Examining the role of familiarity, information sources, length of stay and satisfaction to the image perception model

Lluís Prats¹, Raquel Camprubi²∗ and Lluís Coromina³

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¹Associate Professor, Faculty of Tourism, University of Girona, Plaça Mora, 1, 17004 Girona, Spain; phone: +34972419720; email: lluis.prats@udg.edu
²Associate Professor, Faculty of Tourism, University of Girona, Plaça Ferrater Mora, 1, 17004 Girona, Spain; phone: +34972419720; email: raquel.camprubi@udg.edu
³Associate Professor, Faculty of Tourism, University of Girona, Plaça Ferrater Mora, 1, 17004 Girona, Spain; Faculty of Economics, University of Girona, Campus Montilivi; phone: 972419720; email: lluis.coromina@udg.edu
∗Corresponding author

Abstract

This study examines the effect of familiarity on information sources and the length of stay in a destination, and how these concepts, in turn, affect the image perception model. Data was collected from 603 structured personal interviews carried out in Barcelona (Spain) and structural equation modelling methodology was used to test the hypotheses. Results show that tourists
familiar with Barcelona are less likely to consult tourist information. The paper also presents evidence to suggest that the length of stay is the same whether tourists are familiar with the destination or not. Furthermore, we argue that tourist satisfaction is influenced by both cognitive and affective evaluations and that information sources partially influence cognitive evaluations, affective evaluations length of stay and satisfaction. Until now literature has only indicated a tentative relationship between length of stay and destination image, however the outcomes of this study prove that the length of stay in a destination alters its tourism image.

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