

ASSESSING TOURIST SATISFACTION IN THE AZORES: A MICROECONOMETRIC APPROACH

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Abstract

This paper uses a new micro-survey on a representative sample of tourists who visited the Azores, an emerging Portuguese Archipelago tourist destination, to quantify the determinants of tourist satisfaction, the intention to revisit the destination and the likelihood of recommending the destination to friends and relatives. To do so we employ a microeconomic ordered probit model. The econometric results are statistically valid and economically important, since they uncover significant and heterogeneous responses which vary according to the tourists' socio-demographic profiles, as well as trip attributes, among other factors. Our results allow policymakers and tourism economic agents alike to tailor policies aimed at increasing tourist satisfaction, repeat visitation rates and recommendation rates.

Key words: *Azores, tourist satisfaction, microeconomic probit model*

Introduction

The tourism sector has experienced significant growth in the Azores, whose aim to acquire worldwide tourist destination status. The Regional Government has promoted and supported growth enhancing policies of regional tourism supply as well as creating initiatives towards building awareness of the Region as a tourism destination in different tourism markets especially Western Europe and North America. As a result the number of international and domestic tourists has grown; from 1995 to 2005 it grew from 159,000 to 260,000 (SREA).

Tourism is an expanding economic sector in the Azores. However it is still in an embryonic stage despite being seen as one of the few sectors with capacity to enlarge and diversify the Azores' export-driven economy, along with integrating a significant part of the female workforce. New tourist destinations continually arise worldwide, increasing competition. Part of the success in reaching a tourism worldwide destination status is through the tourists' assessment about the destination.

This is the purpose of this study: in the Azores little is known about tourists' assessment. In the international tourism sector, the Azores are an emergent destination, little known, and therefore tourist services here have not fully developed. To do so is necessary to increase the quality of tourist supply. One way to gauge quality is through tourists' satisfaction, as measured in this study.

Menezes, Moniz and Vieira (2008) refer that studies in the area of tourism may offer valuable tools to private operators and to the policymakers in the field, as the studies may uncover which individual socio-demographic profiles and trip attributes promote longer stays of tourists and, therefore, aid the design of more effective promotional campaigns of the Region.

This study presents new evidence from a new survey of the satisfaction of tourists who visit the Azores, and employs a microeconomic ordered probit model to enable policymakers a statistically valid and economically significant interpretation of the quality of the tourists' experiences in the Azores.

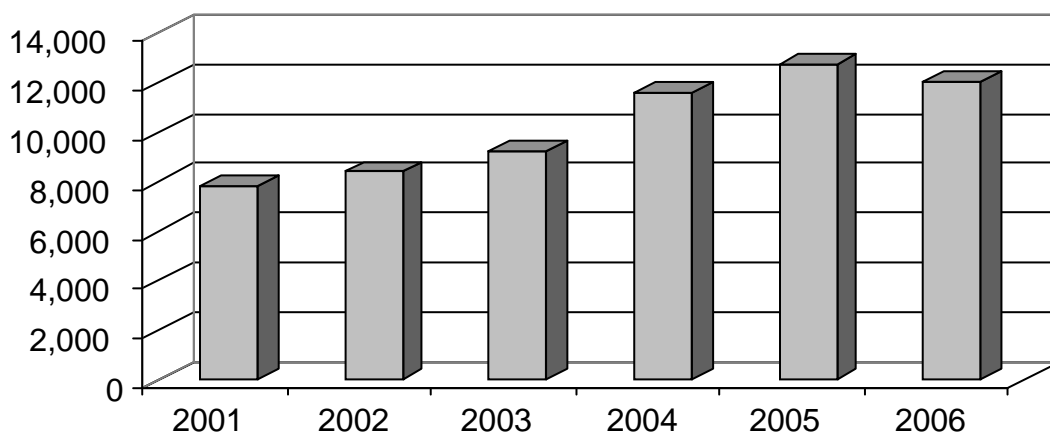
This paper is organized in five sections. The following section presents the characterization of tourism in the Autonomous Region of the Azores. Section three reviews the literature. Section four presents the econometric model which analyzes four indicators: tourist satisfaction; satisfaction with the visit when compared with expectations; intention of revisiting the Azores; and the likelihood of recommending this tourist destination to friends and relatives. Finally, section five presents main conclusions, limitations and future developments.

Tourism in the Azores

The Archipelago of the Azores, or The Azores, are a Portuguese archipelago consisting of nine islands (from 17 km² - Corvo - to 747 km² - São Miguel), spread between 36°-43° N , 25°-31° W, 1564 km west of Lisbon and 2,300 km east of Nova Scotia, a land area of 2,333 km².

The Azores's population in 1997 was 243760, distributed in the nine islands. In 2006 it was 243016, with the most populated island of the archipelago being São Miguel (132671), followed by Terceira with 55697 inhabitants. The least populated island was Corvo with 468 inhabitants.

The islands have diversified landscape, and a rich environment, natural and cultural heritage. The Azores are a true heaven for nature lovers and for active tourism seekers. The existing supply in terms of golf, whale watching, pedestrian tracks, big game fishing, scuba-diving, as well as the quality of its accommodation units along with the Rural Tourism Accommodation, and facilities for tourism of congress and cruises provide an unforgettable holiday. The tea plantations and cigar processing, the unique lagoons, the gastronomy, the kindness of its people, or the volcanism, are just some of the features that turn the Azores a unique destination.



Source: *Serviço Regional de Estatística dos Açores*

Figure 1 Number of beds in the Autonomous Region of the Azores

The tourism sector has experienced significant growth regarding supply represented by the number of hotels. The accommodation capacity has increased from 4507 beds in 2001 to 8239 in 2006 (see Figure 1). Between 2003 and 2007 overnight stays grew by 47,3%, reaching around 1.2 million overnights in 2007, whereas the occupation rate went from 37,4% to 40%, and total income rose 45,8% to 55 million EUR in 2007.

Literature Review

Tourism starts with the wish of people to travel and it should end with people's satisfaction towards the trip. This way one of the major objectives of tourist planning of a certain region or local must be the visitants' satisfaction (Gunn, 1993).

In an assertive vision of quality of tourism (or in any other relation between supplier and customer), the main concern must be to render a service that corresponds to the customers' expectations conceived based on the destination image (regarding the different components of the tourist product) and on the trip's cost. Thus, we have here the difference between substantial or subjective quality (on the supplier's optic) and the quality perceived by the client (real and subjective) that not always match (Batista, 1997).

Valle *et al.* (2006) define satisfaction as the tourist's emotional state after his holiday trip. Flecha and Damiani (2006) refer that satisfaction is the level of the tourist's feeling regarding performance (or result) of a holiday destination regarding his expectations. This feeling of satisfaction will increase the probability of the tourist revisit the same destination, give favourable critics about the visited destination and create a positive image (Fernandez and Picos, 2005). Andreassen and Lindestad (1998)

refer that in the present markets, where the differences between products are minimal or inexistent, and the capacity of maintaining the clients' fidelity (tourists) is determinant.

Currently, competition between different tourist destinations is fierce. This way it's essential that each tourist destination create a strong and competitive image enabling to draw attention from tourists (Marino, 2007).

The obtained experience and its appreciation are important not only to repeat or not a trip but also the likelihood of recommending the destination to friends and relatives, contribute to the experimented destinations to be either factors of attraction or repulsion to other potential clients (Batista, 1997). Valle *et al.* (2006) conducted a study in the Algarve region and concluded that there is a direct relationship between the satisfaction of tourists in a holiday destination and the intention to revisit the same destination. Byon *et al.* (2008) state that the destination image, quality of service and overall satisfaction are the factors that influence the most the choice of holiday destination and future behaviour, including the intention to revisit the same place.

Several authors have studied tourists' satisfaction and its behavioural consequences and this paper follows the most recent strand in the literature, where strong emphasis is given to the econometric methods employed, and, concomitantly, a quantitative approach is pursued (see Hasegawa (2009), Beerli and Martín (2005), Castro and Rui (2007), Chena and Tsai (2007), Hui and Wan (2003) and Kozak (2001), among others and references therein).

Empirical Analysis

Problem Analysis

This section examines, through an econometric model, the tourists' perspective of the Azores as a tourism destination. In particular, the econometric model examines the level of overall satisfaction of tourists with their visit of the Azores, whether tourists plan to revisit the Azores and if they would recommend a visit to the Azores to their friends or relatives.

In this analysis one aims to ascertain to what extent the characteristics of individuals who visited the Azores, such as gender, age, marital status, country of residence, level of education, occupation and if of Azorean ascendancy, impact the overall satisfaction with the visit and how their satisfaction with the visit compares with their expectations and, finally, to what extent these individual social-demographic profiles may influence the intention to revisit the Azores and to recommend the Azores as a tourist destination to friends or relatives. The tourists' satisfaction with the visit to the Azores, the fact that tourists plan to revisit the Azores, and the likelihood of recommending this destination to relatives or friends, are the questions evaluated in the questionnaire, at different levels, as illustrated in the table below.

Given the ordinal nature of the responses, this problem naturally lends itself to the use of an ordered probit model, as described in the next section.

Table 1 Reconversion of the original level of survey questions (*Questionnaire in English see Appendix I*)

Question	Original Level	Description	Reconversion
Satisfaction with visit to the Azores	1	Very unpleased	} 0
	2	Unpleased	
	3	Indifferent	
	4	Pleased	1
	5	Very pleased	2
Satisfaction with visit to the Azores when compared with expectations	1	Very unpleased	} 0
	2	Unpleased	
	3	Indifferent	
	4	Pleased	1
	5	Very pleased	2
Plan revisiting the Azores?	1	0% chances	0
	2	Very low chance	1
	3	Low chance	2
	4	50% chances	3
	5	High chance	4
	6	very high chance	5
	7	100% chances	6
Recommend a visit to the Azores	1	Would not recommend	} 0
	2	Would recommend with reserves	
	3	Indifferent	
	4	Would recommend without reserves	1
	5	Would highly recommend	2

Econometric Model

The description of the model is made for the case where the variable is coded into three levels, although the model is extended to more levels. Individual’s propensity i to answer that a certain level of satisfaction attains reads:

$$I_i^* = \beta.X_i + \varepsilon_i, \quad i=1,2, \dots, N \tag{1}$$

where:

I_i^* – latent variable

β – vector of parameters to be estimated

X_i – vector of independent variables (gender, education...)

ε_i – identical and independently distributed stochastic errors which follow a $N(0,1)$ distribution

However, what is observed on the data is not I_i^* , but an indicator I in which:

$$\begin{aligned} I = 0 & \text{ if } I^* \leq \mu_0 \\ I = 1 & \text{ if } \mu_0 < I^* \leq \mu_1 \\ I = 2 & \text{ if } I^* > \mu_1 \end{aligned} \quad (2)$$

Where μ_k ($k=0,1$) are unknown (partition) parameters of the normal distribution, estimated along with the vector β . The probabilities of an individual answering in a certain manner between three possible choices are given by:

$$\begin{aligned} P(I = 0 | X_i) &= P(I^* \leq \mu_0) = P(\varepsilon_i \leq \mu_0 - \beta^t X_i) = \Phi(\mu_0 - \beta^t X_i) \\ P(I = 1 | X_i) &= P(\mu_0 \leq I^* \leq \mu_1) = P(\mu_0 - \beta^t X_i \leq \varepsilon_i \leq \mu_1 - \beta^t X_i) = \\ &= \Phi(\mu_1 - \beta^t X_i) - \Phi(\mu_0 - \beta^t X_i) \\ P(I = 2 | X_i) &= 1 - P(I^* \leq \mu_1) = 1 - \Phi(\mu_1 - \beta^t X_i) \end{aligned} \quad (3)$$

As usual, Φ indicates the normal cumulative distribution function.

The marginal effects of independent continuous variables, the X_i 's, regarding the possibility of an individual's answer belonging to one of the three groups, is given by:

$$\begin{aligned} \frac{\partial P(I = 0)}{\partial X_f} &= -[\Phi(\mu_0 - \beta^t X)]\beta_f \\ \frac{\partial P(I = 1)}{\partial X_f} &= [\Phi(\mu_0 - \beta^t X) - \Phi(\mu_1 - \beta^t X)]\beta_f \\ \frac{\partial P(I = 2)}{\partial X_f} &= [\Phi(\mu_2 - \beta^t X)]\beta_f \end{aligned} \quad (4)$$

In the case of artificial or dummy variables, the marginal effects may be determined by the following formula:

$$\Delta = P(I = j | d = 1) - P(I = j | d = 0), j = 0, 1, 2 \quad (5)$$

Expression (5) gives us the marginal effect on the according probability when the artificial variable changes from 0 to 1.

The model can be estimated through maximum likelihood estimation. Given the probabilities defined in (3), the likelihood function is given by:

$$L = \prod_{i=1}^N \prod_{j=0}^2 \left\{ \Phi(\mu_i - \beta^t X_i) - \Phi(\mu_{i-1} - \beta^t X_i) \right\}^{Z_{ij}} \quad (6)$$

where Z_{ij} is an indicator function type:

$$\begin{aligned} Z_{ij} &= 1 \text{ if } i \in j \\ Z_{ij} &= 0 \text{ if } i \notin j \quad i = 1, \dots, N \end{aligned} \quad (7)$$

However, on the estimation process what is maximized is the following function:

$$\log L = \sum_{i=1}^N \sum_{j=0}^2 Z_{ij} \log \left\{ \Phi(\mu_i - \beta^t X_i) - \Phi(\mu_{i-1} - \beta^t X_i) \right\} \quad (8)$$

As long as X_i has a constant term, as is the case here, the parameters to estimate are identified. To overcome this problem it is used, usually, a standardization which establishes that $\mu_0=0$. This procedure will also be used in this case. Besides, $\mu_{0-1}=-\infty$ e $\mu_2=+\infty$.

The values of the restricted likelihood function $LogL_R$ and the unrestricted likelihood function $LogL_I$ allow us to do a likelihood ratio test:

$$LRT = -2(\log L_R - \log L_I) \quad (9)$$

This function has qui-square distribution with m degrees of freedom, being m the number of imposed restrictions in $LogL_R$.

We use LIMDEP v. 7.0 to estimate (8) and use the algorithm Davidon-Fletcher-Powel (DFP). The programme also estimates the variance/co-variance matrix of the estimated parameters.

Data

The data were gathered by the Studies and Consultancy Department of Norma – Açores, through a questionnaire elaborated specifically to this end. We gathered a

total of one thousand questionnaires from tourists on the main regional airports, carried out in the summer of 2007. From these 1000 questionnaires, 110 were considered null. Thus, this study is based on a sample of 890 questionnaires. The questionnaire used in the survey can be found in Appendix 1.

This paper uses a sample of 890 questionnaires from which 50.6% were answered by male (see Table 2). The average age of the interviewees is 43 being the youngest 18 and the oldest 77 years old. The sample mode is 47 years old. Regarding the marital status of the interviewees, 633 are married, representing 71% of the sample, 23,5% are single and only 5% of the interviewees have a different marital status. The country of residence of 302 of the interviewees is Portugal, representing around 33,9%; the second most important country of origin is Sweden with 10,2% and, finally, in third place, is Germany with 7,4%. Considering Table 2, the level of education for 47,8% of the interviewees is higher education, 36,9% has secondary school or technical. From the 890 interviewees, 127 have only attended school until the 9th grade. From the interviewees, 80,7% have a professional activity, 9% are retired, 6,5% are students, 2,6% are housewives and 0,8% are unemployed.

Table 2 *Sample descriptive statistics*

Variables	Total	Men	Women
Man	50.56%	100.00%	0.00%
Age	43	43	43
Single	23.48%	22.89%	24.09%
Married	71.12%	72.67%	69.55%
Country of Residence = Portugal	33.93%	33.56%	34.32%
Country of Residence = USA	5.17%	4.67%	5.68%
Country of Residence = U. Kingdom	4.94%	5.56%	4.32%
Country of Residence = Germany	7.42%	8.22%	6.59%
Country of Residence = Denmark	5.62%	4.67%	6.54%
Country of Residence = Sweden	10.22%	9.78%	10.68%
Country of Residence = Spain	4.27%	4.44%	4.09%
Country of Residence = France	3.71%	4.00%	3.41%
Country of Residence = Holland	3.93%	3.11%	4.77%
Country of Residence = Finland	4.61%	4.22%	5.00%
Country of Residence = Canada	2.81%	3.33%	2.27%
Primary Education	14.27%	12.88%	15.68%
Employed	80.67%	84.44%	76.82%
Azorean origin	15.84%	13.78%	17.95%
Trip motive = Holidays	83.37%	83.33%	83.41%
First time in the Azores	71.00%	70.67%	71.36%
Did not consider alternative destinations	72.81%	72.89%	72.73%
Number of observations	890	450	440

Regarding Azorean origin, 84,2% of the interviewees don't have it. For the interviewed women, 18% have Azorean origin, as for men only 14% have it. The visits' main reason for 83,4% of the interviewees is holidays or pleasure, 11,2% answered that the main reason was visiting friends or relatives and 4,4% from the interviewees came on business or professional motives. 71% of the interviewees had never visited the Azores, 11,9% had already visited and 17,1% had already come twice or more to the Azores.

Regarding the fact of individuals having or not considered alternative destinations before coming to the Azores, 72,8% answered that didn't considered alternative destinations. As for the probability of the interviewers revisiting the Azores, 90% answered that there's a 50% to 100% chances of them choosing the Azores destination again, and 25,6% answered that there's 100% chance of revisiting the Azores. As for the overall satisfaction of the interviewers regarding the visit to the Azores destination, 39,4% answered that they were pleased and 58,3% were very pleased. Finally, the level of satisfaction regarding the visit to the Azores destination when compared with their expectations 43,1% answered that they were pleased and 53% were very pleased.

Empirical results

Satisfaction for visiting the Azores

Concerning the satisfaction with visiting the Azores, the fact of being Dutch increases the probability of answering that he is very unpleased, unpleased or indifferent (level 0, see Table 1) and decreases the probability of answering that he is very pleased (level 2); the same goes for the case of being Portuguese. The fact of being married increases the probability of answering that he is very pleased (level 2) and decreases the probability of answering that he is very unpleased, unpleased or indifferent (level 0) about his visit. The conclusion is identical for those cases in which the tourists didn't consider alternative destinations (see Table 3).

For men, the fact of being single increases the probability of answering that he is very pleased with his visit to the Azores and decreases the probability of answering that he is very unpleased, unpleased or indifferent with his visit (see Table 4). The same goes for married men.

In the case of men, the fact of his motive to visit the Azores is holidays increases the probability of answering that he is very pleased (level 2, see Table 1) with his visit to the Azores and decreases the probability of answering he is very unpleased, unpleased or indifferent with his visit (level 0). The conclusion is identical in the case of not considering alternative destinations.

For women, the fact of being French increases the probability of answering she is very pleased with her visit to the Azores and decreases the probability of answering

she is very displeased, displeased or indifferent with her visit (see Table 5). The contrary goes for those who are Dutch.

Regarding the overall satisfaction of their visit to the Azores, for a level of significance at 1%, as much for men as for women or for the overall of interviewees, one does not reject the null hypothesis that social-demographic profiles (gender, age, marital status, education and Azorean origin) altogether don't have explicative value. Nonetheless, for a level of significance at 5%, only for the overall interviewees one rejects the null hypothesis that social-demographic profiles altogether don't have explicative value (see Table 6).

Table 3 Ordered Probit: "What is the overall satisfaction regarding your visit to the Azores" - Total

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.552	0.347*	2.071	0.227*	1.166	0.304*
Man	-0.078	0.084			-0.050	0.083
Age	0.001	0.004			0.002	0.004
Single	0.495	0.201**			0.524	0.199*
Married	0.556	0.180*			0.578	0.178*
Portuguese	-0.293	0.141**	-0.303	0.139**		
American	-0.113	0.242	0.034	0.230		
British	0.037	0.224	0.040	0.222		
German	0.133	0.197	0.148	0.196		
Danish	-0.003	0.211	0.012	0.210		
Swedish	-0.225	0.172	-0.236	0.171		
Spanish	0.214	0.240	0.197	0.238		
French	0.340	0.265	0.356	0.263		
Dutch	-0.603	0.230*	-0.588	0.228*		
Finish	-0.326	0.220	-0.326	0.219		
Canadian	0.046	0.303	0.104	0.293		
Primary education	0.095	0.127			0.053	0.124
Employed	-0.118	0.111	-0.134	0.107	-0.104	0.110
Azorean origin	0.183	0.149			0.266	0.135**
Trip motive=tourism	0.154	0.136	0.165	0.133	0.199	0.131
First time in the Azores	-0.073	0.117	-0.103	0.111	-0.017	0.112
Did not consider alternative destinations	0.230	0.095**	0.236	0.094**	0.255	0.094*
μ_1	1.890	0.101*	1.858	0.099*	1.854	0.100*
Log-L	-656.381		-662.838		-668.534	
χ^2	52.035		39.121		27.729	
N	890		890		890	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

For both men and women, one doesn't reject the null hypothesis that the countries of residence altogether don't have explicative value. For the case of the overall of interviewees, one rejects this null hypothesis for a level of significance at 5%.

Table 4 Ordered Probit: "What is the overall satisfaction regarding your visit to the Azores" - Men

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.039	0.508**	1.898	0.326*	0.800	0.457***
Age	0.004	0.006			0.005	0.006
Single	0.778	0.311**			0.745	0.307**
Married	0.856	0.278*			0.808	0.274*
Portuguese	-0.293	0.196	-0.265	0.189		
American	0.170	0.354	0.302	0.333		
British	-0.236	0.290	-0.210	0.288		
German	0.134	0.269	0.193	0.266		
Danish	0.013	0.314	0.052	0.312		
Swedish	-0.236	0.243	-0.151	0.240		
Spanish	0.372	0.335	0.374	0.331		
French	0.082	0.344	0.122	0.338		
Dutch	-0.579	0.353	-0.486	0.349		
Finish	-0.520	0.317	-0.432	0.313		
Canadian	0.036	0.394	0.062	0.371		
Primary education	0.061	0.186			-0.016	0.176
Employed	-0.236	0.173	-0.233	0.167	-0.198	0.170
Azorean origin	0.065	0.216			0.174	0.193
Trip motive=tourism	0.395	0.186**	0.403	0.182**	0.400	0.177**
First time in the Azores	-0.113	0.160	-0.088	0.151	-0.098	0.153
Did not consider alternative destinations	0.239	0.135***	0.241	0.134***	0.228	0.133***
μ_1	1.920	0.144*	1.869	0.138*	1.873	0.140*
Log-L	-332.173		-337.361		-339.238	
χ^2	34.040		23.665		19.909	
N	450		450		450	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 5 Ordered Probit: "What is the overall satisfaction regarding your visit to the Azores" - Women

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	2.030	0.497*	2.376	0.330*	1.443	0.414*
Age	-0.003	0.005			-0.001	0.005
Single	0.318	0.272			0.428	0.266
Married	0.336	0.246			0.441	0.239***
Portuguese	-0.318	0.210	-0.364	0.206***		
American	-0.412	0.344	-0.276	0.327		
British	0.468	0.370	0.445	0.367		
German	0.099	0.295	0.072	0.293		
Danish	0.021	0.290	-0.018	0.289		
Swedish	-0.228	0.251	-0.326	0.246		
Spanish	0.079	0.350	0.044	0.348		
French	0.763	0.445***	0.731	0.442***		
Dutch	-0.605	0.310***	-0.669	0.308**		
Finish	-0.182	0.312	-0.244	0.310		
Canadian	0.170	0.510	0.262	0.496		
Primary education	0.131	0.181			0.118	0.176
Employed	-0.032	0.150	-0.056	0.144	-0.007	0.146
Azorean origin	0.310	0.213			0.337	0.194***
Trip motive=tourism	-0.100	0.206	-0.111	0.198	-0.048	0.200
First time in the Azores	-0.062	0.177	-0.144	0.168	0.084	0.166
Did not consider alternative destinations	0.217	0.138	0.232	0.136***	0.285	0.134**
μ_1	1.912	0.148*	1.891	0.146*	1.862	0.145*
Log-L	-316.204		-319.009		-325.504	
χ^2	33.552		27.942		14.952	
N	440		440		440	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 6 Hypothesis Tests: Overall satisfaction with visit to the Azores

	Log-L _R	LRT	Critical value	
			1%	5%
<i>Total</i>				
H0: Social-demographic profiles don't have explicative value	-662.84	12.91	16.81	12.59
H0: Countries of residence don't have explicative value	-668.53	24.31	24.73	19.68
<i>Men</i>				
H0: Social-demographic profiles don't have explicative value	-337.36	10.38	15.09	11.07
H0: Countries of residence don't have explicative value	-339.24	14.13	24.73	19.68
<i>Women</i>				
H0: Social-demographic profiles don't have explicative value	-319.01	5.61	15.09	11.07
H0: Countries of residence don't have explicative value	-325.50	18.6	24.73	19.68

Satisfaction with visit to the Azores when compared with expectations

In what concerns the tourist's satisfaction with visit to the Azores when compared with expectations, being a male single tourist increases the probability of answering he is very pleased (level 2, see Table 1) and decreases the probability of answering he is very displeased, displeased or indifferent (level 0).

Being Portuguese increases the probability of answering he is very displeased, displeased or indifferent and decreases the probability of answering he is very pleased, pleased with his visit to the Azores when compared with his expectations. The conclusion is similar for the fact of being Dutch and Finish (see Table 7). The fact of being single increases the probability of answering he is very pleased and decreases the probability of answering he is very displeased, displeased or indifferent. The conclusion is identical for the case of being married, as well as for the case of not having considered alternative destinations. Being a woman with Azorean origin increases the probability of answering that she is very pleased and decreases the probability of answering that she is very displeased, displeased or indifferent. The conclusion is identical for the case of being a woman and not having considered alternative destinations (see Table 9).

Regarding the overall satisfaction with the visit to the Azores when compared with their expectations, for the levels of significance at 1% and 5%, one does not reject the null hypothesis that social-demographic profiles (gender, age, education and Azorean origin) altogether don't have explicative value.

Either for the overall interviewees or for men, one rejects the null hypothesis that the countries of residence altogether don't have explicative value. Regarding women one does not reject the null hypothesis for the same level of significance (see Table 10).

Intention of revisiting the Azores

Regarding tourists' plans to revisit the Azores, most variables do not present any effect statistically significant. The fact of the tourist being Swede increases the probability of answering that there is 0% chance of revisiting the Azores (level 0) and decreases the probability of answering that there is 100% chance of revisiting the Azores (level 6, see Table 1). The same is valid for the case of being Dutch. The fact of the visit's motive being holiday increases the probability of answering that there is 0% chance of revisiting the Azores and decreases the probability that there is 100% chance of revisiting the Azores. The conclusion is identical for the case of the interviewee never visited the Azores (see Table 11). For men, the fact of being Portuguese, Sweden or Dutch increases the probability of answering that there is 0% chance of revisiting the Azores and decreases the probability of answering that there is 100% chance of revisiting the Azores (see Table 12). These results are not valid for women (see table 13). The fact of the tourists having Azorean origin decreases the probability of answering that there is 0% chance of revisiting the Azores and increases

the probability of answering that there is 100% chance of revisiting the Azores. For women and being employed decreases the probability of answering that there is 0% chance of revisiting the Azores and increases the probability of answering that there is 100% chance of revisiting the Azores. The conclusion is valid for the case of the interviewed woman having Azorean origin.

Table 7 *Ordered Probit: "What's the level of satisfaction when compared with expectations?" – Total*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.425	0.337*	1.834	0.217*	1.084	0.296*
Man	-0.105	0.082			-0.083	0.081
Age	0.000	0.004			0.001	0.004
Single	0.493	0.199**			0.508	0.197*
Married	0.442	0.177**			0.454	0.176*
Portuguese	-0.268	0.137**	-0.273	0.135**		
American	-0.126	0.235	-0.029	0.223		
British	-0.006	0.215	-0.010	0.214		
German	0.079	0.189	0.085	0.188		
Danish	0.213	0.211	0.219	0.210		
Swedish	-0.100	0.169	-0.110	0.168		
Spanish	0.283	0.235	0.269	0.233		
French	0.098	0.244	0.120	0.243		
Dutch	-0.770	0.225*	-0.754	0.224*		
Finish	-0.394	0.214***	-0.403	0.213***		
Canadian	0.041	0.290	0.066	0.280		
Primary education	0.026	0.122			0.011	0.119
Employed	-0.011	0.107	-0.037	0.104	-0.003	0.106
Azorean origin	0.131	0.144			0.186	0.130
Trip motive=tourism	0.082	0.132	0.081	0.129	0.124	0.128
First time in the Azores	-0.062	0.114	-0.081	0.108	-0.011	0.109
Did not consider alternative destinations	0.165	0.093***	0.170	0.092***	0.196	0.091**
μ_1	1.761	0.083*	1.744	0.082*	1.724	0.082*
Log-L	-709.942		-714.848		-724.750	
χ^2	46.416		36.604		16.799	
N	890		890		890	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 8 *Ordered Probit: “What’s the level of satisfaction when compared with expectations?” – Men*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	0.725	0.498	1.635	0.313*	0.584	0.448
Age	0.007	0.006			0.007	0.005
Single	0.869	0.309*			0.800	0.303*
Married	0.599	0.273**			0.552	0.268**
Portuguese	-0.265	0.191	-0.260	0.184		
American	0.283	0.346	0.261	0.326		
British	-0.325	0.281	-0.314	0.279		
German	0.007	0.254	0.020	0.252		
Danish	0.436	0.328	0.434	0.326		
Swedish	-0.126	0.239	-0.087	0.236		
Spanish	0.605	0.345***	0.592	0.339***		
French	-0.213	0.322	-0.196	0.317		
Dutch	-0.958	0.346*	-0.918	0.343*		
Finish	-0.484	0.310	-0.465	0.306		
Canadian	-0.001	0.379	-0.140	0.355		
Primary education	-0.006	0.181			-0.047	0.170
Employed	0.113	0.165	0.046	0.158	0.151	0.162
Azorean origin	-0.157	0.208			-0.078	0.185
Trip motive=tourism	0.336	0.182***	0.332	0.179***	0.298	0.173***
First time in the Azores	-0.207	0.156	-0.152	0.147	-0.180	0.149
Did not consider alternative destinations	0.109	0.133	0.130	0.132	0.085	0.130
μ_1	1.814	0.118*	1.788	0.116*	1.751	0.114*
Log-L	-355.754		-359.945		-368.368	
χ^2	36.436		28.054		11.209	
N	450		450		450	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 9 Ordered Probit: “What’s the level of satisfaction when compared with expectations?” – Women

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.840	0.481*	2.072	0.311*	1.321	0.399*
Age	-0.005	0.005			-0.003	0.005
Single	0.266	0.268			0.368	0.262
Married	0.336	0.242			0.408	0.236
Portuguese	-0.254	0.205	-0.291	0.200		
American	-0.539	0.334	-0.350	0.317		
British	0.475	0.354	0.441	0.351		
German	0.175	0.288	0.157	0.286		
Danish	0.109	0.284	0.065	0.282		
Swedish	-0.047	0.247	-0.147	0.242		
Spanish	-0.018	0.335	-0.052	0.331		
French	0.638	0.407	0.621	0.403		
Dutch	-0.592	0.304***	-0.648	0.302**		
Finish	-0.299	0.302	-0.342	0.300		
Canadian	0.272	0.504	0.444	0.491		
Primary education	0.031	0.175			0.021	0.170
Employed	-0.098	0.146	-0.101	0.141	-0.083	0.143
Azorean origin	0.406	0.208***			0.378	0.188**
Trip motive=tourism	-0.177	0.201	-0.186	0.193	-0.098	0.194
First time in the Azores	0.061	0.172	-0.037	0.163	0.186	0.161
Did not consider alternative destinations	0.232	0.135***	0.249	0.133***	0.307	0.131**
μ_1	1.767	0.122*	1.745	0.120*	1.723	0.119*
Log-L	-340.456		-344.320		-350.149	
χ^2	36.383		28.655		16.997	
N	440		440		440	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 10 Hypothesis Tests: Satisfaction compared to expectations

	Log-L _R	LRT	Critical value	
			1%	5%
<i>Total</i>				
H0: Social-demographic profiles don't have explicative value	-714.85	9.81	16.81	12.59
H0: Countries of residence don't have explicative value	-724.75	29.62	24.73	19.68
<i>Men</i>				
H0: Social-demographic profiles don't have explicative value	-359.95	8.38	15.09	11.07
H0: Countries of residence don't have explicative value	-368.37	25.23	24.73	19.68
<i>Women</i>				
H0: Social-demographic profiles don't have explicative value	-344.32	7.73	15.09	11.07
H0: Countries of residence don't have explicative value	-350.15	19.39	24.73	19.68

Table 11 *Ordered Probit: "Do you have plans for revisiting the Azores?" – Total*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	2.998	0.300*	3.318	0.189*	2.844	0.265*
Man	0.042	0.072			0.058	0.072
Age	0.002	0.003			0.002	0.003
Single	0.100	0.182			0.101	0.181
Married	-0.004	0.164			-0.004	0.163
Portuguese	-0.108	0.120	-0.104	0.118		
American	-0.143	0.217	0.075	0.206		
British	0.167	0.187	0.203	0.186		
German	-0.058	0.162	-0.063	0.161		
Danish	-0.106	0.176	-0.108	0.175		
Swedish	-0.328	0.146**	-0.339	0.146**		
Spanish	0.007	0.196	-0.017	0.195		
French	0.085	0.210	0.138	0.209		
Dutch	-0.448	0.201**	-0.462	0.200**		
Finish	0.041	0.190	0.009	0.189		
Canadian	0.068	0.268	0.250	0.259		
Primary education	0.138	0.111			0.141	0.108
Employed	0.091	0.096	0.047	0.092	0.105	0.095
Azorean origin	0.435	0.131*			0.460	0.121*
Trip motive=tourism	-0.431	0.123*	-0.489	0.120*	-0.424	0.119*
First time in the Azores	-0.618	0.103*	-0.712	0.098*	-0.607	0.099*
Did not consider alternative destinations	0.061	0.082	0.086	0.081	0.084	0.081
μ_1	0.535	0.066*	0.536	0.066*	0.534	0.066*
μ_2	1.014	0.056*	1.016	0.056*	1.011	0.056*
μ_3	1.979	0.046*	1.978	0.046*	1.966	0.046*
μ_4	2.548	0.045*	2.541	0.044*	2.527	0.044*
μ_5	3.172	0.053*	3.158	0.052*	3.145	0.053*
Log-L	-674.852		-1388.859		-1388.752	
χ^2	125.565		171.591		171.806	
N	450		890		890	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 12 *Ordered Probit: “Do you have plans for revisiting the Azores?” – Men*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	3.576	0.453*	3.859	0.277*	3.306	0.410*
Age	-0.003	0.005			-0.003	0.005
Single	0.447	0.282			0.384	0.281
Married	0.335	0.253			0.235	0.251
Portuguese	-0.293	0.169***	-0.216	0.163		
American	0.223	0.331	0.572	0.312***		
British	-0.025	0.251	0.018	0.250		
German	-0.342	0.219	-0.311	0.218		
Danish	-0.356	0.263	-0.355	0.262		
Swedish	-0.648	0.207*	-0.597	0.205*		
Spanish	-0.372	0.269	-0.383	0.269		
French	0.112	0.292	0.240	0.287		
Dutch	-1.002	0.309*	-0.964	0.307*		
Finish	-0.245	0.273	-0.257	0.271		
Canadian	-0.074	0.362	0.249	0.343		
Primary education	0.192	0.164			0.172	0.155
Employed	-0.163	0.150	-0.163	0.144	-0.156	0.148
Azorean origin	0.571	0.198*			0.705	0.180*
Trip motive=tourism	-0.343	0.170**	-0.418	0.167**	-0.374	0.163**
First time in the Azores	-0.649	0.140*	-0.711	0.133*	-0.648	0.135*
Did not consider alternative destinations	-0.133	0.117	-0.120	0.117	-0.113	0.115
μ_1	0.556	0.103*	0.544	0.102*	0.550	0.101*
μ_2	1.111	0.084*	1.093	0.083*	1.090	0.082*
μ_3	2.147	0.066*	2.117	0.066*	2.092	0.065**
μ_4	2.726	0.064*	2.686	0.063*	2.650	0.063*
μ_5	3.386	0.076*	3.332	0.075*	3.288	0.075*
Log-L	-674.852		-682.317		-686.373	
χ^2	125.565		110.634		102.521	
N	450		450		450	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 13 *Ordered Probit: “Do you have plans for revisiting the Azores?” – Women*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	2.652	0.417*	3.020	0.265*	2.592	0.350*
Age	0.006	0.004			0.005	0.004
Single	-0.076	0.242			-0.077	0.239
Married	-0.099	0.221			-0.099	0.216
Portuguese	0.040	0.177	-0.003	0.174		
American	-0.463	0.299	-0.307	0.286		
British	0.330	0.284	0.357	0.283		
German	0.270	0.244	0.253	0.242		
Danish	0.107	0.240	0.118	0.239		
Swedish	-0.065	0.213	-0.088	0.209		
Spanish	0.384	0.291	0.342	0.289		
French	0.018	0.309	-0.007	0.308		
Dutch	-0.011	0.269	-0.034	0.268		
Finish	0.343	0.269	0.324	0.266		
Canadian	0.122	0.408	0.184	0.396		
Primary education	0.121	0.155			0.130	0.152
Employed	0.252	0.127**	0.208	0.123***	0.259	0.126**
Azorean origin	0.330	0.180***			0.238	0.167
Trip motive=tourism	-0.606	0.183*	-0.654	0.178*	-0.528	0.178*
First time in the Azores	-0.600	0.155*	-0.702	0.147*	-0.553	0.146*
Did not consider alternative destinations	0.273	0.118**	0.310	0.117*	0.287	0.116**
μ_1	0.558	0.091*	0.559	0.091*	0.545	0.089*
μ_2	1.011	0.079*	1.013	0.079*	0.986	0.078*
μ_3	1.962	0.066*	1.961	0.065*	1.919	0.065*
μ_4	2.549	0.064*	2.543	0.063*	2.498	0.063*
μ_5	3.163	0.075*	3.149	0.075*	3.108	0.075*
Log-L	-686.792		-690.287		-692.065	
χ^2	99.030		92.041		88.485	
N	440		440		440	

* Significant at 1%

** Significant at 5%

*** Significant at 1

Table 14 Hypothesis Tests: Plans for revisiting the Azores

	Log-L _R	LRT	Critical value	
			1%	5%
<i>Total</i>				
H0: Social-demographic profiles don't have explicative value	-1388.86	14.94	16.81	12.59
H0: Countries of residence don't have explicative value	-1388.75	14.72	24.73	19.68
<i>Men</i>				
H0: Social-demographic profiles don't have explicative value	-682.32	14.93	15.09	11.07
H0: Countries of residence don't have explicative value	-686.37	23.04	24.73	19.68
<i>Women</i>				
H0: Social-demographic profiles don't have explicative value	-690.29	6.99	15.09	11.07
H0: Countries of residence don't have explicative value	-692.07	10.55	24.73	19.68

Regarding the possibility of revisiting the Azores, one rejects the null hypothesis that social-demographic profiles (gender, age, marital status, education, and Azorean origin) altogether don't have explicative value. Concerning women one does not reject the null hypothesis at a level of 5% significance. For a level of significance at 1%, one does not reject the null hypothesis that social-demographic profiles altogether don't have explicative value and that the countries of origin altogether also don't have explicative value.

Likelihood of a tourist recommending a visit to the Azores

Regarding the analysis of the likelihood of a tourist recommending a visit to the Azores to relatives or friends, the fact of being Portuguese, German, Sweden, Dutch or Canadian increases the probability of answering that they would not recommend the Azores, would recommend with reserves or are indifferent (level 0, see Table 1) and decreases the probability of answering that they would indeed recommend a visit to the Azores (level 2).

The fact of the tourist having Azorean origin increases the likelihood of not recommending the Azores' destination, recommending with some reserves or being indifferent and decreases the likelihood of recommending a visit to the Azores (see Table 15).

The fact of the tourist not having considered alternative destinations decreases the likelihood of not recommending the Azores, recommending with some reserves or being indifferent and increases the likelihood of recommending the visit to the Azores. The conclusion is valid in case the interviewee having a level of education $\leq 9^{\circ}$ grade.

Regarding men, the fact of being married or older, decreases the likelihood of not recommending the Azores, recommending with some reserves or being indifferent and increases the likelihood of recommending the visit to the Azores. Conclusions are identical if the motive of visiting the Azores is holidays or if the interviewee is older (see Table 16).

The fact of the tourist being male and not having considered alternative destinations decreases the likelihood of not recommending the Azores, recommending with some reserves or being indifferent and increases the likelihood of recommending the visit to the Azores. The conclusion is valid for the case of the interviewee being a woman.

For women who do not consider alternative destinations the level of likelihood of recommending the Azores is superior (level 2, see Table 1) and inferior the likelihood of not recommending the Azores, recommending with some reserves or being indifferent (level 0).

Table 15 *Ordered Probit: “Likelihood of recommending a visit to the Azores” – Total*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.628	0.351*	2.125	0.228*	0.879	0.305*
Man	0.034	0.084			0.040	0.083
Age	0.007	0.004***			0.009	0.004**
Single	0.146	0.207			0.195	0.205
Married	0.179	0.185			0.231	0.184
Portuguese	-0.632	0.150*	-0.645	0.148*		
American	-0.274	0.253	-0.232	0.242		
British	-0.269	0.231	-0.225	0.230		
German	-0.362	0.200***	-0.352	0.199***		
Danish	-0.182	0.224	-0.153	0.223		
Swedish	-0.492	0.180*	-0.480	0.179*		
Spanish	-0.322	0.239	-0.324	0.238		
French	-0.402	0.251	-0.419	0.249***		
Dutch	-0.650	0.235*	-0.639	0.234*		
Finish	-0.342	0.233	-0.346	0.231		
Canadian	-0.832	0.287*	-0.847	0.278*		
Primary education	0.220	0.131***			0.160	0.127
Employed	0.004	0.111	-0.025	0.107	0.026	0.110
Azorean origin	-0.018	0.146			0.019	0.133
Trip motive=tourism	0.048	0.135	0.064	0.133	0.096	0.131
First time in the Azores	-0.125	0.118	-0.132	0.111	-0.013	0.112
Did not consider alternative destinations	0.288	0.095*	0.297	0.094*	0.281	0.094*
μ_1	1.529	0.084*	1.513	0.083*	1.499	0.082*
Log-L	-665.746		-670.847		-678.711	
χ^2	49.775		39.573		23.845	
N	890		890		890	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 16 Ordered Probit: “Likelihood of recommending a visit to the Azores” – Men

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	1.039	0.518**	1.909	0.329*	0.714	0.463
Age	0.012	0.006**			0.013	0.006**
Single	0.420	0.317			0.388	0.315
Married	0.508	0.285***			0.453	0.282
Portuguese	-0.439	0.207**	-0.445	0.199**		
American	0.144	0.377	0.159	0.355		
British	-0.411	0.299	-0.342	0.298		
German	-0.342	0.271	-0.283	0.268		
Danish	-0.174	0.329	-0.122	0.324		
Swedish	-0.367	0.255	-0.283	0.251		
Spanish	0.170	0.352	0.211	0.352		
French	-0.179	0.355	-0.181	0.344		
Dutch	-1.136	0.349*	-1.026	0.344*		
Finish	-0.447	0.333	-0.364	0.327		
Canadian	-0.481	0.386	-0.526	0.366		
Primary education	0.085	0.192			0.021	0.181
Employed	-0.043	0.175	-0.076	0.169	-0.026	0.172
Azorean origin	-0.115	0.218			-0.053	0.194
Trip motive=tourism	0.384	0.189**	0.436	0.186**	0.347	0.180***
First time in the Azores	-0.320	0.165***	-0.290	0.156***	-0.283	0.158***
Did not consider alternative destinations	0.303	0.138**	0.314	0.136**	0.272	0.134**
μ_1	1.623	0.127*	1.581	0.123*	1.579	0.125*
Log-L	-322.777		-328.353		-332.074	
χ^2	39.156		28.005		20.563	
N	450		450		450	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 17 *Ordered Probit: “Likelihood of recommending a visit to the Azores” – Women*

Variables	Coef.	Standard Error	Coef.	Standard Error	Coef.	Standard Error
Intercept	2.149	0.501*	2.378	0.331*	0.987	0.410**
Age	0.003	0.005			0.006	0.005
Single	-0.007	0.280			0.136	0.274
Married	-0.036	0.253			0.126	0.247
Portuguese	-0.843	0.229*	-0.866	0.227*		
American	-0.673	0.360***	-0.632	0.346***		
British	-0.088	0.381	-0.085	0.378		
German	-0.460	0.302	-0.488	0.301		
Danish	-0.218	0.316	-0.223	0.315		
Swedish	-0.661	0.267**	-0.700	0.263*		
Spanish	-0.809	0.343**	-0.819	0.342**		
French	-0.670	0.369***	-0.723	0.367**		
Dutch	-0.346	0.337	-0.377	0.336		
Finish	-0.321	0.334	-0.368	0.331		
Canadian	-1.313	0.443*	-1.351	0.431*		
Primary education	0.297	0.188			0.311	0.182***
Employed	0.071	0.148	0.020	0.143	0.102	0.145
Azorean origin	0.072	0.206			0.066	0.188
Trip motive=tourism	-0.289	0.203	-0.319	0.197	-0.210	0.197
First time in the Azores	0.071	0.175	0.036	0.165	0.289	0.163***
Did not consider alternative destinations	0.368	0.138*	0.380	0.137*	0.321	0.134**
μ_1	1.512	0.116*	1.505	0.115*	1.458	0.112*
Log-L	-329.244		-331.018		-340.491	
χ^2	37.410		33.861		14.916	
N	440		440		440	

* Significant at 1%

** Significant at 5%

*** Significant at 10%

Table 18 Hypothesis Tests: Likelihood of recommending a visit to the Azores

	Log-L _R	LRT	Critical value	
			1%	5%
<i>Total</i>				
H0: Social-demographic profiles don't have explicative value	-670.85	10.20	16.81	12.59
H0: Countries of residence don't have explicative value	-678.71	25.93	24.73	19.68
<i>Men</i>				
H0: Social-demographic profiles don't have explicative value	-328.35	11.15	15.09	11.07
H0: Countries of residence don't have explicative value	-332.07	18.59	24.73	19.68
<i>Women</i>				
H0: Social-demographic profiles don't have explicative value	-331.02	3.55	15.09	11.07
H0: Countries of residence don't have explicative value	-340.49	22.49	24.73	19.68

Regarding the likelihood of recommending a visit to the Azores for a level of significance at 5%, one rejects the null hypothesis that the countries of origin altogether don't have explicative value. Regarding men one does not reject the null hypothesis for the same level of significance. However, with significance at 1% one does not reject this hypothesis either for men or women.

With significance at 1% level one does not reject the null hypothesis that the social-demographic profiles altogether don't have explicative value. But significance at 5% level one rejects this null hypothesis for the case of men (see Table 18).

Conclusions and recommendations

This paper uses a new micro-survey on a representative sample of tourists who visited the Azores, an emerging Portuguese Archipelago tourist destination, to quantify the determinants of tourist satisfaction, the intention to revisit the destination and the likelihood of recommending the destination to friends and relatives. Regarding the level of tourists' satisfaction with their visit to the Azores, one verifies that Portuguese and Dutch tourists are very displeased with their visit. The results indicate that female tourists and with French nationality are very pleased with their visit, although it's worth noticing that the level of significance is 10%. Regarding the tourist's intention of revisiting the Azores, the fact of the tourist being Sweden or Dutch decreases the probability of revisiting the Azores.

On the other hand, the fact of the tourist having Azorean origin increases the probability of revisiting the Autonomous Region of the Azores. Regarding the likelihood of recommending the destination to friends and relatives, one verifies that Sweden, Dutch, Portuguese and Canadian tourists don't show likelihood of recommending this destination. Regarding women who don't consider alternative holiday destinations, one concludes that they show intention of recommending the Azores destination to relatives and friends.

If one analyses tourists who don't considered alternative destinations, one verifies that they are pleased with their visit. However, the results show that, regarding tourist' satisfaction when compared with their expectations, Dutch tourists are very unpleased and that male tourist are very pleased with their visit to the Azores. Tourism economic agents and policymakers should be attentive to the expectations surrounding a tourist destination and how to best allocated resources that lead to the fulfilment of the expectations and not dissatisfaction.

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Appendix I

	<h3>Tourist Departure Questionnaire</h3>	<p>Entrevistador:</p> <hr style="border: 0; border-top: 1px solid black;"/> <p style="text-align: center;"><i>Assinatura</i></p>
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Good Day / good afternoon / good night, my name is..... I am interviewer of the Department of Studies and Consultadoria of the Norma-Açores and we are to accomplish a study for UA in order to know the opinion about the quality of the tourist experience in Azores. We thanked all the collaboration that can render us at once and we informed that the data that it will supply us will have statistical treatment and they will stay **confidential**.

YOU ARE RESIDENT IN AZORES YES (*FINISH*) NO (*CONTINUE*)
YOU SLEPT AT LEAST ONE NIGHT IN AÇORES YES (*CONTINUE*) NO (*FINISH*)

<p>Date of departure: __ _ - __ _ -2003</p> <p>Type of flight: Scheduled 1 Charter 2</p>	<p>Airport of departure: Ponta Delgada.....1 Lajes.....2 Horta.....3</p> <p>Destination of flight from the Azores: _____</p>
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I Part - The individual identification

<p>Sex: Male 1 Female 2</p> <p>Age: __ _ years</p> <p>Marital status: Single..... 1 Married / Living with a partner 2 Other..... 3</p> <p>Country of residence: _____</p>	<p>Education: Do you have a University degree? Yes..... 2 No 3</p> <p>If you answered no, at what age did you leave school __ _ years</p> <p>Occupation: Employed..... 1 Unemployed 2 Housewife/Domestic duties 3 Student..... 4 Retired 5 Other. Please specify? _____ 6</p>
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Profession (past or present)? (*to show card 1*)

- a) Member of parliament, Senior civil servant, Director or Senior company executive..... 1
- b) Senior professional (eg. Doctor, Lawyer, University teacher, Scientist, Artist, etc.)..... 2
- c) Junior professional (eg. Nurse, School teacher, Junior civil servant, Policeman, Entertainer, etc.) 3

- d) Member of your country’s armed forces (army, navy, air force)4
- e) Office worker (eg. Clerk, Banker, Travel Agent, Secretary, Receptionist, etc.)5
- f) Skilled worker (eg. Foreman, Electrician, Tradesman, Technician, etc.)6
- g) Semi-skilled worker (eg. Machinist, Driver, Apprentice, Waiter, etc.).....7
- h) Other manual worker (eg. Cleaner, Labourer, Construction worker, etc.)8
- i) Farm labourer9
- j) Other. Please specify: _____ 10

Do you have family living, or with roots in the Azores?

- a) Yes 1
- b) No 2

II Part – Trip Details

Q1 - What was the primary purpose of this trip? (*Mark one answer only.*) (*to show card 2*)

- a) Vacation/pleasure 1
- b) Visiting friends or relatives 2
- c) Business/work (meetings, conventions, conferences, trade fairs, etc.) 3
- d) Cultural/sporting events 4
- e) Other. Please specify: _____ 5

Q2 - Have you visited the Azores before? (*Mark one answer only.*)

- a) No 1
- b) Yes, once 2
- c) Yes, more than once 3

Q3 - Did you consider alternative destinations before coming to the Azores? (*Mark one answer only.*)

- a) No 1
- b) Yes. Which? _____ 2

Q4 - Which islands did you visit and where did you stay? (*to show card 3*)

Islands visited		Time spent on the island		Types of accommodation				
		Nº of nights	Less than 1 day spent	Hotel	Pensão/ Residencial	Rural accommodation	Friends/ relatives	Other type
Santa Maria	1	□□□	1	1	2	3	4	5
S. Miguel	2	□□□	1	1	2	3	4	5
Terceira	3	□□□	1	1	2	3	4	5
S. Jorge	4	□□□	1	1	2	3	4	5
Graciosa	5	□□□	1	1	2	3	4	5
Pico	6	□□□	1	1	2	3	4	5
Faial	7	□□□	1	1	2	3	4	5
Flores	8	□□□	1	1	2	3	4	5
Corvo	9	□□□	1	1	2	3	4	5

Q5 - Who was your principal travel companion(s) on this trip to the Azores? (*Mark one answer only.*) (*to show card 4*)

- a) I came alone 1
- b) Spouse/partner 2
- c) Group of adults 3

- d) Family with children.....4
- e) Business/work associate(s)5

III Part – Attributes of destination choice

Q6 - How important was **each** of the following factors when you made your choice of the Azores as a holiday destination?

(Mark one answer only for each factor.) (to show card 5)

Importance scale

	Very low importanCE	Low importance	Average importance	High importance	Very high importance
a) Originality/uniqueness of destination (natural and cultural features)	1	2	3	4	5
b) Isolation/remoteness of the region	1	2	3	4	5
c) Climate	1	2	3	4	5
d) Accessibility of the Azores	1	2	3	4	5
e) Package tours	1	2	3	4	5
f) Available information	1	2	3	4	5
g) Availability/quality of accommodation	1	2	3	4	5
h) Availability/quality of local transportation	1	2	3	4	5
i) Contact with friends and relatives	1	2	3	4	5
j) Value for money	1	2	3	4	5
l) Quality of service	1	2	3	4	5
m) Sports facilities and activities (golf, tennis, etc.)	1	2	3	4	5
n) Scenery, landscape	1	2	3	4	5
o) Gastronomy	1	2	3	4	5
p) Entertainment, night life	1	2	3	4	5
q) Historic and architectural heritage, monuments, museums	1	2	3	4	5
r) Nature, fauna and flora, volcanic nature of the islands	1	2	3	4	5
s) Cultural attractions, festivals, special events	1	2	3	4	5
t) Ocean, beaches and other water activities	1	2	3	4	5
u) Religious attractions, religious events	1	2	3	4	5
v) Shopping facilities	1	2	3	4	5
x) Hospitality/friendliness of the local people	1	2	3	4	5
z) Peacefulness, tranquillity, pace of life	1	2	3	4	5
aa) Safety and security	1	2	3	4	5
ab) Activities for families with children	1	2	3	4	5

Destination performance and tourist satisfaction

Q7 - Now that your holiday is nearly finished, please indicate how satisfied you are with **each** of the following factors:

(Mark one answer only for each factor.) (to show card 6)

Satisfaction scale

	Very low satisfaction	Low satisfaction	Average satisfaction	High satisfaction	Very high satisfaction
a) Originality/uniqueness of destination (natural and cultural features)	1	2	3	4	5
b) Isolation/remoteness of the region	1	2	3	4	5
c) Climate	1	2	3	4	5
d) Accessibility of the Azores	1	2	3	4	5
e) Package tours	1	2	3	4	5
f) Available information	1	2	3	4	5
g) Availability/quality of accommodation	1	2	3	4	5
h) Availability/quality of local transportation	1	2	3	4	5
i) Contact with friends and relatives	1	2	3	4	5
j) Value for money	1	2	3	4	5
l) Quality of service	1	2	3	4	5
m) Sports facilities and activities (golf, tennis, etc.)	1	2	3	4	5
n) Scenery, landscape	1	2	3	4	5
o) Gastronomy	1	2	3	4	5
p) Entertainment, night life	1	2	3	4	5
q) Historic and architectural heritage, monuments, museums	1	2	3	4	5
r) Nature, fauna and flora, volcanic nature of the islands	1	2	3	4	5
s) Cultural attractions, festivals, special events	1	2	3	4	5
t) Ocean, beaches and other water activities	1	2	3	4	5
u) Religious attractions, religious events	1	2	3	4	5
v) Shopping facilities	1	2	3	4	5
x) Hospitality/friendliness of the local people	1	2	3	4	5
z) Peacefulness, tranquillity, pace of life	1	2	3	4	5
aa) Safety and security	1	2	3	4	5
ab) Activities for families with children	1	2	3	4	5

IV PARTE – Sustainable practices in the tourism industry

Q8 - How important do you think **each** of the following factors is for holiday-makers to have a high quality holiday?

(Mark one answer only for each factor.) (to show card 7)

	Very low importance	Low importance	Average importance	High importance	Very high importance
a) Separating recyclable or re-usable materials from other solid waste	1	2	3	4	5
b) Re-using materials and containers to reduce solid waste	1	2	3	4	5
c) Adequate treatment and disposition of solid waste	1	2	3	4	5
d) Reducing energy and fuel consumption	1	2	3	4	5
e) Using energy efficient technologies	1	2	3	4	5
f) Using alternative/renewable energy sources (solar, photovoltaic)	1	2	3	4	5
g) Conserving water	1	2	3	4	5
h) Using undrinkable water when possible (for irrigation, laundry, etc.)	1	2	3	4	5
i) Adequate sewage treatment	1	2	3	4	5
j) Using environmentally friendly products	1	2	3	4	5
l) Using recycled material where possible	1	2	3	4	5
m) Substituting hazardous materials with environmentally preferable alternatives	1	2	3	4	5
n) Reducing noise (improving sound insulation levels, etc.)	1	2	3	4	5
o) Monitoring/reducing external air emissions	1	2	3	4	5
p) Purchasing local products when available	1	2	3	4	5
q) Educating and training staff to meet these sustainable practices	1	2	3	4	5
r) Employing local people and building materials	1	2	3	4	5
s) Creating non-smoking areas and rooms	1	2	3	4	5
t) Encouraging guests to adopt water and energy reduction practices (to re-use bathroom linen, etc.)	1	2	3	4	5
u) Providing environmental guidelines for tourists	1	2	3	4	5
v) Motivating tourists to use public transportation	1	2	3	4	5
x) Informing tourists about the local attractions (natural and cultural)	1	2	3	4	5
z) Implementing quality management systems	1	2	3	4	5
aa) Introducing ecolabels, to indicate tourist facilities and sites using environmental management systems successfully	1	2	3	4	5

Q9 - What would bring you back to the Azores outside of the summer season?

Q10 - Were there any activities that you expected to find on the islands that were not available?

- a) No.....1
- b) Yes. Which? _____2

Q11 - Do you think you will return to the Azores?

- a) Yes1
- b) No2

Q12 - Would you recommend a visit to the Azores to others?

- a) Yes1
- b) No2

Q13 - Rate your overall satisfaction of your visit to the Azores: (*Mark one answer only.*)

- a) Very satisfied5
- b) Satisfied4
- c) Neither dissatisfied nor satisfied ..3
- d) Dissatisfied2
- e) Very dissatisfied.....1

THANK YOU VERY MUCH FOR YOUR COLLABORATION