

An Importance-Performance analysis of tourist satisfaction at

destination level: evidence from Campania (Italy)

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Received: 03/01/2014 Accepted: 29/06/2014

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Abstract

In this paper we use the Importance-Performance Analysis (IPA) scheme in order to analyze tourist satisfaction in a holiday destination. Arising from service and tourism marketing

literatures, the study selects a set of components of the tourism experience that are willing to affect satisfaction. The IPA scheme is applied though a survey conducted on a sample of 1.936 national and international tourists intercepted at the end of their journey in the region of Campania (Italy). Although the IPA scheme has been used in past research in the tourism field, only a few studies have applied this tool from a destination perspective. Based on the results, the paper concludes with discussion of implications for both practitioners and academics.

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Keywords: Importance-Performance Analysis (IPA), tourist satisfaction, destination management, Italy.

Citation: De Nisco, A., A. Riviezzo and M.R. Napolitano (2015) An Importance-Performance analysis of tourist satisfaction at destination level: evidence from Campania (Italy). *European Journal of Tourism Research* 10, pp. 64-75