homogenous in one season compared to the other |
|---|---|
| H2 | There is positive relationship between destination personality and satisfaction. |
| H3 | There is a positive relationship between destination personality and destination attachment |
| H4 | There is positive relationship between destination personality and destination loyalty |
| H5a | A positive relationship exists between destination satisfaction and destination loyalty. |
| H5b | Destination satisfaction mediates the relationship between destination personality and destination loyalty |
| H6 | A positive relationship exists between destination satisfaction and destination attachment |
| H7a | Destination attachment is positively associated with destination loyalty |
| H7b | Destination attachment mediates the relationship between destination personality and destination loyalty |
| H8 | Different tourist segments in different seasons have different effect on the path of destination personality, satisfaction, attachment, and loyalty |

# 4. Methodology & Results

## 4.1 Data & Sample

The data consist of information of travelers that had traveled to Andorra. Tourism in Andorra is the main income of the country's economy, almost 80% of its GDP. As of 2016, Andorra's population is around 77,000 inhabitants (Wolrd Bank, 2017). As seen in worldwide market trends, tourism in Andorra has been rapidly growing and is significant element of the local economy. According to the 2015 department of statistics of Andorra (see Andorra in Figures 2015), there were 7,796,770 tourists who visited Andorra throughout the year. The World Tourism Organization UNWTO considers Andorra an interesting case study because of the considerable tourist flows. Yet, there are not published studies that cover Andorra in the tourism sector. Andorra is well known internationally for its ski resorts and high distance of ski slopes in the Pyrenees mountains that has a significant role in the winter and spring season as a touristic attraction. On the other hand, during the off-ski season, summer and fall, Andorra has a limitation of the most important touristic attraction during this period. Therefore, the seasonality has a crucial role in tourism of Andorra due to the different climate and area conditions of the country, therefore, Andorra is to be considered as a great tourist destination for this study. Another reason to select Andorra is the fact that we are dealing with a whole country. In our literature, we identified studies that take a specified destination or a region within a country to study segmentation, but rarely a country. The only papers that covered a country as a whole were Brida et al. (2014) who studied Uruguay yet only focused on cruise passengers, Park & Yoon (2009) who studied rural tourism in some of the villages in Korea, and Rid et al. (2014) who also studied rural tourism in the Gambia. All other papers did not cover a country. To cover a whole country to be studied as a whole will be a significant on an international scale, as it is possible for visitors from Europe and other countries may feel attracted to tourism in a country as a whole (Park & Yoon, 2009) in this case Andorra. One effective factor in this connection is that tourism in Andorra is able to offer a subtle mix of winter sports tourism, rural tourism, nature based tourism, event tourism, cultural tourism, and commercial tourism which is generally not to be found elsewhere. However, a scientific study has not yet been made to cover Andorra.

The objectives that we cover in this study will be a great insight on a country perspective to be applied in other countries especially where seasonality is present. For the later reasons, Andorra is to be considered as a great destination for this study.

Taking into consideration the above mentioned, in this paper the tourists visiting Andorra in two seasons, respectively the peak season (winter/spring) (December - April) and off-peak season (summer/fall) (May-December), will be studied and different segment characteristics in these seasons will be analysed. In this case, we will categorise the seasons as Summer and Winter seasons in this research.

The questionnaire was distributed online via email to the people who had visited Andorra as a tourist. From a database of 15,000 emails was used from the market research department of Andorra Turisme, which is the government sector for dealing with tourism management of the country. The emails where collected from tourists that had visited Andorra from the winter season of 2015 (November) until the fall season of 2016 (October). By using the platform MailChimp (online email marketing platform) we distributed the questionnaire that was developed in Survey Monkey (online survey platform) on April 2017. The first question was a participating question that stated "Have you visited Andorra as a tourist in the past two years", if yes they continued with the other questions in the survey and if not the survey ended. We referred to Jang (2004) for this time frame, who was also testing the effect of seasonality based on segmentation. Jang (2004) interviewed people who had taken overseas vacations by plane outside of Europe and the Mediterranean region in the 3 years prior to the interviews. So to capture respondents that have been in Andorra for both seasons we aimed to collect the data for a whole year. There was a time-lapse of a week where we waited for responses. After a week, 794 people responded the questionnaire, 156 questionnaires were lacking demographical data so we omitted them. The final sample of 638 were usable observations. From 638, 305 had visited Andorra in the peak season (Winter), and 333 in the off-peak season (Summer).

Relevant studies investigating tourist motivations have often used a quantitative approach such as a factor-cluster analysis. It has been practiced by many travel motivation studies to apply both qualitative and quantitative research methods (Fodness, 1994; Pearce and Lee, 2005; Kim and Ritchie, 2012), where a small-scale qualitative research (e.g. content

analysis and interviews) is performed before conducting a large-scale questionnaire survey. All of the studies reviewed in the literature that use any segmentation technique have been working with quantitative approaches. Also, testing the consumer behaviour theories and models, studies mostly have used quantitative approach. For developing the measurements of the concepts theorised in the conceptual framework, there is plenty of references to establish the measurement model. Also in order to survey a maximum of visitors over a relatively small period of time, the use of a quantitative survey was preferred.

### 4.2 Variables:

In table 11 below the code, item, measure, and adaption reference are listed for the construct of motivation, satisfaction, destination attachment, destination loyalty, and demographics.

*Motives*: The assessment of motivations involves analyzing internal aspects and lifestyles. The variables are formulated based on a comprehensive review of travel motivation literature that will be adapted for the attributes of the destination of Andorra (Yoon & Uysal, 2005; Beh & Bryene 2007; Moler & Albaladejo, 2007; Corriera et al., 2008; Park & Yoon, 2009; Rid et al., 2014; Chen et al., 2014; Devesa et al. 2010; Alexander et al. 2015; Tangeland et al., 2013). The variables contain information of the subjects to rate the importance of 24 general travels motivational factors in relation the trip. A Likert-type scale (from 1: strongly agree to 5: very important) is going to be provided to the subjects for them to use in indicating the importance of each of the 24 general travel motivational statements.

*Socio-Demographic characteristics*: Based upon the literature the most common socio demographic variables that are included in segmentation studies are the following: (1) Age; (2) Gender; (3) Education; (4) Occupation; (5) Income.

*Satisfaction:* Drawing from Hultman et al. (2015), Chen & Phou (2013), and Hosany & Prayag (2012), the measure for satisfaction includes six items: (1) "Andorra was a great destination to visit"; (2) "During my visit to Andorra, I accomplished the purpose of my

vacation"; (3) "All things considered (e.g., time, effort, money), I am satisfied with my visit to Andorra"; (4) "I have pleasant memories from my visit to Andorra"; (5) "My visit to Andorra met my expectations"; (6) "On the whole, my choice to visit Andorra has been a wise one".

Attachment: Building upon Ramkisson & Mavondo (2015) and Yuksel et al. (2010) the measures of destination attachment include nine items it total, three for each of the dimensions: (1) "For the activities that I enjoy most, the settings and facilities provided by Andorra is the best", (2) "For what I like to do, I could not imagine anything better than the settings and facilities provided by Andorra", (3) "I enjoy visiting Andorra and its environment more than any other destinations", (4) "Andorra means a lot to me", (5) "I am very attached to Andorra", (6) "I feel strong sense of belonging to Andorra", (7) "I feel Andorra is a part of me", (8) "I identify strongly with Andorra", and (9) "Visiting Andorra says a lot about who I am".

*Loyalty:* Attitudinal measurement, including repeat purchase intentions and word-of-mouth recommendations were most usually used to infer consumer loyalty, and were found to be the pertinent items (Hawkins et al., 1989; Jones & Sasser, 1995). Prior research has shown that loyal customers are more likely to repurchase a product/service in the future (Hughes, 1991; Petrick et al., 2001; Sonmez & Graefe, 1998). It has also been suggested in tourism literature that loyal visitors are more willing to revisit a destination or recommend the destination or product/service to others. In this study, four item measures were used for assessing tourist destination loyalty based on the recent literature (Chi & Qu, 2008; Chi, 2011; Lee & Hsu, 2013; Khuong & Ha 2014; Hosany & Prayag 2013; Neuts et al, 2013; Hultman et al. 2015; Meleddu et al., 2015; Romao et al., 2015; Kim et al., 2015). Two items are included for measuring the revisit intentions: (1) I will revisit Andorra in the future and (2) If I'm given the chance I will come back to Andorra. Two other items measured promotion: (1) I will say positive things about Andorra (2) I would definitely recommend Andorra to friends and family.

Table 11 – Variables for motivation, satisfaction, attachment, loyalty and demographics.

| Variable | Code | Item | Measure | Adapted |
|---|---|---|---|---|
| Motivation | M1 | Change from daily routine | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Park & Yoon (2009); Frochot (2005) |
| | M2 | Getting away from every daily life | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Mehmetogly (2007); Park & Yoon (2009); Frochot (2005) |
| | M3 | Experience peace and quiet in nature | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Lee et al. (2013); |
| | M4 | Experience fellowship with nature | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Mehmetogly (2007); |
| | M5 | Experience the landscapes and moods of nature | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Mehmetogly (2007); |
| | M6 | Being with friend | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Molera & Albaladeja (2010); Mehmetogly (2007); Park & Yoon (2009); Kruger & Saayman (2010); |
| | M7 | Hiking opportunities | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Molera & Albaladeja (2010); Mehmetogly (2007); Kruger & Saayman (2010); |
| | M8 | Skiing opportunities | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Molera & Albaladeja (2010); Mehmetogly (2007); Kruger & Saayman (2010); |
| | M9 | Access to the wild and unspoiled nature | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Mehmetogly (2007); Frochot (2005) |
| | M10 | Cultural attractions | 1-Strongly Disagree; 5-Strongly Agree | Molera & Albaladeja (2010); Park & Yoon (2009); |
| | M11 | Having a good time with family | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Molera & Albaladeja (2010); Mehmetogly (2007); Park & Yoon (2009); |
| | M12 | Opportunities for children | 1-Strongly Disagree; 5-Strongly Agree | Molera & Albaladeja (2010); |
| | M13 | To visit natural attractions | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Mehmetogly (2007); |
| | M14 | To engage in nature-based activities | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); |
| | M15 | To do/experience something new | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Park & Yoon (2009); Kruger & Saayman (2010); Lee et al. (2013); |
| | M16 | To visit new places | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Park & Yoon (2009); Lee et al. (2013); |
| | M17 | To learn about new things/places/cultures | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Park & Yoon (2009); |
| | M18 | Travel to historical heritage sites | 1-Strongly Disagree; 5-Strongly Agree | Molera & Albaladeja (2010); Park & Yoon (2009); |
| | M19 | To attend events/festival | 1-Strongly Disagree; 5-Strongly Agree | Lee et al. (2013); |
| | M20 | For fitness/sport activity | 1-Strongly Disagree; 5-Strongly Agree | Tanglend et al. (2013); Frochot (2005) |

| | | | | |
|---|---|---|---|---|
| | M21 | Physical relaxation (caldeas) | 1-Strongly Disagree; 5-Strongly Agree | Molera & Albaladeja (2010); |
| | M22 | Shopping facilities | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Lee et al. (2013); |
| | M23 | Gastronomy | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Devesa et al. (2010) |
| | M24 | Nightlife | 1-Strongly Disagree; 5-Strongly Agree | Mehmetogly (2007); Park & Yoon (2009); |
| Demographics | D1 | Age | 1. 18-29; 2. 30-39; 3. 40-49; 4. 50-59; 5. 60+; | Park & Yoon (2009); Rid et al., (2014); Chen et al. (2014); Molera & Albaladeja (2007); Chi (2011); |
| | D2 | Gender | 1. Male 2. Female | Park & Yoon (2009); Rid et al., (2014); Chen et al. (2014); |
| | D3 | Education | 1. Primary; 2. Secondary or similar; 3. University diploma, degree or similar; 4. Master Diploma; 5. Graduate school | Rid et al., (2014); Corriera et al., (2008); Chen et al. (2014); Molera & Albaladeja (2007); Chi (2011) |
| | D4 | Occupation | 1. Salaried worker; 2. Self-employed; 3. Student; 4. Unemployed/Household duties; 5. Freelance 6. Retired; 7. Other | Alexander et al. (2015); Brida et al., (2014); Chen et al., (2014); Lee et al. (2013); Mehmetogly (2007); |
| | D5 | Income | 1.<1500; 2. 1500-3000; 3. 3001-4500 4. 4501-6000 5. 6000+ | Alexander et al. (2015); Chen et al., (2014); Lee et al. (2013); Mehmetogly (2007); |
| Satisfaction | S1 | Andorra was a great destination to visit | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); Chen & Phou (2013); |
| | S2 | During my visit to Andorra, I accomplished the purpose of my vacation | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); Gallarza & Gil Saura (2006) |
| | S3 | All things considered (e.g. time, effort, money), I am satisfied with my visit to Andorra | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); Chen & Phou (2013); Hosany & Prayag (2013); |
| | S4 | I have pleasant memories from my visit to Andorra | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); |
| | S5 | My visit to Andorra met my expectations | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); Hosany & Prayag (2013; Lee et al., (2007) |
| | S6 | On the whole, My choice to visit Andorra has been a wise one | 1-Strongly Disagree; 5-Strongly Agree | Hultman et al. (2015); Ramkisson & Mavondo (2015); Yuksel et al. (2010); |
| Attachment — Place Dependence | A1 | For the activities that I enjoy most, the settings and facilities provided by Andorra is the best | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | A2 | For what I like to do, I could not imagine anything better than the settings and facilities provided by Andorra | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | A3 | I enjoy visiting Andorra and its environment more than any other destinations | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); |
| Attachment — Affective Attachment | A4 | Andorra means a lot to me | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |

| | | | | |
|---|---|---|---|---|
| | A5 | I am very attached to Andorra | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | A6 | I feel strong sense of belonging to Andorra | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | A7 | I feel Andorra is a part of me | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Ramkisson & Mavondo (2015); |
| Place Identity | A8 | I identify strongly with Andorra | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | A9 | Visiting Andorra says a lot about who I am | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); Ramkisson & Mavondo (2015); |
| Promotion | L1 | I will say positive things about Andorra | 1-Strongly Disagree; 5-Strongly Agree | Hosany & Prayag (2013); Lee et al. (2012); Ramkisson & Mavondo (2015); |
| | L2 | I would definitely recommend Andorra to friends and family | 1-Strongly Disagree; 5-Strongly Agree | Chi & Qu, (2008); Kim et al. (2015); Chi (2011); Lee & Hsu (2013); Meleddu et al. (2015); Romao et al., (2015); Neuts et al., (2013); |
| Revisit | L3 | I will revisit Andorra in the future | 1-Strongly Disagree; 5-Strongly Agree | Alegre & Cladera (2009); Chi & Qu, (2008); Chi (2011); Hultman et al. (2015); Kim et al. (2015); Lee & Hsu (2013); Meleddu et al. (2015); Romao et al., (2015); Neuts et al., (2013); |
| | L4 | If Im given the chance I will come back to Andorra | 1-Strongly Disagree; 5-Strongly Agree | Yuksel et al. (2010); |

*(Left margin spanning label: Loyalty)*

*Destination Personality:* Brand Personality Scale (BPS) is the measurement of brand personality developed by Aaker (1997) to measure the extent to which brand possesses any of the personality traits. She used personality scales from psychology, personality scales used by marketers, and original qualitative research of personality traits associated with a number of well-known brands to develop the BPS where she identified five core dimensions from 42 items that are believed to underlie brand personality: sincerity, excitement, competence, sophistication, and ruggedness.

In tourism context, Ekinci & Hosany (2006) were the authors to incorporate the scale and use it to personalise destinations. They used 27 items of the original BPS because those were the items compatible to the setting they were researching. They identified 3 dimensions of personality traits for three UK cities that were sincerity, excitement, and conviviality.

Hosany et al., (2006) used the same items and he got the same results as Ekinci & Hosany (2006) measuring the last destination that the respondents had visited. However, from the total of 13 studies in our literature review, nine of them have adapted Aaker's (1997) BPS depending on the destination. Mixed results in terms of dimensions are found depending on the destination setting where the dimension of excitement has been resulted in all of the studies. Apostolopoulou & Papadimitriou (2014) and Papadimitriou et al. (2015) adapted Hosany's et al. (2006) three-dimensional method and they found two dimensions, excitement and sincerity for Athens, Greece. Matzler et al. (2016) used 12 items provided by Geuens et al.'s (2009) (also adapted from BPS) and they found five dimensions: responsibility, activity, aggressiveness, simplicity, emotionality. Lastly Li & Kaplanidou, (2013) used the same 11 items from Ekinci & Hosany (2006), yet they did not find any significant results where the factor analysis explained 53% of the variance and its eigenvalue was 6.28. Table 10 (page 51) summarizes the methods and dimensions found among other in each of the study. The results however as we described have been mixed in terms of destinations, yet there are many similarities in relations to dimensions in different studies. Hultman et al. (2015) found three novel characteristics that are activeness, dependability, and philoxenia; and suggested that they describe destination personality in a better way, however philoxenia dimension resembles the conviviality dimension in Hosany et al. (2006). Therefore, it is suggested that destination marketers need to consider tourism-specific traits when developing destination personalities (Hultman et al., 2015).

The variables for destination personality are adapted from the destination personality measure based on Aaker (1997), Hosany et al. (2006), Chen & Phou (2013), and Hultman et al. (2015) in relation to Andorra destination where 32 items were compatible (Table 12 shows the specific destination personality items). Tourist will be asked to describe the destination of Andorra rating the scale ranging from (1) "not at all descriptive" to (5) "extremely descriptive". Table 12 shows the specific destination personality items.

Table 12 – Destination personality measures

| Code | Item | Scale |
|------|------|-------|
| DP1 | Charming | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP2 | Original | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP3 | Imaginative* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP4 | Exciting | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP5 | Unique | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP6 | Spirited* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP7 | Upper-class | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP8 | Glamorous | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP9 | Elegant | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP10 | Down to earth* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP11 | Trendy | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP12 | Outdoorsy | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP13 | Energetic | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP14 | Active | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP15 | Dynamic | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP16 | Lively | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP17 | Reliable | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP18 | Responsible* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP19 | Stable | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP20 | Sincere | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP21 | Honest* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP22 | Funny* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP23 | Warm* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP24 | Cheerful | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP25 | Bold | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP26 | Tough | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP27 | Rugged | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP28 | Sophisticated* | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP29 | Family-oriented | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP30 | Young | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP31 | Friendly | (1) "not at all descriptive" to (5) "extremely descriptive". |
| DP32 | Sentimental* | (1) "not at all descriptive" to (5) "extremely descriptive". |

* items were dropped after collection of the questionnaires due to a high number of missing variables

## 4.3 Analysis of Segmentation

### 4.3.1 Data analysis

For the first purpose, the factor analysis method, here the principal components analysis (PCA) is going to be used first to identify the underlying motive dimensions. In fact, factor analysis has been widely used in visitor segmentation research (Frochot 2005; Mehmetoglu, 2007; Moler & Albaladejo, 2007; Corriera et al., 2008; Park & Yoon, 2009; Lee at al., 2013; Tangeland et al., 2013; Chen et al., 2014; Rid et al., 2014; Alexander et al., 2015). To obtain the factor dimensions of motivations and to cluster the dimensions into segments was used the statistical software of JMP 13. The next step is where tourists are going to be clustered in such a way that those within each cluster were more similar to each other than to those in other clusters, thereby creating a situation of homogeneity within clusters and heterogeneity between clusters. In the literature, factor-cluster analysis

methodology is adopted by many studies (Arimond & Elfessi, 2001; Chung, Oh, Kim, & Han, 2004; Jun & McCleary, 1999; Liu, McCarthy & Chen, 2013; Mumuni & Mansour, 2014; Park & Yoon, 2009; Rudez et al., 2013; Schlager & Maas, 2013). It is also recommended because the combination of these two methodologies helps to reduce large number of benefit statements into a manageable set of factors (Frochot & Morrison, 2000). Also, in the tourism literature there are several techniques that are used to segment tourists. Most studies that did a motivation segmentation within a setting used k-means and hierarchical clustering within motivational dimension derived from motivational items. Other segmentation techniques are the fuzzy clustering technique that was not applied within the papers in our literature review. Fuzzy clustering by contrast to other techniques allows data points to belong to more than one group. Each cluster is associated with a membership function that expresses the degree to which individual data points belong to the cluster. Although some papers suggest using fuzzy clustering, we decided not to implement this approach because we want each individual in our dataset to belong to one group only and label them based on only that group. Another, segmentation technique is the bagged clustering approach. Only one paper in our literature review used this technique to derive segments. Bagged clustering (Leisch, 1998; 1999) is a combination of partitioning methods like $K$-means and hierarchical methods resulting in a dendrogram, providing a new means of assessing and enhancing the stability of a partitioning method using hierarchical clustering. Bagged clustering is suggested by Dolincar & Leisch (2010) which is based on bootstrapping techniques that accounts for sample and algorithm randomness. In this study, we used the k-means clustering method recommended by Hair et al. (2005), as it is less vulnerable to outliers in the data and the distance measures used. Using the k-means clustering method, however, requires the researcher to specify the number of segments prior to the clustering process. The researcher's a-priori decisions, e.g. the specification of the "appropriate" number of segments, have been criticized as "arbitrary decisions" that lead to significant deficiencies of the market segmentation technique (Bhat, 2002, p. 392). Therefore, we employed hierarchical cluster analysis with Ward-linkage to identify the number of clusters and thus the number of groups of tourists with similar preferences in respect of tourism motivation factors in Andorra. Then, the k-means clustering technique was specified in

relation to the number of segments as identified by the hierarchical cluster analysis, and the factor loading scores were used to cluster tourists in such a manner that respondents within a cluster were more similar to each other than to respondents in other clusters. Although, we need to acknowledge the criticism of some authors (Sheppard, 1996; Dolnicar & Grün, 2008) for the factor clustering techniques, that the approach is not suitable to examining heterogeneity among tourists. More recent studies (Chen & Lin, 2012; Prayag, 2012) took this criticism into consideration before suggesting a two-stage approach to the cluster formation methodology combining hierarchical clustering method with the K-means non-hierarchical method. Ernst & Dolnicar (2017) however, suggest using bagged clustering to benefit from the bootstrapping which bagged clustering provides. There were a large number of variables to be segmented. The reason we choose the factor-cluster analysis is because we wanted to reduce the dimensionality of the data sets using PCA and use the result as the basis for the actual segmentation. The bagged clustering technique, also has a software limitation, it runs with statistical computing environment R (R Development Core Team 2008) which is difficult to install and run on some of the most recent updated operative systems. Also, most studies in the tourism literature used the same technique as in this paper, whereas bagged clustering was used only by one study. On the other hand, the main objective of the study is to compare the segments on the proposed model, so we wanted to simplify and generate the clusters based on the most used technique which is provided from many statistical software such as JMP, STATA, and SPSS. However, we do acknowledge the limitations and will mention them in the limitations section in conclusion.

The obtained clusters are compared with ANOVA or cross-classification table (using variables such as age, gender which are not used to obtain the clusters) or comparing two different cluster solutions with each other by randomly splitting the sample in terms of number of clusters and the cluster profiles (Hair et al., 2010: 450) have been advised as cluster validation techniques.

### 4.3.2 Profile of valid sample

The profile of the respondents reporting their socio-demographic variables separated by season and in total are provided in table 13.

The most represented age classes are "40-49" (33,23%) and "50-59" (24.45%). Regarding gender there is a slight percentage more of female respondents (53,61%). In terms of education, 44,51% have at least University diploma or similar, and 27,59% have a Master degree or higher, and the majority of respondents are salaried workers (47,65%). The income ranges for the most of the respondents between 1,501-3,000 Euro/monthly with (36,21%), and an equal percentage of respondents who earn 1,500 Euro/monthly or less, and 3,001-4,500 Euro/monthly (22,26%). Only 9,72% of the respondents earns 6,000 Euro/monthly or more.

Table 13 – Profile of respondents: Descriptive statistics.

| | | SUMMER | | WINTER | | TOTAL | |
|---|---|---|---|---|---|---|---|
| | | # | % | # | % | # | % |
| AGE | 18-29 | 31 | 9,31% | 38 | 12,46% | 69 | 10,82% |
| | 30-39 | 45 | 13,51% | 61 | 20,00% | 106 | 16,61% |
| | 40-49 | 111 | 33,33% | 101 | 33,11% | 212 | 33,23% |
| | 50-59 | 94 | 28,23% | 62 | 20,33% | 156 | 24,45% |
| | 60+ | 52 | 15,62% | 43 | 14,10% | 95 | 14,89% |
| | | 333 | | 305 | | 638 | |
| GENDER | Male | 153 | 45,95% | 143 | 46,89% | 296 | 46,39% |
| | Female | 180 | 54,05% | 162 | 53,11% | 342 | 53,61% |
| | | 333 | | 305 | | 638 | |
| EDUCATION | Primary | 6 | 1,80% | 7 | 2,30% | 13 | 2,04% |
| | Secondary or similar | 80 | 24,02% | 85 | 27,87% | 165 | 25,86% |
| | University diploma, degree, or similar | 147 | 44,14% | 137 | 44,92% | 284 | 44,51% |
| | Master degree | 77 | 23,12% | 52 | 17,05% | 129 | 20,22% |
| | Graduate school | 23 | 6,91% | 24 | 7,87% | 47 | 7,37% |
| | | 333 | | 305 | | 638 | |
| OCCUPATION | Salaried worker | 154 | 46,25% | 150 | 49,18% | 304 | 47,65% |
| | Self-employed | 59 | 17,72% | 56 | 18,36% | 115 | 18,03% |
| | Student | 9 | 2,70% | 11 | 3,61% | 20 | 3,13% |
| | Unemployed/ Household duties | 41 | 12,31% | 23 | 7,54% | 64 | 10,03% |
| | Freelance | 28 | 8,41% | 24 | 7,87% | 52 | 8,15% |
| | Retired | 33 | 9,91% | 36 | 11,80% | 69 | 10,82% |
| | Other | 9 | 2,70% | 5 | 1,64% | 14 | 2,19% |
| | | 333 | | 305 | | 638 | |
| INCOME (Euro/monthly) | <1,500 | 76 | 22,82% | 66 | 21,64% | 142 | 22,26% |
| | 1,501-3,000 | 143 | 42,94% | 88 | 28,85% | 231 | 36,21% |
| | 3,001-4,500 | 62 | 18,62% | 80 | 26,23% | 142 | 22,26% |
| | 4,501-6,000 | 29 | 8,71% | 32 | 10,49% | 61 | 9,56% |
| | >6,000 | 23 | 6,91% | 39 | 12,79% | 62 | 9,72% |
| | | 333 | | 305 | | 638 | |

In terms of nationality, in our total sample 469 (73.5%) of the tourist come from Spain where 103 (16.14%) are from Catalonia region. French residents account for 12.53%, and 6.26% account for people from countries in the European union. 2.97% are Russian and 4.7%

are from other parts of the world that are non EU. This is somehow typical representation of the tourist in Andorra as we confirm from the department of statistics of Andorra (see Andorra in Figures 2015) that the majority of tourists are from Spain, and then second comes France and other countries.

### 4.3.3 Factor Analysis of the Motivational Items (by Seasons)

For the summer season, the principal components analysis (PCA) of the 24 motivation items generated six factors explaining 65.33% of the total variance and with eigenvalues greater than 0.99. A Kaiser-Mayer-Olkin measure yielded 0.8822, demonstrating that factor analysis in this case was adequate. The results of the factors for summer season are shown in table 14. Factor loadings of all relevant variables in the rotated factor matrix were related to only one factor each. The results for the summer season point to the fact that tourists are interested in district areas of a destination to fulfil their wide range of needs and expectations. Harman's one factor test was used to test for potential common method bias (Podsakoff et al., 2003). The cumulative variance of all the factors accounted for 32.85% which is less than 50% indicates its satisfactory.

Factor 1 exhibited the most of the variance (18.89%). Seven items loaded on the first factor with a reliability coefficient (Cronbach's alpha) of 0,888. The factor reflects to **nature** since the factor incorporated items for nature activities, hiking, and experiences of landscape, peace, and quiet in nature. Factor 2 identified **culture** factor focusing on the culture of Andorra and the attractions. The factor accounted for 14,16% of the variance in the data and was represented with six items and a reliability coefficient of 0,828. Factor 3 that was accounted for 12,19% of the variance and reliability of 0,796 with items related to **entertainment** such as shopping, gastronomy, nightlife, sports activity, and physical relaxation (caldea). Factor 4 was straightforward **escape** domain with two items explaining it *getting away from everyday life* and *change from daily routine*. It accounted for 8,94% of the variance and with a reliability of 0,871. Factor 5 identified **family** togetherness, which focused on family togetherness components of motivation. This three-itemed factor exhibited 6.3% of the variance and reliability coefficient of 0,464. The final factor 6 (4,83% of

variance) is characterized with one item and that's being with a friend and is categorized as the *friend* factor.

On the other hand, in the winter season, the principal components analysis (PCA) of the motivation items generated five factors explaining 62.56% of the total variance and with eigenvalues greater than 1. A Kaiser-Mayer-Olkin measure yielded 0.8862, demonstrating that factor analysis in this case was adequate. The results of the factors for winter season are shown in table 15. Same as in the previous factor analysis, factor loadings of all relevant variables in the rotated factor matrix were related to only one factor each. The cumulative variance of all the factors by referring to the Harman's one factor test accounted for 34.41% which is less than 50% indicates its satisfactory.

Factor 1 exhibited the most of the variance (18.05%). Nine items loaded on the first factor with a reliability coefficient (Cronbach's alpha) of 0,868. The factor reflects to *culture and leisure* since the factor incorporated items for historical heritage sites, learn new culture, cultural attractions as well as nightlife, attend events/festivals, visit new places, experience something new, physical relaxation and being with friends. Factor 2 identified *nature* factor focusing on the experiences with nature and nature activities. The factor accounted for 16,86% of the variance in the data and was represented with seven items and a reliability coefficient of 0,888. Factor 3 that was accounted for 9,43% of the variance and reliability of 0,698 with two items related to *skiing* such as skiing opportunities and fitness/sport activity. Factor 4 was explained the *family & shopping* domain with four items and it accounted for 9,36% of the variance and with a reliability of 0,796. The final factor for the winter season, factor 5 identified *escape*, two-itemed factor exhibited 8.86% of the variance and reliability coefficient of 0,861.

Table 14 – Factor analysis of motivation of visiting Andorra in the SUMMER season

| Motivation Dimension | Items | Factor Loading | Eigenvalue | Mean | SD | Cronbach Alpha | Variance explained |
|---|---|---|---|---|---|---|---|
| Nature | Access to the wild and unspoiled nature | 0,7988 | 7,8844 | 3,58 | 1,31 | 0,8884 | 18,894 |
| | Hiking opportunities | 0,7972 | | 3,62 | 1,43 | | |
| | Experience the landscapes and moods of nature | 0,7688 | | 4,05 | 1,08 | | |
| | Experience fellowship with nature | 0,7688 | | 3,7 | 1,22 | | |
| | To engage in nature-based activities | 0,7134 | | 3,57 | 1,28 | | |
| | Experience peace and quiet in nature | 0,6870 | | 4,08 | 1,03 | | |
| | To visit natural attractions | 0,5504 | | 3,56 | 1,3 | | |
| Culture | To learn about new things/places/cultures | 0,7868 | 2,4743 | 3,5 | 1,26 | 0,8284 | 14,164 |
| | To visit new places | 0,7533 | | 3,85 | 1,16 | | |
| | Cultural attractions | 0,7243 | | 3,6 | 1,26 | | |
| | To do/experience something new | 0,7097 | | 3,4 | 1,31 | | |
| | Travel to historical heritage sites | 0,6298 | | 3,12 | 1,29 | | |
| | To attend events/festival | 0,4445 | | 3,86 | 1,37 | | |
| Entertainment | Shopping facilities | 0,7938 | 1,8328 | 3,81 | 1,3 | 0,7966 | 12,196 |
| | Gastronomy | 0,6788 | | 3,26 | 1,28 | | |
| | Physical relaxation (caldeas) | 0,6786 | | 3,45 | 1,49 | | |
| | Nightlife | 0,6390 | | 2,38 | 1,43 | | |
| | For fitness/sport activity | 0,5840 | | 3 | 1,44 | | |
| Escape | Getting away from every daily life | 0,8326 | 1,3307 | 4 | 1,17 | 0,8712 | 8,947 |
| | Change from daily routine | 0,8165 | | 4,11 | 1,14 | | |
| Family | Opportunities for children | 0,7828 | 1,167 | 2,95 | 1,6 | 0,4649 | 6,3 |
| | Having a good time with family | 0,6813 | | 4,1 | 1,25 | | |
| | Skiing opportunities | 0,4665 | | 1,47 | 1 | | |
| Friends | Being with friend | 0,8096 | 0,9902 | 2,12 | 1,53 | - | 4,831 |

*Items were arranged according to results of factorial analysis (eigenvalue > 0.99) and factorial loadings > 0.40.
** Overall KMO: 0.8822

Based on the results of the factor analysis in both seasons there is a clear picture of the difference of specific dimensions of the motivation for participating in a seasonal tourism destination such as Andorra. Factor 1 in the summer season was the nature factor whereas in the winter season factor nature factor was listed as the second factor. This is due to the fact that during the summer season primarily the tourism is focused on nature and nature based activities. On the other hand, culture factor seem an important domain in both seasons,

however in the winter season the culture items are combined with the entertainment factor of the summer season and form a conjunction of culture and leisure. We also have the same escape factor in both seasons, both with the relatively same variance explained in both seasons, 8,94% for the summer season and 8.86% in the winter season. Yet, the escape factor is listed as factor number 4 in the summer season whereas in winter season is the last factor. Family is another factor present in both seasons, in the summer season is clearly is formed by family composed items, yet in the family dimension in the winter season it is also combined with entertainment factors such as gastronomy and shopping. On the other hand, we have two different factors in each season, in the summer season there is the factor of entertainment, where tourists seek entertainment that are present off the nature in the cities, such as shopping, gastronomy, caldeas and nightlife. In the winter season the items of this factor are combined with the most representative items of the culture factor and family factor. In the winter season we have a clear factor of tourist that go to Andorra mainly for skiing as a fitness/sport activity.

Table 15 - Factor analysis of motivation of visiting Andorra in the WINTER season

| Motivation Dimension | Items | Factor Loading | Eigenvalue | Mean | SD | Cronbach Alpha | Variance explained |
|---|---|---|---|---|---|---|---|
| Culture & Leisure | Travel to historical heritage sites | 0,7398 | 8,2602 | 2,73 | 1,43 | 0,8681 | 18,053 |
| | To learn about new things/places/cultures | 0,7351 | | 3,08 | 1,44 | | |
| | Cultural attractions | 0,7141 | | 2,92 | 1,37 | | |
| | To attend events/festival | 0,6928 | | 2,85 | 1,56 | | |
| | Nightlife | 0,6598 | | 2,27 | 1,43 | | |
| | To do/experience something new | 0,6238 | | 3,13 | 1,44 | | |
| | To visit new places | 0,5931 | | 3,43 | 1,4 | | |
| | Physical relaxation (caldeas) | 0,4473 | | 3,39 | 1,6 | | |
| | Being with friend | 0,4239 | | 3,28 | 1,56 | | |
| Nature | Experience the landscapes and moods of nature | 0,7811 | 2,2264 | 3,88 | 1,18 | 0,8884 | 16,86 |
| | Access to the wild and unspoiled nature | 0,7191 | | 3,31 | 1,39 | | |
| | Experience fellowship with nature | 0,7186 | | 3,52 | 1,35 | | |
| | Experience peace and quiet in nature | 0,7072 | | 3,81 | 1,25 | | |
| | To visit natural attractions | 0,5847 | | 3,39 | 1,45 | | |
| | Hiking opportunities | 0,5836 | | 2,22 | 1,29 | | |
| | To engage in nature-based activities | 0,5584 | | 3,46 | 1,42 | | |
| Skiing | Skiing opportunities | 0,8394 | 1,8072 | 3,55 | 1,69 | 0,698 | 9,43 |
| | For fitness/sport activity | 0,7709 | | 3,11 | 1,58 | | |
| Family | Having a good time with family | 0,8050 | 1,5512 | 3,98 | 1,37 | 0,7066 | 9,366 |
| | Opportunities for children | 0,6811 | | 2,82 | 1,61 | | |
| | Gastronomy | 0,5683 | | 3,34 | 1,36 | | |
| | Shopping facilities | 0,5409 | | 3,89 | 1,31 | | |
| Escape | Change from daily routine | 0,8605 | 1,172 | 3,99 | 1,22 | 0,8617 | 8,863 |
| | Getting away from every daily life | 0,8510 | | 4,05 | 1,21 | | |

*Items were arranged according to results of factorial analysis (eigenvalue > 1) and factorial loadings > 0.40.
** Overall KMO: 0.8862

### 4.3.4 Hierarchical Clustering (by season)

A hierarchical cluster analysis was undertaken in both seasons because this method was found to produce the best cluster solution to the identification of the most meaningful, interpretable, and distinguishable segments for both seasons in this study, when compared to other solutions. The Ward method was used to maximize within-cluster homogeneity, since

we want the relative importance ratings of the motivational principal components, and since it is a frequently used cluster algorithm known to produce stable and interpretable results (Hair et al., 2005).

*SUMMER:* For the summer season three-group and four-group clusters were compared through cross tabulations. The four-cluster solution was selected due to clearly defined theoretical differences. The results of the hierarchical cluster analysis performed according to the Ward's minimum variance procedure on the six motivational factor scores assigned to each individual in the summer season are reported in Figure 6 and table 16. The results of ANOVA tests also reveal that all six factors contributed to differentiating the four tourism motivation clusters ($p < 0.001$).

The four-group solution revealed distinct segments of visitors in the summer season based on the identified motivation factors in the summer. The four groups were labelled as Escape in Nature segment, Want it all, Socialize, and Entertainment seekers.

Figure 6 - Graph of differences in motivation factor ratings by summer segments
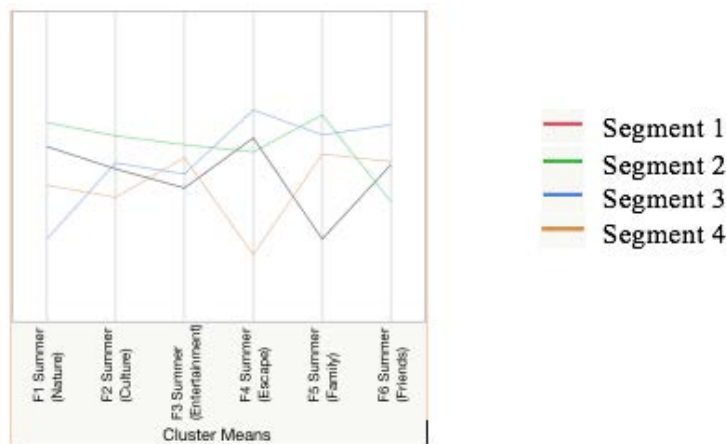


ANOVA tests were run to identify significant differences in motivation factors by age, gender, education, occupation, and income while chi-square tests were run to identify any significant differences. As expected, there were a few significant differences among the four cluster groups and their respective demographics. Table 17 illustrates that significant differences that occurred among age, education levels occupation, and monthly income. No

significant differences are reported by gender.

*Escape in Nature Segment*: The first cluster, the 'escape in nature' (n=102), is the segment with the highest number of people in the summer season (102; 30,63%). This segment of tourists scored significantly higher on the Escape factor (4.39; F-test=98.67) and Nature factor (3.76; F-test = 41.74), and scored the lowest of all four groups on the "family" factor and the "entertainment" factor comparing to the other segments (Table 16). These segment are the people that are motivated to escape a busy everyday life and access the peace and quiet in nature. The segment also was characterised by high mean scores on the "culture" factor. The level of education of the travellers in this segment is mostly with a University degree or higher (85.3%), that have a job with a monthly salary (61.76%) or retired (17.65%) with a monthly income between 0 and 3,000 Euro (75,49%) (Table 17).

*Want it all:* The second summer segment is the 'want it all" group which are comprised over 26% of the overall sample (N=87). We identified this as want it all due to the fact that they scored the higher in most of the motivational factors in each segment, such as "escape" (4,54; F=98,67), "nature" (4,48; F-test = 41,74), "culture" (4,07; F-test = 9,76), "entertainment" (3,37; F-test=5,65), "family" (3,58; F-test=79.27), and a moderate score on "friends". The individuals in this segment have mostly secondary or similar education level (46%) and university degree (42,53%), and are salaried workers (58,62%). Their monthly income level ranges between 0 and 3,000 Euros (71.27%).

Table 16 – Summer motivational factor means among winter segments

| | | Segment | | | | Mean | F Ratio |
|---|---|---|---|---|---|---|---|
| | | Escape in Nature | Want-it-all | Social Group | Entertainment seekers | | |
| | | 102 (30,63%) | 87 (26,13%) | 59 (17,72%) | 85 (25,53%) | | |
| Motivational Factors | Nature | 3,87 H | 4,48 H | 3,08 M | 3,29 M | 3,73 | 41,74*** |
| | Culture | 3,52 M | 4,07 H | 3,59 M | 3,07 M | 3,55 | 9,76*** |
| | Entertainment | 2,90 L | 3,74 M/H | 3,03 M | 3,07 M | 3,18 | 5,65*** |
| | Escape | 4,39 H | 4,54 H | 4,55 H | 2,82 L | 4,05 | 98,67*** |
| | Family | 2,09 L | 3,58 M | 3,10 M | 2,83 L | 2,84 | 79,27*** |
| | Friends | 2,97 L | 3,11 M | 3,75 H | 2,91 L | 2,12 | 13*** |

***p < .001; **p < .01; *p < .05; "H", "M" and "L" indicate high, medium or low levels of combined means for each segment.

*Social group:* The third cluster segment was the smallest group (n = 59) representing 17,72% of the overall summer visitors and was labelled the "social group" segment, due to the highest score of mean from all three segments on the "friend" motivational factor (3,75). In annex 9 we can also see that there is a high mean score on the 'having a good time with family' item (4.71) on the 'family' factor. The segments also provided the highest mean score for "escape" and also moderate scores to be characterised with "culture". This is the only group that considered as being with friends as motivation to be in Andorra as a visitor, because in all other segments the friends item scored moderate or low combined mean. Also it's the segment that scored the lowest on "nature" factor. The group has a master degree or higher level of education (49.41%), and are mostly self-employed (52,54%) with a monthly salary between 1,501-4,500 Euro (69,49%).

*Family Entertainment Segment:* The final and fourth group is the "entertainment seekers" segment consisting of 25,53% of the overall summer visitors (n=85). This group scored the lowest on the motivation to "escape" as well as lowest scores on "culture" and "friends" factor. The segment has a high mean score on "entertainment" factor item 'shopping' (3.82) and "culture" factor item 'attending an event/festival' (3.85) as shown in annex 10. This segment also has a moderate score on nature (3,29). This group consist of people with a university degree or higher (85,88%) level of education, mostly unemployed (30,59%) and with a salary job (25,88%), with a level of income between 1,500-4,500 Euro/monthly. The summer segments label and their characteristics are described in table 18 below, whereas the whole table of average means for item and each segment is provided in annex 9.

Table 17 – Profile of the four segments in summer season

| | | Segment 1 (102) | Segment 2 (87) | Segment 3 (59) | Segment 4 (85) |
|---|---|---|---|---|---|
| Age* | 18-29 | 10,78% | 12,64% | 6,78% | 5,88% |
| | 30-39 | 14,71% | 11,49% | 13,56% | 14,12% |
| | 40-49 | 31,37% | 40,23% | 32,20% | 29,41% |
| | 50-59 | 19,61% | 31,03% | 35,59% | 30,59% |
| | 60+ | 23,53% | 4,60% | 11,86% | 20,00% |
| Gender (no differences) | Male | 38,24% | 43,68% | 54,24% | 51,76% |
| | Female | 61,76% | 56,32% | 45,76% | 48,24% |
| Education*** | Primary | 1,96% | 1,15% | 1,69% | 2,35% |
| | Secondary or similar | 12,75% | 45,98% | 28,81% | 11,76% |
| | University diploma, degree, or similar | 65,69% | 42,53% | 20,34% | 36,47% |
| | Master degree | 12,75% | 6,90% | 42,37% | 38,82% |
| | Graduate school | 6,86% | 3,45% | 6,78% | 10,59% |
| Occupation*** | Salaried worker | 61,76% | 58,62% | 30,51% | 25,88% |
| | Self-employed | 7,84% | 12,64% | 52,54% | 10,59% |
| | Student | 2,94% | 3,45% | 3,39% | 1,18% |
| | Unemployed/household duties | 6,86% | 6,90% | 3,39% | 30,59% |
| | Freelance | 1,96% | 8,05% | 0,00% | 22,35% |
| | Retired | 17,65% | 6,90% | 5,08% | 7,06% |
| | Other | 0,98% | 3,45% | 5,08% | 2,35% |
| Income* | <1500 | 32,35% | 25,29% | 10,17% | 17,65% |
| | 1501-3000 | 43,14% | 45,98% | 49,15% | 35,29% |
| | 3001-4500 | 16,67% | 14,94% | 20,34% | 23,53% |
| | 4501-6000 | 3,92% | 11,49% | 3,39% | 15,29% |
| | >6000 | 3,92% | 2,30% | 16,95% | 8,24% |

Chi-square tests were used to test for significant differences between the segments: ***$p < .001$; **$p < .01$; *$p < .05$.

Table 18 – Identified summer segments based on motivational factors and demographics

| Escape in nature | Want it all | Social Group | Entertainment Seekers |
|---|---|---|---|
| 40-49 & 60+ | 50-59 | 40-59 | 50-59 |
| University diploma, and higher | Secondary or similar | Master degree | University diploma, and higher |
| Salaried worker | Salaried worker | Self-employed | Not working |
| 0-3000 | 0-3000 | 1501-4500 | 1501-4500 |

WINTER: The results of the hierarchical cluster analysis produced by the five motivational factor scores assigned to each individual in the winter season are reported in

Figure 7 and table 19. The results of ANOVA tests also reveal that four factors contributed to differentiating the four tourism motivation clusters ($p < 0.001$). The factor "culture" and leisure did not show difference (F-test=1,39; p<2494). The three-group solution revealed distinct segments of visitors in the winter season based on the identified motivation factors in the winter. The three groups were identified as Passive Group in segment, Ski seekers segment, and Family shoppers segment.

Same as in the summer segments, ANOVA tests were run to identify significant differences in motivation factors by demographics while chi-square tests were run to identify any significant differences. Same as in the summer segments, there were a few significant differences among the three cluster groups and their respective demographics. Table 20 illustrates the significant differences did occur among education levels occupation, and monthly income.

Figure 7 - Graph of differences in motivation factor ratings by winter segments
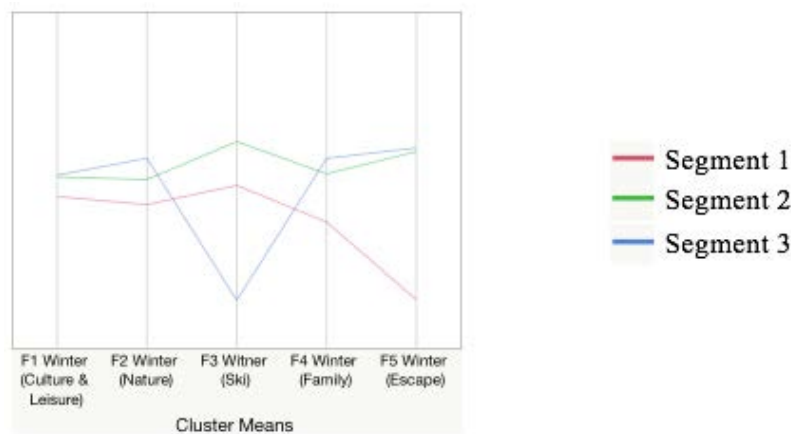


*Passive group segment:* This segment (20% of the winter sample) exhibited low motivation in all five-winter motivation factors. This group definitely did not visit Andorra to escape the everyday life, and did not come as a family as it had the lowest mean score from the two other segments, it also had the lowest mean score in "nature". This group of people has mostly secondary or similar level of education (55,74%), mostly are not in the work force (34.42%), and 29,51% have a salaried paid job. Their earnings are less than 3,001 euros monthly.

*Ski seekers segment:* The most important segment is the one labelled as 'ski seekers' that account for 61% of the sample (n=186). These visitors of Andorra in the winter like to ski as they scored high on the "ski" factor (4.0; F-test=161,94). This group also is considered "escape" as a motivation to travel to Andorra in the winter (Table 19). This is due to the loads of ski slopes that are around the Andorran country. During the winter season (which is considered as the peak season) the primary motivation for people to visit Andorra would be to escape their busy life in the urban area and participate in a sport activity such as skiing. The ski seekers are mostly salaried workers (64,52%) that earn between 1,501 and 4,500 Euros/monthly (59,68%), and have a university diploma or higher (79,57%) (Table 20).

Table 19 – Winter motivational factor means among winter segments

| | | Segments | | | Mean | F ratio |
|---|---|---|---|---|---|---|
| | | Passive group 61 (20%) | Ski seekers 186 (60,98%) | Family shoppers 58 (19,02%) | | |
| Motivational Factors | Culture & Leisure | 2,38 L | 3,23 M | 2,98 L | 3,04 | 1,39 |
| | Nature | 2,75 L | 3,59 M | 3,36 M | 3,37 | 4,64** |
| | Skiing | 3,04 M | 4,00 H | 1,54 L | 3,33 | 161,97*** |
| | Family Shopping | 2,67 L | 3,73 M/H | 3,69 M/H | 3,5 | 10,63*** |
| | Escape | 2,32 L | 4,44 H | 4,48 H | 4,02 | 153,86*** |

***p < .001; **p < .01; *p < .05; "H", "M" and "L" indicate high, medium or low levels of combined means for each segment.

*Family shoppers segment:* The last segment of the winter tourists is the one with the least individuals that account for 19% of the overall winter sample (n=58). This group is labelled as "family shoppers" due to the high scores on "family and shopping" motivation (3,69). This group also scored the highest in "escape". The group scored the lowest on skiing (1,54). This are the family individuals that do enjoy the shopping district of Andorra and are not interested in the skiing. The individuals in this segment have a university degree (44,83%) and secondary (29,31%) level of education, are mostly self-employed (41,38%), and earn a monthly income between 3,000 Euro and 4,500 Euro. The winter segments label and their characteristics are described in table 21 below. The whole table of average means for item and each segment in the winter season is provided in annex 10.

Table 20 – Profile of the three winter segments in winter season

| | | Segment 1 61 | Segment 2 186 | Segment 3 58 |
|---|---|---|---|---|
| Age (no difference) | 18-29 | 11,48% | 12,90% | 12,07% |
| | 30-39 | 18,03% | 22,04% | 15,52% |
| | 40-49 | 32,79% | 34,41% | 29,31% |
| | 50-59 | 19,67% | 19,35% | 24,14% |
| | 60+ | 18,03% | 11,29% | 18,97% |
| Gender (no difference) | Male | 50,82% | 47,85% | 39,66% |
| | Female | 49,18% | 52,15% | 60,34% |
| Education*** | Primary | 0,00% | 2,15% | 5,17% |
| | Secondary or similar | 55,74% | 18,28% | 29,31% |
| | University diploma, degree, or similar | 19,67% | 53,23% | 44,83% |
| | Master degree | 14,75% | 19,89% | 10,34% |
| | Graduate school | 9,84% | 6,45% | 10,34% |
| Occupation*** | Salaried worker | 29,51% | 64,52% | 20,69% |
| | Self-employed | 11,48% | 13,44% | 41,38% |
| | Student | 4,92% | 2,15% | 6,90% |
| | Unemployed/household duties | 18,03% | 3,23% | 10,34% |
| | Freelance | 19,67% | 5,38% | 3,45% |
| | Retired | 16,39% | 8,60% | 17,24% |
| | Other | 0,00% | 2,69% | 0,00% |
| Income* | <1500 | 26,23% | 20,43% | 20,69% |
| | 1501-3000 | 36,07% | 30,11% | 17,24% |
| | 3001-4500 | 18,03% | 29,57% | 24,14% |
| | 4501-6000 | 14,75% | 7,53% | 15,52% |
| | >6000 | 4,92% | 12,37% | 22,41% |

Chi-square tests were used to test for significant differences between the segments: ***p < .001; **p < .01; *p < .05.

Table 21 – Identified winter segments based on motivational factors and demographics

| Passive group | Ski Seekers | Family Shopping |
|---|---|---|
| Secondary or similar | University diploma and higher | University and secondary |
| Not working | Salaried Workers | Self employed |
| 1501-3000 & 0 - 1500 | 1501- 3000 & 3001 - 4500 | 3000-4500 |

Founded on the results that emerged from the factor analysis as well as the hierarchical clustering we can make a statement as if to confirm or not the first hypothesis. Based on the segments of the summer and winter season there is clearly very diverse group

of individuals in every segment by comparing each other. First, there may have been similar motivational factors in both seasons, yet the groups are very distinct from each other. Comparing the segments separately in each season, in the summer season there are different motives for each group of the summer season. It is noticeable that the escape factor is relatively high in three of the segments, yet the other motivation factors give path to specify the groups altered from each other. In the winter season the most important and the largest group is the 'ski seekers' which is immensely separated from the other two that have a low score on skiing factor. Secondly, most individuals in the summer are classified as 'escape in nature' group whereas in the winter segment most of them are the 'ski seekers'. The differences in the summer and winter segments clearly indicate that the seasonal factor of the destination plays a vast role in determining the type of individuals and their motives to travel to a seasonal destination (in this case Andorra). The findings of this study agree with the concluding remarks of other authors (Figini & Vici, 2012; Rid et al., 2014; Brida et al., 2014; Tkaczynski et al., 2015) that there are distinct segments generated from visitors in one destination, and that the segments are not homogeneous in one season compared to another. With the last remark we confirm our first hypothesis.

### 4.4 Testing the model (Hypothesis 2.3.4.5.6.7)

### 4.4.1. Factor analysis of Destination Personality (general and by seasons)

To establish the destination personality construct, a principal component analysis (PCA) of the 23 personality items will be conducted three times, in both seasons, summer, and winter. The reason for conducting it three times is first to compare the factors in general and in both season, and also to have a construct of destination personality for general and each season to test the mediation effect of satisfaction and destination attachment towards destination personality and destination loyalty.

In general, (n=638), factor analysis generated six factors explaining 70.89% of the total variance and with eigenvalues greater than 0.94. A Kaiser-Mayer-Olkin measure yielded 0.9287 demonstrating that factor analysis in this case was adequate. The results of the factors of the general sample are shown in table 22. Factor loadings of all relevant variables in the rotated factor matrix were related to only one factor each. In a similar manner

was conducted for the summer and winter season. Harman's one factor test produced a satisfactory cumulative variance of all the items with 40,38%.

In the summer season, the factor analysis generated six factors explaining 70.03% of the total variance with eigenvalues greater than 1. A Kaiser-Mayer-Olkin measure yielded 0.9110 demonstrating that factor analysis in the case of the summer season was also adequate. The results of the summer factors are shown in table 22. Harman's one factor test produced a satisfactory cumulative variance of all the items with 39.59%.

For the winter season, in contrast from the past two the factor analyses, here are generated five factors that explain 69.10% of the variance with eigenvalues greater than 0.9. A Kaiser-Mayer-Olkin measure yielded 0.9198 demonstrating that factor analysis in the case of the winter season was also adequate. The results of the winter season are shown in table 23. Harman's one factor test produced a satisfactory cumulative variance of all the items with 41.43%.

For identifying the factors was taking into account the work done by Aaker (1997), Hosany et al. (2006), Ekinci & Hosany (2006), Chen & Phou (2013), and Hultman et al. (2015). The six factors in the general population are Activeness (15,56% of the variance; 5 items: dynamic, active, energetic outdoorsy, and lively; α=0,761), Sophistication (12,42% of the variance; 4 items: upper-class; glamorous, elegant, trendy; α=0,861), Dependability (11,34% of the variance; 3 items: stable, reliable, sincere; α=0,870), Excitement (11,25% of the variance; 4 items: unique, original, exiting, charming; α=0,819), Conviviality (10,60% of the variance; 4 items: family-oriented, cheerful, friendly, young; α=0,809), and Ruggedness (9,69% of the variance; 3 items: tough, bold, rough; α=0,807). Table 22 below lists the factors.

Table 22 – Factor analysis of destination personality items in the general sample

| Motivation Dimension | Items | Factor Loading | Eigenvalue | Mean | SD | Cronbach Alpha | Variance explained |
|---|---|---|---|---|---|---|---|
| | Dynamic | 0,822008 | 9,2891 | 3,38 | 1,01 | 0,7617 | 15,566 |
| | Active | 0,820839 | | 3,96 | 0,96 | | |
| Activeness | Energetic | 0,752788 | | 3,66 | 1,08 | | |
| | Outdoorsy | 0,689433 | | 3,62 | 1,17 | | |
| | Lively | 0,643092 | | 3,81 | 1,01 | | |
| | Upper-class | 0,830513 | 2,0356 | 3,07 | 1,22 | 0,8619 | 12,427 |
| | Glamorous | 0,823824 | | 3,02 | 1,16 | | |
| Sophistication | Elegant | 0,784288 | | 3,13 | 1,15 | | |
| | Trendy | 0,574385 | | 3,47 | 1,1 | | |
| | Stable | 0,843012 | 1,5602 | 3,67 | 1,07 | 0,8706 | 11,346 |
| Dependability | Reliable | 0,78516 | | 3,75 | 1,08 | | |
| | Sincere | 0,760743 | | 3,4 | 1,11 | | |
| | Unique | 0,723447 | 1,4766 | 3,67 | 1,17 | 0,819 | 11,252 |
| | Original | 0,712512 | | 3,52 | 1,12 | | |
| Excitement | Exciting | 0,66456 | | 3,58 | 1,13 | | |
| | Charming | 0,646418 | | 3,97 | 1,02 | | |
| | Family Oriented | 0,748831 | 1,0045 | 3,62 | 1,06 | 0,8095 | 10,609 |
| | Cheerful | 0,688222 | | 3,62 | 1,04 | | |
| Conviviality | Friendly | 0,66566 | | 3,3 | 1,22 | | |
| | Young | 0,536302 | | 3,71 | 1,06 | | |
| | Tough | 0,908318 | 0,9405 | 2,1 | 1,23 | 0,8072 | 9,697 |
| Ruggedness | Bold | 0,881493 | | 2,27 | 1,21 | | |
| | Rugged | 0,699536 | | 2,75 | 1,24 | | |

*Items were arranged according to results of factorial analysis (eigenvalue > 0.94) and factorial loadings > 0.5.
** Overall KMO: 0.9287

In the summer season the six factors similar as in the general test only with a change in the order and the variance explained. The six factors are Activeness (14,48% of the variance; 5 items: dynamic, active, energetic outdoorsy, and lively; α=0,752), Sophistication (12,04% of the variance; 4 items: upper-class; glamorous, elegant, trendy; α=0,829), Excitement (11,82% of the variance; 4 items: unique, original, exiting, charming; α=0,809),

Dependability (11,41% of the variance; 3 items: stable, reliable, sincere; α=0,868), Conviviality (10,76% of the variance; 4 items: family-oriented, cheerful, friendly, young; α=0,814), and Ruggedness (9,5% of the variance; 3 items: tough, bold, rough; α=0,791). Table below lists the six summer factors.

Table 23 – Factor analysis of destination personality items in the summer season

| Motivation Dimension | Items | Factor Loading | Eigenvalue | Mean | SD | Cronbach Alpha | Variance explained |
|---|---|---|---|---|---|---|---|
| Activeness | Dynamic | 0,826003 | 9,1059 | 3,78 | 0,99 | 0,7524 | 14,485 |
| | Active | 0,80637 | | 3,9 | 0,96 | | |
| | Energetic | 0,759182 | | 3,63 | 1,05 | | |
| | Lively | 0,645269 | | 3,83 | 0,99 | | |
| | Outdoorsy | 0,583982 | | 3,75 | 1,16 | | |
| Sophistication | Upper-class | 0,826197 | 1,9476 | 3,09 | 1,07 | 0,8297 | 12,044 |
| | Glamorous | 0,7612 | | 3,09 | 1,07 | | |
| | Elegant | 0,760354 | | 3,15 | 1,06 | | |
| | Trendy | 0,542057 | | 3,44 | 1,05 | | |
| Excitement | Unique | 0,753209 | 1,4833 | 3,75 | 1,15 | 0,8094 | 11,824 |
| | Original | 0,693208 | | 3,6 | 1,05 | | |
| | Exciting | 0,689475 | | 3,58 | 1,08 | | |
| | Charming | 0,65588 | | 4,01 | 0,98 | | |
| Dependability | Stable | 0,853714 | 1,3879 | 3,67 | 1,05 | 0,8687 | 11,414 |
| | Reliable | 0,785008 | | 3,72 | 1,03 | | |
| | Sincere | 0,775622 | | 3,48 | 1,09 | | |
| Conviviality | Cheerful | 0,733398 | 1,1796 | 3,61 | 1,02 | 0,8148 | 10,766 |
| | Family Oriented | 0,732398 | | 3,57 | 1,04 | | |
| | Friendly | 0,580688 | | 3,28 | 1,2 | | |
| | Young | 0,511072 | | 3,71 | 1,06 | | |
| Ruggedness | Tough | 0,908131 | 1,0033 | 2,23 | 1,26 | 0,7915 | 9,5 |
| | Bold | 0,879177 | | 2,29 | 1,2 | | |
| | Rugged | 0,614342 | | 2,81 | 1,19 | | |

*Items were arranged according to results of factorial analysis (eigenvalue > 1) and factorial loadings > 0.5.
** Overall KMO: 0.9110

In the winter season five factors are generated from the 23 items. The five factors are Excitement (18,22% of the variance; 8 items: stable, reliable, sincere, charming, original, young, unique, exiting; α=0,895), Activeness (17.77% of the variance; 5 items: active,

dynamic, energetic outdoorsy, and lively; α=0,766), Sophistication (13,54% of the variance; 4 items: glamorous, upper-class, elegant, trendy; α=0,886), Ruggedness (10.01% of the variance; 3 items: tough, bold, rough; α=0,823), and Conviviality (9,54% of the variance; 3 items: family-oriented, cheerful, friendly; α=0,747). Table below lists the five winter factors.

Table 24 - Factor analysis of destination personality items in the winter season

| Motivation Dimension | Items | Factor Loading | Eigenvalue | Mean | SD | Cronbach Alpha | Variance explained |
|---|---|---|---|---|---|---|---|
| Excitement | Stable | 0,819108 | 9,5272 | 3,67 | 1,08 | 0,8959 | 18,225 |
| | Reliable | 0,796561 | | 3,78 | 1,14 | | |
| | Sincere | 0,752552 | | 3,32 | 1,13 | | |
| | Charming | 0,599974 | | 3,93 | 1,06 | | |
| | Original | 0,578106 | | 3,43 | 1,19 | | |
| | Young | 0,565434 | | 3,71 | 1,06 | | |
| | Unique | 0,551355 | | 3,58 | 1,2 | | |
| | Exciting | 0,522561 | | 3,58 | 1,18 | | |
| Activeness | Active | 0,841903 | 2,184 | 4,03 | 0,96 | 0,7661 | 17,774 |
| | Dynamic | 0,827148 | | 3,87 | 1,01 | | |
| | Energetic | 0,775095 | | 3,68 | 1,11 | | |
| | Outdoorsy | 0,753788 | | 3,67 | 1,18 | | |
| | Lively | 0,632687 | | 3,8 | 1,04 | | |
| Sophistication | Glamorous | 0,864154 | 1,6699 | 2,94 | 1,24 | 0,8866 | 13,546 |
| | Upper-Class | 0,833453 | | 3,04 | 1,3 | | |
| | Elegant | 0,803921 | | 3,1 | 1,24 | | |
| | Trendy | 0,608094 | | 3,5 | 1,16 | | |
| Ruggedness | Tough | 0,911058 | 1,6083 | 1,97 | 1,19 | 0,8234 | 10,012 |
| | Bold | 0,896323 | | 2,26 | 1,23 | | |
| | Rugged | 0,735916 | | 2,68 | 1,3 | | |
| Conviviality | Family Oriented | 0,740643 | 0,9041 | 3,68 | 1,08 | 0,7476 | 9,544 |
| | Friendly | 0,704519 | | 3,32 | 1,15 | | |
| | Cheerful | 0,584907 | | 3,63 | 1,07 | | |

*Items were arranged according to results of factorial analysis (eigenvalue > 0.9) and factorial loadings > 0.5.
** Overall KMO: 0.9198

Comparing the two seasons, we notice that in the winter season, the excitement and dependability factor are structured into one factor, leaving it to be with five factors explain

the destination personality construct in the winter. The first dimension in the summer season turns out to be activeness which makes sense since most people in the segmentation analysis were motivated to visit Andorra due to nature and nature activities. However, in the winter season the dimension explain the most variance is the excitement factor followed by activeness. This is due to the fact that the majority of the individuals in the winter season are motivated to visit Andorra to ski in the mountains that makes the destination personalized as exiting and followed by activeness. Personality traits such as sophistication, ruggedness, dependability, and conviviality can be explained by immense opportunities and activities that Andorra offers for tourists.

### 4.4.2. Data analysis

Researchers in marketing, management, and other related fields routinely use structural equation models to estimate relations between unobserved constructs and manifest variables. Although they traditionally rely on covariance structure analysis (e.g., Jöreskog, 1978) to estimate these models, the other main approach, partial least squares (PLS) path modeling (e.g., Lohmöller, 1989; Wold, 1974), has gained increasing dissemination in a variety of disciplines such as information systems (e.g., Rapp et al., 2010; Ringle, et al., 2012), marketing (e.g., Okazaki & Taylor, 2008; Hair et al., 2012;), as well as in tourism literature (Battour et al., 2014; Kim et al., 2016; Brown et al., 2016; Picon-Berjoyo et al., 2016). For instance, the article by Hair et al. (2011) provides a general introduction to structural equation modeling using the PLS path modeling method. They argue that instead of using the model to explain the co-variation between all the indicators, PLS-SEM provides parameter estimates that maximize the explained variance ($R^2$ values) of the dependent constructs. The method supports prediction-oriented goals (i.e., explaining/predicting the target constructs in the structural model). Its flexibility (i.e., almost no limiting assumptions regarding the model specifications and data) and its comparatively high statistical power make the PLS method particularly adequate for SEM applications that aim at prediction or theory building such as in studies that focus on identifying critical success drivers (e.g., Höck & Ringle 2010; Sarstedt & Schloderer 2010). Therefore, for testing the model and the moderation analysis we will use SEM-PLS that can be estimated with the SMART PLS 3

statistical software.

In our model, we have one first order construct, which is destination satisfaction, and three second-order constructs that are destination attachment, destination personality, and destination loyalty.

The arrangement of the reflective and formative items in a second-order model is found in how the causality between the construct and its indicators is defined. There are four types (I to IV) of classifications of second order measurements based on the outlook of Jarvis et al. (2003). Inappropriate use of the reflective or formative indicators results in model specification errors, which lead to errors in the correctness of the constructs and incorrect conclusions regarding the forecasts made by the model.

Thus, in line with previous tourism studies (Brown & Assaker, 2013; Ramkissoon, 2013; Xu 2015; Brown et al., 2016), for destination attachment a second-order reflective scheme is assumed. The reflective arrangement means that arrows indicate movement from higher-order constructs of the (e.g. destination attachment) to the first-order construct (e.g., place dependence, place identity, and affective attachment) (Wetzels et al., 2009). Thus, destination attachment applies a mutual effect on the first-order constructs of place dependence, place identity, and affective attachment. The destination attachment construct is hypothesized as a second-order reflective construct, which is determined by three first-order dimensions: place dependence, affective attachment, and place identity.

The same idea as destination attachment follows for destination personality. In line with the literature in tourism (Lee et al., 2009; Chen & Phou, 2013; Rojas-Mendez et al., 2013; Papadimitriou et al., 2015; Hultman et al., 2015; Aguilar et al., 2016; Kumar 2016) as well as in marketing (Brakus et al., 2009), for destination personality as second order reflective construct is supposed. The destination personality scale is developed by applying the recommended construction in the literature regarding the modelling of constructs (Jarvis et al., 2003). The sequential latent variable score method, or two-stage approach is used to construct the destination personality structure. The latent variable scores are determined in PLS-SEM, and thus latent variables scores for lower-order latent variables can be obtained (Chin, 1998; Lohmoller, 1989; Tenenhaus et al., 2005; Becker et al., 2012). It estimates the construct scores of the first-order constructs in a first-stage model without the second-order

construct present, in this case the six factors with its own items generated in the factor analysis in each season, and subsequently uses these first-stage construct scores as indicators for the higher-order latent variable in a separate second-stage analysis (e.g., Agarwal and Karahanna, 2000; Wilson & Henseler, 2007; Wetzels et al., 2009). The two step approach is demonstrated in figure 8 for generating the destination personality construct.

In the tourism literature published to date, destination personality has only been specified as a reflective concept, so did destination attachment when introduced as a second order construct. From the results that were obtained, the best global fit is provided by double reflective model (Reflective-Reflective: type I). All the construct reliability and validity tests showed better results at the type I second-order model than the rival models.

Figure 8 – Second order constructs in PLS-SEM
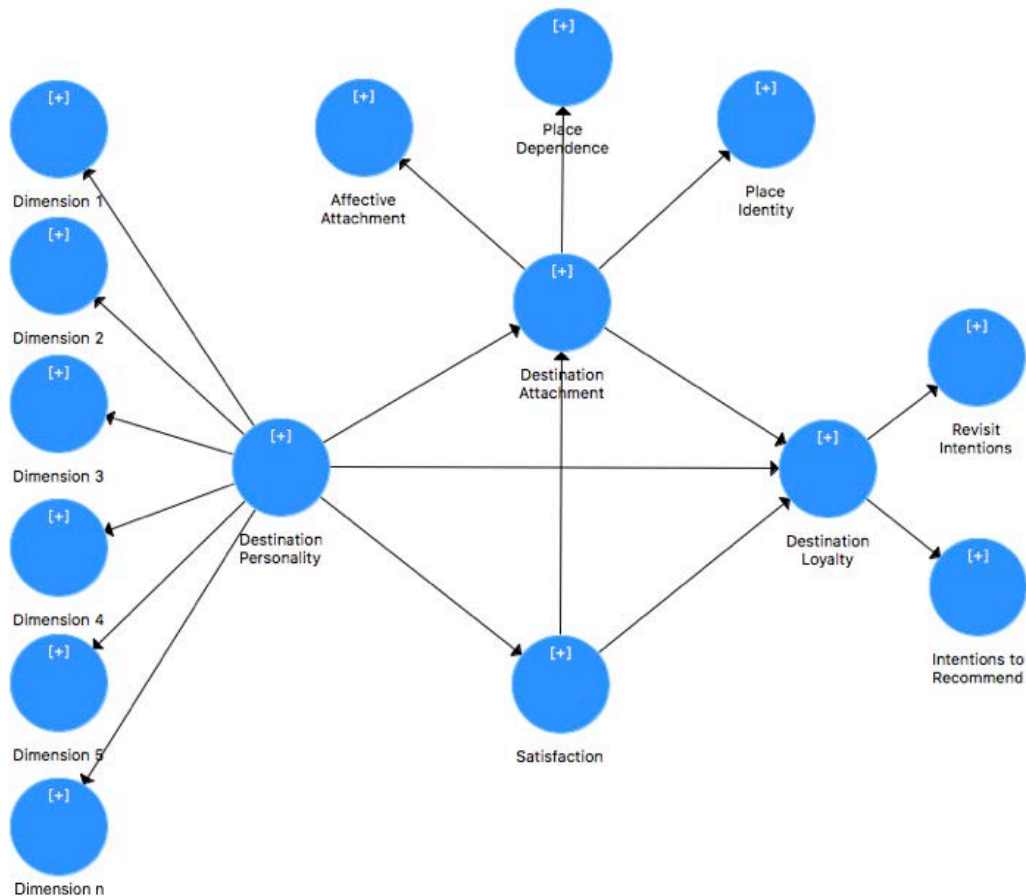
### 2.4.3 Discriminant and Convergent Validity

As a first step, we analyse the comparison of bivariate correlations and square roots of the average variance explained (AVE) for the first order constructs. The results for the model are shown in table 25a for the first order constructs and table 25b the second order constructs. The results show that there is satisfactory discriminant validity on all the constructs in each model and in both seasons as well as in the general season. All the diagonal values surpass the inter-construct correlations. Discriminant validity indicates the extent to which a given construct is different from other latent variables.

Table 25a - Discriminant validity: first order latent variables correlations and square root of the average variances extracted (Fornell-Larcker Criterion)

| Summer | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| First Order Constructs | | | | | | | | | | | | |
| | AA | F1 | F2 | F3 | F4 | F5 | F6 | IRM | PD | PI | RVI | DS |
| AA | 0.881 | | | | | | | | | | | |
| F1 | 0.478 | 0.813 | | | | | | | | | | |
| F2 | 0.464 | 0.542 | 0.816 | | | | | | | | | |
| F3 | 0.603 | 0.598 | 0.539 | 0.799 | | | | | | | | |
| F4 | 0.479 | 0.506 | 0.489 | 0.519 | 0.890 | | | | | | | |
| F5 | 0.563 | 0.575 | 0.558 | 0.648 | 0.602 | 0.804 | | | | | | |
| F6 | 0.277 | 0.308 | 0.370 | 0.306 | 0.275 | 0.376 | 0.829 | | | | | |
| IRM | 0.537 | 0.435 | 0.345 | 0.538 | 0.484 | 0.438 | 0.128 | 0.947 | | | | |
| PD | 0.678 | 0.369 | 0.393 | 0.539 | 0.487 | 0.512 | 0.368 | 0.591 | 0.935 | | | |
| PI | 0.593 | 0.329 | 0.370 | 0.466 | 0.438 | 0.453 | 0.372 | 0.483 | 0.857 | 0.953 | | |
| RVI | 0.431 | 0.230 | 0.235 | 0.336 | 0.367 | 0.334 | 0.088 | 0.561 | 0.347 | 0.268 | 0.961 | |
| DS | 0.591 | 0.499 | 0.360 | 0.574 | 0.520 | 0.514 | 0.139 | 0.678 | 0.446 | 0.333 | 0.551 | 0.789 |

| Winter | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| First Order Constructs | | | | | | | | | | |
| | AA | F1 | F2 | F3 | F4 | F5 | IRM | PD | PI | RVI | DS |
| AA | 0.891 | | | | | | | | | |
| F1 | 0.668 | 0.762 | | | | | | | | |
| F2 | 0.487 | 0.626 | 0.841 | | | | | | | |
| F3 | 0.460 | 0.584 | 0.535 | 0.864 | | | | | | |
| F4 | 0.245 | 0.266 | 0.241 | 0.257 | 0.846 | | | | | |
| F5 | 0.577 | 0.698 | 0.578 | 0.540 | 0.167 | 0.818 | | | | |
| IRM | 0.644 | 0.596 | 0.475 | 0.398 | 0.103 | 0.481 | 0.954 | | | |
| PD | 0.634 | 0.540 | 0.290 | 0.360 | 0.254 | 0.464 | 0.544 | 0.935 | | |
| PI | 0.619 | 0.546 | 0.295 | 0.360 | 0.309 | 0.449 | 0.505 | 0.855 | 0.948 | |
| RVI | 0.518 | 0.408 | 0.376 | 0.313 | 0.080 | 0.384 | 0.612 | 0.390 | 0.318 | 0.968 |
| DS | 0.697 | 0.626 | 0.500 | 0.395 | 0.167 | 0.502 | 0.718 | 0.462 | 0.429 | 0.620 | 0.822 |

| | General First Order Constructs | | | | | | | | | | | |
| | AA | F1 | F2 | F3 | F4 | F5 | F6 | IRM | PD | PI | RVI | DS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AA | 0.886 | | | | | | | | | | | |
| F1 | 0.483 | 0.826 | | | | | | | | | | |
| F2 | 0.458 | 0.535 | 0.842 | | | | | | | | | |
| F3 | 0.624 | 0.610 | 0.561 | 0.806 | | | | | | | | |
| F4 | 0.583 | 0.575 | 0.547 | 0.653 | 0.800 | | | | | | | |
| F5 | 0.504 | 0.504 | 0.478 | 0.587 | 0.625 | 0.892 | | | | | | |
| F6 | 0.255 | 0.269 | 0.308 | 0.292 | 0.271 | 0.245 | 0.838 | | | | | |
| IRM | 0.591 | 0.456 | 0.374 | 0.530 | 0.473 | 0.520 | 0.113 | 0.951 | | | | |
| PD | 0.655 | 0.329 | 0.374 | 0.526 | 0.497 | 0.469 | 0.309 | 0.567 | 0.935 | | | |
| PI | 0.605 | 0.312 | 0.363 | 0.490 | 0.462 | 0.451 | 0.339 | 0.494 | 0.856 | 0.950 | | |
| RVI | 0.474 | 0.305 | 0.278 | 0.367 | 0.362 | 0.351 | 0.084 | 0.588 | 0.369 | 0.294 | 0.965 | |
| DS | 0.644 | 0.498 | 0.380 | 0.590 | 0.524 | 0.513 | 0.154 | 0.698 | 0.452 | 0.381 | 0.589 | 0.806 |

AA – Affective Attachment; PD – Place Dependence; PI – Place Identity; IRM – Intentions to Recommend; RVI – Intentions to Revisit; F – Factor; DS – Destination Satisfaction

Table 25b - Discriminant validity considering second order constructs: correlations and square root of the average variance explained (Fornell-Larcker Criterion)

| Summer | | | |
| --- | --- | --- | --- |
| Constructs in the structural model | | | |
| DA | DL | DP | DS |
| DA | 0.832 | | | |
| DL | 0.557 | 0.842 | | |
| DP | 0.652 | 0.524 | 0.757 | |
| DS | 0.499 | 0.697 | 0.607 | 0.789 |

| Winter | | | |
| --- | --- | --- | --- |
| | DA | DL | DP | DS |
| DA | 0.831 | | | |
| DL | 0.601 | 0.862 | | |
| DP | 0.632 | 0.571 | 0.760 | |
| DS | 0.584 | 0.746 | 0.613 | 0.822 |

| General | | | |
| --- | --- | --- | --- |
| | DA | DL | DP | DS |
| DA | 0.831 | | | |
| DL | 0.578 | 0.853 | | |
| DP | 0.647 | 0.553 | 0.756 | |
| DS | 0.540 | 0.723 | 0.618 | 0.806 |

DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction;

Convergent validity is also presented in table 26 for the general sample, summer and winter season. Based on Bagozzi & Yi (1981) a composite reliability (CR) of 0.6 is considered satisfactory. CR represents the shared variance between a set of observed variables measuring an underlying construct (Fornell & Larcker, 1981). Also, the average variance explained should be greater than 0.50 to consider it as reliable (Fornell and Larcker, 1981), and the Cronbach alpha is also satisfactory by exceeding 0.70 suggested by Nunnally & Bernstein (1994). The constructs for each model demonstrated acceptable levels of reliability and validity.

Checking the lambdas of the destination personality factors, we notice that factor six in the general and summer seasons as well as factor four in the winter season have a score

less than 0.7 (marked with red in table 26a). We deleted those factors from the model for each season and the general sample and ran the test again to see if noteworthy changes occur in the model overall. We did not notice any substantial change in any of the paths between constructs, nor in the significant level. Therefore, we continued to work with all the factors attached in the destination personality.

Table 26 - Construct reliability and validity

**Summer**

First order Constructs

| C | I | λ | α | CR | AVE |
|---|---|---|---|---|---|
| AA | A1 | 0,862 | 0,856 | 0,912 | 0,776 |
|  | A2 | 0,91 | | | |
|  | A3 | 0,871 | | | |
| PD | A4 | 0,926 | 0,928 | 0,954 | 0,874 |
|  | A5 | 0,954 | | | |
|  | A6 | 0,924 | | | |
| PI | A7 | 0,948 | 0,949 | 0,967 | 0,908 |
|  | A8 | 0,968 | | | |
|  | A9 | 0,942 | | | |
| DS | S1 | 0,672 | 0,877 | 0,908 | 0,623 |
|  | S2 | 0,726 | | | |
|  | S3 | 0,802 | | | |
|  | S4 | 0,807 | | | |
|  | S5 | 0,856 | | | |
|  | S6 | 0,855 | | | |
| IRM | L1 | 0,942 | 0,885 | 0,946 | 0,897 |
|  | L2 | 0,952 | | | |
| RVI | L3 | 0,961 | 0,918 | 0,960 | 0,960 |
|  | L4 | 0,962 | | | |
| F1 | DP12 | 0,717 | 0,869 | 0,906 | 0,660 |
|  | DP13 | 0,826 | | | |
|  | DP14 | 0,864 | | | |
|  | DP15 | 0,886 | | | |
|  | DP16 | 0,757 | | | |
| F2 | DP11 | 0,746 | 0,830 | 0,888 | 0,665 |
|  | DP7 | 0,758 | | | |
|  | DP8 | 0,856 | | | |
|  | DP9 | 0,892 | | | |
| F3 | DP1 | 0,766 | 0,810 | 0,875 | 0,638 |
|  | DP2 | 0,815 | | | |
|  | DP4 | 0,834 | | | |
|  | DP5 | 0,777 | | | |
| F4 | DP17 | 0,869 | 0,869 | 0,920 | 0,792 |
|  | DP19 | 0,906 | | | |
|  | DP20 | 0,895 | | | |
| F5 | DP24 | 0,831 | 0,817 | 0,879 | 0,646 |
|  | DP29 | 0,779 | | | |
|  | DP30 | 0,818 | | | |
|  | DP31 | 0,787 | | | |
| F6 | DP25 | 0,766 | 0,790 | 0,868 | 0,687 |
|  | DP26 | 0,852 | | | |
|  | DP27 | 0,866 | | | |

Second order Constructs

| C | D | λ | α | CR | AVE |
|---|---|---|---|---|---|
| DP | F1 | 0,786 | 0,847 | 0,887 | 0,574 |
|  | F2 | 0,756 | | | |
|  | F3 | 0,830 | | | |
|  | F4 | 0,775 | | | |
|  | F5 | 0,849 | | | |
|  | F6 | 0,492 | | | |
| DA | AA | 0,824 | 0,943 | 0,953 | 0,693 |
|  | PD | 0,948 | | | |
|  | PI | 0,919 | | | |
| DL | RVI | 0,878 | 0,863 | 0,907 | 0,71 |
|  | IRM | 0,889 | | | |

**Winter**

First order Constructs

| C | I | λ | α | CR | AVE |
|---|---|---|---|---|---|
| AA | A1 | 0.888 | 0.871 | 0.920 | 0.794 |
|  | A2 | 0.928 | | | |
|  | A3 | 0.854 | | | |
| PD | A4 | 0.938 | 0.927 | 0.954 | 0.874 |
|  | A5 | 0.957 | | | |
|  | A6 | 0.909 | | | |
| PI | A7 | 0.943 | 0.944 | 0.964 | 0.899 |
|  | A8 | 0.961 | | | |
|  | A9 | 0.940 | | | |
| DS | S1 | 0.682 | 0.902 | 0.925 | 0.675 |
|  | S2 | 0.763 | | | |
|  | S3 | 0.809 | | | |
|  | S4 | 0.896 | | | |
|  | S5 | 0.870 | | | |
|  | S6 | 0.890 | | | |
| IRM | L1 | 0.950 | 0.903 | 0.953 | 0.911 |
|  | L2 | 0.959 | | | |
| RVI | L3 | 0.966 | 0.932 | 0.967 | 0.937 |
|  | L4 | 0.970 | | | |
| F1 | DP1 | 0.747 | 0.897 | 0.917 | 0.581 |
|  | DP2 | 0.751 | | | |
|  | DP4 | 0.763 | | | |
|  | DP5 | 0.707 | | | |
|  | DP17 | 0.793 | | | |
|  | DP19 | 0.792 | | | |
|  | DP20 | 0.801 | | | |
|  | DP30 | 0.739 | | | |
| F2 | DP12 | 0.798 | 0.896 | 0.923 | 0.708 |
|  | DP13 | 0.841 | | | |
|  | DP14 | 0.905 | | | |
|  | DP15 | 0.882 | | | |
|  | DP16 | 0.773 | | | |
| F3 | DP7 | 0.826 | 0.886 | 0.922 | 0.747 |
|  | DP8 | 0.911 | | | |
|  | DP9 | 0.912 | | | |
|  | DP11 | 0.803 | | | |
| F4 | DP25 | 0.808 | 0.826 | 0.883 | 0.716 |
|  | DP26 | 0.823 | | | |
|  | DP27 | 0.905 | | | |
| F5 | DP24 | 0.827 | 0.752 | 0.858 | 0.668 |
|  | DP29 | 0.837 | | | |
|  | DP31 | 0.787 | | | |

Second order Constructs

| C | D | λ | α | CR | AVE |
|---|---|---|---|---|---|
| DP | F1 | 0.892 | 0.803 | 0.866 | 0.578 |
|  | F2 | 0.808 | | | |
|  | F3 | 0.771 | | | |
|  | F4 | 0.379 | | | |
|  | F5 | 0.840 | | | |
| DA | AA | 0.827 | 0.943 | 0.952 | 0.690 |
|  | PD | 0.932 | | | |
|  | PI | 0.927 | | | |
| DL | RVI | 0.895 | 0.884 | 0.921 | 0.744 |
|  | IRM | 0.901 | | | |

**General**

First order Constructs

| C | I | λ | α | CR | AVE |
|---|---|---|---|---|---|
| AA | A1 | 0.875 | 0.862 | 0.916 | 0.784 |
|  | A2 | 0.920 | | | |
|  | A3 | 0.862 | | | |
| PD | A4 | 0.932 | 0.928 | 0.954 | 0.874 |
|  | A5 | 0.955 | | | |
|  | A6 | 0.917 | | | |
| PI | A7 | 0.932 | 0.946 | 0.965 | 0.903 |
|  | A8 | 0.955 | | | |
|  | A9 | 0.917 | | | |
| DS | S1 | 0.676 | 0.890 | 0.917 | 0.650 |
|  | S2 | 0.744 | | | |
|  | S3 | 0.806 | | | |
|  | S4 | 0.856 | | | |
|  | S5 | 0.864 | | | |
|  | S6 | 0.872 | | | |
| IRM | L1 | 0.946 | 0.894 | 0.950 | 0.904 |
|  | L2 | 0.955 | | | |
| RVI | L3 | 0.963 | 0.925 | 0.964 | 0.930 |
|  | L4 | 0.966 | | | |
| F1 | DP12 | 0.757 | 0.882 | 0.915 | 0.683 |
|  | DP13 | 0.834 | | | |
|  | DP14 | 0.883 | | | |
|  | DP15 | 0.884 | | | |
|  | DP16 | 0.764 | | | |
| F2 | DP11 | 0.776 | 0.862 | 0.907 | 0.709 |
|  | DP7 | 0.796 | | | |
|  | DP8 | 0.885 | | | |
|  | DP9 | 0.903 | | | |
| F3 | DP1 | 0.782 | 0.820 | 0.881 | 0.649 |
|  | DP2 | 0.822 | | | |
|  | DP4 | 0.839 | | | |
|  | DP5 | 0.777 | | | |
| F4 | DP24 | 0.811 | 0.812 | 0.876 | 0.639 |
|  | DP29 | 0.795 | | | |
|  | DP30 | 0.812 | | | |
|  | DP31 | 0.779 | | | |
| F5 | DP17 | 0.877 | 0.871 | 0.921 | 0.795 |
|  | DP19 | 0.906 | | | |
|  | DP20 | 0.891 | | | |
| F6 | DP25 | 0.787 | 0.808 | 0.876 | 0.702 |
|  | DP26 | 0.839 | | | |
|  | DP27 | 0.885 | | | |

Second order Constructs

| C | D | λ | α | CR | AVE |
|---|---|---|---|---|---|
| DP | F1 | 0.783 | 0.842 | 0.885 | 0.571 |
|  | F2 | 0.750 | | | |
|  | F3 | 0.854 | | | |
|  | F4 | 0.844 | | | |
|  | F5 | 0.792 | | | |
|  | F6 | 0.426 | | | |
| DA | AA | 0.825 | 0.943 | 0.952 | 0.691 |
|  | PD | 0.940 | | | |
|  | PI | 0.923 | | | |
| DL | RVI | 0.887 | 0.874 | 0.914 | 0.727 |
|  | IRM | 0.895 | | | |

Continued…

Continued…

| | Summer | Winter | General | Summer | Winter | General |
|------|--------|--------|---------|--------|--------|---------|
| | | R2 | | | Q2 | |
| AA | 0,680 | 0,683 | 0,680 | 0.499 | 0.507 | 0.503 |
| PD | 0,899 | 0,868 | 0,884 | 0.647 | 0.717 | 0.731 |
| PI | 0,844 | 0,859 | 0,852 | 0.697 | 0.730 | 0.727 |
| DS | 0,361 | 0,375 | 0,381 | 0.462 | 0.233 | 0.231 |
| IRM | 0,790 | 0,811 | 0,801 | 0.521 | 0.705 | 0.691 |
| IRV | 0,771 | 0,801 | 0,787 | 0.571 | 0.714 | 0.698 |
| F1 | 0,668 | 0,833 | 0,670 | 0.413 | 0.450 | 0.427 |
| F2 | 0,595 | 0,676 | 0,588 | 0.370 | 0.447 | 0.390 |
| F3 | 0,669 | 0,592 | 0,675 | 0.402 | 0.411 | 0.436 |
| F4 | 0,564 | 0,126 | 0,589 | 0.421 | 0.069 | 0.418 |
| F5 | 0,707 | 0,638 | 0,690 | 0.430 | 0.404 | 0.442 |
| F6 | 0,240 | - | 0,253 | 0.140 | - | 0.102 |
| DA | 0,421 | 0,461 | 0,451 | 0.594 | 0.288 | 0.287 |
| DL | 0,544 | 0,602 | 0,574 | 0.486 | 0.415 | 0.389 |

AA – Affective Attachment; PD – Place Dependence; PI – Place Identity; IRM – Intentions to Recommend; RVI – Intentions to Revisit; F – Factor; DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction; C - construct; I – item; D – dimension; λ – Lambda; α - Cronbach's Alpha; CR: Composite reliability; AVE: Average Variance Extracted; R-squared, Q2 – Q Squared

### 4.4.4 The mediation effect (in general and by seasons)

The mediation means that we consider an intermediate variable, in our case destination satisfaction and destination attachment, as mediators that will help explain why an independent variable, in our case destination personality, influences an outcome, in our case destination loyalty. To test the mediation effect of the destination attachment and destination satisfaction in the relationship between destination personality and destination loyalty we run the PLS algorithm and bootstrapping on three models in figure 9 (M1, M2, and M3) in general and in each season separately. By following the guidelines of Sobel (1982) we test the relationship of the latter constructs for the mediation effect. Also, to test the mediation effect with multiple mediators in the fourth model (M4 in figure 9) we follow the guidelines developed by Preacher & Hayes (2008). First, we test the relationship of destination personality and destination loyalty without mediation (M1). Second, we test the model where destination attachment is introduced as a mediator (M2). Third, we test the model where destination satisfaction as a mediator in the relationship of destination personality and destination loyalty (M3). Finally, we test the whole model to determine the hypothesis that were drawn (M4). All tests are done in general and in both seasons.

An additional test following guidelines of Sobel (1982) was conducted to test the mediation effect of destination attachment in the relationship of destination satisfaction and destination loyalty. The test was done in the general sample and also in both seasons.

Figure 9 – Structural educational models to test the mediation effect of DA and DS in DP->DL relationship
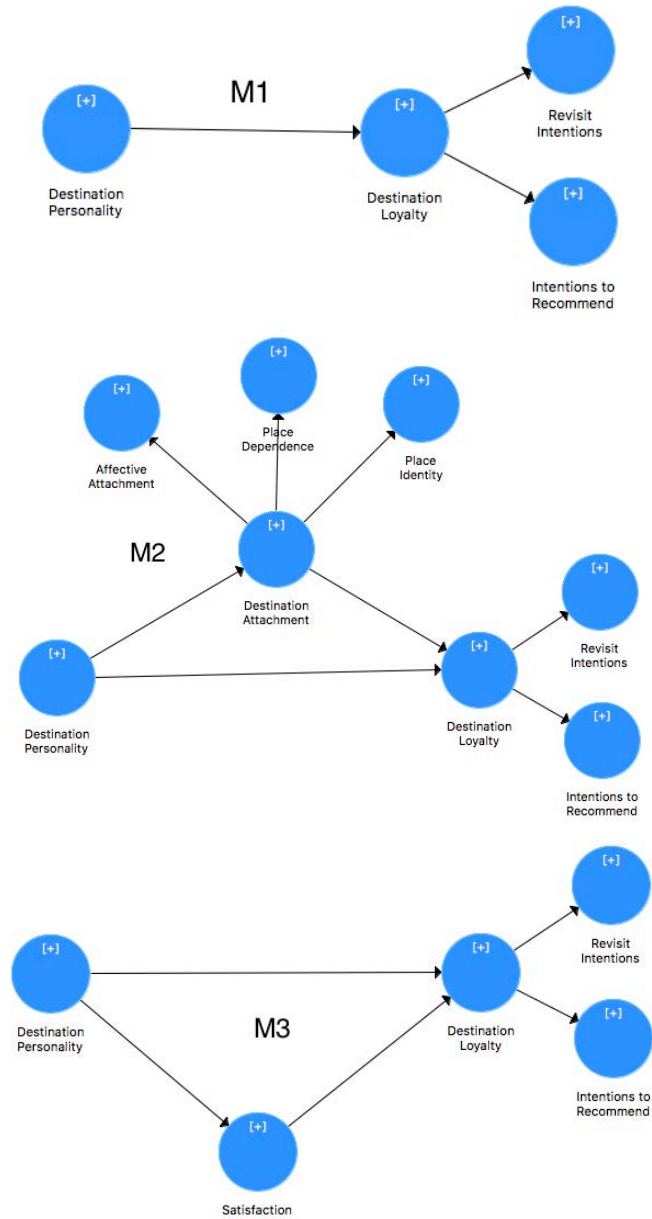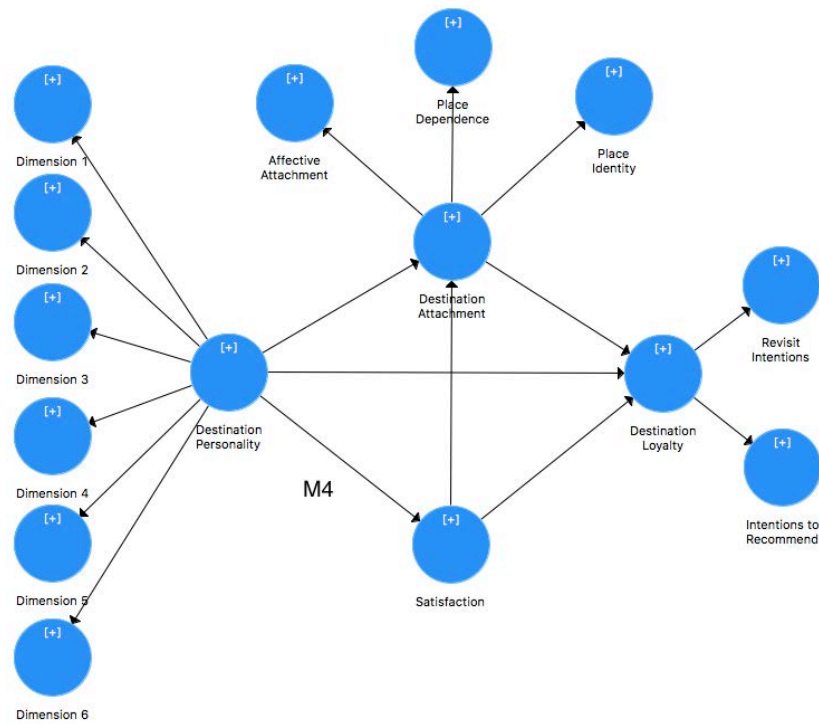
Before testing the hypothesis in model 4, first we run the analysis in model 1, 2 and 3 to test the mediation effect. The results are shown in Table 28a and 28b. First, as suggested by Sobel (1986) we run the analysis on model one only from the independent variable to the depended variable with no mediator, respectively model 1. Destination personality has a positive influence destination loyalty in general sample (0.558; t-stat: 20,047), summer (0.531; t-stat: 16,119), and also in winter (0.575; t-stat: 14,077). In model 2, we integrate destination attachment as a mediator, and run the bootstrapping. The results we get is a slight difference the path coefficients in the relationship between destination personality and destination loyalty in all three samples, in the general sample (0.305; t-stat: 6.644), summer (0.275; t-stat: 4,717), and winter (0,316; t-stat: 4.852), whereas destination personality and destination attachment show a positive effect and statistically significant in general sample (0.648; t-stat: 28.145), summer (0.653: t-stat: 17.630) and winter as well (0.632; t-stat: 17.491). Also, destination attachment has positive and significant effect on destination loyalty in the general sample (0.381; t-stat: 7.901), summer (0,377; t-stat: 4.984), and winter (0.405; t-stat: 6.577). Taking into account the coefficients of each path in each season as well

as the standard errors of each path we could calculate the Sobel test (z-test). The significance level of the z-test was computed as follows: $z = a \times b / \sqrt{b^2 SE^2{}_a \; \flat \; a^2 SE^2{}_a}$, where $SE_a$ is the standard error (SE) of the relationship between the independent and the mediator variables, and $SE_b$ is the standard error (SE) of the relationship between the mediator and the dependent variables (see Iacobucci, 2012). In the all the three test in model 2, the Sobel test showed significant coefficient in general sample (z-test: 7,889; p<0,001), summer (z-test: 4.509; p<0,001), and winter (z-test: 6.156; p<0,001) confirming in all the test a partial mediation effect of destination attachment in the relationship of destination personality and destination loyalty.

In model 3, we integrate destination satisfaction as a mediator in the destination personality destination attachment relationship and run the bootstrapping same as before. The results we get we see a big difference in the path coefficients in the relationship between destination loyalty and destination personality without mediation (general sample: 0.558; summer: 0.531, winter: 0.575), and with mediation in all samples in all three samples, in the general sample (0.175; t-stat: 4.881), summer (0.164; t-stat: 3.045), and winter (0,186; t-stat: 4.852), whereas destination personality and destination satisfaction show a positive effect and statistically significant in general sample (0.621; t-stat: 26.216), summer (0.615; t-stat: 21.277) and winter as well (0.613; t-stat: 16.101). Also, destination satisfaction has positive and significant effect on destination loyalty in the general sample (0.615; t-stat: 14.569), summer (0,596; t-stat: 9,121), and winter (0.633; t-stat: 10.200). The Sobel test showed significant coefficient in general sample (z-test: 12,74; p<0,001), summer (z-test: 2.883; p<0,05), and winter (z-test: 8.627; p<0,001) confirming in all the test a partial mediation effect of destination satisfaction in the relationship of destination personality and destination loyalty.

In Model 4, we integrate the model where both destination satisfaction and destination attachment as mediators, making the model with two mediators, also there is also a relationship between destination satisfaction and destination attachment. Sobel test is used to test the mediating effect in a model with only one mediator, in this case, with two mediators we use the guidelines developed by Preacher & Hayes (2008) to test the relationship with multiple mediators. PROCESS is a tool developed by Hayes that allows bootstrapping and

testing the relationship of multiple mediators in between a dependent and independent that is implemented in SPSS. We ran the model to test the mediation role of satisfaction and attachment in the destination personality and destination loyalty relationship. Without the mediation the effect of destination personality and destination loyalty are significant and positively related in the general sample (0.553; t-stat: 16.734), summer (0.524; t-stat: 11,2), and winter (0.5708; t-stat: 12.097), and with both mediators the coefficient changes drastically where in all three test, summer (0.0087; t-stat: 0.160), winter (0.0878, t-stat: 1.724) and general model (0.0485; t-stat: 1.296) the direct effect of destination personality and destination loyalty is almost 0 and insignificant. However, we have a total indirect effect through destination satisfaction and destination attachment with a total effect of 0.515 in summer, 0.483 in winter, and 0.505 in the general model. The effect of destination personality on destination loyalty through satisfaction is 0.336, and 0.151 through destination attachment. Based on the results, since the bootstrap CI (confidence interval) does not contain zero in the path of the covariance in any of the tests (Preacher & Hayes, 2008), we can confirm that a full mediation of destination attachment and destination satisfaction on the destination personality and destination loyalty relationship. The results are demonstrated in table 27. Examination of the pairwise contrasts of the indirect effects (C1, C2, and C3) shows that the specific indirect effect through satisfaction is larger than the specific indirect effect through attachment, with a bias-corrected and accelerated 95% CI of 0.0117 to 0.333.

Table 27 – Hayes PROCESSS results for multiple mediation

**Summer**

Direct effects of DP (IV) to DA and DS (Mediators)

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DP->DS | 0.607 | 0.043 | 13.894 | 0.000 | 0.368 |
| DP->DA | 0.552 | 0.051 | 10.680 | 0.000 | 0.441 |

Direct effect of DA and DS (mediators) to DL (DV)

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DS->DL | 0.554 | 0.047 | 11.666 | 0.000 | 0.543 |
| DA->DL | 0.274 | 0.049 | 5.502 | 0.000 | |

Total effect of DP (IV) on DL (DV) without mediators

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DP->DL | 0.524 | 0.046 | 11.200 | 0.000 | 0.274 |

Direct effect of DP (IV) on DL (DV)

| | Coeff | SE | t | p |
|---|---|---|---|---|
| DP->DL | 0.009 | 0.054 | 0.160 | 0.871 ns |

Indirect effects of DP on DL

| | Effect | Se | Upper Limit | Lower Limit |
|---|---|---|---|---|
| Total | 0.515 | 0.060 | 0.040 | 0.643 |
| DP->DS->DL | 0.336 | 0.64 | 0.221 | 0.474 |
| DP->DS->DA->DL | 0.027 | 0.012 | 0.006 | 0.057 |
| DP->DA->DL | 0.151 | 0.034 | 0.087 | 0.224 |
| C1 | 0.309 | 0.071 | 0.180 | 0.461 |
| C2 | 0.185 | 0.082 | 0.038 | 0.363 |
| C3 | -0.124 | 0.032 | -0.200 | -0.069 |

**Winter**

Direct effects of DP (IV) to DA and DS (Mediators)

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DP->DS | 0.612 | 0.045 | 13.494 | 0.000 | 0.375 |
| DP->DA | 0.319 | 0.053 | 5.891 | 0.000 | 0.461 |

Direct effect of DA and DS (mediators) to DL (DV)

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DS->DL | 0.565 | 0.048 | 11.641 | 0.000 | 0.601 |
| DA->DL | 0.215 | 0.049 | 4.353 | 0.000 | |

Total effect of DP (IV) on DL (DV) without mediators

| | Coeff | SE | t | p | R2 |
|---|---|---|---|---|---|
| DP->DL | 0.570 | 0.047 | 12.097 | 0.000 | 0.325 |

Direct effect of DP (IV) on DL (DV)

| | Coeff | SE | t | p |
|---|---|---|---|---|
| DP->DL | 0.087 | 0.050 | 1.724 | 0.085 ns |

Indirect effects of DP on DL

| | Effect | Se | Upper Limit | Lower Limit |
|---|---|---|---|---|
| Total | 0.483 | 0.058 | 0.375 | 0.604 |
| DP->DS->DL | 0.346 | 0.062 | 0.230 | 0.476 |
| DP->DS->DA->DL | 0.041 | 0.014 | 0.017 | 0.074 |
| DP->DA->DL | 0.096 | 0.024 | 0.050 | 0.149 |
| C1 | 0.305 | 0.069 | 0.172 | 0.445 |
| C2 | 0.252 | 0.073 | 0.113 | 0.400 |
| C3 | -0.053 | 0.020 | -0.102 | -0.019 |

| General | | | | | |
|---|---|---|---|---|---|
| Direct effects of DP (IV) to DA and DS (Mediators) | | | | | |
| | Coeff | SE | t | p | R2 |
| DP->DS | 0.617 | 0.031 | 19.799 | 0.000 | 0.381 |
| DP->DA | 0.506 | 0.037 | 13.573 | 0.000 | 0.451 |

| Direct effect of DA and DS (mediators) to DL (DV) | | | | | |
|---|---|---|---|---|---|
| | Coeff | SE | t | p | R2 |
| DS->DL | 0.561 | 0.033 | 16.553 | 0.000 | 0.573 |
| DA->DL | 0.244 | 0.035 | 6.966 | 0.000 | |

| Total effect of DP (IV) on DL (DV) without mediators | | | | | |
|---|---|---|---|---|---|
| | Coeff | SE | t | p | R2 |
| DP->DL | 0.553 | 0.033 | 16.739 | 0.000 | 0.305 |

| Total effect of DP (IV) on DL (DV) | | | | |
|---|---|---|---|---|
| | Coef | SE | t | p |
| DP->DL | 0.048 | 0.037 | 1.296 | 0.193 ns |

| Indirect effects of DP on DL | | | | |
|---|---|---|---|---|
| | Effect | Se | Upper Limit | Lower Limit |
| Total | 0.504 | 0.043 | 0.425 | 0.592 |
| DP->DS->DL | 0.346 | 0.045 | 0.259 | 0.437 |
| DP->DS->DA->DL | 0.034 | 0.009 | 0.017 | 0.056 |
| DP->DA->DL | 0.123 | 0.021 | 0.082 | 0.166 |
| C1 | 0.312 | 0.050 | 0.216 | 0.414 |
| C2 | 0.222 | 0.551 | 0.117 | 0.333 |
| C3 | -0.089 | 0.019 | -0.133 | -0.056 |

DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction; O – Original; ns - not significant

Partial mediation of destination attachment in the relationship between destination satisfaction and destination loyalty was found. First, without mediation, destination satisfaction has a positive influence destination loyalty in general sample (0.728; t-stat: 28,373), summer (0.703; t-stat: 18.102), and also in winter (0.751; t-stat: 21.052). When we integrate destination attachment as a mediator, and run the bootstrapping. The results we get is a slight difference the path coefficients in the relationship between destination satisfaction and destination loyalty in all three samples, in the general sample (0.584; t-stat:13.172), summer (0.500; t-stat:10.674), and winter (0.601; t-stat:9.759), whereas destination

satisfaction and destination attachment show a positive effect and statistically significant in general sample (0.540; t-stat:17.427), summer (0.564; t-stat:8.250) and winter as well (0.582; t-stat:14.659). Also, destination attachment has positive and significant effect on destination loyalty in the general sample (0.264; t-stat:6.464), summer (0.275; t-stat: 4.323), and winter (0.251; t-stat:4.834). Taking into account the coefficients of each path in each season as well as the standard errors of each path we could calculate the Sobel test (z-test). The Sobel test showed significant coefficient in general sample (z-test: 6.059; p<0,001), summer (z-test: 3.878; p<0,001), and winter (z-test: 4.616; p<0,001) confirming in all the test a partial mediation effect of destination attachment in the relationship of destination personality and destination loyalty.

### 2.4.5 Hypothesis Testing

To test the hypothesis, we also ran the bootstrapping in conceptual model for summer and winter season as well as for the general sample as show in table 28. The results of the PLS SEM path coefficients are shown in figure 10 for the summer season and in figure 11 for the winter season.

*Hypothesis 2 (DP-DS):* As shown in the Table 28 and in the figure 10 and 11, destination personality positively and significantly impacts destination satisfaction in both winter (0.607; t-stat: 19.672) and summer season (0.613; t-stat 16.021). This does confirm the second hypothesis.

*Hypothesis 3 (DP–DA):* Destination personality also is significantly and positively associated with destination attachment in both summer (0.553; t-stat: 9.653) and winter (0.439; t-stat: 8.845). This finding confirms the third hypothesis.

*Hypothesis 4 (DP-DL):* This hypothesis is not supported due to the fact that it is not statistically significant in the summer (t-stat: 1,156<1.96) neither in the winter (t-stat: 1,498<1.96).

*Hypothesis 5a (DS-DL):* As in many previous studies satisfaction and loyalty relationship tested positive and significant in this study as well, both in summer season (0.555; t-stat: 7086) and in winter season (0.566; t-stat: 8.492). Hypothesis 5a is confirmed.

*Hypothesis 5b (DP-DS-DL):* Due to the fact that there is no relationship between destination

personality and destination loyalty directly, we see that the indirect effects of destination personality and destination loyalty through satisfaction are positive in the summer with 0.336, winter with 0.346, and in the general sample with 0.346, and confidence interval does not contain zero in the path of the covariance in any of the tests. This we confirm full mediation of destination satisfaction confirming hypothesis 5b.

Table 28 – Bootstrapping results

| Summer | | | | | |
|---|---|---|---|---|---|
| path | Coef | Mean | STDEV | T-stat | f2 |
| DP -> DL | 0.009 | 0.010 | 0.056 | 1.156ns | 0,001 |
| DP -> DS | 0.607 | 0.607 | 0.031 | 19.672 | 0,522 |
| DP -> DA | 0.553 | 0.551 | 0.057 | 9.653 | 0,298 |
| DS -> DA | 0.164 | 0.168 | 0.063 | 2.609 | 0,145 |
| DS -> DL | 0.555 | 0.551 | 0.078 | 7.086 | 0,416 |
| DA -> DL | 0.274 | 0.279 | 0.066 | 4.176 | 0,190 |
| | | SRMR | 0,093 | | |

| Winter | | | | | |
|---|---|---|---|---|---|
| path | Coef | Mean | STDEV | T-stat | f2 |
| DP -> DL | 0.088 | 0.092 | 0.059 | 1.498ns | 0,010 |
| DP -> DS | 0.613 | 0.615 | 0.038 | 16.021 | 0,601 |
| DP -> DA | 0.439 | 0.436 | 0.050 | 8.845 | 0,223 |
| DS -> DA | 0.315 | 0.319 | 0.059 | 5.370 | 0,155 |
| DS -> DL | 0.566 | 0.558 | 0.067 | 8.491 | 0,450 |
| DA -> DL | 0.216 | 0.218 | 0.056 | 3.872 | 0,163 |
| | | SRMR | 0,090 | | |

| General | | | | | |
|---|---|---|---|---|---|
| path | Coef | Mean | STDEV | T-stat | f2 |
| DP -> DL | 0.049 | 0.049 | 0.039 | 1.234ns | 0,003 |
| DP -> DS | 0.618 | 0.621 | 0.024 | 25.558 | 0,617 |
| DP -> DA | 0.507 | 0.507 | 0.038 | 13.390 | 0,290 |
| DS -> DA | 0.227 | 0.226 | 0.043 | 5.296 | 0,158 |
| DS -> DL | 0.561 | 0.562 | 0.051 | 10.977 | 0,432 |
| DA -> DL | 0.244 | 0.244 | 0.043 | 5.630 | 0,177 |
| | | SRMR | 0,093 | | |

DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction; ns - not significant

*Hypothesis 6 (DS-DA):* The hypothesis that satisfaction with a destination leads to an attachment with the destination is supported in this study. We confirm it to be stronger in the winter (0.315; t-stat: 5.370) than in the summer (0.164; t-stat: 2.609), yet it is still positive and significant in both cases supporting the 6th hypothesis.

Figure 10 – PLS SEM results M4 - SUMMER
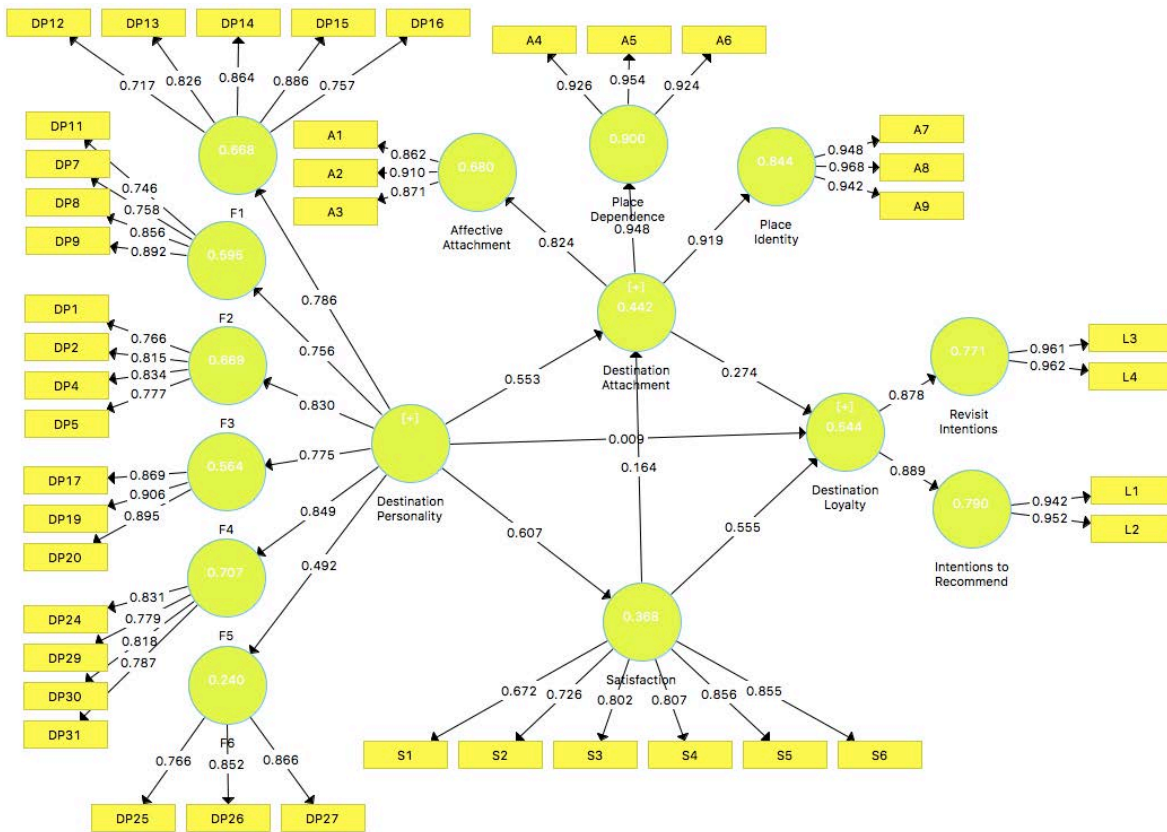


*Hypothesis 7a (DA-DL):* As in majority of the studies reviewed in the literature, that use destination attachment as a second order construct, in this study as well we found significant and positive effect on the relationship between destination attachment and destination loyalty both in summer (0,274; t-test: 4.176) and winter (0.216; t-stat: 3.872). The hypothesis 7a is confirmed.

*Hypothesis 7b (DP-DA-DL):* The indirect effects of destination personality and destination loyalty through destination attachment are positive in the summer with 0.151, winter with 0.096, and in the general sample with 0.123, and confidence interval does not contain zero in the path of the covariance in any of the tests. This we confirm full mediation of destination attachment confirming hypothesis 7b.

Figure 11 - PLS SEM results M4- WINTER
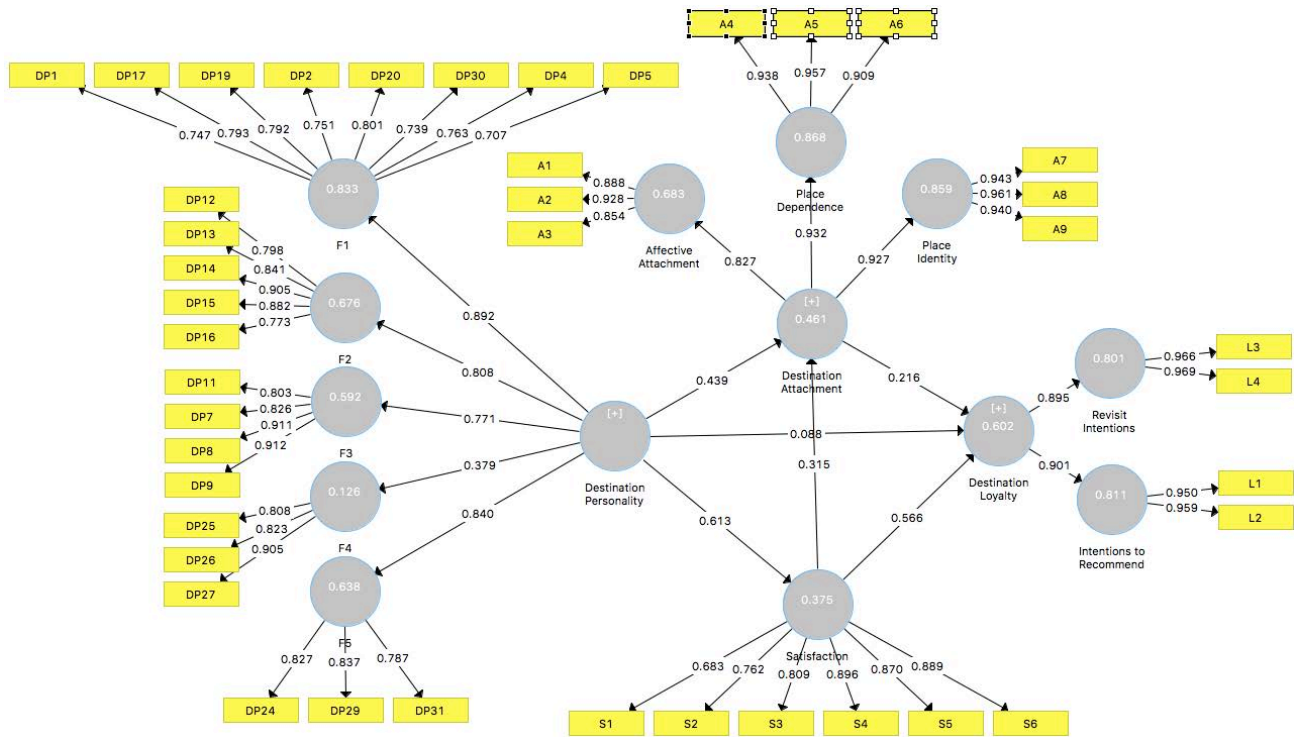


## 4.6 Analysis of the moderation effect of the segments

### 4.6.1 Measurement invariance

Before comparing the structural model, researchers need to ensure that the theoretical variables in the measurement model are identical in different samples; the establishment of measurement equality/invariance across samples is, therefore, a logical prerequisite to conducting multigroup comparison. When using PLS-SEM, group comparisons can be misleading unless it is established the invariance of the measures. A three-step procedure allows analysing measurement invariance of composite models (MICOM) before undertaking multigroup analyses in PLS-SEM. Henseler et al. (2016) introduces a procedure to assess measurement invariance of composite models (MICOM) when using PLS-SEM. In a three-step approach, MICOM requires analysing following elements: (1) configural invariance, (2) compositional invariance, and (3) the equality of composite mean values and variances. In SmartPLS permutation algorithm in SmartPLS also returns the MICOM

outcomes of Step 2 (compositional invariance) and Step 3 (the equality of composite mean values and variances/Scalar invariance).

Running MICOM in SmartPLS usually automatically establishes configural invariance (Step 1). Configural invariance exists when the model in each group has the same number of constructs in the inner model and the same indicators in the outer model. Configural invariance also requires that an indicator in one group be coded in the same manner as in another group (e.g., dummy coding), that data treatment be the same (e.g., standardization or missing values treatment), and that algorithmic options and settings be the same. SmartPLS online documentation states, "Running MICOM in SmartPLS usually automatically establishes configural invariance." Statistical output does not apply to this step and is not shown. For "Step 2" which is a test of the invariance of indicator weights for measurement (outer) paths between groups. A vector of indicator weights for group 1 and another vector of corresponding indicator weights for group 2 may be computed as a measure of difference in measurement models between groups. If there is compositional invariance, scores created by the indicator weights for the observed groups should correlate perfectly with scores created by the indicator weights vectors for pooled data. The permutation algorithm does this by creating two groups of the same size as the observed groups, but populating them with randomly sampled observations (sampling without replacement) from the pooled data. MICOM output displays "Permutation p-values" which test if item loadings in the outer model are invariant across groups. If not significant, the observed correlation of indicator vectors do not differ significantly from that for same-size groups populated randomly from the pooled data, showing that the indicator vectors are not different from each other either. The algorithm then tests the null hypothesis that correlation, c, in the original (segment x and segment y) data equals one. If c is smaller than the 5%-quantile of the distribution of c in the permutations for pooled data, the hypothesis of compositional invariance is rejected. A finding of non-significance means that compositional invariance may be assumed. This will happen when the correlations are not significantly lower than 1.0. In our case, as seen in table 29, in the summer model as well as in the winter, we find that the permutation p-Values show significance in some comparisons of the groups (marked in red – table 29). These results demand us to reject that the composite has been established

similarly across the groups, which indicates that multi group analysis is not applicable in our case. Step 3 will not be necessary as we cannot continue if significance is found between groups.

Table 29 – Step 2 for the summer and winter seasons

| Compared Segments | | Summer | | | |
|---|---|---|---|---|---|
| | | Original Correlation | Correlation Permutation Mean | 5.0% | Permutation p-Values |
| Escape in nature & Want it all | Destination Attachment | 1.000 | 1.000 | 1.000 | 0.467 |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.049* |
| | Destination Personality | 1.000 | 1.000 | 1.000 | 0.038* |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | |
| Escape in nature & Social Seekers | Destination Attachment | 1.000 | 1.000 | 1.000 | 0.049* |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.138 |
| | Destination Personality | 1.000 | 1.000 | 1.000 | 0.177 |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | 0.128 |
| Escape in nature & Entertainment seekers | Destination Attachment | 1.000 | 1.000 | 1.000 | 0.150 |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.073 |
| | Destination Personality | 1.000 | 1.000 | 1.000 | |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | |
| Want it all & Social Seekrs | Destination Attachment | 1.000 | 1.000 | 1.000 | |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.053 |
| | Destination Personality | 1.000 | 1.000 | 1.000 | |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | |
| Want it all & Entertainment Seekers | Destination Attachment | 1.000 | 1.000 | 1.000 | 0.223 |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.472 |
| | Destination Personality | 1.000 | 1.000 | 1.000 | 0.359 |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | 0.035* |
| Social Seekers & Entertainment Seekers | Destination Attachment | 1.000 | 1.000 | 1.000 | |
| | Destination Loyalty | 1.000 | 1.000 | 1.000 | 0.086 |
| | Destination Personality | 1.000 | 1.000 | 1.000 | 0.336 |
| | Destination Satisfaction | 1.000 | 1.000 | 1.000 | 0.363 |

*significance level

## 4.6.2 PLS-SEM based on different segments

Since multigroup analysis is not applicable in our case, we ought to see the moderation effect of the segments by using bootstrapping based on the different segments in summer and winter season in the mode. Using SmartPLS we run the Bootstrapping analysis analysis on the model with in two different seasons with the segments previously obtained. We proceeded to estimate the structural model, using the same criteria for determining the significance of the parameters (bootstrapping of 500 sub-samples).

The model ran separately in SmartPLS for the four groups of the summer season, respectively "escape in nature" segment, "want it all" segment, "social group" segment, and "entertainment seekers" segment. The results of the coefficient and the t-statistics of the bootstrap are shown in Table 30. The first segment "escape in nature" shows positive and significant assessment on all the paths except the destination personality -> destination loyalty, which is not significant. The second segment, "want it all" shows positive and significant relationship on all but the destination personality -> destination loyalty, and destination satisfaction -> destination attachment relationship. The third segment, "social group" shows significant and positive relationship on the paths of destination personality -> destination attachment, destination personality -> destination satisfaction, and destination satisfaction -> destination loyalty. The last segment, "entertainment seekers" same as the second segment has positive and significant relationship on all except the destination personality -> destination loyalty, and destination satisfaction -> destination attachment relationship. Figure 12 shows the path coefficients for all the groups in the summer.

Table 30 – Path coefficients in different groups in the summer season

| | Summer | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Escape in Nature (segment 1) | | Want it all (segment 2) | | Social Group (segment 3) | | Entertainment seekers (segment 4) | |
| Path | Coefficients | t-Value (bootstrap) | Coefficients | t-Value (bootstrap) | Coefficients | t-Value (bootstrap) | Coefficients | t-Value (bootstrap) |
| DA -> DL | **0.358***** | 4.310 | **0.557***** | 5.672 | 0.201 | 1.200 | 0.238** | 2.207 |
| DP -> DA | **0.430***** | 5.055 | **0.618***** | 6.010 | **0.554***** | 5.714 | **0.481***** | 3.582 |
| DP -> DL | 0.091 | 1.158 | -0.195 | 1.657 | 0.180 | 1.191 | -0.037 | 0.413 |
| DP -> DS | **0.526***** | 8.500 | **0.649***** | 11.127 | **0.513***** | 5.378 | **0.591***** | 9.633 |
| DS ->DA | **0.300***** | 3.486 | 0.143 | 1.092 | 0.114 | 0.981 | 0.107 | 0.819 |
| DS -> DL | **0.407***** | 5.208 | **0.362***** | 3.404 | 0.336** | 2.081 | **0.726***** | 6.758 |

DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction; ***p < .001; **p < .01; *p < .05

Figure 12 – PLS analysis based on different segments in the summer season
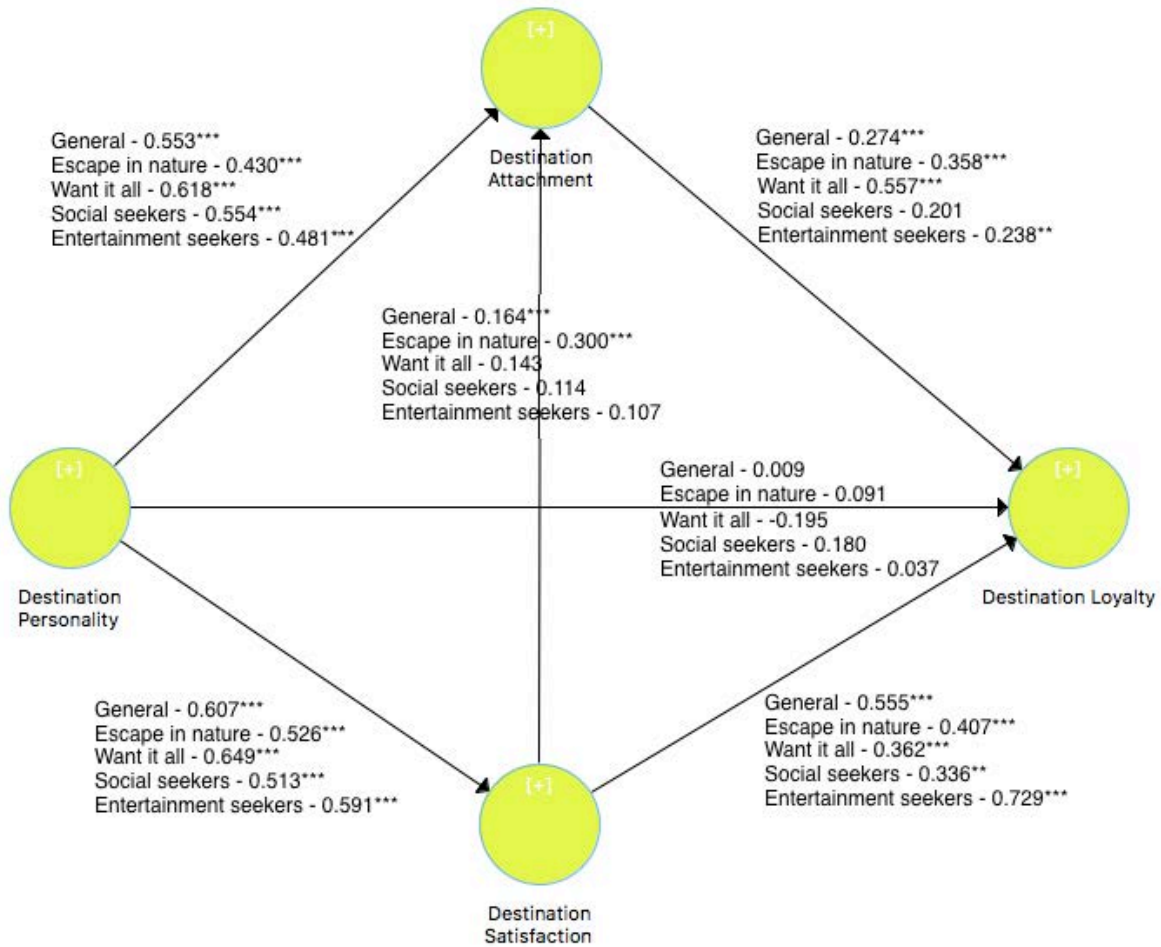


In the winter season we did the same approach on the three segments, respectively to the "passive group" segment, "ski seekers" segment, and "family shoppers" segment. The results of the coefficient and the t-statistics of the bootstrap are shown in Table 31. The first winter segment, "passive group" does not show statistical significance in four of the paths except destination personality -> destination satisfaction path, and destination satisfaction -> destination loyalty. The second segment, "ski seekers" shows a positive and significant relationship in all but the destination personality -> destination loyalty path, and the same as the second segment follows for the third segment "family shoppers". Figure 13 shows the path coefficients for all the groups in the winter.

Table 31 – Path coefficients in different groups in the winter season

| | Winter | | | | | |
|---|---|---|---|---|---|---|
| | Passive Group (segment 1) | | Ski seekers (segment 2) | | Family Shoppers (segment 3) | |
| | Coefficients | t-Value (bootstrap) | Coefficients | t-Value (bootstrap) | Coefficients | t-Value (bootstrap) |
| DA -> DL | 0.160 | 1.368 | **0.281***** | 4.411 | **0.410***** | 3.402 |
| DP -> DA | 0.127 | 0.808 | **0.458***** | 8.246 | **0.321**** | 2.587 |
| DP -> DL | 0.168 | 1.374 | 0.088 | 1.102 | -0.151 | 1.205 |
| DP -> DS | **0.494***** | 4.074 | **0.589***** | 12.287 | **0.665***** | 9.352 |
| DS ->DA | 0.309 | 1.823 | **0.342***** | 6.020 | **0.431***** | 3.728 |
| DS -> DL | **0.584***** | 4.430 | **0.510***** | 5.909 | **0.434**** | 2.444 |

DL – Destination Loyalty; DP – Destination Personality; DA – Destination Attachment; DS – Destination Satisfaction; ***p < .001; **p < .01; *p < .05

Figure 13 – PLS analysis based on different segments in the winter season
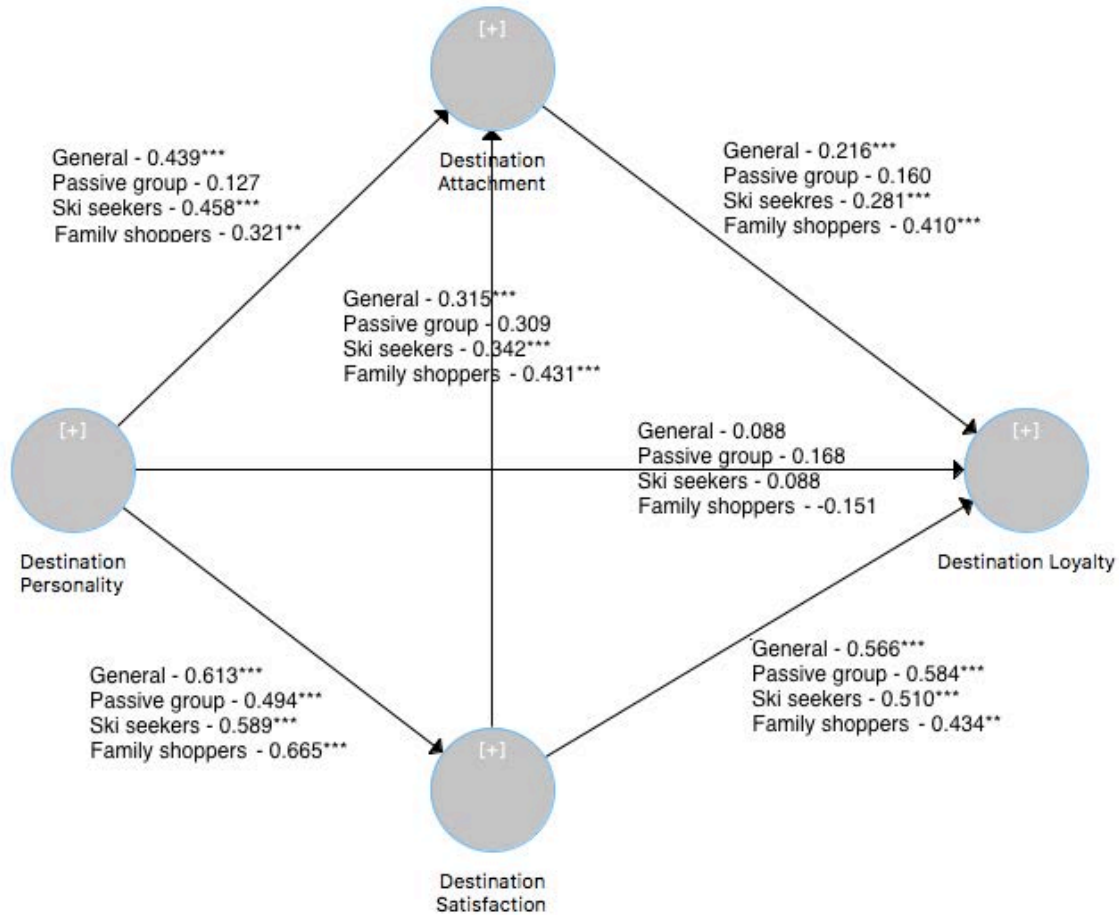
Based on the results, it is clearly shown that the models coefficients are different for each segment in both seasons as well as from the general model. Some segments are not even significant towards different paths of the model. These results clearly support the 8th hypothesis that state that different tourist segments in different have distinct effect on the path of the model.

In the following section we will discuss the findings and make concluding remarks based on the results we have obtained for each objective. After, in a separate section, remarks on implications, both theoretically and practical, have been made. Finally, another section will list some limitations of the study as well as future research directions.

# 5. Discussion & Conclusion

## 5.1 Motivation-based segmentation in different seasons

The segmentation through tourists' motivation proved to be a valuable measure to segment the tourism market in Andorra. In addition, when we introduce the concept of seasonality we further shape the clusters of the tourists in this country. In the tourism literature, segmentation is vastly used to profile the tourists, yet seasonality in this research demonstrates the importance of considering the temporal factor for some destinations. As noted before, seasonality has a huge impact on tourism in Andorra, during the winter time all the mountains are filled with snow and the ski resorts or slopes are the most frequented location and activities. Whereas in the summer season all the mountains are cleared from the snow and the ski tourism falls through. However, tourists are still present in Andorra during the summer season as well, the country has a great culture and heritage sites to be visited, as well as hiking trails, different sports activity, the shopping district, various festivals, and many other entertainments. The tourists that visit Andorra have different motivations in terms of their visit, and are not homogenous in the context of demography. The results of this study exposed that motivations to travel in the summer season compared to the winter seasons differ from each other.

Segmenting tourists based on their motivations and socio-demographics resulted in seven distinct segments, which four of them are resulted from the summer season with six motivational dimensions, and four in the winter season with five motivational dimensions.

In the summer season the motivational factor "nature" had the strongest explanatory power (with 18.89% of variance explained). The "nature" motive also had the second highest mean value of combined means of the factors indicating that experiencing "access to the wild and unspoiled nature", "hiking opportunities", "the landscapes and moods of nature" among other things were the primary motivations for visiting Andorra. On the other hand, the "culture" motive also had a strong explanatory power (14.16% of variance explained) indicating that experiencing "attending events/festivals", "cultural attractions", "travel to historical heritage sites" among others. A third motive factor "entertainment" also had a strong explanatory power (12.19% of variance explained). These three motivational factors must be regarded as important distinguishing themes for visiting Andorra. The "escape" motive is the forth strongest explanatory power, however with the highest combined mean of the factors (4.05) meaning the tourists in the summer season would like to escape their everyday life and change from their daily routine in nature, culture, and various means of entertainment. The motivational factors of "family" and "friends" had the least explanatory power (6,30% and 4,83%). With regard to the environment of Andorra during the summer season these motivational factors were expected.

In the winter season the motivational factor "culture & leisure" has the strongest explanatory power (18.89% of variance explained) followed by "nature" motive (16.86% of variance explained). The "culture and nature" indicates that the tourists experience "learning about new things/places/culture", "cultural attractions", "visit new places", "physical relaxation", "attend festivals" among other things. However, it is interesting to notice that the strongest explanatory power motive has the lowest mean value of combined means from the five motivational factors in the winter season. The "nature" factor is somehow expected in the winter season in Andorra where tourists like to experience "the landscapes and moods of nature", "peace and quiet in nature", "fellowship with nature", "engage in nature based activities" among other things. In comparing the "nature" motive with winter and summer season we can notice based on the mean value of the items that during the summer season tourists are motivated mostly to for the hiking opportunities (mean value of 3.62) among others whereas in the winter season the lowest motivation in terms of mean value (2.22) is the hiking opportunities because of the tough passages because of snow in the mountains. An

important motivational factor in the winter season is also "skiing" (with 9,43% variance explained). The "skiing" motive is very obvious for the winter season in Andorra, where tourists that prefer a fitness or sport activity have the great opportunities for skiing in the hundreds kilometres ski slopes in Andorra. The "family & shopping" and "escape" motive also have a strong explanatory power (9.36% and 8.86% of variance explained). The findings of our motivational factors are consistent with the ones in the literature for the "nature" motive (Metmetoglu, 2007; Beh & Bryere, 2007; Tangeland et al., 2013), "culture" motive (Lee at al., 2013; Neuts et al, 2013; Lee et al., 2013b; Ward 2014; Romao et al., 2015), "skiing" motive (Bel et al., 2015; Tangeland et al., 2013) "entertainment" motive (Romao et al., 2015), "escape" motive (Yoon & Uysal, 2005; Kim et al., 2006; Oh & Schuet, 2010; Lee et al., 2013b; Battour et al., 2014) and "family" and "friends" motives (Kim et al., 2006; Moler & Albaladejo, 2007; Boo & Jones, 2009; Battour et al., 2014; Satta eta al., 2016).

The findings in this dissertation suggest that based on tourists' motivations, the market can be divided into four segments for the summer season and three segments in the winter season. Significant differences in the characteristics of the sample were observed. In the summer season the four motivational segments are "escape in nature", "want it all", "social group", "entertainment seekers". The profiles of these four motivational market segments in the summer showed significant differences in socio-economic characteristics such as age, educational level, occupation, and salary. The majority of the tourists in the summer season in Andorra are the "escape in nature" seekers who contain 30.63% of the respondents in the summer season. The majority of the people in this segment are middle aged females, younger than "want it all" group and "entertainment seekers" but the same as the social group. They have the same education with a university degree as the "entertainment seekers" but better educated than the "want it all group" and less educated than the "social group". Most of the people in "escape in nature" and "want it all" group are salaried workers with monthly salary between 1,501-3,000 euros, yet in the "social group" the people are self-employed and "entertainment seekers" are jobless yet both the latter groups earn a household monthly income between 1,501-4,500 euros.

On the other hand, in the winter season, "ski seekers" are the key group with the majority of the respondents (61%). The ski seekers are also people who chose Andorra to get

away from their everyday life and change their routine with their families to ski in the ski slopes of Andorra. The other group that is the contrast of the ski seekers are the "family shoppers" who as well as the "ski seekers" want to change their daily routine, yet they are motivated by the shopping centres and streets in Andorra where they like to also be with family. They do not want to ski yet prefer a peace and quiet in nature. Furthermore, the "passive group" are the ones that are the less motivated. In terms of socio-demographic characteristics, the segments in winter had significant differences in education level, occupation, and income level. The "passive group" are the least educated than the other two segments who have university degree or similar. The passives do not currently have a job or are retired and earn between 0-3,000 euro monthly household income, whereas the "ski seekers" are mostly salaried workers with monthly household earnings between 1,501-4,500 euro, and "family shoppers" are mostly self-employed with a monthly salary between 3,001-4,500 euro.

Although it is not strictly possible to compare results obtained with distinct studies for a number of reasons (among others the differences in the survey designs, the periods when the surveys were conducted, the population and the periods under study, and for the most part, the use of motivations and activities as the criterion for segmentation, and do not consider different seasons), the results of the statistical analysis conducted in the present study indicate some similarities with other studies. The "escape in nature" is somehow similar to the findings of Beh & Bryere (2007) where the "escapist" segment in their study was also characterised by Nature factor. Also, Dryglas & Salamaga (2016) generated the "nature and culture" seekers which has similar motivations as our segment. Moreover, the "want it all" segment is consistent with the findings in other studies such as Park & Yoon (2009), Tangeland (2011), Almeida et al., (2013), Miragaia et al. (2015), and Almeida et al., (2013) who also identified a cluster of want it-all visitors composed of tourists motivated and interested in all kind of activities. The "social group" segment also can be found in the literature where socialization is the factor most valued by tourists (Correira et al., 2008; Tangeland, 2011). For the last summer group of "entertainment seekers" the similarities are found in the study by Satta et al. (2016) by the "excitement and experience seeking" cluster, and Fernandez-Hernandez (2016) in the "fiesta lovers" cluster where the tourists like to

participate in local events and cultural events and enjoy the nightlife. Furthermore, the "passive group" segment where the tourists are not motivated by any dimension are found in Park & Yoon (2009), Miragaia et al. (2015), Bel et al. (2015), and Satta et al. (2016). The "family shoppers" segment in this study has similarities with the group generated in the study of Almeida et al. (2013) and Satta et al. (2016) where the "family oriented" cluster are mainly interested in socialising with family and like to escape the daily routine. Lastly, the "ski seekers" segment is found in the study of Bel et al. (2015) labelled as "spring skiing" where is very specific to a particular region.

Overall, the "want it all" segment in the summer seasons who possess a secondary or similar degree are likely to be motivated by all kinds of factors. We can see that they do like to escape from their jobs and like to go out in nature with family and friends and also visit cultural places. On the other hand, in the winter season we have the opposite of the latter segment, which is the "passive group" segment where they are not motivated for their travel to Andorra. The "ski seekers" in the winter season somehow mimics the first segment of the summer season "escape in nature" based on their demographics of education, salary, and occupation and also on the motivational dimensions. The "ski seekers" besides skiing are the ones to escape and love the nature, and "escape in nature" segment in the summer season instead of "skiing" motivation have the "culture" motivation. It's hard to find similarities between the summer and winter segments, as we see clear differences between the segments in different seasons. In the winter, it is clear that the most important tourists of the season are the "ski seekers" where it could be very easy to target them with a marketing strategy tailored to skiing. However, it is interesting to know that those "ski seekers" also are motivated not only for the ski slopes of Andorra, but also its because to escape their daily routine. Obviously, Andorra in the winter season is well known for skiing, so generating a "ski seeker" is expected. Yet, on the other hand we also found out that some part of the tourists are really not interested in skiing in the winter season, but like to take advantage of the tax free shops in Andorra with their families. At this group, a completely different strategy needs to be tailored to attract and brand the country in the winter not only as a winter sports and skiing destination but as well as a family place where you can shop in the variety of shops that Andorra cities provide. Furthermore, the domestic demand for well-being of the country

is significant and should be able to help tourism companies during off seasons if the companies can provide the correct products for the correct customers. In this case, Andorra in the summer cannot still be seen as a ski destination due to lack of snow in the mountains. This study provides insight on the type of tourists that visit Andorra. Most people tend to visit Andorra to visit the nature of Andorra, they like to hike and experience the landscapes of nature. This are the most important group of people in the summer season. The segmentations proposed in this paper could be helpful in understanding why different people travel in Andorra. They also provide information (e.g., demographic profile and seasonality) which can be used to develop and target niche marketing strategies. Understanding tourists' motivations for visiting in Andorra as a seasonal destination can ultimately help communities effectively design and market their product lines and experience and think for different seasons based on their location. Therefore, continuous research on tourism behavior is needed and developed for different seasons, to monitor the changing demands and preferences of tourists and to assess present and future marketing strategies.

### 5.2 The role of destination personality in predicating tourist behavior

In the general marketing field, recent advances have been made to point out the importance of brand personality and customer brand attachment explaining aspects of customer behavior, yet research is scarce on the role of these elements in tourism. To address this shortcoming, the current study develops and tests a model investigating the inter-relationship of destination personality, tourist's destination attachment, destination satisfaction, and destination loyalty. The model was tested in two different seasons to analyse if there are any difference in the relationships based on different seasons. The reformulation of Bagozzi's (1992) attitude theory (i.e. cognitive -> affective -> behavior) and branding theories ware used to study the antecedents and outcomes of the relationships in a tourism context.

First and foremost, considering seasonality, we found that destination personality as a second order construct, had slightly had different personality factors in the two seasons. The summer season presents six factors related to the construct destination personality, while we have found five factors in the winter seasons. While in the summer season the most

important factor was "activeness" (14,48% of variance explained) in the winter season "activeness" is the second most important factor (with 17,77 of the variance explained). The "sophistication" factor in the summer season is the second most important factor with (12.04% of variance explained), yet in the winter season the "sophistication" factor is the third most important factor (13,54% of variance explained). The "excitement" factor factor is the third most important factor in the summer season (11.84% of variance explained), however in the winter season the "excitement" factor is the first most important factor (18,25% of variance explained). In the winter season the items that construct the "excitement" factor do have more variety and it is combined with the items that construct "dependability" in the summer season. The factors discovered in this study are consistent with other findings in the literature (Chen & Phou et al., 2013; Hultman et al., 2015), as well the use of the destination personality construct as a second order construct (Lee et al., 2009; Rojas-Mendez et al., 2015; Aguilar et al., 2016). In the structural model we also notice that the factor of "ruggedness" has a low strength on both summer (0.492) and winter (0.379) season, which indicates that ruggedness is not a personality dimension tha best explain Andorra.

The results of the PLS-SEM analysis showed that destination personality plays a significant role in creating a destination brand for Andorra in both seasons. In addition, destination personality has a direct and positive effect on destination satisfaction which confirm the findings of Lee et al. (2009) and Hultman et al. (2015) who demonstrated that destination personality has a direct and significant effect on destination satisfaction. Destination personality also has direct and significant effect on destination attachment consistent with the findings in the literature (Malär et al. 2011; Bavarsad & Feli, 2015). On the other hand, confirming many studies, we also found positive and significant relationship on destination satisfaction on destination loyalty (Yoon & Uysal 2005; Alegre & Cladera, 2009; Han et al., 2017), furthermore, we have also found a positive and significant effect on this two vastly measured constructs in both seasons. This finding is contradictory with the finding of Hultman et al. (2015), where they found no significant link between satisfaction and revisit intention however positive relationship on promotion (word of mouth). We have argued that destination loyalty is a construct reflected by revisit intentions as well as positive

word of mouth, and that loyalty should be measured by both aspects. In other words, a visitor will be loyal by the fact that he or she will be highly satisfied after visiting a destination, however might not be willing to revisit the destination because wants to move on on other destination, however will be a great ambassador of the destination and recommend it to others. This visitor still remains loyal by spreading word of mouth which is a component of loyalty. We argue that Hultman et al. (2015) should have used both revisit intentions and promotion to reflect the construct of loyalty. Also, a positive and significant effect was found between destination satisfaction and destination attachment, confirming the debate that satisfaction is an antecedent of attachment. We confirm the findings of Lee (1999), Brocato (2006), and Lee et al. (2012) in the sense that satisfaction with a setting could lead to a sense of place attachment. It is interesting to notice that in the winter season, the link between satisfaction and attachment is stronger than in the summer season. This leads to the thought that people that are satisfied with the stay in Andorra during the winter season, get more attached to the destination (i.e. Andorra) than those that stay/visit in the summer season.

Destination attachment showed positive and significant effect on destination loyalty, implying that the more emotionally attached to the destination (i.e. Andorra), tourist tend to revisit or promote the the destination (i.e. Andorra) in the future. This study concurs with other findings in the field that it is beneficial of investing in destinations with which tourists gain a psychological connection which may extend beyond their experience to the destination and leads to promoting that destination as well as revisit (Yuksel et al., 2010; Prayag & Ryan 2012; Kil et al., 2012). Also, we agree with the study of Brown et al. (2016), Yuksel et al. (2010), and Ramkissoon & Mavondo (2015) that destination attachment should be considered as a second order construct. In our case, place identity and place dependence were found to be the most important dimensions of destination attachment in both seasons, and the management implications of these findings deserve careful consideration. An ability to influence emotional responses to the physical setting and activities supported by a destination must be seen as an important consideration in destination design.

Furthermore, a finding in this study that does not agree with most of the findings in the literature (Lin et al., 2012; Hultman et al., 2015) is that destination personality does not have a direct and significant relationship with destination loyalty in both seasons (t-stat:

1.156 for summer; t-stat: 1.498 for winter). This finding implies that personalising a destination does not necessarily mean that tourists will revisit or promote the destination. However, an interesting finding in our model is that destination personality indirectly affects destination loyalty through the mediating role of destination satisfaction and destination attachment. Destination personality has a strong linkage with attachment and satisfaction meaning that the more they personalise the destination, the satisfaction would be higher and they tend to get more attached with the destination. This means that after developing a personality for a destination the tourists also will be satisfied with the destination to achieve destination loyalty. Also, after developing the personality for a destination, making emotional linkage by getting attached to the destination would lead to loyalty to the destination. In this case destination satisfaction and destination attachment play a full mediating role for the destination personality and destination loyalty. This implies that the relationship between destination satisfaction and destination attachment is crucial with regard to successful destination branding. The emotional bond or relationship between tourists and destination significantly influences their behavioral outcomes. Consumers usually develop a relationship or bond with particular brands, forms, objects and locations (Thomson et al., 2005), this study acknowledges that tourists form emotional relationships or bonds with destinations. Moreover, the study enhances an understanding of the mechanism by which destination personality has significant effects on the emotional bonds, such as destination satisfaction and destination attachment, that can form between tourists and destinations, which in turn can positively influence tourist behaviour, such as destination loyalty. In particular, the path of the cognitive knowledge -> emotional response -> behavioral outcome framework in a tourism setting is fully supported in this study. Therefore, this study in both seasons confirms Bagozzi's (1992) reformulation of attitude.

### 5.3 The role of motivation-bases segments in predicting tourist behavior.

The general sample for the two seasons gave interesting results and insights on the conceptual framework. However, the analysis testing the model based on motivational segments gave a whole different prospective to be analysed in the model. While the segments are derived based on motivations to visit Andorra separately in winter and separately in

summer, seven motivational segments are derived where we find the relationship of each construct based on the tourists in one specific segment. We clearly saw that the coefficients and significance change for every segment compared to the general model (figure 11 and 12). For some segments, some relationships between constructs are stronger and some show lower effect compared to the general estimation.

In the summer season, for all the segments the relationship between destination personality -> destination loyalty is insignificant, the same as in the general estimation. On the other hand, the "escape in nature" segment shows significant and positive effect same as in the general model, however it is interesting to notice that in the path of destination attachment -> destination loyalty for this group we see a stronger relationship compared to the general model, as well as a stronger effect on the relationship of destination satisfaction -> destination attachment. These indicate that the group that likes to escape their everyday life and find peace and quiet in nature in the summer seasons gets more satisfied and forms a stronger emotional attachment with Andorra leading to a strong relationship to recommend and revisit Andorra.

The "want it all" segment of the summer season, shows a stronger relationship compared to the general estimation in most of the construct relationships especially in the attachment -> loyalty relationship where the effect is more than double stronger than the general estimation. However, we find not significant relationship of destination satisfaction -> destination attachment, meaning that this relationship does not hold for this particular segment. The group is motivated by all aspects of Andorra, yet it does not hold that if they are satisfied with their stay, they will get attached to Andorra, for this group our hypothesis 6 would not stand. The same statement holds for the "social seekers" segment and "entertainment seekers" segment in the summer season. The third segment of the summer season, the "social seekers" also does not show a significant in the relationship between destination attachment -> destination loyalty signifying that our hypothesis 7 would not hold for this group. This indicates that the group of people that are motivated to visit Andorra mostly because to have a social contact with friends to change their daily routine, do not recommend or tempted to revisit Andorra even if they are emotionally attached to the destination.

In the winter season, same as for the summer season segments, and the general estimation, the relationship between destination personality -> destination loyalty is not significant for all the winter segments. It is very interesting to perceive the results of the "passive group" in our conceptual model. The only significant and positive effects are in two relationships (destination personality -> destination satisfaction and destination satisfaction -> destination loyalty). All other hypothesis (H3, H4, H6, and H7) do not hold for this particular group of people that have visited Andorra in the winter without any strong motivation for their visit. The "ski seekers" segment shows the strongest effect in the destination personality -> destination attachment relationships, meaning that finding personalising traits to the destination will lead to emotional bondage with that destination. For the last group in the winter seasons, the "family shoppers" show the strong relationship in the personality - > satisfaction path, satisfaction -> attachment path, and attachment -> loyalty path.

Overall, we see a clear picture of the effect of each segment in each path of the conceptual model. The segments which are derived by motivational dimensions give us a better understanding at the role of motivation on specific relationships. It is important to state that, this is not testing the moderation effect of motivation factors on the conceptual model, yet it is a segment created from motivational factors. In the tourism literature, segmentation techniques have been made in the recent years, as well as testing different frameworks and models in the tourism perspective, yet there is no research based on how segments shape the conceptual framework. Segments based on motivations as a crucial role in the tourism literature are to be considered when testing a model. Clearly, not for all groups of people our hypothesis stands the same. From the same sample of respondents, we can see that destination attachment has a positive effect on destination loyalty for the "want it all" segment for instance, yet it does not hold for the "social seekers".

# 6. Implications

## 6.1 Theoretical implications

Travel motivation is one of the most important areas of tourism research to better comprehend tourist behaviors. Knowledge of tourists' motivations is also critical to predict future travel patterns. In tourism research, most of the previous empirical research on motivation has attempted to identify the motivational factors on different settings and populations (Yuan & McDonald, 1990; Cha et al., 1995; Zhang & Lam, 1999). This research contributes to the tourism behavior research by exploring and adding value in the

topic of market segmentation approach based on motivations and demographics in a seasonal tourism destination. Furthermore, it examines the relationship between destination personality, destination satisfaction, destination attachment, and behavioral intentions; and analyzes how the segments derived based on motivation and demographics in different seasons influence in the relationship of destination personality, attachment, satisfaction, and loyalty. The findings provide useful insights into the Andorra tourism market, thereby helping travel marketers in planning and executing marketing strategies such as product development, packaging, and advertisement. Despite the exploratory nature of this study, the findings also shed some light on travel motivation research.

Other theoretical contribution of this research is that it is one of the few studies to segment tourists into different clusters based on their motivations and demographics in different seasons, respectively summer and winter season. Previous segmentation studies in the tourism and marketing literatures (e.g., Beh & Bryere, 2007; Corriera et al., 2008; Figini & Vici, 2012; Almeida et al., 2013; Rid et al., 2014) have employed between one and four segmentation bases to derive segments for a destination only based on their peak season, namely demographic, geographic, psychographic, and behavior. This study provides a unique contribution to tourism literature suggesting that consideration of a seasonal segmentation factor may be warranted. In our case introducing the seasonality to Andorra destination, we derived four segments in the summer season and three segments in the winter season. Specifically, the results of this study suggest that temporal factors such as seasonality may provide destination marketers with considerable improvement in the descriptive capability of

segments derived when clear summer and winter seasons are evident. Therefore, to minimize seasonality issues, it is essential that product and market diversification for seasonal destinations are considered (Higham & Hinch 2002; Getz & Nilsson 2004) to target these tourists to uphold survival throughout the year (Baum & Hagen 1999).

As another theoretical implication, the role of demographic in discriminating between different types of tourists, should also be mentioned. The four (age, occupation, income, and education) of the five demographic and trip features differentiated the four motivation based clusters from each other in the summer season. In the winter season, three (occupation, income, and education) of the five demographic and trip features differentiated the four motivation based clusters from each other. In other words, and as noted by several other researchers, developing theoretical models based solely on demographic or/and trip characteristics is not useful for all contexts. This study likewise shows that psychographic information is more powerful in understanding tourist behavior.

It is also important to understand the destination personality as a construct in the tourism destination. From a theoretical point of view, the results confirm the notion that tourists attribute personality traits to the destinations as suggested by numerous tourism researchers (Chen & Phou, 2013; Ekinci & Hosany, 2006; Usakli & Baloglu, 2011). We employed Aaker's (1997) BPS (23 personality trait items) in the tourism context which gave us suitable results and shows that the scale is adequate for tourism destinations which other authors have done as well (Hosany et al., 2006; Chen & Phou, 2013, Hulman et al., 2015). However, the destination personality scale also addresses the criticism that Aaker's BPS may not be suitable to study destination personality because some of the dimensions of the traditional BPS are not applicable to tourism destinations (Kim & Lehto, 2012; Murphy et al., 2007; Usakli & Baloglu, 2011). The scale developed in this study indicates that three dimensions of Aaker's BPS are applicable to Andorra travellers' destination personality perceptions (i.e., sophistication, excitement, and ruggedness). "Activeness", "Dependability", and "Conviviality" are found to be unique destination personality dimensions of Andorra's destination personality perceptions. Also, it is interesting to mention that different seasons give different personality perceptions for Andorra. In the winter season we have five personality factors, whereas in the summer season we have six

personality factors where "Dependability" is the extra one.

Furthermore, another contribution in the branding research, it was found that the model that best expresses the existing theory regarding destination brand personality and achieves the best statistical fit is a second order type I measurement model (double reflective). The strength of each dimension in the reflective of the destination personality in the general population was 0.818 for activeness, 0.772 for sophistication, 0.839 for excitement, 0.830 for dependability, 0.763 for conviviality, and 0.424 for ruggedness. On the other hand, the results of this study indicate that those dimensions perceived as being the strongest by the tourists with respect to the personality of Andorra are, in the summer season, activeness and sophistication, whereas where the winter season is concerned, were skiing is the main activity, the excitement and activeness traits of the destination are seen as being the most outstanding features of its personality in the opinion of the tourists.

As previous studies have already tested parts of this model, the key contribution and novelty in this paper is to integrate the concepts that have been analysed partially. In other words, this study took advantage from limitations and future research lines in the literature and integrated into one model the concepts of destination personality, destination attachment, destination satisfaction, and destination loyalty. Furthermore, destination personality can influence and strengthen the emotions of tourists that they form with the destination over time, which is consistent with the Aaker et al., (2004) study of perceived brand personality. Our, findings show that destination personality has a significantly positive influence on destination satisfaction and destination attachment. These findings agree with other studies who argue that cognitive images have significant effects on affective responses (Weiner, 1986; Baloglu, 1999; Baloglu & McCleary, 1999). Moreover, the findings of this study indicate that destination personality does not have a significant impact on intention to return and intention to recommend, respectively loyalty, which is not consistent with previous research (Ekinci & Hosany, 2006; Ekinci et al., 2007, Xie & Lee, 2013; Hultman et al., 2015). The finding however, is consistent with the idea that destination personality affects loyalty indirectly through other behavioral constructs such as satisfaction and place attachment (Chen & Phou, 2013; Kumar, 2016). Tourist with same destination personality traits as Andorra, are more likely to be satisfied with the setting and get attached to the place where

in turn will lead to behavioural intentions such as revisit Andorra in the future and promote it in social interactions (i.e. loyalty). Therefore, our study contributes to the tourism research by first, exploring the mediation effect of destination satisfaction and destination attachment in the destination personality destination loyalty relationship. Both constructs fully mediate the relationship of personality and loyalty. This finding also supports the reconstruction of attitude theory by Bagozzi (1992), where a cognitive appraisal should lead to positive emotional response an onward to behavioural intention. This is supported with the fact that when introducing destination satisfaction and attachment as emotional responses the attitude – intention process ceases to exists (i.e destination personality -> destination loyalty is not significant). Moreover, in line with brand relationship theory, which recognises that consumers have bonds or relationships with specific brands, objects, firms and places (Thomson et al., 2005), our findings show that tourists form emotional bonds or relationships with destinations. These findings therefore contribute to the theoretical literature on the behavioral research particularly with regard to destination satisfaction and destination attachment. Previous studies of the consumer brand relationship have focused heavily on brand relationship, by examining factors such as brand attachment and satisfaction. However, very little research has attempted to test the relationship links between tourists and destinations. More specifically, few studies have been working on satisfaction and attachment in tourism research settings. Our findings reveal that destination personality is the critical antecedent of the satisfaction and destination attachment relationship, and tourists' behavior is the outcome. Therefore, our findings show that emotional bonds or relationships do exist between tourists and destinations.

The study contributes in the tourism branding literature by evaluating the effect of satisfaction on destination attachment. It is a dilemma in the literature whether the attachment with a place leads to satisfaction, or the contrary (Yuksel et al., 2010). This study agrees with the theory that satisfaction with a setting could lead to a sense of place attachment (Lee, 1999; Lee & Alen, 1999; Brocato, 2006; Chen & Phou et al., 2013). In this case, we measured visitors' opinions about the varied components of destination satisfaction and found that satisfaction with the overall stay, choice of travel, and confirmation about good expectations predicts destination attachment. Hence, satisfaction with the Andorra's qualities as a

destination will lead the visitor to preform activities that they like, which as a consequence increases the chances for other positive outcomes, such as social interaction, achievement of personal goals, and the gaining of memories of that place. The more favourable the tourist satisfaction with a destination, the chances of being attached to that place increase. As mentioned in our literature review, authors have proposed to further analyse the relationship of destination satisfaction and destination attachment to better understand the link between the two concepts. Hence, based on the results that destination satisfaction plays a positive effect on creating a sense of place attachment is another theoretical contribution.

On the other hand, another key theoretical contribution and the novelty in this paper is the analysis of segments on the impact of the paths in the conceptual model. Destination marketing literature states that tourists may hold different evaluations regarding the same destination (Beerli & Martin, 2004, Prayag & Hosany, 2014). In this study, the tourists in the destination are clustered into different segments based on their motivation to visit Andorra, as well as their demographics. With the clusters developed, we ran a PLS analysis on the conceptual model to see the the evaluations of each group in the model. We clearly see that specific segments shape the model differently, and give deeper insight in the theory of tourist behavior. We can clearly see that for some segments a stronger relationship is illustrated in the model. For the "want it all" segment of the summer season, destination personality shows a stronger prediction towards destination attachment as well as destination satisfaction compared to the general sample results. Also a greater effect shows that for this particular group, the more attached they get do the place and identify themselves with the place (i.e. Andorra) the more they predict behavioral outcomes. Furthermore, compared to the general model, the relationships among different constructs does not hold and disconfirm some of the theories that we hold. For the "entertainment seekers" segment in the summer season as well as the "passive group" in the winter season, we see that destination attachment does not lead to destination loyalty like we confirmed in the general model. Another contradiction in the generalisation of the theories is that the "want it all", "social seekers", and "entertainment seekers" segments from the summer segments, as well as the "passive group" does not agree with the theory that satisfaction with the setting leads to a sense of destination attachment. However, in the analysis of the general sample we can confirm the contrary. The difference

in the magnitude of the relationships between the construct is noteworthy when we introduce the segments in the model. Testing the model within the general sample sometimes could be misleading when we want to examine theories on consumer/tourist behaviour. Yuksel et al., (2010) points out that some results may be misleading due to the sample composition, their motivation, and timing of measurement. As we noted before for the evaluation of the model in the general sample, the satisfaction evaluation you get from the destination is important as it makes tourists more satisfied and that results to attachment with the place. (i) Tourists in the summer season in the general sample testing showed that they are satisfied with the destination setting and activities and the destination as a whole, which consequently resulted in place attachment with that destination as they have fulfilled their needs and goals based on the activities and the setting they like. However, when we introduce the summer segments and test this relationship in the model, we see that for the 'social seekers', 'want it all', and 'entertainment seekers' segments, this theory does not hold. On the other hand, when we test for the 'escape in nature' segment this theory holds and even shows greater effect compared to the general sample testing. So, for example for the people that have come to Andorra to visit and their motive is to go out and escape their everyday life, go out experience the moods of nature, and perform activities in nature, Andorra provides a high variety of activates to do in nature, and a beautiful landscape. So, the 'escape in nature' group is more satisfied with Andorra in general because it fulfils their need and goal with the beautiful nature and activities in nature which in turn leads them to get attached and form an emotional bond with the destination. As for the other groups, for example the 'social seekers' group satisfaction with Andorra and the activities the destination provides does not show significance on attachment to the destination because their main motive is to socialise. Same applies for the other two groups in the summer season. (ii) Testing with the general sample in the winter season, destination personality shows positive and significant relationship towards destination attachment, and destination attachment shows positive relationship on destination loyalty. This means that a distinctive destination personality of Andorra influences tourists to develop an emotional relationship with it, in this case attachment to Andorra. Also, when attachment with Andorra as a destination based on the need and settings of it that they like to enjoy leads to repeat visit in the future and promote it. However, when we test with the

segments of the winter season, it is noteworthy the relationship of these constructs within the 'passive group' as they do not show significance. For the largest group 'ski seekers' however, the theory holds and even shows stronger positive effect. Therefore, as noted before, some results when we test may be misleading due to the samples motivation and timing. In this case if we take for example, 'ski seekers' basically are motivated to travel to Andorra for the opportunities to ski in the slopes that Andorra offers during the timing of the winter. They have developed a strong personality towards Andorra due to the range of quality ski resorts and slopes it provides. This leads to an emotional bond to the destination as people get attached to functionality of Andorra for a particular touristic activity such as skiing. Onward, when they form an emotional bond they do have the tendency for intentions to revisit Andorra in the future and spread positive word-of-mouth. The 'passive group' which do not show any strong motivation for their visit in Andorra, their personalisation of the destination shows a limited effect on instrumental components of attachment to the destination, and do not promote or have the tendency to revisit the destination. These results provide as a new way to approach theories in the customer/tourism behavior, as to the heterogeneity of the population may differ from the general observations of different theories and models. It is necessary to avoid generality when by introducing different segments and make conclusions based on the type of clusters that will be derived within a sample. In this case however, the segments with the most tourists that are "escape in nature" in the summer and "ski seekers" in the winter although have changes in the power of prediction, nevertheless do confirm the hypothesis and the relationships in the analysis of the conceptual model from the general sample. Thus, from a methodological point of view, we suggest that a PLS analysis should be considered in most of the customer/tourist behavioral models by using different type of segments based on motivation.

Consequently, one other theoretical contribution relates to the behavioural model developed within the social psychology. As we do support Bagozzi (1992) on the reformulation of the attitude theory, we argue that segments based on tourist motivation as a moderator as a condition between cognitive and affective response and behavioural intention. As we described above a cognitive knowledge as destination personality is moderated by motivational segments to change the influence of destination attachment as an affective

outcome and also the influence of the latter on intentions to recommend. When using the reformulation of attitude theory to predict tourist behaviour, researchers must take advantage of the segmentation techniques to develop motivational segments within their general sample and use them as a moderator in the relationship of the constructs they will use.

## 6.2 Managerial implications

The findings of this study also provide important suggestions regarding the management and marketing of tourism attractions and destinations. Primarily, the seasonal tourism market segments are clearly important for tourism businesses in seasonal destinations that offer distinctive attractions as well as activity products. The segments have important implications for all stakeholders involved in tourism marketing and development in Andorra. The market segments and socio-demographic profiles as described above can be used to develop marketing strategies and develop and target niche markets as part of a diversification strategy. The marketers should understand that the market is diverse when seasonality is a major phenomenon in the destination they operate. New tourism products can be most effectively planned only if tourists' motivations are described, analysed, and understood especially when they are understood in different seasons. Understanding the differences between the segments will facilitate the tourism managers in their target marketing strategies.

Travellers will visit Andorra for different reasons and will have differing characteristics such as motivations and demographics. Utilizing the findings of this research, it is recommended that tourism organisers segment visitors based on the characteristics of the four segments in summer and three segments in winter. The visitors in the summer season are middle aged and over sixty years, are well educated, and earn up to 3000€. They travel to escape their daily routines in nature, so they like to engage in nature activities and feel the peace and quiet in nature. This target segment could be targeted with tailored marketing strategies using online mediums platforms that use demographic targeting as well as user behavioral targeting by implying their age and the interests they search or surf online, in this case about nature and nature activities. The more attached this segments gets to the destination the more they are loyal in terms of recommending Andorra to their families and

friends and also revisit it. On the other hand, the same procedure might follow as well for the other segments in the summer season such as the "want it all" who are motivated to be with their families, nature, culture, some form of entertainment, that are in their fifties with a low education, as well as the social group. However, the managers should also focus on the "entertainment seekers" who are mostly in their fifties, well-educated, jobless yet earn a household income between 1500-4500€ monthly, that seek to escape their life routine with some sort of entertainment. This group however, does not promote or revisit even if they get some kind of emotional bonding and get attached to Andorra, so the marketers by understanding this should avoid developing strategies of emotional bonding to the destination for the ones that come for a festival/event, nightlife, or gastronomy, to minimise time and cost. In the winter season, the main focus would be the "ski seekers" segment who like to ski in the mountains of Andorra and experience as well the quiet in nature. This group is composed of well-educated individuals that are mostly salaried workers, that earn a household income between 1500-4500€ monthly. Same as in the summer season, this is the most important group of the winter season were managers should focus. The destination marketers should advance the promotional strategies for this group also due to the high predictive values of revisit and word of mouth, when they are satisfied with the visit as well as when they form an emotional bondage with the destination. The same applies for the 'family shoppers', who show high predictive values when they are satisfied and attached. Another interesting group for managers to think is the "passive group" in the winter seasons who are mostly less educated and not working, and visit Andorra primarily to enjoy the setting with relatively low expectations from their trips. The strategy for this particular group should be focused on Andorra as a whole, marketers should plan to develop tourism with low investment by using Andorra's attractions and activities as a whole.

Furthermore, understanding the antecedents, processes and outcomes of the tourist-destination relationship is an important continuing point to developing and implementing successful marketing campaigns to attract tourists. The objective of understanding these processes is to better enable destination marketers and managers to differentiate their destination products, and build long-lasting emotional bonds or relationships between tourists and destinations. This study indicates that tourists attribute personality characteristics

to destinations, which could be useful to branding a destination and include the findings in their communication strategies. Therefore, destination marketers are advised to concentrate on developing promotional campaigns that emphasize the distinctive and attractive personality of each destination. In the case of Andorra, destination marketers should focus on separating and creating different marketing strategies to personalise Andorra for tourists on different seasons. For the summer season they should focus on promoting and develop activities in Andorra due to the most important personality dimension that people strongly personalise Andorra with 'activeness'. On the other hand, in the winter season 'excitement' should be the focus on the communication channels that they use to promote the Andorra. Moreover, destination personality is a predictor of destination satisfaction and destination attachment, and thus making a destination personality more identifying and bonding to the tourist can not only help create strong and attractive destination characteristics, but also increase the strength of the relationship between tourists and destinations. As functional attributes of tourist destinations alone no longer help destinations to attract travellers, because of the high product similarity and growing substitutability (Pike & Ryan, 2004; Usakli & Baloglu, 2011), developing a stronger, more favourable and distinctive destination personality is a good marketing strategy, and may also offer a well-defined form of sustainable competitive advantage (Freling & Forbes, 2005).

Furthermore, loyal tourists are a source of providing a substantial competitive and economic advantage. Destination marketers and managers are advised to focus on key variables and antecedents of loyalty, such as satisfaction and attachment, in addition to physical attributes to develop distinctive and strive to develop the distinctive personality of a specific destination to better meet travellers' actual and symbolic needs. Destination marketers should consider this attributes that are associated to travellers' perceptions of their interest and wellbeing. For example, tourists who feel a connected to the destination by their personality will also feel more satisfied with their visit as well as get attached to it, and thus a positive emotional relationship can be developed that can increase tourist loyalty, particularly the intention to revisit and willingness to recommend it, which gives the tourist site a competitive advantage over alternative locations. Therefore, in the development of a long-term relationship with tourists, which can result in a loyal group of customers,

destination marketers should count on not only satisfaction, but also destination attachment and destination personality. Moreover, it is important to take under the consideration that a combination of distinctive tourists segments based on motivation and demographics and destination distinctive personality traits is the main driver of a positive tourist-destination relationship. Knowing which type of segment based on their motivation leads to a high level of loyalty is important to tailor marketing strategies on specific tourist segments. Destination marketers in Andorra should take advantage of the motivational segments as a moderator variable on this model. For instance, we already mentioned that a strong destination personality will influence tourist to get more attached and satisfied with Andorra and lead to favourable intentions to revisit and promote. Taking under the consideration that in the summer season the most important and the largest segment is 'escape in nature' they should use their marketing efforts to attract the type of tourists that tend to enjoy the landscapes of Andorra as an escape to change their daily routine. This segment is the most important for them because they are mostly influenced to be emotionally boned with Andorra if they are satisfied. And Andorra is known for having a beautiful landscape and nature activities. They should target urban areas where people have a busy life by promoting the Andorran nature in terms of a great place to escape their busy life. They also should focus their marketing strategy on promoting different nature based activities in Andorra that this segment could enjoy in nature. Personalising Andorra for this group as well as satisfying, and create an attachment with this group, will then lead to create loyal customers that will revisit in the future and increased share of the market due to their tendency to promote Andorra to friends and family who share same interests and motivation to choose a destination. The same concept applies for the 'ski seekers' segment in the winter season. They should target people that belong in this type of segment and promote what already exists in terms of skiing. However, back to the summer season, for the 'social seekers', 'want it all', and 'entertainment seekers' their marketing strategy is not only to promote Andorra for this type of groups but also try to focus their effort on making the activities and the setting in Andorra more satisfactory so it would lead them to get attached. For example, for the 'entertainment seekers' who account for 25% of the people who have visited Andorra in the summer season, they should focus their effort on improving their entertainment shows, and shopping

facilities, to make them more enlightening to meet the traveller's needs. They should not spend effort on trying to satisfy the tourists with their entertainment services for them to get attached to the product because this group does not build emotional bond if they are satisfied. They need research the market needs and based on the results plan on providing a much bigger variety of entertainment services and products based on what they look for. On the other hand, in the winter season, the 'passive group' accounts for 20% of the total sample. By analysing and comparing the model for this group and others, the managers should develop a different strategy for this particular group. This group does not show any attachment to the place if a strong personality is developed, neither if they are satisfied with Andorra and its setting, and they are not loyal tourists even if they are attached. So, destination organisers should not give a managerial effort to try to peruse this type of tourists to get attached to Andorra, as this won't lead to beneficial economic advantage nor increase a market share. For this types of tourists, the results show that if a strong personality is developed they tend to be more satisfied with the activities and the destination as a whole, and will promote and revisit Andorra if they have favourable satisfaction. Therefore, taking under consideration the comparison of the model based on segments will increase the focus of the destination managers on those specific segments that provide better results in terms of loyalty, as well as arrange the marketing strategy separately for each segment where they see benefit.

## 7. Limitations & future research

This study has several limitations. First, we only focus on one tourist destination, namely Andorra, which may limit the generalizability of the findings. Future research should assess generalizability to other populations and contexts through a series of comparisons over studies with wider and diverse samples and settings. Many other destinations deal with seasonality same as Andorra, whether that destination has its peak season on summer season, where sun and beach are the main attractions, those destinations need to reduce seasonality during the winter time.

Second, this study employed an online survey method for tourists that had visited Andorra before, a bigger sample and on site survey would be more adequate, therefore future

research replicating this study with random on site sampling methods and other tourist destinations would increase our understanding of this important research concept.

Third, we employed a motivational scale adapted from the literature for the Andorra destination. We suggest that this research concept should be tested separately for push and pull motivations to derive market segments to better profile tourists in specific destinations. We did not separate the push and pull motivation due to the long questionnaire and long list of questions the respondents wouldn't complete the questionnaire. Also future research should incorporate other socio-demographics variables such as expenditure to better shape the segments and analyse the customer behavior based on their expenses in the site, which would give better theoretical and managerial implications.

Fourth, the factor cluster-analysis is being criticised for market segmentation within the tourism context (Dolnicar & Grun, 2008) as it is not suitable to examining heterogeneity among tourists. This paper also uses two-way hierarchical clustering and k-means to develop the clusters. Bagged clustering is proposed to be more suitable for market segmentation (Dolnicar & Leisch 2010) due to its stability and accounts for sample and algorithm randomness. We suggest that future research should develop market segmentation with bagged clustering method in Andorra and compare the segments with the findings of this paper.

Fifth, this study applied Aaker's (1997) brand personality scale to tourist destinations. Even though the findings support the use of this scale, it may not fully represent the personality traits associated with certain destinations. Therefore, future research could work to develop a more valid, reliable and generalizable destination personality scale for use in tourism research.

Sixth, in this study measurement invariance did not allow us to continue multigroup analysis to compare the segments between each other, future studies need to develop the same idea to identify segments that establish the invariance of the measures.

Finally, future studies could also include into the present model additional components of consumer behavior in tourism such as trust, normative influence, and self-construal. Potential interactive effects might further shape the strength and direction of the relationships in this study (e.g., the effect of attachment and satisfaction on personality–

loyalty relationship). Also it is important to consider communication concepts (e.g. attitude towards advertising) as an antecedent of destination personality due to the argument that brand personality is influenced by direct and indirect that the customer has within a brand (Cervera-Taulet et al., 2013).

Findings of this study open up new research areas in the tourism literature as well as marketing literature. When using the reformulation of attitude theory to predict tourist behaviour, researchers must take advantage of the segmentation techniques to develop motivational segments within their general sample and use them as a moderator in the relationship of the constructs they will use. Also, the same may apply to test other behavioural model developed within the social psychology such as the theory of planned behaviour and the theory of reasoned action. This also applies for other models in the tourism literature as well as marketing literature that do not base their conceptual frameworks on the latter mentioned behavioural models in social psychology. Also, future research should also incorporate into the present model additional components of consumer behaviour in tourism such as destination image, trust, normative influence, self-construal and, self-congruity, and test the interactive effects of segments that might further shape the strength and direction of the relationships in this study.

# Annex

## Annex 1 – List of segmentation studies in tourism included in the literature review

| Author | Title | Journal | Objective | Findings | Data | Method |
|---|---|---|---|---|---|---|
| Alexander et al. 2015 | Segmenting volunteers by motivation in the 2012 London Olympic Games | Tourism Management | The present research employed seven motivational factors to delineate sports-event volunteer segments for the 2012 London Olympic Games | Three distinct segments (i.e., the obligated, the enthusiastic, and the semi-enthusiastic) were identified | 11421 volunteers | Factor/Cluster |
| Almeida et al., 2013 | Segmentation by benefits sought: the case of rural tourism in Madeira | Current Issues in Tourism | To segment and profile rural tourists based on benefits sought in order to gain a better understanding of the current demand trends | Four clusters were identified | 180 Respondents | Factor/Cluster Analysis |
| Beh and Bryere 2007 | Segmentation by visitor motivation in three Kenyan national reserves | Tourism Management | To identify visitor segment profiles based on their motivations visiting the Kenyan reserves | Three distinct visitor segments were identified using an impassive clustering method. These segments included Escapists, Learners and Spiritualist | 465 Tourists | Factor/Cluster |
| Bel et al., 2015 | Domestic demand for tourism in rural areas: Insights from summer stays in three French regions | Tourism Management | To give new insights into the domestic demand in areas of France described as "rural", by segmenting tourists based on activity with data extracted from the national database provided by the French "tourism demand survey". | Five segments are derived from the results | 6722 Respondents | Factor/Cluster Analysis |
| Boo & Jones 2009 | Using a validation process to develop market segmentation based on travel motivation for major metropolitan areas | Journal of Travel & Tourism Marketing | To identify validated traveller market segments by examining what travellers' push motivation dimensions are among the heterogeneity of travellers to a major metropolitan area | Cluster analysis identified the three homogeneous groups of travellers. | 1179 Respondents | Factor/Cluster Analysis |
| Brida et al., 2014 | Segmenting Cruise Passengers Visiting Uruguay: a Factor–Cluster Analysis | International Journal of Tourism Research | To provide a better understanding of cruise travel from passengers' characteristics and experience in two ports of call in Uruguay | Three segments were derived: Tourists from industrialized countries; Loyal non-young cruisers; Non old cruisers. The study also identified distinct segments by country of residence, occupation, and locations visited in Uruguay, satisfaction and previous visits to the country. | 5151 Respondents | Factor/Cluster |
| Chen et al., 2014 | Segmenting Chinese Backpackers by Travel Motivations | International Journal of Tourism Research | To examine travel motivations of Chinese backpackers and classified Chinese backpackers according to their travel motivations and related demographics | Study identified four motivation factors driving Chinese backpacker travels: social interaction, self-actualization, destination experience and escape and relaxation | 416 Tourists | Cluster |
| Corriera et al., 2008 | Portuguese Charter Tourists to Long-Haul Destinations: A Travel Motive Segmentation | Journal of Hospitality & Tourism Research | Empirical study of tourist segmentation based on motivations | Three market segments were found: adventure, leisure, and social tourism | 1097 Tourists | Factor/Cluster |

| | | | | | | |
|---|---|---|---|---|---|---|
| Devesa et al. 2010 | The role of motivation in visitor satisfaction: Empirical evidence in rural tourism | Tourism Management | To investigate the relationship between motivation and visitor satisfaction | The results verified our hypothesis that motivation is a determinant of the visit assessment criteria and, as a direct consequence, of the level of satisfaction (specific factors) of the visitor. | 316 Tourists | Factor/Cluster |
| Dryglas & Salamaga 2016 | Applying destination attribute segmentation to health tourists: A case study of Polish spa resorts | Journal of Travel & Tourism Marketing | To present an effective segmentation of visitors to Polish spa resorts and thereby provides useful insights contributing to the understanding of the attributes determining the perceived spa resort's image and nature of the delineated segments | Clustering method identified three distinct segments of visitors to Polish spa resorts. | 2050 Respondents | Factor/Cluster Analysis |
| Fernandez-Hernandez et al., 2016 | Market segmentation, activities and environmental behavior in rural tourism | Tourism Economics | To perform a market segmentation of rural tourism in Canary Islands where the level of environmental attitudes of tourists are considered as a variable explaining market segmentation | There is a large heterogeneity of market segments and that the traditional activity of agro-tourism. The segments with a greater economic impact and producing greater tourist satisfaction are those in which tourists also exhibit higher levels of environmental behavior | 316 Respondents | Cluster Analysis, |
| Figini & Vici 2012 | Off-season tourists and the cultural offer of a mass-tourism destination: The case of Rimini | Tourism Management | To assess the potential implications on off season tourism of enhancing the cultural offer of Rimini. | Results suggest that business and leisure tourists share many features related to the use of the territory, while there are important trade-offs between these two groups and cultural tourists. | 718 Tourists | Factor Analysis; Logit |
| Frochot 2005 | A benefit segmentation of tourists in rural areas: a Scottish perspective | Tourism Management | To provide a deeper insight into the profiles of rural tourists in two Scottish locations | The survey identifies that the sample studied can be divided into four clusters according to their benefits sought. The results then demonstrate that each of these segments has different profiles in terms of the activities they engage into and in terms of their behavioral and socio-economic characteristics | 734 Tourists | Factor/Cluster |
| Jan & Wu 2006 | Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors | Tourism Management | To delineate the travel motivations of Taiwanese seniors and to discover what variables are important in explaining the variances of the motivations. | Five push and three pull motivation factors. | 353 Respondents | Factor Analysis/OLS regression |
| Kim et al., 2006 | Impacts of environmental values on tourism motivation: The case of FICA, Brazil | Tourism Management | To examine festival attendees' motivational differences based on the level of their pro-environmental values, which were measured by the New Environmental Paradigm (NEP) scale. | There are some significant motivational differences among the environmental concern groups: Low NEP group, Middle NEP group, and High NEP group. | 422 Respondents | Factor Analysis |
| Kruger & Saayman 2010 | Travel Motivation of Tourists to Kruger and Tsitsikamma National Parks: A Comparative Study | South African Journal of Wildlife Research | To understand why people travel and why they choose a specific destination. Determine and compare travel motives of visitors. | Results showed that tourists have common as well as unique motives in the two parks. | 3728 Tourists | Factor Analysis |
| Lee et al., 2013 | Segmentation of Mega Event Motivation: The Case of Expo 2010 Shanghai China | Asia Pacific Journal of Tourism Research | To examine the motives of Chinese nationals who attended the Expo 2010 in Shanghai, China, and to understand their perceptions about service quality, satisfaction, and behavioral intentions. | The results of this study revealed six motivation factors and three mutually exclusive clusters based on their motives. | 414 Respondents | Factor/Cluster Analysis |

| | | | | | | |
|---|---|---|---|---|---|---|
| Li & Cai 2012 | The Effects of Personal Values on Travel Motivation and Behavioral Intention | Journal of Travel Research | To fill the gap by investigating the effect of cultural values on travel motivation and behavioral intention. | The novelty dimension of travel motivation directly affects behavioral intention | 996 Respondents | Factor Analysis; SEM |
| Metmetoglu, 2007 | Typologising nature-based tourists by activity—Theoretical and practical implications | Tourism Management | To develop a typology of nature tourists based on trip activities | The trip activity segmentation criterion enabled the classification of nature-based tourists into three clusters: ''culture and pleasure activity oriented'', ''nature activity oriented'', and ''low activity oriented'' | 162 Respondents | Factor/Cluster |
| Millan et al., 2016 | Segmenting the Business Traveler Based on Emotions, Satisfaction, and Behavioral Intention | Psychology & Marketing | To segment the business travel market based on emotions, satisfaction, and behavioral intention. | The relationship between emotions and satisfaction is not unidirectional as far as business tourism is concerned | 400 Respondents | Latent Class Segmentation/Cluster analysis |
| Miragaia & Martins 2015 | Mix between Satisfaction and Attributes Destination Choice: A Segmentation Criterion to Understand the Ski Resorts Consumers | International Journal of Tourism Research | To examine the attributes prioritized by tourists when choosing a winter sports destination and their degree of satisfaction with the services provided by Portugal's only ski resort | Results report discrepancies between the attributes valued by tourists when choosing winter sports destinations and their degree of satisfaction with the ski resort's service | 200 Respondents | Factor/Cluster Analysis |
| Moler & Albaladejo, 2007 | Profiling segments of tourists in rural areas of South-Eastern Spain | Tourism Management | To obtain a better understanding of the demand for this kind of tourism through a market segmentation analysis. | Five segments of tourists who sought different benefits in their holiday in rural establishments have been identified | 335 Tourists | Factor/Cluster |
| Neuts et al., 2016 | Market segmentation and their potential economic impacts in an ecotourism destination: An applied modelling study on Hokkaido, Japan | Tourism Economics | To test a model-based latent class analysis of visitors' preferences and choices in order to identify different demand clusters in the Shiretoko Peninsula, Japan. | The method yields four distinct clusters, each differing in motivations, information search and activities undertaken | 3406 Respondents | Latent Class Segmentation/Cluster analysis |
| Oh & Schuet 2010 | Exploring Expenditure-based segmentation for rural tourism: Overnight stay visitors versus excursionists to fee-fishing sites | Journal of Travel & Tourism Marketing | To explore a visitor segmentation approach based on rural visitor spending behavior. | Accommodation attribute as the most useful predictor for visitor spending. Clustering method identified three distinct segments of visitors | 212 Respondents | Factor/Cluster Analysis |
| Park & Yoon, 2009 | Segmentation by motivation in rural tourism: A Korean case study | Tourism Management | To segment and profile the motivations of tourists, so as to enable a better understanding of rural tourism in Korea enable a better understanding of rural tourism in Korea | Identified four distinct segments: family togetherness seeker, passive tourist, want-it-all seeker, and learning and excitement seeker | 252 Tourists | Factor/Cluster |
| Parker & Vural 2016 | Customer segmentation for marinas: Evaluating marinas as destinations | Tourism Management | To conduct a benefit segmentation approach to marinas as destinations, in order to identify the existing market segments based on yachters' expectations from them | Five segments are identified. Segments are validated by nine independent variables that define their socio-demographics and individual motivations for traveling to marinas | 261 Respondents | Factor Analysis, Cluster Analysis, |
| Peter & Anandkumar 2016 | Travel motivation-based typology of tourists who visit a shopping festival: An empirical study on the Dubai shopping festival | Journal of Vacation Marketing | To understand the travel motives of tourists who visit the Dubai Shopping Festival and develop a tourist typology based on their motives. | The tourists are classified into three segments, namely relaxers, multi-motivated seekers and shoppers | 603 Respondents | Factor/Cluster |
| Prayag et al., 2015 | Segmenting Markets by Bagged Clustering: Young Chinese Travelers to Western Europe | Journal of Travel Research | To use bagged clustering on the push and pull factors of Western Europe to segment potential young Chinese travelers | Four clusters emerged: Essentials, Exigent, Personalization, and Neutrals. Nascent young Chinese independent travel segment that cannot be distinguished on push factors but can be differentiated on perceptions of the | 403 Travleres | Bagged Clustering |

| | | | | current independent travel infrastructure in Western Europe. | | |
|---|---|---|---|---|---|---|
| Rid et al., 2014 | Segmentation by motivation for rural tourism activities in The Gambia | Tourism Management | To understand why tourists are motivated to engage in distinct tourism market segments | Four distinct segments of tourists in The Gambia: heritage & nature seekers, multi-experiences seekers, multi-experiences & beach seekers, and sun & beach seekers | 450 Tourists | Factor/Cluster |
| Satta eta al., 2016 | Motivation-Based segmentation on the cruise industry: An exploratory study | International Journal of Transport Economics | To review the literature on motivation to cruise and proposing a cruising motivation measurement, and suggesting a motivation based market segmentation | A cruising motivation measurement scale was identified that can support cruise liners in defining conscious and tailor made segmentation strategies. | 575 Respondents | Factor Analysis, Cluster Analysis, |
| Tangeland & Aas 2011 | Household composition and the importance of experience attributes of nature based tourism activity products e A Norwegian case study of outdoor recreationists | Tourism Management | To examine the relationship between household composition and the consumption of nature based tourism products | Four key experience attributes connected to nature based tourism activities were identified, namely: Risk/challenge, Facilitation, Learning and Family/children friendly. | 763 Respondents | Factor Analysis/ Anova |
| Tangeland et al., 2013 | Second-home owners' intention to purchase nature-based tourism activity products e A Norwegian case study | Tourism Management | To examine how motivation and demographic variables affect second-home owners' intention to purchase three different types of activity products | These intentions were influenced by push and pull motivations, age, income and educational level | 1128 Participants | Pearson correlation, ANOVA, and OLS regression |
| Tangeland, 2011 | Why Do People Purchase Nature-Based Tourism Activity Products? A Norwegian Case Study of Outdoor Recreation | Scandinavian Journal of Hospitality and Tourism | To better understand of why people purchase nature-based tourism activity products as a basis for management decisions | Five segments emerged: Want-it-all, Try new activity; Social, Performer and Unexplained were identified. These segments differed in terms of their purchase motivation, socio-demographic characteristics and travelling behavior | 763 Respondents | Factor analysis/ Anova |
| Tkaczynski & Rundle-Thiete 2013 | Understanding What Really Motivates Attendance: A Music Festival Segmentation Study | Journal of Travel & Tourism Marketing | To identify the characteristics of visitors to these religious themed events and whether the dual factor theory is appropriate for segmentation. | Four clusters were revealed that differed based on several visitor characteristics. Religion was identified as a hygiene factor in addition to gender. | 1702 Respondents | Factor/Cluster Analysis |
| Ward 2014 | Segmenting the senior tourism market in Ireland based on travel motivations | Journal of Vacation Marketing | To segment the mature tourism market in Ireland based on an examination of their push and pull travel motivations. | Four distinctive segments are identified, namely enthusiastic travellers, cultural explorers, escapists and spiritual travellers. | 266 Respondents | Factor/Cluster Analysis |

## Annex 2 – List of papers studied seasonality in a tourism destination included in the literature review

| Author | Title | Journal | City/Region/Country |
|---|---|---|---|
| Chen & Pierce 2012 | Seasonality patterns in Asian tourism | Tourism Economics | China |
| Cisneros-Martnez & Fernandez-Morlase 2013 | Cultural tourism as tourist segment for reducing seasonality in a coastal area: the case study of Andalusia | Current Issues in Tourism | Andalusia/Spain |
| Conell et al., 2015 | Visitor attractions and events: Responding to seasonality | Tourism Management | Scotland |
| Cuccia & Rizzo 2011 | Tourism seasonality in cultural destinations: Empirical evidence from Sicily | Tourism Management | Sicily/Italy |
| Fernandez-Morales et al., 2016 | Seasonal concentration of tourism demand: Decomposition analysis and marketing implications | Tourism Management | UK |
| Figini & Vici 2012 | Off-season tourists and the cultural offer of a mass-tourism destination: The case of Rimini | Tourism Management | Rimini/Italy |
| Koc & Altinay 2006 | An analysis of seasonality in monthly per person tourist spending in Turkish inbound tourism from a market segmentation perspective | Tourism Management | Turkey |
| Martin et al., 2014 | Impacts of seasonality on environmental sustainability in the tourism sector based on destination type: an application to Spain's Andalusia region | Tourism Economics | Andalusia/Spain |
| Matheson et al., 2014 | Spiritual attitudes and visitor motivations at the Beltane Fire Festival, Edinburgh | Tourism Management | Edinburg/Scotland |
| Spencer & Holecek 2007 | Basic characteristics of the fall tourism market | Tourism Management | Michigan/USA |
| Tkaczynski et al., 2013 | Segmenting Potential Nature-Based Tourists Based on Temporal Factors: The Case of Norway | Journal of Travel Research | Norway |

Annex 3 – List of satisfaction, loyalty, and destination attachment studies in tourism included in the literature review

| Author | Title | Journal | Objective | Findings | Data | Method |
|---|---|---|---|---|---|---|
| Agyeiwaah, 2016 | Make a customer, not a sale: Tourist satisfaction in Hong Kong | Tourism Management | The study builds on previous research to adopt the Tourism Satisfaction Index Model and the Expectancy-Disconfirmation framework, to examine whether differences exist between two tourism sectors - attractions and hotels - over the period 2011-2013 | Considerable differences in satisfaction between attractions and hotels. A strong correlation is identified between satisfaction and loyalty, and four antecedents of satisfaction are confirmed | 4156 Respondents | paired/independent-samples t-test, One-way analysis of variance (ANOVA), regression, and correlation. |
| Akhoondnejad 2016 | Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival | Tourism Management | To test a model linking festival authenticity to festival quality, value, satisfaction, trust and loyalty to a given festival. | Perceived authenticity influenced perceived quality, value and satisfaction. Perceived quality was found to have the direct effect on perceived value, satisfaction and trust. Perceived value affected satisfaction, trust and loyalty. Satisfaction had the direct effect on loyalty and so did trust | 301 Domestic Tourists | SEM |
| Alegre & Cladera 2009 | Analysing the effect of satisfaction and previous visits on tourist intentions to return | European Journal of Marketing | To analyse the determinants of tourist intentions to revisit a destination, paying special attention to the effects of satisfaction and the number of previous visits | Both satisfaction and the number of previous visits have a positive effect on intention to return | 6884 Tourists | SEM |
| Anton et al., 2014 | Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivations | Current Issues in Tourism | To explore the linear and non-linear effects of previous experiences in a tourist destination (satisfaction and visit intensity) on the intention to return and to make a positive recommendation to others. | A nonlinear effect of satisfaction on the intention to return was supported. | 687 Respondents | Hierarchical regression |
| Battour et al., 20 | Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia | Current Issues in Tourism | To test the relationship between tourism motivations and tourist satisfaction, and to test how 'Religion' moderates the relationship | The results also showed that Religion significantly moderates the relationship between pull motivation and tourist satisfaction | 1300 Respondents | Factor analysis/PLS/SEM |
| Brown et al., 2016 | Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics | Tourism Management | To tests a model based on hypothesized relationships among sport involvement, place evaluations; at the level of venue and host city, and event satisfaction as antecedents of behavioral intentions | The structural model indicated that sport involvement and place attachment influenced revisit intentions but this was not the case for event satisfaction | 603 respondents | Factor analysis/SEM/PLS |
| del Bosque & Martin 2008 | Tourist Satisfaction: A cognitive-Affective Model | Annals of Tourism Research | To develop a model explaining the interrelationships between psychological variables of the tourist | Preconceived image of the destination influences expectations and tourist loyalty. Additionally, there is support for the impact of expectations and emotions on satisfaction, which has a significant influence on behavioral intentions. | 807 Respondents | Factor analysis/SEM |
| Chen & Phou 2013 | A closer look at destination: Image, personality, relationship and loyalty | Tourism Management | to investigate the relationships among destination image, destination personality, tourist destination relationship and tourist behavior | Destination image and destination personality have positive effects on the tourist destination relationship, which in turn affect tourist behavior | 428 Tourists | SEM |

| | | | | | | |
|---|---|---|---|---|---|---|
| Chen et al., 2016 | Demand determinants of cruise tourists in competitive markets: motivation, preference and intention | Tourism Economics | To develop and estimate an integrated structural path model of the determinants of cruise demand based on the nexus of motivation, preference and intention of cruise tourists. | Different cruise motives have a significant effect (positive or negative) on specific cruise preferencesand intentions, while some significant relationships between cruise preferences and intentions could also be found | 575 Respondents | Factor analysis/ SPM |
| Chi & Qu, 2008 | Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach | Tourism Management | To offer an integrated approach to understanding destination loyalty by examining the theoretical and empirical evidence on the causal relationships among destination image, tourist attribute and overall satisfaction, and destination loyalty | Overall satisfaction and attribute satisfaction in turn had direct and positive impact on destination loyalty. | 345 Tourists | SEM |
| Chi, 2011 | Destination Loyalty Formation and Travelers' Demographic Charachteristics: A miltiple Group Analysis Approach | Journal of Hospitality & Tourism Research | To offer a systematic approach to examine the potential differences in loyalty formation process across different demographic groups | The findings revealed that travellers in different age and income segments exhibited no significant difference in their perception of the destination image, levels of satisfaction, or loyalty | 345 Tourists | Multi Group Analysis |
| Chubchuwong & Speece 2016 | The "People" Aspect of Destination Attachment in International Tourism | Journal of Travel & Tourism Marketing | In-depth qualitative interviews with international visitors to Thailand to examine the role of local people in destination attachment | Results show that one of the main attributes of international visitors' attachment is the Thai people. A follow-on survey confirmed that "people attachment" is an integral part of the measurement of destination attachment. | 20 visitors | Qualitative in depth interview |
| Han et al., 2017 | Bike-traveling as a growing phenomenon: Role of attributes, value, satisfaction, desire, and gender in developing loyalty | Tourism Management | to investigate the role of bike-tourism attributes, perceived value, satisfaction, desire, and gender in bicyclers' loyalty generation process | Cognitive, evaluative, and motivational processes were significant mediators of loyalty, and gender was partially supported as moderator. | 394 Respondents | SEM |
| Hosany & Prayag 2013 | Patterns of tourists' emotional responses, satisfaction, and intention to recommend | Journal of Business Research | To identify distinguishable patterns of tourist emotional responses and investigates relationships between tourists' emotional profiles and their post-consumption evaluations of satisfaction and intention to recommend. | The five tourist groups differ by their satisfaction level and propensity to recommend destinations | 520 Tourists | Cluster/ Multiple discriminant analysis |
| Huang et al., 2017 | Destination brand personality and destination brand attachment – the involvement of self- congruence | Journal of Travel & Tourism Marketing | To Examine the role of destination brand personality (DBP) and self-congruence in developing destination brand attachment (DBA) from the perspective of tourists. | In addition to identifying the four destination personality dimensions relevant to Yangshuo, the most important findings of this study rest on the mediating role of self-congruence between destination personality and destination attachment | 337 Respondents | Factor analysis/ SEM |
| Hultman et al. 2015 | Achieving tourist loyalty through destination personality, satisfaction, and identification | Journal of Business Research | To explore the interrelationships among destination personality, tourist satisfaction, and tourist–destination identification, and the extent to which they are important in influencing positive word-of-mouth and revisit intentions | Destination personality promotes tourist satisfaction, tourist–destination identification, positive word-of-mouth, and revisit intentions satisfaction encourages identification and word-of-mouth; and identification enhances word-of-mouth and revisit intention | 490 Tourists | SEM |

| Kil et al., 2012 | Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions | Journal of Sustainable Tourism | Examined the theoretical relationships between consumers' perceived benefits, place attachment and future visit intentions (FVI) at nature-based recreation and tourism areas, utilizing importance and performance concepts. | Place attachment fully mediates the relationship between benefits desired and FVI, while place attachment partially mediates the relationship between benefits attained and future visit intentions. | 934 visitors | SEM |
|---|---|---|---|---|---|---|
| Kim et al., 2015 | Relationships among Customer Satsifaction, Delight, and Loyalty in the hospitality Industry | Journal of Hospitality & Tourism Research | To understand how customer satisfaction and delight influence loyalty and to understand the multiphase framework of loyalty, including cognitive, affective, and conative loyalties. | There is no temporal sequence among cognitive, affective, and conative loyalties based on the tripartite model of attitude structure. However there is a significant relationship of satisfaction and loyalty | 1660 Tourists | SEM |
| Kim et al., 2015b | Nature-Based Tourism: Motivation and Subjective Well-Being | Journal of Travel & Tourism Marketing | To understand hiking-tourist behavior by exploring tourist motivation, personal values, subjective well-being, and revisit intention. | "Enjoying the natural environment and escaping from daily life", "pursuing new type of travel", "pursuing healthy life", and "pursuing intimacy" are classified as motivations for hiking tourists. The results indicate that revisit intention is affected by tourist motivation and subjective well-being | 430 Respondents | Factor analysis/ SEM |
| Kim et al., 2016 | The moderating effect of place attachment on the relationship between festival quality and behavioral intentions | Asia Pacific Journal of Tourism Research | To examine an impact of festival quality on behavioral intentions and investigate the role of place attachment (PA) as a moderator between festival quality and behavioral intentions | Festival quality has a significant direct impact on behavioral intentions to revisit, spread word of mouth (WOM), and engage in pro-environmental behavior. | 520 Respondents | Factor analysis/PLS/ SEM |
| Kirkup & Southerland 2016 | Exploring the relationships between motivation, attachment and loyalty within sport event tourism | Current Issues in Tourism | To better understand the relationship between motivation, attachment and loyalty within event tourism | The model suggests that motives lead to different points of attachment (i.e. event and place attachment), which in turn create positive attitudinal loyalty to either the place or the event | None | SEM |
| Lee & Hsu 2013 | Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals | International Journal of Tourism Research | To examine the causal relationships between motivation, satisfaction and loyalty among attendees at aboriginal festivals | Motivation directly affects satisfaction and indirectly affects loyalty, whereas satisfaction directly affects attendee loyalty at aboriginal festivals. Moreover, satisfaction significantly affects the loyalty of attendees at aboriginal festivals and is an important mediating variable in the behavioral model of aboriginal festivals. | 789 Tourists | SEM |
| Lee et al., 2012 | The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to the Festival Hosting Destination | Journal of Travel Research | To explore the factors that drive festival visitor loyalty to host destinations. The analysis focused on the role of place attachment as a mediator of the relationship between visitors' positive evaluation of their festival experience and their loyalty to the host destination. | Satisfied visitors at a festival develop a moderate level of emotional attachment to the festival host destination and ultimately become loyal to that destination | 579 visitors | SEM |
| Luo et al., 2016 | From lost space to third place: The visitor's perspective | Tourism Management | To Investigate visitors' attachment to activities and settings within cultural creative districts in a manufacturing hub of China, with the aim to advance the theory of place attachment and elucidate geographic and psychological factors that can affect visitor experience | Activity involvement positively affected place attachment; Attraction and social bonding were strong predictors of visitor loyalty | 252 Respondents | Factor analysis/ SEM |

| Author | Title | Journal | Objective | Findings | Sample | Method |
|---|---|---|---|---|---|---|
| Meleddu et al., 2015 | Repeated behavior and destination loyalty | Tourism Management | Analyses tourists' stated loyalty to a tourism destination within a multidimensional framework and with various definitions of loyalty. | The empirical findings highlight that overall satisfaction and several satisfaction items are key determinants of the stated loyalty. | 1461 Tourists | SEM |
| Neuts et al, 2013 | Describing the relationships between tourist satisfaction and destination loyalty in a segmented and digitalized market | Tourism Economics | Examines the potential effects of satisfaction, motivation, and e-services in an inclusive model of destination loyalty | The results of the path analysis indicate possibilities for e-services to increase both satisfaction and loyalty, especially with regard to various tourist subgroups. | 653 Tourists | SEM |
| Parker & Cural 2016 | Customer segmentation for marinas: Evaluating marinas as destinations | Tourism Management | To conduct a benefit segmentation approach to marinas as destinations, in order to identify the existing market segments based on yachters' expectations from them | Five segments are identified. Segments are validated by nine independent variables that define their socio-demographics and individual motivations for traveling to marinas | 261 Respondents | Factor Analysis, Cluster Analysis, |
| Picon-Berjoyo et al., 2016 | A mediating and multigroup analysis of customer loyalty | European Management Journal | To validate a model of the direct and indirect relationships between perceived value (PV), satisfaction and perceived switching costs (PSC) and loyalty, analysing the mediating roles of both PSC and satisfaction in the relationship between PV and loyalty.Also, to analyse the influence of customer psychographic characteristics e tendency toward loyalty | There were significant differences between customers with a high tendency toward loyalty and those with a low tendency toward loyalty, in the relationship between satisfaction and affective loyalty and in the relationship between PSC and both affective and behavioral loyalty | 786 Respondents | Factor Analysis, Cluster Analysis, PLS-SEM |
| Prayag & Ryan 2012 | Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction | Journal of Travel Research | To evaluate a theoretical model based on hypothesized relationships among four constructs, namely, destination image, place attachment, personal involvement, and visitors' satisfaction as antecedents of loyalty. | Destination image, personal involvement and place attachment are antecedents of visitors' loyalty but this relationship is mediated by satisfaction levels | 702 visitors | SEM |
| Ramkissoon & Mavondo 2015 | The satisfaction–place attachment relationship: Potential mediators and moderators | Journal of Business Research | This study reverses the relationships to suggesting place satisfaction as a useful antecedent to place attachment | Findings of this study support this contention and establish that one of the principal mechanisms linking place satisfaction to place attachment is pro-environmental behavioral intention | 339 visitors | SEM |
| Romao et al., 2015 | Culture, product differentiation and market segmentation: a structural analysis of the motivation and satisfaction of tourists in Amsterdam | Tourism Economics | Examines the effects of demographics, satisfaction, motivation, in an inclusive model of destination loyalty | The authors find that different tourist profiles, in terms of personal characteristics and motivations, can significantly impact the satisfaction received from tourism services. Satisfaction does not necessarily lead to improved destination loyalty | 645 Tourists | SEM |
| Su et al., 2016 | Reputation and intentions: The role of satisfaction, identification, and commitment | Journal of Business Research | To test a model that examines three relationship quality constructs as intervening factors between corporate reputation and behavioral intentions | Overall customer satisfaction significantly impacted customer–company identification, customer commitment, repurchase intentions, and word-of-mouth intentions | 416 Respondents | Factor analysis/ SEM |
| Sun et al., 2013 | Developing Destination Loyalty: The Case of Hainan Island | Annals of Tourism Research | To develop an integrated model to examine the antecedents to Chinese domestic tourists' destination loyalty. | Destination familiarity, destination image, perceived value, and tourist satisfaction all influenced Chinese domestic tourists' destination loyalty. | 498 Respondents | Factor analysis/ SEM |

| | | | | | |
|---|---|---|---|---|---|
| Tangeland et al., 2013 | Second-home owners' intention to purchase nature-based tourism activity products e A Norwegian case study | Tourism Management | This study examined how motivation and demographic variables affect second-home owners' intention to purchase three different types of activity products | These intentions were influenced by push and pull motivations, age, income and educational level | 1128 Participants | Pearson correlation, ANOVA, and OLS regression |
| Veasna et al., 2013 | The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image | Tourism Management | To develop and test a comprehensive theoretical model for destination branding that borrows the concepts of brand credibility, brand image, brand attachment, and satisfaction. | Destination source credibility and destination image could indeed affect tourist perceptions of destination satisfaction with regard to destination attachment. | 389 visitors | SEM |
| Wu, 2016 | Destination loyalty modeling of the global tourism | Journal of Business Research | To examine the antecedents of destination loyalty and its relation to destination image, consumer travel experience, and destination satisfaction in the tourism context | Destination image, consumer travel experience, destination satisfaction are the key determinants of destination loyalty | 475 Respondents | SEM |
| Xu 2015 | Sino-western Tourists' Place Attachment to a Traditional Chinese Urban Destination: A Tale from Hangzhou, China | Asia Pacific Journal of Tourism Research | To investigate the constructs of tourists' place attachment to a traditional Chinese urban destination as well as the differences of these constructs across tourists with different cultural backgrounds | place attachment consists of four major factors: place identity, place dependence, affective attachment, and social bonding. In addition, tourists' socio-demographic and travel characteristics are found to be associated with their attachment to places in the urban destination. | 399 Respondents | Factor analysis/ SEM |
| Yoon & Uysal 2005 | An examination of the effects of motivation and satisfaction on destination loyalty: a structural model | Tourism Management | To understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, satisfaction, and destination loyalty | Higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain destination competitiveness. | 148 Respondents | SEM |
| Yuksel et al., 2010 | Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty | Tourism Management | To explore the role of attachment in predicting satisfactory holiday experiences and destination loyalty | Positive emotional and cognitive bonds with a place could indeed affect an individual's critical assessment of a destination and his/her loyalty to the place | 224 Respondents | SEM |

## Annex 4 – List of destination personality studies in tourism included in the literature review

| | | | | | | |
|---|---|---|---|---|---|---|
| Aguliar et al., 2016 | Destination Brand Personality: An Application to Spanish Tourism | International Journal of Tourism Research | To examine to what extent Jennifer Aaker's brand personality scale is reliable and valid in destination branding | The study concludes that the BP model is second-order. The results help to more adequately establish the personality trait dimensions that create favorable evaluations of tourism destinations. | 392 Respondents | Factor Analysis |
| Apostolopoulou & Papadimitriou 2014 | The role of destination personality in predicting tourist behavior: implications for branding mid-sized urban destinations | Current Issues in Tourism | To explore urban tourists' perceptions of the personality of a mid-sized city destination and to assess the effect of destination personality on the city's overall image and tourists' behavioral intentions. | Excitement and sincerity were found to be the predominant personality characteristics of the destination across all respondents. Significant role of personality in influencing overall destination image and predicting tourists' intention to (re)visit the city or recommend it to others | 568 Respondents | Factor Analysis |
| Baloglu et al., 2014 | Destination Image and Brand Personality of Jamaica: A Model of Tourist Behavior | Journal of Travel & Tourism Marketing | To examine Jamaica's destination image and brand personality, and how they relate to future tourist behavior. | Behavioral intentions such as word of mouth and revisit intentions were predicted by four variables: Overall, cognitive, affective image, and destination personality. | 312 Respondents | Subgroup Analysis |
| Bavarsad & Feli 2015 | The Effects of Destination Image and Destination Personality on Tourist Loyalty: Mediating Role of Trust and Attachment | Entrepreneurship and Innovation Management Journal | To address the influence of destination image and destination personality on the attachment and trust of tourists to the destination | The image regarding the destination and its "personality" will positively and significantly influence the level of trust and attachment amongst tourists | 362 Respondents | Factor Analysis / SEM |
| Bekk et al., 2016 | The Benefits of Similarity between Tourist and Destination Personality | Journal of Travel Research | Introduces tourist–destination personality similarity (TDPS) as a concept that is distinct from perceived overall fit (POF) between tourist and destination, and examines the effects of these two concepts of congruence on vacationers' satisfaction and recommendation behavior | TDPS and POF emerged as two related, but distinct concepts: TDPS was a driver of POF, which in turn increased tourists' satisfaction and actual recommendations of the destination | 308 Respondents | Factor Analysis / SEM |
| Chen & Phou 2013 | A closer look at destination: Image, personality, relationship and loyalty | Tourism Management | to investigate the relationships among destination image, destination personality, tourist destination relationship and tourist behavior | Destination image and destination personality have positive effects on the tourist destination relationship, which in turn affect tourist behavior | 428 Tourists | SEM |
| Ekinci & Hosany 2006 | Destination Personality: An Application of Brand Personality to Tourism Destinations | Journal of Travel Research | To identify whether tourists ascribed personality traits to tourism destinations | Perception of destination personality is 3-dimensional: sincerity, excitement, and conviviality. The study also found that destination personality has positive impact on perceived destination image and intention to recommend | 250 Respondents | Factor Analysis / OLS |
| Ekinci et al., 2013 | Symbolic consumption of tourism destination brands | Journal of Business Research | To investigate the symbolic meaning of tourism destination brands by examining the relationship between symbolic consumption | Three dimensions of symbolic tourism destination brand were calidated—self-congruence, brand identification, and | 361 Respondents | SEM |

| | | | | of tourism destination brands and destination brand loyalty | lifestyle-congruence affect destination brand loyalty. | | |
|---|---|---|---|---|---|---|---|
| Hosany et al., 2006 | Destination image and destination personality: An application of branding theories to tourism places | Journal of Business Research | This study investigates the relationship between destination image and destination personality | Destination image and destination personality are related concepts. Canonical correlation analysis reveals that the emotional component of destination image captures the majority of variance on destination personality dimensions | 148 Tourists | Factor Analysis / Canonical Correlation |
| Hultman et al. 2015 | Achieving tourist loyalty through destination personality, satisfaction, and identification | Journal of Business Research | To explore the interrelationships among destination personality, tourist satisfaction, and tourist–destination identification, and the extent to which they are important in influencing positive word-of-mouth and revisit intentions | Destination personality promotes tourist satisfaction, tourist–destination identification, positive word-of-mouth, and revisit intentions satisfaction encourages identification and word-of-mouth; and identification enhances word-of-mouth and revisit intention | 490 Tourists | SEM |
| Kaplan et al., 2010 | Branding places: applying brand personality concept to cities | European Journal of Marketing | To focus on brand personalities of places, and to examine the applicability of this concept for city brands | Differentiating places with regard to their brand personalities is achievable. The paper introduces two new dimensions of brand personality for cities. | 898 Respondents | Factor Analysis |
| Kim & Lehto, 2013 | Projected and Perceived Destination Brand Personalities: The Case of South Korea | Journal of Travel Research | To understand the relationship between the perceived and projected destination brand personalities | The findings revealed that perceived and projected destination brand personalities had significant discrepancies between the two. Seven destination personality dimensions were found | 480 Respondents | Factor Analysis |
| Kim et al., 2013 | The Dimensions of Nation Brand Personality: A Study of Nine Countries | Corporate Reputation Review | To identify the dimensions of nation brand personality (NBP). | five core dimensions of NBP were found: leadership, excitement, sophistication, tradition and peacefulness. | 197 Respondents | Factor Analysis |
| Kumar 2016 | Examining the role of destination personality and self-congruity in predicting tourist behavior | Tourism Management Perspectives | to examine the relationships among destination personality, self-congruity, tourist-destination relationship and destination loyalty | The findings suggest that tourists attribute personality traits to tourism destinations. Destination personality and self-congruity positively influence the tourist-destination relationship, which further leads to destination loyalty. | 356 Respondents | Factor Analysis / SEM |
| Lee et al., 2009 | Family Restaurant Brand Personality and Its Impact on Customer's Emotion, Satisfaction, and Brand Loyalty | Journal of Hospitality & Tourism Research | to examine the effect of restaurant brand personality on customer's emotions (positive and negative), customer satisfaction, and brand loyalty | This study confirms five brand personality dimensions in the restaurant industry. Also, the study findings suggest that customers' emotions play the dominant role in explaining satisfaction and brand loyalty | 475 | Factor Analysis/SEM |
| Leung & Law 2010 | A Review of Personality Research in the Tourism and Hospitality Context | Journal of Travel & Tourism Marketing | To provide an overview of prior studies on personality in the context of tourism and hospitality | Only a small number of published articles are related to consumers' online behavior. | 160 Articles | Review |

| | | | | | | |
|---|---|---|---|---|---|---|
| Li & Kaplanidou, 2013 | The Impact of the 2008 Beijing Olympic Games on China's Destination Brand: A U.S.-Based Examination | Journal of Hospitality & Tourism Research | To investigate the impact of the 2008 Beijing Olympic Games on China's destination brand perception—in terms of destination image and personality—held by American leisure travelers. | The results show that although American travelers' collective perception of China as a travel destination did not change substantially before and after the Games, various subgroups within this population appeared to have different levels of susceptibility to perception change during this process | 1599 Tourists | Factor Analysis / MANCOVA Test |
| Li et al., 2014 | Differentiating with brand personality in economy hotel segment | Journal of Vacation Marketing | To explore the applicability of brand personality in the economy hotel segment and whether hotel brand personality could differentiate between similar hotel brands | Brand personality dimensions can be clearly delineated in the economy hotel sector, in consistent with Aaker's dimensions, ruggedness, competence, excitement, sophistication, and sincerity. | 587 | Factor Analysis |
| Lin 2012 | Determinants of Revisit Intention to a Hot Springs Destination: Evidence from Taiwan | Asia Pacific Journal of Tourism Research | To understand the effects of destination personality, cuisine experience and psychological well-being on tourists' revisit intentions to a hot springs destination | The results indicated that destination personality, cuisine experience and psychological well-being were important determinants of revisit intention. | 315 Respondents | Factor Analysis / SEM |
| Liu et al., 2016 | Chinese consumers' brand personality perceptions of tourism real estate firms | Tourism Management | Examines Chinese consumers' perceptions of brand personality of tourism real estate firms, and classified Chinese consumers based on their brand personality perceptions towards tourism real estate as a new consumption good. | The study identified five brand personality factors: humanity, excitement, status enhancement, professionalism and wellness. | 507 Tourists | Factor Analysis |
| Matzler et al., 2016 | Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions | Tourism Management | Investigates the relationships among nation brand personality perceptions, consumer brand-self congruity, and the visit intention of a country as a tourism destination | This study found that brand personality does not translate directly into positive behavioral outcomes; rather, brand-self congruity partly mediates this relationship. | 400 Respondents | SEM |
| Murphy et al., 2007 | Using brand personality to differentiate regional tourism destinations | Journal of Travel Research | Addresses the value and effectiveness of destination branding by examining the value of the destination brand personality construct in distinguishing between two regional tourism destinations. | Tourists were able to articulate different destination brand personalities for each region. | 480 Tourists | Factor Analysis |
| Pan et al., 2017 | Development and validation of a destination personality scale for mainland Chinese travelers | Tourism Management | To develop a destination personality scale utilizing a sample of mainland Chinese travelers and examine the impact of this new scale on tourists' travel attitudes and behaviors using a two-step mixed method approach | four dimensions are found to be significant determinants of travelers' actual self-congruity, ideal self-congruity, and destination loyalty | 319 Respondents | Factor Analysis / SEM |
| Papadimitriou et al., 2015 | Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism | Journal of Travel Research | To examine the influence of destination personality and affective image on overall image formation of a domestic urban destination and subsequently its influence on tourists' behavioral intentions | Influential role of destination personality and affective image in the formation of overall destination image in both samples | 361 Tourists | SEM |

| | | | | | | |
|---|---|---|---|---|---|---|
| Rojas-Mendez et al., 2013 | The U.S. brand personality: A Sino perspective | Journal of Business Research | To examine the U.S. brand personality in China | U.S. brand personality is a multidimensional construct composed of three main dimensions: amicableness, resourcefulness, and self-centeredness. Brand Personality Scale is a significant predictor of Chinese people's behavioral intentions toward the U.S. | 477 | Factor Analysis/SEM |
| Salehzadeh et al., 2016 | Brand personality, brand equity and revisit intention: an empirical study of a tourist destination in Iran | Tourism Review | To examine how brand personality and brand equity affect intentions to revisit a city tourism destination | Brand personality and brand equity positively influenced revisit intention | 367 Respondents | Factor Analysis / SEM |
| Usakli & Baloglu 2011 | Brand personality of tourist destinations: An application of self-congruity theory | Tourism Management | To investigate the perceived destination personality of Las Vegas and to examine the relationships among destination personality, self-congruity, and tourist's behavioral intentions. | Tourists ascribe personality characteristics to destinations and that the perceived destination personality of Las Vegas is five dimensional: vibrancy, sophistication, competence, contemporary, and sincerity. | 368 Visitors | SEM |
| Xie & Lee 2013 | Toward the perspective of cognitive destination image and destination personality: the case of Beijing | Journal of Travel and Tourism Marketing | To examine a model depicting the relationships among cognitive destination image, destination personality, and behavioral intentions | Competence, excitement, sophistication, and ruggedness are four building blocks of destination personality; built environment, socially responsible environment, and local people are important in projecting destination personality; and destination personalities—such as competence, excitement, and sophistication—drive tourists' behavioral intention | 500 Tourists | Factor Analysis |
| Zeugner-Roth & Zabkar 2015 | Bridging the gap between country and destination image: Assessing common facets and their predictive validity | Journal of Business Research | To develop a holistic model of country-of-origin image and destination image that unites both research streams and tests the relative importance of cognitive, affective, and symbolic country connotations to predict three consumer behavior outcome intentions, purchasing products and services, traveling abroad, and conducting business with foreign companies. | Overall, affective, and symbolic image dimensions complement and outperform cognitive dimensions | 411 Respondents | Factor Analysis/SEM |
| 'Astous & Boujbel (2007 | Positioning countries on personality dimensions: Scale development and implications for country marketing | Journal of Business Research | To develop a scale to position countries on human traits. | Identified of six country personality dimensions (with 24 items) which were labeled as follows: agreeableness, wickedness, snobbism, assiduousness, conformity, and unobtrusiveness | 170 | Factor Analysis |

## Annex 5 - Total citations by lead author

| Author | Total Citations | Without self-citation | Index H |
|---|---|---|---|
| Han H | 1778 | 1442 | 22 |
| Matzler K | 797 | 758 | 16 |
| Baloglu S | 1269 | 1251 | 15 |
| Chen C | 1065 | 1038 | 15 |
| Alegre J | 692 | 641 | 15 |
| Ramkissoon H | 353 | 301 | 13 |
| Romao J | 408 | 404 | 11 |
| Brida | 321 | 242 | 11 |
| Tsaur SK | 756 | 745 | 10 |
| Li X | 347 | 305 | 10 |
| Prayag G | 219 | 194 | 9 |
| Hosany S | 270 | 256 | 8 |
| Chi CG | 248 | 238 | 8 |
| Correia A | 196 | 176 | 8 |
| Boo S | 235 | 234 | 7 |
| Lee TH | 234 | 197 | 7 |
| Leung R | 165 | 156 | 7 |
| Kim H | 309 | 309 | 6 |
| Alexander | 732 | 729 | 5 |
| Yuksel A | 250 | 248 | 5 |
| Conell J | 171 | 168 | 5 |
| Ekinci Y | 159 | 153 | 5 |
| Metmetoglu M | 116 | 114 | 5 |
| Tkaczynsi A | 112 | 98 | 5 |
| Koc E | 98 | 73 | 5 |
| Zeugner-Roth KP | 82 | 79 | 5 |
| Cuccia T | 79 | 73 | 5 |
| Brown G | 285 | 284 | 4 |
| Hultman M | 110 | 107 | 4 |
| Matheson CM | 77 | 76 | 4 |
| Kim H | 74 | 68 | 4 |
| Yoon | 63 | 61 | 4 |
| Murphy L | 61 | 58 | 4 |
| Figini | 51 | 49 | 4 |
| Lin CS | 46 | 43 | 4 |
| Chen GH | 45 | 38 | 4 |
| Tangeland T | 41 | 37 | 4 |
| Kruger M | 29 | 21 | 4 |
| Jang SC | 268 | 265 | 3 |
| Del Bosque IR | 264 | 263 | 3 |
| Park DB | 109 | 106 | 3 |
| Devesa | 70 | 70 | 3 |
| Spencer DM | 45 | 45 | 3 |
| Wu CW | 28 | 24 | 3 |
| Neuts B | 17 | 14 | 3 |
| Frochot I | 106 | 106 | 2 |
| Kaplan MD | 102 | 101 | 2 |

| | | | |
|---|---|---|---|
| Beh A | 84 | 82 | 2 |
| Papadimitriou D | 74 | 73 | 2 |
| Molera L | 45 | 45 | 2 |
| Lee J | 28 | 28 | 2 |
| Kim S | 22 | 17 | 2 |
| Su LJ | 22 | 15 | 2 |
| Liu Z | 19 | 18 | 2 |
| Chen G | 16 | 14 | 2 |
| Kil | 13 | 11 | 2 |
| Xie K | 13 | 12 | 2 |
| Meleddu M | 11 | 11 | 2 |
| Bekk M | 11 | 10 | 2 |
| Rid W | 9 | 9 | 2 |
| Chen T | 9 | 8 | 2 |
| Cisneros-Martnez JD | 8 | 6 | 2 |
| Li M | 95 | 95 | 1 |
| Usakli A | 43 | 43 | 1 |
| Sun XX | 41 | 41 | 1 |
| Jang SC | 29 | 29 | 1 |
| Luo QJ | 21 | 21 | 1 |
| Veasna | 14 | 14 | 1 |
| Oh JYJ | 10 | 10 | 1 |
| Martin JMM | 7 | 7 | 1 |
| Salehzadeh R | 6 | 5 | 1 |
| Anton C | 4 | 4 | 1 |
| Ward A | 4 | 4 | 1 |
| Kim M | 3 | 2 | 1 |
| Bel F | 3 | 3 | 1 |
| Agyeiwaah | 2 | 1 | 1 |
| Chubchuwong | 2 | 1 | 1 |
| Apostolopoulou A | 2 | 2 | 1 |
| Almeida AMM | 2 | 2 | 1 |
| Akhoondnejad A | 1 | 1 | 1 |
| Chen JM | 1 | 1 | 1 |
| Paker N | 1 | 1 | 1 |
| Kim YK | 1 | 1 | 1 |
| Peter S | 1 | 1 | 1 |
| Kirkup | 0 | 0 | 1 |
| Kim S | 0 | 0 | 0 |
| Battour M | 0 | 0 | 0 |
| Fernandez-Hernandez C | 0 | 0 | 0 |
| Millan A | 0 | 0 | 0 |
| Picon-Berjoyo A | 0 | 0 | 0 |
| Satta | 0 | 0 | 0 |
| Xu ZX | 0 | 0 | 0 |
| Miragaia DAM | 0 | 0 | 0 |
| Dryglas D | 0 | 0 | 0 |
| Aguliar AG | 0 | 0 | 0 |
| Bavarsad B | 0 | 0 | 0 |
| Huang ZW | 0 | 0 | 0 |
| Kumar V | 0 | 0 | 0 |
| Pan L | 0 | 0 | 0 |

## Annex 6 – Mapping from Web of Science
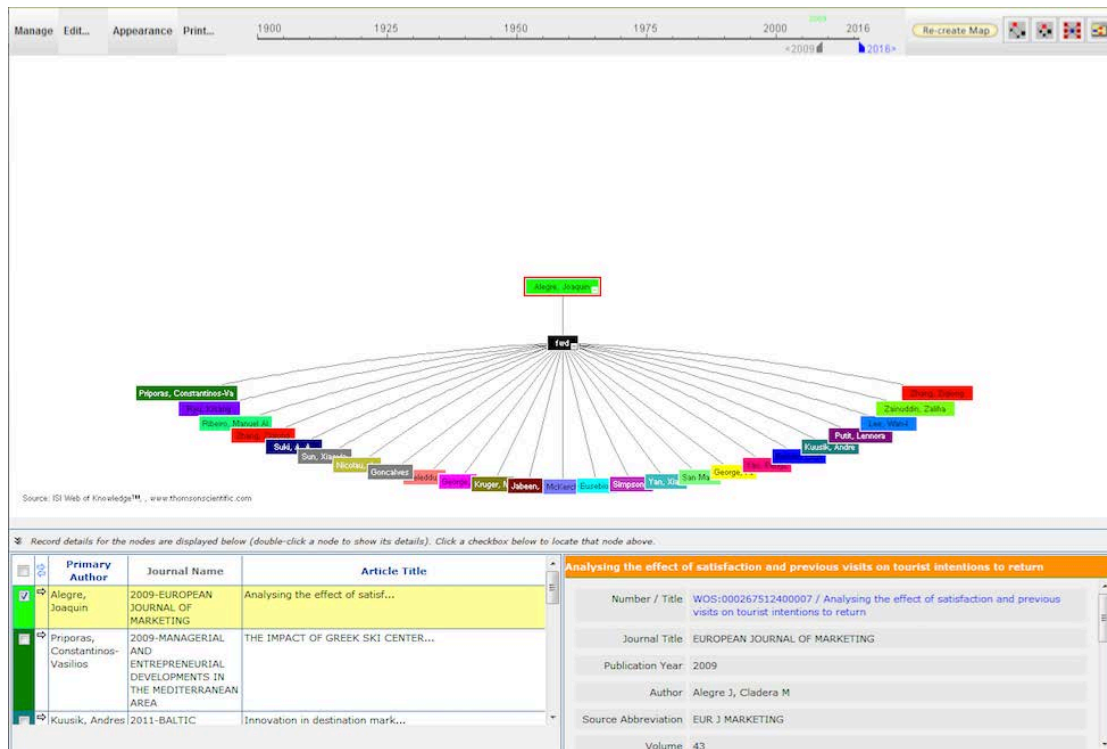
Annex 7 – Hypnotised Model with second order constructs without moderation
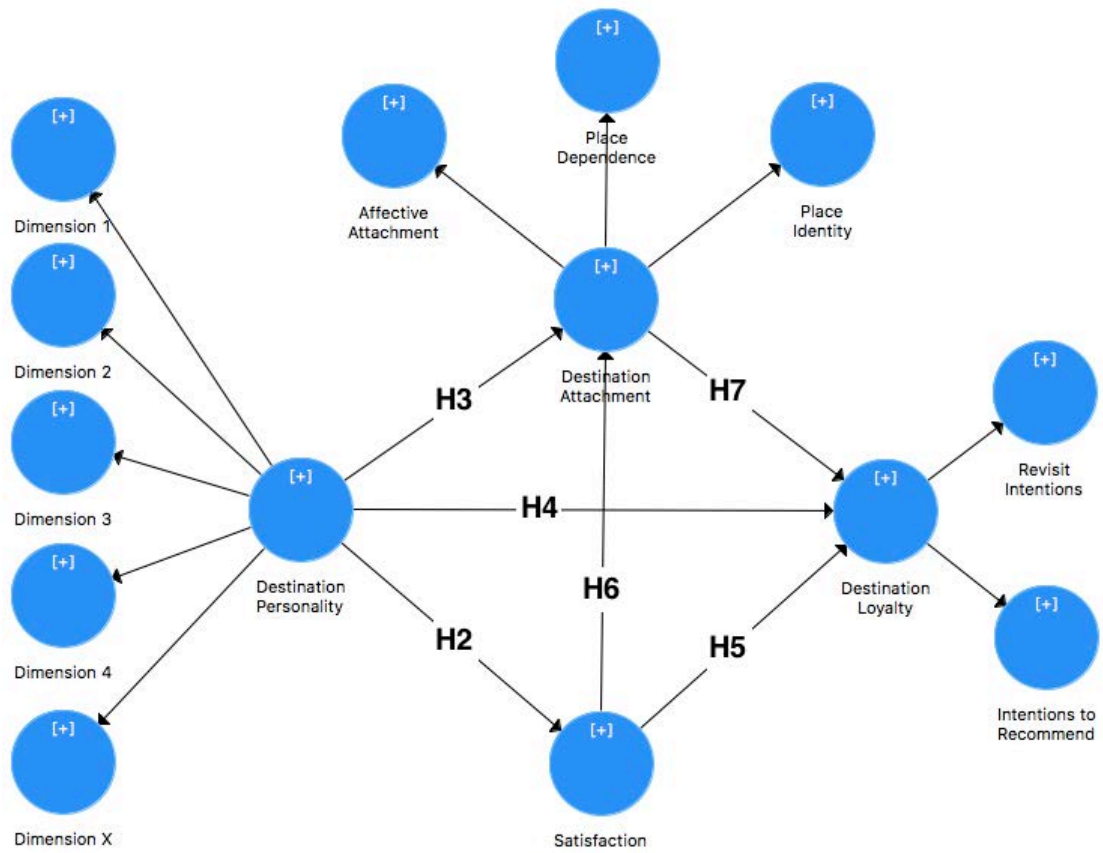
Annex 8 – Hypnotised Model with second order constructs with moderation
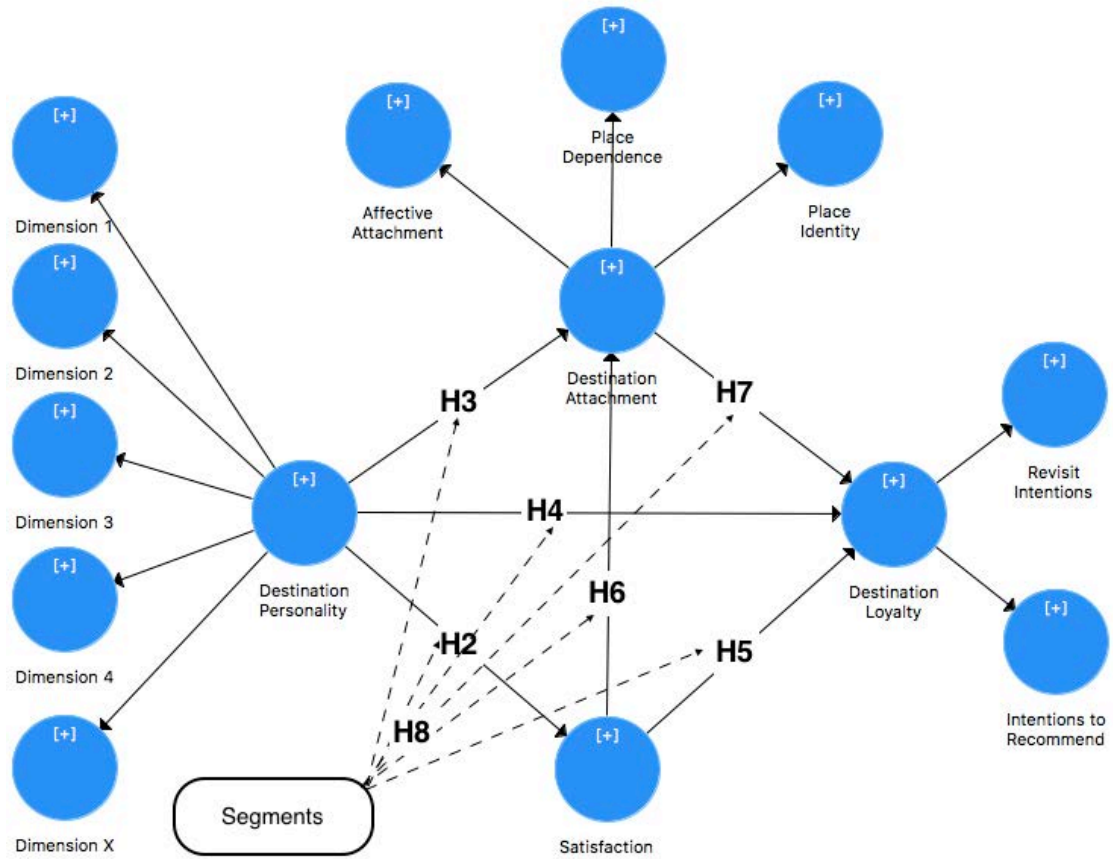
Annex 9 – Mean motivation importance scores by segment (summer)

| | Escape in Nature | Want it all | Social Seekers | Entertainment seekers | overall Mean | F Ratio | P Value |
|---|---|---|---|---|---|---|---|
| | 102 | 87 | 59 | 85 | | | |
| **Nature factor** | 3,87 | 4,48 | 3,08 | 3,29 | 3,73 | 31,74 | 0,001 |
| Access to the wild and unspoiled nature | 3,80 | 4,22 | 2,80 | 3,21 | | | |
| Hiking opportunities | 3,73 | 4,44 | 2,56 | 3,40 | | | |
| Experience the landscapes and moods of nature | 4,33 | 4,53 | 3,73 | 3,46 | | | |
| Experience fellowship with nature | 4,03 | 4,31 | 2,95 | 3,21 | | | |
| To engage in nature-based activities | 3,50 | 4,61 | 2,63 | 3,26 | | | |
| Experience peace and quiet in nature | 4,36 | 4,64 | 3,78 | 3,40 | | | |
| To visit natural attractions | 3,30 | 4,61 | 3,12 | 3,11 | | | |
| **Culture factor** | 3,52 | 4,07 | 3,59 | 3,07 | 3,55 | 9,76 | 0,001 |
| To learn about new things/places/cultures | 3,66 | 4,10 | 3,49 | 2,73 | | | |
| To visit new places | 4,06 | 4,44 | 3,75 | 3,08 | | | |
| Cultural attractions | 3,40 | 3,97 | 3,86 | 3,29 | | | |
| To do/experience something new | 3,27 | 4,16 | 3,34 | 2,82 | | | |
| Travel to historical heritage sites | 3,11 | 3,68 | 3,03 | 2,62 | | | |
| To attend events/festival | 3,61 | 4,07 | 4,05 | 3,85 | | | |
| **Entertainment factor** | 2,90 | 3,74 | 3,03 | 3,07 | 3,18 | 5,65 | 0,001 |
| Shopping facilities | 3,52 | 4,09 | 3,90 | 3,82 | | | |
| Gastronomy | 2,98 | 3,83 | 3,47 | 2,89 | | | |
| Physical relaxation (caldeas) | 3,05 | 4,17 | 3,54 | 3,14 | | | |
| Nightlife | 2,16 | 2,83 | 2,19 | 2,35 | | | |
| For fitness/sport activity | 2,81 | 3,76 | 2,03 | 3,13 | | | |
| **Escape factor** | 4,39 | 4,54 | 4,55 | 2,82 | 4,05 | 98,67 | 0,001 |
| Getting away from every daily life | 4,30 | 4,52 | 4,49 | 2,76 | | | |
| Change from daily routine | 4,47 | 4,56 | 4,61 | 2,87 | | | |
| **Family factor** | 2,09 | 3,58 | 3,10 | 2,83 | 2,84 | 79,27 | 0,001 |
| Opportunities for children | 1,61 | 4,48 | 3,12 | 2,89 | | | |
| Having a good time with family | 3,53 | 4,71 | 4,73 | 3,75 | | | |
| Skiing opportunities | 1,13 | 1,54 | 1,46 | 1,84 | | | |
| **Friend factor** | 2,97 | 3,11 | 3,75 | 2,91 | 2,12 | 13 | 0,001 |
| Being with friend | 2,97 | 3,11 | 3,75 | 2,91 | | | |

## Annex 10 – Mean motivation importance scores by segment (winter)

| | Passive Group | Ski seekers | Family shoppers | overall mean | F Ratio | P Value |
|---|---|---|---|---|---|---|
| | 61 | 186 | 58 | | | |
| Culture & Leisure factor | 2,38 | 3,23 | 2,98 | 3,04 | 1,39 | 0,2494 |
| Travel to historical heritage sites | 2,31 | 2,72 | 3,21 | | | |
| To learn about new things/places/cultures | 2,46 | 3,19 | 3,40 | | | |
| Cultural attractions | 2,51 | 3,04 | 3,02 | | | |
| To attend events/festival | 2,30 | 3,08 | 2,74 | | | |
| Nightlife | 2,03 | 2,52 | 1,74 | | | |
| To do/experience something new | 2,26 | 3,43 | 3,12 | | | |
| To visit new places | 2,67 | 3,59 | 3,72 | | | |
| Physical relaxation (caldeas) | 2,46 | 3,73 | 3,29 | | | |
| Being with friend | 2,43 | 3,80 | 2,57 | | | |
| Nature factor | 2,75 | 3,59 | 3,36 | 3,37 | 4,64 | 0,01 |
| Experience the landscapes and moods of nature | 3,07 | 4,04 | 4,28 | | | |
| Access to the wild and unspoiled nature | 2,84 | 3,54 | 3,12 | | | |
| Experience fellowship with nature | 2,79 | 3,73 | 3,66 | | | |
| Experience peace and quiet in nature | 2,82 | 4,03 | 4,17 | | | |
| To visit natural attractions | 2,66 | 3,66 | 3,31 | | | |
| Hiking opportunities | 2,05 | 2,26 | 2,29 | | | |
| To engage in nature-based activities | 3,07 | 3,85 | 2,67 | | | |
| Ski factor | 3,04 | 3,99 | 1,54 | 3,33 | 161,97 | 0,001 |
| Skiing opportunities | 3,23 | 4,32 | 1,45 | | | |
| For fitness/sport activity | 2,85 | 3,66 | 1,64 | | | |
| Family & Shopping factor | 2,67 | 3,73 | 3,69 | 3,5 | 10,63 | 0,001 |
| Having a good time with family | 3,03 | 4,12 | 4,55 | | | |
| Opportunities for children | 2,13 | 3,20 | 2,36 | | | |
| Gastronomy | 2,69 | 3,48 | 3,59 | | | |
| Shopping facilities | 2,84 | 4,13 | 4,24 | | | |
| Escape factor | 2,32 | 4,44 | 4,48 | 4,02 | 153,86 | 0,001 |
| Change from daily routine | 2,36 | 4,48 | 4,48 | | | |
| Getting away from every daily life | 2,28 | 4,41 | 4,48 | | | |

## Annex 11 – Questionnaire

| 1 | **Have you visited Andorra as a tourist in the last two years? (participation question)** <br> Yes <br> No |
|---|---|

| 2 | **In what season have you visited Andorra?** <br> ⊗ Winter (December-February) <br> ⊗ Spring (March-May) <br> ⊗ Summer (June - August) <br> ⊗ Autumn (September - November) |
|---|---|

| 3 | **Listed below are some elements that you may have considered when you chose Andorra as a destination for tourism. For each statement please indicate to which extent you agree with it, where »1« means you completely disagree, and »5« means you completely agree.** |
|---|---|

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Change from daily routine | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Getting away from everyday life | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Experience peace and quiet in nature | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Experience fellowship with nature | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Experience the landscapes and moods of nature | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Being with friends | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Hiking opportunities | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Skiing opportunities | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Access to wild and unspoiled nature | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Cultural attractions | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Having a good time with family | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Opportunities for children | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To visit natural attractions | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To engage in nature-based activities | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To do/experience something new | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To visit new places | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To learn about new things/places/cultures | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Historical heritage sights | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| To attend events/festival | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| For fitness/sport activity | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Physical relaxation (caldeas) | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Shopping facilities | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Gastronomy (Dining) | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Nightlife | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |

| 4 | **Listed below are some descriptive words which refer to some personality traits of Andorra. For each word please indicate to what extent they describe Andorra, where »1« is 'not descriptive at all', and »5« means 'extremely descriptive'** |
|---|---|

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Charming | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Original | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Imaginative | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Exciting | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Unique | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |

| | | | | | |
|---|---|---|---|---|---|
| Spirited | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Upper-class | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Glamorous | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Elegant | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Sophisticated | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Trendy | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Outdoorsy | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Energetic | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Active | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Dynamic | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Lively | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Reliable | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Responsible | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Stable | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Sincere | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Honest | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Funny | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Warm | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Cheerful | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Tough | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Rugged | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Bold | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Family-oriented | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Young | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Friendly | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| Sentimental | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |

| 5 | **To what extent do you agree with the following statements (»1« means you completely disagree and »5« that you completely agree with it)** | | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | Andorra was a great destination to visit | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | During my visit in Andorra, I accomplished the purpose of my vacation | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | All things considered (e.g. time, effort, money), I am satisfied with my visit in Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I have pleasant memories from my visit in Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | My visit to Andorra met my expectations | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | Overall, my choice to visit Andorra has been a wise one | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | Andorra is the best considering the settings and facilities provided for the activities that I enjoy most | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | For what I like to do, I could not imagine anything better than the settings and facilities provided by Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I enjoy visiting Andorra and its environment more than any other destination | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | Andorra means a lot to me | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I am very attached to Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I feel strong sense of belonging to Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I feel Andorra is a part of me | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I identify strongly with Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | Visiting Andorra says a lot about who I am | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I will say positive things about Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I would definitely recommend Andorra to friends and family | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |
| | I will revisit Andorra in the future | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |

| | If I'm given the chance I will go back to Andorra | ⊗ | ⊗ | ⊗ | ⊗ | ⊗ |

| 6 | **Your age**<br>Fill in the blank |

| 7 | **Country where you are from:**<br>Fill in the blank |

| 8 | **Your gender**<br>⊗ Male<br>⊗ Female |

| 9 | **Level of education**<br>⊗ Primary<br>⊗ Secondary or similar<br>⊗ University diploma, degree or similar<br>⊗ Master Diploma<br>⊗ Graduate School |

| 10 | **Your Occupation**<br>⊗ Salaried Worker<br>⊗ Self-Employed<br>⊗ Student<br>⊗ Unemployed/Household duties<br>⊗ Freelance<br>⊗ Retired<br>⊗ Other: |

| 11 | **Household income (in Euros)**<br>⊗ <1,500<br>⊗ 1,501-3,000<br>⊗ 3,001-4,500<br>⊗ 4,501-6,000<br>⊗ 6,000+ |

# 8. References:

Aaker, J. L., & Fournier, S. (1995). The brand as a character, a partner and a person: Three perspectives on the question of brand personality. Advances in Consumer Research, 22, 391–396.

Aaker, D. A. (1996). Building strong brands. New York: Free Press.

Aaker, J. L. (1997). Dimensions of brand personality. Journal of Marketing Research, 34(3), 347–356.

Aaker, J. L. (1999). The malleable self: the role of self-expression in persuasion. Journal of Marketing Research, 36, 45-57.

Aaker, D. A., & Joachimsthaler, E. (2000). Brand leadership. New York: The Free Press.

Agarwal, R., Karahanna, E., (2000). Time flies when you're having fun: cognitive absorption and beliefs about information technology usage. MIS Quarterly 24 (4), 665-694.

Aguilar A.G., Guillen M.J.Y., Roman N.V. (2016). Destination Brand Personality: An Application to Spanish Tourism. International Journal of Tourism Research, Int. J. Tourism Res., 18: 210–219

Agyeiwaah, E. Adongo, R., Dimache, A., Wondirad. A., (2016) Make a customer, not a sale: Tourist satisfaction in Hong Kong. Tourism Management, 57, 68-79

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179-211.

Ajzen, I. and Fishbein, M (1980). Understanding Attitudes and Predicting Social Behavior. New Jersey: Englewood Cliffs.

Ailawadi, K.L., Neslin, S.A., & Gedenk K. (2001). Pursuing the value-conscious consumer: Store brands versus national brand promotions. Journal of Marketing, 65, 71-89.

Akhoondnejad. A. (2016) Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. Tourism Management, 52, 468-477

Alegre, J. & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. European Journal of Marketing, 43(5/6), 670-685.

Alexander A., Kim S.B., & Kim D.Y., (2015) Segmenting volunteers by motivation in the 2012 London Olympic Games. Tourism Management , 47: 1-10.

Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort. International Contemporary Hospitality Management, 18(5), 414– 425

Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. Journal of Marketing, 67(2), 89–105.

Andereck KL and Caldwell LL (1994) Variable selection in tourism market segmentation models. Journal of Travel Research 33(2): 40–46.

Anderson, E. W., Fornell, C., & Mazvancheryls, S. (2004). Customer satisfaction and shareholder value. Journal of Marketing, 68, 172-185.

Anderson, E.W. and Sullivan, M.W. (1990), "Customer satisfaction and retention across firms", in Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (Eds), TIMS College of Marketing Special Interest Conference on Service Marketing, Nashville, TN, September.

Andriotis, K. (2005). Seasonality in Crete: problem or a way of life? Tourism Economics, 11(2), 207-224.

Andorra in Figures 2015, (2015) Departament D'Estadistica, Govern D'Andorra, 2015 www.estadistica.ad/serveiestudis/web/index.asp?lang=4

Anton. C., Camarero. C., Laguna-Garcia, M. (Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivations. Current Issues in Tourism. 1-23

Apostolopoulou, A., & Papadimitriou, D. (2014). The role of destination personality in predicting tourist behavior. Current Issues in Tourism, 1-20.

d'Astous A., & Boujbel L. (2007). Positioning countries on personality dimensions: Scale development and implications for country marketing. Journal of Business Research, 60; 231–239

Augustyn, M., & Ho, S. (1998). Service quality and tourism. Journal of Travel Research, 37(1), 71-75.

Back, K. J., & Parks, S. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. Journal of Hospitality & Tourism Research, 27, 419-435.

Backman, S. J., & Crompton, J. L. (1991). The usefulness of selected variables for predicting, activity loyalty. Leisure Science, 13(3), 205-220

Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions and behavior. Social Psychology Quarterly, 55, 178-204.

Bagozzi, R. P., & Kimmel, S. K. (1995). A comparison of leading theories for the prediction of goal-directed behaviors. British Journal of Social Psychology, 34, 437-461.

Bagozzi, R. P., & Warshw, P. R. (1992). An examination of the etiology of the atti- tudeebehavior

relation for gold-directed behavior. Multivariate Behavioral Research, 27(4), 601-634.

Bagozzi R.P., & Yi Y. (1981). Linking Entrepreneurial Orientation and Firm Performance: The Role of Organizational Learning Capability and Innovation Performance. Journal of Small Business Management, 51(4): 491-507.

Baker D. A., Crompton J. L., (2000). Quality, satisfaction and behavioral intentions. Annals of Tourism Research 27(3): 785–804.

Baloglu, S. (1999). A path analysis model of visitation intention involving infor- mation sources, socio-psychological motivations, and destination image. Journal of Travel and Tourism Marketing, 8, 81-90.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. Annals of Tourism Research, 26, 868-897.

Baloglu S., Henthorne T.L. Sahin S. (2014). Destination Image and Brand Personality of Jamaica: A Model of Tourist Behavior. Journal of Travel & Tourism Marketing, 31:1057–1070,

BarOn, R.R. (1975). Seasonality in Tourism. London, UK: Economist Intelligence Unit.

Battour, M., Ismail, MN., Battour, M, Awais, M. (2014) Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. Current issues in Tourism. 1-18

Baum, T., & Hagen, L. (1999). Responses to seasonality: the experiences of peripheral destinations. International Journal of Tourism Research, 1, 299-312.

Bavarsad B., & Feli R. (2015). The Effects of Destination Image and Destination Personality on Tourist Loyalty: Mediating Role of Trust and Attachment. Entrepreneurship and Innovation Management Journal. 3(4); 181-194

Becker, J.-M., Klein, K., Wetzels, M., (2012). Hierarchical latent variable models in PLS-SEM: guidelines for using reflective-formative type models. Long Range Planning 45 (5–6), 359–394.

Beh, A., & Bruyere, B. L. (2007). Segmentation by visitor motivation in three Kenyan national reserves. Tourism Management, 28(6), 1464-1471.

Bekk M., Spörrle M., Kruse J. (2015). The Benefits of Similarity between Tourist and Destination Personality. Journal of Travel Research. 55(8); 1008-1021

Bel F., Lacroix A., Lyser S., Rambonilaza T., Turpin N. (2015). Domestic demand for tourism in rural areas: Insights from summer stays in three French regions. Tourism Management; 46; 562-570

Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1991). Quality service. New York: Free Press.

Biel, A. (1993). "Converting Image into Equity." In Brand Equity and Advertising, edited by D. A. Aaker and A. Biel. Hillsdale, NJ: Lawrence Erlbaum, pp. 67-82.

Blamey, Russell K. (2001). Principles of Ecotourism. In The Encyclopedia of Ecotourism, edited by David B. Weaver. Wallingford, UK: CABI, pp. 5-22.

Blain, C., Levy, S. E., & Ritchie, B. (2005). Destination branding: insights and practices from destination management organizations. Journal of Travel Research, 43, 328-338.

Bloom, J. Z. (2004). Tourist market segmentation with linear and non-linear techniques. Tourism Management, 25(6), 723-733.

del Bosque IR, San Martin H. (2008). Tourist satisfaction: a cognitive–affective model. Annals Tourism Research 2008;35(2):551–73.

Bonn, Mark A., H. Leslie Furr, and Muzaffer Uysal. (1992) Seasonal Variation of Coastal Resort Visitors: Hilton Head Island. Journal of Travel Research, 31 (1): 50-56.

Boo S., Jones D.L. (2009). Using a Validation Process to Develop Market Segmentation Based on Travel Motivation for Major Metropolitan. Journal of Travel & Tourism Marketing, 26: 60–79

Bowen, J. (1998). Market segmentation in hospitality research: no longer a sequential process. International Journal of Contemporary Hospitality Management, 10(7), 289–296.

Boksberger, P., Dolnicar, S., Laesser, C., & Randle, M. (2011). Self-congruity theory: to what extent does it hold in tourism? Journal of Travel Research, 50(4), 454-464.

Boyer, M. (1972), Le Tourisme, Editions du Seuil, Paris.

Boyer, P. (1996). Whatmakes anthropomorphismnatural: Intuitive ontology and cultural representations. Journal of the Royal Anthropological Institute, 2(1), 83–97.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience:What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3), 52–68.

Bricker, K. S., & Kerstetter, D. L. (2000). Level of specialization and place attachment: an exploratory study of whitewater recreationists. Leisure Sciences, 22, 233-257.

Brocato, E. D. (2006). Place attachment: An investigation of environments and outcomes in service context (Unpublished Doctoral Thesis): The University of Texas at Arlington.

Brida, J. G., Pulina, M., Ria~no, E., & Zapata-Aguirre, S. (2012). Cruise visitors' intention to return as land tourists and to recommend a visited destination. International Journal of Tourism and

Hospitality Research, 23(3), 395-412. Tourism Management 55 (2016) 160-172

Brocato, E.D. (2006). Place attachment: an investigation of environments and outcomes in service context. Doctoral Thesis, The University of Texas at Arlington.

Brown, G., Smith, A., Assaker., G. (2016) Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics.

Brown, G., & Assaker, G. (2013). Exploring place attachment: an empirical analysis of sports events spectators. In Proceedings of the CAUTHE annual conference. New Zealand: University of Lincoln, 11e14, February, 2013.

Budruk, M., Thomas, H., & Tyrrell, T. (2009). Urban green spaces: a study of place attachment and environmental attitudes in India. Society and Natural Resources, 22(9), 824-839.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of Tourism research. Tourism Management, 29(4), 609–623

Butler, R. W. (1994). Seasonality in tourism: issues and implication. In A. V. Seaton (Ed.), Tourism: A state of the art (pp. 332-339). Chichester, UK: Wiley.

Calantone, Roger J., and Jotindar S. Johar. (1984). Seasonal Segmentation of the Tourism Market Using a Benefit Segmentation Framework. Journal of Travel Research, 23 (2): 14-24.

Cai, L. A. (2002). Cooperative branding for rural destinations. Annals of Tourism Research, 29(3), 720-742.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. Market Letter, 17, 70-89.

Cervera-Taulet A., Schlesinger M., Yagüe-Guillen M.J. (2013). Influence of Advertising on Brand Personality in The Airline Sector: The Case of Spain. ournal of Travel & Tourism Marketing, 30:5, 445-454,

Cha, S., McCleary, M., & Uysal, M. (1995). Travel motivations of Japanese overseas travelers: a factor-cluster segmentation approach. Journal of Travel Research, 33(2), 33–39.

Chen, MJ., Neuts, B., Nijkamp. P., Liu, J., (2016) Demand determinats of cruise tourists in competitive markets: motivation, preference and intention. Toursim Economics, 22(2), 227-253

Chen C. and Chen F., (2010) Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists, Tourism Management, vol. 31, no. 1, pp. 29-35

Chen, C., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. Tourism Management, 36, 269–278.

Chen C-C, Lin Y-H. 2012. Segmenting Mainland Chinese Tour- ists to Taiwan by Destination Familiarity: A Factor-Cluster Approach. International Journal of Tourism Research 14(4): 339–352.

Chen S., Noci G. (2014). Segmenting Chinese tourists by the expected experience at theme parks. Social and Behavioral Sciences. 109, 1230 – 1236

Chen G., Bao J., Huang S., (2014). Segmenting Chinese Backpackers by Travel Motivations. International Journal of Tourism Research, Int. J. Tourism Res., 16: 355–367

Chen T., Pearce P.L. (2012). Seasonality patterns in Asian tourism. Tourism Economics. 18 (5), 1105–1115

Chen C. and Tsai D., (2007). How destination image and evaluative factors affect behavioral intentions?. Tourism Management, vol. 28, no. 4, pp. 1115-1122

Chi, C.G.C., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, 29(4), 624–636.

Chi, G.Q.C. (2011). Destination loyalty formation and travelers' demographic characteristics: a multiple group analysis approach. Journal of Hospitality and Tourism Research, 35(2), 191-212.

Chin, W.W., 1998. The partial least squares approach to structural equation modeling. In: Marcoulides, G.A. (Ed.), Modern Methods for Business Research

Cisneros-Martinez J.D. & Fernandez-Morales A. (2013). Cultural tourism as tourist segment for reducing seasonality in a coastal area: the case study of Andalusia. Current Issues in Tourism.

Cole S. T., Crompton J. L., Willson V.L., (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. Journal of Leisure Research 34: 1–24.

Cole S. T., Illum S. F., (2006). Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioral intentions, Journal of Vacation Marketing 12(2): 160–173.

Connell J., Page S.J., Meyer D. (2015). Visitor attractions and events: Responding to seasonality. Tourism Management , 46: 283-298

Cronin, J. J. & Taylor, S. A. (1992). Measuring service quality: A re-examination and extension. Journal of Marketing, 56(3), 55-68.

Correia, Antónia, Silva, João Albino and Moço, Cláudia (2008). "Portuguese Charter Tourists to Long-Haul Destinations: A Travel Motive Segmentation. " Journal of Hospitality & Tourism Research, Vol. 32, No. 2, May 2008, 169-186

Coshall, J., Charlesworth, R., & Page, S. (2014). Seasonality of overseas tourism demand in Scotland: a regional analysis. Regional Studies (in press).

Crask, M. R. (1981). Segmenting the vacationer market: identifying the vacation preferences, demographics, and magazine readership of each group. Journal of Travel Research, 29(3), 29–34.

Crompton J. (1979). Motivations for pleasure vacations, Annals of Tourism Research, 6(4): 408-424

Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. Annals of Tourism Research, 24(2), 425–439.

Cuccia T., Rizzo I. (2011). Tourism seasonality in cultural destinations: Empirical evidence from Sicily. Tourism Management 32: 589-595

Dann, G. M. (1977). Anomie, ego-enhancement and tourism. Annals of Tourism Research, 4(4), 184–189.

Dann, G. M. (1981). Tourism motivations: an appraisal. Annals of Tourism Research, 8(2), 189–219.

Decrop A, Snelders D. (2005). A grounded typology of vacation decision-making. Tourism Man 26(2):121–32.

Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: empirical evidence in rural tourism. Tourism Management, 31(4), 547-552.

Dimanche, F., & Havitz, M. (1994). Consumer behavior and tourism: Review and extension of four study areas. In J. C. Crotts, & W. F. van Raaij (Eds.), Economic psychology of travel and tourism (pp. 37-57). New York: International Business Press.

Dibb, S., and Simkin, L. (2009), "Editorial: Bridging the segmentation theory/practice divide", Journal of Marketing Management, Vol. 25 No. 3-4, pp. 219-25.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. Journal of the Academy of Marketing Science, 22(2), 99-113.

Dolnicar S., (2004). Tracking data-driven market segments, Tourism Analysis, 8(2-4), 227-232.

Dolnicar S (2008) Market segmentation in tourism. In: Woodside AG and Martin D (eds) Tourism Management: Analysis, Behavior and Strategy. Cambridge: Cabi, pp. 129–150.

Dolnicar, S., Ring Amata., (2014) Tourism marketing research: Past, present and future. Annals of Tourism Research, 47, 31–47

Dolnicar, Sara, and Friedrich Leisch. 2010. "Evaluation of Structure and Reproducibility of Cluster Solutions Using the Bootstrap." Marketing Letters 21 (1): 83–101.

Dolnicar S, Grün B. 2008. Challenging "Factor–Cluster Segmenta- tion". Journal of Travel Research 47(1): 63–71.

Drake M. A., (2004). Encyclopedia of Library and Information Science. New York, N.Y

Dryglas D., & Salamaga M. (2016): Applying destination attribute segmentation to health tourists: A case study of Polish spa resorts, Journal of Travel & Tourism Marketing,

Eagles, P. F. J. (1992). The travel motivations of Canadian ecotourists. Journal of Travel Research, 31(2), 3-7.

Edgell, D. L. (1990). International tourism policy. New York: Van Nostrand Reinhold.

Ekinci, Y., & Riley, M. (2003). An investigation of self-concept: actual and ideal self congruence compared in the context of service evaluation. Journal of Retailing and Consumer Services, 10(4), 201-214.

Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. Journal of Travel Research, 45(2), 127–139.

Ekinci, Y., Sirakaya-Turk, E., & Baloglu, S. (2007). Host image and destination personality. Tourism Analysis, 12(5–6), 433–446.

Ekinci, Y., Sirakaya-Turk, E., & Preciado, S. (2013). Symbolic consumption of tourism destination brands. Journal of Business Research, 66(6), 711–718.

Esch, F. R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. Journal of Product & Brand Management, 15(2), 98-105.

Falk, R.F., Miller, N.B., 1992. A Primer for Soft Modeling. The University of Akron Press, Akron, Ohio

Fernandez-Hernandez, C., Leon, JC., Arana, EJ., Diaz-Pere, F. (2016) Market segmentation, activities

and environmental behavior n rural tourism. Tourism Economics, 22 (5), 1033-1054

Fodness, D. (1994). Measuring tourist motivation. Annals of Tourism Research, 21, 555–581.

Formica, S., & Uysal, M. (1998). Market segmentation of an international culturalhistoric event in Italy. Journal of Travel Research, 36(4), 16–24.

Figini P. Vici L. (2012). Off-season tourists and the cultural offer of a mass-tourism destination: The case of Rimini. Tourism Management. 33: 825 839

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley.

Fleury-Bahi, G., Félonneau, M. L., & Marchand, D. (2008). Processes of place identification and residential satisfaction. Environment and Behavior, 40(5), 669-682.

Freling, T. H., and L. P. Forbes. (2005). "An Empirical Analysis of the Brand Personality Effect." Journal of Product and Brand Management, 14 (7): 404-13.

Frochot, I., & Morrison, A. M. (2000). Benefit segmentation: a review of its applications to travel and tourism research. Journal of Travel & Tourism Marketing, 9(4), 21-45.

Frochot, I. (2005). A benefit segmentation of tourists in rural areas: a Scottish perspective. Tourism Management, 26(3), 335–346.

Formann AK (1984) Die Latent-Class-Analyse: Einf€uhrung in die Theorie und Anwendung. Beltz, Weinheim

Fornell, Claes (1992), "A National Customer Satisfaction Barometer: The Swedish Experience," Journal of Marketing, 56 (1), 6-21.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39–50.

Fournier, S. (1998). Consumer and their brands: Developing relationship theory in consumer research. Journal of Consumer Research, 24(4), 343–373.

Gallarza M. G., Saura I. G., (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behavior. Tourism Management 27: 437–452.

Garbarino, E., & Johnson, M. (1999). The different role of satisfaction, trust and commitment in customer relationship. Journal of Marketing, 63, 70e87.

Geisser, S. (1975). The predictive sample reuse method with applications. J. Amer. Statist. Assoc., 70:320–328.

George, B. P., & George, B. P. (2004). Past visit and the intention to revisit a destination: place attachment as the mediator and novelty seeking as the moderator. The Journal of Tourism Studies, 15(2), 51–66.

Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. International Journal of Research in Marketing, 26(2), 97-107.

Getz, D., and Nilsson, P.A. (2004), Responses of family businesses to extreme seasonality in demand: case of Bornholm, Denmark, Tourism Management, Vol 25, pp 17–30.

Gitelson, R. J., & Kerstetter, D. L. (1990). The relationship between sociodemographic variables, benefit sought and subsequent vacation behavior: a case study. Journal of Travel Research, 28(4), 24–29.

Gnoth, J. (1997). Tourism motivation and expectation formation. Annals of Tourism Research, 24, 283-304.

Go, R. (1990). Resorts resurgent: Shoulder and off-season expand their base. Canadian Hotel and Restaurant, 68(8), 43–44.

Goeldner, C. R., & Ritchie, J. R. (2003). Tourism: principles, practices, philosophies. Hoboken, NJ: John Wiley & Sons.

Halpenny, E. (2010). Pro-environmental behaviors and park visitors: the effect of place attachment. Journal of Environmental Psychology, 30(4), 409-421.

Han. H., Meng. B., Kim. W. (2017) Bike-traceling as a growing phenomenon: Role of attributes, value, satisfaction, desire, and gender in developing loyalty. Tourism Management, 59, 91-103

Hartig, T., Book, A., Garvill, J., Olsson, T., & Garling, T. (1996). Environmental influences on psychological restoration. Scandinavian Journal of Psychology, 37, 378-393

Hair, J. H., Jr., Black, W. C., Babin, B. J., & Tatham, R. L. (2005). Multivariate data analysis. Upper Saddle River, NJ: Prentice Hall.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. Journal of Marketing Theory and Practice, 19(2), 139–151.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares path modeling in marketing research. Journal of the Academy of Marketing Science.

Hawkins, D., Best, R., & Coney, K. (1989). Consumer behavior: Implication for marketing strategy (4th ed.). Homewood, IL: BPI/Irwin.

Henseler, J., Ringle, C. M., and Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing, Advances in International Marketing (20), pp. 277-320.

Hinds, J., & Sparks, P. (2008). Engaging with the natural environment: the role of affective connection and identity. Journal of Environmental Psychology, 28, 109-120

Hidalgo, M. C., & Hernández, B. (2001). Place attachment: conceptual and empirical questions. Journal of Environmental Psychology, 21, 310-319.

Hirsch JE. An index to quantify an individual's scientific research output. Proceedings of the National Academy of Sciences of the United States of America, 2005; 102(46):16569-16572.[10.1073/pnas.0507655102]

Hinds, J., & Sparks, P. (2008). Engaging with the natural environment: the role of affective connection and identity. Journal of Environmental Psychology, 28, 109-120.

Hinch, T. D., Jackson, E. L. (2000). Leisure constraints research: its value as a framework for understanding tourism seasonability. Current Issues in Tourism, 3(2), 87-106.

Higham, J., & Hinch, T. (2002). Tourism, sport and seasons: the challenges and potential of overcoming seasonality in the sport and tourism sectors. Tourism Management, 23, 175-185.

Höck, C., Ringle, C.M., Sarstedt, M., 2010. Management of multi-purpose stadiums: importance and performance measurement of service interfaces. In- ternational Journal of Services Technology and Management 14 (2/3), 188–207.

Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. Journal of Marketing, 69, 84-96.

Hosany S., Prayag G. (2013) Patterns of tourists' emotional responses, satisfaction, and intention to recommend. Journal of Business Research. 66: 730–737

Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. Journal of Business Research, 59(5), 638–642.

Hou, J. S., Lin, C. H., & Morais, D. B. (2005). Antecedents of attachment to a cultural tourism destination: the case of Hakka and non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. Journal of Travel Research, 44(2), 221-233.

Houle, B. J., Sagarin, B. J., & Kaplan, M. F. (2005). A functional approach to volunteerism: Do volunteer motives predict task preference? Basic and Applied Social Psychology, 27(4), 337–344.

Huang, S., & Hsu, C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. Journal of Travel Research, 48(1), 1e16.

Huang Z.J., Zhang C., Hu J. (2017). Destination brand personality and destination brand attachment – the involvement of self- congruence. Journal of Travel & Tourism Marketing.

Hughes, K. (1991). Tourist satisfaction: A guided cultural tour in north Queensland. Australian Psychologist, 26(3), 166–171.

Hultman M., Skarmeas D., Oghazi P., Beheshti H. M., (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. Journal of Business Research. 68, 2227–2231

Hylleberg, Svend. (1992). Modelling Seasonality. Oxford, UK: Oxford University Press.

Iacobucci, D (2012). Mediation analysis and categorical variables: the final frontier. Journal of Consumer Psychology, 22(4), 582-594.

Iso-Ahola, S. E. (1999). "Motivational foundations of leisure: In E. L. Jackson, & T. L. Burton (Eds.), Leisure studies: Prospects for the twenty-first century (pp. 35–49). College State, PA: Venture Publishing.

Iwaskaki, Y., & Havitz, M. E. (1998). A path analytic model of the relationships between involvement, psychological commitment, and loyalty. Journal of leisure research, 30(2), 256-280.

Jacso P. (2008) Testing the Calculation of a Realistic h-index in Google Scholar, Scopus, and Web of Science for F. W. Lancaster. Library Trends; 56(4):784-815

Jang S.S. (2004). Mitigating tourism seasonality: A quantitative approach. Annals of Tourism Research, 31, 4, 819-836

Jang S.S., & Wu C.M.E. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. Tourism Management; 306-316

Jang, S., & Cai, L.A. (2002). Travel motivations and destination choice: A study of British outbound market. Journal of Travel & Tourism Marketing, 13(3), 111– 133.

Jamal, A., and M. M. H. Goode. 2001. Consumers and Brands: A Study of the Impact of Self-Image Congruence on Brand Preference and Satisfaction. Marketing Intelligence and Planning 19:482–92.

Jarvis C.B., Mackenzie S.B., Podsakoff P.M., (2003). A Critical Review of Construct Indicators and

Measurement Model Misspecification in Marketing and Consumer Research. Journal of Consumer Research. 30(2): 199-218

Jefferson, A., & Lickorish, L. (1988). Marketing tourism: A practical guide. Essex, UK: Longman House.

Jeong, M., Oh, H., & Gregoire, M. (2003). Conceptualizing web site quality and its consequences in the lodging industry. International Journal of Hospitality Management, 22, 161-175.

Jones, T. O., & Sasser, W. (1995). Why satisfied customers defect. Harvard Business Review, November/December, 88-99.

Johns, N., Gyimothy, S. (2002) Market segmentation and the prediction of tourist behavior: the case of Bornholm, Denmark. Journal of Travel Research 40(3): 316–327.

Joreskog, K. G. (1978). Structural analysis of covariance and correlation matrices. Psychometrika, 43(4), 443–477.

Joreskog, K. G. (1978). Structural analysis of covariance and correlation matrices. Psychometrika, 43(4), 443–477.

Juaneda, C, and Sastre. F. (1999) Balearic islands tourism: a case study in demographic segmentation. Tourism Management 20: 549-552.

Kim, S. S., Lee, C. K., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean National Parks. Tourism Management, 24(2), 169-180.

Johns, N., & Gyimothy, S. (2002). Market segmentation and the prediction of tourist behavior: the case of Bornholm, Denmark. Journal of Travel Research, 40(3), 316–327.

Kals, E., Shumaker, D., & Montada, L. (1999). Emotional affinity toward nature as a motivational basis to protect nature. Environment and Behavior, 31, 178-202.

Kaplan R., & Kaplan, S. (1989). The experience of nature: A psychological perspective. New York: Cambridge University press

Kaplan, M. D., Yurt, O., Guneri, B., & Kurtulus, K. (2010). Branding places: Applying brand personality concept to cities. European Journal of Marketing, 44(9/10), 1286-1304.

Kau, A. K., & Lee, J. (1999). Determining tourist role typologies: an exploratory study of Singapore vacationers. Journal of Travel Research, 37(4), 382–390.

Katz, D. (1960). The functional approach to the study of attitudes. Public Opinion Quarterly, 24, 163–204.

Keller, K. L. (1993). Conceptualising, measuring and managing customer-based brand equity. Journal of Marketing, 57, 1-22.

Keng KA, Cheng LL. (1999) Determining tourist role typologies: an exploratory study of Singapore vacationers. Journal of Travel Research 1999; 37(4): 382–90.

Khuong M.N. Ha H.T.T. (2013). The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam — A Mediation Analysis of Destination Satisfaction. International Journal of Trade, Economics and Finance, 5(6): 490-496

Kim, S., & Lee, C. (2002). Push and pull relationships. Annals of Tourism Research, 29(1), 257–260.

Kim. s., Lee YK., Lee, CK. (2016) The moderating effect of place attachment on the relationship between festival quality and behavioral intentions, Asia Pacific Journal of Tourism Research, 1-11

Kim K., Vogt C. A., Knutson B. J., (2015) Relationships among customer satisfaction, delight, and loyalty in the hospitality industry. Journal of Hospitality & Tourism Research, Vol. 39(2), 170-197

Kim H., Lee K., Uysal M., Kim J., Ahn K. (2015b): Nature-Based Tourism: Motivation and Subjective Well-Being, Journal of Travel & Tourism Marketing

Kim H., Borges M.C., Chon J (2006). Impacts of environmental values on tourism motivation: The case of FICA, Brazil. Tourism Management. 27: 957–967

Kim, S., & Lehto, X. Y. (2013). Projected and perceived destination brand personalities: the case of South Korea. Journal of Travel Research, 52(1), 117-130.

Kim J.H, Ritchie B.W. (2012). Motivation-based typology: an empiri- cal study of golf tourists. Journal of Hospitality and Tourism Research 36(2):251–280.

King, S. (1970). What Is Brand? London: J. Walter Thompson.

Kirkup, N., Sutherland, M. (2015) Exploring the relationships between motivation, attachment and loyalty within sport event tourism. Current Issues in Tourism, 1-8

Koc Erdogan, Altinay Galip (2007). An analysis of seasonality in monthly per person tourist spending in Turkish inbound tourism from a market segmentation perspective. Tourism Management, 28, 227–237

Kotler P., Bowen, J.T., Makens J.C. (2006) Marketing for Hospitality and Tourism, 4th ed. Upper Saddle River, NJ: Pearson Prentice Hall, ch. 1.

Kotler P., Bowen, J.T., Makens, J.C. (2003). Marketing for hospitality and tourism (3rd ed.). Upper

Saddle River, NJ: Prentice Hall.

Kotler, P., Bowen J.T., Makens J.C. (2010). Marketing for Hospitality and Tourism, Vol. 5. Upper Saddle River, NJ: Pearson Prentice Hall.

Kotler, P. (1991). Marketing management: Analysis, planning, implementation & control. Englewood Cliffs, N.J.: Prentice-Hall.

Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. Journal of Travel Research, 38(1), 260–269.

Kruger M., Saayman M. (2010). Travel Motivation of Tourists to Kruger and Tsitsikamma National Parks: A Comparative Study. South African Journal of Wildlife Research, 40(1):93-102.

Kumar V. (2016). Examining the role of destination personality and self-congruity in predicting tourist behavior. Tourism Management Perspectives, 20; 217–227

Kyle, G. T., Graefe, A. R., & Manning, R. (2005). Testing the dimensionality of place attachment in recreational settings. Environment and Behavior, 37, 285-303.

Kyle, G., Mowen, A., & Tarrant, M. (2004). Linking place preferences with place meaning: an examination of the relationship between place motivation and place attachment. Journal of Environmental Psychology, 24, 439-454.

Laurens G. Debo, L. Beril Toktay, Luk N. Van Wassenhove, (2005) Market Segmentation and Product Technology Selection for Remanufacturable Products. Management Science 51(8):1193-1205.

Laws, E. (1990). Tourism marketing: Service and quality management perspectives. Cheltenham, England: Stanley Thornes Publishers.

Law K, Wong C, Mobley W. 1998. Toward a taxonomy of multidimensional constructs. Academy of Management Review, 23(4): 741–755.

Lazarus, R. S. (1991). Emotion and adaptation. New York: Oxford Press.

Le Boeuf, M. (1987). How to win customers and keep them for life. Berkley: Berkley Press.

Lee, C.C. (1999). Investigating tourist attachment to selected coastal destinations: an application of place attachment. Doctoral Thesis Clemson University.

Lee, C. C., & Allen, L. (1999). Understanding individuals' attachment to selected destinations: an application of place attachment. Tourism Analysis, 4, 173–185.

Lee T.H. (2006). Assessing a river tracing behavioral model: A Taiwan example. Anatolia 17(2): 322–328.

Lee T.H., (2007). Ecotourism behavioral model of forest recreation areas in Taiwan. International Forestry Review. 9(3): 771–785.

Lee T.H., Hsu F.Y., (2013). Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals. Int. J. Tourism Res. 15, 18–34

Lee C.K., Kang S.K., Lee Y.K. (2013). Segmentation of Mega Event Motivation: The Case of Expo 2010 Shanghai China. Asia Pacific Journal of Tourism Research, 18:6, 637-660

Lee T. H., (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. Leisure Sciences 31(3): 215–236.

Lee C. K., Yoon Y. S., Lee S. K., (2007a). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. Tourism Management 28: 204–214.

Lee J., Graefe A. R., Burns R. C., (2007b). Examining the antecedents of destination loyalty in a forest setting. Leisure Sciences 29: 463–481.

Lehto XY, O'Leary JT and Morrison AM (2002) Do psychographics influence vacation destination choices? A comparison of British travellers to North America, Asia and Oceania. Journal of Vacation Marketing 8(2): 109–125.

Leisch, F. (1998). Ensemble Methods for Neural Clustering and Classification. PhD thesis, Technische Universität Wien.

Leisch, F. (1999). Bagged clustering. Working Paper 51, SFB "Adaptive Information Systems and Modeling in Economics and Management Science"

Leone, L., Perugini, M., & Ercolani, A. P. (1999). A comparison of three models of attitudeebehavior relationships in the studying behavior domain. European Journal of Social Psychology, 29(2e3), 161-189.

Leisen, B. (2001). Image segmentation: the case of a tourism destination. Journal of Services Marketing, 15(1), 49-66.

Li M., and Cai L.A. (2012). The effects of personal values on travel motivation and behavioural intention. Journal of Travel Research. 51, 4, 473-487

Li X., Kaplanidou k. (2013). The Impact Of The 2008 Beijing Olympic Games On China's Destination Brand: A U.S.-Based Examination. Journal of Hospitality & Tourism Research, 37(2), 237-261

Li X., Yen C.L.A., Uysal M. (2014). Differentiating with brand personality in economy hotel segment. Journal of Vacation Marketing , 20(4) 323–333

Lin C.H. (2012). Determinants of Revisit Intention to a Hot Springs Destination: Evidence from Taiwan, Asia Pacific Journal of Tourism Research, 18:3, 183-204

Liu Z., Huang S.S., Hallak R., Liang M. (2016). Chinese consumers' brand personality perceptions of tourism real estate firms, Tourism Management, 52, 310-326

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. Tourism Management, 29(3), 458–468.

Lockwood, A., & Guerrier, Y. (1990). Labour shortages in the international hotel industry. Travel and Tourism Analyst, 6, 17–35.

Lohmoller, J.B. (1989). Latent Variable PathModeling with Partial Least Squares. Heidelberg: Physica.

Loker- Murphy, L., Perdue, R. (1992). A benefit-based segmentation of a nonresident summer travel market. Journal of Travel Research, 31(2), 30–35.

Loker-Murphy, L. (1996). Backpackers in Australia: a motivation-based segmentation study. Journal of Travel and Tourism Marketing, 5(4), 23–45.

Low, S., & Altman, I. (1992). Place attachment: a conceptual inquiry. In I. Altman, & S. Low (Eds.), Place attachment (pp. 1e12). New York: Plenum.

Luo. Q., Wang, J., Yun, W. (2016) From lost space to third place: The visitor's prospective. Tourism management, 57, 106-117

Luo, Y., & Deng, J. (2008). The new environmental paradigm and nature-based tourism motivation. Journal of Travel Research, 46, 392-402.

Madrigal, R., & Kahle, L. (1994). Predicting vacation activity preferences on the basis of value system segmentation. Journal of Travel Research, 13(3), 22–28.

MacKay, K. and J. Crompton (1990) "Measuring the Quality of Recreation Services." Journal of Park and Recreation Administration. Vol. 8 (3): 47-56.

Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. Journal of Organizational Behavior, 13(2), 103–123.

Malär, L., H. Krohmer, W. D. Hoyer, and B. Nyffenegger. 2011. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. Journal of Marketing 75:35–52.

Malhotra, N. K. (1988). Self-concept and product choice: an integrated perspective. Journal of Economic Psychology, 9, 1-28

Martin, S. H., & Bosque, Rd. I. A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. Tourism Management, 29, 263-277.

Martin J.M.M., Aguilera H.D.D.J., Moreno V.M. (2014). Impacts of seasonality on environmental sustainability in the tourism sector based on destination type: an application to Spain's Andalusia region. Tourism Economics, 20 (1); 123–142

Matheson C.M., Rimmel R., Tinsley R. (2014). Spiritual attitudes and visitor motivations at the Beltane Fire Festival, Edinburgh. Tourism Management, 44; 16-33

Mattila, A. S., & Enz, C. A. (2002). The role of emotions in service encounters. Journal of Service Research, 4, 268-277.

Mattila, A. S., & Mount, D. J. (2003). The impact of selected customer characteristics and response time on E-complaint satisfaction and return intent. International Journal of Hospitality Management, 22, 135-145.

Mattila, A. S., & Wirtz, J. (2000). The role of preconsumption affect in postpurchase evaluation of services. Psychology & Marketing, 17, 587-605.

Matzler, K., Pechlaner H., & Hattenberger G. (2004). Lifestyle-typologies and marketing segmentation: The case of Alpine skiing tourism. EUR.AC research, European Academy: Bozen.

Matzler K., StroblA., Stokburger-Sauer N., Bobovnicky A. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. Tourism Management, 52, 507-520

McDowall S. (2010) International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. Asia Pacific Journal of Tourism Research, vol. 15, no. 1, pp. 21-42, 2010.

McKercher, Bob, S. Y. Pamela, Hilary Du Cros, and Billie Chow So-Ming. (2002). Activities-Based Segmentation of the Cultural Tourism Market. Journal of Travel & Tourism Marketing, 12 (1): 23-46.

McKercher, B. (2012). Rethinking loyalty. Annals of Tourism Research, 39(2), 708-734.

Mechinda, P., Serirat, S., & Guild, N. (2009). An examination of tourists' attitudinal and behavioral loyalty: comparison between domestic and international tourists. Journal of Vacation Marketing,

15(2), 129-149.

Mehmetoglu, M. (2007). Typologising nature-based tourists by activity e theoretical and practical implications. Tourism Management, 28(3), 651-660.

Meleddu M., Paci R., Pulina M., (2015). Repeated behavior and destination loyalty. Tourism Management. 50, 159-171

Middleton, V. T. C. (2002). Marketing in travel and tourism. Woburn, MA: Butterworth-Heinemann

Millan, A., Fanjul, ML., Moital, M. (2016) Segmenting the business travel based on emotions, satisfaction, and behavioral intentions. Psychology & Marketing, 33 (2), 81-93

Milligan, M. J. (1998). Interactional past and potential: the social construction of place attachment. Symbolic Interaction, 21, 1-33

Miragaia D.A.M., & Martins M.A.B., (2015). Mix between Satisfaction and Attributes Destination Choice: A Segmentation Criterion to Understand the Ski Resorts Consumers. International Journal of Tourism Research; 17; 313–324

Mittal, B., & Lasar, W. M. (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. The Journal of Services Marketing, 12, 177-194.

Molera, L., & Albaladejo, I. (2007). Profiling segments of tourists in rural areas of South- Eastern Spain. Tourism Management, 28(3), 757–767.

Mok, C., & Iverson, T. J. (2000). Expenditure-based segmentation: Taiwanese tourists to Guam. Tourism Management, 21, 299–305.

Morgan, N., and A. Pritchard (2002). "Contextualising Destination Branding." In Destination Branding: Creating the Unique Destination Proposition, edited by N. Morgan, A. Pritchard, and R. Pride. Oxford: Butterworth-Heinemann, pp. 11-41.

Morgan, N., A. Pritchard, and R. Piggott (2002). "New Zealand, 100% Pure: The Creation of a Powerful Niche Destination Brand." Journal of Brand Management, 9 (4/5): 335-54.

Morgan, N., & Pritchard, A. (2010). Meeting the destination branding challenge. In N. Morgan, A. Pritchard, & R. Pride (Eds.), Destination branding: Creating the unique destination proposition (pp. 59e77). Oxford: Butterworth-Heinemann.

Moon, Y. (2002). "Personalization and Personality: Some Effects of Customizing Message Style Based on Consumer Personality." Journal of Consumer Psychology, 12 (4): 313-26.

Moore, Thomas W. (1989). Handbook of Business Forecasting. London: Gower.

Morrison, Alastair M. (2009). Hospitality and Travel Marketing, Vol. 4. Albany, NY: Delmar.

Mowen, A.J., Graefe, A.R., & Virden, J.R. (1997). A typology of place attachment and activity involvement. In H. Vogelsong (Eds.). Proceedings of the 1997 Northeastern Recreation Research Symposium (pp. 89–92). USDA Forest Service.

Murphy, L., Moscardo, G., & Benckendorff, P. (2007). Using brand personality to differentiate regional tourism destinations. Journal of Travel Research, 46(1), 5–14.

Murphy, L., Benckendorff, P., & Moscardo, G. (2007a). Destination brand personality: Visitor perceptions of a regional tourism destination. Tourism Analysis, 12, 419-432.

Murphy, L., Benckendorff, P., & Moscardo, G. (2007b). Linking travel motivation, tourist self-image and destination brand personality. Journal of Travel & Tourism Marketing, 22(2), 45-59.

Mykletun, R.J., Crotts, J.C., & Mykletun, A. (2001) Positioning an island destination in the peripheral area of the Baltics: a flexible approach to market segmentation. Tourism Management 22(5), 493-500.

Neuts B., Romao J., Leeuwen E. V., Nijkamp P., (2013). Describing the relationships between tourist satisfaction and destination loyalty in a segmented and digitalized market. Tourism Economics. 19 (5), 987–1004

Neuts B., Romao J., Nijkamp P., Shikida A. (2016) Market segmentation and their potential economic impacts in an ecotourism destination: An applied modeling study on Hokkaido, Japan. Tourism Economics, 22 (4) 793-806

Nicolau, J. L., Ma´s, F. J. (2006) The influence of distance and prices on the choice of tourist destinations The moderating role of motivations. Tourism Management, 27, 982–996

Nunnally J., & Bernstein L.H. (1994). Psychometric Theory. New York: McGraw-Hill.

Jones, T. O., & Sasser, W. E., Jr. (1995). Why satisfied customers defect. Harvard Business Review, 73(November/December), 88–99.

Jorgensen, B., & Stedman, R. (2001). Sense of place as an attitude: lakeshore owners' attitudes toward their properties. Journal of Environmental Psychology, 21, 233-248

Oh, H., Uysal, M., & Weaver, P. (1995). Product bundles and market segments based on travel motivations: a canonical correlation. Annals of Tourism Research, 6, 195–197.

Oh J.Y.J., & Schuett M.A., (2010) Exploring expenditure- based segmentation for rural tourism:

overnight stay visitors versus excursionists to fee- fishing sites, Journal of Travel & Tourism Marketing, 27:1, 31-50,

Okazaki, S., & Taylor, C. R. (2008). What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets. Journal of Business Research, 61(1), 4–12.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, 17(4), 46–49.

Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retailing setting. Journal of Retailing, 57(Fall), 25-48.

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. New York, NY: McGraw-Hill.

Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63 (Special issue), 33-44.

Oppermann, M. (2000). Tourism destination loyalty. Journal of Travel Research, 39(1), 78–84.

Olsen SO. (2002). Comparative evaluation and the relationship quality, satisfaction and repurchase loyalty. Journal of the Academy of Marketing Science 30(3): 240–249.

Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors influencing the effectiveness of relationship marketing: a meta-analysis. Journal of Marketing, 70, 136-153.

Pan L., Zhang M., Gursoy D., Lu L. (2017). Development and validation of a destination personality scale for mainland Chinese travelers. Tourism Management; 59: 338-348

Pan S., Ryan C., (2007). Mountain areas and visitor usage -Motivations and determinants of Satisfaction: The case of Pirongia Forest Park,NewZealand. Journal of Sustainable Tourism 15(3): 288–308.

Park, D-B., & Yoon, Y-S. (2009). Segmentation by motivation in rural tourism: A Korean case study. Tourism Management, 30(1), 99–108.

Park, H. H., & Jung, G. O. (2010). A study on the impact of the congruence of store personality and self-image toward relationship strength and store loyalty. Journal of Marketing Studies, 16, 45-68.

Paker N., Vural CA. (2016) Customer segmentation for marinas: Evaluating marinas as destinations. Tourism management, 56, 156-171

Papadimitriou D., Apostolopoulou A., Kaplanidou K. (2015) Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. Journal of Travel Research, 54(3), 302–315

Pearce, P. L., & Lee, U. (2005). Developing the travel career approach to tourist motivation. Journal of Travel Research, 43(3), 226–237.

Perugini, M., & Bagozzi, R. P. (2004). The distinction between desires and intentions. European Journal of Social Psychology, 34(1), 69-84.

Peter S., and Anandkumar V. (2016). Travel motivation-based typology of tourists who visit a shopping festival: An empirical study on the Dubai shopping festival. Journal of Vocational Marketing, 22, 2, 142-153

Petrick, J. F., Morais, D. B., & Norman, W. (2001). An examination of the determinants of entertainment vacationers' intentions to visit. Journal of Travel Research, 40(1), 41–48.

Pesonen JA (2012) Segmentation of rural tourists: combining push and pull motivations. Tourism and Hospitality Management 18(1): 69–82.

Phau, I., and K. C. Lau. (2000). "Conceptualising Brand Personality: A Review and Research Propositions." Journal of Targeting, Measurement and Analysis for Marketing, 9:52-69.

Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. Journal of Travel Research, 42, 333-342.

Pitt, L. F., Opoku, R., Hultman, M., Abratt, R., & Spyropoulou, S. (2007). What I say about myself: Communication of brand personality by African Countries. Tourism Management, 28(3), 835–844.

Plummer, J. T. (1985). Brand personality: a strategic concept for multinational advertising. In Marketing Educators' conference (pp. 1-31). New York: Young & Rubicam.

Podsakoff, Philip M., Scott B. MacKenzie, Jeong-Yeon Lee, and Nathan P. Podsakoff (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. Journal of Applied Psychology, 88 (5), 879–903.

Poon, A. (1993). Tourism technology and Competitive strategiecs. Wallingford, Oxon: CAB International.

Poria, Y., Butler, R., & Airey, D. (2004). Links between tourists, heritage, and reasons for visiting heritage sites. Journal of Travel Research, 43(1), 19–28.

Pritchard MP, Howard D. (1997). The loyal traveler: Examining a typology of service patronage. Journal of Travel Research 35(4): 2–10.

Prayag G. 2012. Paradise for Who? Segmenting Visitors' Satisfaction with Cognitive Image and Predicting Behavioural Loyalty. International Journal of Tourism Research 14(1): 1–15.

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius. The role and influence of destination image, place attachment, personal involvement, and satisfaction. Journal of Travel Research, 51(3), 342-356.

Prayag, Girish, Marta Disegna, Scott Allen Cohen, and Hongliang Gordon Yan. 2015. "Segmenting Markets by Bagged Clustering Young Chinese Travelers to Western Europe." Journal of Travel Research 54 (2): 234–50.

Prohansky, H. M. (1978). The city and self-identity. Environment and Behavior, 10, 147-169.

Picon-Berjoyo. A., Ruiz-Moreno. C., Castro. (2016) A mediating and multigroup analysis of customer loyalty. European Management Journal, 34, 701-713

Pizam, A. Neumann Y. Reichel A. (1979) "Tourist satisfaction," Annals of Tourism Research, vol. 6, no. 2, pp. 195-197

Punj, G. and Steward, D. W. (1983). Cluster analysis in marketing research: Review and suggestions for application. Journal of Marketing Research, 20:134–148.

Qu, H., Hyunjung, K. M., & Hyunjung, H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. Tourism Management, 32(3), 465–476.

R Development Core Team (2008). R: A language and environment for statistical computing. Vienna, Austria: R Foundation for Statistical Computing.

Raadik, J., Cottrell, S. P., Fredman, P., Ritter, P., & Newman, P. (2010). Understanding recreational experience preferences: application at Fulufjället National Park, Sweden. Scandinavian Journal of Hospitality and Tourism, 10(3), 231-247.

Ramkissoon, H., & Mavondo F.T. (2015). The satisfaction–place attachment relationship: Potential mediators and moderators. Journal of Business Research, 68, 2593–2602

Ramkissoon, H., & Uysal, M. S. (2011). The effects of perceived authenticity, information search behavior, motivation and destination imagery on cultural behavioral intentions of tourists. Current Issues in Tourism, 14(6), 537-562

Ramkissoon, H., Weiler, B., & Smith, L. (2012). Place attachment and proenvironmental behavior in national parks: the development of a conceptual framework. Journal of Sustainable Tourism, 20(2), 257-276

Rapp, A., Trainor, K. J., & Agnihotri, R. (2010). Performance implications of customer-linking capabilities: Examining the complementary role of customer orientation and CRM technology. Journal of Business Research, 63(11), 1229–1236.

Raymond, C., Brown, G., & Robinson, G. (2011). The influence of place attachment, and moral and normative concerns on the conservation of native vegetation: a test of two behavioral models. Journal of Environmental Psychology, 31, 323-335

Reichheld, F. F. (1996). The loyalty effect. Boston, MA: Harvard Business School Press.

Reichheld, F. F. (1993). Loyalty-based management. Harvard Business Review, March/ April, 64-73.

Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. Harvard Business Review, 68 (September/October), 105–111.

Rid, W., Ezeuduji, IO., Probstl-Haider, U. (2014) "Segmentation by motivation for rural tourism activities in The Gambia." Tourism Management, 40: 102-116.

Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). A critical look at the use of PLS-SEM in MIS Quarterly. MIS Quarterly, 36(1), iii–xiv.

Ringle, C. M., Sarstedt, M., & Mooi, E. A. (2010). Response-based segmentation using finite mixture partial least squares: theoretical foundations and an application to American Customer Satisfaction Index data. Annals of Information Systems, 8, 19–49

Rojas-Méndez J.I., Murphy S.A., Papadopoulos N. (2013). The U.S. brand personality: A Sino perspective. Journal of Business Research, 66; 1028-1034

Romao J., Neuts B., Nijkamp P., Leeuwen E. V., (2015). Culture, product differentiation and market segmentation: a structural analysis of the motivation and satisfaction of tourists in Amsterdam. Tourism Economics, 21 (3), 455–474

Salehzadeh R., Pool J.K., Soleimani S. (2016) Brand personality, brand equity and revisit intention: an empirical study of a tourist destination in Iran, Tourism Review,. 71(3); 205-218

Sarstedt, M., Henseler, J., & Ringle, C. M. (2011). Multi-group analysis in partial least squares (PLS) path modeling: Alternative methods and empirical results. Advances in International Marketing, forthcoming

Sarstedt, M., & Ringle, C. M. (2010). Treating unobserved heterogeneity in PLS path modeling: A comparison of FIMIX-PLS with different data analysis strategies. Journal of Applied Statistics,

37(8), 1299–1318.

Sarstedt, M., Schloderer M.P. (2010). Developing a measurement approach for reputation of non-profit organizations. International Journal of Nonprofit and Voluntary Sector Marketing. 15(3); 276-299

Satta G., Parola F., Penco L., Persico L., Musso E. (2016) Motivation-based segmentation in the cruise industry: an exploratory study. International Journal of Transport Economics. 43, 155-184

Scannell, L., & Gifford, R. (2010a). Defining place attachment: a tripartite organizing framework. Journal of Environmental Psychology, 30(1), 1e10.

Scott, D., & Vitartas, P. (2008). The Role of involvement and attachment in satisfaction with local government services. International Journal of Public Sector Management, 21(1), 45–57.

Schiffman, L. G., & Kanuk, L. L. (1978). Consumer behavior. Englewood Cliffs, NJ: Prentice-Hall.

Simpson, M. P., & Siquaw, J. (2008). Destination word-of-mouth: the role of traveler type, residents, and identity salience. Journal of Travel Research.

Sirakaya E. (1992). Modeling vacation destination choice decisions: development of an instrument. Clemson University Masters thesis, South Carolina: Clemson University.

Sirakaya, E., McLellan, R. W., & Uysal, M. (1996). Modeling vacation destinations decisions: a behavioral approach. Journal of Travel and Tourism Marketing, 5(1/2), 57–75.

Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, & travel behavior: Toward an integrative model. Journal of Travel Research, 38(4), 340–352.

Sirgy, M. J. (1985).. Using Self-Congruity and Ideal Congruity to Predict Purchase Motivation. Journal of Business Research 13:195–206.

Sirgy, M. J. (1982). Self-concept in consumer behavior: a critical review. Journal of Consumer Research, 9, 287-300.

Skår, M., Odden, A., & Vistad, O. I. (2008). Motivation for mountain biking in Norway: change and stability in late-modern outdoor recreation. Norwegian Journal of Geography, 62, 36-45.

Skogland, I., & Siguaw, J. A. (2004). Are your satisfied customers loyal? Cornell Hotel and Restaurant Administration Quarterly, 45, 221-234.

Snepenger, D., Houser, B., & Snepenger, M. (1990). Seasonality of demand. Annals of Tourism Research, 17(4), 628–630.

Sobel, M.E. (1982). Asymptotic intervals for indirect effects in structural equations models. In S. Leinhart (Ed.), Sociological methodology (pp. 290–312). San Francisco, CA: Jossey-Bass.

Solomon, M. R. (1983). "The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective." Journal of Consumer Research, 10 (3): 319-29.

Song, H., van der Veen, R., Li, G., & Chen, J. (2012). The Hong Kong tourist satisfaction index. Annals of Tourism Research, 39(1), 459-479.

Sonmez, S. F., & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. Journal of Travel Research, 37(2), 171–178.

Spencer, D., & Holecek, D. (2007). Basic characteristics of the fall tourism market. Tourism Management, 28(2), 491-504.

Stedman, R. C. (2002). Toward a social psychology of place: predicting behavior from place-based cognitions, attitudes, and identity. Environment and Behavior, 34, 561-581.

Sweeny, J. C., and C. Brandon. (2006). "Brand Personality: Exploring the Potential to Move from Factor Analytical to Circumplex Models." Psychology and Marketing, 23 (8): 639-63.

Szymanski. D. M., & Henard, D. H. (2001). Customer satisfaction: A meta analysis of the empirical evidence. Journal of the Academy of Marketing Science, 29, 16-35.

Su, L., Swanson, SR., Chinchanachokchai, S., Hsu, MK., Chen, X. (2016) Reputation and intentions: The role of satisfaction, identification, and commitment. Journal of Business Research, 69 3261-3269

Sun X., Chi C.G.Q., Xu H. (2013). Developing destination loyalty: The case of Hainan Island. Annals of Tourism Research, 43, 547-577

Tangeland, T. (2011). Why do people purchase nature-based tourism activity products? A Norwegian case study of outdoor recreation. Scandinavian Journal of Hospitality and Tourism, 11(4), 435-456.

Tangeland, T., Vennesland, B. & Nybakk, E. (2013) "Second-home owners' intention to purchase nature-based tourism activity products - A Norwegian case study." Tourism Management 36: 364-376.

Tangeland, T., & Aas, Ø. (2011). Household composition affect the importance of experience attributes of nature based tourism activity products e a Norwegian case study of outdoor recreationists. Tourism Management, 32(4), 822-832.

Tasci, A. D. A., & Kozak, M. (2006). Destination brands vs destination images: Do we know what we

mean? Journal of Vacation Marketing, 12, 299-317.

Taylor, T. B. (1998). Better loyalty measurement leads to business solutions. Marketing News, 32(22), 41–42.

Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in formation of consumers' purchase intentions. Journal of Retailing, 70(2), 163–178.

Tenenhaus, M., Vinzi, V.E., Chatelin, Y.-M., Lauro, C., (2005_. PLS path modeling. Computational Statistics & Data Analysis 48 (1), 159-205.

The World Bank, (2017), Population, Total. Population, Total | Data, data.worldbank.org/indicator/SP.POP.TOTL.

Tkaczynski, A., Rundle-Thiele R.S., & Beaumont N. (2009). Segmentation: A tourism stakeholder view. Tourism Management, 30(2), 169-175.

Tkaczynski, A., & Rundle-Thiele R.S. (2013). Understanding What Really Motivates Attendance: A Music Festival Segmentation Study. Journal of Travel & Tourism Marketing, 30:6; 610-623

Tkaczynski, A., Rundle-Thiele R.S., Prebensen N.K., (2015). Segmenting Potential Nature-Based Tourists Based on Temporal Factors: The Case of Norway. Journal of Travel Research, 54(2); 251-265

Thomson, M., MacInnis, D. J., & Park, C.W. (2005). The ties that bind: measuring the strength of consumers' emotional attachments to brands. Journal of Consumer Psychology, 15(1), 77-91

Thomson Reuters. Products A-Z: Web of Science. Available from: [http://thomsonreuters.com/products_services/science/science_products/az/web_of_science/#tab 2]. Accessed on: October 11.

Tsiotsou, R., & Ratten, V. (2010). Future research directions in tourism marketing. Marketing Intelligence & Planning, 28(4), 533–544.

Turner, J. C., Oakes, P. J., Haslam, S. A., & McGarty, C. (1994). Self and collective: Cognition and social context. Personality and Social Psychology Bulletin, 20(5), 454–463.

Twigger-Ross, C. L., & Uzzell, D. L. (1996). Place and identity processes. Journal of Environmental Psychology, 16(3), 205-220.

Ulrich, R. S. (1979). Visual landscapes and psychological well-being. Landscape Research, 4(1), 17-23.

Um S., Chon K., Ro Y., (2006). Antecedents of revisit intention. Annals of Tourism Research 33(4): 1141–1158.

UNWTO (2013b). http://media.unwto.org/en/content/understanding-tourism-basic-glossary Accessed 28.5.2013.

Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. Tourism Management, 32(1), 114–127.

Uysal, M., & Hagan, L. R. (1993). Motivation of pleasure to travel and tourism. In M. A. Khan, M. D. Olsen, & T. Var (Eds.), VNR's encyclopedia of hospitality and tourism (pp. 798–810). New York: Van Nostrand Reinhold.

Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. Annals of Tourism Research, 21(4), 844– 846.

Vaske, J., & Kobrin, K. (2001). Place attachment and environmentally responsible behavior. Journal of Environmental Education, 32(4), 16-21.

Ward A. (2014). Segmenting the senior tourism market in Ireland based on travel motibations. Journal of Vacation Marketing; 20(3); 267-277

Weaver D and Lawton L (2010) Tourism Management. 4th ed. Milton: Wiley.

Weiner, B. (1986). An attribution theory of motivation and emotion. New York: Springer-Verlag.

Wickham, T.D. (2000). Attachment to places and activities: the relationship of psychological constructs to customer satisfaction. Unpublished Ph.D. Thesis. The Pennsylvania State University

Wetzels, M., Odekerken-Schroder, G., van Oppen, C., (2009). Using PLS path modeling for assessing hierarchical construct models: guidelines and empirical illustration. MIS Quarterly 33 (1), 177–195.

Whelihan, W. P., & Chon, K. S. (1991). Resort marketing trends of the 1990s. The Cornell Hotel and Restaurant Administration Quarterly, 32(2), 56–59

Wirtz, J., Mattila, A. S., & Tan, L. P. (2000). The moderating role of target-arousal on the impact of affect on satisfaction: An examination in the context of service experiences. Journal of Retailing, 76, 347-365.

Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: examining emotional and symbolic attachment to place. Leisure Sciences, 14, 29-46.

Wilson, B., Henseler, J., (2007). Modeling Reflective Higher-order Constructs Using Three Approaches

with PLS Path Modeling: A Monte Carlo Comparison. Australian and New Zealand Marketing Academy Conference, Otago, Australia, pp. 791-800.

Wold, H. (1974). Causal flows with latent variables: Parting of the ways in light of NIPALS modelling. European Economic Review, 5(1), 67–86.

Wu, C.W. (2016). Destination loyalty modeling of the global tourism Journal of Business Research, 69, 2213–2219

Xie, K. L., & Lee, J. S. (2013). Toward the perspective of cognitive destination image and destination personality: the case of Beijing. Journal of Travel and Tourism Marketing, 30(6), 538-556.

Xu. Z. (2015) Sino-western Tourists' Place Attachment to a Traditional Chinese Urban Destination: A Tale from Hangzhou, China. Asia Pacific Journal of Tourism Research 1-18

Yannopoulos, P., & Rotenberg, R. (1999) Benefit segmentation of the near-home tourism market: the case of Upper New York State. Journal of Travel and Tourism Marketing, 8(2), 41–55.

Yau, O. H. M., & Chan, C. F. (1990). Hong Kong as a travel destination in Southeast Asia: A multidimensional approach. Tourism Management, 11(2), 123–132.

Yi, Y. (1990). A critical review of consumer satisfaction. In V. A. Zeithaml (Ed.), Review of marketing (pp. 68-123). Chicago, IL: American Marketing Association.

Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase. Psychology & Marketing, 21, 351-373.

Yuan, S., & McDonald, C. (1990). Motivational determinates of international pleasure time. Journal of Travel Research, 29(1), 42–44.

Yuksel, A., & Yuksel, F. (2001). Measurement and management issues in customer satisfaction research: review, critique and research agenda: part one. Journal of Travel & Tourism Marketing, 10(4), 47-80.

Yuksel A., Yuksel F., (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. Tourism Management 28: 703–713.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. Tourism Management, 31(2), 274–284.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. Tourism Management, 26(1), 45–56.

Zeithaml VA., Berry LL, Parasuraman A. (1996). The behavioral consequences of service quality. Journal of Marketing 60(2): 31–46.

Zeugner-Roth. K.P., Zabkar V. (2015). Bridging the gap between country and destination image: Assessing common facets and their predictive validity. Journal of Business Research 68: 1844–1853

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: a meta-analysis. Tourism Management, 40(1), 213-223.

Zhang, H. Q., & Lam, T. (1999). An analysis of Mainland Chinese visitors' motivations to visit Hong Kong. Tourism Management, 20, 587–593.