

DAVID ALBERTO ENCARNAÇÃO PIEDADE

**THE CUSTOMER EXPERIENCE AT THE DESTINATION AND
BEHAVIOURAL INTENTIONS: EXPLORING THE ROLE OF TOURISTS'
EMOTIONS**



UNIVERSITY OF THE ALGARVE
FACULTY OF ECONOMICS

2022

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EMOTIONS**

Master of Science in Marketing Management

Dissertation oriented under the supervision of:

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Declaration of Authorship

I hereby declare myself to be the author of this work, which is unique and unprecedented. The authors and works reviewed in this dissertation are properly cited and comprised in the text, as well as the included listing of references.

David Alberto Encarnação Piedade

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(signature)

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It has been a long and hard journey. The rite of passage of elaborating a dissertation is proof that there is always room for growth, improvement, and challenge in one's life. When I accepted the challenge to pursue this path and contribute to academia, unbeknownst to me at the time, I had also accepted a challenge against myself. The physical and mental blockades imposed by oneself are far greater obstacles in life than most dare to accept.

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ABSTRACT

Customer experience, and its effects on tourism development, has been the focus of many researchers over recent decades. The continuous demand to increase customer experience levels has been the driving factor for businesses and marketing practitioners to understand how to implement added value to their regions as to obtain sustainable growth and competitive advantage. This challenge has led to researchers exploring the critical post-visit stage of the tourist visit, particularly focusing on the effect of emotions on customer experience. The experience of the visit has a direct effect on tourist's emotions, and a successful impact at this stage leads not only to tourist loyalty, but also in tourist recommendation of the destination.

The primary goal of this study was to address whether customer experience had a positive effect on loyalty, and on positive and negative emotions. Afterwards, we aimed to determine whether these positive and negative emotions themselves had an effect on tourist loyalty. A conceptual model was created to understand the correlations between four latent variables: touristic experience, positive emotions, negative emotions, and destination loyalty. The model was tested through by questionnaire data immediately retrieved post-experience from tourists in the Algarve, between 15th July and 15th September 2021 under the TurExperience project. The data was then analysed under descriptive statistics and utilized to validate the relationships between the constructs proposed in the conceptual model.

All hypotheses were supported and validated, indicating that customer experience directly affects tourist's loyalty at the destination, the Algarve. These results also show that positive and negative emotions with customer experience strongly influence tourist loyalty. Our findings highlight the importance to consider not only customer experience as a valuable tool in creating customer experiences at the tourism level, but also the role of positive emotions in creating experiences by introducing positive emotional stimuli to create memorability, leading to the sharing of these experiences and tourist retention.

Keywords: customer experience; behavioural intentions; loyalty; positive emotions; negative emotions

RESUMO

Estudos acadêmicos sobre a experiência do consumidor, particularmente as causas e efeitos subjacentes ao desenvolvimento do setor do turismo, têm sido o foco de muitos investigadores durante as últimas décadas. O interesse em desenvolver a oferta experiencial do destino turístico não se deve limitar apenas à ideia de adquirir novos clientes. Existe um interesse cada vez maior em entender como melhorar a oferta hedônica dos destinos turísticos, bem como melhorar a diferenciação dos destinos turísticos, fatores cruciais que tem motivado empresários e profissionais de marketing a entender melhor como criar valor agregado para as suas regiões turísticas, a fim de obterem um crescimento sustentável e adquirir vantagem competitiva.

Desde a inepção do conceito de experiência do consumidor que os investigadores científicos procuram entender, e até certo ponto, prever a influência das experiências na noção de consumo de produtos e serviços. Esta pesquisa levou os investigadores a concetualizarem uma nova etapa na maneira em que as sociedades consomem, etapa esta que passa não pela busca de produtos e serviços por si só, mas na procura por um valor acrescentado a esta oferta, um produto holístico que procura adicionar valor acrescentado diretamente na vida dos consumidores. A busca pela criação de novas ofertas holísticas que procuram tocar os consumidores em múltiplos aspetos da sua personalidade e desejos é motivada pelo interesse numa melhor compreensão na jornada do cliente, desde a criação de uma experiência positiva e eventual satisfação com o produto e/ou serviço, passando pela fidelização do cliente ao nível da sua lealdade e eventual transformação em leal representante que promove e recomenda a sua experiência.

Na indústria do turismo, estes fatores têm levado os investigadores a explorar os efeitos da experiência do cliente nas suas várias etapas da estadia turística, incluindo o período crucial do pós-visita, nomeadamente as intenções comportamentais determinadas após a visita, bem como o papel que as emoções geradas na estadia desempenham no racional de como um turista contempla a sua visita e, por fim, decide visitar o destino e partilhar a sua experiência com amigos, familiares e outros.

Entre os fatores mais estudados neste campo, as emoções destacam-se como um fator crucial que influencia diretamente a lealdade do turista ao destino. Considerando que as experiências percebidas por um sujeito são únicas e exclusivas a si mesmo, as emoções geradas durante a visita de um turista são determinantes na conceção dessa

mesma experiência, podendo afetar drasticamente o seu discernimento sobre essa experiência. Uma experiência que gera sentimentos e emoções positivas acaba por ser percebida pelo turista como positiva, da mesma maneira que uma experiência que levou à origem de sentimentos e emoções negativas leva o turista a determinar essa experiência como sendo uma experiência negativa.

Considerando a seguinte base empírica, o objetivo principal deste estudo foi abordar se a experiência do consumidor como construto teve um efeito positivo na lealdade e nas emoções positivas e negativas decorrentes da sua estada no Algarve. Posteriormente, procurou-se determinar se essas emoções positivas e negativas tiveram um efeito na lealdade dos turistas. Por forma a entender essas relações foi proposto um modelo conceptual que estabelece a ligação entre quatro variáveis latentes: experiência turística, emoções positivas, emoções negativas e lealdade ao destino. O modelo foi testado através de dados recolhidos no âmbito do projeto TurExperience durante as datas de 15 de julho a 15 de setembro de 2020, por via de um questionário aplicado a turistas imediatamente após a sua experiência no Algarve. Esses dados foram analisados através de estatísticas descritivas e utilizados posteriormente para validar as relações propostas no modelo conceptual.

Todas as hipóteses foram suportadas e validadas, o que revelou que a experiência deste consumidor, o turista, tem efetivamente um efeito positivo na sua lealdade ao destino Algarve. Demonstrou-se também que as emoções positivas e negativas constituem fortes fatores influenciadores na determinação da lealdade por parte do turista.

Estes resultados indicam a importância para os empreendedores turísticos em considerar não só a experiência do consumidor como uma ferramenta valiosa na criação de experiências ao nível do turismo, mas também o papel que as emoções devem ter na criação dessas experiências, nomeadamente a importância de introduzir experiências e estímulos emocionais positivos de forma a torná-las memoráveis, levando a uma intenção de partilhar essas experiências e criando assim um turista leal ao destino com intenção de o visitar novamente.

Palavras-chave: experiência do consumidor; intenções comportamentais; lealdade; emoções positivas; emoções negativas

GENERAL INDEX

ACKNOWLEDGEMENTS	v
ABSTRACT	vi
RESUMO	vii
GENERAL INDEX	ix
INDEX OF TABLES	xi
INDEX OF GRAPHICS	xii
ABBREVIATIONS LIST	xiii
CHAPTER I: INTRODUCTION	1
CHAPTER II: LITERATURE REVIEW	4
2.1. Experience, Experiential Marketing and Consumer Experience	4
2.1.1 The importance of experience as a multi-dimensional construct	4
2.1.2 Experience in Linguistics	7
2.1.3 Experience in Anthropology.....	9
2.1.4 Experience in Education.....	10
2.1.5 Experience in Philosophy	11
2.1.6 Managerial Literature on Experience	13
2.1.7 Experience in Marketing: Consumer Experience, The Experience Economy, and Experiential Marketing	17
2.2 The Construct of Behavioural Intention.....	29
2.3 The Importance of Emotions in Consumerism	32
2.4 Conceptual Model and Hypotheses.....	37
CHAPTER III: METHODOLOGY	41
3.1 Research Setting.....	41
3.2 Questionnaire Design	43
3.3 Sample and Data Collection.....	45
3.4 Data Analysis	46
CHAPTER IV: RESULTS	48
4.1 Sample Characteristics	48
4.2 Perception of Tourists' Experience	50
4.3 Perception of Tourist's Behavioural Intentions	52
4.4 Perception of Tourist's Emotions.....	52
4.5 Measurement Model Assessment.....	54
4.6 Structural Model and Hypothesis Testing.....	56

CHAPTER V: DISCUSSIONS AND CONCLUSION	58
5.1 Discussion	58
5.2 Theoretical Implications.....	61
5.3 Practical Implications.....	61
5.4 Limitations and Future Research	62
BIBLIOGRAPHY	64
ANNEXES	74
Annex A - Questionnaire in English	74
Annex B - Questionnaire in Portuguese.....	78
Annex C - Questionnaire in German.....	82
Annex D - Questionnaire in Spanish.....	86
Annex E - Questionnaire in French.....	90

INDEX OF TABLES

Table 3.1 Questionnaire Theoretical Foundation.....	44
Table 4.1 Background Characteristics of the Sample.....	48
Table 4.2 Tourism Related Characteristics of the Sample.....	49
Table 4.3 Descriptive measures of the perceived customer experience by respondents	51
Table 4.4 Descriptive measures of the perceived behavioural intention by respondents	52
Table 4.5 Descriptive measures of the perceived positive and negative emotions by respondents.....	53
Table 4.6 Measurement model assessment.....	54
Table 4.7 Correlations among the latent variables.....	56
Table 4.8 Path estimates for the structural model.....	57

INDEX OF GRAPHICS

Figure 2.1 Conceptual Framework Model.....	40
Figure 3.1 Map of the Algarve.....	41

ABBREVIATIONS LIST

AVE	Average Extracted Variance
CR	Composite Reliability
CX	Customer Experience
HTMT	Heterotrait-Monotrait Ratio
NFI	Normed Fit Index
PLS-SEM	Partial Least Square Structural Equation Modelling
SRMR	Standardized Root Mean Square Residual
SEM	Strategic Experiential Modules
RTA	Região de Turismo do Algarve

CHAPTER I: INTRODUCTION

The importance to create distinct touristic offerings has been at the core of business entrepreneurs and marketing practitioners alike ever since tourism as an industry started to take shape (Quan and Wang, 2004; Rather, 2020). Exactly how to diversify and expand on available touristic offerings has been a key topic of research for both academics and marketing practitioners.

In our day, experiences of consumers have become a pivotal element in addressing this need. Not only are consumers evermore focused on taking charge in creating their own experiences (Rather, 2020), but the importance of sharing these experiences (Chaney, Lunardo and Mencarelli, 2018) and attaining a sense of pleasure and satisfaction has become more important than ever (Jain, Aagja and Bagdare, 2017).

Since the setting of experiential economy concept (Pine and Gilmore, 1998), tourism practitioners have come to realize that tourism experiences are intrinsically unique to each who experience them, as these are personal and exist only in the mind of those who have engaged with the destination (Hosany, Martin and Woodside 2021; Hosany, Prayag, Van der Veen, Huang and Deesilatham, 2016; Rather, 2020). Tourism is one of the pioneer examples of the experience economy (Quan and Wang, 2004), and therefore a key field to understand how customer experience ultimately relates to a consumer.

To design these experiences simply with the aim of acquiring new customers is just not enough. Marketing practitioners have soon realized that it is necessary to incentivize not only that their clients share their positive experiences with others but also that they ultimately return to the destination (Ahn and Back, 2018; del Bosque and San Martín, 2008; Rather, 2020). As with any good business practice, retaining customers is always cheaper than acquiring new customers, inevitably increasing their lifetime value. This is a business insight that has been accompanied by the notion that a good experiential environment is a key factor in creating competitive advantage, a condition that is hard to imitate regarding its authenticity and even harder to replace (Rather, 2020; Tsaur, Chiu and Wang, 2007). Therefore, a need to understand consumer behaviour has been very important in order to determine how to set a distinct competitive advantage. Moreover, whether customer experience can in fact influence behavioural intention subthemes such as loyalty, intention to revisit and intention to recommend has been the interest of tourism researchers (Rather, 2020; Tsaur *et al.*, 2007).

In addition, to understand exactly what part these intra-individual factors play in regard to behavioural intentions, such as touristic image, satisfaction and emotions, has also been of key relevance in past research, as these factors all play determining roles in a tourist's loyalty to the destination (Barsky and Nash, 2002; Cetin, 2020; Kim and Thapa, 2018; Martín-Santana, Beerli-Palacio and Nazzareno, 2017; Hosany *et al.*, 2016; Rather, 2020; Zaid and Patwayati, 2021).

Of the factors mentioned, emotions have been particularly perceived as a strong precedent of loyalty (Barsky and Nash, 2002; Cetin, 2020; Kim and Thapa, 2018; Tsauro *et al.*, 2007; Zaid and Patwayati, 2021). On that note, the research that has regarded emotions in its entirety and its effect in marketing and consumption fields has been primarily performed under the banner of experiential marketing (Brakus *et al.*, 2009; Holbrook and Hirschman, 1982; Schmitt, 1999b; Tsauro *et al.*, 2007). Similarly, researchers in marketing have also postulated that positive emotions have been noted to have a positive effect on tourist's behavioural intentions (Barsky and Nash, 2002; Cetin, 2020; Kim and Thapa, 2018; Rather, 2020; Tsauro *et al.*, 2007).

A crucial purpose behind the elaboration of these objectives is the direct attempt to answer the call for these research topics noted in the literature. Rather (2020), noted the importance of studying the effects of customer experience with tourists' loyalty in different destinations settings, as well as the role of customer experience dimensions in behavioural intentions. There is also a call to further investigate the influence of emotions on customer experience, particularly positive and negative emotions (Barsky and Nash, 2002; del Bosque and San Martín, 2008; Hosany *et al.*, 2021; Hosany *et al.*, 2016; Rather, 2020; Schmitt and Zarantonello, 2013; Tsauro *et al.*, 2007; Volo, 2021).

Tsauro *et al.* (2007) and Hosany *et al.* (2021) have raised attention to the importance of further research on the effect of emotions in customer experience tourism settings and outcomes, namely loyalty, intention to revisit and intention to recommend. Zhang, Prayag and Song, (2021) have also alluded to the importance of further investigation on the effects of negative emotions in a western setting, namely in a highly appraised touristic destination, as there appears to be a lack of scope on this particular subset of emotional research.

Built on these gaps the overall objective of this study is twofold: to understand the effect of customer experience on tourists' loyalty and to understand how positive and negative

emotions in customer experience tourism settings affect outcomes, namely loyalty, intention to revisit and recommend. Following the acknowledgement of the gaps in the literature regarding these constructs, this study has the following specific objectives:

- To understand whether a positive customer experience with the stay in the region is positively related to behavioural intentions to the region
- To understand whether a positive customer experience with the stay in the region is positively related to positive emotions during that stay, and similarly, a positive customer experience with the stay in the region is negatively related to negative emotions
- To understand whether tourists' positive and negative emotions during their stay in the region are positively related to the behavioural intentions to the destination

Informed by the literature review, a conceptual model was developed, and the data collection instrument was designed. This study “utilizes data collected in Faro, specifically at Faro Airport and other touristic spots in the region, in the dates between the 15th of July and the 15th of September 2021, via questionnaire, to address the marketing approach of the research, namely how the construct of customer experience directly influences behavioural intentions, and how positive and negative emotions generated from that visitor experience end up influencing the tourist's behavioural intentions post-visit. Afterwards, the collected data is analysed through descriptive statistics and attempted to understand the cause-effect relationship of latent variables proposed using PLS-SEM methodology.

This dissertation is structured as follows: Chapter 1 is devoted to the introduction of the research; Chapter 2 provides a literary review that examines the fields of study where experience has been observed as an important construct, ultimately leading up to a notion of experience in managerial settings, namely marketing and tourism settings. The literature review also covers the studies regarding behavioural intentions and emotions, and the relevant interlocks between constructs. Chapter 3 presents the methodology and the study site, as well as the sampling and data collection methods, survey instrument used and measurements, and lastly the data analysis method. Chapter 4 elaborates on these results by means of discussion of and lastly Chapter 5 presents concluding remarks, in addition to theoretical and practical implications, study limitations and possible topics for future research.

CHAPTER II: LITERATURE REVIEW

The literature review presented is divided into three main topics: customer experience, behavioural intentions, and emotions.

The first topic of experience is primarily presented as a complex construct in academia, and follows in the rationale of past researches (Carù and Cova, 2003; Godovykh and Tasci, 2020; Schmitt, 1999a; Schmitt and Zarantonello, 2013). This contextualization is followed by an analysis of the characteristics of experience in different fields of science. Then, experience is examined through the areas of management, consumption, and marketing.

Afterwards, we proceed with an analysis of behavioural intentions and emotions, emphasising their influential relationship with experience in managerial contexts, namely the tourism industry.

2.1. Experience, Experiential Marketing and Consumer Experience

2.1.1 The importance of experience as a multi-dimensional construct

Within the economic contexts of tourism and marketing, the notion of experience as a scientific and empirical concept has been widely recognised as an important and valuable construct, not only as an indispensable piece in an added-value strategy for any company or brand but more importantly as a fresh approach to the study of consumer behaviour (Gentile, Spiller and Noci, 2007).

In the tourism and marketing industry, experience is a relevant construct that captivates scholars and industry professionals' attention. In fact, understanding how consumers interact with physical and experiential products, services and brands through their consumption experiences in virtually all contexts of consumption is an essential function of marketing (Schmitt and Zarantonello, 2013).

Though a relatively new construct, the relevance of experience as a key factor in competitive differentiation has evolved mainly throughout the twentieth century (Palmer, 2010). Christopher, Payne and Ballantyne (1993) wrote on the topic of relationship marketing, proposing a model that affirmed customer service, quality and marketing as competitive advantages that evolved naturally.

In this model, the authors allude to the 1950s and 1960s when corporations used product features and quality to be competitive. Eventually, by the 1970s, differentiation through a quality had come to a halt, and the strive for differentiation moved to services. Services became something of a granted feature, and by the 1980s, the quality of ongoing relationships became a new differentiator (Christopher *et al.*, 1993), hence the relevance of experience in the last decade of the 20th century, and more importantly, in the past twenty years. According to Palmer (2010), we are already experiencing a gradual evolution of how consumers value more than the relationship with the brand and even the salesperson itself, desiring for a complete purchase experience.

However, during the past two decades, the notion of experience in economic consumption contexts was somewhat unimportant to most scholars, unlike other marketing and consumer behaviour constructs such as consumer choice, consumer attitude, consumer satisfaction, or brand equity (Schmitt and Zarantonello, 2013). Nonetheless, a significant increase in published articles in experience-related areas such as consumer experience and consumption experience in recent years (Chaney *et al.*, 2018) has proved that a shift towards how we perceive experience and how it affects consumers is more important than ever before.

In the book “*Building Great Customer Experiences*”, by Colin Shaw and John Ivens (2002), the authors allude to the fact that already at the time, a study determined that approximately 85% of senior business managers thought that relying solely on the utilitarian aspects of a product such as price or quality were no longer viable competitive advantages and that instead, business managers should be focusing on providing a pleasurable experience to the customer as an edge against competitors (Godovykh and Tasci, 2020:1). In fact, business managers have been considering experience as a critical factor in corporative growth even before then. Pine and Gilmore (2013) refer to Jay Ogilvy’s 1985 business report entitled “*The Experience Industry*”, a business report provided for the Stanford Research Institute, in which Ogilvy alluded that vivid experiences were already contributing to the US economy (Sundbo and Sørensen, 2013).

Presently, the strong competition between locations that present themselves as touristic destinations as well as the technological developments responsible for the increasing capacity and celerity at which tourists travel on astounding low fares, are viable grounds to investigate consumer behaviour and consumer experience in marketing and tourism

contexts (Chen and Tsai, 2007) as a means to present new ways of creating competitive advantage and an added sense of value for both marketing practitioners and customers alike. All in all, marketing practitioners have started to understand just how important it is to understand how consumers interact with products and brands as to differentiate themselves in a competitive marketplace, how the experience between a customer, the product and the brand in its entirety correlate and lead to creating appealing experiences that engage and retain the customer (Schmitt, 2010).

This shift in focus has gradually originated a new marketing management area referred to as “experiential marketing” (Schmitt, 1999a; Schmitt and Zarantonello, 2013). As previously mentioned, the experience can be classified a value-added offering when designing a marketing strategy. It is precisely the notion that value is not only found in the product or service itself but also in the pleasurable, hedonic inherent characteristics of the act of consuming itself (Schmitt and Zarantonello, 2013). A distinction is differentiated through the work of Gentile *et al.*, (2007), where the authors concluded that although customers want to engage in positive consumption experiences, the functional value is ranked just as important as the experiential value, proving the importance of an adequate balance between the two.

However, a notion of experience as a concept cannot be formed solely as a product of marketing and tourism. In order to truly understand just how important the concept of experience is and how it correlates individually and uniquely to each consumer, it is imperative to understand the broader sense of the concept, starting from contributions from other areas of science on the effect of experience and ultimately reaching a solid foundation for the concept of experience as to better understand the reasoning behind experiential marketing and consequentially, consumer experience (Carù and Cova, 2003; Godovykh and Tasci, 2020; Schmitt, 2010; Schmitt and Zarantonello, 2013).

In recent years, a number of publications have studied the adjoining fields of science that contribute to the concept of experience, such as linguistics and anthropology (Carù and Cova, 2003; Schmitt, 2010; Schmitt and Zarantonello, 2013). Considering these reviews and the work presented in them, this introductory chapter aims to not only briefly review the work presented in each one but to further contribute including other areas such as education and philosophy that can also be considered, in our opinion, vital markers in the upbringing of a complete notion of experience.

2.1.2 Experience in Linguistics

Merriam-Websters' online dictionary (2021) defines experience as:

- A noun:

1a: direct observation of or participation in events as a basis of knowledge. b: the fact or state of having been affected by or gained knowledge through direct observation or participation.

2a: practical knowledge, skill, or practice derived from direct observation of or participation in events or in a particular activity. b: the length of such participation.

3: something personally encountered, undergone, or lived through.

4a: the conscious events that make up an individual life. b: the events that make up the conscious past of a community or nation or humankind generally.

5: the act or process of directly perceiving events or reality.

- A verb:

1: to have experience of: undergo.

2: to learn by experience.

It is observable that these definitions of experience encompass experience, a set of mainly regular, everyday events that occur in any given moment and are consequentially experienced by someone. These definitions may be further subdivided into past experiences, resulting in knowledge and accumulated experiences, and present and recurrent impressions that result from direct observations (Schmitt, 2010).

In common English grammar, Schmitt (2010) also notes that the English language and other Romanic languages such as French, Spanish, and Italian all use the same word to define both contexts of experience.

The difference in meaning between the notion of experience as both a verb and a noun has been the object of criticism, mainly the paradoxical nature of the linguistic approach to experience. Palmer (2010) argues:

“As a verb, experience describes a process of learning, leading to learned response, but as a noun emphasises novelty and the lack of predictable, learned response. By incorporating emotions and perceptual distortion over time, customer experience overcomes many problems associated with static, partial measures of service quality.” (Palmer, 2010:196).

In our native Portuguese language, these two definitions could be roughly translated to “Vivência” and “Experiência”, the first meaning that one has lived through an experience, and the second term a broader sense of the word much like in the previously mentioned languages.

Similarly, in the German language, two words can translate to two different meanings of experience: “Erfahrung” translates to the knowledge and the expertise one acquires after an occurrence, whilst “Erlebnis” translates the very act of living and experiencing the event (Palmer, 2010; Schmitt, 2010).

That said, the Russian word “Pereživanie”, which not only translates to “experience” per se but also roughly translates to “emotion” or “feeling” in the English language. It was one of the fundamental ideas behind the investigative work performed by Russian Psychologist Lev Vygotsky on the notion of “emotional experience” (Rotha and Jornet, 2014). This field sought to study experience through an educational perspective, thus branching out to yet another field for a wider notion of experience to be studied upon, unfolding the relation between experience and emotive response.

This first encounter with an experience occurs instantly upon our response to the very word of experience and how we were taught what an experience means. Therefore, the way we perceive an experience differs drastically between different cultures and languages.

2.1.3 Experience in Anthropology

The general notion of experience in the field of Anthropology alludes to the notion that experience is the occurrence through which individuals experience their individual lives as part of a group, more precisely, through their culture and thus creating unique experiences to the individual and yet, common to the group (Carù and Cova, 2003; Schmitt and Zarantonello, 2013; Throop, 2003, 2009).

In Anthropology, Victor Turner is one of the most important scholars who wrote on experience (Throop, 2009). Turner's work evolved throughout his career, having tackled both symbolic and interpretative anthropology. In Turner's posthumous work, we find one of the best anthropological works regarding the discussion on experience in a collection of essays published as a book entitled "*The Anthropology of Experience*" (1986). Here we find several works by different authors whose perspectives complement each other on defining this construct. In the first of these works, experience is delineated as how one lives through their own culture on a day-to-day basis, having everyday events perceived by consciousness (Bruner, 1986:4).

A complementing approach to this is the third essay on the book, which debates how there are two types of experience: those that we prepare ourselves for and those that come suddenly to us directly resulting from the flow of life (Abrahams, 1986:49). Even in the eighth essay of the book, the essay's author Kapferer begins his essay regarding R. D. Laing's book "*The Politics of Experience and The Bird of Paradise*" (1967), in which the author argues that "it is impossible to experience another person's experience", a point Kapferer (1986:188) utilises to prove that even if experiences are lived differently through individuals, having lived an experience individually is still a uniting process through cultural values, thus forming a bond.

An experience is a unique occurrence to the individual (Abrahams, 1986: 55), whereas an event would affect various individuals and inevitably, create common ties through which there would be common elements in which to connect to, though each individual would have lived that same experience uniquely (Carù and Cova, 2003).

"*The Anthropology of Experience*" (1986) proves to be a great source of anthropological debate towards not only the experience view but also "pragmatics, practice and performance", as Bruner (1986:4) wrote. Nonetheless, this compendium of essays brings about an anthropological perspective on experience that overall composes the notion that

experience is unique to the individual and can hardly be generalised to a group as every subject has a different and unique experience. However, their shared cultural elements allow the individuals to bond and share similitudes of the same event.

2.1.4 Experience in Education

Regarding the construct of experience in education, Carù and Cova (2003) refer initially to the "*Encyclopaedia Universalis*" (1968), in which effectively the authors allude to the common notion of experience as a sort of test, from which results in a lesson learnt through experience, alluding to the common insinuation of experience as a teacher of life referred in the *Encyclopaedia*, hence raising the question: Just how can experience be viewed as a teacher of life itself?

The field of education has presented essential contributions towards a notion of experience, particularly what is experience and how it affects learning (Rotha and Jornet, 2014).

The American psychologist John Dewey, a major educational reformist of the 20th century, theorised about the experience within the field of education. Dewey wrote that, unlike the idea that experience originates from the participation in an occurrence from which results from a feeling, experience is a complex construct that involves students learning through multiple occurrences, resulting in a more practical, hands-on teaching experience, contrarily to the notion of passive absorption through merely attending, or experiencing a class (Hohr, 2012).

Dewey argued that all learning happens through experience, a key to transmitting knowledge, but that not all experience is a benefactor. For the experience to be educational and promote favourable growth in the student, it must be unique and individual. In the book "Experience and Education" (1938), Dewey provides the example of a bank robber who learns from his failed attempt and becomes a better bank robber, but not necessarily a better citizen – hence the importance of a teacher, a figure who promotes and guides growth.

Hence, experience is both the means and goal of education. On the one hand, experience is a journey, a crossing through what is yet unknown. On the other hand, it is the primary goal of education because any meaningful experience and consequent positive growth

originate from many other, less developed experiences (Rotha and Jornet, 2014). That very experience is in itself a factor that will determine how other, future experiences will come to affect the subject (Packer and Ballantyne, 2016) with the role of the teacher is to be a figure of experience, someone who has both undertaken and been exposed to several experiences, making them able to speak out of the experience as they have gone through and been exposed to experiences.

Through this repeated process of exposure to an experience, the teacher becomes a figure of authority in that particular subject (Rotha and Jornet, 2014).

2.1.5 Experience in Philosophy

The general notion of experience in Philosophy is that an experience is an entirely personal event that ultimately transforms the individual, with a said individual experiencing an event, usually leading to an accumulation of experience and thus of singular, unique knowledge that is exclusive and personal to the individual. (Carù and Cova, 2003).

In Philosophy, the title of the first great thinker to define experience is often credited to Aristotle (Gregorić and Grgić, 2006). Aristotle may have been one of the first to write about the importance of experience-based learning, arguing that learning in school and learning from experience are two entirely different subjects (Saugstad, 2012). Nonetheless, Aristotle did not explicitly define experience (Gregorić and Grgić, 2006), instead of writing in his first book in the *Metaphysics* works, *Metaphysics* (A.1) and second book, *Posterior Analytics* (II.19) (Gregorić and Grgić, 2006; Saugstad, 2012) that experience has a deep connection with other constructs such as knowledge and perception of senses (Saugstad, 2012). Moreover, although Aristotle may not have been the first to write about experience amongst his contemporaries, such as Plato, what distinguishes Aristotle's treatment of experience is that Aristotle's writings are the first to give it a rank in the hierarchy of cognitive capacities and dispositions (Gregorić and Grgić, 2006).

It is an important fundamental of ideas, as Gregorić and Grgić (2006) write, because experience is not only inherent and experienceable by humans. Non-rationalising animals may also undergo an experience, albeit not with the same outcomes as humans, but

fundamentally proving that different levels of experience shape the individual and hence change his future behaviour patterns through past experience.

Another philosopher that contributes towards a notion of experience in the field of Philosophy was Immanuel Kant. In his book, the “*Critique of Pure Reason*“ (1781), Kant founded his doctrine of transcendental idealism, arguing that the subject of an experience (or the conscious object in his own terminology) becomes aware of the denominated “objects of experience”, meaning the experiences themselves, not as they are in their true form, but rather how we perceive them according to our own senses (Quarfood, 2004:18).

Kant also argues that time and space are not physical, palpable constructs but rather mere "forms of intuition" that consolidate experience, and therefore while the objects themselves are real and contribute in fact to experience, they are unequivocally different from the experience itself described by Kant as “objects of experience” (Glouberman, 1993:104). According to Kant, one will never know the real form of these objects of experience, as our perception is entirely based on previous knowledge and consequential experience with them (Glouberman, 1993; Quarfood, 2004). Therefore, experience is unique to everyone, and the same experience lived by two different subjects can be perceived entirely differently due to external factors, such as previous knowledge or other experiences.

Schmitt (2010) has also analysed experience through the field of Philosophy, mainly through the works of Søren Kierkegaard. Schmitt’s (2010) analysis on Kierkegaard’s work is particularly focused on subjectivity and individual experience:

“For Kierkegaard not only objective matters have truth; phenomenologically, subjective experience also has truth for an individual. Because experience is subjective, it is singular knowledge (of a given individual) and not universal knowledge (outside the individual).” (Schmitt, 2010:61).

Schmitt’s analysis ultimately strengthens the previously referred notion of experience as an individual, unique occurrence aligned with Aristotle’s and Kant’s experience definitions.

2.1.6 Managerial Literature on Experience

As we have reviewed thus far, a definition of experience has originated from multiple areas of science, consequently creating diverging meanings in its nature. Nevertheless, experience maintains a degree of similitude in its designation throughout different fields of science, namely the notion that an experience is an event that affects every individual separately and uniquely despite occurring to one or many different individuals. As a phenomenon, experience is difficult to generalise and reproduce the same results in two different individuals.

In the fields of management and economical consumption areas, such as marketing, tourism and business, most literature from the past three decades relating to the topic of experience has followed the bases established in one of the earliest papers credited to the emergence of the topic of experiential consumption, Holbrook and Hirschman's "*The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun*" (1982) (Carù and Cova, 2003; Godovykh and Tasci, 2020; Schmitt, 2010; Schmitt and Zarantonello, 2013).

The main topic that revolved around this paper was the notion of what became known as "consumption experience" (Carù and Cova, 2003; Chaney *et al.*, 2018; Schmitt, 2010; Schmitt and Zarantonello, 2013; Scussel, Fogaça and Demo, 2020). The authors proposed that, up until then, the limited view on experience did not consider other factors relevant to a consumer's experience, such as fantasies, feelings and fun (Holbrook and Hirschman, 1982; Schmitt, 2010). Comparatively, the authors' work was also related to John Dewey's view that experience results not only in intellectual outcomes, but also "sensorial perceptions, feelings and actions" (Schmitt, 2010:61), a perspective Dewey considered vital on his educative experience perspective (Packer and Ballantyne, 2016) and an argument that was later picked up by the subsequent pioneering work depicting the evolution of experience in economic contexts, Pine and Gilmore's "*Welcome to the Experience Economy*" (1998) and subsequent book titled "*The Experience Economy: Work is Theatre and Every Business a Stage*" (1999).

Holbrook and Hirschman's (1982) work alluded to a change in perspective regarding what was known regarding a buyer's decision process, which up until then was considered as merely rational, a tangible decision that was driven by analytical facts and verbal stimuli, in other words, buyers would make their purchasing decisions based off-price

and affordability, product features and a buyer's corresponding requirements. The authors proposed a broader notion on what an experience of consumption could comprise, alluding to the irrational and emotional side of the consumer that is effectively stimulated through non-verbal and sensorial cues (Holbrook and Hirschman, 1982).

These are elements through which brands can create a more encompassing, well-rounded purchasing experience, thus successfully implementing competitive advantage. Elements that, in the words of Addis and Holbrook (2001:50) were best described as “the consumer's need for fun and pleasure; the roles of consumers, beyond the act of purchase, in product usage as well as brand choice, and so forth.” – rationalising a broader sense of the act of consumption.

The authors effectively coined the term consumption experience, a reference in the literature that remains to this day. However, many others have attempted to present different concepts in the management field as breakpoints to steer away and redesign the established frameworks of consumption experience (Chaney *et al.*, 2018).

On that note, it is relevant to consider some scholars whose works during the last decade have consisted in the compilation and study of the various definitions and academic works on the topic of experience, mainly through literature reviews on the (Adhikari and Bhattacharya, 2015; Godovykh and Tasci, 2020; Hwang and Seo, 2016; Packer and Ballantyne, 2016; Palmer, 2010) to complement, redefine and create new frameworks for the definition of experience.

Adhikari and Bhattacharya (2015) wrote a literature review based on the tourism, hospitality, and general business fields. The authors presented a framework that presents customer experience as a complex construct that combines both cognitive and affective components through customer experience components such as experience antecedents, creation and consumption of experience, thus providing conceptual efforts to prove customer experience positively influences a customer's future experience (Godovykh and Tasci, 2020).

Hwang and Seo (2016) set out to provide a critical review on the research performed on customer experience up to that date. To do so, the authors provided a table with a list of published papers that listed customer experience and correspondent methodology used to study this topic, having concluded that the research on the subject at the time was more conceptual than empirical, including the very framework of customer experience research

of antecedents > experience > outcome, alluding to the importance of future research on areas of “total customer experience, transcendent experience, transformational experience, authentic experience and the co-creation of experience” (Hwang and Seo, 2016:2218).

Packer and Ballantine (2016) also presented a literary review on experience, studying tourist visitor experience in museums. Stating that the research in this field thus far prioritizes the visitor’s attention and their learning outcomes more than the actual visitor experience, the authors firstly conduct a review on a series of definitions of experience from broader terms of literature, categorising them in four different groups: Experience as a flow of consciousness; Experience as a subjective response to an event or stimulus; Experience as a memorable impression; Experience as a designed or staged offering. Afterwards, the authors debate whether to categorise visitor experiences as subjective and internal or objective and external, complementing the previous notion of an experience being unique to each person as “visitor experience is not a purely psychological phenomenon but includes ‘the activities, physical surroundings, service providers, other customers, companions, and other elements they engage with’” (Packer and Ballantyne, 2016:130).

A “multi-faceted model of the visitor experience” is also proposed by the authors, composed of 10 facets that compose visitor experience, allowing experiences such as museum visits to be compared to other types of experience. It leads the authors to create a complete model of experience, ultimately defining experience as “an individual’s immediate or on going, subjective and personal response to an activity, setting, or event outside of their usual environment.” (Packer and Ballantyne, 2016:133)

A few years earlier, Palmer (2010) provided a conceptual paper that, much like Schmitt’s and Zarantonello’s work (Schmitt, 2010; Schmitt and Zarantonello, 2013), also started with analysing the meaning of experience from a grammatical perspective. Palmer (2010), however, went on to elaborate that, despite the grammatical view on the concept of experience crossed meaning with other fields, such as Dewey’s anthropological work (Dewey, 1938), there was a sense of ambiguity and conflict when comparing the different grammatical meanings and the definitions provided by the experienced researchers. Palmer (2010) presented a framework for studying, successfully correlating the initial stimuli originated through the customer interaction with the service provider, the brand

and the interpersonal relationship, which is consequentially incorporated in the decision process, and when combined with the emotions involved in the action and the inevitable distortion of the event over time lead to an attitude, whether it is to repeat the purchase (alternatively, a repeat customer) or abandon the brand altogether (Godovykh and Tasci, 2020). Palmer (2010) concludes his paper with a definition of experience by one of the earliest works referencing the beginnings of experiential marketing, Lawrence Abbott's "*Quality and Competition: An Essay in Economic Theory*":

“By Abbott’s (1955) definition, experience was seen as the consequence of consuming a product and becomes synonymous with value as perceived by the consumer.” (Palmer, 2010:204).

Godovykh and Tasci (2020) propose an experience model with four main components (emotional, cognitive, sensorial, and conative), and suggest using a combination of several measures to capture the totality of tourism experience at pre-visit, onsite, and post-visit stages. These suggestions provide important implications for researchers and practitioners by offering new ways to explore customer interaction with tourist products, detect affective and sensory components leading to important consumption outcomes, investigate individual impacts of anticipation, onsite experience, and recall, as well as analyse effectiveness of destination marketing practices. From their point of view, the four components described as cognitive, affective, sensory, and conative are essential in defining and measuring experiences, and can prove vital markers for experience providers to create unique and differentiating experiences. As a result, Godovykh and Tasci (2020) present a literature review aiming to expand on the fields of tourism and hospitality by delivering a more complete and rich definition of experience:

“This study proposes a comprehensive but parsimonious definition of experience as the totality of cognitive, affective, sensory, and conative responses, on a spectrum of negative to positive, evoked by all stimuli encountered in pre, during, and post phases of consumption affected by situational and brand-related factors filtered through personal differences of

consumers, eventually resulting in differential outcomes related to consumers and brands.” (Godovykh and Tasci, 2020:8).

All the literature reviews mentioned have a considerable theoretical basis originating from the field of marketing, where the most work has been done to uncover what and how to define the experience, mainly under the guise of the topic of “consumer experience”. Therefore, it is imperative not only to continue our line of thought but for the sake of this paper to elaborate further the topic of experience in the field of marketing.

2.1.7 Experience in Marketing: Consumer Experience, The Experience Economy, and Experiential Marketing

In the field of Marketing, as far as research has been performed, the investigation under consumer experience has been the more widely researched topic (Arnould, Price, and Zinkhan, 2002; Chaney *et al.*, 2018; Schmitt and Zarantonello, 2013).

Though we can trace back its original framework back to Hirschman and Holbrook’s 1982 work, we can also find evidence of an ongoing advancement towards this perspective already in the mid-XX century.

Abbott (1955) clearly describes the ideology behind the consumer experience theory:

“The thesis...may be stated quite simply. What people really desire are not products but satisfying experiences. Experiences are attained through activities. In order that activities may be carried out, physical objects or the services of human beings are usually needed. Here lies the connecting link between man's inner world and the outer world of economic activity. People want products because they want the experience-bringing services which they hope the products will render”. (Abbot, 1955:40).

This very argument is pointed out by Holbrook himself (Holbrook, 2006), adding to the notion that an idea of consumer experience can be mapped out throughout past economists and authors:

“At first, Beth and I incorrectly thought that we had pretty much invented this experiential approach to consumer research—not realizing that a distinguished lineage for the basic concepts involved could be traced back through the work of (say) Sid Levy at Northwestern in the 1960s, Wroe Alderson at Wharton in the 1950s, and the economists Lawrence Abbott in the 1950s or Alfred Marshall in the early 1900s, all the way to Adam Smith in the Eighteenth Century”. (Holbrook, 2006:715).

Lemon and Verhoef (2016) successfully traced back the origins of “customer experience”, precisely to the 1960s, via procedural models of consumer purchasing behaviour began emerging, namely in the works of Kotler (1967) and Howard and Sheth (1969), displaying models for the buying process of the consumer (Lemon and Verhoef, 2016; Scussel *et al.*, 2020).

Shortly thereafter, in the 1970’s the terms “consumer satisfaction” and “customer loyalty” are incorporated into the literature with the intent to understand and measure a customer’s attitude towards the buying experience (Lemon and Verhoef, 2016; Scussel *et al.*, 2020).

Visionary writer Alvin Toffler (1970) was one of the first to present an indication of, what he named “experience industries”, a shift in the economic model that would revolutionise how society consumes products (Scussel *et al.*, 2020) under the sci-fi novel “*Future Shock*” in a peculiar chapter entitled “*The Experience Makers*”, where the author proposed the question of what would be the next step in economic development.

Nonetheless, it was not until Hirschman and Holbrook’s (1982) work came to fruition that the concept of consumer experience found an exponential interest in both academic and practical settings.

Up until the 1980s, consumer behaviour was explained through limited cognitive frameworks that summarised the way consumers engage in purchasing as “the process of collecting and processing information to select the most satisfactory option for a decision problem” (Chaney *et al.*, 2018:404). Scholars at this time followed the rationale that when faced with a consumption decision, the consumer gathers and processes the information necessary for the purchase first. Then in a second stage, this process would lead the

consumer to practical reasoning and eventually a decision – a cognitive model known as the “cognition-affect-behaviour” model (Chaney *et al.*, 2018). What other scholars such as Sheth (1979) began to question with this model was just how exactly the cognitive and affective stages followed one another since this model viewed emotions as a follow-up to a cognitive, preceding logic. Sheth (1979) evidenced in their paper that on several occasions, affective emotions would precede the cognitive process altogether, leading the path to a reform in the consumer behaviour approach (Chaney *et al.*, 2018; Sheth, 1979).

The work presented by Hirschman and Holbrook (1982) was one of counterculture, proposing a radical change on the perspective in consumer research. Whilst the mainstream academia on consumer research pointed towards a materialistic, utilitarian, informative processing decision process, the authors proposed an alternative model to better understand consumer behaviour through “symbolic meaning, subconscious processes, and nonverbal cues resulting from consumption” (Schmitt and Zarantonello, 2013:34), following in the lines of other scholars such as Sheth (1979) that had already began questioning how affective states would converge with consumer behaviour. Hirschman and Holbrook (1982) wrote:

“by focusing single mindedly on the consumer as information processor, recent consumer research has tended to neglect the equally important experiential aspects of consumption, thereby limiting our understanding of consumer behaviour. Future research should work toward redressing this imbalance by broadening our area of study to include some consideration of consumer fantasies, feelings, and fun.” (Holbrook and Hirschman, 1982:139).

By proposing a broader net to define consumerism, through which the authors present a complementing experiential layer to the consumer, these consumer fantasies, feelings and fun consisted of recreational and leisure pastimes and activities, sensory and aesthetic pleasures, as well as emotional responses such as love, hate, fear, joy, boredom, anxiety, pride, anger, lust and guilt and even one’s dreams (Holbrook and Hirschman, 1982; Schmitt and Zarantonello, 2013).

Holbrook's research (Addis and Holbrook, 2001) would regard that even in the XXI century, these would be critical factors in understanding consumers and just how more complex the act of consumption is:

“(...) the roles of emotions in behaviour; the fact that consumers are feelers as well as thinkers and doers; the significance of symbolism in consumption; the consumer's need for fun and pleasure; the roles of consumers, beyond the act of purchase, in product usage as well as brand choice, and so forth.” (Addis and Holbrook, 2001:50).

In essence, what was truly trailblazing in this new approach to experience is that the authors considered the hypothetical scenario where consumers would actually “display beyond their economically rational purchasing decisions – consumers might also exhibit characteristics typical of animals rather than machines in general and of humans rather than computers in particular” (Holbrook, 2006:714) – consumers as an analysable class go from merely “rational” beings to more than rational, adding another layer to their complexity, the “emotional” being as well as rational (Holbrook and Hirschman, 1982).

The model of consumption experience that culminated through this paper is the “TEAV”, short for Thoughts, Emotions, Activities and Values (Gentile *et al.*, 2007; Schmitt and Zarantonello, 2013). The relation between the consumer and the environment is created and in itself results in consumption processes such as “Thoughts” that can present themselves as dreams, or a state of “mental activity”; display “Emotions” which include feelings, sensations, expressive behaviours and physiological responses such as interpretation, expression and response; “Activities”, which culminate in physical and mental events such as actions and reactions; and “Values” such as economic values, social values, hedonic values and deontological values (Gentile *et al.*, 2007; Schmitt and Zarantonello, 2013).

The natural progression of marketing into the 1990s led to a perspective known as “relationship marketing”, which we commonly associate in the business and day-to-day settings with terms such as “customer relationship management” and “customer relations” (Lemon and Verhoef, 2016; Scussel *et al.*, 2020), though the major academic work to

come out of this decade was Pine and Gilmore's 1998 paper "*Welcome to the Experience Economy*", and subsequent book the year after.

The ground-breaking academic work would coin the term "experience economy" as the great next step in economic development. By looking at consumer behaviour through a managerial perspective, the authors present experience as a new "stage" in economic offerings, a "progression of economic value" (Pine and Gilmore, 1998) beyond the previous three stages in economic development up until then: commodities, goods, and services.

The notion of "experience economy" came to existence based on the premise that these past stages were no longer sufficient to maintain a degree of competitiveness between corporations. By describing how the economic production of commodities had progressed into goods, which inevitably turned into an offering of services, Pine and Gilmore (1998) refer to the fact that the consumer wanted more. An alternative to traditional marketing standpoints, Pine and Gilmore (1998) adjudicated that the consumer no longer chased the products for their benefits, but for the act of consumption as a whole, an experience of consuming, hence the need for corporations to create experiences for their customers (Pine and Gilmore, 1998; Schmitt, 1999a). As Pine and Gilmore (2013) wrote:

"Note that while commodities, goods and services all exist outside the individual buyer, experiences happen inside them. the experience stager effectively reaches inside customers with the sensations, impressions and performances they orchestrate together in order to engage each guest and create a memory. that's why customization is so important to experience staging". (Pine and Gilmore, 2013:27).

In a consumption setting, "an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event" (Pine and Gilmore, 1998:98). In accordance, experiences are individual, they happen solely and uniquely to every single individual and hence the importance of understanding not only just how an experience is ultimately precepted

differently to each one of us, returning to the notion that an experience is, regardless of the field of science, unique to the individual.

The authors pertain these “stages” as being characterizable through multiple dimensions, such as “Entertainment”, “Educational”, “Esthetic” and “Escapist”, through which the subject is either engaged “Passively” or “Actively” in a stage and participates through an “Absorption” setting or “Immersion” setting. These are guidelines for experience providers to create the ideal experience for their customers. However, in order to create a compelling and lasting experience on a customer’s mind, in order to create the ideal feeling of wanting to come back, Pine and Gilmore (1998) also propose five ideal guidelines that should be followed through in order to create the “stage”: (1) designate a theme, hence creating a themed experience; (2) harmonise impressions through positive cues, always alluding to the magic of the theme; (3) eliminate all negative cues, and for that the authors recommend turning otherwise less positive experiences into favourable cues with a twist; (4) mixing in memorabilia, thus providing a feeling of exclusiveness and alluding to positive memories created at the event; (5) to engage in all five senses, thus creating a “3D” effect, increasing the experience not only for the customer but differentiating the experience from the competition, creating value.

Pine and Gilmore (2013) later wrote on how their book came about to publishing, on Pine’s work experience and eventual conceptualisation on the evolution of economic stages and working together with Gilmore. However, even then, the authors mention that an “experience economy” notion was not entirely new. It had been a natural progression on the works of others mentioned previously, a reflection seen already in some aspects of culture such as Toffler’s *“Future Shock”*. From Pine and Gilmore’s work came many works in academia, a ripple effect that is still felt today.

In the same decade, the experiential marketing field saw Schmitt’s (1999a) published a paper entitled *“Experiential Marketing”* that would originate a change in perspective in the marketing field, coining the term “experiential marketing”, followed by the book which covers the same topic more in-depth (Schmitt, 1999b).

Already an accomplished scholar at the time, Schmitt (1999a; 1999b) proposed a change in the rational and logical perspective that up until then was considered the standard in traditional marketing, focused on the benefits, price and characteristics of the product. The change proposed by Schmitt (1999a; Schmitt 1999b) was one in a consumer’s

perspective, guided towards the consumer experience, since customers sought for an engagement with the brand, with the products, thus creating a relationship that would directly affect their feelings, engage in their senses, challenge their outlook on the world and fit with their modern lifestyle.

The change in focus from works such as Holbrook and Hirschman (1982) is that, whereas the authors were focusing on placing the experience as the focus of what created value for the consumer, Schmitt (1999a, 1999b, 2010, 2013) argues that it is the consumer's perception of the experience that should be emphasised. According to Schmitt (1999a, 1999b), experiences are not naturally occurring phenomena but rather induced, related directly to the events that trigger them. Due to their complexity, no two experiences are alike, nor will two individuals experience the same event the same way.

Schmitt (1999a, 1999b) introduced to the marketing field the “strategic experiential modules”, or SEM in short – a concept designed with the idea for marketing practitioners to work with in order to design and create customer-centric experiences (Rather, 2020; Schmitt, 1999; Tsaur *et al.*, 2007). These modules are designated as SENSE, FEEL, THINK, ACT and RELATE.

The SENSE module is a marketing marker that aims to trigger sensory responses in accordance with human senses, i.e., taste, touch, sight, sound and smell. When engaging in an experience, the SENSE module proves critical to create competitive advantage and create differentiation between products, brands and corporations (Rather, 2020; Schmitt, 1999; Tsaur *et al.*, 2007).

FEEL corresponds to a stimulus in a consumer's affective response, such as feelings and emotions. By triggering a specific stimulus in a consumer, their response to an emotional will not only be unique and differentiated from any other experience, but it will also remain memorable (Pine and Gilmore, 1998; Rather, 2020; Schmitt, 1999a).

The THINK module presents a solution to engaging with a consumer's cognitive response, specifically their intellect. It can be used to “target customers' convergent and divergent thinking through surprise, intrigue and provocation” (Schmitt, 1999a:61).

ACT is a module proposed by Schmitt (1999a) connected directly to the consumer's lifestyle, prompting the consumer to “alternative lifestyles”, showing them a different way to go about and to interact with an experience. It prompts the user in a motivational

and inspirational way, commonly associated with a role model as to create a sense of validity (Rather, 2020; Schmitt, 1999a).

The RELATE module aims to trigger a desire for self-improvement in the consumer, much like an “ideal-self” idea, hence Schmitt (1999a) referring to this module as extending outside the consumer’s personal feelings and creating a relationship with others who feel the same way. The need to be acknowledged by society, family, peers and colleagues (Rather, 2020; Schmitt, 1999a) is the main driver behind the RELATE module.

Ultimately, Schmitt (1999a, 1999b) introduced the purpose of experiential marketing to create holistic experiences that possess these SEM qualities (Schmitt, 1999a; Tsaur *et al.*, 2007). Positively embraced by scholars, these SEM modules have been used in academia to further expand on the topic of experience in marketing.

Schmitt’s (1999a, 1999b) implications for creating experiences have led authors Prahalad and Ramaswamy (2004) to publish a paper on the notion of “co-creation” of value. According to the authors, consumers’ role in the economy has changed from a passive individual who had no part in the creation of value for a business or product to an active consumer, capable of partaking in the creation of value through networking, experimentation of products, and a global view of the economy. This process of “co-creation” of an experience is directly influenced by Schmitt’s (1999a) idea on the creation of experiences, hence requiring corporations not to sell experiences directly, but to focus on creating the ideal environment to allow for customers to create their own experiences (Gentile *et al.*, 2007; Prahalad and Ramaswamy, 2004).

Authors Gentile *et al.* (2007) have also published a paper influenced by Schmitt’s work. According to Gentile *et al.* (2007), the very definition of “consumption” has been directly affected by what was perceived as consumption experience up until then, considering consumption has become a “holistic experience which involves a person – as opposed to a customer - as a whole at different levels and in every interaction between such person and a company, or a company’s offer (Gentile *et al.*, 2007:396; Salle and Britton, 2003). Much like Prahalad and Ramaswamy (2004) alluded to, the relationship between corporations and consumers is the new key factor in creating value for both, “an evolution of the concept of the relationship between the company and the customer” (Gentile *et al.*, 2007:397). These experiences are unique to each person and processed uniquely and

individually, hence the importance of understanding exactly how to create and measure the effects of an experience.

The need to understand just how a person lives through an experience, how to measure how a consumer experiences a brand, and how the SEMs directly affect this relationship between the consumer and the brand were the main topics of Schmitt's subsequent work published alongside J. Josko Brakus and Lia Zarantonello.

Brakus, Schmitt and Zarantonello (2009) published a relevant paper that sought to, on the one hand, define the brand experience construct, through which the authors performed a literature review on the experience concept in marketing and consumer research thus far, as well as the difference between brand experience and distinct concepts (Aaker, 1997; Brakus, 2001), but also to create a brand experience scale capable of understanding and improving the experience corporations provide for their customers by assessing, planning and tracking its results (Brakus *et al.*, 2009).

Brand experiences are defined as internal and subjective responses triggered by an induced stimulus such as the design, brand identity, product packaging, brand communication and the environments in which the brand is found (Brakus *et al.*, 2009).

The scale created proved worthy for both marketing practitioners and scholars alike to administer, as it consisted only of 12 items hence its practicality. This scale's application resulted in the validation of four different brand dimensions: sensory, affective, intellectual and behavioural (Brakus *et al.*, 2009). Despite their success, the authors provided further encouragement on research on this scale, as the scale did not measure whether the experience was positive and negative, but more importantly, the authors did not examine whether the scale could predict specific behavioural outcomes.

The work developed in academia thus far has caused a significant increase in the area of "experiential marketing", as the interest grew in the field and marketing practitioners began to understand just how consumers have come to adapt in their relationship with brands and products (Lemon and Verhoef, 2016; Tsaur *et al.*, 2007).

In this regard, there have been several papers that sought to adapt Schmitt's SEMs and the brand measurement scale in different managerial contexts (Rather, 2020; Tsaur *et al.*, 2007; Usakli and Baloglu, 2011; Yen, Ten and Chang, 2020) in order to measure experience in different business contexts.

Quan and Wang (2004) have suggested that the tourism industry is one of the leading examples to perpetuate the experience economy as a concept for creating value to the consumer. Hence creating the best experiential environment in a touristic setting has been of importance to several scholars and marketing practitioners in order to attain competitive advantage (Le, Scott and Lohmann, 2018; Quan and Wang, 2004; Rather, 2020; Song, Ahn and Lee, 2013).

From the relevant papers elaborated on Schmitt's SEMs in the tourism industry, authors Tsaur *et al.* (2007) have published a study elaborating on the topic of experiential marketing and conducting a study on measuring customers' experience specifically in the field of tourism. Tsaur *et al.* (2007) sought out precisely to answer Brakus *et al.* (2009) gap regarding the measurement of positivity or negativity of the experience and to predict future outcomes from positive experiences. The study was conducted targeting the sector of tourism, namely the visitor's experience at a zoo in Taipei.

After a literary introduction on the evolution of experience in marketing to a general notion of experiential marketing derived from Pine and Gilmore's work (1998), as well as the importance of Schmitt's (1999a, 1999b) work, Tsaur *et al.* (2007) elaborate on Schmitt's (1999a) SEMs and how, up until then, the research developed on the concept of experiential marketing had not yet examined the effects of experiences of experiential marketing on the consequent consumer's behaviour (Tsaur *et al.*, 2007).

In favour of establishing metrics to measure the effect of experiential marketing on consumer behaviour, Tsaur *et al.* (2007) refer to the literature and use emotion, satisfaction, and behavioural intentions to formulate a hypothesis on this correlation. The authors hypothesise to Schmitt's (1999a, 1999b) SEMs individually as metrics that each have a positive effect on emotion, which leads to the hypothesis of whether positive emotions have a positive effect on satisfaction, which ultimately would have a positive effect on behavioural intent. The authors conclude through questionnaire inquiry and subsequent statistical analysis that each SEM module has a positive effect on the emotion of the visitor, particularly the SENSE and RELATE modules which the authors attribute to the stimuli attributable to the zoo, such as the animal displays and park structure (Tsaur *et al.*, 2007). Furthermore, emotion was also proven to have had a positive effect on satisfaction, which influenced positively behavioural intention (Tsaur *et al.*, 2007).

The relevance of Tsauro *et al.* (2007) is not only limited to the use of their scale to pioneer the measurement of the effects of experiential marketing in a consumer's behavioural intentions, ultimately validate Brakus *et al.* (2009) brand measurement scale, but also one of the first studies to apply Schmitt's (1999a, 1999b) SEMs and the concept of experiential marketing in a practical context, leading to several other authors to adapt these scales in their studies further improvement in measuring experience and its relationship with other constructs (Kim and Thapa, 2018; Lee and Chang, 2012; Rajaobelina, 2018; Rather, 2020; Yen *et al.*, 2020).

Following studies in the tourism industry have led Rather (2020) to study customer experience and customer engagement from an experiential marketing perspective in the tourism destination marketing and management context to successfully understand how these variables affect a visitor's behavioural intent. In order to do so, Rather (2020) proposed a conceptual framework to understand better the effects of customer engagement dimensions on experiences of experiential marketing and customer's identification of the consequent tourists' behaviours. These would be based on Schmitt's SEM modules in order to base customer experience, whereas customer engagement is tested as an antecedent of customer experience and composed of cognitive-affective-behavioural dimensions, as according to the literature (Brakus *et al.*, 2009; Hollebeek and Macky, 2019; Lemon and Verhoef, 2016).

The measurement was achieved through a process of a questionnaire, which the author based its construct of customer experience measurement proposed by Brakus *et al.* (2009), but adapted the measurement scale based on Tsauro *et al.* (2007) dimensional conceptualisation of tourism experience (Rather, 2020).

The study proved successful in demonstrating a positive relationship between customer experience and behavioural intention, as the customer engagement dimensions of cognitive, affective, and behavioural affect customer experience, which subsequently affects behavioural intentions in touristic destinations.

Following the study, Rather (2020) proposes many practical implications to be applied by marketing managers according to the study results. For instance, to increase customer loyalty, developing a sustainable and environmentally friendly experience could differentiate the touristic offering. Combined with custom holiday packages, visits to touristic sites and local destinations or sites of interest could engage the visitors in

entertaining, educational, cultural, and historical engagement stimuli. At the site, interactive displays with detailed information about the touristic destination that would relate with the visitor, or emerging techniques such as virtual reality would allow for the marketing practitioner to design a more personalised content panel, increasing customer engagement and, consequentially, customer experience, identification, and ultimately behavioural intentions of tourists. In order to gain insights into a personalised offering, Rather (2020) suggest analysing big data, namely from touristic operators such as Airbnb's customer reviews.

Promotion online could be achieved using social media, mobile apps, and online brand communities to promote customer identification and engagement between the touristic destinations and the customer and encourage intellectual experiences. By creating and sharing online content through social media platforms, it is possible to intervene in a visitor's decision-making process through these visual-sensory-based technologies and increase the visitor's visual experience of the destination by promoting the interior and exterior aspects of the destination. Rather (2020) also notes the importance of strategizing for both first-time visitors and repeat customers, considering first-time customers require a strategy to elucidate the experiential aspects of the destination, whilst repeat customers can be targeted with campaigns to develop their identification and willingness in recommending their tourist destination to other people.

This study was an early contributor to understanding the relationship between customer engagement and its dimensions and the customer experience in the tourism literature to a larger extent than previous studies (Chua, Lee and Han, 2017; Li, Cheng, Kim and Petrick, 2008; Liu, Lin and Wang, 2012) as well as how consumer experience influences behavioural intent on first-time and repeat visitors.

Rather (2020) also pointed some limitations in the study as well as possible indications for future studies, including the notion that future research should further investigate the role of customer experience dimensions (SEMs) in affecting a customers' behavioural intention, but also the fact that since the study was based on cross-sectional data, future studies could theoretically utilise a longitudinal research structure to investigate the association of the constructs in question.

Accordingly, we will attempt to answer Rather's (2020) call to further comprehend the experiential marketing modules and the visitor's behavioural intention.

2.2 The Construct of Behavioural Intention

Understanding how corporations and brands affect a consumer's behavioural intent is of the utmost importance, as this relationship can be used to measure and predict consumption behaviour (Ahn and Back, 2018; Rather, 2020; Zeitham, Berry and Parasuraman, 1996).

The notion of what defines "behavioural intent" has been emphasised in the marketing and management fields for the past five decades as a crucial factor in attaining differentiation for businesses. Fishbein and Ajzen, (1975) first presented a more encompassing paper studying four concepts: "belief", "attitude" intention" and "behaviour", where the purpose of this paper would be to create a link between these four constructs that would chain together forming what the authors named as the "theory of reasoned action", meaning that "beliefs lead to attitudes, and attitudes in turn lead to intentions and so behaviour" (Rutter and Bunce, 1989:39). Consequentially, Fishbein and Ajzen (1975) came to define behavioural intention as "an individual's attitude response tendency to objects", or more simply, as the probability for an individual to determine an action or decision (Su, Lian and Huang, 2020:3).

Though Ajzen (1991) still alluded to behavioural intention as the tendency to keep conducting a particular behaviour in the future, other authors such as Cronin and Taylor (1992) evaluated the concept and determined that most studies up until then focused only on favourable intention alone, not exploring the full range of behaviours a consumer could partake in (Tsaaur *et al.*, 2007).

In order to capably measure and define the concept of behavioural intent, Zeithaml *et al.* (1996) developed a conceptual model to measure both positive and negative behavioural intent, composed of different dimensions including loyalty, switch, pay more, external response and internal response. The study found that the relationship between the quality of the service offered has a direct impact on the behavioural intention of the customer, namely customers with an experience free of issues and with high quality had a higher probability of remaining loyal and recommending the service.

Tsaaur *et al.* (2007) later verified this scale using an adapted version to the characteristics of Taipei's Zoo, applying it in a touristic destination setting, thus validating the notion that experiential marketing positively affects behavioural touristic intent, with the results

of the study showing that visitors with a positive experience are more likely to recommend their experience to friends and family (Tsaur *et al.*, 2007).

The notion of “behavioural intention” is therefore a complex construct composed of a variety of items (Cetin, 2020). One of the suggestions for future research Zeithaml *et al.* (1996) recommended was the further increment of the elements composing each of the markers applied to measure customer intent.

Brakus *et al.* (2009) directly mentioned in their brand measurement study that customer loyalty and recommendation are directly affected by positive experiences, and as a result are important elements to consider when aiming to construct an experience. Positive experience directly influences customer loyalty and a desire to recommend the experience (Alrawadieh, Prayag and Alsalameen, 2019; Oppermann, 2000) also known as a positive WOM, or word-of-mouth.

Rust and Oliver (1994) suggested that the concept of customer loyalty can be defined as the customer’s likelihood to buy a product over an extended period of time (Cetin, 2020), and later Oliver (1997) presented the concept as a stated likelihood to engage in a behaviour. Loyalty refers to a deeply held commitment and desire to consistently revisit a preferred destination in the future, despite situational impacts and marketing activities that potentially lead to switch behaviours (Kandampully, Zhang and Bilgihan, 2015; Oliver, 1999).

Between the types of behavioural loyalty defined by Zeithaml *et al.* (1996), word-of-mouth is more strongly associated with customer recommendation and consequent customer loyalty.

Though there have been studies regarding the relationship between these dimensions, ultimately it comes down to how the experience is perceived and what elements captivate the customer to return besides the practical, utilitarian value, much like the elements of joy, fun and emotions perceived by the customer (Holbrook and Hirschman, 1982). Tourists are more likely to visit and recommend a destination that they perceive as trustworthy and dependable (Ekinci and Hosany, 2006). Customers develop strong loyalty intentions toward a destination if they receive a positive experience with that destination (Lee and Chang, 2012; Rather, 2020).

More recently, the tourism industry has begun to understand how important loyalty acts as a critical strategic advantage in an oversaturated market (Wu and Liang, 2009). Loyal visitors are also much more resilient towards negative news and reviews regarding their favourite destinations than those who have no special attachment to the destination (Chen and Phou, 2013).

The precursor to tourist loyalty begins even in the research stage, where tourists during the research stage formulate a conception regarding their visit which acts as a precedent for tourist satisfaction, and ultimately loyalty (Martín-Santana *et al.*, 2017).

Loyal tourists also tend to revisit the same destination (Rather, 2020), are more willing to pay a premium price, and most likely to provide positive word of mouth communications (Chi and Qu, 2008).

Behavioural intentions are therefore an important metric to measure the success of a tourism destination (Afshardoost and Eshaghi, 2020), with research on this topic gaining more attention recently in the tourism and marketing field (Prayag, Hosany and Odeh, 2014; Rather, 2020). In tourism marketing, the stronger the intention to visit a destination, the more likely the visitor will in fact visit the destination (Lu, Hung, Wang, Schuett and Hu, 2016). In a more modern and pragmatic approach to this construct in the field of tourism marketing, Su, Lian and Huang (2020) have regarded the intention to visit as “the subjective intention and tendency for potential tourists to visit a certain destination, stimulated by internal and external information”. (Su *et al.*, 2020: 3)

As a multi-dimensional construct, the notion of behavioural intention remains an important topic of investigation in order to understand how visitors select destinations and their future behaviours towards a touristic destination (Afshardoost and Eshaghi, 2020).

2.3 The Importance of Emotions in Consumerism

The study of human nature, sensations and emotions has always been of interest to civilisation. From philosophers Aristotle and Plato to Descartes and St. Aquinas, all the way to David Hume and Charles Darwin, the great thinkers of humanity have always attempted to understand the complexity of the human emotion and just exactly how the consequences derived from our emotions affect our actions.

Though the word “emotion” was introduced in academia in the XVI century (Dixon, 2003) it was not until the 1800s that the notion of what we refer to as emotions academically began taking shape, as up until then the more commonly used terminology for what we refer to as “emotions” were expressions such as “passions”, “accidents of the soul” or even “moral sentiments” (Watt-Smith, 2015:9). Originally noted in French as a “category of mental states“ (Volo, 2021), to this day a concrete definition of the word emotion varies according to the field of science categorizing it (Dixon, 2003), though most concur on the complexity of this multifaceted construct.

More recently, Tiffany Watt-Smith published “*The Book of Human Emotions: From Ambiguophobia to Umpty - 154 Words from Around the World for How We Feel*” (2015) which contained over 154 constructs for different emotions represented worldwide and from different cultures, further proving the complexity of this concept.

The research on human emotions has been the object of study of scientists across different fields, from medicine, psychology, science, (Richins, 1997), to history, psychology, sociology (Volo, 2021) and more recently even computer science and big data (Lemon and Verhoef, 2016). Nonetheless, reaching a consensus on a solid definition for this complex construct of emotions is still a matter of debate (Dixon, 2003; Richins, 1997; Volo, 2021).

Out of the previously mentioned fields of science, the travel and tourism industry has been adapting several ideas, roadmaps and measurement scales from the research performed in psychology (Hosany *et al.*, 2021). The literature in this field is comprised of three main theoretical branches, namely dimensional, categorical and cognitive appraisals, though most literature in these fields can be observed through dimensional and categorical appraisals (Hosany *et al.*, 2021; Zhang *et al.*, 2021).

Dimensional appraisal studies usually manage emotions as a bidimensional structure such as positive or negative, pleasant and arousal or worry and anger and usually do not distinguish between the outcome of emotions of the same valence, but rather emotions of opposing sides of the spectre, whereas a categorical approach would consider how emotions of the same valence individually affect the outcome of an action (Hosany *et al.*, 2021; Li, Jiang and Scott., 2019; Zhang *et al.*, 2021). The way to capture these emotional responses in the tourism and hospitality sector remains widely performed through the self-reporting method. Essentially, by having subjects respond on a scale their emotional response to an event, researchers are able to acquire first-hand valuable data from the tourists themselves (Hosany *et al.*, 2021; Manthiou, Hickman and Klaus, 2020).

The more commonly used scales in self-reporting methods are Plutchik's (1980) eight primary emotions, Izard's (1977) Differential Emotion Scale (DES), Mehrabian and Russell's (1974) Pleasure, Arousal and Dominance (PAD) scale, and Watson, Clark, and Tellegen's (1988) Positive Affect and Negative Affect Schedule (PANAS) (Hosany *et al.*, 2021). Plutchik (1980a, 1980b) reviewed 28 definitions of emotion and concluded that there was not much consistency between the definitions presented, explaining that many of them were insufficiently explicit in defining emotion (Richins, 1997). This framework of emotions has been regarded as one of the most comprehensive theories in the field of emotions, including the widely used "*Wheel of Emotions*" (Imbir, 2017). Izard's (1977) DES comes to fruition, presenting 10 subscales that elaborate on a subject's frequency experiencing emotions (Hosany *et al.*, 2021). The DES has been pointed to overly emphasize negative emotions and skewing from reality when positive emotions come into play.

Also acknowledged in the field of emotions is the PAD scale (Mehrabian and Russell, 1974) containing 18 semantic differential items, divided between pleasure, arousal and dominance, focusing on the notion that physical environments have an influential emotional impact in humans. Richins (1997) has argued that in these frameworks, negative emotions predominate the scale whilst daily emotions a common individual experiences are omitted. For Richins (1997), an emotion is an affective reaction that occurs from how situations are lived and experienced by individuals. More recently, the PAD scale has been applied in marketing contexts, namely in studying consumer behaviour in stores as to determine the effects of pleasure and arousal on external dimensions such as extra time spent in the store beyond the purchase, unplanned

spending, compulsive buying and the relations between media and the consumer (Huffman, Mick, and Ratneshwar, 2001).

The PANAS scale is a 20-item self-reporting scale that aimed to capture positive and negative emotions, where the positive emotions generally translate to the level of how a subject feels and experiences positivity and positive emotions in life, and negative emotions are translated to the “non pleasurable” connection to the event. The most common issue raised with this scale is that when employed, this scale appears to present positive and negative dimensions as uncorrelated, as measurement errors lessen negative correlations between dimensions, emphasizing skewed, more positive outcomes (Hosany *et al.*, 2021). Whilst the PAD and PANAS scales derive from the dimensional approach, the DES and Plutchik’s scale derive from the categorical approach (Hosany *et al.*, 2021; Zhang *et al.*, 2021).

More recently, studies have started to emerge in the academic tourism sphere utilizing the cognitive appraisal methodology, or CAT for short, an approach from psychology which seeks to deep-dive on how emotions impact on one’s actions, namely how one interprets the emotions generated beforehand of an occurrence and how these emotions themselves affect how one experiences the event, how “emotions guide cognition” (Zhang *et al.*, 2021). In recent studies, studies employing CAT seek primarily to study the antecedents of positive emotions alone, but a shift is beginning to turn towards also studying negative emotions such as worry and anger in a tourist’s experience (Li *et al.*, 2019).

But the relationship between positive and negative emotions is more complicated than what it may seem. As Manthiou, Hickman and Klaus (2020) have demonstrated, positive emotions do not necessarily lead to positive tourist experiences, negative emotions do not always generate unfavourable experiences, and both these dimensions can coexist within a tourist’s experience. Furthermore, whilst positive and negative emotions can each independently act as influential variables to outcome of tourist satisfaction, it also has been noted that preconceived notions in the form of psychological variables about the tourism destination not only have a direct effect on the expectation towards the experience, but also also carry significant emotional weight in the outcome of the experience for the tourist (del Bosque and San Martín, 2008), having a direct impact of expectations and emotions in the loyalty of the tourist towards the destination (del Bosque and San Martín, 2008; Martín-Santana *et al.*, 2017).

Emotions are a key-element in a tourist's experience, an idea that has driven the significant role of emotions in tourism experiences being assessed in modern day studies (Zhang *et al.*, 2021). The aim towards understanding the importance of emotions in the last two decades has also been to understand the effect of emotions in other constructs such as customer engagement (Lemon and Verhoef, 2016; Rather, 2020; Rather and Hollebeek, 2021), customer satisfaction (Barsky and Nash, 2002; Mano and Ollver, 1993; Oliver, 1997) and customer loyalty (Barsky and Nash, 2002; Kim and Thapa, 2018; Tsaur *et al.*, 2008).

Despite these publications in academia, the research that spearhead the research of the full effect of emotions in marketing and consumption has been the research performed under the guise of experiential marketing (Brakus *et al.*, 2009; Holbrook and Hirschman, 1982; Schmitt, 1999). Holbrook and Hirschman (1982) already referred to the importance of emotions at the time and their impact on the experience process:

“The full gamut of relevant emotions includes such diverse feelings as love, hate, fear, joy, boredom, anxiety, pride, anger, disgust, sadness, sympathy, lust, ecstasy, greed, guilt, elation, shame, and awe. This sphere of human experience has long been neglected by psychologists, who are just beginning to expand early work on arousal in order to develop systematic and coherent models of emotion (Plutchik 1980). Such psychological conceptualizations of emotion are still in their seminal stages and, understandably, have not yet cross-pollinated the work of consumer researchers. Yet, it is clear that emotions form an important substrate of consumption and that their systematic investigation is a key requirement for the successful application of the experiential perspective.” (Holbrook and Hirschman, 1982:137)

Subsequent works by Holbrook (1986), Holbrook and Batra (1987), Holbrook and Gardner (1993) all procured to determine the effect of emotions in the experience of the consumer.

As a result, the original prediction that researchers in the past decade had already determined regarding the importance of emotions not only in the experience of the consumer, but how emotions and an emotional state perpetuated by the experience can in

fact result in future actions in the behaviour of the consumer, namely intention to revisit (customer loyalty), to recommend (word-of-mouth) and the overall satisfaction of the experience became even more reinforced.

Holbrook (2000) regarded the consumer as a real “flesh and blood” being, with desires expressed even through “daydreaming”, real beings that responded emotionally to the consumption process, alluding already two decades ago that the experiential approach to consumption was vital in understanding the consumer decision process (Holbrook, 2000:178).

Regarding this very topic, other researchers have found a positive correlation between emotions and their effect on behaviour in consumption situations (Barsky and Nash, 2002; Cetin, 2020; Kim and Thapa, 2018; Tsaur *et al.*, 2008).

Barsky and Nash (2002) presented research regarding affective components of consumerism and how it would directly influence the loyalty of consumers. In the hotel industry, the authors managed to successfully prove that emotion has a positive effect on a guest’s loyalty. Cetin (2020) managed to empirically resolve that the customer experience as an antecedent of loyalty has a direct and positive affect on a consumer’s behaviour. Tsaur *et al.* (2008) presented results regarding emotion, namely that positive emotion has a positive effect on favourable behavioural intention. This was performed under the visitor’s experience at a Zoo in Taipei. Kim and Thapa (2018) presented a study measuring environmentally responsible behaviours and destination loyalty of international tourists who participated in an ecotourism tour package at Jeju Island, in South Korea. The authors presented a conceptual model and empirically tested how tourists perceived several values, namely quality, emotional, price, social, flow experience, and satisfaction and how these would influence environmentally responsible behaviour and consequent destination loyalty. The authors concluded that emotional value leads to high levels of flow experience and satisfaction.

There is a proven need to further understand and contribute to the relationship between the approach experiential marketing and its consequent influence in consumer behaviour, particularly in the tourism industry. To understand whether experiential marketing can influence favourably the emotion of satisfying tourist visitors, and at the same time, understand if it influences their behavioural intent is necessary to any touristic region.

2.4 Conceptual Model and Hypotheses

The importance of customer experience as a key factor in designing a successful branding strategy for tourism destinations has been a key step in achieving competitive advantage and value over competitors (Lemon and Verhoef, 2016; Rather, 2020).

This is an acknowledged fact by industry practitioners, and therefore there is a real need in continuing to research about how customer experience directly affects the various dimensions of a tourists experience (Rather, 2020; Tsauro *et al.*, 2007; Zhang *et al.*, 2021).

Past investigations in customer experience in different tourism settings have been performed under the guise of how it affects customer emotions, customer satisfaction and behavioural intent, namely loyalty and intention to return (Lee and Chang, 2012; Rajaobelina, 2018; Rather, 2020; Tsauro *et al.*, 2007), having proved that a better overall experience usually tends to favour an increase in these metrics, including loyalty – a good experience makes the tourist want to return. Customers tend to develop strong loyalty intent toward a destination if the experience with the destination is positive (Hosany *et al.*, 2021; Rather, 2020).

In the literature we can find that experiential marketing positively impacts tourists' emotions, subsequently affecting their behavioural intentions to visit, for example in zoos (Tsauro *et al.*, 2007) and even wine tasting tours (Lee and Chang, 2012). From the review of existing literature, there are very strong indicators that when all 5 dimensions of SENSE, FEEL THINK, ACT and RELATE are satisfied, a positive customer experience ensues, which tends to lead to a favourable behavioural intent, desire to return and even recommend. Hence, we hypothesize the following:

H1: A positive customer experience with the stay in Algarve is positively related to loyalty to the region

When defining the components of customer experience, authors have found that emotions play an important role in the tourism industry, as experience is personal and unique to the individual, and therefore their personal enjoyment is based on how one felt during their stay (Del Bosque and San Martín, 2008).

This emotional component of customer experience in the tourism, travelling and leisure industry has been defined in multiple literature reviews as a spectrum ranging from negative to positive across different emotions (Adhikari and Bhattacharya, 2015; Godovykh and Tasci, 2020; Packer and Ballantyne, 2016; Rahmani, Gnoth and Mather, 2019), from anticipation, trust or joy, to negative ones such as sadness, anger and disappointment, to name a few.

Research up until the last decade focused by and large on cognitive approaches that did not consider the significance attached to the emotional components of tourism research (Del Bosque and San Martín, 2008), though more recently experience models that transpose the importance of emotions have been adopted in academia, namely experience model with four main components: emotional, cognitive, sensorial, and conative (Godovykh and Tasci, 2020).

The literature has shown that the experience a tourist lives through in that destination largely impacts their emotional state with the destination, from a range of positive to negative emotions, which ultimately lead to other factors such as satisfaction and loyalty. Therefore, we propose the following set of hypotheses:

H2: A positive customer experience with the stay in Algarve is positively related to positive emotions during that stay

H3: A positive customer experience with the stay in Algarve is negatively related to negative emotions during that stay

The predominant outcomes of tourism experience and emotion have been correlated in the literature as influencing post-consumption behaviours, including behavioural intentions (Godovykh and Tasci, 2020; Hosany *et al.*, 2021; Mitas, Yarnal, Adams and Ram, 2012; Pestana. Parreira and Moutinho, 2020; Prayag, Hosany, Muskat and Del Chiappa, 2015).

Zhang *et al.*, (2021) have presented a literature review in which the authors noted that there is a clear skew towards studies examining positive emotions in tourists.

This is further explained by the authors as due to the pleasurable characteristics of touristic experiences and how positive emotions can contribute to the formation of memorable tourism experiences there has been a prioritization on these topics, creating a gap in the understanding of causes and consequences of negative emotions in tourists.

The work provided by psychological research has determined that positive emotions create a “wealth of varied outcomes” (Mitas *et al.*, 2012), and in the tourism industry the literature has proven that there is a link between positive emotions in leisure and positive outcomes for both the tourist and their intent towards the destination, such as life satisfaction (Sirgy, Kruger, Lee, and Yu, 2011), and loyalty towards the destination (Hosany *et al.*, 2014; Rather, 2020).

While positive emotions can be a catalyst to provide for a pleasurable customer experience, and consequent favourable behavioural intent, negative emotions have been shown to have a greater, more lasting impact on tourists’ behavioural intentions (Han and Ki-Joon Back, 2006; Nawijn and Biran, 2019; Zhang *et al.*, 2021).

In their study, Zhang *et al.* (2021) have also shown that this impact by negative emotions may lead to negative word-of-mouth, switching and complaining (Hosany *et al.*, 2016; Min and Kim, 2019; Nawijn and Biran, 2019). The authors have also pointed out that during their research towards the ideal destination, tourists pay more attention to negative online reviews (fuelled by negative emotions experienced post-travel) rather than positive online comments (Lee, Jeong and Lee 2016; Wang, Tang and Kim, 2019), and that tourists end up remembering negative experiences and negative emotions felt through those experiences more than their positive counterparts (Kensinger, Garoff-Eaton and Schacter, 2006; Levine and Bluck, 2004).

There is a call for understanding and differentiating between emotions and cognitions. (Hosany *et al.*, 2021) argue that “Emotional responses could be either an independent variable or a mediator between cognitions and outcome variables (e.g., behavioral intention, perceived overall image evaluation)”.

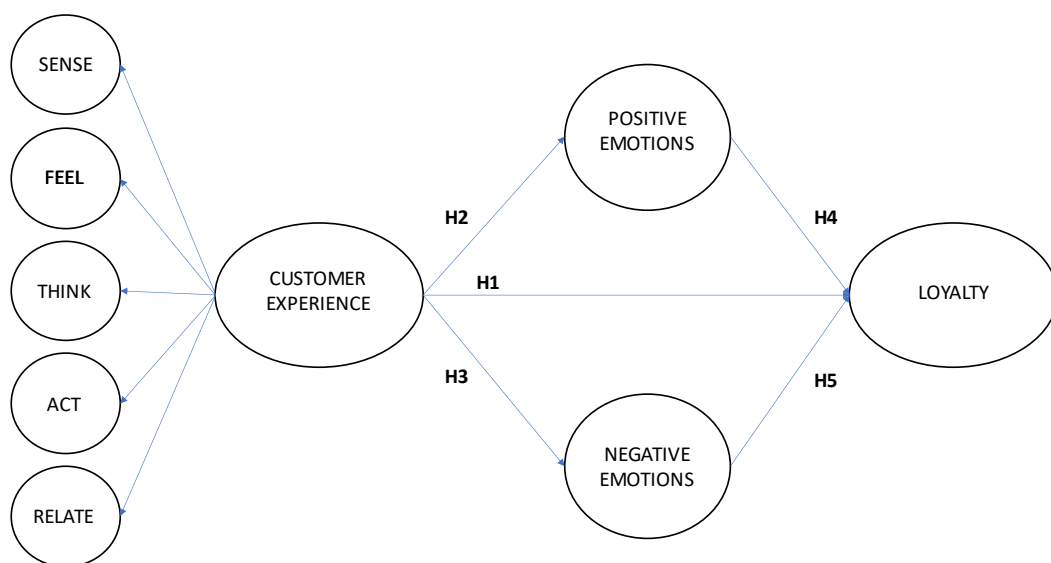
Therefore, there is a continuous need to explore the effect of positive and negative emotions towards behavioural intentions in the tourism industry. On that account, we would like to propose the following hypotheses:

H4: Tourists’ positive emotions during their stay in the Algarve are positively related to loyalty to the destination

H5: Tourists’ negative emotions during their stay in the Algarve are negatively related to loyalty to the destination

A questionnaire was adopted to measure and determine the hypotheses presented in the conceptual framework enclosed in Figure 1. The verified scale utilized to measure H1 derived from the literature in the marketing and tourism literature (Rather, 2020). For H2 and H3, we referred to the verified scales in the literary reviews of tourism management (Godovykh and Tasci, 2020), Lastly, for H4 and H5, we refer to the validated scales studied for consequences of destination (Martín-Santana *et al.*, 2017).

Figure 2.1 – Conceptual Framework Model



CHAPTER III: METHODOLOGY

3.1 Research Setting

Our study was conducted in Portugal, in the region of the Algarve. Located in the southernmost region of Portugal, the Algarve is known for its warm, all-year round climate and its many visitors it attracts every year.

The Algarve (Figure 3.1) is divided between sixteen municipalities, and though it is possible to find mountain ranges all throughout the interior of the region, as well as picturesque towns virtually anywhere, the Algarve is well known for its sunny beaches and favourable weather, with the municipalities of Faro, Albufeira and Portimão among the more popular destinations within tourists (Turismo de Portugal, 2014b). This regional diversity provides a variety of entertainment to tourists, from local architecture sight-seeing, walking and cycling trails, golf courses, boat rides, amongst many other resourceful and appealing activities besides the sun and the sea.

Figure 3.1 - Map of the Algarve (Retrieved from: algarvetips.com/algarve/geography/).



With a rich and historical background (Turismo de Portugal, 2016), the Algarve has a total population of 467 475 inhabitants, with Faro, Albufeira and Portimão representing

37% of the total local population (Instituto Nacional de Estatística, 2021), attracting the majority of tourists that visit the region every year.

Notwithstanding, the assortment of tourists that visit the Algarve are commonly classified as the touristic segment of “Sun and Sea”, giving the Algarve a rise in popularity as a holiday destination. Moreover, the region has earned the prize of “Best Beach Destination in Europe” by the World Travel Awards for the eighth consecutive instance, further establishing the Algarve as a top-quality provider of touristic experiences in Europe (Turismo de Portugal, 2021).

At the end of 2019, the Algarve had registered 20,96 million overnight stays in the region, an increase of 2,5% from the previous year (Turismo de Portugal, 2019), a sizeable number of tourist visits, classifying the Algarve as a high-valued touristic destination.

One year later, due to the COVID-19 pandemic, these figures had seen a drastic decrease of over 62%, a difference in 13 million less overnight stays than the previous year (Turismo de Portugal, 2020).

Faro Airport is the primary entry point for tourists visiting the region. Having started operating in 1965, the local airport is the hotspot ideal for capturing a comprehensive sample of the tourists that visit the region every year. In 2019, the airport registered a staggering 9,01 million passengers passing through, with the months between April and October registering the most visitors averaging 1 million per month (Turismo de Portugal, 2019). Tourists to the region are predominately from the UK, totalling 4,3 million British tourists, followed by German and French tourists, at 1 million and 719 thousand, respectively (Turismo de Portugal, 2019).

The main touristic providers of the region have traditionally been either hotels and luxury resorts, but private accommodation providers shared through online platforms such as Airbnb and Booking.com are now more prevalent than ever (Turismo de Portugal, 2016).

Having such an important economic forefront for the Portuguese economy such as the Algarve, it becomes imperative to study the experience of the tourist that visits the region, and how the region has established itself as a prevalent touristic destination of the country.

3.2 Questionnaire Design

Based on the existing academic literature, the questionnaire developed aimed to capture the necessary data in order to attain the research objectives and testing our hypotheses. The questionnaire was initially designed in English and afterwards translated to Portuguese, French, German, and Spanish, with a focus of not only applying the questionnaire to Portuguese tourists travelling to the Algarve from different parts of the country, but also due to the fact that the main touristic groups that visit the region every year are native speakers of these languages (Turismo de Portugal, 2019).

The questionnaire was firstly translated by native speakers of each respective language through a back-translation procedure (Dedeoglu, Bilgihan, Ye, Buonincontri and Okumus, 2018), and afterwards both the original and the translation were revised again by native speakers to validate each version.

Before applying the questionnaire in a live setting, a pre-test with 12 tourists was performed to verify the applicability of the questionnaire, namely how easy and clear was it to understand, and the usefulness of the measurements and scales. The final versions of the questionnaires in all five languages can be found from annexes 1 to 5.

For this study, the questionnaire was formulated to target the specific questions of the research, and the questions found in the questionnaire have already been validated in previous studies, as per the following table 3.1. The scales employed in this study and the region were validated by academics with expertise in Marketing and Tourism and local stakeholders.

Table 3.1 - Questionnaire theoretical foundation

Objective	Category	Scale	Authors
To understand the relationship between the tourist and their experience with the destination	Costumer Experience	<ul style="list-style-type: none"> - The Algarve is a destination perceptually interesting; - The Algarve is a destination that tries to engage my senses; - The Algarve is a destination that lacks sensory appeal for me; - The Algarve is a destination that makes me respond in an emotional manner; - The Algarve is a destination that tries to put me in a certain mood; - The Algarve is a destination that stimulates my curiosity; - The Algarve is a destination that tries to intrigue me; - The Algarve is a destination that tries to appeal to my creative thinking; - I would like to share what I experienced in the Algarve; - I took pictures in the Algarve to serve as mementos; - The Algarve induces me a sense of identity towards ecological conservation; - I bought souvenirs in the Algarve; 	Rather (2020)
To understand the effect of the experience in the desire to return to the Algarve	Behavioural Intention	<ul style="list-style-type: none"> - I will encourage my friends and/or family to visit Algarve sometime; - I will discuss positive things about this holiday with my family and/or friends; - Assuming my current circumstances remain the same, I will choose to come again to the Algarve; 	Martín-Santana, Beerli-Palacio and Nazzareno, (2017)
To understand the effect of emotions in a tourist's perception of their visit	Emotions	<ul style="list-style-type: none"> - This experience makes me feel pleased; - This experience makes me feel enchanted; - This experience makes me feel impressed; - This experience makes me feel surprised; - This experience makes me feel bored; - This experience makes me feel disappointed; - This experience makes me feel displeased; - This experience makes me feel angry; 	Del Bosque and San Martin, (2008)

To provide a clear and objective questionnaire, responses were measured using a five-point Likert scale. The reasoning behind this choice has been one of providing an easier and more clear question set to the respondents. As noted in previous studies, 7-point scales proved difficult on occasion in understanding the differences between the answer options presented. This reasoning has been seen adapted into several studies (Dedeoglu *et al.*, 2018; Guerreiro, Mendes, Fortuna and Pinto, 2020, Jani and Nguni, 2016), as these researchers also found the 5-point scale easier to handle and clearer for the inquired as opposed to a 7-point scale. The scale presented ranged from “strongly disagree = 1” to “strongly agree = 5”.

In order to characterize the profile of the tourists that visits the Algarve, at the end of the questionnaire, participants were asked to provide sociodemographic information (gender, age, marital status, highest level of education, country of residence and profession), as well as information regarding the characterization of their visit to the Algarve, namely the reason of travelling to the Algarve (holidays & leisure, health & wellness, business, visiting friends & relatives or other), who they travelled with, such as spouse, family, friends, work group or a pre-organized group visit, and even details regarding the medium used to book the trip, duration of the visit, first-time or recurring visit to the region and if so, how many of those visits were under a holiday context.

3.3 Sample and Data Collection

This study benefits from data collected through a survey questionnaire developed as part of the ongoing study group CinTurs, operated through researchers mainly from the University of the Algarve.

The target population of this project were tourists that were departing from the Algarve immediately after their holiday stay in the region. These responses were collected at the Faro International Airport, by the Departure zone area, as to have respondents describing their immediate post-tourism experience.

The data regarding this questionnaire was collected during the high season of the region, namely between the dates of July 15th and September 15th of 2021. The data collection performed was based on questionnaire filing and the drop and collect method. The drop and collected survey method is a survey technique in which a researcher drops off

questionnaires for respondents to complete in their own time, a technique that proves reliable when collecting data from a significantly sized representative sample of respondents fairly quickly and cost-effectively (Dedeoglu *et al.*, 2016). This process was conducted by interviewers recruited by the project team, who were properly supervised and trained.

A stratified sample of tourists was surveyed considering the most representative segments of tourists visiting the Algarve by nationality, such as the Portuguese, British, French, German, Spanish, Irish, Dutch, and others (Turismo de Portugal, 2016). 1909 questionnaires were considered valid to proceed. This global sample size assures a margin of error lower or equal to 2% with a 95% confidence level.

3.4 Data Analysis

Firstly, following data collection, in order to measure the relevant constructs, the sample's characteristics and respective responses were assessed employing descriptive statistics. The analysis proceeded utilizing the IBM SPSS Statistics 25 software, where frequencies for characterizing the visitor's profile such as relevant sociodemographic and tourism-related background variables were calculated and presented in table format.

The data relevant to the three key topics assessing our hypotheses were also assessed based on descriptive measures of the responses related to customer experience, loyalty, and positive and negative emotions. In particular, these responses were characterised according to their frequencies, mean, median and mode, as well as the standard deviation from responses.

In order to estimate our conceptual model, namely the relationship between variables, the partial least squares structural equation modelling method (PLS-SEM) was employed, utilizing the software SmartPLS 3 (Ringle, Wende and Becker, 2015). This method implies, first, evaluating the measurement model fit and, subsequently, the structural model fit and testing the research hypotheses (Hair, Hult, Ringle and Sarstedt, 2016; Hair, Risher, Sarstedt and Ringle, 2019).

To determine measurement model fit, individual and composite reliability of the model were assessed, as well as convergent and discriminant validity, all presented in table format. The individual reliability of the model was determined by observing the factor

loadings of individual items (Hair *et al.*, 2019) where results yielded should be higher than 0,708 in order to present more shared variance between each item and the construct than error variance (Carmines and Zeller, 1979). As for composite reliability of the construct, both the composite (CR) reliability coefficient and Cronbach's Alpha were examined. On one hand, CR indicates internal consistency when the indexes composing the block of indicators surpasses 0,7 (Kline, 2005); on the other hand, Cronbach's Alpha values assert acceptable internal consistency and reliability when values are greater than 0,70 (Nunnally, 1978). In order to assess convergent validity, the loadings' statistical significance (through bootstrapping procedures) and the Average Extracted Variance (AVE) for each construct were examined. For this purpose, each AVE should report a score higher than 0,5 (Hair, Ringle and Sarstedt, 2011; Hair 2016, 2019).

To determine discriminant validity, the Fornell and Larcker (1981) criterion and the Heterotrait-Monotrait Ratio (HTMT) criterion were both employed, allowing to indicate up to what extent the constructs employed in the model are in fact representing different concepts. The Fornell and Larcker criterion presumes that the square root of each AVE value should exceed the correlations between the construct in question and the other proposed constructs, whereas the HTMT criterion, measured through the relation between the (mean) items correlations across groups with the (mean) correlations for the items measuring the same construct, requires that each HTMT should not go over the threshold of 0,85, and be significantly different from 1 (Henseler, Ringle and Sarstedt, 2015).

Lastly, the structural model was assessed evaluating the exploratory and predictive capability of the model for the endogenous latent variables through R^2 and Q^2 values. Overall model fit was also evaluated through Standardized Root Mean Square Residual (SRMR) measure and Normed Fit Index (NFI) measure (Hair *et al.*, 2016). Then, the research hypotheses were tested by evaluating the signs and significance of the corresponding path estimates.

CHAPTER IV: RESULTS

4.1 Sample Characteristics

The essential demographic characteristics of the sample such as country of residence, age, gender, marital status, highest level of education and occupation, are summarized in table 4.1. The characteristics regarding travel and visit such as duration of the trip and number of past visits to the Algarve are listed in table 4.2.

Table 4.1 - Background characteristics of the sample

Characteristics of the Sample		
Variables (<i>n</i> = 1909)	<i>n</i>	Percentage (%)
Gender		
Male	736	38,6
Female	1151	60,3
Other	7	0,4
Age		
18 – 24	492	25,8
25 – 64	1313	68,8
≥65	79	4,1
Marital Status		
Single	837	43,8
Married/ civil partnership	954	50,0
Divorced/separated	78	4,1
Widowed	12	0,6
Highest education level		
Less than High School	145	7,6
Completed High School	461	24,1
University	1151	60,3
Occupation		
Employed	1165	61,0
Self-employed	200	10,5
Retired	111	5,8
Domestic	13	0,7
Unemployed	26	1,4
Student	347	18,2
Other	4	0,2
Country of Residence		
Portugal	512	26,8
United Kingdom	465	24,4
Germany	159	8,3
Spain	138	7,2
Netherlands	109	5,7
Ireland	115	6,0
France	164	8,6
Others	247	12,9

As mentioned, the sample consisted of 1909 tourists on holidays in the Algarve. The sample comprises more female (60,3%) than male (38,6%) respondents, with the average

respondent's age being 37 years old (standard deviation=14,571) and ranging from 18 to 83 years old. Most respondents were between 25 and 64 years of age, but a quarter of the inquired sample was in the age group of 18 to 24; approximately 4% of the inquired sample were over the age of 65. Half of the respondents were married, and 43,8% responded as being single. Approximately 4% (4,1%) of respondents replied as being divorced/separated, and only 12 (0,6%) respondents were widowed. Regarding their education background, 60% of respondents (60,3%) attained a university degree, 24% had completed high school, and only 7,6% had education levels below high school. Over two-thirds of respondents responded as actively working, either as being employed (61%) or self-employed (10,5%). 5,8% of respondents are retired, and 18,2% replied as being full-time students at the time.

Concerning their country of residence, the two larger groups of respondents answered as being from Portugal (26,8%) and from the United Kingdom (24,4%). Most of the remaining groups of nationalities are aligned with the origins of tourists visiting the Algarve according to previous reports (Turismo de Portugal, 2016, 2019, 2020) namely France (8,6%), Germany (8,4%), Spain (7,2%), Ireland (6,0%) and the Netherlands (5,7%). Approximately 13% (12,9%) of respondents are travelling from other nations. As for the tourism-related characteristics of the sample, 42,2% of respondents stayed in the Algarve up until a whole week, whereas approximately 38% (37,8%) stayed for closer to two weeks. The average amount of days spent in the Algarve were 12 days (standard deviation=15,240), with a minimum of 1 full day and a maximum of 330 consecutive days.

Table 4.2 – Tourism related characteristics of the sample

Characteristics of the Sample		
Variables (<i>n</i> = 1909)	<i>n</i>	Percentage (%)
Duration of Trip		
1-7 days	806	42,2
8-14 days	721	37,8
15-21 days	232	12,2
22-29 days	27	1,4
30 days or more	81	4,2
Number of past visits to the Algarve		
None	19	1,0
1-2 times	320	16,8
3-4 times	281	14,7
5-6 times	248	13,0
7 or more times	264	13,8

Only 19 tourists (1,7%) were visiting the region for the first time, with the remaining distributed between having visited the region between 1 to 2 times before (16,8%), 3 to 4 times (14,7%), 5 to 6 (13%) and approximately 14% (13,8%) had visited the region 7 or more times before.

4.2 Perception of Tourists' Experience

The perception of tourists' experience in the region was measured on the 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree). Over 91% of respondents provided their input regarding their personal experience, 99% regarding behavioural intent and 97% disclosed their feelings about their stay at the destination.

As shown in table 4.3, respondents perceive their experience at the destination as mostly positive, appraising more strongly the destination as being perceptually interesting (mean=4,07; mode=4) and sensory engaging (mean=3,84; mode=4), as well as a destination that makes an effort to put visitors in a certain mood (mean=3,73; mode=4) and stimulates their curiosity (mean=3,65; mode=4).

Based on their experience, respondents also noted that they would enjoy sharing their experience in the region (mean=3,98; mode=4), as well as having taken pictures from their stay in the region to keep as mementos (mean=4,17; mode=4), and purchasing souvenirs (mean=3,53; mode=4). Respondents have also considered that the destination made them respond in an emotional demeanour (mean=3,47; mode=3), observed mainly in the neutral and agreed categories.

Conversely, it is possible to note that respondents may have felt divided about the region lacking sensory appeal at an individual level (mean=2,97; mode=3), along with the notion that the region was making an effort to arouse interest in them through intrigue (mean=3,39; mode=3). Respondents also considered that the region appealed to their creative thinking (mean=3,42; mode=3), with overall replies being split between the neutral and agreed categories.

When prompted with the region inducing a sense of identity through ecological conservation, respondents noted mainly favourably (mean=3,41; mode=3), falling under the neutral and agreed categories.

Table 4.3 – Descriptive measures of the perceived customer experience by respondents

Customer Experience Measurements	Valid Percentages					Descriptive Statistics			
	1	2	3	4	5	Mean	Median	Mode	Std. Deviation
The Algarve is a destination perceptually interesting	0,3%	1,5%	12,9%	61,1%	24,1%	4,07	4,00	4	0,675
The Algarve is a destination that tries to engage my senses	0,5%	3,6%	25,9%	51,0%	18,9%	3,84	4,00	4	0,785
The Algarve is a destination that lacks sensory appeal for me	10,8%	25,2%	29,2%	25,9%	8,8%	2,97	3,00	3	1,139
The Algarve is a destination that makes me respond in an emotional manner	2,1%	9,6%	39,9%	36,0%	12,2%	3,47	3,00	3	0,903
The Algarve is a destination that tries to put me in a certain mood	0,9%	4,7%	30,2%	49,4%	14,8%	3,73	4,00	4	0,803
The Algarve is a destination that stimulates my curiosity	1,1%	7,4%	31,5%	45,7%	14,3%	3,65	4,00	4	0,860
The Algarve is a destination that tries to intrigue me	2,5%	12,7%	39,5%	34,1%	11,1%	3,39	3,00	3	0,930
The Algarve is a destination that tries to appeal to my creative thinking	2,5%	10,7%	41,3%	33,3%	12,3%	3,42	3,00	3	0,923
I would like to share what I experienced in the Algarve	0,5%	2,3%	18,2%	57,2%	21,9%	3,98	4,00	4	0,732
I took pictures in the Algarve to serve as mementos	0,8%	2,4%	10,7%	51,0%	35,1%	4,17	4,00	4	0,772
The Algarve induces me a sense of identity towards ecological conservation	3,7%	13,0%	35,9%	33,6%	13,8%	3,41	3,00	3	0,999
I bought souvenirs in the Algarve	7,8%	13,8%	17,8%	39,2%	21,4%	3,53	4,00	4	1,193

Caption: 1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

4.3 Perception of Tourist's Behavioural Intentions

In respect of the behavioural intentions considered by the respondents, the main results can be found in table 4.4. Overall, respondents displayed very favourable intentions of loyalty towards the destination, having responded that they would encourage friends and/or family to visit the Algarve (mean=4,23; mode=4). The destination also appeared to have caused an impression, with respondents favourably replying that they would discuss positive things about their holidays with their family and/or friends (mean=4,31; mode=4), and favourably considering a return to the destination (mean=4,24; mode=4).

Table 4.4 – Descriptive measures of the perceived behavioural intention by respondents

Loyalty Measurements	Valid Percentages					Descriptive Statistics			
	1	2	3	4	5	Mean	Median	Mode	Std. Deviation
I will encourage my friends and/or family to visit Algarve sometime	0,1%	1,5%	9,7%	52,4%	36,3%	4,23	4,00	4	0,689
I will discuss positive things about this holiday with my family and/or friends	0,2%	0,9%	5,5%	54,6%	38,8%	4,31	4,00	4	0,635
Assuming my current circumstances remain the same, I will choose to come again to the Algarve	0,4%	2,6%	11,1%	44,8%	41,1%	4,24	4,00	4	0,780

Caption: 1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

4.4 Perception of Tourist's Emotions

The assessed emotions felt by tourists at the destination were also measured, with the responses presented in table 4.5. The emotions that were assessed were divided between positive and negative. The positive emotions assessed are Pleased, Enchanted, Impressed, Surprised, whereas the negative emotions assessed are Bored, Disappointed, Displeased and Angry. The responses that captured these emotional dimensions were on the whole very favourable, with respondents valuing the experience as making them feel pleased (mean=4,25; mode=4), enchanted (mean=3,86; mode=4), impressed (mean=3,77; mode=4) and surprised (mean=3,45; mode=4).

The analysis of negative emotions showed that most tourists did not experience negative emotions toward the destination. Indeed, tourists do not agree that the experience made them feel angry (mean=1,65; mode=1), displeased (mean=1,75; mode=2), disappointed (mean=1,79; mode=2) or bored (mean=1,92; mode=2).

Table 4.5 – Descriptive measures of the perceived positive and negative emotions by respondents

Emotion Measurements		Valid Percentages					Descriptive Statistics			
		1	2	3	4	5	Mean	Median	Mode	Std. Deviation
Positive Emotions	This experience makes me feel pleased	0,2%	0,7%	6,2%	60,0%	32,9%	4,25	4,00	4	0,611
	This experience makes me feel enchanted	0,6%	4,2%	27,2%	44,8%	23,1%	3,86	4,00	4	0,840
	This experience makes me feel impressed	0,8%	5,3%	30,6%	42,5%	20,8%	3,77	4,00	4	0,866
	This experience makes me feel surprised	2,2%	11,8%	39,7%	31,5%	14,8%	3,45	3,00	3	0,954
Negative Emotions	This experience makes me feel bored	36,7%	44,2%	11,8%	5,0%	2,3%	1,92	2,00	2	0,940
	This experience makes me feel disappointed	43,3%	42,1%	8,5%	4,1%	2,0%	1,79	2,00	1	0,905
	This experience makes me feel displeased	46,6%	40,1%	7,3%	3,9%	2,1%	1,75	2,00	1	0,904
	This experience makes me feel angry	56,0%	31,2%	6,6%	4,0%	2,2%	1,65	1,00	1	0,931

Caption: 1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

4.5 Measurement Model Assessment

Table 4.6 reports the results of the assessment of the measurement, with the final set of items measuring each construct. Four items were removed from the initial set of 12 items measuring customer experience as their factor loadings were low (lower than 0,6). The removal of these particular items was necessary in order to maintain the individual reliability of the construct and its convergent validity (Hair *et al.*, 2011, 2019).

Table 4.6 – Measurement model assessment

	Loading	Cronbach's Alpha	Composite Reliability	AVE	<i>t</i>	Sig.
Customer Experience		0,878	0,903	0,539		
The Algarve is a destination that tries to put me in a certain mood	0,711				45,290	0,000
The Algarve is a destination perceptually interesting	0,725				51,465	0,000
The Algarve is a destination that tries to engage my senses	0,781				67,343	0,000
The Algarve is a destination that makes me respond in an emotional manner	0,702				38,044	0,000
The Algarve is a destination that stimulates my curiosity	0,807				48,734	0,000
The Algarve is a destination that tries to intrigue me	0,678				34,542	0,000
The Algarve is a destination that tries to appeal to my creative thinking	0,772				58,963	0,000
I would like to share what I experienced in the Algarve	0,686				43,077	0,000
Loyalty		0,861	0,915	0,783		
I will encourage my friends and/or family to visit Algarve sometime	0,916				163,267	0,000
I will discuss positive things about this holiday with my family and/or friends	0,906				153,595	0,000
Assuming my current circumstances remain the same, I will choose to come again to the Algarve	0,831				74,614	0,000
Negative Emotions		0,949	0,963	0,867		
This experience makes me feel bored	0,913				115,950	0,000
This experience makes me feel disappointed	0,961				280,507	0,000
This experience makes me feel displeased	0,955				218,011	0,000
This experience makes me feel angry	0,895				77,161	0,000
Positive Emotions		0,830	0,887	0,664		
This experience makes me feel pleased	0,773				65,592	0,000
This experience makes me feel enchanted	0,861				122,166	0,000
This experience makes me feel impressed	0,860				104,280	0,000
This experience makes me feel surprised	0,759				48,716	0,000

*Each item was asked on a 5-point Likert scale: 1=Strongly disagreed and 5=Strongly agreed.

For most items kept in the model, the standardized loadings surpass the threshold value of 0,708 (Carmines and Zeller, 1979), confirming the individual reliability of the items measuring the three latent constructs (Hair *et al.*, 2011, 2019). The exceptions are the items “The Algarve is a destination that tries to intrigue me” (loading = 0,678) and “I would like to share what I experienced in the Algarve” (loading = 0,686). However, these items were kept in our analysis given not only the content validity of the construct, but also due to the closeness of the loading values to the reference value of 0,708. Having removed these particular items would not have improved the model (Hair *et al.*, 2016). The remaining items measuring loyalty, negative and positive emotions all surpass the aforementioned threshold loading value.

In terms of construct reliability, Cronbach’s Alpha and Composite Reliability coefficients were observed. Cronbach’s Alpha values for the four constructs range from 0,830 and 0,949, indicating a close proximity to 1, and therefore validating the reliability of what is being measured (Nunnally, 1978). The CRs (Composite Reliability) also display very high values, ranging from 0,887 to 0,963 and surpassing the threshold of 0,7, also supporting strong construct reliability (Kline, 2005).

In Table 4.6 we also verify convergent and discriminant validity measures. For convergent validity, average variance extracted, and significance were both assessed. The values for the average variance extracted (AVEs) were equal or above 0,5, and therefore established convergent validity (Hair *et al.*, 2011, 2016, 2019) with values ranging from 0,539 and 0, 867.

As an additional measure of convergent validity, loadings’ significance was assessed using the bootstrapping *t*-values. The bootstrapping *ts* are over 1.96 (assuming a 5% significance level) and 2,575 (assuming a 1% significance level), showing significance for the indicators for each construct (all *p*-values = 0,00).

For discriminant validity, the Fornell and Larcker (1981) criterion was applied firstly, followed by the Heterotrait-Monotrait Ratio (HTMT) criterion, both assessed in Table 4.7. In accordance to the literature, the data fulfilled the requirements for both these criteria to assert discriminant validity.

The Fornell and Larcker criterion demands the square root of each AVE (values in the diagonal) should exceed the correlations between the construct and the other constructs

(values presented out of the diagonal), and for the HTMT criterion, the values originated must be lower than 0,85 and significantly different from 1 (Henseler *et al.*, 2015).

Table 4.7 – Correlations among the latent variables

	Customer Experience	Loyalty	Negative Emotions	Positive Emotions
Customer Experience	0,734			
Loyalty	0,545 (0,610)	0,885		
Negative Emotions	-0,093 (0,118)	-0,269 (0,294)	0,931	
Positive Emotions	0,626 (0,726)	0,550 (0,641)	-0,171 (0,203)	0,815

Notes:

The square roots of the AVE are on the diagonal and shown in bold to assess the Fornell-Lacker criterion.

The HTMT values are indicated in parentheses.

The correlations between the constructs are shown in the lower left off-diagonal elements in the matrix.

4.6 Structural Model and Hypothesis Testing

Table 4.8 introduces the results for the structural model that allow testing the research hypotheses. Before that, it is necessary to analyse the exploratory and predictive capability of the model, a process achieved through observing the R^2 and Q^2 values of the dependent latent variables (Hair *et al.*, 2019).

Regarding the R^2 , these values can be sorted by high (0,75), medium (0,50) or low (0,25) (Hair *et al.*, 2011). For our model, the results obtained for loyalty (0,402), Positive emotions (0,392) and Negative emotions (0,009), indicate that the model is particularly accurate in explaining loyalty and positive emotions.

Likewise, Q^2 values need to be positive in order to validate an accurate predictability for the model's construct (Blomstervik, Prebensen, Campos and Pinto, 2021; Hair *et al.*, 2019). The Q^2 values for our model regarding loyalty (0,311), Positive emotions (0,259) and Negative emotions (0,007) evidence that the model presents sufficient predictive capacity. Although the debate on model fit is still active in PLS-SEM research, a number of measures present in SmartPLS 3.0 have been recommended to assess model fit (Hair *et al.*, 2016), namely the Standardized Root Mean Square Residual (SRMR) value, where figures lower than 0,08 are considered adequate to assess model fit, and the Normed Fit Index (NFI), where values higher than 0,9 are recommended to assess model fit

(Blomstervik *et al.*, 2021; Hair *et al.*, 2016). For our model, we observed that the value for the SRMR was 0,075 and the value for NFI came to 0,867, reaching the expected values for model fit.

Finally, results in Table 4.8 support all hypotheses, namely **Hypothesis 1** where customer experience is positively related to loyalty ($\beta = 0,334$; bootstrap $t = 12,705$; $p = 0,000$), **Hypothesis 2** where customer experience is negatively related to negative emotions ($\beta = -0,093$; bootstrap $t = 3,328$; $p = 0,001$) and **Hypothesis 3** where customer experience is also positively related to positive emotions ($\beta = 0,626$; bootstrap $t = 41,197$; $p = 0,000$). As for **Hypothesis 4**, negative emotions are negatively related to loyalty ($\beta = -0,185$; bootstrap $t = 10,160$; $p = 0,000$). **Hypothesis 5** is also supported, where positive emotions are positively related to loyalty ($\beta = 0,309$; bootstrap $t = 11,645$; $p = 0,000$).

Table 4.8 – Path estimates for the structural model

Hypotheses		Path coefficients	t-statistic	Sig.	Conclusion
H1	CX → Loyalty	0,334	12,705	0,000	Support
H2	CX → Negative Emotions	-0,093	3,328	0,001	Support
H3	CX → Positive Emotions	0,626	41,197	0,000	Support
H4	Neg. Emotions → Loyalty	-0,185	10,160	0,000	Support
H5	Pos. Emotions → Loyalty	0,309	11,645	0,000	Support

Notes:

CX – customer experience

Neg. Emotions – negative emotions

Pos. Emotions – positive emotions

CHAPTER V: DISCUSSIONS AND CONCLUSION

5.1 Discussion

The constructs of customer experience, loyalty and positive and negative emotions have previously been employed in tourism studies, either throughout different locations or different types of tourism experiences, meaning that the baseline for the importance of a continuous study of their relationship in the industry remains just as important.

The aim for this study was to understand how, through the touristic experiences of visitors to the Algarve, these constructs affected each other and ultimately, understand how the region could improve its touristic offer and attain loyalty from its visitors. These results become relevant insights not only to the marketing and touristic practitioners of the region as practical implications, but also as theoretical implications for researchers and academics by adding value to the long-term success, competitive advantage, and sustainable development of the region.

The results obtained suggest that all hypotheses were supported. Firstly, the empirical results show that customer experience does have an influence over future loyalty to the tourism destination. This is an expected result in line with previous studies (Cetin, 2020; Lemon and Verhoef, 2016; Rather, 2020; Tsaur *et al.*, 2007; Zaid and Patwayati, 2021).

The empirical results also show that customer experience directly affects how tourists perceive their emotional response from their stay, either as positive or negative emotions. These positive and negative emotions generated from the visitor experience have a significant effect on loyalty, ultimately affecting how loyal tourists becomes, namely regarding their intentions to revisit and recommend the experience. These findings are also in line with previous studies which suggest emotions play a key role in loyalty (Hosany *et al.*, 2021; Manthiou *et al.*, 2020; Tsaur *et al.*, 2007; Zhang *et al.*, 2021).

Though most tourists that were present in the sample had an overall positive experience, the contrary is also true: tourists who had experienced a more negative visit to the region presented a more overall sense of dissatisfaction, thus having a more negative emotional response to the region and ultimately, indicating a lower propensity of revisiting and recommending the destination favourably. Moreover, the inquired tourists presented a strong relation to the strategic experiential modules (SEM) of SENSE (“The Algarve is a

destination perceptually interest” – Agree = 61,1%; “The Algarve is a destination that tries to engage with my senses” – Agree= 51%), FEEL (“The Algarve is a destination that tries to put me in a certain mood” – Agree = 49,4%) and THINK (“The Algarve is a destination that stimulates my curiosity – Agree = “45,7%). This may be related to the hedonic characteristics of the region, as the region stimulates the ideal vacation setting for many with sunny beaches and good weather, conveying a sense of relaxation and coolness, as well as the historic heritage and cultural attractions that appeal to visitors of the region.

Based on the supportive results of H1, H2 and H3, the empirical results also show a strong intent of sharing about their experience in the Algarve, as well as having brought back pictures as positive reminders of their stay (“I would like to share what I experienced in the Algarve” – Agree = 57,2%; “I took pictures in the Algarve to serve as mementos” – Agree = 51%), both positive indicators of a pleasurable experience and intention to recommend, which ultimately translates to an intention to revisit. This is further proven by the sample being comprised significantly of revisiting tourists. These results are in line with previous research (Ahn and Back, 2018; Hosany *et al.*, 2017; Hosany *et al.*, 2016; Tsaor *et al.*, 2007). These results are also seen in other destination settings (Ekinici and Hosany, 2006; T. H. Lee and Chang, 2012; Sigala and Steriopoulos, 2021).

In regards to behavioural intent, the results of this study indicate that there is a strong sense of returning to the region, with all three measures assessed having extremely positive results from the inquired (“I will encourage my friends and/or family to visit Algarve sometime – Strongly Agree = 36,3%, Agree = 52,4%; “I will discuss positive things about this holiday with my family and/or friends - Strongly Agree = 38,8%, Agree = 54,6%; Assuming my current circumstances remain the same, I will choose to come again to the Algarve – Strongly Agree = 41,1%, Agree = 44,8%). This is a valid marker for determining the importance and quality of the region.

Most of the inquired also were already repeat visitors to the region. This may align with previous research in regard to a higher level of engagement, experience and loyalty from repeat-tourists in contrast with first-time tourists. These results are aligned with previous research (Liu *et al.*, 2012; Quan and Wang, 2004; Zhang *et al.*, 2021). The length of stay of most tourists may also play a vital role in the enjoyment of the region, as our results show that most tourists spent 1 to 7 days in the region (42,2%).

The empirical results from H4 and H5 show that emotion has a significant effect on loyalty, where the mediating effect of positive and negative emotions proved vital to the customer experience perceived from tourists. Positive emotions are ultimately strongly influenced by customer experience. Our study assessed “Pleased”, “Enchanted”, “Impressed” and “Surprised” as positive emotions, and the empirical results regarding these corroborate the hedonic nature of the region, with over 60% of the inquired agreeing that the experience made them feel pleased, 44,8% enchanted, 42,5% were impressed by their experience and 31,5% surprised with their experience. This would allude to the efforts done in the region to create a pleasurable experience for tourists. These results are in line with previous findings regarding positive emotions and their effect on customer experience (Hosany *et al.*, 2021; Manthiou *et al.*, 2020; Volo, 2021).

The effect of negative emotions in loyalty is still a topic that requires further research in the tourism industry (Zhang *et al.*, 2021). This study assessed the negative emotions of “Bored”, “Disappointed”, “Displeased” and “Angry”. On a good note, most tourists either strongly disagreed or disagreed with these emotions characterizing their emotions, with 36,7% strongly disagreeing that this experience made them feel bored, 43,3% strongly disagreeing that the experience made them feel disappointed, 46,6% strongly disagreeing that the experience made them feel displeased and 56% strongly disagreeing that the experience made them feel angry. These empirical results match the hedonic characteristics of the region and the efforts put in place by marketing practitioners, namely the relaxation and enjoyment characteristics directly tackle any possible anger and displeasure.

Although not directly assessing previous expectations in this study, these findings also suggest that visitors who responded to the questionnaire were, in the vast majority, finding their experiences matching their previous expectations to the visit (“This experience makes me feel disappointed” – Strongly Disagree = 43,3%, Disagree = 42,1%).

5.2 Theoretical Implications

The current study contributes to literature by further adding on to customer experience and its effect in behavioural intentions in the tourism segment, as well as the effect of positive and negative emotions resulting from the customer experience in behavioural intentions, namely loyalty to the destination. This study also brings about an important theoretical base for researchers of the region to further explore the effects of tourism in the Algarve.

We also attempt to answer the call of Rather (2020) to further study the effects of customer experience and loyalty in different destinations settings, as well as the role of customer experience dimensions in behavioural intentions. This study also attempts to further create relevance towards the effect of positive and negative emotions in customer experience tourism settings and outcomes, namely loyalty, intention to revisit and recommend. At the same time, we attempt to answer Zhang's (2021) call to study negative emotions in a western setting, namely in a highly appraised touristic destination.

5.3 Practical Implications

The tourism industry is a vital pillar of the Portuguese economy, and more importantly, the main revenue driver of the region of the Algarve. A sustainable growth and continuous improvement of the touristic offer of the region is of utmost interest to the practitioners of the region.

Based on our results, tourist practitioners should aim to continue providing a quality service in their touristic offering, as well as capitalize on the desire of tourists to live memorable experiences and their desire to share those experiences. This would possibly translate to designing touristic experiences that stimulate a desire to share and recommend, as well as appeal to the basic five strategic experiential modules that define experience. Moreover, this would prove helpful in attempting to recover from the current economic downturn caused by the COVID-19 pandemic.

Marketing practitioners should also note the important role emotions play in tourists perceived experiences. To create pleasurable experiences and providing an overall positive service would ultimately influence how positive visitors perceive their visit to be, which in turn affects their intent to recommend and share about the region.

The interconnection provided by this logic proves even more true in a globally connected world, where experiences are not restricted simply to word-of-mouth to family and friends, but on a global village setting where a good or bad experience can make or break if shared through social media to an uncountable following of users online.

5.4 Limitations and Future Research

As with most research studies, there are some limitations in this study. Firstly, and despite a great proportion of the inquired sample were repeat visitors to the region, this study did not assess pre-visit expectations of tourists to the region. The importance of pre-visit expectations is the conditioning tourists are exposed to before arriving to their destination, which can influence how a tourist will experience their stay (del Bosque and San Martín, 2008). If the tourist experience does not match the expectations previously set, the personal disappointment generated from that experience may be greater than the factual reasoning behind it. On the contrary, if the experience proves to exceed expectations, a more memorable experience may arise from the visit, increasing loyalty and intent to revisit and recommend.

Secondly, the study sample is also limited to tourists that had visited the region only, and the metrics used to assess this experience are relatively exclusive to measure their visit alone. This does not necessarily mean that the results from this study are not to be extrapolated in order to create new research hypotheses in other touristic locations, namely touristic destinations under the “Sun and Sea” experiential banner, but rather that other researchers in the tourism sector should mind the uniqueness of each region and the elements that attract particular segments of tourists to that region.

Thirdly, the co-occurrence of emotions in a particular tourist is also harder to measure with the assessed metrics. Emotions are not experienced unilaterally, meaning that a single visitor is not defined by only one emotion alone during the entire experience (Schmitt and Zarantonello, 2013; Zhang *et al.*, 2021); a multitude of emotions are experienced by visitors during pre-visit, visit and post-visit stages. Our study allowed us to measure visitor’s emotions immediately post-visit, and ultimately conclude about the overall sentiment towards the visit. However, in an everchanging society where sharing of experiences ultimately happens instantly, mainly through social media, it would be of

interest to researchers to assess experienced emotions before and during tourists' visit as well.

Fourthly, emotions in tourism studies are usually based on quantitative approaches, using self-reported measures to evaluate valence-based or discrete emotions (Hosany and Gilbert, 2010; Nawijn and Biran, 2019), hence limiting the range of emotions that can be assessed in a single study. Zhang *et al.* (2021) have addressed this issue in their research by assessing emotions through the use of travelogues in order to analyse a wider range of parameters, further increasing their scope. Future implications on this matter may involve assessing customer experience and the effect of positive and negative emotions utilizing a different data collection method in order to assess a wider range of emotions. Although positive emotions and their effect in tourism loyalty have been studied previously, negative emotions and their lessening effect in tourist loyalty are still a topic in need of further investigation, particularly in western literature (Zhang *et al.*, 2021).

Lastly, it would also be interesting to study how length of stay may play a contributing role in customer experience and its effect on behavioural intention, as most of the sample assessed in the current study stayed in the region for the duration of approximately one week.

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ANNEXES

Annex A - Questionnaire in English

THE EXPERIENTIAL IMAGE OF ALGARVE

The following questionnaire aims to collect information on the experiential image of the Algarve region. It is important for the research team that you answer as sincerely and objectively as possible. The authors of the questionnaire assure absolute confidentiality to the respondent. Thank you in advance for your time and effort.

THE IMAGE OF THE ALGARVE					
1. To which extent would you agree/disagree that the following attributes are present in your image of the Algarve? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The destination can be easily reached	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tolls are very expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No air and noise pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and hygiene standards at the destination are high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The natural landscape is attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaches are overcrowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The scenery is beautiful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpolluted/unspoiled environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing/good nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food (Cuisine) is appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water sports are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are a lot of things for children to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cultural heritage is unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting local tours/excursions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are touristic information centers at the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists can enjoy local events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has good quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are no language barriers at the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is not an eco-friendly destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve is a green destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services are not recycle oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting artisanal crafts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve offers ...:					
Good quality of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Golf facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good shopping facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good water parks and/or thematic parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good road system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good medical care and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good access to the telecommunication services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good local transports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve is ...:					
a sunny place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a safe place to travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a family-oriented place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
an expensive place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
an interesting place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a romantic place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a quiet destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a luxurious place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a fashionable place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a place with good reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a fun destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a stimulating place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a happy destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a relaxing destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a pretty destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a restful destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a pleasant and friendly place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
an entertaining and exciting place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please rate the **OVERALL IMAGE** of the Algarve as a tourism destination. Kindly mark only one X per row.

Very negative	Negative	Neutral	Positive	Very positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please rate your **AFFECTIVE IMAGE** of Algarve as a vacation destination. Kindly mark only one X per row.

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pretty
Gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting

ALGARVE REPUTATION AND TRUST

4. To which extent would you agree/disagree with the following statements regarding COVID-19 and the Algarve? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
COVID-19 makes me worry a lot about my normal ways of travelling in the Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 makes me think a lot about taking precautionary measures before travelling to the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding people when I travel is frequently on my mind due to COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me uncomfortable to think about COVID-19 while planning my vacation to de Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid to risk my life when I travel to the Algarve, because of COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When watching news about COVID-19, I become nervous or anxious in regard to travel to the Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not feel safe to travel to the Algarve due to COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. To which extent would you agree/disagree with the following statements about the Algarve's reputation? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Algarve has a very good reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve has a better reputation than other similar places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People respect this place highly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People speak very well about the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve's good reputation is backed up by its history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel generally that the Algarve is trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel generally that the Algarve is of very high integrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that at the Algarve people try their best to meet my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the Algarve provided me with high-quality and efficient tourism services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DESTINATION EXPERIENCE, EMOTIONS AND MEMORIES

6. To which extent would you agree/disagree with the following statements about the characterization of your experience at the Algarve? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The experience has made me more knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It stimulated my curiosity to learn new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was a real learning experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt a real sense of harmony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being here was very pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The setting was pretty bland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The setting was very attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities of others were amusing to watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching others participating in the activities was captivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I really enjoyed watching what others were doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities of others were fun to watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like a different person here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt like I was living in a different time or place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience here let me imagine being someone else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I completely escaped from reality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. To which extent would you agree/disagree with the following statements about the emotions you experienced more during your stay? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
This experience makes me feel pleased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel enchanted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel impressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel bored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel disappointed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel displeased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This experience makes me feel angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please rate your overall experience in the Algarve as a tourism destination. Kindly mark only one X per row.

Very negative	Negative	Neutral	Positive	Very positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please rate your overall perceived quality of Algarve as a vacation destination. Kindly mark only one X per row.

Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent
Inferior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Superior

10. To which extent would you agree/disagree with the following statements about your memories of this stay? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I have wonderful memories of my visit at the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I won't forget my experience of visiting the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will remember many positive things about the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DESTINATION SATISFACTION AND LOYALTY

11. To which extent would you agree/disagree with the following statements about your satisfaction to this destination? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I have really enjoyed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choice was a wise one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is exactly what I needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please rate your OVERALL SATISFACTION with your experience in the Algarve. Kindly mark only one X per row.

Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. To which extent would you agree/disagree with the following statements about your loyalty to this destination? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I will encourage my friends and/or family to visit Algarve sometime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will discuss positive things about this holiday with my family and/or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assuming my current circumstances remain the same, I will choose to come again to the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. To which extent would you agree/disagree with the following statements about your experience at this destination? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The Algarve is a destination perceptually interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that tries to engage my senses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that lacks sensory appeal for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that makes me respond in an emotional manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that tries to put me in a certain mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that stimulates my curiosity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that tries to intrigue me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve is a destination that tries to appeal to my creative thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to share what I experienced in the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I took pictures in the Algarve to serve as mementos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve induces me a sense of identity towards ecological conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I bought souvenirs in the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had great fun in the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve was entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve made me joyful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve helped me to forget worldly problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve reduced my negative thoughts and feelings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got away from much troubling concerns when in Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was enabled to enrich my life meaning by the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve increased my sense of purpose in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve made me feel happier about my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve helped me to know myself better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could probe deeper into my best potentials when in Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Algarve enhanced my psychological maturity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. To which extent would you agree/disagree with the following statements about your engagement with Algarve? Kindly mark only one X per row.	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Visiting the Algarve made me feel connected to this place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt mentally present while I was in the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting the Algarve stimulates my interest to learn more about it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel very positive when I visit the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting the Algarve makes me happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I visit the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm proud to visit the Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spent a lot of time visiting the Algarve compared with other destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever I'm visiting the Algarve, I usually use local services (healthcare, public transports...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I visit the Algarve the most in comparison with other destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CHARACTERIZATION OF THE VISIT

16. Kindly mark the (main) reason for your trip to the Algarve. Kindly mark only one X.

Vacation/Holiday	<input type="radio"/>	Business	<input type="radio"/>	Health & Wellness	<input type="radio"/>	Visiting Friends & Relatives	<input type="radio"/>
Study/training	<input type="radio"/>	Meeting/convention	<input type="radio"/>	Other. Which one?			

17. Which of the following categories describes your travel party to the Algarve? You can tick more than one option, if necessary.

Alone	<input type="radio"/>	Partner	<input type="radio"/>	Family Members	<input type="radio"/>	Other. Which one?
Friends	<input type="radio"/>	Work colleagues	<input type="radio"/>	Organized/package group	<input type="radio"/>	

18. Kindly mark the (main) three (3) sources of information about the Algarve that contributed for your decision to visit the Region:

Family and Friends/Other People	<input type="radio"/>	Past Experiences	<input type="radio"/>	Golf Media	<input type="radio"/>	Books and Magazines	<input type="radio"/>
Internet and Social Media	<input type="radio"/>	Advertising	<input type="radio"/>	Travel Agent/Tour Operator	<input type="radio"/>	Other. Which one?	

19. How did you book this trip? Kindly mark only one X.

Physical shop	<input type="radio"/>	Online	<input type="radio"/>	Not applicable	<input type="radio"/>
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20. If you booked your accommodation online, kindly identify the booking site. Kindly mark only one X.

Booking.com	<input type="radio"/>	Expedia	<input type="radio"/>	TripAdvisor	<input type="radio"/>	Not applicable	<input type="radio"/>
HomeAway	<input type="radio"/>	Airbnb	<input type="radio"/>	Hotel/resorts' web page	<input type="radio"/>	Other?	

21. Please, mention the (main) three (3) ACTIVITIES that you were engaged in during your stay:

1ª _____ 2ª _____ 3ª _____

22. Are you sharing your travel experiences on social media? Yes No

22.1 If you answered YES, which one(s)? You can tick more than one option, if necessary.

Facebook	<input type="radio"/>	Pinterest	<input type="radio"/>	WhatsApp	<input type="radio"/>	Twitter	<input type="radio"/>	TripAdvisor	<input type="radio"/>
Instagram	<input type="radio"/>	Personal Blog	<input type="radio"/>	Websites	<input type="radio"/>	Snapchat	<input type="radio"/>	Other?	

23. To which extent would you agree/disagree with the following statements regarding looking for new destinations? Kindly mark only one X per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I like to revisit the same destinations because I know what to expect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I visit new destinations for each holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I visit rather exotic and unknown destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Is it your first time in the Algarve? Yes No

24.1 How many days are you spending on this trip (including departure & arrival)? _____ days.

24.2 If you answered NO, during the last five (5) years, how many times did you travel to the Algarve? _____ times.

25. During this visit to the Algarve, kindly mention the name of the city where your accommodation is placed _____.

26. Which kind of accommodation:

Hotel	<input type="radio"/>	Local accommodation (Airbnb, HomeAway, ...)	<input type="radio"/>	With family/ friends	<input type="radio"/>
Luxury hotels or resorts (4 or 5 stars)	<input type="radio"/>	Hostel	<input type="radio"/>	Hotel-apartment	<input type="radio"/>
Budget hotels or resorts (1,2 or 3 stars)	<input type="radio"/>	Camping / Caravan	<input type="radio"/>	Private holiday home	<input type="radio"/>
Other. Which one?					

PROFILE OF THE RESPONDENT

27. Gender: Female Male Other

28. Age: _____ years old

29. Marital status: Single Married/ civil partnership Divorced/separated Widowed

30. Highest level of education: Less than High School Completed High School University

31. Country of Residence: _____

32. Occupation:

Employed	<input type="radio"/>	Retired	<input type="radio"/>	Unemployed	<input type="radio"/>	Other. Which one?
Self-employed	<input type="radio"/>	Domestic	<input type="radio"/>	Student	<input type="radio"/>	

If you are interested in the results of this study, leave us your email and we will send you the main conclusions:

_____@_____

Thank you for your cooperation!

Entrevistador: _____
Data: ____/____/____
Hora: _____
Local: _____
Voo: _____

Annex B - Questionnaire in Portuguese

A IMAGEM EXPERIENCIAL DO ALGARVE

Este questionário tem como objetivo recolher informações para caracterizar a imagem experiencial da região do Algarve. A equipa de investigadores da Universidade do Algarve garante absoluta confidencialidade dos dados, os quais serão objeto de análise meramente estatística e anónima. Antecipadamente gratos pela sua colaboração.

A IMAGEM DO ALGARVE					
1. Em que medida concorda ou discorda que os seguintes atributos estejam presentes na sua imagem do Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
O destino pode ser facilmente alcançado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As portagens são muito caras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sem poluição atmosférica e sonora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os padrões de limpeza e higiene no destino são altos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A paisagem natural é atrativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As praias estão superlotadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A paisagem é linda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiente não poluído / intocado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existem atividades ao ar livre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vida noturna apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A gastronomia local (cuisine) é atrativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os desportos aquáticos estão disponíveis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os residentes são amigáveis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Há muitas coisas para as crianças fazerem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O património cultural é único	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os passeios / excursões locais são interessantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existem postos de informação turística no destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os turistas podem desfrutar de eventos locais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A qualidade de vida é boa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não há barreiras linguísticas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este não é um destino ecológico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um destino verde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os serviços não são orientados para reciclagem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O artesanato é atrativo / interessante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve oferece aos seus visitantes ...:					
... serviços de boa qualidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... boas infraestruturas para golfe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bons equipamentos desportivos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... boas praias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... boa gastronomia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... boas oportunidades/espacos para compras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... boa relação qualidade-preço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bons parques aquáticos e / ou parques temáticos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bom alojamento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bom sistema rodoviário	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bons serviços e equipamentos médicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bom acesso a serviços de telecomunicações	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bons transportes públicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve é ...:					
... um lugar solarengo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar seguro para viajar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar orientado para a família	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar caro para o visitante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar interessante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar romântico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar tranquilo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar luxuoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar que está na moda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar com boa reputação	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um destino divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar estimulante para o visitante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar relaxante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar bonito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar repousante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar agradável / amigável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... um lugar emocionante e voltado para o entretenimento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Classifique a sua imagem geral do Algarve como destino turístico. Assinale apenas um X por linha.

Muito negativa	Negativa	Neutra	Positiva	Muito positiva
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Classifique o Algarve como um destino de férias de acordo com os seguintes adjetivos. Assinale apenas um X por linha.

Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Angustiante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxante
Feio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bonito
Melancólico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Emocionante

A REPUTAÇÃO DO ALGARVE

4. Em que medida concorda ou discorda com as seguintes afirmações sobre o COVID-19 e as suas férias no Algarve? Assinale apenas um X por linha	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
A COVID-19 traz-me grande preocupação relativamente à forma como me desloco no Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A COVID-19 fez-me pensar muito sobre medidas de precaução a adotar antes de viajar para o Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Devido à COVID-19, em viagem, está frequentemente na minha mente evitar o contacto próximo com outras pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pensar na COVID-19 deixou-me desconfortável, enquanto planeava as minhas férias no Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Devido à COVID-19 tenho receio de arriscar a minha vida nesta viagem para o Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando vejo notícias sobre a COVID-19, fico nervoso(a) ou ansioso(a) quanto à viagem para o Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não me sinto seguro(a) para viajar para o Algarve por causa da COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Em que medida concorda ou discorda com as seguintes afirmações sobre a reputação do Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
O Algarve tem uma reputação muito boa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve tem uma reputação melhor do que outros lugares similares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As pessoas respeitam muito este lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As pessoas falam muito bem sobre o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A boa reputação do Algarve apoia-se na sua história	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Em geral, sinto que o Algarve é confiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Em geral, sinto que o Algarve é um destino íntegro (sério)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EXPERIÊNCIA, EMOÇÕES E MEMÓRIAS

6. Até que ponto concorda ou discorda que as seguintes afirmações caracterizam esta sua experiência no Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Esta experiência tornou-me mais bem informado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu aprendi muito com esta experiência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência estimulou a minha curiosidade em aprender coisas novas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta foi uma verdadeira experiência de aprendizagem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência transmitiu-me uma verdadeira sensação de harmonia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Só de estar aqui, foi muito agradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O cenário era bastante "sem graça"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O cenário é muito atrativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foi divertido assistir às atividades que outras pessoas faziam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ver outras pessoas foi bastante cativante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gostei realmente de ver o que os outros estavam a fazer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As atividades de outras pessoas foram divertidas de assistir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu senti-me uma pessoa diferente durante esta visita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu senti-me como se vivesse numa época ou lugar diferentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência permitiu-me imaginar ser outra pessoa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Com esta visita eu escapei completamente da minha rotina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Em que medida você concorda ou discorda das seguintes afirmações para caracterizar as emoções que viveu durante esta visita? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Esta experiência faz-me sentir satisfeito.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir encantado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir impressionado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir surpreendido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir aborrecido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir desapontado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir desagradado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência faz-me sentir zangado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Por favor, avalie esta sua EXPERIÊNCIA GERAL no Algarve como destino turístico. Assinale apenas um X por linha.

Muito negativa	Negativa	Neutro	Positiva	Muito positiva
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Por favor, classifique a QUALIDADE GERAL do Algarve como destino de férias. Assinale apenas um X por linha.

Pobre						Excelente
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inferior						Superior

10. Em que medida concorda ou discorda das seguintes afirmações sobre suas memórias desta estada no Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Levo lembranças maravilhosas desta minha visita ao Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não esquecerei esta minha experiência de visita ao Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vou lembrar muitas coisas positivas sobre o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SATISFAÇÃO E LEALDADE COM O DESTINO

11. Em que medida concorda ou discorda das seguintes afirmações em relação a sua satisfação com esta sua experiência no Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Eu realmente gostei muito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha escolha foi uma escolha sábia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É exatamente o que eu precisava	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Por favor, classifique a sua SATISFAÇÃO GERAL com a sua experiência no Algarve. Assinale apenas um X por linha.

Muito insatisfeito	Insatisfeito	Nem insatisfeito nem satisfeito	Satisfeito	Muito satisfeito
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Até que ponto concorda ou discorda das seguintes afirmações sobre sua lealdade a este destino. Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Vou incentivar os meus amigos e/ou familiares a visitar o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Em que medida concorda ou discorda com as seguintes afirmações sobre a sua experiência neste destino? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
O Algarve é um destino que eu julgo interessante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um destino que tenta envolver os meus 5 sentidos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, o Algarve é um destino que carece de apelo sensorial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um lugar que me faz responder de maneira emocional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um destino que me coloca num certo estado de espírito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um lugar que estimula a minha curiosidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um lugar que me intriga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve é um lugar que apela ao meu pensamento criativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenciono partilhar o que vivenciei no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tirei fotos como lembranças do Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O Algarve desperta-me um sentido orientado para a conservação ecológica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu comprei algumas lembranças no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diverti-me muito durante esta estada no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estive entretido nesta estada no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve fez-me feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve ajudou-me a esquecer os problemas do mundo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve reduziu os meus pensamentos e sentimentos negativos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afastei-me de muitas preocupações perturbadoras enquanto estive no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fui capaz de enriquecer o significado da minha vida durante esta estada no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve contribuiu para aumentar o meu sentido de propósito na vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve fez-me sentir mais feliz com a minha vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve ajudou a conhecer-me melhor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu pude explorar mais profundamente os meus melhores potenciais enquanto estive no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiência no Algarve melhorou a minha maturidade psicológica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Até que ponto concorda ou discorda das seguintes afirmações sobre o seu envolvimento com o Algarve? Assinale apenas um X por linha.	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
A visita ao Algarve fez-me sentir conectado com este lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senti-me mentalmente presente enquanto estive no Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta visita ao Algarve estimulou o meu interesse em aprender mais sobre o lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me muito otimista quando visito o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitar o Algarve faz-me feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me bem quando visito o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho orgulho de visitar o Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passei muito tempo a visitar o Algarve, em comparação com outros destinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu visito muito o Algarve em comparação com outros destinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CARATERIZAÇÃO DA VISITA

16. Por favor, assinale o principal motivo da sua viagem ao Algarve. Assinale apenas um X por linha.

Férias	<input type="radio"/>	Negócios	<input type="radio"/>	Saúde e Bem-estar	<input type="radio"/>	Visita a amigos e familiares	<input type="radio"/>
Estudo / formação	<input type="radio"/>	Reunião / Congresso	<input type="radio"/>	Outro. Qual?			

17. Quem o/(a) acompanha nesta viagem? Pode assinalar mais do que uma opção.

Sozinho(a)	<input type="radio"/>	Companheiro(a)	<input type="radio"/>	Membros da família	<input type="radio"/>	Outro. Qual?
Amigos	<input type="radio"/>	Colegas de trabalho	<input type="radio"/>	Grupo organizado	<input type="radio"/>	

18. Por favor, assinale três (3) fontes de informação (principais) sobre o Algarve que contribuíram para a sua decisão de visitar a Região:

Família e Amigos/Outras Pessoas	<input type="radio"/>	Experiências Passadas	<input type="radio"/>	Comunicação Social sobre Golfe	<input type="radio"/>	Livros e Revistas	<input type="radio"/>
Internet e redes Sociais	<input type="radio"/>	Publicidade	<input type="radio"/>	Agente de Viagens/ Operador Turístico	<input type="radio"/>	Outros. Qual deles?	

19. Como reservou esta viagem? Assinale apenas um X por linha.

Loja física	<input type="radio"/>	Online	<input type="radio"/>	Não se aplica	<input type="radio"/>
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20. Se reservou o seu alojamento ONLINE, identifique o site que utilizou. Assinale apenas um X por linha.

Booking.com	<input type="radio"/>	Expedia	<input type="radio"/>	TripAdvisor	<input type="radio"/>	Não se aplica	<input type="radio"/>
HomeAway	<input type="radio"/>	Airbnb	<input type="radio"/>	Hotel/resorts' web page	<input type="radio"/>	Outro. Qual?	

21. Mencione as 3 PRINCIPAIS atividades nas quais você esteve envolvido durante esta estada:

1ª _____ 2ª _____ 3ª _____

22. Partilhou as suas experiências desta viagem nas redes sociais? Sim Não

22.1 Se respondeu SIM, identifique quais: Pode assinalar mais do que uma opção.

Facebook	<input type="radio"/>	Pinterest	<input type="radio"/>	WhatsApp	<input type="radio"/>	Twitter	<input type="radio"/>	TripAdvisor	<input type="radio"/>
Instagram	<input type="radio"/>	Blog Pessoal	<input type="radio"/>	Websites	<input type="radio"/>	Snapchat	<input type="radio"/>	Outras. Quais?	

23. Até que ponto concorda ou discorda das seguintes afirmações sobre a procura de novos destinos para as suas férias? Assinale apenas um X por linha.

	Discordo fortemente	Discordo	Neutro	Concordo	Concordo fortemente
Gosto de visitar os mesmos destinos porque sei o que esperar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nas minhas férias, gosto de visitar novos destinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nas minhas férias, visito destinos bastante exóticos e desconhecidos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Esta é a sua primeira vez no Algarve? Sim Não

24.1 Quantos dias tem esta viagem (incluindo partida & chegada)? _____ dias.

24.2 Se já visitou o Algarve no passado, nos últimos 5 anos, quantas vezes esteve cá? _____ vezes.

25. Por favor, indique o nome da cidade onde ficou alojado durante esta sua estada no Algarve _____.

26. Em que tipo de alojamento ficou?

Hotel	<input type="radio"/>	Alojamento Local (Airbnb, HomeAway, ...)	<input type="radio"/>	Com família e/ou amigos	<input type="radio"/>
Hotel ou resort (4 ou 5 estrelas)	<input type="radio"/>	Hostel	<input type="radio"/>	Apart-hotel	<input type="radio"/>
Hotel ou resort (1,2 ou 3 estrelas)	<input type="radio"/>	Parque de Campismo / Caravana	<input type="radio"/>	Casa de férias própria	<input type="radio"/>
Other. Which one?					

PERFIL DO RESPONDENTE

27. Género: Feminino Masculino Outro

28. Idade: _____ anos.

29. Estado civil: Solteiro Casado/União de facto Divorciado/separado Viúvo(a)

30. Grau de Ensino concluído: Até ensino secundário Ensino secundário completo Universidade

31. País de residência: _____

32. Ocupação:

Empregado(a)	<input type="radio"/>	Reformado (a)	<input type="radio"/>	Desempregado (a)	<input type="radio"/>	Outro. Qual?
Empresário(a)	<input type="radio"/>	Doméstico (a)	<input type="radio"/>	Estudante	<input type="radio"/>	

Se os resultados deste estudo lhe interessam, deixe-nos seu e-mail e nós enviaremos as principais conclusões:

_____@_____

Agradecemos a sua colaboração!

Entrevistador: _____
Data: ____/____/____
Hora: _____
Local: _____
Voo: _____

Annex C - Questionnaire in German



EINE IMAGE-STUDIE ZUR WAHRNEHMUNG DER ALGARVE

Der folgende Fragebogen zielt darauf ab, Informationen über das wahrgenommene Image (Bild) der Algarve zu sammeln. Für uns als Forschungsteam ist es wichtig, dass Sie Ihre ehrliche Meinung abgeben und so objektiv wie möglich die nachfolgenden Fragen beantworten. Wir sichern Ihnen zu, dass mit den Daten absolut vertraulich und gewissenhaft umgegangen wird. Wir danken Ihnen für Ihre Zeit und Mühe!

DAS IMAGE DER ALGARVE					
1. Bitte geben Sie den Grad Ihrer Zustimmung/ Ablehnung zu den nachfolgenden Aussagen an. Bitte verwenden Sie nur ein X pro Aussage.	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
Das Reiseziel kann einfach erreicht werden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Mautgebühren sind sehr teuer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keine Luftverschmutzung und Lärmbelästigung wahrnehmbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sauberkeit und Hygienestandards am Reisezielort sind hoch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Naturlandschaft ist attraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strände sind überfüllt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Kulisse ist wunderschön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Umgebung/Natur ist unverschmutzt/ unberührt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt Aktivitäten im Freien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ansprechendes/ gutes Nachtleben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das lokale Essen (Küche) ist ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wassersportaktivitäten sind verfügbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freundliche EinwohnerInnen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt viele Angebote für Kinder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das Kulturerbe ist einzigartig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interessante lokale Touren und Ausflüge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt Tourismusinformatiionszentren am Zielort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TouristInnen können sich an lokalen Veranstaltungen erfreuen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt eine gute Lebensqualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt keine Sprachbarrieren am Zielort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dies ist kein umweltfreundliches Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Algarve ist ein grünes Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dienstleistungen sind nicht umweltfreundlich ausgerichtet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interessante handwerkliche Kunst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Algarve bietet...:					
eine gute Dienstleistungsqualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Golfanlagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Sportanlagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Strände	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Essensmöglichkeiten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Einkaufsmöglichkeiten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein gutes Preis-Leistungsverhältnis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Wasser- und oder Themenparks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute Unterbringungsmöglichkeiten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein gutes Straßenverkehrssystem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute medizinische Versorgung und Einrichtungen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
einen guten Anschluss ans Telekommunikationsnetz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gute lokale Verkehrsmittel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Algarve ist ...:					
ein sonniger Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein sicherer Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein familienfreundlicher Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein teurer Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein interessantes Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein romantischer Ort zum Besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein ruhiges Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein luxuriöses Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein modischer, moderner Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eine Region mit einem guten Ruf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein Ort, der Freude bereitet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein anregender, stimulierender Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein Ort, der glücklich macht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein Reiseziel, das zum Entspannen einlädt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein schönes Reiseziel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein Reiseziel, das zum Erholen einlädt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein angenehmer und freundlicher Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ein unterhaltsamer und aufregender Ort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Bitte bewerten Sie das Gesamtimage der Algarve als Tourismusziel. Bitte machen Sie hierzu nur ein Kreuz X.

Sehr negativ	Negativ	Neutral	Positiv	Sehr positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Bitte bewerten Sie das affektive Image der Algarve als Tourismusziel. Bitte machen Sie hierzu nur ein Kreuz X.

Unangenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Angenehm
Bedrückend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Entspannend
Hässlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hübsch
Düster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aufregend

ALGARVE: RUF UND VERTRAUEN

4. Bitte geben Sie den Grad Ihrer Zustimmung/ Ablehnung zu den folgenden Aussagen betreffend COVID 19 in der Algarve. Bitte verwenden Sie nur ein X pro Aussage.	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
COVID-19 macht mir große Sorgen über meine normale Reiseweise an der Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 lässt mich viel darüber nachdenken, Vorsichtsmaßnahmen zu treffen, bevor ich an die Algarve reise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aufgrund von COVID-19 denke ich häufig daran, Menschen zu meiden, wenn ich reise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist mir unangenehm, an COVID-19 zu denken, während ich meinen Urlaub an der Algarve plane.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wegen COVID-19 habe ich Angst, mein Leben zu riskieren, wenn ich an die Algarve reise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wenn ich Nachrichten über COVID-19 sehe, werde ich nervös oder ängstlich in Bezug auf eine Reise an die Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich fühle mich aufgrund von COVID-19 nicht sicher, an die Algarve zu reisen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Bitte geben Sie den Grad Ihrer Zustimmung/ Ablehnung zu den nachfolgenden Aussagen an. Bitte verwenden Sie nur ein X pro Aussage.	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
Die Algarve hat einen sehr guten Ruf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Algarve hat einen besseren Ruf als vergleichbare Orte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Menschen respektieren diese Region sehr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leute sprechen sehr gut über die Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der gute Ruf der Algarve ist auch historisch bedingt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generell denke ich, dass die Algarve glaubwürdig ist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generell denke ich, dass die Algarve eine hohe Integrität aufweist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generell denke ich, dass Einheimische der Algarve ihr Bestes geben, um meine Bedürfnisse zu erfüllen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich glaube, dass die Algarve mich mit Tourismusangeboten versorgt hat, die eine hohe Qualität und Effizienz aufweisen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ERFAHRUNGEN, EMOTIONEN UND ERINNERUNGEN AN DAS REISEZIEL

6. Bitte geben Sie den Grad Ihrer Zustimmung/ Ablehnung zu den nachfolgenden Aussagen an, die sich auf eine Beschreibung Ihrer Erfahrungen an der Algarve beziehen. Bitte verwenden Sie nur ein X pro Aussage.	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
Durch meine Erlebnisse an der Algarve bin ich sachkundiger geworden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich habe viel gelernt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meine Neugier, neue Dinge zu lernen, wurde stimuliert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mein Aufenthalt war wirklich eine reale Lernerfahrung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich habe ein echtes Gefühl von Harmonie verspürt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hier zu sein war sehr angenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Umgebung war ziemlich öde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Umgebung war sehr attraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es war amüsant, die Aktivitäten anderer Personen zu beobachten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anderen Personen bei ihren Aktivitäten zuzuschauen war sehr faszinierend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich habe es wirklich genossen, zu sehen, was andere Personen unternehmen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anderen Personen bei ihren Aktivitäten zuzusehen hat Spaß gemacht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich fühlte mich hier wie eine ganz andere Person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich fühlte mich als ob ich in einer anderen Zeit oder an einem anderen Ort hier lebte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Erfahrungen hier haben mich vorstellen lassen, dass ich jemand anders wäre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin voll und ganz der Realität entflohen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Bitte geben Sie den Grad Ihrer Zustimmung/ Ablehnung zu den nachfolgenden Aussagen an, die sich auf Emotionen beziehen, die Sie während Ihres Aufenthalts erlebt haben. Bitte verwenden Sie nur ein X pro Aussage.	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
Diese Erfahrung macht mich glücklich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung verzaubert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung beeindruckt mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung überrascht mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung langweilt mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung enttäuscht mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung macht mich unzufrieden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diese Erfahrung macht mich wütend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Bitte bewerten Sie Ihre Gesamterfahrung mit der Algarve als Tourismusort. Bitte machen Sie hierzu nur ein Kreuz X.

Sehr negativ	Negativ	Neutral	Positiv	Sehr positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BESCHREIBUNG DES AUFENTHALTS

16. Bitte tragen Sie den Hauptgrund für Ihren Besuch an der Algarve ein. Bitte verwenden Sie nur ein X pro Aussage.

Urlaub	Geschäftlich	Gesundheit und Wellness	FreundInnen und Verwandte besuchen
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Studium/ Ausbildung	Konferenz/ Tagung	Other. Which one?	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

17. Welche der folgenden Wahlmöglichkeiten beschreibt Ihre Reiseumstände/ -begleitung am besten? Sie können mehr als eine Option auswählen, sofern erforderlich.

Alleine	Partner	Familienmitglieder	Andere. Welche?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FreundInnen	ArbeitskollegInnen	Organisierte Gruppenreise	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Bitte markieren Sie die (wichtigsten) drei (3) Informationsquellen über die Algarve, die zu Ihrer Entscheidung, die Region zu besuchen, beigetragen haben. Bitte verwenden Sie nur ein X pro Aussage.

Familie und Freunde / andere Personen	Frühere Erfahrungen	Golf Medien	Bücher und Zeitschriften
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet und Soziale Medien	Werbung	Reisebüro/Reiseveranstalter	Andere. Welche ?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Wie haben Sie Ihre Reise gebucht? Bitte verwenden Sie nur ein X.

Reisebüro	Online	Nicht zutreffend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Sofern Sie Ihre Unterkunft online gebucht haben, geben Sie doch bitte die Plattform an. Bitte machen Sie hierzu nur ein Kreuz X.

Booking.com	Expedia	TripAdvisor	Nichts trifft zu
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HomeAway	Airbnb	Hotel/resorts' web page	Andere?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Bitte nennen Sie drei Hauptaktivitäten, die Sie während Ihres Aufenthalts durchgeführt haben:

1ª _____ 2ª _____ 3ª _____

22. Teilen Sie Ihre Reiseerfahrungen in sozialen Medien? Ja Nein

22.1 Sofern Sie mit JA geantwortet haben, auf welchem(n) Kanal/ Kanälen? Sie können mehr als eine Option auswählen, sofern erforderlich.

Facebook	Pinterest	WhatsApp	Twitter	TripAdvisor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	Personal Blog	Websites	Snapchat	Other?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Inwieweit würden Sie den folgenden Aussagen hinsichtlich der Suche nach neuen Reisezielen zustimmen/nicht zustimmen? Bitte verwenden Sie nur ein X pro Aussage.

	Stimme überhaupt nicht zu	Stimme nicht zu	Neutral	Stimme zu	Stimme voll und ganz zu
Ich besuche gerne dieselben Ziele wieder, weil ich weiß, was mich erwartet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich besuche in jedem Urlaub neue Reiseziele.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich besuche eher exotische und unbekannte Ziele.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Ist dies Ihr erstes Mal an der Algarve? Ja Nein

24.1 Wie viele Tage verbringen Sie an der Algarve im Rahmen dieser Reise (inklusive Anreise- und Abreisetag)? _____ Tage.

24.1 Wenn Sie mit NEIN geantwortet haben, während der letzten fünf (5) Jahre, wie oft sind Sie an die Algarve gereist? _____ mal.

25. Bitte nennen Sie bei diesem Besuch an der Algarve den Namen der Stadt, in der sich Ihre Unterkunft befindet _____.

26. Welche Art von Unterkunft:

Hotel	Lokale Unterkunft (Airbnb, HomeAway, ...)	Bei der Familie/ FreundInnen
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luxushotels oder Resorts (4 oder 5 Sterne)	Jugendherberge/ Hostel	Hotel-Apartment
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preisgünstigere Hotels Budget (1,2 oder 3 Sterne)	Camping / Wohnwagen	Private Ferienunterkunft
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Andere. Welche?		

PERSÖNLICHE ANGABEN

27. Geschlecht: Weiblich Männlich Divers

28. Alter: _____ Jahre alt

29. Familienstand: Ledig Verheiratet/ Lebenspartnerschaft Geschieden/ Getrennt Verwitwet

30. Höchster Schulabschluss: Schulabschluss Hochschulreife Universitätsabschluss

31. Land Ihres Wohnsitzes: _____

32. Beschäftigung:

Angestellt	Im Ruhestand	Arbeitslos	Andere. Welche?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selbstständig	Hausfrau/ Hausmann	Student	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sofern Sie sich für die Ergebnisse dieser Studie interessieren, tragen Sie gern Ihre E-Mail-Adresse ein, wir lassen Ihnen die Hauptergebnisse zukommen:

_____@_____

Danke für Ihre Teilnahme!

Entrevistador: _____
Data: ____/____/____
Hora: _____
Local: _____
Voo: _____

Annex D - Questionnaire in Spanish

LA IMAGEN EXPERIENCIAL DEL ALGARVE

El siguiente cuestionario tiene como objetivo recopilar información sobre la imagen experiencial de la región del Algarve. Es importante para el equipo de investigación que usted responda de la manera más sincera y objetiva posible. Aseguramos absoluta confidencialidad al encuestado. Gracias de antemano por su tiempo y esfuerzo.

LA IMAGEN DEL ALGARVE					
1. ¿En qué medida estaría de acuerdo/en desacuerdo con que los siguientes atributos estén presentes en su imagen del Algarve? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Se puede llegar fácilmente al destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los peajes son muy caros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es ruidoso ni está contaminado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los estándares de limpieza e higiene en el destino son altos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El paisaje natural es atractivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las playas están abarrotadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El paisaje es hermoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiente no contaminado / virgen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hay actividades al aire libre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atractiva/buena vida nocturna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La gastronomía local (cocina) es atractiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existen deportes acuáticos disponibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residentes amigables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hay muchas cosas que los niños pueden hacer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El patrimonio cultural es único	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hay excursiones locales interesantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hay centros de información turística en el destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los turistas pueden disfrutar de eventos locales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hay buena calidad de vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No hay barreras del idioma en el destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este no es un destino ecológico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve es un destino verde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los servicios no están orientados al reciclaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artesanía atractiva / interesante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve ofrece ...:					
Buena calidad de servicios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenas instalaciones de golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenas instalaciones deportivas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenas playas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buena gastronomía	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenas oportunidades/instalaciones comerciales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buena relación calidad-precio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenos parques acuáticos y / o parques temáticos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buen alojamiento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buen sistema de carreteras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenos servicios y cuidado médico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenos servicios de comunicación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buenos transportes locales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve es ...:					
un lugar soleado para visitar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar seguro para viajar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar orientado a la familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar caro para visitar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar interesante para visitar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar romántico para visitar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un destino tranquilo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar lujoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar de moda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar con buena reputación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un destino divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar estimulante para visitar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un destino feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un destino relajante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un bonito destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un destino tranquilo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un lugar agradable y amigable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
un lugar entretenido y emocionante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Por favor, califique LA IMAGEN GENERAL del Algarve como destino turístico. Por favor, marque solo una X por línea.

Muy negativa	Negativa	Neutra	Positiva	Muy positiva
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Por favor, valore la imagen afectiva del Algarve como un destino vacacional. Por favor, marque solo una X por línea.

Desagradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradable
Angustioso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relajante
Feo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bonito
Melancólico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excitante

REPUTACIÓN DEL ALGARVE Y CONFIANZA

4. En qué grado está de acuerdo o en desacuerdo con las siguientes afirmaciones acerca del COVID 19 y el Algarve? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
COVID-19 hace que me preocupe mucho por mis formas habituales de viajar en el Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La COVID 19 me hace pensar en las precauciones a tomar antes de viajar al Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evitar a la gente cuando viaje es un pensamiento frecuente debido a la COVID 19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me molesta pensar en la COVID 19 mientras que planeo las vacaciones al Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tengo miedo de poner en peligro mi vida (salud) cuando viajo al Algarve por la COVID 19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando veo noticias sobre la COVID 19, me pongo nervioso con respect a viajar al Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No me siento seguro al viajar al Algarve debido a la COVID 19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. ¿En qué medida estaría de acuerdo / en desacuerdo con las siguientes afirmaciones sobre la reputación del Algarve? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Algarve tiene muy buena reputación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algarve tiene mejor reputación que otros lugares similares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La gente respeta mucho este lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La gente habla muy bien sobre el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La buena reputación del Algarve está respaldada por su historia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En general, creo que el Algarve es un destino de confianza (no defrauda)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En general, siento que el Algarve es de muy alta integridad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que en el Algarve la gente hace lo mejor para satisfacer mis necesidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que el Algarve me proporcionará servicios turísticos eficientes y de alta calidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EXPERIENCIA, EMOCIONES Y MEMORIAS DEL DESTINO

6. ¿En qué medida estaría de acuerdo / en desacuerdo con las siguientes declaraciones sobre su experiencia en el Algarve? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
La experiencia me ha hecho más conocedor/informado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aprendí mucho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estimuló mi curiosidad por aprender cosas nuevas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fue una verdadera experiencia de aprendizaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentí una verdadera sensación de armonía	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solo estar aquí fue muy agradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El entorno era bastante tedioso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El escenario era muy atractivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fue divertido ver actividades que otras personas estaban haciendo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ver a otros actuar fue cautivador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realmente disfruté viendo lo que otros estaban haciendo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las actividades de otras personas fueron divertidas de ver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentí que interpreté un personaje diferente aquí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentí que estaba viviendo en un tiempo o lugar diferente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La experiencia aquí me permite imaginar ser otra persona	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me escapé completamente de la realidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. ¿En qué medida estaría de acuerdo/en desacuerdo con las siguientes declaraciones sobre las emociones/sentimientos que experimentó más durante su visita/estancia? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Esta experiencia me hace sentir alegre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir encantado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir impresionado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir sorpresa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir aburrido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir decepcionado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir disgustado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta experiencia me hace sentir enfadado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Por favor, califique su experiencia general en el Algarve como destino turístico. Por favor, marque solo una X por línea.

Muy negativa	Negativa	Neutra	Positiva	Muy positiva
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Por favor, califique LA CALIDAD GENERAL percibida de Algarve como destino de vacaciones. Por favor, marque solo una X por línea.

Pobre						Excelente
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inferior						Superior

10. ¿En qué medida estaría de acuerdo / en desacuerdo con las siguientes declaraciones sobre sus recuerdos de esta visita/estancia? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Tengo recuerdos maravillosos de mi visita al Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No olvidaré mi experiencia al visitar el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recordaré muchas cosas positivas sobre el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SATISFACCIÓN Y LEALTAD

11. ¿En qué medida estaría de acuerdo / en desacuerdo con las siguientes declaraciones sobre su satisfacción con este destino? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Me he divertido mucho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi elección fue la acertada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esto es exactamente lo que necesitaba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Por favor, califique su SATISFACCIÓN GENERAL sobre su experiencia en el Algarve. Por favor, marque solo una X por línea.

Muy insatisfecho	Insatisfecho	Ni satisfecho ni insatisfecho	Satisfecho	Muy Satisfecho
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. ¿En qué medida estaría de acuerdo/en desacuerdo con las siguientes declaraciones sobre su lealtad a este destino? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Estimularé a que mis amigos yo/familiares vengán a visitar el Algarve en algún momento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diré cosas positivas sobre estas vacaciones con mi familia y/o amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suponiendo que mis circunstancias actuales sigan siendo las mismas, elegiré volver al Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. ¿En qué medida estaría de acuerdo/en desacuerdo con las siguientes declaraciones sobre su experiencia en este destino? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
El Algarve es n destino que estimula mis sentidos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que capta la atención de mis sentidos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que carece de atractivo sensorial para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que me hace responder de manera emocional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que intenta ponerme de buen humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que estimula mi curiosidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que intenta intrigarme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve es un destino que intenta atraer mi pensamiento creativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me gustaría compartir lo que experimenté en el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He sacado fotos de Algarve como recuerdo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me induce a un sentido de identidad hacia la conservación ecológica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraría algunos recuerdos relacionados con el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me divertí mucho en el Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve fue entretenido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me hizo feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me ayudó a olvidar los problemas del mundo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve redujo mis pensamientos y sentimientos negativos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me alejé de muchas preocupaciones preocupantes cuando estuve en Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me permitió enriquecer el significado de mi vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve aumentó mi sentido de propósito en la vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me hizo sentir más feliz con mi vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve me ayudó a conocerme mejor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podría profundizar en mis mejores potenciales cuando esté en el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El Algarve mejoró mi madurez psicológica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. ¿En qué medida estaría de acuerdo/en desacuerdo con las siguientes declaraciones sobre su compromiso con Algarve? Por favor, marque solo una X por línea.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Visitar el Algarve me hace pensar en este lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pienso mucho en el Algarve cuando estoy aquí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitar el Algarve estimula mi interés por aprender más sobre este lugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me siento muy positivo cuando visito el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitar el Algarve me hace feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me siento bien cuando visito el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estoy orgulloso de visitar el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasé mucho tiempo visitando el Algarve en comparación con otros destinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito el Algarve uso servicios (transporte, sanidad, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visito mucho el Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CARACTERIZACIÓN DE LA VISITA

16. Por favor, marque la razón (principal) de su viaje al Algarve. Por favor, indique solo una opción con una X.

Vacaciones/día festivo	<input type="radio"/>	Negocios	<input type="radio"/>	Salud/Bienestar	<input type="radio"/>	Visitando amigos y familiares	<input type="radio"/>
Estudios/entrenamiento	<input type="radio"/>	Reunión/Congreso	<input type="radio"/>	Otra. ¿Cuál?			

17. ¿Cuál de las siguientes categorías describe su grupo de viaje al Algarve? Puede indicar más que una opción, con una X, si necesario.

Solo(a)	<input type="radio"/>	Compañero(a)	<input type="radio"/>	Miembros de la familia	<input type="radio"/>	Otra. ¿Cuál?
Amigos	<input type="radio"/>	Compañeros de trabajo	<input type="radio"/>	Grupo organizado/excursión	<input type="radio"/>	

18. Por favor, marque las tres (3) principales fuentes de información sobre el Algarve que contribuyeron a su decisión de visitar la Región:

Familia y amigos/ otras personas	<input type="radio"/>	Experiencias pasadas	<input type="radio"/>	Medios del ambito golfístico	<input type="radio"/>	Books and Magazines	<input type="radio"/>
Internet y redes sociales	<input type="radio"/>	Publicidad	<input type="radio"/>	Agencias de viajes/touroporadores	<input type="radio"/>	Other. Which one?	

19. ¿Cómo ha reservado este viaje? Por favor, indique solo una opción con una X.

Tienda física	<input type="radio"/>	Online	<input type="radio"/>	No se aplica	<input type="radio"/>
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20. Si reservó su alojamiento online, identifique, por favor, el sitio de reserva. Por favor, indique solo una opción con una X.

Booking.com	<input type="radio"/>	Expedia	<input type="radio"/>	TripAdvisor	<input type="radio"/>	Not applicable	<input type="radio"/>
HomeAway	<input type="radio"/>	Airbnb	<input type="radio"/>	Hotel/resorts' web page	<input type="radio"/>	Otro. ¿Cuál?	

21. Por favor, mencione las tres (3) principales actividades en las que participó durante su estancia/visita:

1ª _____ 2ª _____ 3ª _____

22. ¿Está compartiendo sus experiencias de viaje en las redes sociales? Sí No

22.1 Si ha respondido Sí, ¿dónde? Puede marcar más que una opción, si necesario.

Facebook	<input type="radio"/>	Pinterest	<input type="radio"/>	WhatsApp	<input type="radio"/>	Twitter	<input type="radio"/>	TripAdvisor	<input type="radio"/>
Instagram	<input type="radio"/>	Blog Personal	<input type="radio"/>	Sitios web	<input type="radio"/>	Snapchat	<input type="radio"/>	¿Otro. Cúal?	

23. En qué grado está de acuerdo o en desacuerdo con las siguientes afirmaciones acerca de la búsqueda de un nuevo destino? Por favor, indique solo una opción con una X.	Totalmente en desacuerdo	En Desacuerdo	Neutro	De acuerdo	Totalmente de acuerdo
Me gusta visitar el mismo destino porque se que esperar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visito nuevos destinos en cada periodo de vacaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visito mas bien destinos exóticos y desconocidos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. ¿Es su primera vez en el Algarve? Sí No

24.1 ¿Cuántos días tarda este viaje? (incluyendo salida y llegada)? _____ días..

24.2 Si respondió NO, durante los últimos cinco (5) años, ¿cuántas veces viajó al Algarve? _____ veces.

25. Durante esta visita al Algarve, por favor mencione el nombre de la ciudad donde se encuentra su alojamiento. _____.

26. Qué tipo de alojamiento:

Hotel	<input type="radio"/>	Alojamiento local (Airbnb, HomeAway, ...)	<input type="radio"/>	Con familia / amigos	<input type="radio"/>
Hoteles o resorts de lujo (4 o 5 estrellas)	<input type="radio"/>	Hostal	<input type="radio"/>	Apartahotel	<input type="radio"/>
Hoteles o resorts económicos (1,2 o 3 estrellas)	<input type="radio"/>	Camping / Caravana	<input type="radio"/>	Casa de vacaciones privada	<input type="radio"/>
Otro. ¿Cuál?					

PERFIL DEL RESPONDIENTE

27. Género: Mujer Hombre Otro

28. Edad: _____ años

29. Estado civil: Soltero(a) Casado(a)/unión civil Divorciado(a)/separado(a) Viudo(a)

30. Nivel de educación más alto: Menos que la secundaria Secundaria completa Universidad

31. País de residencia: _____

32. Occupation:

Empleado(a)	<input type="radio"/>	Jubilado(a)	<input type="radio"/>	Desempleado(a)	<input type="radio"/>	Otro. ¿Cuál?
Autónoma(a)	<input type="radio"/>	Trabajo doméstico	<input type="radio"/>	Estudiante	<input type="radio"/>	

Si está interesado en los resultados de este estudio, déjenos su correo electrónico y le enviaremos las principales conclusiones::

_____@_____

¡Gracias por su cooperación!

Entrevistador: _____
Data: ____/____/____
Hora: _____
Local: _____
Voo: _____

Annex E - Questionnaire in French

LA PERCEPTION DE L'ALGARVE SELON L'EXPÉRIENCE TOURISTIQUE

Le questionnaire ci-dessous a pour but d'informer sur la perception de la région de l'Algarve selon l'expérience touristique. C'est très important pour l'équipe de recherche que vous essayez de répondre objectivement et honnêtement. La confidentialité de vos réponses est assurée par les auteurs de ce questionnaire. Merci en avance pour votre participation

LA PERCEPTION DE L'ALGARVE					
1. Dans quelle mesure es-tu en accord/désaccord que les attributs suivants sont vrais de votre perception de l'Algarve? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
La destination est facilement accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les péages sont très chers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il n'y a pas de pollution d'air, ni de pollution sonore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La destination maintient des niveaux de propreté et d'hygiène élevés	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le paysage naturel est beau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les plages sont remplies de personnes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le paysage est de toute beauté	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'environnement est intact et non pollué	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il y a des activités à faire dehors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La vie nocturne est attrayante/bonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La cuisine locale est appétissante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des sports aquatiques sont disponibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les résidents sont sympathiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il y a plusieurs choses à faire pour les enfants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'héritage culturel est unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les excursions touristiques locales sont intéressantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il y a des centres d'informations touristiques à la destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les touristes peuvent prendre plaisir dans les événements locaux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il existe une bonne qualité de vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il n'y a pas de barrières de langage à la destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ce n'est pas une destination très écologique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination « verte »	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les services ne sont pas concentrés sur le recyclage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les produits artisanaux sont intéressants/attrayants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L' Algarve offre ...:					
Une bonne qualité de service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bons établissements de golfes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bons établissements de sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bonnes plages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Une bonne gastronomie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bons centres commerciaux/endroits pour faire du magasinage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un bon rapport entre la qualité et le prix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bons parcs aquatiques et d'attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bonnes options de logement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un bon système routier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des bons soins médicaux et établissements médicaux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un bon accès aux services de télécommunication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un bon système de transport local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L' Algarve est ...:					
une place ensoleillée à visiter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place sécuritaire pour faire un voyage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place orientée vers la famille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place chère à visiter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place intéressante à visiter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place romantique à visiter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une destination calme/paisible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place luxueuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place « à la mode »	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place avec une bonne réputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une destination amusante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place stimulante à visiter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une destination joyeuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une destination relaxante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une belle destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une destination reposante/tranquille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place agréable et accueillante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
une place excitante ayant plusieurs divertissements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Veuillez évaluer votre perception générale de l'Algarve en tant que destination touristique. S'il vous plaît indiquez une seule réponse avec un X.

Très négative	Négative	Neutre	Positive	Très positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Veuillez évaluer votre image affective de l'Algarve comme destination de vacances. Marquez une seule réponse avec un X.

Désagréable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agréable
Angoissant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxant
Laid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beau
Déprimant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excitant

LA RÉPUTATION DE L'ALGARVE

4. Dans quelle mesure êtes-vous d'accord/en désaccord avec les déclarations suivantes concernant le COVID-19 et l'Algarve? À chaque ligne marquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
COVID-19 m'inquiète beaucoup sur ma façon de voyager en Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 m'oblige à prendre plus de précautions avant de voyager en Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Éviter les gens lorsque je voyage est souvent dans mon esprit à cause du COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cela me met mal à l'aise rien de penser au COVID-19 lors de la planification de mes vacances en Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai peur de mettre ma vie en risque lorsque je voyage en Algarve, à cause du COVID-19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lorsque je regarde les informations sur le COVID-19, je deviens nerveux(se) ou anxieux(se) à l'idée de voyager en Algarve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je ne me sens pas en sécurité de voyager en Algarve à cause du COVID_19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Dans quelle mesure es-tu en accord/désaccord que les déclarations suivantes sont vraies en ce qui concerne la réputation de l'Algarve? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
L'Algarve a une très bonne réputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve a une meilleure réputation que d'autres places similaires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les gens respectent fortement l'endroit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les gens parlent positivement de l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La bonne réputation de l'Algarve est supportée par l'histoire de la région	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En général, je crois que l'Algarve est une région digne de confiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En général, je crois que l'Algarve est d'une très haute intégrité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que les personnes de l'Algarve essaient de leur mieux pour répondre à mes besoins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que l'Algarve m'a fourni avec des services touristiques efficaces et de haute qualité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EXPÉRIENCE, ÉMOTIONS ET SOUVENIRS

6. Dans quelle mesure es-tu en accord/désaccord que les déclarations suivantes caractérisent votre expérience dans l'Algarve? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
Cette expérience a fait de moi une personne bien informée	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai beaucoup appris	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience a stimulé ma curiosité pour apprendre de nouvelles choses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C'était une expérience d'apprentissage véritable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai ressenti un vrai sentiment d'harmonie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Y être était agréable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le cadre était terne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le cadre était attrayant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les activités des autres étaient amusantes à regarder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voir les autres participer dans des activités était captivant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai vraiment aimé regarder ce que les autres faisaient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les activités des autres étaient amusantes à regarder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lors de mon séjour, je me sentais comme une personne différente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sentais comme si je vivais à une époque ou un endroit différent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'expérience m'a fait imaginer que j'étais quelqu'un d'autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me suis complètement échappé de ma réalité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Dans quelle mesure es-tu en accord/désaccord avec les déclarations suivantes en ce qui concerne les émotions que vous avez ressenties lors de ta visite? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
Cette expérience me fait plaisir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience me rend enchantée.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience m'impressionne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience me surprend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience m'ennuie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience me déçoit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience me déplaît.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette expérience me rend furieux(se).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Veuillez évaluer votre expérience dans l'Algarve en tant que destination touristique. S'il vous plaît indiquez une seule réponse avec un X.

Très négative	Négative	Neutre	Positive	Très positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Veuillez évaluer votre perception générale en ce qui concerne la qualité de l'Algarve en tant que destination de voyage. S'il-vous-plait indiquez une seule réponse avec un X.

Médiocre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellente
Inférieure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Supérieure

10. Dans quelle mesure es-tu en accord/désaccord avec les déclarations suivantes en ce qui concerne vos souvenirs de ta visite? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
J'ai des souvenirs magnifiques de ma visite dans l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je ne vais pas oublier mon expérience dans l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me souviendrai de plusieurs choses positives à propos de l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SATISFACTION DE LA DESTINATION ET LOYAUTÉ

11. Dans quelle mesure êtes-vous d'accord/en désaccord avec les déclarations suivantes concernant votre satisfaction à l'égard de cette destination? S'il-vous-plait indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
J'ai vraiment apprécié(e)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mon choix a été sensé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C'est exactement ce dont j'avais besoin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Veuillez évaluer votre satisfaction générale en ce qui concerne votre expérience dans l'Algarve. S'il vous plaît indiquez une seule réponse avec un X.

Très insatisfait	Insatisfait	Ni satisfait, ni insatisfait	Satisfait	Très satisfait
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Dans quelle mesure es-tu en accord/désaccord avec les déclarations suivantes en ce qui concerne votre loyauté à cette destination? S'il vous plaît indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
J'encouragerai mes amis et/ou ma famille à visiter l'Algarve un jour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je vais discuter de choses positives à propos de mon voyage avec mes amis et/ou ma famille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assumant que mes circonstances actuelles persistent, je choisirai à retourner à l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Dans quelle mesure es-tu en accord/désaccord avec les déclarations suivantes en ce qui concerne votre expérience à cette destination? S'il-vous-plait indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
Au niveau perceptuel, l'Algarve est une destination intéressante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui tente à engager mes sens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
À mon avis, l'Algarve est une destination qui manque d'attrait sensoriel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui me fait avoir une réponse émotionnelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui essaie de me mettre dans une certaine humeur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui stimule ma curiosité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui tente à m'intriguer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve est une destination qui tente à faire appel à ma pensée créative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'aimerais partager ce que j'ai vécu dans l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai pris des photos de l'Algarve pour avoir des souvenirs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a donné un sentiment d'identité envers la conservation écologique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai acheté des souvenirs dans l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me suis bien amusé(e)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve a été divertissant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a rendu joyeux(se)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a aidé à oublier les problèmes du monde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve a réduit mes pensées et sentiments négatifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me suis éloigné(e) de beaucoup de préoccupations troublantes en Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a permis d'enrichir le sens de ma vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve a augmenté mon sens du but dans la vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a rendu plus heureux(se) dans ma vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve m'a aidé à mieux me connaître	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je pourrais approfondir mieux mes potentiels en Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Algarve a amélioré ma maturité psychologique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Dans quelle mesure es-tu en accord/désaccord avec les déclarations suivantes en ce qui concerne votre engagement avec l'Algarve? S'il-vous-plait indiquez une seule réponse avec un X.	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
Je me sens connecté à l'Algarve maintenant que j'ai visité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lors de ma visite, je me sentais mentalement présent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiter l'Algarve stimule mon intérêt à savoir plus sur cette destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sens très positif quand je visite l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiter l'Algarve me rend heureux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sens bien quand je visite l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je suis fière de visiter l'Algarve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai passé beaucoup de temps à visiter l'Algarve en comparaison avec d'autres destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite l'Algarve, j'utilise souvent les services locaux (soins de santé, transport public...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je visite beaucoup l'Algarve en comparaison avec d'autres destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CARACTÉRISATION DE LA VISITE

16. Veuillez indiquer la raison (principale) pour votre voyage en Algarve. S'il vous plaît indiquez une seule réponse avec un X.

Vacances	<input type="radio"/>	Voyage d'affaires	<input type="radio"/>	Santé et bien-être	<input type="radio"/>	Visiter des amis ou la famille	<input type="radio"/>
Études et formation	<input type="radio"/>	Réunion/convention	<input type="radio"/>	Autre. Laquelle?			

17. Laquelle(s) des catégories suivantes décrivent vos compagnons de voyage lors de votre séjour dans l'Algarve? Vous pouvez indiquer plus qu'une réponse avec un X, si nécessaire.

Seul	<input type="radio"/>	Partenaire	<input type="radio"/>	Membres de famille	<input type="radio"/>	Autre. Laquelle?
Ami(e)s	<input type="radio"/>	Collègues de travail	<input type="radio"/>	Groupe organisé		

18. Veuillez indiquer les (principales) trois sources d'informations sur l'Algarve qui ont contribué à votre décision de visiter la région:

Famille et amis/autres personnes	<input type="radio"/>	Expériences passées	<input type="radio"/>	Média du Golf	<input type="radio"/>	Livres et magazines	<input type="radio"/>
Internet et médias sociaux	<input type="radio"/>	Publicité	<input type="radio"/>	Agent de voyage/Tour Opérateur	<input type="radio"/>	Autre. Lequel?	

19. Comment as-tu réservé ce voyage? S'il vous plaît indiquez une seule réponse avec un X.

Établissement physique	<input type="radio"/>	En ligne	<input type="radio"/>	Non applicable	<input type="radio"/>
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20. Si vous avez réservé en ligne, veuillez indiquer le site utilisé. S'il vous plaît indiquez une seule réponse avec un X.

Booking.com	<input type="radio"/>	Expedia	<input type="radio"/>	TripAdvisor	<input type="radio"/>	Non applicable	<input type="radio"/>
HomeAway	<input type="radio"/>	Airbnb	<input type="radio"/>	Site internet de l'hôtel	<input type="radio"/>	Autre?	

21. Veuillez indiquer 3 activités principales dont vous avez participées pendant votre séjour en Algarve :

1ª _____ 2ª _____ 3ª _____

22. Est-ce que vous avez partagé vos expériences de voyage sur les médias sociaux? Oui Non

22.1 Si vous avez répondu OUI, lequel(s)? Vous pouvez indiquer plus qu'une réponse avec un X, si nécessaire.

Facebook	<input type="radio"/>	Pinterest	<input type="radio"/>	WhatsApp	<input type="radio"/>	Twitter	<input type="radio"/>	TripAdvisor	<input type="radio"/>
Instagram	<input type="radio"/>	Personal Blog	<input type="radio"/>	Blog personnel	<input type="radio"/>	Snapchat	<input type="radio"/>	Autre(s). Lesquel(s)?	

23. Dans quelle mesure êtes-vous d'accord/en désaccord avec les affirmations suivantes concernant la recherche de nouvelles destinations? S'il vous plaît indiquez une seule réponse avec un X.

	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
J'aime revisiter les mêmes destinations car je sais à quoi m'attendre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je visite de nouvelles destinations à chaque fois	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je visite des destinations plutôt exotiques et méconnues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Est-ce que c'était votre première fois en Algarve? Oui Non

24.1 Combien de jours avez-vous passé à faire ce voyage (incluant la journée d'arrivée et de départ)? _____ jours.

24.2 Si vous avez répondu NON, combien de fois avez-vous voyagé en Algarve au cours des cinq (5) dernières années? _____ fois.

25. Au cours de cette visite en Algarve, merci de bien vouloir mentionner le nom de la ville où se situe votre logement _____ .

26. Dans quelle sorte d'accommodation êtes-vous resté?

Hôtel	<input type="radio"/>	Logement local (Airbnb, HomeAway, ...)	<input type="radio"/>	Avec famille et ami(e)s	<input type="radio"/>
Hôtels de luxe (4 or 5 étoiles)	<input type="radio"/>	Auberge		<input type="radio"/>	Appartement
Hôtels économiques (1, 2 ou 3 étoiles)	<input type="radio"/>	Caravane de camping/site de camping	<input type="radio"/>	Maison de vacances privée	
Autre. Lequel?					

INFORMATIONS PERSONNELLES

27. Sexe: Femelle Mâle Autre

28. Âge: _____

29. État civil: Célibataire Marié/partenaire civil Divorcé/séparé Veuf/veuve

30. Niveau d'éducation le plus élevé: Moins que l'école secondaire École secondaire Université

31. Pays de résidence: _____

32. Occupation:

Employé(e)	<input type="radio"/>	Retraité(e)	<input type="radio"/>	Sans emploi	<input type="radio"/>	Autre. Laquelle?
Entrepreneur(euse)	<input type="radio"/>	Rôle domestique	<input type="radio"/>	Étudiant(e)	<input type="radio"/>	

Si vous êtes intéressé à savoir les résultats de cette étude, laissez-nous votre adresse courrier électronique pour que nous puissions vous envoyer les conclusions principales:

_____@_____

Merci pour votre participation!

Entrevistador: _____
Data: ___/___/_____
Hora: _____
Local: _____
Voo: _____