

Determinants of tourist satisfaction and intention to return – to Destinations in Denmark

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Research questions

1. What are the determinants of overall satisfaction with the holiday – and what are the determinants of intentions to return?
2. What are the implications - for research and for destination marketing - of the findings?

Five stage model of the buying process

1. Need arousal
2. Information search
3. Evaluation behaviour
4. Purchase decision
5. **Postpurchase feelings**

Source: Philip Kotler, Marketing Management.

The holiday buying process – the 5 main steps

1. Prior holiday experiences, information search and information perception
2. Holiday motives, reasons for coming
3. Holiday purchase decisions
4. Holiday behaviour: Activities undertaken during holiday
- 5. Post-holiday evaluation**

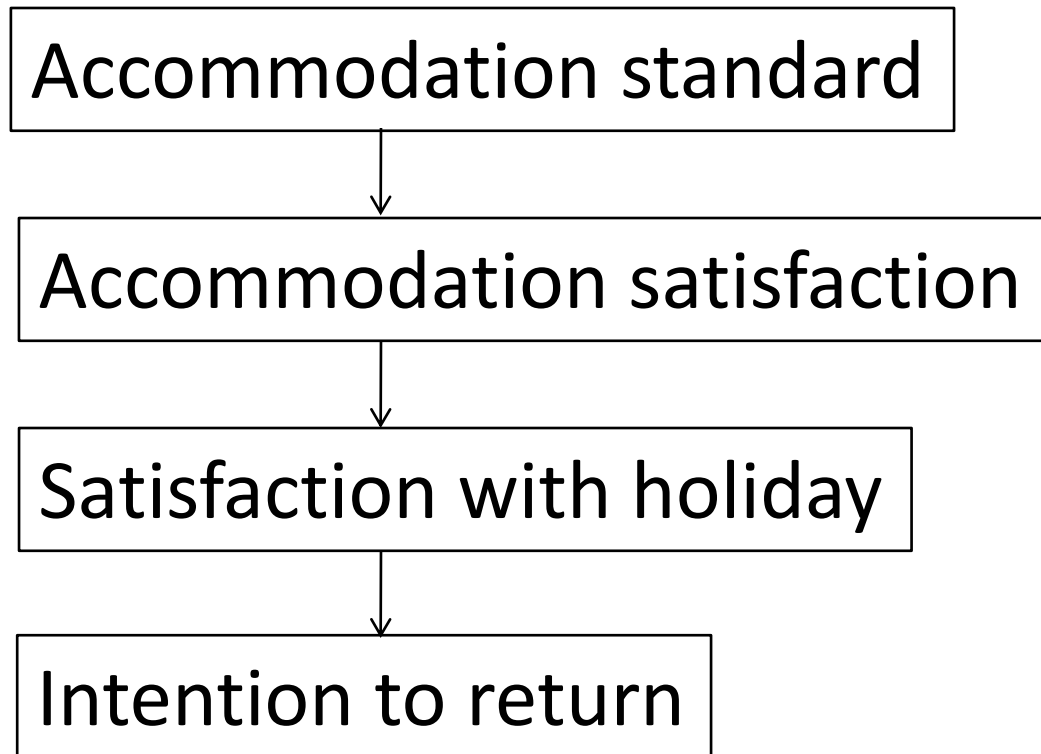
Source: Own development

Re. 2: Matching demographic characteristics and perceived destination - and transportation and accommodation - characteristics

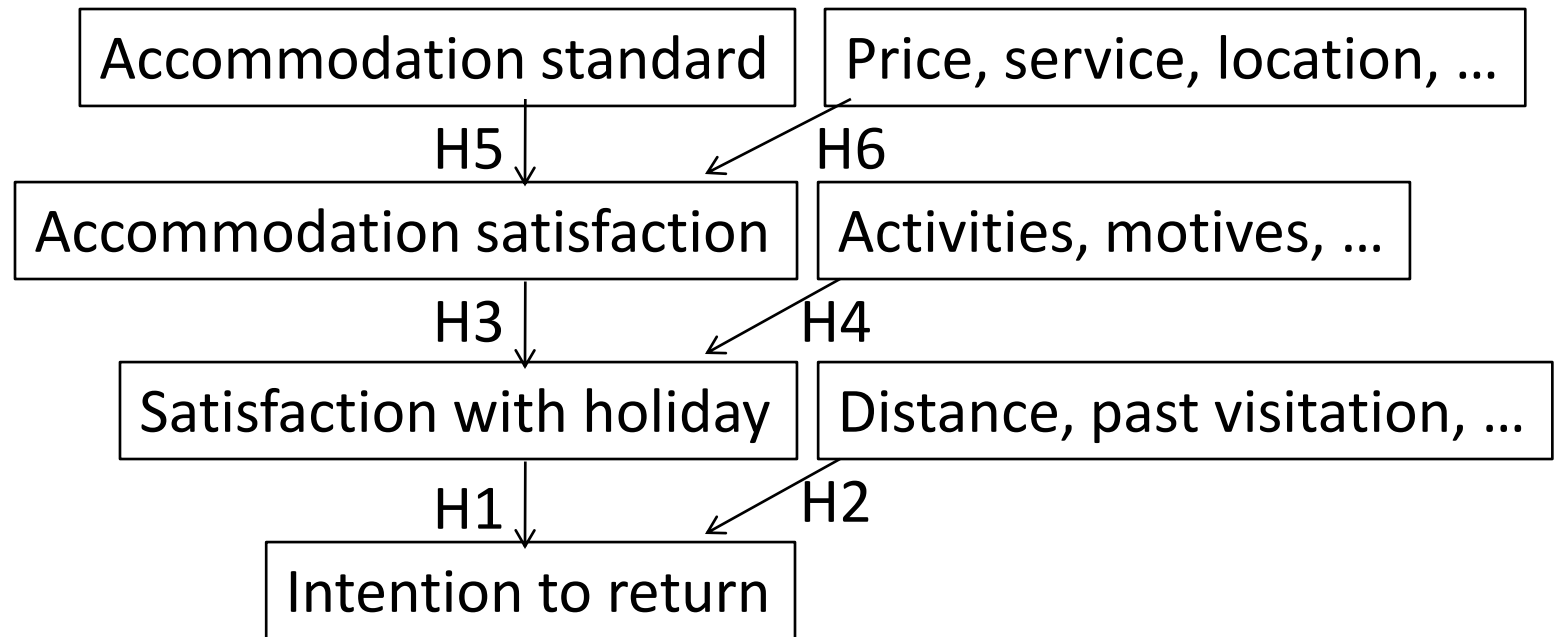
Stages in the holiday buying process – in detail

1. Prior holiday experiences, information search and information perception
 - 1a. Personal prior experience with the destination
 - 1b. Recommendations from others: personal and/or virtual word-of-mouth
 - 1c. Other information sources, including the internet, printed material, travel agents
2. Holiday motives, reasons for coming
 - 2a. Demographic characteristics of those taking holiday
 - 2b. Motives: Pre-holiday evaluation of perceived destination characteristics and distance from markets
3. Holiday purchase decisions
 - 3a. Choice of destination
 - 3b. Choice of purchase channel
 - 3c. Choice of packaged or non-packaged holidays
 - 3d. Choice of transportation to the destination (unless included in package)
 - 3e. Choice of type of accommodation (unless included in package)
 - 3f. Choice of specific accommodation
 - 3g. Choice of add-on holiday services, prior to or during the holiday
4. Taking and making the holiday: Activities
 - 4a. Preparing to go – and traveling to the destination
 - 4b. Activities undertaken during holiday, free or fee based pleasures
 - 4c. Returning from the holiday, traveling back home
5. Post-holiday evaluation
 - **5a. Post-holiday evaluation of the destination: Satisfaction and intention to return**
 - 5b. Post-holiday evaluation of the different service elements
 - 5c. Recommendation to others (or not)

Determinants of tourist satisfaction and intention to return



Determinants of tourist satisfaction and intention to return



8 determinants of intention to return

1. First time/repeat
2. Near vs. distant markets
3. Overall satisfaction with stay
4. Overall satisfaction with accommodation
5. Type of accommodation
6. Certain motives (Q37)
7. Certain activities (Q39)
8. Certain key information factors (Q36)

Repeat_leisure

Near market

35.Overall satisfaction with stay

37.People in general

37.Visit friends/family

36b.Prior experience with Denmark

39.Shopping

39.Visit or experience port areas

Camping

37.Child friendly

42a.Overall satisfied with accomodation

39.Relax

37.Special events

36b.Info on Denmark on the internet

Determinants
of intention
to return
- positive

Determinants of intention to return – negative

Centers

36b.Recommendation from friends/family

37.Art exhibition/cultural-historic sight

39.Play with your kids

36b.Catalogues/concrete sales material

39.Swimming in lakes, at beaches

39.Meet new friends or acquaintances

Dependent Variable: 41.Expect to return v

Determinants of intention to return

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	0,0183	0,0303		0,6034	0,5462
Repeat_leisure	0,3055	0,0123	0,3025	24,8120	0,0000
Near market	0,2147	0,0117	0,2078	18,3990	0,0000
35.Overall satisfaction with stay	0,0435	0,0053	0,0861	8,2046	0,0000
37.People in general	0,0563	0,0079	0,0735	7,0954	0,0000
37.Visit friends/family	0,0471	0,0089	0,0530	5,2655	0,0000
36b.Prior experience with Denmark	0,0448	0,0101	0,0513	4,4500	0,0000
39.Shopping	0,0122	0,0032	0,0388	3,8662	0,0001
39.Visit or experience port areas	0,0109	0,0029	0,0382	3,7372	0,0002
Camping	0,0359	0,0099	0,0376	3,6320	0,0003
37.Child friendly	0,0332	0,0106	0,0427	3,1235	0,0018
42a.Overall satisfied with accomodation	0,0146	0,0050	0,0308	2,9340	0,0034
39.Relax	0,0099	0,0034	0,0302	2,9192	0,0035
37.Special events	0,0293	0,0119	0,0248	2,4699	0,0135
36b.Info on Denmark on the internet	0,0226	0,0095	0,0243	2,3829	0,0172
Centers	-0,0206	0,0103	-0,0201	-1,9950	0,0461
36b.Recommendation from friends/family	-0,0185	0,0079	-0,0232	-2,3537	0,0186
37.Art exhibition/cultural-historic sight	-0,0220	0,0091	-0,0246	-2,4257	0,0153
39.Play with your kids	-0,0081	0,0029	-0,0378	-2,7457	0,0061
36b.Catalogues/concrete sales material	-0,0342	0,0096	-0,0360	-3,5830	0,0003
39.Swimming in lakes, at beaches	-0,0106	0,0028	-0,0400	-3,8341	0,0001
39.Meet new friends or acquaintances	-0,0132	0,0033	-0,0413	-4,0268	0,0001

Dependent Variable: 41.Expect to return within 3 years

8 determinants of tourist satisfaction

1. Overall accommodation satisfaction
2. Satisfaction with accommodation elements: location, price, facilities of the accommodation
3. Motive(s): The Danish people
4. Determining info.: (Good) prior experience with Denmark, not catalogues
5. Type of accommodation: Hotels give the best satisfaction
6. Activities: Shopping, walking, and relaxing have positive effect, not sunbathing
7. Market: Swedes visiting DK are relatively satisfied
8. Age: The elder the more satisfied

Determinants of tourist satisfaction

42a. Overall satisfied with accomodation

42b. Location of place of accomodation

37. People in general

36b. Prior experience with Denmark

42b. Price of accomodation

Hotels

42b. Facilities at accomodation

Shopping_always

42b. The service offered

Walks_always

Swedes

Relax_always

27.b. Age

Sunbathe_always

36b. Catalogues/concrete sales material

37. Pricelevel/inexpensive

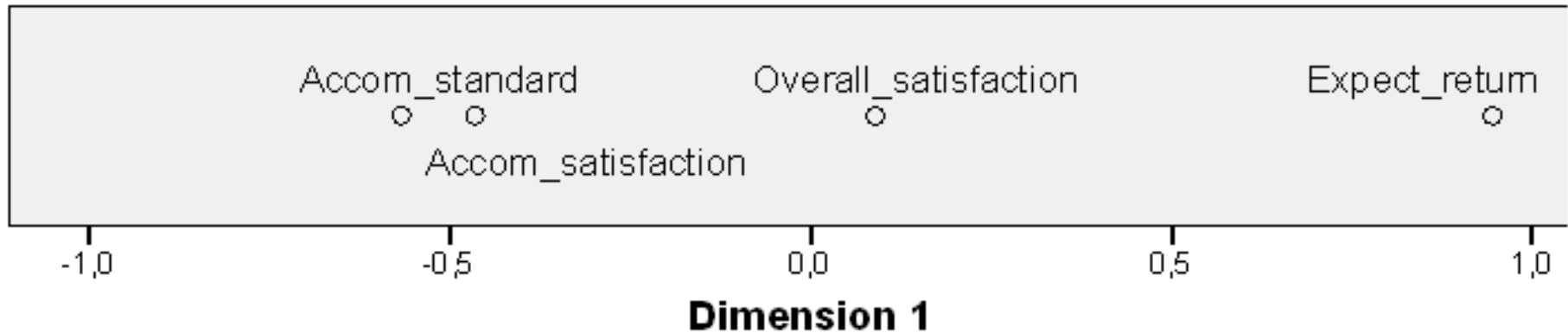
Dependent Variable: 35. Overall satisfactio

Determinants of tourist satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2,2057	0,0664		33,2137	0,0000
42a.Overall satisfied with accomodation	0,2347	0,0139	0,2481	16,8739	0,0000
42b.Location of place of accomodation	0,0855	0,0123	0,0867	6,9734	0,0000
37.People in general	0,1102	0,0180	0,0722	6,1210	0,0000
36b.Prior experience with Denmark	0,1208	0,0207	0,0698	5,8359	0,0000
42b.Price of accomodation	0,0522	0,0108	0,0640	4,8158	0,0000
Hotels	0,0835	0,0209	0,0487	3,9912	0,0001
42b.Facilities at accomodation	0,0476	0,0125	0,0554	3,7926	0,0002
Shopping_always	0,1003	0,0282	0,0408	3,5599	0,0004
42b.The service offered	0,0446	0,0130	0,0490	3,4398	0,0006
Walks_always	0,0685	0,0212	0,0369	3,2259	0,0013
Swedes	0,0817	0,0294	0,0318	2,7852	0,0054
Relax_always	0,0523	0,0189	0,0342	2,7670	0,0057
27.b. Age	0,0016	0,0006	0,0299	2,5676	0,0103
Sunbathe_always	-0,0491	0,0237	-0,0250	-2,0701	0,0385
36b.Catalogues/concrete sales material	-0,0909	0,0213	-0,0483	-4,2612	0,0000
37.Pricelevel/inexpensive	-0,1052	0,0221	-0,0546	-4,7567	0,0000

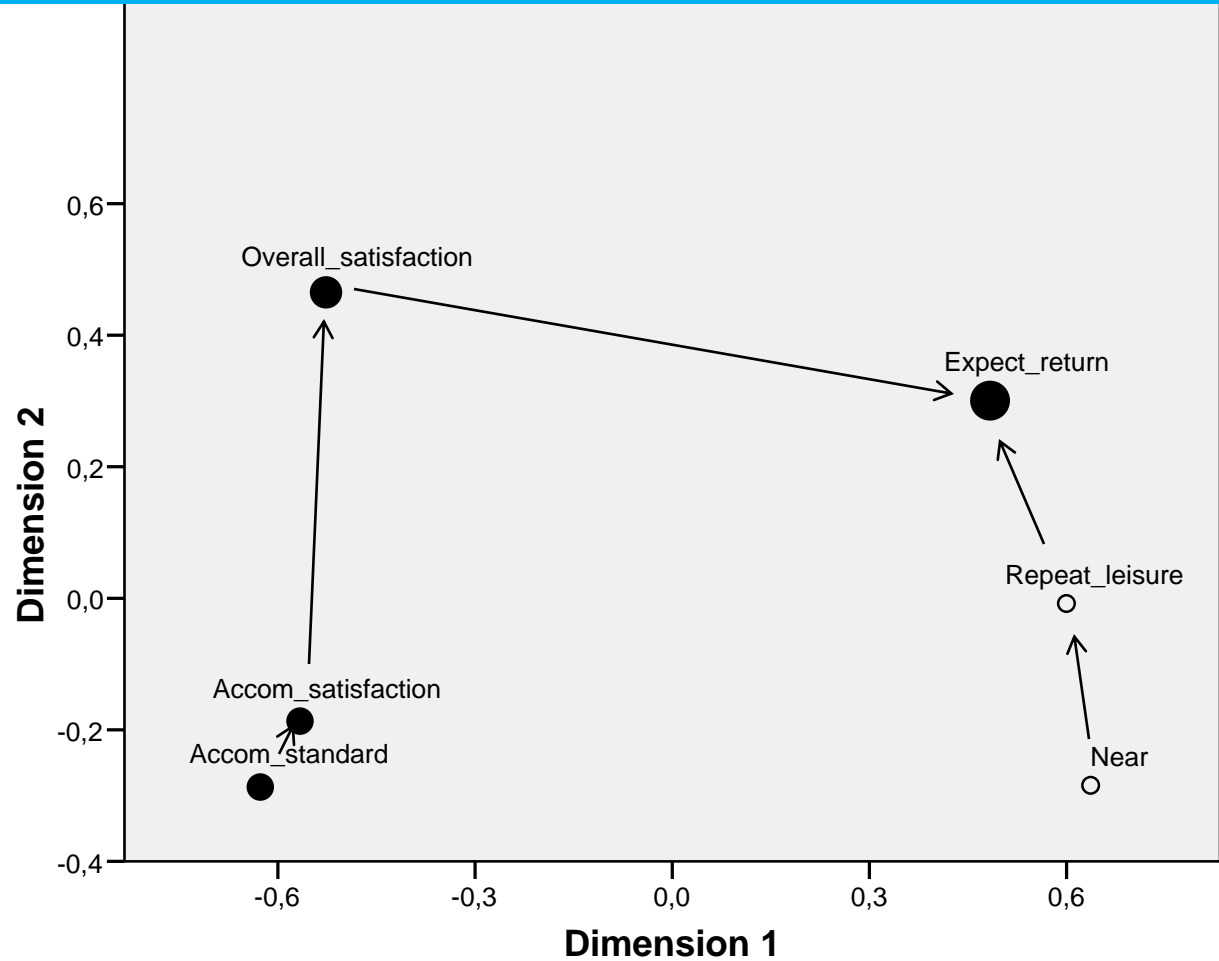
Dependent Variable: 35.Overall satisfaction with stay

Accommodation standard,
accommodation satisfaction,
overall satisfaction,
intention to return

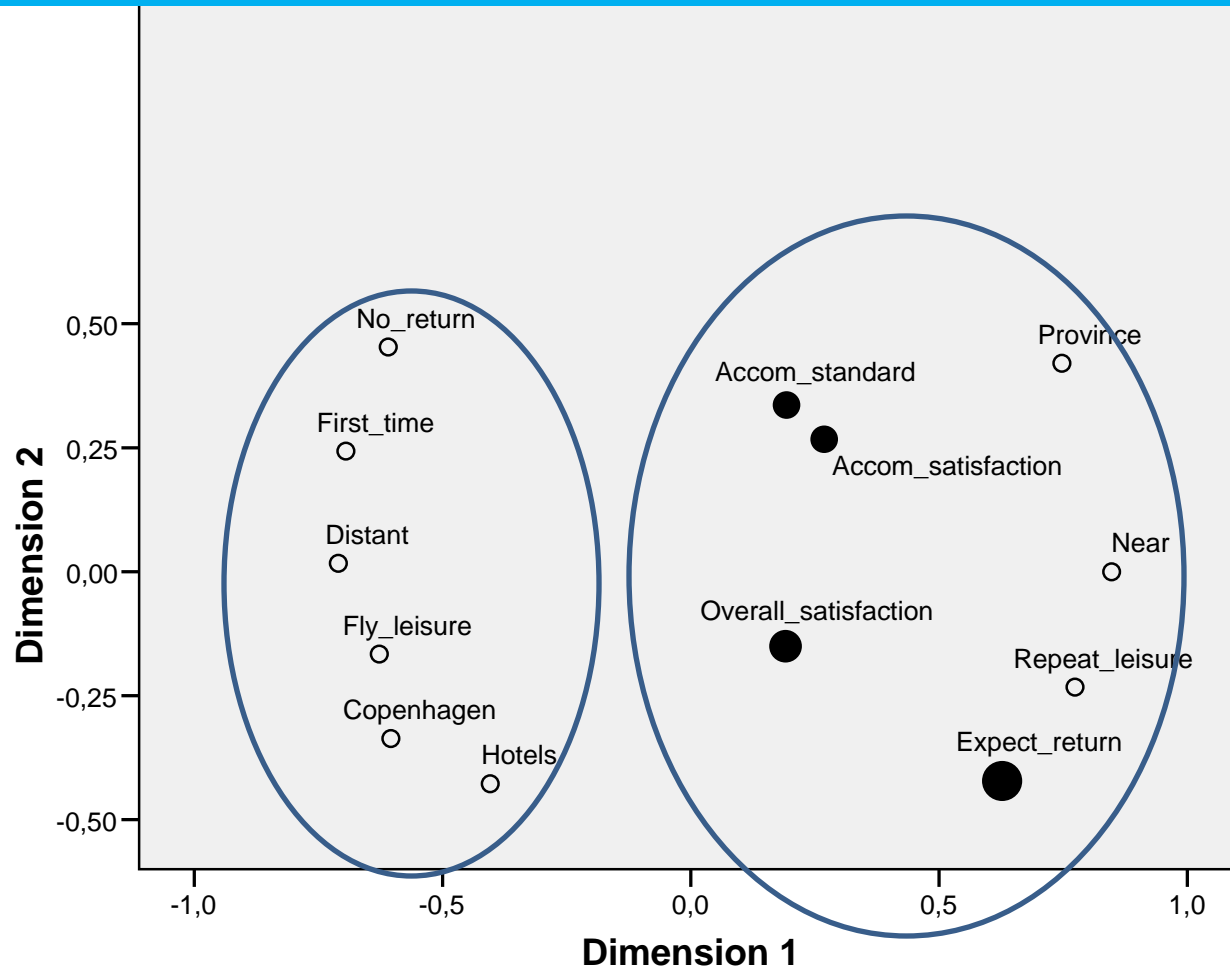


Comment: The sequence is as expected.

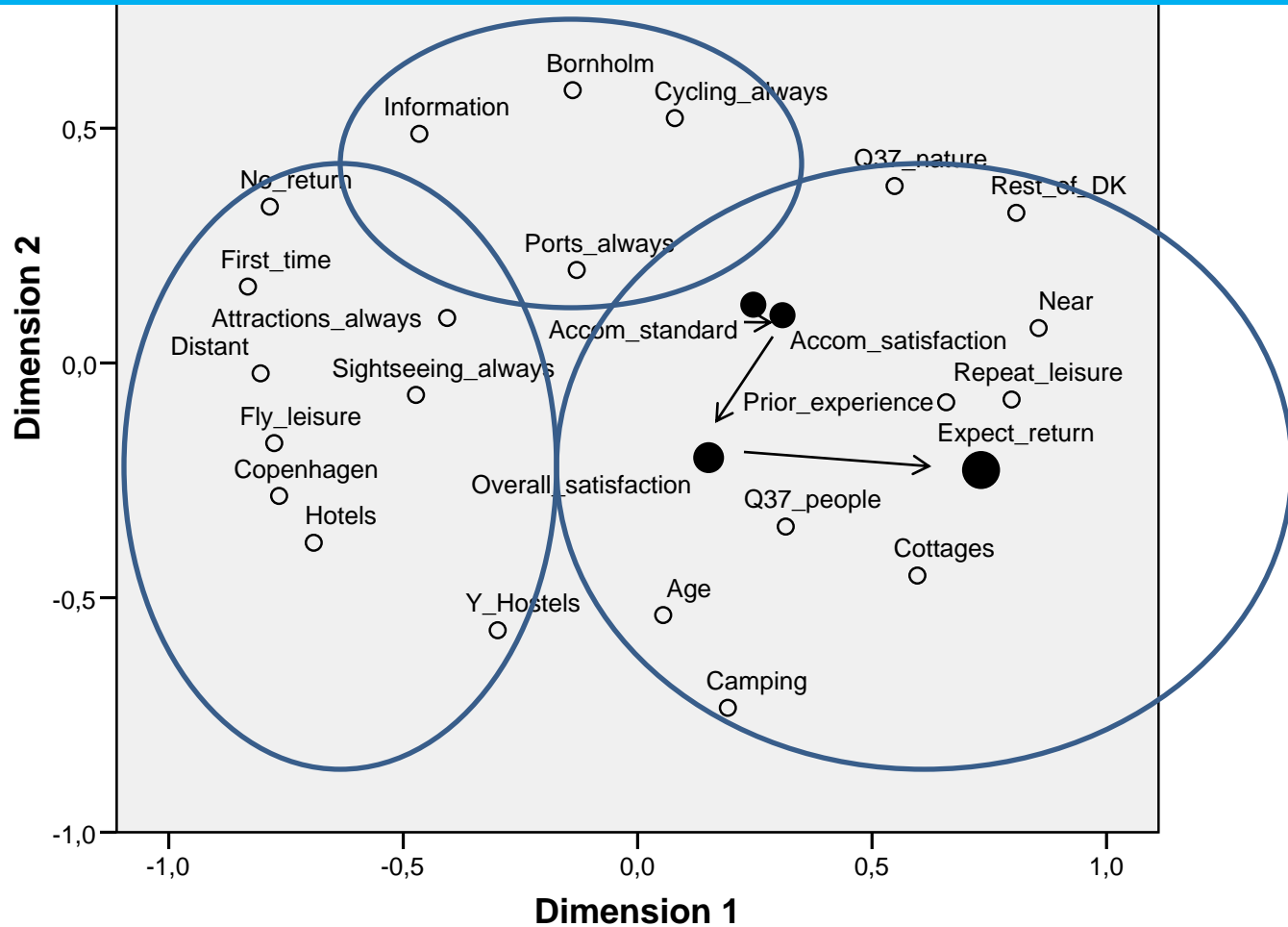
Those from near markets are repeat visitors and they intend to return



2 tales of Danish tourism



3 tales of Danish tourism



Determinants of intention to return

- implications for destination marketing and development

- Keep your loyal customers happy, maintain relations with them
- Guests from near markets are likely to come back, if they are satisfied. So: Satisfy their expectations, give them realistic expectations
- Make sure they become aware of shopping opportunities
- Don't make the ports inaccessible, since tourists like to visit them
- Camping guests are loyal, although their accommodation is not expensive, ... but then sell extras
- Make sure there are activities for kids, if you target children families
- Maintain your accommodation standard, since that is important for accommodation satisfaction, which impacts intention to return

Thank you !

Acknowledgment: The data used in this paper is based on a survey undertaken by VisitDenmark in 2004.

