

# Cruise tourism: Factors influencing the intention to return to Lisbon destination

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**CRUISE TOURISM: FACTORS INFLUENCING THE INTENTION TO  
RETURN TO LISBON DESTINATION**

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## **Abstract**

According to CNN, Lisbon might be the “coolest city in Europe”. Lisbon has been considered a very popular tourism destination and it is possible to see this through the number of tourists that are visiting the Portuguese capital. This “boom” also occurred in cruise tourism with the distinction of Lisbon as “Europe’s Leading Cruise Destination” by the *World Travel Awards*. Subsequently, understanding which are the factors that tourists appreciate the most and what can bring them back to Lisbon have been gaining a lot of importance.

Previous studies incorporating destination image and cruise tourism did not explore pride and prestige as possible antecedents of revisiting a destination or did not find significant conclusions when it comes to the relationship between destination image and intention to return. This research examines the complex relationship between the components of image formation process and destination image as well as analyses the influence of destination image and other possible antecedents in tourist’s behavioural intentions, having into account the moderator effect of economic status.

The findings verified the existence of a significant relationship between overall destination image and intention to return and recognized the critical role of conative image in the overall destination image of Lisbon. Moreover, it was possible to conclude that prestige of the cruise acts as an antecedent of intention to return. Practically, this dissertation highlights the important role of conative image and overall destination image and introduces prestige of the cruise as a key factor in intention to return to a destination.



## **Resumo**

Segundo a CNN, Lisboa pode ser a “cidade mais fixe da Europa”. Lisboa tem sido considerada um destino turístico muito popular e é possível ver isso através do número de turistas que visitam a capital portuguesa. Este “boom” também ocorreu no turismo de cruzeiros, com a distinção de Lisboa como “Melhor Destino de Cruzeiro” pelos *World Travel Awards*. Consequentemente, perceber quais são os fatores mais apreciados pelos turistas e o que os pode trazer de volta a Lisboa tem vindo a ganhar importância.

Estudos anteriores sobre imagem de destino e turismo de cruzeiro não exploraram o orgulho e o prestígio como possíveis antecedentes de visitar um destino ou não encontraram conclusões significativas acerca da relação entre a imagem de destino e a intenção de regressar. Esta dissertação examina a relação entre os componentes do processo de formação de imagem e a imagem de destino, bem como analisa a influência da imagem de destino e outros possíveis antecedentes nas intenções comportamentais do turista, considerando o efeito moderador da classe económica.

Os resultados verificaram a existência de uma relação significativa entre a imagem global de destino e a intenção de regressar e reconheceram o papel crítico da imagem conativa na imagem global de Lisboa. Também foi possível concluir que o prestígio do cruzeiro atua como antecedente da intenção de regressar. Resumindo, esta dissertação destaca o papel da imagem conativa e da imagem global de destino e introduz o prestígio do cruzeiro como um fator chave na intenção de regressar a um destino.

**Keywords:** Cruise Tourism, Image formation process, Destination Image, Pride, Prestige of the destination, Prestige of the cruise, Intention to Return

**JEL - Classification System**

**M31 - Marketing | M37 - Advertising**





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## 1. Introduction

Travel and tourism is a very important economic activity in most countries around the world. The industry has significant direct and indirect impacts, being one of the world's largest economic sectors. Travel and tourism creates jobs, drives exports, and generates prosperity across the world (World Travel & Tourism Council, 2017). The impact of tourism in the economic growth of countries and local destinations has been widely confirmed (Song et al., 2012; Tugcu, 2014; Webster & Ivanov, 2014). This caused an increase of competition among countries in the tourism industry.

In Portugal, travel and tourism contributes 6.4% of GDP directly, leading to a total contribution of 16.6% to the national economic performance, directly supporting 905,000 jobs (19.6% of total employment) and generating 15 billion euros of invisible exports (20.4% of total exports) in 2016 (World Travel & Tourism Council, 2017).

In the past few years, Lisbon has been recognized as a very popular tourist destination. The traditional gastronomy, the warm personality of the people, the beaches and castles or the fascinating and unique streets have been attracting a lot of tourists to the Portuguese city. It is possible to see this through the huge number of tourists that we can see every day walking through the city and by the constant awards and recognitions that the city has been receiving. According to CNN, Lisbon might be the “coolest city in Europe”.

Lisbon has been gaining a lot of attention not only for people who visit by plane but also for cruise travelers, being considered a very attractive cruise destination. The city was elected "Europe's Leading Cruise Destination" and "Europe's Leading Cruise Port" by the 2016 World Travel Awards. The prize distinguishes the Portuguese capital as the best European city for a cruise destination and the best European cruise port for its quality of services and infrastructure available to tourists who visit Lisbon and stop at the city. This year, the port of Lisbon was voted as “Best Cruise Port of Europe” at the World Travel Awards Europe of 2017, being also nominated worldwide for “Best Cruise Destination” and “Best Cruise Port”.

For the tourism industry, tourism destinations are crucial (Kozak & Rimmington, 1999), with destination image critical to destination positioning (Kotler et al., 1993; Pike & Ryan, 2004; Sönmez & Sirakaya, 2002) and destination choice process (Chon, 1990; Hunt, 1975; Pike, 2008). However, there is no systematic structure that defines the relationship between destination image and behavioural intentions (Tasci et al., 2007). Most of previous studies

highlight the role of cognitive and affective images for consumer attitude and behavioural intentions (Bigné et al., 2001; Bigné, Sanchez & Sanz, 2009; Chew & Jahari, 2014; Hosany et al., 2006; Jang et al., 2009; Kim & Yoon, 2003; Yüksel & Akgül, 2007). Previous researches have neglected the conative aspects of destination image when predicting consumer attitude and behavioural intentions (Gallarza et al., 2002; Tasci, 2009; White, 2014), even with several researchers agreeing that destination image is crucial to tourists' perceived images (Chen et al., 2014; Dann, 1996; Gartner, 1993; King et al., 2015; Li et al., 2009; Nadeau et al., 2008; Pike & Ryan, 2004; Stepchenkova & Morrison, 2008). Moreover, the relationship between cognitive, affective, and conative images also remains vague. Gartner in 1993, proposed a hierarchical relationship: cognitive-affective-conative, but other researchers have proposed that conative image is predicted by both cognitive and affective images (Agapito, Oom do Valle, & Mendes, 2013; Roth & Diamantopoulos, 2009).

In addition, past studies did not regard other factors to motivate behavioural intentions. It has been proved that many luxury cruise travelers are motivated by the prestigious image of the luxury cruise experience, therefore, it is important for the industry to enhance brand prestige in order to fulfill managerial objectives (Hwang & Han, 2014). However, no previous study has examined how prestige of the cruise can create or increase intention to return to a certain destination and the understanding of the factors influenced by prestige is relatively weak. If cruise travelers are motivated by the prestigious image of the cruise, that also can improve their experience when visiting a certain destination, enhancing the changes of returning. Therefore, it is critical to understand if it can influence the intention to return to a certain destination.

As mentioned before, prestige can be an important influencer and because of that it is also important to analyse the prestige of the visited destination. If a cruise traveler or even any traveler feels that is visiting a prestigious destination it can improve the experience and motivate behavioural intentions. When travelers feel that they are visiting a prestigious destination, that contributes to their social status (Correia & Kozak, 2012). Either because it is a destination that their friends have not visited or because it is really known and famous, their social status is increased which can lead to a possible return.

We may find several researchers claiming the impact that pride can have in consumption. Yet, to date, we did not find any research of the impact of pride in tourism. Feelings of pride can increase satisfaction which can motivate behavioural attitudes (Antonetti & Maklan, 2013). In

this specific case, feelings of pride felt visiting a destination can increase satisfaction with the destination leading to a possible return.

Finally, previous studies have been proving that there is a positive association between economic status and tourism (Chen & Chen, 2018; Crouch, 1995). In fact, broadly speaking, the majority of research in tourism area believed that tourism demand is a function of real disposable income (Chen & Chen, 2018; Kim et al., 2012). Because of this, it is important to understand if instead of direct influence, the level of income or economic status can moderate the relationships between Destination Image, Pride and Prestige and Intention to Return.

### **1.1. Objectives and Research Problem**

The present master thesis sets out to gain current knowledge of the effect of destination images on tourists' intention to return to Lisbon destination and also to examine the impact of pride, prestige of the cruise and prestige of the destination as antecedents to intention to return to Lisbon destination. The main research question is: how destination image, prestige and pride influence intention to return? The following research objectives are proposed to initiate the research:

- Test if the three-dimension model has influence in the overall destination image of Lisbon.
- Explore intention to return to Lisbon destination as an outcome of overall destination image.
- Analyse Pride, Prestige of the destination and Prestige of the cruise as influencers of Intention to Return.
- Study if economic status moderates the effect that Overall Destination Image, Pride, Prestige of Destination and Prestige of Cruises have on tourists' intention to return to a destination.

The contribution of this research is of both theoretical and practical value. Theoretically, this research draws attention to the complexity of the relationship between the three dimensions of destination image and behavioural intentions, incorporating three constructs that have not been explored in the related literature: Pride in visits, Prestige of the destination and Prestige of the cruise. This means that, we tried to understand and examine the factors that affect tourists'

tendency to select a tourism destination, which can serve as a basis for the effective positioning of tourism destinations.

## **1.2. Structure**

This master dissertation is subdivided into chapters and sub-chapters that move from a general theoretical research to specific field research. After this introduction, there is the first chapter, the literature review, that contains a contextualization of Cruise Tourism and its evolution through the years (Chapter 2.1), and a brief characterization of Lisbon as a tourism destination (Chapter 2.2). Next, still in the literature review, the main context of this research starts to be explored with the concept of Destination Image and its components (Chapter 2.3) following the Gartner's approach, and with the concept of Intention to Return (Chapter 2.4). Following this, there is the explanation of Pride and Prestige as drivers to Intention to Return (Chapter 2.5), that is divided into three sub-chapters: Pride (Chapter 2.5.1), Prestige of the destination (Chapter 2.5.2) and Prestige of the cruise (Chapter 2.5.3). Finally, in chapter 2.6, there is a brief contextualization of Economic Status as possible moderator.

Subsequently, after all the relevant theoretical information is presented, the most appropriate methodology used for research purpose will be explained in chapter 3, to complete the gap in the literature review and to really understand which factors can motivate a return of the tourists to Lisbon city. After that the results gathered will be analysed in chapter 4. Finally, in chapter 5, to conclude the dissertation, the main conclusions of the research will be presented as well as some suggestions of managerial implications, some limitations of the study and recommendations for future research.



<b>Introduction</b>	<ul style="list-style-type: none"> <li>➤ Relevance of the topic</li> <li>➤ Identification of the gap in the literature</li> <li>➤ Objectives and Research Problem</li> <li>➤ Structure of the Master Thesis</li> </ul>
<b>Literature Review</b>	<ul style="list-style-type: none"> <li>➤ Research about Cruise Tourism and Lisbon as a destination</li> <li>➤ Exploration of the image formation process</li> <li>➤ Conceptualization of the different drivers of Intention to Return</li> <li>➤ Presentation of the conceptual model featuring the hypothesis</li> </ul>
<b>Methodology</b>	<ul style="list-style-type: none"> <li>➤ Explanation of the used methodology</li> <li>➤ Development of the questionnaire</li> <li>➤ Data collection and treatment process</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>➤ Sample Profile</li> <li>➤ Descriptive Statistics analysis</li> <li>➤ Factorial Analysis</li> <li>➤ Linear Regression Analysis</li> <li>➤ Moderator role of Economic status</li> </ul>
<b>Conclusions and implications</b>	<ul style="list-style-type: none"> <li>➤ Summary of the principal findings</li> <li>➤ Managerial Implications</li> <li>➤ Limitations of the study and future research</li> </ul>

**Table 1-** Structure of the Master Thesis. Source: Author's Elaboration.



## **2. Literature Review**

The literature review comprises six sections. The first section regards the cruise tourism characterization, presenting the importance of travel and tourism, the definition of cruise tourism and its different markets, the evolution and of the industry over the years and the main trends associated. The second section contains the description of Lisbon as a tourism destination, containing statistical data about number of visitants and the most visited places. The third part is devoted to the conceptualization of destination image and its dimensions, approaching the three-dimension model of Gartner (1993). The meaning of Intention to Return and its implications comes in the fourth section. The fifth part presents information about the antecedents of Intention to return, in other words, gives the argumentation about factors that can influence the intention of returning to a destination, such as Pride, Prestige of destination and Prestige of the cruise. To conclude, the sixth part contains a contextualization of Economic Status as a possible moderator.

In the current thesis, we decided to start presenting the characterization of the cruise tourism and the destination, where primary data is collected to give a first glimpse of the whole context of the study. Then, gradually, the literature on the different concepts and constructs emerge to finalize with the presentation of the proposed model.

### **2.1. Cruise Tourism Characterization**

Cruise tourism is a luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 48 hours, according to specific itinerary, in which the cruise ship calls at several ports or cities (Research Centre for Coastal Tourism, 2012). Cruising as term is also used by some air or rail companies as Air cruising Australia or Indian Pacific with the combination of train and ocean cruising. Cruise is a voyage on a ship undertaken wholly for reasons of leisure and recreation. There are different special interests cruising such as wellness at sea, freighter cruises, river cruises (Polat, 2015).

The first ocean-going vessels were not intended for passenger transportation, but for the cargo that they could carry. In 1818, the Black Ball Line in New York started as the first shipping company to offer regularly scheduled service concerned with the comfort of the passengers doing trips from the United States to England. Later, in 1830s steamships emerged and completely dominated the transatlantic market of passenger transport. The real concept of

pleasure cruises happened in 1844, with the beginning of a new industry. With this, there was a bigger concern for improving the quality of the voyage for passengers and ships started to carry only passengers. The endorsement made by the British Medical Journal of sea voyages to a book named *Innocents Abroad*, written by Mark Twain about cruising, encouraged the public to take pleasure cruises and try the transatlantic travel. The concept of the superliner was developed in the beginning of the 20<sup>th</sup> century with Germany leading the market of the massive floating hotels. These floating hotels intended to increase the comfort of ocean travel, making the accommodations more elegant and planning activities (Grace, 2008).

The White Star Line, owned by American financier J.P. Morgan was the most luxurious passenger ship ever seen at the time. Space and comfort were now the main focus instead of speed, resulting in larger and more stable liners. However, the sinking of the *Titanic* devastated the White Star Line and the company was later bought being named Cunard White Star (Grace, 2008). The most glamorous years for transatlantic passenger ships were between 1920 and 1940. American Tourists that were interested in visiting Europe replaced immigrant passengers and advertisements promoted the ocean travel, showing the elegant food and on-board activities to appeal the public.

The World War II converted again cruise liners into troop carriers and all transatlantic cruising ceased until after the war. After this, the U.S. government gave subsidies to build cruise liners due to the lack of American ocean liners. These ships were designed to possible conversion of troop carriers. The increasing of air travel and non-stop flight to Europe marked the ending of transatlantic business for ocean liners. The ships were sold, and lines went bankrupt from the lack of business.

The change of scenario was in 1960 with the beginning of the cruise industry. The companies focused on vacation trips in the Caribbean and created a “fun ship” image that attracted passengers that never had travelled on superliners. The ships were intended to create a casual environment and in providing entertainment. The emphasis was on the trip itself instead of the transportation of passengers to a specific destination (Grace, 2008).

The world petrol crises impacted negatively the cruise ships. Large ships were getting smaller because of the unreasonable prices of petrol. This resulted on a decrease of the number of passengers visiting ports of call (Grace, 2008).

Cruise travel was shaped for mass tourism. Prices have been very differently segmented. There are basically four types of markets (Biedermann, 2008):

- 1) **Contemporary market:** On board fun and amenities are playing significant role and destinations have secondary importance.
- 2) **Premium market:** This category is more expensive than the contemporary category and where the destination has same importance as on-board amenities.
- 3) **Luxury market:** It was once dominant type of cruise tourism, but now it has only a small portion of the industry. Generally, it is the most expensive cruise category and usually it takes longer than average cruise days.
- 4) **Adventure/exploration:** It refers relatively long cruises with special and exotic places where the destination is the main purpose of the trip.

Cruising has become one of the fastest growing sectors within tourism. It is a special experience with its own. Meals, activities, entertainment and varied destinations create one-stop holiday shop (Grace, 2008). Cruise Tourism represents the paradigm of globalisation: physical mobility, international capital that can be relocated anywhere and at any time, crews coming from different countries at the same ship (Brida and Aguirre, 2009).

With an increase on demand of 62% in the last ten years (Cruise Lines International Association, 2017), this subcategory of tourism represents approximately 2% of worldwide tourism (McFerran, et al., 2014). This rapid growth was a result of the incorporation of mega-cruise ships and new ports of call (Douglas & Douglas, 2004). A new record was broken in 2017, with 25.8 million global ocean cruise passengers (Florida-Caribbean Cruise Association, 2018). However, cruise tourism has received little attention in research (Papathanassis & Beckmann, 2011; Sun et al., 2011) and most of the research studies have focused on a limited geographical region, the Caribbean because of its popularity (Andriotis & Agiomirgianakis, 2010). In 2017, 35.4 % of all global itineraries were registered in the Caribbean (Florida-Caribbean Cruise Association, 2018). In other regions, the most popular choice is the Mediterranean, that represents 15.9% of global itineraries in 2018 (Florida-Caribbean Cruise Association, 2018).

Over the last decade, cruise tourism has been gaining increasing importance in Portugal. In 2012, almost all Portuguese ports reached records in passenger numbers and vessel calls. Overall, Portuguese ports received 1,314,023 cruise passengers, the highest number ever achieved until then. The main Portuguese ports that contributed to this number were: port of

Leixões, port of Azores, port of Lisbon and the National leader, Port of Funchal (Dias et al., 2013).

This success was a result of a large effort that with investments in infrastructures, to adjust the current supply needs of this segment, as well in its dissemination and promotion. The country occupies a privileged position in the European scenario, since it is situated at the intersection of the Cruise itineraries, between the Baltic and the Mediterranean and between North of Europe, the Mediterranean, the Caribbean and the U.S. Aware of the high benefits that this industry can generate to the Portuguese economy, the Portuguese Ports started a growing effort, either individually or together, in affirming the cruise industry, which has been responsible for the great growth of Portugal as a Cruise Destination (Dias et al., 2013).

2017 was also a wonderful year for Portugal in terms of Cruise Tourism, specially to Lisbon and Funchal. The Port of Funchal registered a number of 539,197 passengers, being the most visited national port (Presstur, 2018). The number of cruise ships that made a stopover in Port of Lisbon increased by 7.1%, compared to 2016, to 123, which is a new record. These vessels were responsible for 330 scales, representing a growth of 6% over 2016. The number of passengers registered was above 520 thousand. This year is still marked in the history of activity of the Port of Lisbon by the inauguration of the Terminal of Cruises of Lisbon and by the attribution, for the second consecutive year, and for the third time, the prize of best port of cruises of Europe by the World Travel Awards (APP-Associação dos Portos de Portugal, 2018).

## **2.2. Lisbon as a destination**

Lisbon is the capital and largest city of Portugal and the westernmost capital of a mainland European country. It has become an increasingly popular place to visit in recent years, with a warm Mediterranean climate despite of its place facing the Atlantic Ocean. Full of bleached white limestone buildings and intimate alleyways, Lisbon is a mix of traditional architecture and contemporary culture which makes it the perfect place for a family holiday (TripAdvisor, 2018). Indeed, the country has been reporting that it was heading for another record year for overseas arrivals.

Last year, the country was elected “Europe and World’s Leading Destination” and the city of Lisbon was rewarded with “World’s Leading City Break Destination” and also with “Europe’s Leading Cruise Port”, by the World Travel Awards. In 2016, Lisbon was already rewarded with

"Europe's Leading Cruise Destination" and "Europe's Leading Cruise Port" for its quality of services and infrastructure available to tourists who visit Lisbon and stop at the city. The World Travel Awards were founded in 1993 and it happens every year since then. Annually, an international jury of hospitality experts and peers, mainly from World Travel and Tourism Council, decide on awards presented to hotels and other hospitalities companies. World Travel Awards are given both on a world level and international region level in a wide range of categories such as hotel, airline, travel agency and others. These awards are also called the “Oscar in Tourism”. The goal is to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry (World Travel Awards, 2017). These distinctions attributed to the country and specially to Lisbon city contributed to the prestige of the destination and also to an increase in the number of tourists.

Statistical data continue to confirm the positive trend of the tourism indicators in the Lisbon area. In December of 2017, as we can see in table 1, the Occupancy Rate per Room registered a positive variation of 11.7%, when compared to the same period of the previous year. In the general compendium of hotel units, the last month of the year registered an exponential increase in the Occupancy rate per Room, with the 3-star establishments marking the largest growth. The Average Price per Sold Room (Average) registered an oscillation in the house of 86.92 euros, with establishments of 4 stars growing 10.8%. The most favorable progression occurred in the Average Price per Available Room (RevPar), with positive all units under analysis. In total, RevPar increased by 22.2% - which represents a variation in the Average Price per Available Room of 47.49 euros (Observatório- Studies and statistics office of Lisbon Tourism, 2018).

	<b>Dec 2017</b>	<b>Dec 2016</b>	<b>Var 16/17 (%)</b>
***	60.68%	54.20%	12.0%
****	56.83%	50.89%	11.7%
*****	45.70%	41.24%	10.8%
Synthesis	54.75%	49.03%	11.7%
<b>From January to December 2017</b>			
***	81.29%	76.43%	6.4%
****	80.17%	75.12%	6.7%
*****	68.89%	66.71%	3.3%
Synthesis	77.46%	73.14%	5.9%

**Table 2-** Room Occupation in 2017. Source: Observatório- Studies and statistics office of Lisbon Tourism (2018)

Humberto Delgado airport (Lisbon) became part of the largest group of airports in Europe, which handles more than 25 million passengers. Last year, Lisbon Airport handled 26.7 million passengers, 18.8% more than in 2016, this represents the entry of more 4 million passengers in the capital. In the total of the Portuguese airports, it was transported 51.8 million passengers, which represents an increase of 16.5% when compared to 2016. The Lisbon airport was responsible for more than half of this increase, becoming part of the group of *Airports Council International* airports to exceed the mark of 25 million of passengers (Observatório- Studies and statistics office of Lisbon Tourism, 2018).

Last December it was registered a positive trend in the Port of Lisbon with an increase in the number of vessels. According to data from Port of Lisbon, the progression of this indicator was 38.5%, as is possible to see in the following table. The month of December 2017 also saw an exponential rise in the number of passengers, when compared to the same period of 2016 (total number of 23,705 passengers). In 2017, the Port of Lisbon broke the record of cruise ships with a total of 123 ships responsible by 330 scales - an increase of 6% compared with 2016. The prediction is that 2018 could turn out to be the best year ever with new scales and passengers. Faced with the successes of 2017 and the forecasts for year in progress, the President of the Administration of the Port of Lisbon, Lídia Sequeira, highlights that Lisbon is "at the beginning of a new era for tourism with high growth prospects, especially now that the Portuguese capital is one of the best served by support for cruise activity." (Observatório- Studies and statistics office of Lisbon Tourism, 2018).

	Dec 2017	Dec 2016	Var 16/17 (%)	2017	2016	Var (%)
Nº of vessels	18	13	38.5%	330	311	6.1%
Nº of passengers	32,187	23,705	35.8%	521,042	522,497	-0.3%
In Turnaround	183	833	-78.0%	58,915	47,632	23.7%
In transit	32,004	22,872	39.9%	462,127	474,865	-2.7%

**Table 3-** Cruise Statistics. Source: Observatório- Studies and statistics office of Lisbon Tourism (2018).

Full of inspiration ranging from Gothic to the Baroque style, Lisbon is full of ornate Baroque streets and traditional buildings with tiles, all with wonderful architecture. The most characteristic and mandatory places to visit are: Belém, where it is possible to find the Jerónimos' Monastery, the Belém Tower, the Monument to the Discoveries and MAAT; the historical area of Lisbon, where it is possible to see the São Jorge castle, "Convento do Carmo",



São Roque church and “Sé de Lisboa”; Lisbon Downtown or “Baixa Pombalina” where it is possible to visit the Santa Justa lift, Commerce Square, Rossio; and “Parque das Nações”, where there is a beautiful promenade by the river and the Oceanarium of Lisbon. Besides other places in the center of the city such as the Calouste Gulbenkian Foundation and Campo Pequeno, a bit further away from the capital it is possible to swim in Portuguese beaches.

The monuments, palaces and museums protected by the General Directorate of Cultural Heritage received a total of 5,060,780 visitors in 2017, an 8% growth over the previous year. According to the official statistics disclosed, there was a growth of 60% of visitors, when considering the numbers of the last six years, from 2012 to 2017 inclusive. It is the first time that the museums, monuments and palaces, protected by the Directorate General of Cultural Heritage (DGPC), exceed five million visitors, and by 2016 these spaces had received more than 4.6 million people. According to the following table, leading the visitors is the Jerónimos Monastery in Lisbon, with 1,166,793 entrances (7.9% more than in the previous year), followed by the Belém Tower, with 575,875 (less 16%). In museums, the “Museu dos Coches” leads the visits, with 350,254 (8.5% less than the previous year), followed by the National Museum of Ancient Art, with 212,669 (plus 21.1%), the National Tile Museum, with 193,444 (plus 20.5%), the National Archaeological Museum, with 167,634 (plus 14.1%), and the Machado de Castro National Museum, with 108,385 (2% less) (DGPC, 2018).

<b>Monuments</b>	<b>Nº of Visitants</b>	<b>Var (%)</b>
Jerónimos Monastery	1,166,793	7.9%
Belém Tower	575,875	-16%
<b>Museums</b>	<b>Nº of Visitants</b>	<b>Var (%)</b>
“Museu Nacional dos Coches”	350,254	-8.5%
National Museum of Ancient Art	212,669	21.1%

**Table 4-** Top visited monuments and museums. Source: DGPC - General Directorate of Cultural Heritage (2018).

### 2.3. Destination Image

Image is widely applied in marketing and behavioural sciences to represent people's perceptions of products, objects, behaviours and events driven by beliefs, feelings, and impressions (Baloglu & Brinberg, 1997; Crompton, 1979).

In the area of Tourism Marketing, there are several definitions for destination image. Most researchers agree that the image of a destination is a set of impressions, ideas, expectations and emotional thoughts an individual has of a specific place (Assaker, 2014; Baloglu & McCleary, 1999a; Beerli & Martin, 2004; Kim & Richardson, 2003). The multi-attribute concept of destination image serves as common ground for most destination image researchers (Dann, 1996; Gallarza et al., 2002; Huang & Gross, 2010; Zhang, Fu, Cai, & Lu, 2014).

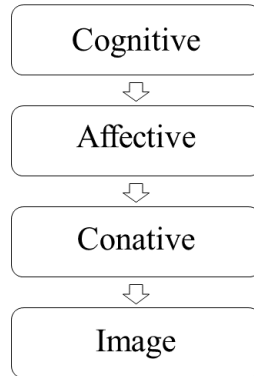
Destination image is also defined as a subjective interpretation of a destination made by individuals which influences tourist behaviour (Beerli & Martín, 2004a; Bigné, Sánchez, & Sánchez, 2001; Bigné, Sánchez, & Sanz, 2009; Bosque & Martín, 2008; Cai, Wu, & Bai, 2004; Chi & Qu, 2008; Hunt, 1975; Tasci & Gartner, 2007; Tapachai & Waryszak, 2000). It plays an important part in understanding tourist's behaviour during the several steps that are part of tourist's experience: decision-making process of choosing a destination; in the process of comparing expectations with experience, in the process of revisiting, spreading word of mouth and recommending the destination to family and friends (Agapito et al., 2013).

Tourism destinations are crucial to the tourism industry (Kozak & Rimmington, 1999), with destination image critical to destination positioning (Kotler, Haider, & Rein, 1993; Pike & Ryan, 2004; Sonmez & Sirakaya, 2002) and destination selection process (Chon, 1990; Hunt, 1975; Pike, 2008). The knowledge of consumer psychology is very important in determining the success of a destination. Recently, there was a need to examine the cognitive-affective dimensions when understanding the process of destination image. It has been proposed that not only the cognitions, such as expectations and disconfirmation, but also emotions can play a significant role in the image creation process (Bosque & Martín, 2008).

Through the years, several authors proposed several studies regarding the process of creating destination image. The two main approaches are the ones developed by Echtner and Ritchie (1991) and Gartner (1993), with the latter being more popular among tourism scholars (Zhang et al., 2014). Gartner, in the conceptual article entitled *Image Formation Process*, co-published in *Communications and Channel Systems in Tourism Marketing* (1993) and in the *Journal of Travel & Tourism Marketing* (1994), proposes the theory that has three components – cognitive, affective and conative in the image formation process.

Gartner's model points to the existence of three main dimensions of destination image-cognitive, affective and conative (Dann, 1996; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Stepchenkova & Mills, 2010; Tasci & Gartner, 2007; Tasci et al., 2007). This model is aligned

with Boulding's research that states that an image comprises what one thinks and knows about an object (Cognitive), how one feels about it (Affective), and how one acts using the previous information (Conative).



**Figure 1-** Image Formation Process according to Gartner. Source: Author's Elaboration based on Gartner (1993).

The cognitive component is more intellectual and perceptual which means that is related to the individual's beliefs and knowledge about certain attributes of the destination, while the affective component concerns feelings that people associate with the place of visit and it refers to the evaluation stage. With respect to cognition, Pike (2008) argued that it is the sum of what is known or believed by the individual about a tourism destination, as well as the associated knowledge that could or could not be derived from a previous visit. Regarding the affective dimension, Russell and Snodgrass (1987) said that people develop affective evaluations for a place before entering that environment, during their presence there and after leaving that place to move somewhere else. Also, Klenosky (2002) has shown that before tourists make their travel decision, they formulate a more positive affective destination image when the destination-related emotions match their motives and the benefits pursued. The conative component represents tourists' consideration of a place as a potential travel destination (Gartner, 1993). It demands action or a behaviour, this is the individual's conduct or intention to revisit and recommend the destination to others (Bigné et al., 2001; Gartner, 1993; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Tasci & Gartner, 2007; Tasci et al., 2007), and the intention to spread positive word of mouth. This last component is related to loyalty, since includes if individuals have the intention of returning or to say positive things about a destination.

The conative image dimension has been considered by many scholars as synonymous to intention (King et al., 2015; Pike & Ryan, 2004; Prayag, 2009; Woodside & Dubelaar, 2002), representing how and why knowledge and feelings of new or repeat visitors contribute to the

choice of a specific destination for vacations (Pike & Ryan, 2004; Tasci et al., 2007). However, there is strong evidence that conative destination images and intentions are distinct constructs (Perugini & Bagozzi, 2004; Prestwich, Perugini, & Hurling, 2008; White, 2014). Concluding, destination image theory suggests that cognitive and affective images represent individuals' subjective associations or perceptions related to a destination's characteristics (Chen & Uysal, 2002; Gartner, 1993; Kim & Richardson, 2003) and conative image outlines the idealized and desired future situation the individual wants to develop for himself/herself (Dann, 1996).

The remaining literature is not clear regarding the interrelationship among cognitive, affective, and conative images. On one hand, Gartner (1993) argued that the components are hierarchical with cognitive images preceding affective image, and affective image preceding conative image which corresponds to Fishbein and Ajzen's (1975) proposition that defends a sequentially causal relationship between cognition, affect, and conation. On the other hand, Bagozzi (1992) insists that both cognition and affect have a direct effect on conation.

The three dimensions: cognitive, affective and conative, contribute to the creation of a global image that is considered to be greater than the sum of its parts, and that is incorporated by the consumers to simplify the process of decision-making (Agapito et al., 2013). Affective and Cognitive components are in somehow, responses to environmental stimuli, which creates a dynamic system. Baloglu and McCleary (1999) reviewed the research and concluded that there is empirical evidence that the 3 different elements are interrelated. Therefore, the three-following hypothesis are proposed (see figure 2):

**H1a:** Cognitive component positively influence the overall destination image.

**H1b:** Affective component positively influence the overall destination image.

**H1c:** Conative component positively influence the overall destination image.

## **2.4. Intention to return**

Intention to return has been defined as an individual's readiness or willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit, e.g. purchase of a vacation package to the same destination (Han & Kim, 2010). According to Cole and Scott (2004), it is the desire to visit, in a specific timeframe, a prior destination for a second time. As Um, Chon, and Ro (2006, p. 1141) argue, "Revisit intention has been regarded as an extension of satisfaction rather than an initiator of [the] revisit decision making process".

The existing literature on places visited by cruise ships has shown a growing interest on repeaters in the destination and their future intentions for consumption (Andriotis & Agiomirgianakis, 2010; Brida & Risso, 2010; Brida et al., 2012). There are several studies that revealed that the lived experience during the stay defines a critical aspect of repeat visitor's loyalty destination (Choi & Chu, 2001; Ekinici et al., 2000). Repeat visitors are generally characterized by a different consumption trajectory from first timers who are usually less likely to expand and diversify their experiences in the destination (Assaker, Vinzi, & O'Connor, 2011; Bigné et al., 2009; Petrick, 2004).

Several researchers have focused on factors that contribute to revisit intention (Alegre & Garau, 2011; Baloglu, 2000; Chen & Tsai, 2007), because it is better to attract visitors to come back than to look for new visitors (Um et al., 2006). For example, Petrick, Morais, and Norman (2001) concluded that intention to return to a destination is influenced by the tourist's level of satisfaction, past behaviour and the perceived value. Although many tourists consider revisiting a destination, there is evidence that the need for variety and alternatives, as tourists who seek novelty tend not to return to a destination (Assaker & Hallak, 2013; Assaker, Vinzi, & O'Connor, 2011; Barroso, Martin-Armario & Ruiz, 2007; Bigné, Sánchez & Andreu, 2009).

In 2015, Nikolaos Stylos, Chris A. Vassiliadis, Victoria Bellou and Andreas Andronikidis developed a study that primarily examined the complex relationship between destination image components and tourists' intention to revisit. In this research, they incorporated two pivotal but unexplored constructs, namely holistic image and personal normative beliefs (Stylos et al., 2015). The findings verified the mediating role of holistic image for predicting tourists' intention to revisit a destination, supporting a partial and a full mediation. About the three-dimension model, only affective and conative images contributed to the prediction of tourists' intention to return to a destination through the holistic image towards this destination. As King et al. (2015) suggested, cognitive images are quite stable over time, but affective and conative components of image are more susceptible to change. Moreover, PNBs moderate the effect that conative destination images have on tourists' holistic image. Practically, the research highlighted factors that influence tourists' tendency to select a tourism destination, which can serve as a basis for tailoring the effective positioning of destinations (Stylos et al., 2015). It also revealed a positive direct effect of conative image and the positive indirect effect of affective and conative images on a tourists' intention to revisit a destination. These results prove that the long-term memory of a tourist destination is fundamental to predicting the intention to return

and may hence inhibit or suppress the effect of knowledge and beliefs derived from a previous visit (Pearce, 1988).

The significant role of conative image was supported by the findings of the research. In line with Dann's (1996) proposition, when tourists choose their destination, they project themselves into an imagined or idealized future situation as though they had already experienced it. Specifically, a tourist's pre-trip interest moves from the impersonal scenery and destination related touristic activities to the personal enjoyment and delights they anticipate for themselves and their intimates (Dann, 1993). As a consequence, the recognition of conative image as an antecedent of the intention to return reintroduces the need to examine conative images, which goes against previous researchers who considered that the intent or action component of image is analogous to behaviour (Çakmak & Isaac, 2012; Gartner, 1996; Hallmann et al., 2014; Lee, 2009; Nadeau et al., 2008; Prebensen, 2007; Roth & Diamantopoulos, 2009; Styliadis, Belhassen, & Shani, 2014; White, 2005; Zhang et al., 2014) or who disregarded conative image when examining images (Assaker, 2014; Bigné, Sánchez & Sanz, 2009; Byon & Zhang, 2010; Hudson, Wang, & Gil, 2011; Lam & Hsu, 2006; Lin, Morais, Kerstetter, & Hou, 2007; Ryan & Cave, 2005; San Martín & Rodríguez del Bosque, 2008).

Nowadays, there is a high and diversified offer of tourism destinations. Given that, tourists benefit from a series of options to satisfy their travel needs. There are two key variables specifically analysed in the specialized literature regarding tourists' destination choice: distance and price (Nicolau & Mâs, 2006). Most often, tourists choose a certain destination based on numerous attributes considered to be the most advantageous at that moment and because of that, those who want to travel need a relevant amount of information concerning the chosen destination. As a result, tourists use several information resources to create an image as clear as possible regarding their destination (Nicoletta & Servidio, 2012). The process of choosing a destination is very complex and supposed a series of specific consumer behaviour stages. This process begins with the recognition of the need followed by the selection per se (Decrop, 2010) and the post-purchase behaviour which affects the intention to return. When choosing a destination many tourists prefer unfamiliar places that they have not seen before or that have been recommended by friends or acquaintances (Avram & Ratiu, 2014).

Chen C.-F and Tsai DC (2007), studied the impact of destination image on tourists' intention to revisit a destination. They concluded that this variable is strongly dependent on quality and tourist satisfaction. A good service quality and a high level of tourist satisfaction sure surely

leads to positive intention to return and, consequently, tourist loyalty (Lai & Chen, 2011). The tourist's return to a destination largely depends on the expectations one had of the destination, on the preconceived destination image and on the personal experience in that destination (Rațiu et al., 2011). An increased level of quality will result in tourist satisfaction and will create a positive destination image on the market, generating a strong effect on repeating the visit, "and this will result in financial benefits in tourism industry." (Som & Badarneh, 2011). Novelty is a highly influential element on the intention to return and represents an evaluation of the current perception eager to discover something different from the past experiences (Assaker et al., 2011). Tourists oriented to novelty and discovering hardly ever return to a past destination. On the contrary, they are very likely to try new places. Therefore, there is a mandatory need to provide quality services with an impact on tourist satisfaction with the purpose of positively influencing their intention to return (Assaker et al., 2011).

It is crucial to understand how overall destination image can influence or enhance the intention to revisit a destination. Therefore, the following hypothesis was formulated (see figure 2):

**H2:** The overall destination image is related to the intention to return to a destination.

## **2.5. Pride and Prestige as drivers of Intention to Return**

According to existing literature, there are several factors that can motivate the intention to return to a destination. As previously mentioned, there are the ones related to destination image and the experience itself. But in this study, besides understanding how the three-dimension model and destination image can influence the intention to return, we also intend to study the impact of other factors such as pride in visits and more external factors such as prestige of the cruises and prestige of the destination. In this chapter, each three of them will be explored in three subchapters. The first subchapter will contain the definition of Pride and its implications on consumption, the second one will have Prestige of the destination and how it can influence tourism and finally, the last one, will describe the importance of cruises' prestige and which factors can define the prestige of a cruise.

### *2.5.1. Pride in visits*

Pride is a positive emotion associated with a sense of achievement and self-worth (Antonetti & Maklan, 2013). Pride is also defined as a feeling of satisfaction, delight or pleasure in something

that one has achieved or is able to do, or in the capabilities and achievements of someone related with (Decrop & Derbaix, 2010).

Recent psychological research on pride, showed a strong evidence for two separate facets of pride in consumption: “authentic” and “hubristic”. “Hubristic” pride is related with narcissism and other unpleasant outcomes such as relationship conflict, prejudice against out-groups, aggression and hostility. The more positive dimension of pride, associated with a sense of purpose and the attainment of cherished goals, motivates people to behave responsibly in the future (Cheng et al., 2010; Bodolica & Spraggon, 2011). This is called the “authentic” pride, which is experienced by a product of challenging work and success and can promote perseverance at difficult tasks, empathy toward out-groups and development of genuine self-esteem (Ashton-James & Tracy, 2012; Tracy & Robins, 2007; Tracy, Cheng, Robins, & Trzesniewski, 2009). Authentic pride supports behaviour in accordance with personal standards or in the pursuit of valued goals (Williams & DeSteno 2008).

Pride leads to an increase of desire for luxury brand and Lea and Webley (1997) defended that pride is more likely to arise in high-involvement decisions or situations. Pride has a distinct nonverbal expression that is easily recognized by adults and children all around the world, and individuals display this expression in response to success and status worldwide (Shariff & Tracy, 2009; Tiedens, Ellsworth, & Mesquita, 2000; Tracy & Matsumoto, 2008; Tracy & Robins, 2008; Tracy, Robins, & Lagattuta, 2005; Tracy, Shariff, Zhao, & Henrich, 2013; Williams & DeSteno, 2009). Findings suggest that displaying and experiencing pride in response to a culturally defined success is universal, proving that pride can be a reflexive response to the consumption of brands that transmit success and achievement, such as luxury brands (Mc Ferran et al., 2014).

As mentioned before, pride can be experienced from consumption, and this type of emotion can be really intense when experienced with luxury brands. The belief that one will feel heightened positive affect after consumption more generally is a significant influencer for purchases (Isen, 1984; Luomala & Laaksonen, 1999; Richins, 2004; Tice & Bratslavsky, 2000) and may underlie socially and personally dysfunctional behaviours like impulsive and compulsive shopping (Beatty & Ferrell, 1998).

Pride can help marketers to increase customers’ commitment and loyalty, to make brands become icons (Holt, 2004) and can enhance salespeople’s motivations and performances (Bagozzi et al., 1999; Verbeke et al., 2004). Also, Pride can incentivise charitable donations,



volunteering (Boezeman & Ellemers, 2007) and support for cause-related marketing campaigns (Kim & Johnson, 2013).

According to other marketing studies, pride is as an emotion arising from a range of buying or consumption situations and it is used as a control or moderating variable. Soscia in 2007 investigated the role of pride in predicting post consumption behaviour and found significant correlations between pride and repurchase intention, and between pride and word of mouth. Feelings of pride does not only occur individually, it also serves as a way of self-expression and of assertion in social relations. This kind of emotion appear when one's behaviour is positively valued by others (Arnett et al. 2002; Tracy and Robins 2004; Zammuner 1996) and may spread over in-group social identity (Lazarus, 1991).

When consumers are feeling proud about the brand/company, they feel more committed and loyal, increasing consumption, positive WOM and co-creation. Proud consumers are more likely to repurchase the company's products (Soscia, 2007). Pride feelings have major consequences for marketers' consumers, being central in consumer's individual and social identity processes (Fischer and Tangney, 1995; Verbeke et al. 2004).

Having into account, the importance of pride in consumptions, it is relevant to understand the impact of pride in visiting a destination in the intention to return. Therefore, the following hypothesis is created (see figure 2):

**H3:** Pride in visits influences the intention to return to a destination.

### *2.5.2. Prestige of the destination*

The prestige motivation is perhaps one of the leading forces of consumption (Mason, 1981) which emerges from personal and interpersonal contexts (Krippendorf, 1987; Woodside, Caldwell, & Spurr, 2006). Personal and interpersonal contexts provide to the consumption a social dimension where the utility of products is defined by the social advantage that the purchase offers (Mason, 1992). This kind of behaviour is associated with high social class whose consumptions are outrageous (Friedman, 1992; Miller, 1975). Under this perspective, the prestige seeking behaviour is an umbrella that grounds most of the consumers' actions. According to Kotler and Keller (2006), people do not purchase products or services, but rather purchase their meanings. Also, the social symbolism of consumption in post-modern society has become available to consumers in general although with different intensities. Under these

circumstances, the prestige behaviour concept must be related to the symbolism of consumption rather than to the price of products (Correia & Kozak, 2012).

Tourism is also driven by prestige motivations, whether tourists decide to engage in the most extraordinary experiences (Laing & Crouch, 2005) or even when they decide to travel to a domestic destination (Jang & Wu, 2006). Prestige motivation in tourism is defined as “the motivational process by which individuals strive to improve their regard or honor through the consumption of tourism experiences that confer and symbolise the prestige both for individuals and surrounding others” (Correia & Moital, 2009, p.18). This motivation is therefore the process from which tourists aim to enhance their social standing. This social standing is defined by Eastman, Goldsmith, and Flynn (1999) as a status, that could be achieved by behaving in conformity with the others or by differentiating their experiences. This is called the bandwagon and snob motivations. According to Duesenberry (1949) and Leibenstein (1950), snob motivations appears associated with the uniqueness, which is the desire to purchase based on its extremely high price and scarceness, only because it is extremely expensive or extremely rare. On the other hand, the bandwagon motivations are related with the desire to purchase what most other people buy.

Over the years, several empirical studies were made in tourism research about prestige motivations. Out of all such empirical investigations, the first who focused mostly in prestige motivations research was Riley in 1995. The author used a qualitative methodology to study the underlying dimensions of prestige. Furthermore, Vigneron and Johnson (1999) related these motivations with bandwagon, conspicuous and snob motives deepened by Leibenstein (1950). In this case, Vigneron and Johnson (1999) stand these motives on the field of motivations since it refers to the desire of social standing. Social standing achieved by differentiation or by conformity results on status which is the consequence of a consumption driven by prestige motivations (Eastman et al., 1999).

Therefore, it is undoubtedly that tourism is a prestige purposive behaviour able to confer status to tourists (Correia & Kozak, 2012). However, prestige and status are virtually different concepts. Prestige appears as an intrinsic motive associated with respect and standing (Neuman, Pizam, & Reichel, 1980) while status is an individual standing in the hierarchy of a group-based prestige, honor and deference that individuals could achieve as the members of a group (Burn, 2004). Status should be viewed as a probable consequence of prestige (Weiss & Chaim, 1998;

Clark et al., 2007). Also, prestige is assumed as a multidimensional construct comprising bandwagon and snob motives (Leibenstein, 1950).

Considering all this and the aim of this paper, it is important to understand and analyse the possible impact of prestige of the destination. Therefore, we formulate the following hypothesis (see figure 2):

**H4:** The prestige of a destination influences the intention to return.

### *2.5.3. Prestige of the cruises*

Brand prestige is defined as the relatively high status of product positioning associated with a brand (McCarthy & Perreault, 1987; Steenkamp et al., 2003), that has a critical impact on the behaviour of luxury seeking consumers. A very considerable number of cruise tourists take luxury cruises because they believe that the prestigious image of the cruise can be transferred to their self-concept (Steenkamp, Batra, & Alden, 2003) and that they can express a more distinctive (e.g. luxurious, prestigious) personal image by taking luxury cruise vacations (Vigneron & Johnson, 1999). Therefore, it is really important to create and enhance brand prestige in the cruise industry.

When a brand is considered prestigious, consumers are willing to pay a higher price and show a stronger loyalty with these brands (Kuenzel & Halliday, 2008). A high number of cruise travelers are influenced by the prestigious image of the cruises, because it can reflect a signal of social status, wealth and power (Douglas & Douglas, 1999; Hung & Petrick, 2011). So, it is crucial for industry to adopt practices that enhance the brand prestige of a cruise company. Prestige is a broader concept than luxury, however, the concept of prestige encompasses luxury. According to Vigneron and Johnson, prestige brands are categorized based on brand prestige level into Upmarket brands, Premium brands and Luxury brands.

Purchasing prestigious brand's products increases social value which means "the utility derived from the product's ability to enhance social self-concept" (Sweeney & Soutar, 2001, p. 211). Therefore, a prestigious brand image can increase the feeling of belonging to the upper class. Since brand prestige is determined by consumer's subjective evaluations, it was developed a study to understand which kind of criteria can influence cruise travelers' brand prestige evaluations. In the industry of cruise, important attributes can influence passengers' evaluations

and future behavioural intentions (Hwang & Han, 2014). In this study, it was analysed eight attributes individually and collectively in the cruise industry:

- 1) **Food quality:** Plays a critical role, affecting overall cruise evaluation and repurchase intention. It is a factor that can induce elevated levels of satisfaction providing positive cruise evaluations.
- 2) **Service quality:** It is defined as the customer's perception of service providers' interpersonal skills (Nikolich & Sparks, 1995). It is empirically proved the importance of service quality in evaluating the overall excellence of brands in several industries, such as retail, airline, travel, hotel and restaurant.
- 3) **Staff/crew attractiveness:** The physical attractiveness of a brand's employees has a significant impact on customers' overall satisfaction with the brand (Bitner, Booms, & Mohr, 1994). Consumers tend to evaluate in a favorable way products or services that are delivered by physically attractive employees. That is why service companies often hire employees that are physically attractive (Berger, Fisek, Norman, & Zelditch, 1977).
- 4) **Entertainment:** It is defined as the action of providing amusement or enjoyment (Oxford Dictionaries, 2013a, 2013b). An organized entertainment program helps to motivate travelers to join a cruise trip and affects the overall satisfaction with the cruise influencing repurchase intention (Hosany & Witham, 2010; Petrick et al., 2006). Therefore, cruise companies should develop attractive and appealing entertainment programs.
- 5) **Ship facilities:** Usually ships are equipped with a wide variety of facilities such as sports/fitness rooms, shopping arcades, theaters, and others. According to the results of an empirical study conducted by Qu and Ping in 1999, cruise travelers enjoy taking advantage of amenities such as tax-free onboard shopping and movie showings. Also, other facilities such as gyms and pools can provide higher levels of satisfaction with the cruise.
- 6) **Ports of call:** It is a place where a ship stops on a voyage. At ports of call, passengers have the opportunity to visit several touristic destinations. Since most of the time is spent on the ship, a port of call provides a unique experience. A good and attractive port of call can be a pleasant change on a voyage, and it can influence the level of satisfaction with a cruise.

- 7) **Programs/ places for children:** Almost 70 percent of cruise passengers are accompanied by children (Cruise Critic, 2012). Therefore, appealing programming and facilities for children are critical issues. Empirical studies conducted by Petrick et al. (2006) showed that effective amenities for children are an important predictor of post-cruise evaluations such as satisfaction, perceived value, word of mouth, and repurchase intention.
- 8) **Cabin quality:** Since passengers spend large amounts of time in their cabins to sleep, cabin quality is a critical issue. According to existing studies, cabin quality is determined by five factors: size, cleanliness, quietness, bedding comfort and toiletries (Choi & Chu, 2001).

There are a lot of factors that can contribute to the prestige of a cruise and these factors can also explain the relationship between the prestige of a cruise and the intention to revisit a destination. Therefore, the following hypothesis was formulated (see figure 2):

**H5:** The prestige of the cruises influences the intention to return to a destination.

## 2.6. Economic status

It is almost common sense that changes in consumers income can cause changes in products demand. An increase in the real income of a consumer provides an increase of spending power (Crouch, 1992). Usually, when the level of income of a family is enhanced, the consumption of the named “Normal products” also grows. In 1992, Crouch gave this example: “A living in New York that typically spends its vacations in Canada, may travel to France instead, as their real income increases. In this case, France would be a normal product and Canada is termed an inferior product in an economic sense.” However, consumers may buy less of some products to buy some that are more desirable and attractive, and that are also more expensive. In general, if the increase of spending on a normal product exceeds the increase in real income, the product can also be considered a luxury one. A luxury product is a product that increases its share of consumption expenditure as the real level of income increases (Crouch,1992). Well, tourism and more specifically, cruise tourism is generally considered a luxury product, which means that the impact of income can be very significant.

Most of the existing literature about international tourism demand believes in an explicit assumption that demand is a function of real discretionary income (Kim et al. 2012). Although

it is a bit unrealistic to think that expenditures on travel and leisure could overcome day-to-day necessities, the assumption in the literature follows a deduction based on two fundamental principles: first, it is acknowledged that all kinds of tourism are considered a luxury good rather than a normal good (Crouch, 1992), and second, as a luxury good, demand should be dependent on the level of income of consumers (Crouch, 1992), which corresponds to the proportion of real earnings after normal expenses are deducted (Kim et al., 2012). Subsequently, the concept that tourism has a higher sensitivity to income than a normal good has been carefully studied by academics (Lanza et al., 2003; Smeral, 2003). In these studies, it was commonly found that the income elasticity of international tourism is greater than unity (Kim et al. 2012).

The income elasticity is measured by the percentage change in demand divided by the percentage change in income (Crouch, 1992). Consequently, less prestigious tourism destinations would have a negative income elasticity and on the other hand, a positive income elasticity indicates normal tourism destinations, which can be considered luxury destinations if their income elasticity exceeds unity. Thus, it would be expected, to find a range in estimated elasticities from the past research, oscillating from negative values through to positive values higher than unity. Nonetheless, given the luxury nature of most of the international tourism, it is normal that there would be a clear majority of positive income elasticities and that the average income elasticity may well exceed unity (Crouch, 1992).

Although Crouch and other authors studied and tested the impact of the level of income in consumption, more specifically in tourism consumption, there is also several studies conducted that studied the impact of these in travelers' choices. Previous researches about the destination choice showed that the socio and economic status can be a critical factor when choosing a cruise line and a destination. These dimensions of social conditions and the environment have a significant psychological relevance, when studying cruise travelers' intentions (Blas & Carvajal-Trujillo, 2014).

That said, economic status can also play a key role in the intention of returning to a destination. Therefore,

**H6:** Economic status moderates the effect that Overall Destination Image, Pride, Prestige of Cruises and Prestige of Destination have on tourists' intention to return to a destination.

Concluding, the proposed model with all the hypothesis that are going to be studied based on the Literature Review and Hypothesis Development, is presented below in figure 2.

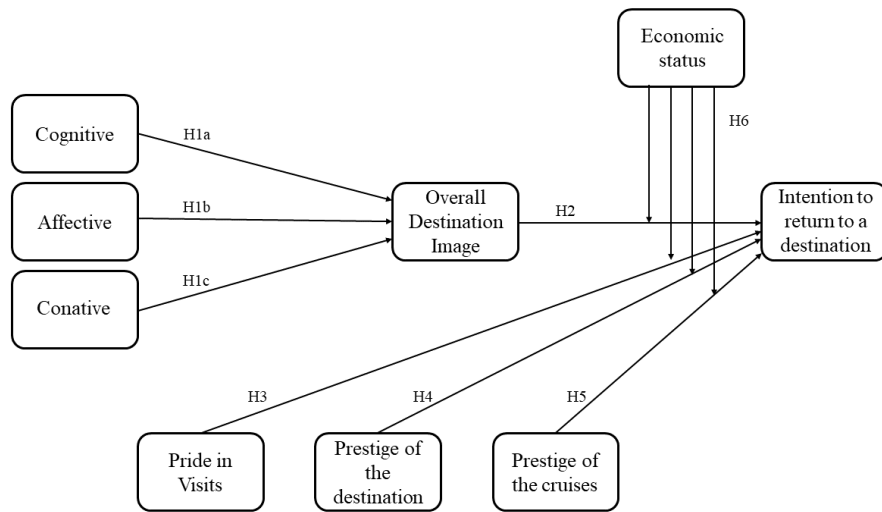


Figure 2- Proposed model. Source: Author's Elaboration.





### 3. Methodology

The main objective of this Master Dissertation is to analyse the factors influencing the intention to return to Lisbon Destination. In particular, (i) test if the three-dimension model has influence in the overall image of Lisbon, (ii) explore intention to return to Lisbon destination as an outcome of overall destination image, (iii) analyse Pride and Prestige as influencers of Intention to Return and (iv) study if economic status can moderate the relationship between Intention to Return and its influencers. To achieve these goals, it is very important to be developed from the experience of a significant number of cruise travellers.

To increase the legitimacy of this study, an organized and structured investigation should be done. This Master Thesis followed a sequential approach, moving from a secondary data (previous studies and researches), to primary data (field investigation). The secondary data started in the Literature Review with the analysis of theories and recognition of previous studies about destination image and factors that could influence Intention to return. After this, it was necessary to establish the main goals in order to use the best methodology to carry the study.

This Master thesis follows assumptions of a quantitative approach, because it is our intention to test a model with 9 constructs and its associations. Therefore, a questionnaire was used to test and prove the hypothesis defined in the literature review, presented in figure 2.

#### 3.1. Questionnaire and measurement

Through the collection of secondary data, it was possible to gather several studies that were useful to create the constructs for this questionnaire.

The questionnaire was divided in 9 parts: Cognitive Image, Affective Image, Conative Image, Overall Destination Image, Pride, Prestige of the Cruise, Prestige of the Destination, Intention to Return and Socio-Demographics data.

**Cognitive Image:** It was measured with a twenty-nine-item-scale. The Scale was adopted from the study of Stylos and Andronikidis (2015). Seven-point Likert scales were employed for rating the 29 items, ranging from “1 strongly disagree” to “7 strongly agree”.

**Affective Image:** This was measured with eight items. Respondents were asked to rate Lisbon as a tourism destination through eight bipolar feelings, previously proposed in the study of Stylos and Andronikidis (2015). The scale was 7- point semantic differential.

**Conative Image:** It was measured with a 11-item scale, previously done in a previous research of Stylos and Andronikidis (2015). Respondents were asked to respond on a 7-point Likert scale with anchors of “1 strongly disagree” and “7 strongly agree”.

**Overall Destination Image:** This was measured with a single item, in accordance with the method developed by Echtner and Ritchie and used in the study of Stylos and Andronikidis (2015). “Please rate below the overall image of Lisbon as a tourism destination”, anchored with “1 Very negative” and “7 Very positive”.

**Pride:** It was measured with a 4-item-scale, with 3 items adapted from a previous study by Antonetti and Maklan (2013) and one created from the extensive literature review. Seven-point Likert scales were employed for rating the items, ranging from “1 strongly disagree” to “7 strongly agree”.

**Prestige of the cruise:** This was measured with a 20- item-scale, adapted from a research named “Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry” by Hwang and Han (2013). Respondents were asked to respond on a 7-point Likert scale with anchors of “1 strongly disagree” and “7 strongly agree”.

**Prestige of the Destination:** It was measured with a 6-item-scale, with items created from the existing literature review and with others adapted from a study done in Algarve by Antónia Correia and Metin Kozak in 2012. Seven-point Likert scales were employed for rating the items, ranging from “1 strongly disagree” to “7 strongly agree”.

**Intention to Return:** This was measured by a 4-item-scale, with items adapted from the research made in Greece by Stylos and Andronikidis, in 2015. Respondents were asked to respond on a 7-point Likert scale with anchors of “1 extremely unlikely” and “7 extremely likely”.

**Sociodemographic data:** This construct contains a set of multiple choice questions for Gender, Age, Level of Education, Current Employment Status, Household Income and Marital Status and one open question about Nationality.

Constructs	Source
Cognitive Image	Stylos and Andronikidis (2015)
Affective Image	Stylos and Andronikidis (2015)
Conative Image	Stylos and Andronikidis (2015)
Overall Destination Image	Stylos and Andronikidis (2015)
Pride	Antonetti and Maklan (2013)
Prestige of the cruise	Hwang and Han (2013)
Prestige of the destination	Antónia Correia and Metin Kozak (2012)
Intention to Return	Stylos and Andronikidis (2015)

**Table 5-** Sources of the constructs used in the questionnaire. Source: Author's Elaboration.

### 3.2. Sample Procedure and Data Collection

In order to obtain the perceptions from people that travel in a cruise, it was decided that it was best to do the questionnaires face-to-face, to cruise travellers in the Lisbon port. So, for that to happen it was necessary to contact the Port of Lisbon to obtain a permission to collect the answers. The first contact was done in the 18<sup>th</sup> of January with the person responsible for Communication of Port of Lisbon and after some different contacts with the companies that were specifically responsible for the cruise ports, a permission was obtained in the 15<sup>th</sup> of February.

The data collection was made in two different cruise terminals in Lisbon: Santa Apolónia Terminal, located in Santa Apolónia and in the New Terminal of Lisbon, located between Santa Apolónia and Terreiro do Paço.

The questionnaire was fulfilled by cruise travellers of different cruise lines such as AidaBlu, AidaPerla, Balmoral, Oceana, Hanseatic, MSC Divina, Marella Celebration, Magellan, Braemar, Corinthian, Oosterdam, Viking Sea, MSC Preziosa and Star Pride. The survey was conducted on the day of departure, two or three hours before the departure time of the respective cruise.

The data collection took place between February 25 and April 21, 2018. During the two months of research, a total of 118 cruise travellers responded to the questionnaire and after analysing the missing values, the final sample size was 112.

### **3.3. Data Treatment**

To treat and analyse all the collected data, we used the version 23 of the IBM SPSS software. It is a statistical support program that offers advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open source extensibility, integration with big data and seamless deployment into applications (IBM, 2018). It is considered easy-to-use, flexible and accessible to all users, with all skill levels. Also, it fits projects of all sizes and complexity to help the organizations to find new opportunities, improving efficiency and minimizing risk (IBM, 2018).

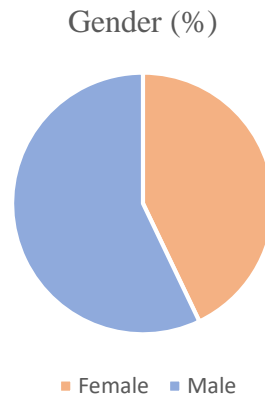
In order to accept or reject the hypothesis defined in the proposed model of this Master Thesis (see Figure 2), it was necessary to apply several statistical concepts, such as Descriptive Statistics, Factorial Analysis and Linear Regression. Descriptive Statistics consists in the collection, presentation, analysis and interpretation of numerical data through the creation of appropriate instruments (Reis, 2008). Factorial Analysis is a statistical technique of information simplification, used to represent the relations between a set of variables, through a smaller number of characteristics (Carvalho, 2013). At last, Linear Regression is a statistical method that allows us to study relationships between variables, a dependent variable and one or more explanatory/independent variables (Elizabeth Reis, 2008). Each one of these concepts, has a set of assumptions that must be verified before each analysis. In this dissertation, each one of the assumptions was deeply verified before applying the statistical model.

After applying the different statistical models and analysing the several outputs from SPSS, it was possible to reach conclusions in order to accept or reject the proposed hypothesis.

## 4. Results

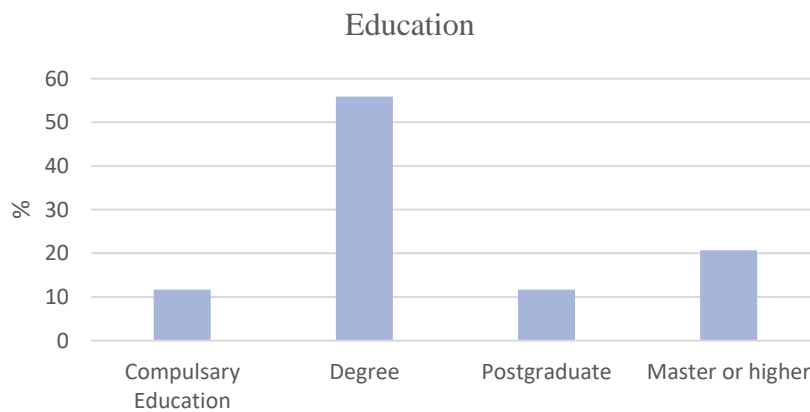
### 4.1. Sample Profile

The sample was composed of 112 cruise travelers. Of these travelers, 48 were female (43%) and 64 were male participants (57%). Most of the participants had more than 65 years or had ages between 25 and 34 years old (Appendix III).



**Figure 3-** Percentage of Male and Female participants. Source: Author's elaboration based on SPSS outputs

In terms of education, more than a half of the participants had a university degree and about 21% had master or higher. Only 12% had compulsory education.



**Figure 4-** Level of Education of the participants. Source: Author's Elaboration based on SPSS outputs

Looking at the appendix III, one can see that more than fifty percent of the cruise travelers that participated in the study were originally from United Kingdom (33.9 %) and Germany (17.9%). The other half were Filipinos (11.6%), Americans (8.9%), Canadians (5.4%), Dutch (3.6%), Finnish (3.6%), Thai (2.7%), Australians (1.8%), Chinese (1.8%), Spanish (1.8%), Portuguese (1.8%), Scottish (1.8%), Romanians (0.9%), Bulgarians (0.9%), Indonesians (0.9%) and South African (0.9%).

Most of the participants were full-time employees (48.1%) or were pensioners (39.8%). In terms of income, 19.2% of the participants had a household income of less than 10 000 euros (year), 18.3% had a household income between 20 001 and 30 000 euros and 13.5% had an income between 40 001 and 50 000 euros (see appendix III). Only 3.8% of the participants had a household income of more than 150 000 euros, per year.

Furthermore, as it is possible to observe in appendix III, 44.1% of the sample were married and 39.6% were single.

## **4.2. Descriptive Statistics**

According to Elisabete Reis (2008), descriptive statistics consists in the collection, analysis and interpretation of numerical data. In this Master Thesis, to have a better perception of the factors that can influence intention to return, it is important to analyse in each dimension the mean, median and Standard Deviation, to understand the global opinion of cruise travellers.

### *4.2.1. Cognitive Image*

In this dimension, it was asked to the participants in the study to rate from “1= Strongly Disagree” to “7=Strongly Agree” a group of items with different attributes of Lisbon Destination. Through the Mean of each construct, it is possible to affirm that, in general, the appreciation of cruise travellers about these attributes was good. The lowest mean was 4.5 and the highest was 6.3 (see table 6). The Cronbach’s alpha shows that this construct has a good reliability.

The attributes that were most appreciated by cruise travellers in Lisbon were: “Interesting historical monuments and relevant events” with a Mean of 6.3, a Median of 7.0 and with the lowest Standard Deviation of 1.047, which means that there was less dispersion; “Local Architecture” with a Mean of 6.2, a Median of 6.0 and a Standard Deviation of 1.081 and “Interesting cultural attractions” with 6.0, 6.0 and 1.276 of Mean, Median and Standard Deviation, respectively, as is possible to observe in the following table. This means that in 29 attributes of Lisbon Destination, these were the favourites of most cruise travellers. The highest Standard Deviation is 1.401 (see table 6) which means that in the attribute “Beautiful landscapes” there was more dispersion.

On the other hand, the attributes that were less appreciated were: “Strikes and Social Interests” with a Mean of 4.5, a Median of 4.0 and a Standard Deviation of 1.321; “Traditional Daily Appliances” with a Mean of 4.8, a Median of 5.0 and a Standard Deviation of 1.124 and “Implementation of policies towards sustainability and environmental protection “with a Mean of 4.9, a Median of 5.0 and a Standard Deviation of 1.176 (see table 6). Through this, it is possible to say that these aspects were considered less pleasing to cruise travellers.

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

<b>Cognitive Image</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
cg1: Good climate	5.7	6.0	1.185
cg2: Beautiful landscape	5.9	6.0	<b>1.401</b>
cg3: Convenient to get tourism information	5.6	6.0	1.279
cg4: Various Shopping opportunities	5.6	6.0	1.348
cg5: Exciting nightlife and entertainment (e.g. nice bars, restaurants, shows, casinos etc.)	5.1	5.1	1.273
cg6: Relaxing/ avoidance of daily routine	5.3	5.5	1.409
cg7: Interesting cultural attractions	<b>6.0</b>	<b>6.0</b>	<b>1.276</b>
cg8: Interesting historical monuments and relevant events	<b>6.3</b>	<b>7.0</b>	<b>1.047</b>
cg9: Local Architecture	<b>6.2</b>	<b>6.0</b>	<b>1.081</b>
cg10: Interior furnishing and design	5.6	6.0	1.313
cg11: Environment/atmosphere	5.9	6.0	1.179
cg12: Appealing local food and beverages (cuisine)	5.8	6.0	1.221
cg13: Local Lifestyle	5.6	6.0	1.220
cg14: Traditional skills of local craftsmen	5.1	5.0	1.114
cg15: Souvenirs	5.2	5.0	1.350
cg16: Costumes/decorations/ ornaments	5.2	5.0	1.167
cg17: Artistic writing/painting/ sculptures	5.5	6.0	1.256
cg18: Local stories or legends	5.1	5.0	1.228
cg19: Traditional daily appliances	<b>4.8</b>	<b>5.0</b>	<b>1.124</b>
cg20: Safe place to travel	5.5	6.0	1.237
cg21: Family-oriented destination	5.0	5.0	1.294
cg22: Standard hygiene and cleanliness	5.4	6.0	1.205
cg23: Friendly and hospitable local people	5.8	6.0	1.170
cg24: Good value for money	5.5	6.0	1.222
cg25: Political Stability	5.2	5.0	1.287
cg26: Unpolluted/ unspoiled natural environment	5.3	6.0	1.255
cg27: Implemented of policies towards sustainability and environmental protection	<b>4.9</b>	<b>5.0</b>	<b>1.176</b>
cg28: Strikes and social unrests	<b>4.5</b>	<b>4.0</b>	<b>1.321</b>
cg29: Satisfactory customer care on behalf of various professionals (e.g., waiters, hotel managers, tour guides)	5.5	6.0	1.200
Cronbach's alpha	0.957		

**Table 6-** Descriptive Statistics of Cognitive Image. Source: Author's Elaboration based on SPSS outputs.



#### 4.2.2. Affective Image

In this dimension, it was asked to rate the city of Lisbon as a tourism destination according to a set of feelings from “1= very negative feeling” to “7=very positive feeling”. Through the Mean of each construct, it is possible to affirm that, in general, cruise travellers feel positive feelings when visiting Lisbon city. The lowest mean was 5.3 and the highest was 6.3, as it is possible to see in the following table. The Cronbach’s alpha shows that this construct also has a good reliability.

The feeling that was felt more positively was “Pleasant” with a Mean of 6.3, and it was also the feeling with less dispersion with a Standard Deviation of 0.954 (the lowest). On the other hand, the feeling that was felt in a more negative way was “Distressing” with a Mean of 5.3, a Median of 5.0 and a Standard Deviation of 1.483 (the highest), which means that there was greater dispersion (see table 7).

<b>Affective Image</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
a1: Unpleasant- Pleasant	<b>6.3</b>	<b>7.0</b>	<b>0.954</b>
a2: Gloomy- Exciting	5.7	6.0	1.286
a3: Sleepy- Arousing	5.6	6.0	1.299
a4: Distressing- Relaxing	<b>5.3</b>	<b>5.0</b>	<b>1.483</b>
a5: Negative- Positive	5.9	6.0	1.473
a6: Unenjoyable- Enjoyable	6.1	6.0	1.302
a7: Unfavorable- Favorable	5.9	6.0	1.363
a8: Boring- Fun	5.7	6.0	1.472
Cronbach’s alpha	0.913		

**Table 7-** Descriptive Statistics of Affective Image. Source: Author’s Elaboration based on SPSS outputs.

#### 4.2.3. Conative Image

In this dimension, it was asked to the participants in the study to rate from “1= Strongly Disagree” to “7=Strongly Agree” a group of statements about self-determination and formulated self-conceptions of reasons to visit a tourism destination. Through the Mean of each construct, it is possible to affirm that, in general, the determinations and self-conceptions of the cruise travellers about the city of Lisbon are positive. The lowest mean was 4.9 and the highest was 6.0 (see table 8). The Cronbach’s alpha shows that this construct has a good reliability.

The statements with highest Mean were: “Fits in my personal needs and style” with 6.0, a Median of 6.0 and a Standard Deviation of 1.060 (the lowest, which shows less dispersion);

“Was one of my dreams to visit it sometime during my lifetime” with a Mean of 5.6, a Median of 6.0 and a Standard Deviation of 1.300 and “Expresses myself as a suitable vacations choice” with 5.6, 6.0 and 1.065 of Mean, Median and Standard Deviation, respectively (see table 8).

Contrarily, the statement with the lowest Mean was “As a choice, it seems from a personal need of mine that had to be fulfilled” with a Mean of 4.9, a Median of 5.0 and a Standard Deviation of 1.482, as it is possible to see in the following table. Also, the one with the highest Standard Deviation was “As not been affected, as potential option for vacations, by negatives experiences of the past.” with 1.772, which shows a greater dispersion.

<b>Conative Image</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
ci1: Fits in my personal needs and style.	<b>6.0</b>	<b>6.0</b>	<b>1.060</b>
ci2: Was one of my dreams to visit it sometime during my lifetime.	5.6	6.0	1.300
ci3: Expresses myself as a suitable vacations choice.	5.6	6.0	1.065
ci4: Helps me put in a use knowledge that I have in general.	5.3	6.0	1.158
ci5: Was always / or constitutes a personal goal for vacations.	5.4	6.0	1.193
ci6: As a choice, it seems from a personal need of mine that had to be fulfilled.	<b>4.9</b>	<b>5.0</b>	<b>1.483</b>
ci7: It was more desirable for me to get to Lisbon, in comparison to a potential doubt I had that it may not prove a good experience.	5.2	5.0	1.426
ci8: As not been affected, as potential option for vacations, by negatives experiences of the past.	5.0	5.0	<b>1.773</b>
ci9: Has created me persistence to visit it.	5.3	5.0	1.357
ci10: Encapsulates positive attributes that helps in the growth of my personality.	5.2	5.0	1.206
ci11: Makes me believe that my vacations there may be the best reward/gift I can offer to myself.	5.1	5.0	1.368
Cronbach's alpha	0.889		

**Table 8-** Descriptive Statistics of Conative Image. Source: Author's Elaboration based on SPSS outputs.

#### 4.2.4. Overall Destination Image

In this dimension it was asked to the participants to rate the overall image of Lisbon as a tourism destination, with “1= Very Negative overall image” to “7= Very Positive overall image”.

The Mean obtained to this construct was 6.3, as it is possible to see in the following table. This shows that cruise travelers have a very good overall image of Lisbon as a tourism destination. Besides, the Standard Deviation is really low (0.735), which means that there is not a significant dispersion in this construct.

<b>Overall Destination Image</b>	
<b>Mean</b>	6.3
<b>Median</b>	6.0
<b>Std. Deviation</b>	0.735

**Table 9-** Descriptive Statistics of Overall Destination Image. Source: Author’s Elaboration based on SPSS outputs.

#### 4.2.5. *Pride*

In this dimension, it was asked to rate from “1= Strongly Disagree” to “7=Strongly Agree” a group of statements related to feelings of pride felt during the visit to Lisbon. The lowest mean was 5.6 and the highest was 6.1, which means that, in general, cruise travellers felt good and proud in Lisbon, as it is possible to verify in the following table. The Cronbach’s alpha shows that this construct has a good reliability.

The statement with the highest Mean is “I felt pleased” with 6.1, and it is also the statement with the lowest Standard Deviation, 0.954, showing that there is less dispersion (see table 10).

On the other hand, and according to table 10, the statement with the lowest Mean and with highest Standard Deviation is “I felt very intensive pride”, with 5.6 and 1.333, respectively.

<b>Pride</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
p1: I felt pleased	<b>6.1</b>	<b>6.0</b>	<b>0.954</b>
p2: I felt really good about myself	6.0	6.0	0.968
p3: I felt quite fulfilled	5.9	6.0	0.991
p4: I felt very intensive pride	<b>5.6</b>	<b>6.0</b>	<b>1.333</b>
Cronbach’s alpha	0.871		

**Table 10-** Descriptive Statistics of Pride. Source: Author's Elaboration based on SPSS outputs

#### 4.2.6. *Prestige of the destination*

In this dimension, it was asked to rate from “1= Strongly Disagree” to “7=Strongly Agree” a group of statements related to the prestige of a tourism destination. The lowest mean was 4.6 and the highest was 5.7 (see table 11) so, in general, cruise travellers believe that Lisbon is a relatively prestigious destination. The Cronbach’s alpha shows that this construct has a good reliability.

According to the following table, the statements with the highest Means were: “Lisbon has a good reputation as a tourism destination” with 5.7 and “Lisbon is fashionable” with 5.6 and

1.104 of Standard Deviation (the lowest, which means that there was not a significant dispersion).

On the other hand, the statements with lowest Means were: “Travelling to this destination is determinant to gain the respect of others”, with 4.6 and “Is the right place to have a high-status vacation”, with 4.4. The highest Standard Deviation was 1.671 of the statement “Lisbon is a destination that my friends and relatives have not been” (see following table).

<b>Prestige of the Destination</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
ptd1: Lisbon is a destination that my friends and relatives have not been	5.1	5.0	1.671
ptd2: Lisbon is fashionable	<b>5.6</b>	<b>6.0</b>	<b>1.104</b>
ptd3: Lisbon destination is a place plenty of luxury	5.2	5.0	1.268
ptd4: Is a place where is possible to make friends and to know interesting people	5.4	6.0	1.313
ptd5: Travelling to this destination is determinant to gain the respect of others	<b>4.6</b>	<b>5.0</b>	<b>1.530</b>
ptd6: Is the right place to have a high-status vacation	<b>4.7</b>	<b>5.0</b>	<b>1.464</b>
ptd7: Lisbon has a good reputation as a tourism destination	<b>5.7</b>	<b>6.0</b>	<b>1.236</b>
Cronbach’s alpha	0.815		

**Table 11-** Descriptive Statistics of Prestige of the Destination. Source: Author's Elaboration based on SPSS outputs.

#### 4.2.7. Prestige of the cruise

In this dimension, it was asked to the participants to rate from “1= Strongly Disagree” to “7=Strongly Agree” a group of attributes related to the prestige of a cruise line. The lowest mean was 4.2 and the highest was 6.2, which means that, in general, cruise travellers had nice things to say about the cruises, as it is possible to see in the following table. The Cronbach’s alpha shows that this construct also has a good reliability.

The attributes with the highest Means were: “The employees of the cruise ship were always willing to help me” with 6.2 and “The rooms were very clean and quiet” with 6.1. This means that, in general, cruise travelers are very satisfied with the cabin crew and with the rooms conditions (see table 12).

Contrarily, the attributes with the lowest Means were: “The cruise ship provided a variety of things for children to do” with 4.2 and 1.203 of Standard Deviation (the lowest, which means less dispersion) and “Overall, the cruise ship is a good place to bring children” with 4.1. This shows that, in general, cruise travelers believe that these cruise ships are not the best place to

bring children. Concluding, the attribute with greater dispersion is “The cabin sizes were large and comfortable enough” with a Standard Deviation of 1.980 (see table 12).

<b>Prestige of the cruises</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
pt1: The food served on the cruise ship was fresh	6.0	6.0	1.315
pt2: A variety of menu options was offered in the cruise ship’s restaurants	5.8	6.0	1.468
pt3: The food presentation on the cruise ship was attractive	6.0	6.0	1.394
pt4: The employees of the cruise ship were always willing to help me	<b>6.2</b>	<b>7.0</b>	<b>1.291</b>
pt5: The employees of the cruise ship had the knowledge to answer my questions	6.0	6.0	1.338
pt6: The staff/crews of the cruise ship were attractive	5.8	6.0	1.375
pt7: The cruise ship provided great entertainment	5.7	6.0	1.544
pt8: The cruise ship provided top-notch shows	5.4	6.0	1.521
pt9: Overall, the cruise ship seemed like it was brand new	5.3	6.0	1.366
pt10: Overall, the layout of the cruise ship made me feel comfortable	5.9	6.0	1.315
pt11: The shore excursions offered were great fun (e.g. city tours, plantation tours, snorkeling or scuba diving)	5.5	6.0	1.315
pt12: The ports of call visited were attractive tourism destinations	5.9	6.0	1.469
pt13: The shore tours offered were good value for the money	5.3	5.7	1.296
pt14: The cruise ship provided a variety of things for children to do	<b>4.2</b>	<b>4.0</b>	<b>1.203</b>
pt15: Overall, the cruise ship is a good place to bring children	<b>4.4</b>	<b>4.2</b>	<b>1.907</b>
pt16: The cabin sizes were large and comfortable enough	5.3	6.0	<b>1.980</b>
pt17: The rooms were very clean and quiet	<b>6.1</b>	<b>7.0</b>	<b>1.492</b>
pt18: The cruise trip was very prestigious	5.1	5.0	1.384
pt19: The cruise trip had high status	5.2	5.0	1.714
pt20: The cruise trip was very upscale	4.9	5.0	1.653
Cronbach’s alpha	0.953		

**Table 12-** Descriptive Statistics of Prestige of the cruise. Source. Author's Elaboration based on SPSS outputs.

#### 4.2.8. Intention to Return

In this dimension, it was asked to the participants in the study to rate from “1= Extremely Unlikely” to “7=Extremely Likely” a group of statements describing different ways of intention to return to Lisbon in the future. Through the Mean of each construct, it is possible to affirm that, in general, cruise travellers have the intention to return to the city of Lisbon in the future.

The lowest mean was 4.2 and the highest was 6.3 (see table 13). The Cronbach’s alpha shows that this construct has a good reliability.

According to table 13, the statement with the highest Mean and the lowest Standard Deviation was “I want to return to Lisbon in the future” with 6.3 and 1.198, respectively. Contrarily, the statement with the lowest Mean was “Lisbon could be my next vacation city” with 4.2. This could mean that cruise travelers have more intention of coming back to Lisbon in a long-term perspective than in short-term.

<b>Intention to Return</b>	<b>Mean</b>	<b>Median</b>	<b>Standard Deviation</b>
ir1: I want to return to Lisbon in the future.	<b>6.3</b>	<b>7.0</b>	<b>1.198</b>
ir2: I intend to visit Lisbon in the next two years.	5.3	6.0	1.940
ir3: The possibility for me to return to Lisbon within the next 5 years is...	5.8	6.0	1.530
ir4: Lisbon could be my next vacations city.	<b>4.2</b>	<b>4.0</b>	<b>1.935</b>
Cronbach’s alpha	0.850		

**Table 13-** Descriptive Statistics of Intention to Return. Source: Author's Elaboration based on SPSS outputs.

### 4.3. Factorial Analysis

As mentioned before, factorial analysis is a statistical technique of information simplification, used to represent the relations between a set of variables, through a smaller number of characteristics (Carvalho, 2013). Well, it is relevant to evaluate this in order to obtain a better comprehension of the study. A factorial analysis, with a Varimax Rotation was made to all dimensions and after analysing the results, it was verified that Cognitive Image, Conative Image, Prestige of the cruise and Prestige of the Destination present more than one dimension.

#### 4.3.1. Cognitive Image

As it is possible to see in the following table, regarding the KMO and Bartlett’s test (KMO=0.850;  $X^2 = 2797.787$ ;  $p < 0.05$ ) it is possible to develop the factorial analysis.

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.850
Bartlett's Test of Sphericity	Approx. Chi-Square	2797.787
	df	406
	Sig.	0.000

**Table 14-** KMO and Bartlett's Test of Cognitive Image. Source: Author's elaboration based on SPSS outputs.

After analysing the different criteria, it was concluded that it could be extracted 5 Principal Components that explain 70.527% of the variable (Appendix IV.A). The matrix, after the rotation of the factors (Rotated Component Matrix), allows a more precise classification of the indicators in each one of Principal Components. Thus, we can conclude that (see following table):

- Principal Component 1 is composed by: cgi9, cgi10, cgi11, cgi12, cgi13, cgi14, cgi15, cgi16, cgi17, cgi18 and cgi29. This PC can be named “Local Architecture and Atmosphere”.
- Principal Component 2 is composed by: cgi19, cgi21, cgi25, cgi26, cgi27 and cgi28. This PC can be named “Stability”.
- Principal Component 3 is composed by: cgi3, cgi4, cgi5, cgi6 and cgi7. This PC can be named “Information and Entertainment”.
- Principal Component 4 is composed by: cgi20, cgi22, cgi23 and cgi24. This PC can be named “Safety and Hospitality”.
- Principal Component 5 is composed by: cgi1, cgi2 and cgi8. This PC can be named “Climate and Landscape”.

<b>Rotated Component Matrix<sup>a</sup></b>					
	Component				
	1	2	3	4	5
cgi1	0.310	-0.014	0.194	0.376	<b>0.720</b>
cgi2	0.485	0.029	0.300	0.188	<b>0.582</b>
cgi3	0.272	0.264	<b>0.737</b>	0.217	0.142
cgi4	0.229	0.272	<b>0.751</b>	0.087	0.155
cgi5	0.434	0.216	<b>0.639</b>	0.184	-0.054
cgi6	0.235	0.460	<b>0.603</b>	0.204	0.081
cgi7	0.178	0.350	<b>0.726</b>	0.121	0.303
cgi8	0.494	0.148	0.294	0.347	<b>0.530</b>
cgi9	<b>0.626</b>	0.104	0.384	0.251	0.344
cgi10	<b>0.663</b>	0.035	0.304	0.045	0.244
cgi11	<b>0.502</b>	0.103	0.258	0.368	0.438
cgi12	<b>0.650</b>	-0.093	0.404	0.436	0.167
cgi13	<b>0.633</b>	0.115	0.282	0.149	0.242
cgi14	<b>0.725</b>	0.271	-0.076	0.198	0.175
cgi15	<b>0.762</b>	0.291	0.179	0.198	-0.019
cgi16	<b>0.749</b>	0.201	0.293	0.096	0.040
cgi17	<b>0.730</b>	0.097	0.262	0.279	0.082
cgi18	<b>0.590</b>	0.497	-0.207	-0.043	0.278
cgi19	0.199	<b>0.800</b>	0.166	-0.023	0.088
cgi20	0.219	0.158	0.074	<b>0.691</b>	0.160
cgi21	0.261	<b>0.667</b>	0.178	0.364	-0.072
cgi22	0.123	0.276	0.234	<b>0.618</b>	0.297
cgi23	0.323	0.186	0.073	<b>0.738</b>	0.276
cgi24	0.170	0.268	0.432	<b>0.645</b>	-0.052
cgi25	0.024	<b>0.642</b>	0.472	0.233	0.109
cgi26	0.078	<b>0.763</b>	0.336	0.307	0.139
cgi27	0.137	<b>0.778</b>	0.247	0.222	-0.074
cgi28	0.323	<b>0.509</b>	0.310	0.128	-0.423
cgi29	<b>0.616</b>	0.255	0.084	0.501	-0.093
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>					
a. Rotation converged in 12 iterations.					

**Table 15-** Rotated Component Matrix of Cognitive Image. Source. Author's elaboration based on SPSS outputs.

#### 4.3.2. Conative Image

Regarding the KMO and Bartlett's test (KMO=0.801;  $X^2$  722.533;  $p < 0.05$ ) it is possible to develop the factorial analysis, as it is possible to see in the following table.



<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.801
Bartlett's Test of Sphericity	Approx. Chi-Square	722.533
	df	55
	Sig.	0.000

**Table 16-** KMO and Bartlett's Test of Conative Image. Source: Author's elaboration based on SPSS outputs.

After conducting the tests and analysing the different criteria, it was concluded that it could be extracted 3 Principal Components that explain 72.712% of the variable (Appendix IV.B). The rotated components matrix allows a more precise classification of the indicators in each one of Principal Components. Thus, we can conclude that (see following table):

- Principal Component 1 is composed by: ci1, ci2, ci3, ci4 and ci5. This PC can be named “Personal need motivation”.
- Principal Component 2 is composed by: ci9, ci10 and ci11. This PC can be named “Reward motivation”.
- Principal Component 3 is composed by: cgi6, cgi7 and cgi8. This PC can be named “Potential option motivation”.

<b>Rotated Component Matrix<sup>a</sup></b>			
	Component		
	1	2	3
ci1	<b>0.797</b>	0.405	-0.039
ci2	<b>0.836</b>	-0.005	0.199
ci3	<b>0.628</b>	0.603	0.184
ci4	<b>0.575</b>	0.330	0.421
ci5	<b>0.847</b>	0.102	0.233
ci6	0.433	0.460	<b>0.594</b>
ci7	0.181	0.334	<b>0.782</b>
ci8	0.106	-0.035	<b>0.829</b>
ci9	0.261	<b>0.623</b>	0.544
ci10	0.153	<b>0.798</b>	-0.017
ci11	0.080	<b>0.726</b>	0.337
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>			
a. Rotation converged in 5 iterations.			

**Table 17-** Rotated Component Matrix of Conative Image. Source. Author's elaboration based on SPSS outputs

#### 4.3.3. Prestige of the destination

Regarding the KMO and Bartlett's test (KMO=0. 767;  $X^2 = 347.699$ ;  $p < 0.05$ ) it is possible to develop the factorial analysis (see table 18).

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.767
Bartlett's Test of Sphericity	Approx. Chi-Square	347.699
	df	21
	Sig.	0.000

**Table 18-** KMO and Bartlett's Test of Prestige of the destination. Source: Author's elaboration based on SPSS outputs.

After conducting the tests and analysing the different criteria, it was concluded that it could be extracted 3 Principal Components that explain 69.427% of the variable (Appendix IV.C). The rotated components matrix allows a more precise classification of the indicators in each one of Principal Components. Thus, we can conclude that (see following table):

- Principal Component 1 is composed by: ptd2, ptd3, ptd4 and ptd7. This PC can be named “Luxury and reputation”.

- Principal Component 2 is composed by: ptd1, ptd5 and ptd6. This PC can be named “Status”.

<b>Rotated Component Matrix<sup>a</sup></b>		
	Component	
	1	2
ptd1	-0.071	<b>0.767</b>
ptd2	<b>0.756</b>	0.005
ptd3	<b>0.819</b>	0.242
ptd4	<b>0.779</b>	0.410
ptd5	0.262	<b>0.877</b>
ptd6	0.368	<b>0.746</b>
ptd7	<b>0.810</b>	0.083
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>		
a. Rotation converged in 3 iterations.		

**Table 19-** Rotated Component Matrix of Prestige of the destination. Source: Author’s Elaboration based on SPSS outputs.

#### 4.3.4. Prestige of the cruise

As it is possible to see in table 20, regarding the KMO and Bartlett’s test (KMO=0.888;  $X^2 = 2751.696$ ;  $p < 0.05$ ) it is possible to develop the factorial analysis.

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.888
Bartlett's Test of Sphericity	Approx. Chi-Square	2751.696
	df	190
	Sig.	0.000

**Table 20-** KMO and Bartlett's Test of Prestige of the cruise. Source: Author's elaboration based on SPSS outputs.

After analysing the different criteria, it was concluded that it could be extracted 4 Principal Components that explain 80.563% of the variable (Appendix IV.D). The matrix, after the rotation of the factors (Rotated Component Matrix), allows a more precise classification of the indicators in each one of Principal Components. Thus, we can conclude that (see following table):

- Principal Component 1 is composed by: pt1, pt2, pt3, pt4, pt5, pt6, pt7, pt8, pt9, pt10, pt11, pt12 and pt13. The variable pt6 belongs to this PC because it has very close values in the rotated matrix and after checking the “Component Matrix” (see Appendix IV.D) it was clear that it belonged to this component. This PC can be named “Food, Staff and Entertainment”.
- Principal Component 2 is composed by: pt18, pt19 and pt20. This PC can be named “Prestige of the cruise trip”.
- Principal Component 3 is composed by: pt14 and pt15. This PC can be named “Children appropriate”.
- Principal Component 4 is composed by: pt16 and pt17. This PC can be named “Cabins and rooms conditions”.

<b>Rotated Component Matrix<sup>a</sup></b>				
	Component			
	1	2	3	4
pt1	<b>0.917</b>	0.109	0.014	0.092
pt2	<b>0.774</b>	0.334	0.033	0.223
pt3	<b>0.899</b>	0.272	0.018	0.179
pt4	<b>0.709</b>	0.540	0.030	0.207
pt5	<b>0.737</b>	0.484	-0.003	0.263
pt6	<b>0.482</b>	<b>0.485</b>	-0.084	0.453
pt7	<b>0.708</b>	0.361	0.278	0.169
pt8	<b>0.595</b>	0.406	0.368	0.189
pt9	<b>0.581</b>	0.262	0.389	0.251
pt10	<b>0.766</b>	0.381	0.049	0.247
pt11	<b>0.602</b>	0.024	0.176	0.497
pt12	<b>0.621</b>	0.244	0.379	0.412
pt13	<b>0.614</b>	0.067	0.418	0.208
pt14	0.064	0.165	<b>0.950</b>	0.018
pt15	0.073	0.130	<b>0.956</b>	0.057
pt16	0.181	0.259	0.031	<b>0.902</b>
pt17	0.376	0.322	0.138	<b>0.760</b>
pt18	0.305	<b>0.874</b>	0.179	0.190
pt19	0.278	<b>0.857</b>	0.243	0.200
pt20	0.257	<b>0.870</b>	0.172	0.215
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>				
a. Rotation converged in 5 iterations.				

**Table 21-** Rotated Component Matrix of Prestige of the cruise. Source: Author’s Elaboration based on SPSS outputs.

#### 4.4. Multiple Regression Analysis

Linear Regression allows us to study relationships between variables, a dependent variable and one or more explanatory/independent variables (Elizabeth Reis, 2008). Well, in this Master Thesis we want to understand which are the factors that can explain the intention to return to Lisbon, and for that it is necessary to understand if there are any relationships between the several variables in this study.

*4.4.1. Multiple Linear Regression Analysis with Overall Destination Image as Dependent Variable*

First, to understand if the image creation process can affect the overall destination image, it was conducted a multiple linear regression with Overall Destination Image as Dependent Variable.

Looking at the ANOVA test (Appendix V.A), it is possible to see that  $p \leq 0.05$ . This means that the multiple regression model is valid and that at least one of the independent variables explain the dependent one.

Next, in the following table and in the appendix V.A we can see that the  $R^2$  value is relatively low, showing that the variables only explain 24.8% of the variable Y, Overall Destination Image.

To understand if and which variables explain the dependent one, we have to look at the sig of each independent variable in the Coefficients Table (table 22). The variables Cognitive and Affective have  $\text{sig} > 0.05$ , which means that they are not important to explain the dependent variable. On the other hand, the Variable Conative has a  $\text{sig} < 0.05$ , which means that the null hypothesis is rejected, and that Conative Image is important to explain the dependent variable, Overall Destination Image.

Having in mind the Standardized Coefficients (see table 22), we can see the magnitude of influence of each variable has in the dependent one. In this case, Conative has a  $\beta = 0.277$ .

Regression Analysis: Dependent Variable: Overall										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	R <sup>2</sup>	Collinearity Statistics	
		B	Std. Error	Beta					Tolerance	VIF
1	(Constant)	3.554	0.450		7.899	0.000	13.229 (sig <b>0.000</b> )	<b>0.248</b>		
	Cognitive	0.178	0.093	0.202	1.928	0.056			0.617	1.620
	Affective	0.103	0.067	0.148	1.550	0.124			0.743	1.345
	Conative	0.224	0.085	<b>0.277</b>	2.640	<b>0.010</b>			0.614	1.628
a. Dependent Variable: overall										

**Table 22-** Coefficients Table with Overall as dependent variable. Source: Author’s Elaboration based on SPSS outputs.

Furthermore, checking the assumptions of the chosen multiple linear regression, the Durbin-Watson value is 1.309 (see appendix V.A). About this, if the errors are not correlated ( $\rho \hat{=} 0$ ) the value of the Durbin-Watson statistic  $d \cong 2$ , if the errors are positively correlated ( $\rho \hat{=} 1$ ),

then  $d \cong 0$  and, finally, if the errors are negatively correlated ( $\rho \hat{\cong} -1$ ), then  $d \cong 4$ . In this case, since the value of the test statistics is closer to 2 than from 0,  $d \cong 2$  and the independence between the random errors can be assumed. About the residual statistics (Appendix V.A), as the mean equals to zero, the model can be considered valid. Regarding the Collinearity Statistics (see table 22), all variables have the  $TOL > 0.1$  and the  $VIF < 10$ , so it is possible to assume that there is no correlation among them.

#### *4.4.2. Multiple Linear Regression with Intention to Return as Dependent Variable*

Now, to understand if the antecedents of Intention to Return studied in this Master Thesis can affect the Intention to Return to Lisbon Destination, it was conducted a multiple linear regression with Intention to Return as Dependent Variable.

Looking at the ANOVA test (Appendix V.B), it is possible to see that  $p \leq 0.05$ . This means that the multiple regression model is valid and that at least one of the independent variables can explain Intention to Return.

In the following table and in the appendix V.B, we can see that the  $R^2$  value is relatively low, showing that the variables only explain 23.2% of the dependent variable, Intention to Return.

Now, to understand if and which variables explain the dependent one, we have to look at the Coefficients Table (table 23) and analyse the values of the sig. The variables Pride and Ptd (Prestige of the Destination) have a significance level  $> 0.05$ , which means that they are not important to explain the dependent variable. Contrarily, the variables Overall Destination Image and Pt (Prestige of the cruise) have a significance level  $< 0.05$ , which means that the null hypothesis is rejected, and that the variables are important to explain variable Y, Intention to Return.

Concerning the Standardized Coefficients (see table 23), we can see the magnitude of influence of each variable has in the dependent one. In this case, Overall Destination Image is the one that most affects Intention to Return ( $\beta=0.325$ ), followed by Prestige of the cruise ( $\beta=0.229$ ).

Regression Analysis: Dependent Variable: IR										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	R <sup>2</sup>	Collinearity Statistics	
		B	Std. Error	Beta					Tolerance	VIF
1	(Constant)	-0.845	1.086		-0.778	0.438	9.369 (sig 0.000)	0.232		
	Overall	0.617	0.197	0.325	3.132	0.002			0.642	1.558
	Pride	0.104	0.183	-0.068	-0.568	0.571			0.482	2.073
	Pt	0.292	0.128	0.229	2.287	0.025			0.691	1.447
	Ptd	0.260	0.160	0.177	1.626	0.107			0.582	1.717
a. Dependent Variable: IR										

**Table 23-** Coefficients table with Intention to Return as Dependent Variable. Source. Author’s elaboration based on SPSS outputs.

Checking the assumptions of the chosen multiple linear regression, the Durbin-Watson value is 1.267 (see appendix V.B). If the errors are not correlated ( $\rho \hat{\cong} 0$ ) the value of the Durbin-Watson statistic  $d \cong 2$ , if the errors are positively correlated ( $\rho \hat{\cong} 1$ ), then  $d \cong 0$  and, finally, if the errors are negatively correlated ( $\rho \hat{\cong} -1$ ), then  $d \cong 4$ . In this case, since the value of the test statistics is closer to 2 than from 0,  $d \cong 2$  and the independence between the random errors can be assumed. Next, regarding the residual statistics, as the mean equals to zero, the linear regression is valid. Finally, the Collinearity Statistics (see table 23), all variables have the  $TOL > 0.1$  and the  $VIF < 10$ , so it is possible to assume that there is no correlation among them.

#### 4.5. Multiple Regression Analysis: Sub- Constructs

After conducting a Multiple Regression Analysis that gave us a general idea about the explanation level between the variables, it is important to look deeper for the perspectives that explain better this relationship. To do this, it was necessary to use the Factorial Analysis done in chapter 4.3, to better understand which sub-constructs contribute more to the relationship between the independent and the dependent variables.



4.5.1. Multiple Regression Analysis with Overall Destination Image as dependent variable

In the previous chapter, it was possible to see that the variable Conative explained the dependent one, Overall Destination Image. Well, as analysed before in the Factorial Analysis, the variable Conative has 3 sub-constructs: Personal Need Motivation, Reward Motivation and Potential Option Motivation. Now, it is really important to analyse which sub-constructs contribute more to this explanation.

Regression Analysis: Dependent Variable: Overall										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	R <sup>2</sup>	Collinearity Statistics		
	B	Std. Error	Beta					Tolerance	VIF	
1	(Constant)	6.315	0.061		103.761	0.000	12.175 (sig 0.000)	<b>0.232</b>		
	Personal need motivation	0.316	0.061	<b>0.429</b>	5.163	<b>0.000</b>			1.000	1.000
	Reward motivation	0.142	0.061	<b>0.193</b>	2.317	<b>0.022</b>			1.000	1.000
	Potential option motivation	0.130	0.061	<b>0.176</b>	2.121	<b>0.036</b>			1.000	1.000
a. Dependent Variable: overall										

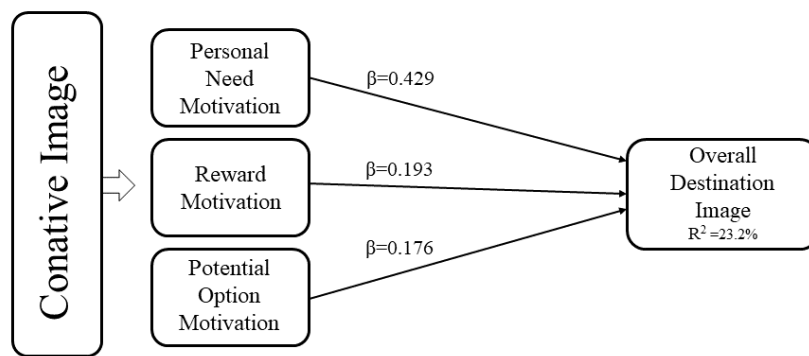
**Table 24-** Coefficients Table of the sub-constructs with Overall Destination Image as Dependent Variable. Source: Author’s Elaboration based on SPSS outputs.

According to table 24 and appendix VI.A, looking at ANOVA test, the significance level < 0.05 meaning that the regression model is valid and that at least one of the independent variable explain the dependent one. The adjusted R<sup>2</sup> shows that the independent variables, which are the sub-constructs of Conative Image, explain 23.2% of the Overall Destination Image.

Now, looking at the significance levels of the sub-constructs, it is possible to verify that all the independent variables have a significance level <0.05. This means that they all explain the dependent variable, since the null hypothesis is rejected. Analysing the strength of influence of the variables (looking at the Standardized Coefficients in the following table), we can see that the sub-construct Personal Need Motivation is the one that explains more the dependent

variable ( $\beta=0.429$ ), followed by Reward Motivation ( $\beta=0.193$ ) and by Potential Option Motivation ( $\beta=0.176$ ).

Regarding the assumptions of the chosen multiple linear regression model, the Durbin-Watson (Appendix VI.A) value is 1.191 which is closer to 2 than from 0,  $d \cong 2$  and the independence between the random errors can be assumed. Next, checking the residual statistics (Appendix VI.A), as the mean equals to zero, the linear regression is considered valid. Finally, the Collinearity Statistics (see table 24), all variables have the  $TOL > 0.1$  and the  $VIF < 10$ , so it is possible to assume that there is no correlation among them.



**Figure 5-** Sub-Constructs of Conative Image and Findings. Source: Author’s Elaboration.

#### 4.5.2. Multiple Regression Analysis with Intention to Return as dependent variable

Previously, it was concluded that Overall Destination Image and Prestige of the Cruise explained the dependent variable, Intention to Return. Well, according to the Factorial Analysis, the variable Prestige of the Cruise has 4 sub-constructs: Food, Staff and Entertainment; Prestige of the cruise trip; Children appropriate and Cabins and rooms conditions. Next, a multiple linear regression model will be done to understand which sub-constructs influences more Intention to Return.

Looking at ANOVA test (table 25 and appendix VI.B), we see that the significance level  $< 0.05$  meaning that the regression model is valid and that at least one of the independent variable explain the dependent one. The adjusted  $R^2$  reveals that the independent variables, which are the sub-constructs of Prestige of the cruise, explain 16.6% of the Intention to Return.

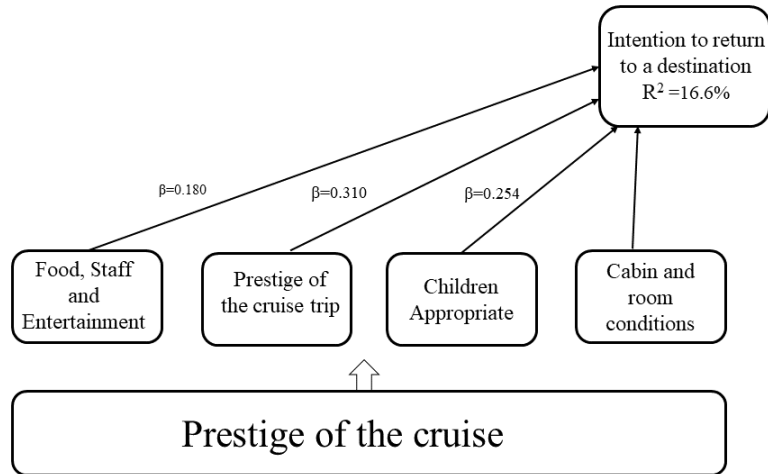
Next, to understand if the sub-constructs explain the dependent variable, we have to look at the significance levels of the sub-constructs. Looking at the table 25, it is possible to verify that

“Food, Staff and Entertainment”; “Prestige of the cruise trip” and “Children appropriate have a significance level  $<0.05$ , meaning that they explain the dependent variable. The sub-construct “Cabins and room conditions” has sig  $<0.05$ , which means that it is not relevant to explain the variable Y, Intention to Return. Analysing the strength of influence (looking at the Standardized Coefficients in the following table), we can see that the sub-construct “Prestige of the Cruise Trip” is the one that influences more the dependent variable ( $\beta=0.310$ ), followed by “Children Appropriate” ( $\beta=0.254$ ) and by “Food, Staff and Entertainment” ( $\beta=0.180$ ).

Regression Analysis: Dependent Variable: Overall										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	R <sup>2</sup>	Collinearity Statistics	
		B	Std. Error	Beta					Tolerance	VIF
1	(Constant)	5.388	0.120		44.764	0.000	6.540 (sig 0.000)	0.166		
	Food. Staff and Entertainment	0.252	0.121	<b>0.180</b>	2.081	<b>0.040</b>			1.000	1.000
	Prestige of the cruise trip	0.433	0.121	<b>0.310</b>	3.580	<b>0.001</b>			1.000	1.000
	Children appropriate	0.354	0.121	<b>0.254</b>	2.927	<b>0.004</b>			1.000	1.000
	Cabins and rooms conditions	0.080	0.121	0.058	0.665	0.507			1.000	1.000
a. Dependent Variable: IR										

**Table 25-** Coefficients Table of the Sub-Constructs with Intention to Return as Dependent Variable. Source: Author’s Elaboration based on SPSS outputs.

Checking the assumptions of the chosen multiple linear regression model, the Durbin-Watson value (Appendix VI.B) is 1.230 which is closer to 2 than from 0,  $d \cong 2$  and the independence between the random errors can be assumed. Next, looking at the residual statistics (Appendix VI.B), as the mean equals to zero, the linear regression is considered valid. Finally, the Collinearity Statistics (see table 25), all variables have the  $TOL > 0.1$  and the  $VIF < 10$ , so it is possible to assume that there is no correlation among them.



**Figure 6-** Sub-Constructs of Prestige of the Cruise and Findings. Source: Author's Elaboration.

#### 4.6. Moderation Analysis

In this analysis, the moderating effect of the construct: Economic Status (represented by Income in the questionnaire) is studied in order to understand if the relationship between two variables is dependent on the value of a third one. This analysis is conducted through a regression analysis that includes the addition of a variable representing the interaction between a predictor and the possible moderator.

##### 4.6.1. Economic Status as moderator of the relationship between Overall Destination Image and Intention to Return

Table 26 and the appendix VII.A show us that the linear regression is valid, since the significance level of the ANOVA test is  $<0.05$ . Furthermore, looking at the  $R^2$ , it is possible to see that 44.1% of the variables explain the dependent one.

To study the existence of a moderation effect it is necessary to look at the coefficients table and analyse the significance level of the product between income and overall destination image, represented by overall\_income. Well, it is possible to see that the significance level of the product is inferior to 0.05, meaning that the null hypothesis is rejected and that the result is statistically significant, and the moderation exists.

Since the rest of the assumptions of the linear regression model are also verified (Appendix VII.A), we can conclude that income has a moderator effect in the relationship between Overall Destination Image and Intention to Return to Lisbon.

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	F	R <sup>2</sup>	Sig.
		B	Std. Error	Beta				
1	(Constant)	6.610	1.476		4.478	28.132 (sig 0.000)	0.441  0.000 0.681 0.000	
	Income	-0.958	0.194	-2.906	-4.933			
	overall	-0.096	0.234	-0.052	-0.412			
	overall_income	0.135	0.032	<b>2.486</b>	4.271			
a. Dependent Variable: IR								

**Table 26-** Coefficients Table of the Moderation Analysis between Overall and Intention to Return. Source: Author’s Elaboration based on SPSS outputs.

*4.6.2. Economic Status as moderator of the relationship between Pride and Intention to Return*

First, to understand if the linear regression is valid, we must look at the ANOVA test (Appendix VII.B) and verify that the significance level is inferior to 0.05. In this case, it is inferior, which means that the model is valid and that at least one of the variables is important to explain Intention to Return. To better understand this, looking at the R<sup>2</sup> it is possible to see that 32.9% of the variables explain the dependent one.

To study the existence of a moderation effect it is necessary to look at the coefficients table and analyse the significance level of the product between income and pride, represented by pride\_income. According to table 27, the significance level of the product is inferior to 0.05, so one can assume that the null hypothesis is rejected and that the result is statistically significant, meaning that moderation exists.

Furthermore, the rest of the assumptions of the linear regression model are also verified (Appendix VII.B), so it is possible to conclude that income has a moderator effect in the relationship between Pride and Intention to Return to Lisbon.

Coefficients <sup>a</sup>								
Model		Unstandardized		Standardized	t	F	R <sup>2</sup>	Sig.
		Coefficients		Coefficients				
		B	Std. Error	Beta				
1	(Constant)	5.856	1.275		4.591	17.844 <b>(sig 0.000)</b>	<b>0.329</b>	0.000
	Income	-0.504	0.151	-1.530	-3.332			0.001
	pride	0.042	0.216	0.027	0.195			0.846
	pride_income	0.062	0.026	<b>1.115</b>	2.396			<b>0.018</b>
a. Dependent Variable: IR								

**Table 27-** Coefficients Table of the Moderation Analysis between Pride and Intention to Return. Source: Author’s Elaboration based on SPSS outputs.

*4.6.3. Economic Status as moderator of the relationship between Prestige of the Destination and Intention to Return*

Table 28 and the appendix VII.C show us that the linear regression is valid, since the significance level of the ANOVA test is <0.05. Furthermore, looking at the R<sup>2</sup>, it is possible to see that 28.5% of the variables explain the dependent one.

To study the existence of a moderation effect it is necessary to look at the coefficients table and analyse the significance level of the product between income and prestige of the destination, represented by ptd\_income. Well, it is possible to see that the significance level of the product is inferior to 0.05, so one can assume that the null hypothesis is rejected and that the result is statistically significant, meaning that moderation exists.

Since the rest of the assumptions of the linear regression model are also verified (Appendix VII.C), we can conclude that income has a moderator effect in the relationship between Prestige of the Destination and Intention to Return to Lisbon.

Coefficients <sup>a</sup>								
Model		Unstandardized		Standardized	t	F	R <sup>2</sup>	Sig.
		Coefficients		Coefficients				
		B	Std. Error	Beta				
1	(Constant)	6.054	1.200		5.047	14.681 <b>(sig 0.000)</b>	<b>0.285</b>	0.000
	Income	-0.435	0.152	-1.321	-2.873			0.005
	ptd	0.006	0.226	0.004	0.025			0.980
	ptd_income	0.060	0.030	<b>0.901</b>	2.011			<b>0.047</b>
a. Dependent Variable: IR								

**Table 28-** Coefficients Table of the Moderation Analysis between Prestige of the Destination and Intention to Return. Source: Author’s Elaboration based on SPSS outputs.

*4.6.4. Economic Status as moderator of the relationship between Prestige of the Cruise and Intention to Return*

Looking at the ANOVA test (appendix VII.D), since the significance level is <0.05, one can assume that the linear regression is valid. Furthermore, looking at the R<sup>2</sup>, it is possible to see that 30.7% of the variables explain the dependent one.

To study the existence of a moderation effect it is necessary to look at the coefficients table and analyse the significance level of the product between income and prestige of the cruise, represented by pt\_income. It is possible to see that the significance level of the product is inferior to 0.05, meaning that the null hypothesis is rejected and that the result is statistically significant, and the moderation exists.

Since the rest of the assumptions of the linear regression model are also verified (Appendix VII.D), we can conclude that income has a moderator effect in the relationship between Prestige of the cruise and Intention to Return to Lisbon.

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	F	R <sup>2</sup>	Sig.
		B	Std. Error	Beta				
		1	(Constant)	6.144				
	Income	-0.410	0.132	-1.243	-3.111	(sig	0.002	
	pt	-0.018	0.201	-0.015	-0.091	<b>0.000)</b>	0.928	
	pt_income	0.054	0.024	<b>0.842</b>	2.193		<b>0.031</b>	
a. Dependent Variable: IR								

**Table 29-** Coefficients Table of the Moderation Analysis between Prestige of the Cruise and Intention to Return. Source: Author’s Elaboration based on SPSS outputs.





## **5. Conclusions**

The main goal of this dissertation is to understand which factors influence the intention to return to Lisbon Destination to cruise travelers. To achieve this, it was important to analyse: (i) if the image formation process could affect the overall destination image of Lisbon; (ii) if overall destination image has influence in Intention to Return; (iii) if the proposed constructs are indeed antecedents of Intention to Return and (iv) study if Economic Status moderates the different relationships between the proposed constructs.

The fulfilment or not, of these proposed objectives will be discussed in this part of the Master Thesis. First, in Findings and Discussion, all the results will be explained, and the hypothesis will be accepted or rejected, according to data. Then, in Managerial Implications, some suggestions/recommendations will be done, based on the results obtained. Finally, some limitations of this study and some suggestions for further research will be done in the last chapter of conclusions.

### **5.1. Findings and Discussion**

In the chapter 4 (Results), the first thing done was the collection of the descriptive statistics of each construct, in order to analyse the Mean, Median and Standard Deviation. Well, cognitive image is the sum of what is known or believed by the individual about a tourism destination, as well as the associated knowledge that could or could not be derived from a previous visit (Pike, 2008), so to obtain the cognitive image of cruise travelers about Lisbon, a group of 29 statements with several attributes of a tourism destination was presented. It was possible to conclude that the cognitive image of the cruise travelers about Lisbon is good, since the lowest Mean was 4.5 and the highest was 6.3, which means that, in general, cruise travelers recognise several attributes in Lisbon Destination. Through the results it is also possible to conclude that their favorite things about Lisbon are the historical monuments and relevant events, the local architecture and the cultural attractions. On the other hand, their least favorite things were strikes and social interests, traditional daily appliances and implementation of policies towards sustainability and environmental protection. This shows, that cruise travelers have a very good image of Lisbon mostly because of the historical monuments and architecture, and that they are not entirely satisfied with the local infra-structures.

According to Russell and Snodgrass (1987), people develop affective evaluations for a place before entering that environment, during their presence there and after leaving that place to move somewhere else. In order to understand how cruise tourists feel in Lisbon, a set of feelings was presented to the participants in the study to rate according to what they felt during the visit. The results show that, in general, cruise travelers feel good in Lisbon. The lowest Mean was 5.3 and the highest was 6.3, in a scale from 1 to 7. It is also possible to conclude that cruise travelers feel very pleasant in Lisbon, however, most of them feel a bit stressful in this destination. This because the Mean of the feeling “Distressing” is the lowest.

The conative component is defined as the tourists’ consideration of a place as a potential travel destination (Gartner, 1993). It usually involves an action/behaviour and it is what one thinks and knows about an object. To evaluate this component, a group of statements about self-determinations and formulated self-conceptions of motives was presented to the participants. In general, cruise travelers have good self-determinations and self-conceptions about Lisbon because the lowest Mean is 4.9 and the highest is 6.0 (in a scale from 1 to 7). The self-determinations and self-conceptions with the highest Means were: “Fits in my personal needs and style”, “Was one of my dreams to visit it sometime during my lifetime” and “Expresses myself as a suitable vacations choice. Contrarily, “As a choice, it seems from a personal need of mine that had to be fulfilled” and “As not been affected as a potential option for vacations, by negative experiences from the past” were the ones with lowest Mean. Through the results, one can conclude that Lisbon is considered a dream destination and a suitable vacations choice that fits in most of personal needs and style by most of the cruise travelers. However, it is not considered a personal need that has to be fulfilled and it is affected by negative experiences of the past.

The overall destination image of a destination is a set of impressions, ideas, expectations and emotional thoughts an individual has of a specific place (Assaker, 2014; Baloglu & McCleary, 1999a; Beerli & Martin, 2004; Kim & Richardson, 2003). To rate this, it was asked to the participants to rate from “1= Very negative overall image” to “7= Very positive overall image”, the overall destination image of Lisbon. The Mean of this construct was 6.3. This result shows that cruise travelers have a very positive image of Lisbon.

In terms of feelings of pride, it was possible to observe that most of cruise travelers felt feelings of pride during their visit to Lisbon Destination, having into account that pride is a positive emotion associated with a sense of achievement and self-worth (Antonetti & Maklan, 2013).

This because, the lowest Mean was 5.6 and the highest 6.1. Through the results it was possible to conclude that although most of the cruise travelers felt pleased and achieved during their visit they did not feel very intensive pride. This can mean that during the visit to Lisbon, cruise travelers feel good about them-selves, but do not feel the highest personal fulfillments.

In tourism, Prestige motivation is defined as “the motivational process by which individuals strive to improve their regard or honor through the consumption of tourism experiences that confer and symbolise the prestige both for individuals and surrounding others” (Correia & Moital, 2009). According to the results obtained, it is not possible to assume that most of the cruise travelers considered Lisbon a very prestigious destination since the highest Mean was 5.7, which is relatively low, when compared with the highest Mean of the other constructs. Even though, most of cruise travelers believe that Lisbon has a good reputation as a tourism destination (Mean=5.7), probably because of the tourism awards that this destination has been receiving over the past 2 years, they also believe that travelling to Lisbon is not that determinant to gain the respect of others (Mean =4.6).

Several researchers believed that a very considerable number of cruise tourists take luxury cruises because they believe that the prestigious image of the cruise can be transferred to their self-concept (Steenkamp, Batra, & Alden, 2003) and that they can express a more prestigious personal image by taking luxury cruise vacations (Vigneron & Johnson, 1999). To better understand this, it was asked to the participants to rate a group of statements that can determine the prestige of a cruise line. The highest Mean was 6.2 (“The employees of the cruise ship were always willing to help me”) and the lowest was 4.2 (“The cruise ship provided a variety of things for children to do”). These results show that the cruise travelers that participated in the study, were very satisfied with the cabin crew and with the room conditions, however, they believed that most of the cruises were not the best place to bring children. In terms of prestige itself, most of them slightly agreed that the cruise was prestigious.

Intention to return is the desire to visit, in a specific timeframe, a prior destination for a second time (Cole & Scott, 2004). It has been defined as an individual's willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit, e.g. purchase of a vacation package to the same destination (Han & Kim, 2010). In order to understand the Intention to Return of the cruise travelers, it was asked for them to rate their intention to revisit Lisbon in different timeframes. Through the results, one can assume that most of the tourist intend to revisit Lisbon, since the lowest Mean was 4.2 and the highest was

6.3. The statement “I want to return to Lisbon in the future” has the highest Mean and on the other hand, the statement “Lisbon could be my next vacations city” has the lowest. Having this into account, one can conclude that cruise travelers have intention to revisit Lisbon in the future, but not in a short-term perspective.

Moving on to the hypothesis of the proposed model, the first group of hypotheses consisted in the influence of the components of the image formation process in the overall destination image:

- **H1a:** Cognitive component positively influence the overall destination image
- **H1b:** Affective component positively influence the overall destination image
- **H1c:** Conative component positively influence the overall destination image.

In order to check this hypothesis, a multiple linear regression with overall destination image as dependent variable was done. The results show that the variable Cognitive Image has a significance level superior to 0.05 ( $0.056 > 0.05$ ), which means that Cognitive Image it is not relevant to explain overall destination Image. Having this into account, we can conclude that the hypothesis **H1a:** Cognitive component positively influence the overall destination image, is rejected. This result goes against several studies that had confirmed the impact of cognitive destination image like the study from Agapito in 2013. A possible explanation for the rejection of the impact of cognitive image for overall destination image might be the destination inability to develop a unique identity (Stylos et al., 2015). Despite Lisbon being known for the sun, monuments and food, there is also other destinations with similar attributes. This similarity of destinations may reduce the significance of cognitive image attributes and according to King et al. (2015), cognitive images are quite stable over time, but affective and conative components of image are more susceptible to change.

Next, it was also verified that the variable Affective presented a significance level  $> 0.05$  ( $0.124 > 0.05$ ), meaning that the null hypothesis is accepted and that the variable is not significant to explain the dependent one, overall destination image. Having this said, one can conclude that the hypothesis **H1b:** Affective component positively influence the overall destination image, is also rejected. This finding also contradicts the results obtained in Agapito’s research. In 2003, Kim and Yoon suggested that the affective dimension had more impact on destination image formation than the perceptual component and several authors defended that emotions have more influence in an individual’s behaviour than the cognitive component (Li et al., 2010; Russell & Snodgrass, 1987; Yu & Dean, 2001). Emotions may be affected not only by post-experience cognitions, but also by prior beliefs such as the individuals’ predisposition towards the

experiences and feelings that the destination can offer them could be more favorable when expectations are high (Bosque & Martín, 2008). Having this into account, it is necessary a further research to analyse the role of expectations in the formation of both positive and negative emotions in the overall destination image.

Finally, through the results it is possible to observe that the independent variable Conative has a significance level inferior to 0.05 ( $0.010 < 0.05$ ). This means that the null hypothesis is rejected and that Conative is relevant to explain the dependent variable, overall destination image with a Standardized Coefficient of  $\beta = 0.277$ . It is possible to conclude then that the hypothesis **H1c**: Conative component positively influence the overall destination image, is accepted and that the Cognitive Image of Lisbon positively influences the Overall destination of the destination. The importance of the role of conative image is shown in the findings and it goes in line with Dann's (1996) proposition, that when tourists decide on their destination, they project themselves into an idealised future situation although they had already experienced it. Specifically, a tourist's pre-trip interest moves from the impersonal scenery and destination related touristic activities to the personal enjoyment and delights that they anticipate for themselves and their intimates (Dann, 1993). As a result, the recognition of conative image as an antecedent of overall destination image insists in the need to examine conative images, which goes against the suggestions of previous studies who considered that the intent or action component of image is analogous to behaviour (Çakmak & Isaac, 2012; Gartner, 1996; Hallmann et al. 2014; Lee, 2009; Nadeau et al., 2008; Prebensen, 2007; Roth & Diamantopoulos, 2009; Styliadis et al., 2014; White, 2005; Zhang et al. 2014) or who disregarded conative image when examining images (Assaker, 2014; Bigne et al., 2009; Byon & Zhang, 2010; Hudson et al., 2011; Lam & Hsu, 2006; Lin et al., 2007; Ryan & Cave, 2005; Bosque & Martin, 2008).

The following hypothesis consisted in: **H2**: The overall destination image is related to the intention to return to a destination. The regression analysis done in this master thesis with intention to return as dependent variable showed that the variable overall destination image has a significance level inferior to 0.05 ( $0.002 < 0.05$ ), meaning that the variable is important to explain intention to return with a magnitude of influence of  $\beta = 0.325$ . Through this, we can conclude that the hypothesis **H2** is accepted and that the overall destination image of Lisbon influences the intention to return to the destination. For the relationship between destination image and visitor's intention behavior there is not consistent findings in tourism literature (Toudert & Bringas-Rábado, 2016). According to Barroso-Castro et al. (2007) and Li et al. (2008), this relationship exists, and it is determinant with goes along with the findings of this

master's dissertation. However, for Assaker & Hallak (2011) and Jin et al. (2014), this relationship is not determinant. Having this into account, one can assume that in the case of Lisbon destination, the overall destination image is relevant to explain intention to return but is recommended further research about this topic.

Moving on to the next hypothesis, the results show that the variable Pride has a significance level of 0.571, which is  $> 0.05$  ( $0.571 > 0.05$ ). This means that the variable Pride is not significant to explain the dependent one, Intention to Return. So, concluding the hypothesis **H3**: Pride in visits influences the intention to return to a destination, is rejected. There is no research that studied this relationship in the area of tourism and despite most of the researches done about pride defend that feelings of pride help marketers to increase customers' loyalty and commitment (Holt, 2004), that was not verified in the specific case of this dissertation.

When it comes to analyse the influence of prestige of the destination in the Intention to Return, a multiple regression analysis was done to see if there is any relationship between the variables. This analysis showed that the significance level of the variable Prestige of the destination (Ptd), is superior to 0.05 ( $0.107 > 0.05$ ), meaning that there is no relevant relationship between the variables and that the hypothesis **H4**: The prestige of a destination influences the intention to return, proposed in this dissertation is rejected. There is one specific research that proved that the relationship between prestige of the destination and intention to return was significant, that was the studied realised by Antónia Correia and Metin Kozak, in 2012. However, this research studied the impact of prestige of domestic destinations which is not the case of this dissertation. Besides, this research analysed prestige in a different way, through snobbism and bandwagon motives which was not the method used in this master thesis.

Analysing the following hypothesis related to the influence of Prestige of the cruise in the Intention to Return to a destination, the multiple regression analysis showed that there is a relationship between the two variables. This because, the significance level of the variable Prestige of the cruise (Pt) is inferior to 0.05 ( $0.025 < 0.05$ ), meaning that the null hypothesis is rejected and that there is a magnitude of influence of  $\beta = 0.229$ . With this, it is possible to conclude that hypothesis **H5**: The prestige of the cruises influences the intention to return to a destination, is accepted and that the prestige of a cruise line influences the intention to return to Lisbon destination. There is not a specific research in the tourism area that studied the impact of prestige of the cruise in the intention to return of cruise travelers. But, the results obtained in this dissertation goes along with the rest of literature about brand prestige that defends that

when a brand is considered prestigious, consumers are willing to pay more and show stronger loyalty (Kuenzel & Halliday, 2008). Also, a very high number of cruise travelers are influenced by the prestigious image of the cruises because that can reflect social status, wealth and power (Douglas & Douglas, 1999; Hung & Petrick, 2011). It is possible to conclude that in the case of Lisbon destination, the prestige of the cruise lines can have a big impact when it comes to cruise tourists' behavioural intentions.

Moving forward to the last hypothesis that is related with a possible moderation effect of Economic Status, it was conducted a Moderation Analysis. The results of this moderation analysis shows that when analysing the moderation effect of Economic status in the relationship between overall destination image and intention to return, the significance level of the possible moderator (overall\_income) is inferior to 0.05 ( $0.000 < 0.05$ ), meaning that there is a moderator effect. Next, when analysing economic status as a moderator of the relationship between pride and intention to return, the significance level of the variable represented as pride\_income is also  $< 0.05$  ( $0.018 < 0.05$ ) and through this one can assume that the moderation effect exists. In the analysis of the same possible moderator but now in the relationship between prestige of the destination and intention to return, the same was possible to conclude ( $0.047 < 0.05$ ) and, finally through the analysis of the moderation effect between prestige of the cruise and intention to return, we can conclude that there is also a moderation effect since pt\_income has a significance level inferior to 0.05 ( $0.031 < 0.05$ ). Having this said, it is possible to conclude that the last hypothesis of this master dissertation **H6**: Economic status moderates the effect that Overall Destination Image, Pride, Prestige of Cruises and Prestige of Destination have on tourists' intention to return to a destination, is accepted. Previous researches about the destination choice in most of the existing literature about tourism demand, showed that economic status could play a critical role when choosing a cruise line and a destination (Blas & Carvajal-Trujillo, 2014). In this dissertation, instead of a more direct effect of economic status it was studied a kind of indirect effect and the findings indicate that economic status plays a moderator effect, which also goes along with previous findings.

Therefore, it is possible to observe in the following table (table 28) a summary of the hypotheses that were supported by the results and findings in this master's dissertation and the ones who were not supported.

Hypothesis	Descriptive	Result
H1a	Conative component positively influences the overall destination image.	Not supported
H1b	Affective component positively influences the overall destination image.	Not supported
H1c	Cognitive component positively influences the overall destination image	Supported
H2	The overall destination image is related to the desire to return to a destination.	Supported
H3	Pride in visits influences the intention to return to a destination.	Not supported
H4	The prestige of a destination influences the intention to return	Not supported
H5	The prestige of the cruises influences the intention to return to a destination	Supported
H6	Economic status moderates the effect that Overall Destination Image, Pride, Prestige of Cruises and Prestige of Destination have on tourists' intention to return to a destination	Supported

**Table 28-** Summary table of the findings. Source: Author's elaboration.

After the conduction of the multiple linear regression, it was done an additional one with the sub-constructs of the constructs conative image and prestige of the cruise in order to understand what contributed more to the relationships. The findings of the factorial analysis indicated that conative image had 3 sub-constructs, that were named: Personal need motivation; Reward motivation and Potential Option motivation. With the multiple linear regression between this sub-constructs and overall destination image as dependent variable, it was possible to conclude that all three sub-constructs contributed to this relationship, considering that Personal Need motivation was the one contributing more this relationship with  $\beta= 0.429$ . This could mean that, in the formation of Conative image the personal needs factor are the ones influencing more the intention to revisit Lisbon. Continuing, the results of the factorial analysis of Prestige of the cruise pointed the existence of 4 sub-constructs, that were named: Food, Staff and Entertainment; Prestige of the cruise trip; Children appropriate; Cabins and rooms conditions. Through the multiple linear regression, it was possible to conclude that only the first 3 sub-constructs were meaningful to the relationship with Intention to Return, being Prestige of the cruise trip the one with more impact ( $\beta= 0.310$ ). One can conclude, that the prestige itself of the cruise trip and the feelings associated with prestige that cruise travelers feel during the trip are the ones contributing more to the intention to return to Lisbon destination.

Concluding, considering the initial objectives of this master dissertation it was possible to reach some significant main conclusions. First, in testing if the three-dimension model had influence in the overall destination image of Lisbon, it was possible to conclude that Conative Image is the dimension that most influences the overall destination image of this tourism destination. Secondly, we were able to prove Intention to Return as an outcome of the overall destination



image of Lisbon. In third place, of three possible antecedents of Intention to Return, it was possible to found that one of them (Prestige of the cruise) influences the Intention to Return. And, finally, it was possible to verify that economic status has a moderator effect on tourists' intention to return to Lisbon.

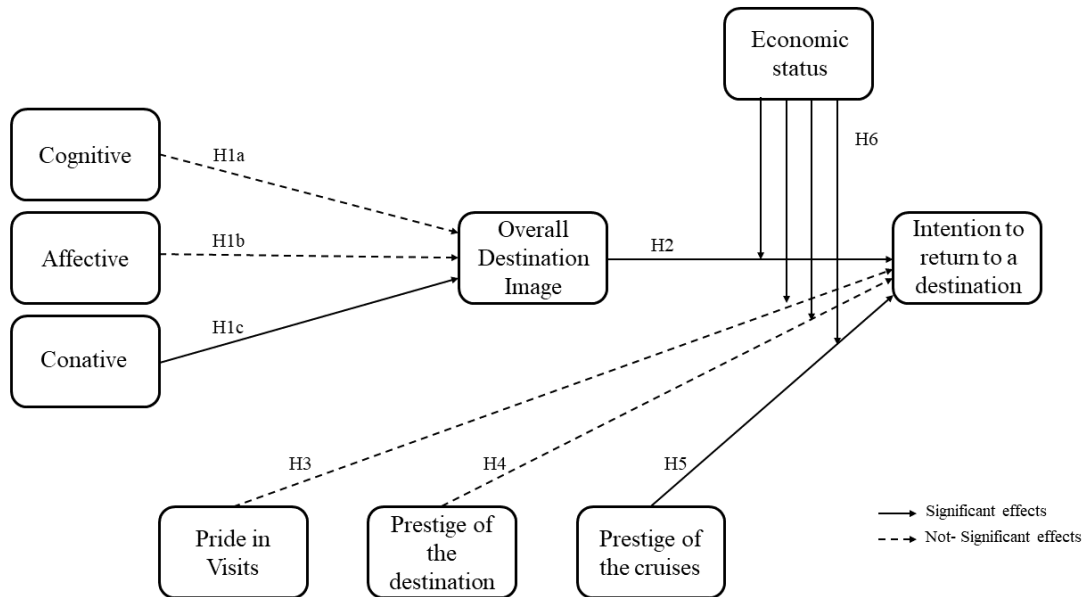


Figure 7- Conceptual model according to results. Source: Author's Elaboration.

## 5.2. Managerial Implications

This Master Thesis raises prominent issues to the tourism of Lisbon, since it has becoming a very popular destination not only for people visiting by plane but for cruise travelers as well. Because of this, it becomes important to understand what more can be done to improve this situation. All the following suggestions/ recommendations were done having in mind all findings and results of the current dissertation, having into account all the statistical results found throughout the study. In general, the concepts studied in this dissertation are useful to understand the perceived image of Lisbon as a tourism destination.

Having into account all the results found and what seems to be the negative aspects considered by cruise travelers about Lisbon destination:

- In the collected data, it seems that cruise travelers were not satisfied with the traditional daily appliances, such as infra-structures and transportation, that the city of Lisbon offered. The solution might be to improve the transports and connections through the

city in order to facilitate mobility and to make them feel better and more satisfied. This because, also in the findings it was possible to observe that cruise travelers felt stressful in Lisbon. Having the previous components improved, could result in a decrease of the stress feelings felt by tourists.

- The findings suggested that the historical monuments, local architecture and cultural attractions were the things that cruise travelers appreciated the most in Lisbon. The recommendation goes through the increase of promotion of these kinds of attractions because most likely, not only cruise travelers but all the tourists in general appreciates this, what could increase the probability of attracting new people to this destination.
- This implication is more focused to the managers of tourism destinations, because managers should apply appropriate marketing policies to increase the intentions of tourists to revisit their destination. Since in this master thesis, conative image represented a solid basis for the overall destination image of Lisbon, its components need to be considered seriously when creating the positioning strategy of a tourism destination. Also, because of the instability of Cognitive and Affective Images, decision makers need to track them constantly in order to adjust their marketing strategies.
- The results also indicated that the prestige of the cruise influences the intention to return to Lisbon destination. Because of this, it might be important to analyse which are the most prestigious cruises received in the port of Lisbon and design a strategy based on this.

### **5.3. Limitations and Further Research**

This dissertation, being an exploratory study, offered some valuable findings, and it is possible to assume that interesting contributions to cruise tourism and to the thematic of intention to return were made. Some of the objectives of this master thesis filled some literature review gaps, such as the lack of connection between feelings of pride and intention to return, and the missing research about the possible relationship between prestige of the cruise and intention to return. However, this research has some limitations that should be considered in the future, to further research:

- The study only included cruise travelers and no other kinds of tourists, and because of that, the data collection took part in the two main cruise terminals in Lisbon. It would

be interesting to collect this type of data to all kinds of tourists to realise in the generality of tourism, which are the factors influencing a possible return to Lisbon.

- The data collection was made between February and April of 2018, which is considered a low visiting season for cruise tourism. Usually, summer months are the ones considered high visiting season in this kind of tourism. This contributed to a smaller sample and to a reduction of the number of nationalities. Besides, it is not very easy to get cruise travelers in the ports of call to participate in these types of studies.
- The findings about the influence of prestige of the cruise in the intention to return to a tourism destination, fills a gap in the literature that could be more deepened in further research. Also, the influence of pride and prestige of the destination are not very explored, which makes them interesting topics to study in the future.
- In this dissertation, economic status played an important role. However, it would be nice to understand if more social aspects such as age, gender, occupation or education influence the relationship with intention to return.
- Furthermore, it would be interesting to identify different constructs as antecedents of Intention to return to a destination.



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## 7. Appendix

### Appendix I- Constructs of the questionnaire and sources

Construct	Adapted Items	Adapted from
Cognitive Image	<p>The following statements determine attributes of Image of a tourism destination. Please rate each item on a scale from “1= Strongly Disagree” to “7= Strongly Agree” for the case of Lisbon as a vacation destination. (You can use of rating “0= I cannot answer” in case you are not in position to provide evaluation of an item).</p> <p>My visit to Lisbon has included or it can offer:</p> <ul style="list-style-type: none"> <li>- Good climate</li> <li>- Beautiful landscape</li> <li>- Convenient to get tourism information</li> <li>- Various Shopping opportunities</li> <li>- Exciting nightlife and entertainment (e.g. nice bars, restaurants, shows, casinos etc.)</li> <li>- Relaxing/ avoidance of daily routine.</li> <li>- Interesting cultural attractions.</li> <li>- Interesting historical monuments and relevant events</li> <li>- Local Architecture</li> <li>- Interior furnishing and design</li> <li>- Environment/atmosphere</li> <li>- Appealing local food and beverages (cuisine)</li> <li>- Local lifestyle</li> <li>- Traditional skills of local craftsmen</li> <li>- Souvenirs</li> <li>- Costumes/decorations/ ornaments</li> <li>- Artistic writing/painting/ sculptures</li> <li>- Local stories or legends</li> <li>- Traditional daily appliances</li> <li>- Safe place to travel</li> <li>- Family-oriented destination</li> <li>- Standard hygiene and cleanliness</li> <li>- Friendly and hospitable local people</li> <li>- Good value for money</li> <li>- Political Stability</li> <li>- Unpolluted/ unspoiled natural environment</li> <li>- Implemented of policies towards sustainability and environmental protection</li> <li>- Strikes and social unrests</li> <li>- Satisfactory customer care on behalf of various professionals (e.g. waiters, hotel managers, tour guides)</li> </ul>	Stylos and Andronikidis (2015)

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<p>Affective Image</p>	<p>Below is a list of items that can be used to describe your feelings toward a place. Please rate the city of Lisbon as a tourism destination for every set of feelings by selecting the appropriate number, with “1= very negative feeling” to “7= very positive feeling”. (You can make use of rating “0= I cannot describe my feelings, in case you are not in position to provide evaluation of an item).</p> <p>Unpleasant-Pleasant  Gloomy-Exciting  Sleepy-Arousing  Distressing-Relaxing  Negative-Positive  Unenjoyable-Enjoyable  Unfavorable-Favorable  Boring-Fun</p>	<p>Stylos and Andronikidis (2015)</p>
<p>Conative Image</p>	<p>The following statements refer to the aspect of self-determination and your formulated self-conceptions of motives for selecting a tourism destination. Please rate these statements on the 7-point-scale, with “1= Strongly disagree” to “7= Strongly Agree”. (You can make use of rating “0= I cannot answer, in case you are not in position to provide evaluation of an item).</p> <p>Lisbon as a tourism destination:</p> <ul style="list-style-type: none"> <li>-Fits in my personal needs and style</li> <li>- Was one of my dreams to visit it sometime during my lifetime</li> <li>- Expresses myself as a suitable vacations choice</li> <li>- Helps me put in a use knowledge that I have in general</li> <li>- Was always /or constitutes a personal goal for vacations</li> <li>- As a choice, it seems from a personal need of mine that had to be fulfilled.</li> <li>- It was more desirable for me to get to Lisbon, in comparison to a potential doubt I had that it may not prove a good experience.</li> <li>- As not been affected, as a potential option for vacations, by negative experiences of the past.</li> <li>- Has created to me persistence to visit it.</li> <li>- Encapsulates positive attributes that help in the growth of my personality.</li> <li>- Makes me believe that my vacations there may be the best reward/gift I can offer to myself.</li> </ul>	<p>Stylos and Andronikidis (2015)</p>
<p>Overall Destination Image</p>	<p>Please rate below the overall image of Lisbon as a tourism destination, with “1=Very negative overall image” to “7=Very positive overall image”.</p> <p>1- Very negative  2- Very positive</p>	<p>Stylos and Andronikidis (2015)</p>

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<p>Pride</p>	<p>The following statements refer to your feelings during the visit to Lisbon. Please rate each item on a scale from “1= Totally Disagree” to “7= Totally Agree”.</p> <p>During my visit to Lisbon:</p> <ul style="list-style-type: none"> <li>- I felt pleased</li> <li>- I felt really good about myself</li> <li>- I felt quite fulfilled</li> <li>- I felt very intensive pride</li> </ul>	<p>Antonetti and Maklan (2013)</p>
<p>Prestige of Cruises</p>	<p>The following statements determine attributes that can determine the prestige of a cruise line. Please rate each item on a scale from “1= Totally Disagree” to “7= Totally Agree”.</p> <ul style="list-style-type: none"> <li>-The food served on the cruise ship was fresh</li> <li>-A variety of menu options was offered in the cruise ship’s restaurants</li> <li>- The food presentation on the cruise ship was attractive</li> <li>- The employees of the cruise ship were always willing to help me</li> <li>-The employees of the cruise ship had the knowledge to answer my questions</li> <li>- The staff/crews of the cruise ship were attractive</li> <li>- The cruise ship provided great entertainment</li> <li>-The cruise ship provided top-notch shows</li> <li>- Overall, the cruise ship seemed like it was brand new</li> <li>- Overall, the layout of the cruise ship made me feel comfortable</li> <li>- The shore excursions offered were great fun (e.g. city tours, plantation tours, snorkeling or scuba diving)</li> <li>- The ports of call visited were attractive tourism destinations</li> <li>- The shore tours offered were good value for money</li> <li>- The cruise ship provided a variety of things for children to do</li> <li>- Overall, the cruise ship is a good place to bring children</li> <li>- The cabin sizes were large and comfortable enough</li> <li>- The rooms were very clean and quiet</li> </ul> <p>Having the previous statements in mind:</p> <ul style="list-style-type: none"> <li>- The cruise trip was very prestigious</li> <li>- The cruise trip had high status</li> <li>- The cruise trip was very upscale</li> </ul>	<p>Hwang and Han (2013)</p>

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<p>Prestige of the Destination</p>	<p>Having into account your self -formulated conceptions of motives for selecting a tourism destination and all your research, please rate these statements on the 7-point-scale, with “1= Strongly Disagree” to “7=Strongly Agree”.</p> <ul style="list-style-type: none"> <li>- Lisbon is a destination that my friends and relatives have not been.</li> <li>- Lisbon is fashionable.</li> <li>- Lisbon destination is a place plenty of luxury.</li> <li>- Is a place where is possible to make friends and to know interesting people.</li> <li>- Travelling to this destination is determinant to gain the respect of others.</li> <li>- Is the right place to have a high-status vacation</li> <li>- Lisbon has a good reputation as a tourism destination.</li> </ul>	<p>Antónia Correia and Metin Kozak (2012)</p>
<p>Intention to Return</p>	<p>Below are several statements that describe in different ways your intention with regard to return to Lisbon in the future. Please indicate the likelihood of your behaviours by choosing the number that applies on a scale from “1= Extremely Unlikely” to “7= Extremely Likely”.</p> <ul style="list-style-type: none"> <li>- I want to return to Lisbon in the future.</li> <li>- I intend to visit Lisbon in the next two years.</li> <li>- The possibility for me to return to Lisbon within the next 5 years is...</li> <li>- Lisbon could be my next vacations city.</li> </ul>	<p>Stylos and Andronikidis (2015)</p>
<p>Sociodemographics</p>	<p>Gender: Female, Male  Age range:  15-24  25-34  35-44  45-54  55-64  ≥65</p> <p>Nationality:</p> <p>Level of education:  Compulsory Education  Degree  Postgraduate  Master or Higher</p> <p>Current Employment Status:  -Full-time employee professional  - Part-Time Employee  - Free-lance  - Household Keeping  - Pensioner  - Student</p>	<p>Stylos and Andronikidis (2015)</p>

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	<p>- Unemployed - Other, _____</p> <p>Household income (year): &lt; 10000 10000-20000 20001-30000 30001-40000 40001-50000 50001-60000 70001-80000 80001-90000 90001-100000 100001-110000 110001-120000 120001-130000 130001-140000 140001-150000 &gt;150000</p> <p>Marital Status: Single Nonmarital Partnership Married Divorced Widowed</p>	
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Source: Author's Elaboration

## Appendix II- Questionnaire

# FACTORS INFLUENCING THE INTENTION TO RETURN TO LISBON DESTINATION

This questionnaire was developed as a part of a research, within the framework of my Master Thesis in Marketing held at ISCTE Business School in Portugal. The results obtained will be used exclusively for academic purposes and the answers should be based on each person's individual opinion.

There are no right or wrong questions, so please answer all the questions spontaneously. The questionnaire is totally anonymous and for this reason, do not write any personal information.

1. The following statements determine attributes of Image of a tourism destination. Please rate each item on a scale from "1= Strongly Disagree" to "7= Strongly Agree" for the case of Lisbon as a vacation destination.

**My visit to Lisbon has included or it can offer:**

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>Good climate</b>	1	2	3	4	5	6	7
<b>Beautiful landscape</b>	1	2	3	4	5	6	7
<b>Convenient to get tourism information</b>	1	2	3	4	5	6	7
<b>Various Shopping opportunities</b>	1	2	3	4	5	6	7
<b>Exciting nightlife and entertainment (e.g. nice bars, restaurants, shows, casinos etc.)</b>	1	2	3	4	5	6	7
<b>Relaxing/ avoidance of daily routine</b>	1	2	3	4	5	6	7
<b>Interesting cultural attractions</b>	1	2	3	4	5	6	7
<b>Interesting historical monuments and relevant events</b>	1	2	3	4	5	6	7
<b>Local Architecture</b>	1	2	3	4	5	6	7
<b>Interior furnishing and design</b>	1	2	3	4	5	6	7
<b>Environment/atmosphere</b>	1	2	3	4	5	6	7
<b>Appealing local food and beverages (cuisine)</b>	1	2	3	4	5	6	7
<b>Local Lifestyle</b>	1	2	3	4	5	6	7
<b>Traditional skills of local craftsmen</b>	1	2	3	4	5	6	7
<b>Souvenirs</b>	1	2	3	4	5	6	7



## Cruise Tourism: Factors influencing the intention to return to Lisbon destination

<b>Costumes/decorations/ ornaments</b>	1	2	3	4	5	6	7
<b>Artistic writing/painting/ sculptures</b>	1	2	3	4	5	6	7
<b>Local stories or legends</b>	1	2	3	4	5	6	7
<b>Traditional daily appliances</b>	1	2	3	4	5	6	7
<b>Safe place to travel</b>	1	2	3	4	5	6	7
<b>Family-oriented destination</b>	1	2	3	4	5	6	7
<b>Standard hygiene and cleanliness</b>	1	2	3	4	5	6	7
<b>Friendly and hospitable local people</b>	1	2	3	4	5	6	7
<b>Good value for money</b>	1	2	3	4	5	6	7
<b>Political Stability</b>	1	2	3	4	5	6	7
<b>Unpolluted/ unspoiled natural environment</b>	1	2	3	4	5	6	7
<b>Implementation of policies towards sustainability and environmental protection</b>	1	2	3	4	5	6	7
<b>Strikes and social unrests</b>	1	2	3	4	5	6	7
<b>Satisfactory customer care on behalf of various professionals (e.g., waiters, hotel managers, tour guides)</b>	1	2	3	4	5	6	7

2. Below is a list of items that can be used to describe your feelings toward a place. Please rate the city of Lisbon as a tourism destination for every set of feelings by selecting the appropriate number, with “1= very negative feeling” to “7= very positive feeling”.

<b>Unpleasant</b>	1	2	3	4	5	6	7	<b>Pleasant</b>
<b>Gloomy</b>	1	2	3	4	5	6	7	<b>Exciting</b>
<b>Sleepy</b>	1	2	3	4	5	6	7	<b>Arousing</b>
<b>Distressing</b>	1	2	3	4	5	6	7	<b>Relaxing</b>
<b>Negative</b>	1	2	3	4	5	6	7	<b>Positive</b>
<b>Unenjoyable</b>	1	2	3	4	5	6	7	<b>Enjoyable</b>
<b>Unfavorable</b>	1	2	3	4	5	6	7	<b>Favorable</b>
<b>Boring</b>	1	2	3	4	5	6	7	<b>Fun</b>

## Cruise Tourism: Factors influencing the intention to return to Lisbon destination

3. The following statements refer to the aspect of self-determination and your formulated self-conceptions of motives for selecting a tourism destination. Please rate these statements on the 7-point-scale, with "1= Strongly disagree" to "7= Strongly Agree".

### Lisbon as a tourism destination:

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>Fits in my personal needs and style</b>	1	2	3	4	5	6	7
<b>Was one of my dreams to visit it sometime during my lifetime</b>	1	2	3	4	5	6	7
<b>Expresses myself as a suitable vacations choice</b>	1	2	3	4	5	6	7
<b>Helps me put in a use knowledge that I have in general</b>	1	2	3	4	5	6	7
<b>Was always /or constitutes a personal goal for vacations</b>	1	2	3	4	5	6	7
<b>As a choice, it seems from a personal need of mine that had to be fulfilled</b>	1	2	3	4	5	6	7
<b>It was more desirable for me to get to Lisbon, in comparison to a potential doubt I had that it may not prove a good experience</b>	1	2	3	4	5	6	7
<b>As not been affected, as a potential option for vacations, by negative experiences of the past</b>	1	2	3	4	5	6	7
<b>Has created to me persistence to visit it</b>	1	2	3	4	5	6	7
<b>Encapsulates positive attributes that helps in the growth of my personality</b>	1	2	3	4	5	6	7
<b>Makes me believe that my vacations there may be the best reward/gift I can offer to myself.</b>	1	2	3	4	5	6	7

4. Please rate below the overall image of Lisbon as a tourism destination, with "1=Very negative overall image" to "7=Very positive overall image".

<b>Very Negative</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Very Positive</b>
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5. The following statements refer to your feelings during the visit to Lisbon. Please rate each item on a scale from "1= Totally Disagree" to "7= Totally Agree".

### During my visit to Lisbon:

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>I felt pleased</b>	1	2	3	4	5	6	7

## Cruise Tourism: Factors influencing the intention to return to Lisbon destination

<b>I felt really good about myself</b>	1	2	3	4	5	6	7
<b>I felt quite fulfilled</b>	1	2	3	4	5	6	7
<b>I felt very intensive pride</b>	1	2	3	4	5	6	7

6. The following statements determine attributes that can determine the prestige of a cruise line. Please rate each item on a scale from "1= Strongly Disagree" to "7= Strongly Agree".

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>The food served on the cruise ship was fresh</b>	1	2	3	4	5	6	7
<b>A variety of menu options was offered in the cruise ship's restaurants</b>	1	2	3	4	5	6	7
<b>The food presentation on the cruise ship was attractive</b>	1	2	3	4	5	6	7
<b>The employees of the cruise ship were always willing to help me</b>	1	2	3	4	5	6	7
<b>The employees of the cruise ship had the knowledge to answer my questions</b>	1	2	3	4	5	6	7
<b>The staff/crews of the cruise ship were attractive</b>	1	2	3	4	5	6	7
<b>The cruise ship provided great entertainment</b>	1	2	3	4	5	6	7
<b>The cruise ship provided top-notch shows</b>	1	2	3	4	5	6	7
<b>Overall, the cruise ship seemed like it was brand new</b>	1	2	3	4	5	6	7
<b>Overall, the layout of the cruise ship made me feel comfortable</b>	1	2	3	4	5	6	7
<b>The shore excursions offered were great fun (e.g. city tours, plantation tours, snorkeling or scuba diving)</b>	1	2	3	4	5	6	7
<b>The ports of call visited were attractive tourism destinations</b>	1	2	3	4	5	6	7
<b>The shore tours offered were good value for the money</b>	1	2	3	4	5	6	7
<b>The cruise ship provided a variety of things for children to do</b>	1	2	3	4	5	6	7
<b>Overall, the cruise ship is a good place to bring children</b>	1	2	3	4	5	6	7
<b>The cabin sizes were large and comfortable enough</b>	1	2	3	4	5	6	7
<b>The rooms were very clean and quiet</b>	1	2	3	4	5	6	7

## Cruise Tourism: Factors influencing the intention to return to Lisbon destination

### Having the previous statements in mind:

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>The cruise trip was very prestigious</b>	1	2	3	4	5	6	7
<b>The cruise trip had high status</b>	1	2	3	4	5	6	7
<b>The cruise trip was very upscale</b>	1	2	3	4	5	6	7

7. Having into account your self -formulated conceptions of motives for selecting a tourism destination and all your research, please rate these statements on the 7-point-scale, with “1= Strongly Disagree” to “7=Strongly Agree”.

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
<b>Lisbon is a destination that my friends and relatives have not been</b>	1	2	3	4	5	6	7
<b>Lisbon is fashionable</b>	1	2	3	4	5	6	7
<b>Lisbon destination is a place plenty of luxury</b>	1	2	3	4	5	6	7
<b>Is a place where is possible to make friends and to know interesting people</b>	1	2	3	4	5	6	7
<b>Travelling to this destination is determinant to gain the respect of others</b>	1	2	3	4	5	6	7
<b>Is the right place to have a high-status vacation</b>	1	2	3	4	5	6	7
<b>Lisbon has a good reputation as a tourism destination</b>	1	2	3	4	5	6	7

8. Below are several statements that describe in different ways your intention with regard to return to Lisbon in the future. Please indicate the likelihood of your behaviours by choosing the number that applies on a scale from “1= Extremely Unlikely” to “7= Extremely Likely”.

	Extremely Unlikely	Moderately Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Moderately Likely	Extremely Likely
<b>I want to return to Lisbon in the future.</b>	1	2	3	4	5	6	7
<b>I intend to visit Lisbon in the next two years.</b>	1	2	3	4	5	6	7
<b>The possibility for me to return to Lisbon within the next 5 years is...</b>	1	2	3	4	5	6	7
<b>Lisbon could be my next vacations city.</b>	1	2	3	4	5	6	7

## Cruise Tourism: Factors influencing the intention to return to Lisbon destination

9. **Gender:** Female  Male

**10. Age Range:**

15-24  45-54

25-34  55-64

35-44  ≥ 65

11. **Nationality:** \_\_\_\_\_

**12. Level of Education:**

Compulsory Education  Postgraduate

Degree  Master or Higher

**13. Current Employment Status:**

Full-Time Employee  Pensioner

Part-Time Employee  Student

Free-lance  Unemployed

Household Keeping  Other: \_\_\_\_\_

**14. Household Income (year, €):**

< 10 000  50 001-60 000  100 001-110 000  > 150 000

10 000-20 000  60 001-70 000  110 001-120 000

20 001-30 000  70 001-80 000  120 001-130 000

30 001-40 000  80 001-90 000  130 001-140 000

40 001-50 000  90 001-100 000  140 001-150 000

**15. Marital Status**

Single  Married  Widowed

Nonmarital Partnership  Divorced

Thank you for your participation!

**Appendix III- Sample Demographics**

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	<b>48</b>	42.9	<b>42.9</b>	42.9
	Male	<b>64</b>	57.1	<b>57.1</b>	100.0
	Total	112	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24	15	13.4	13.4	13.4
	25-34	<b>28</b>	25.0	<b>25.0</b>	38.4
	35-44	8	7.1	7.1	45.5
	45-54	13	11.6	11.6	57.1
	55-64	11	9.8	9.8	67.0
	65	<b>37</b>	33.0	<b>33.0</b>	100.0
	Total	112	100.0	100.0	

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Compulsary Education	13	11.6	11.7	11.7
	Degree	<b>62</b>	<b>55.4</b>	<b>55.9</b>	67.6
	Postgraduate	13	11.6	11.7	79.3
	Master or Higher	<b>23</b>	<b>20.5</b>	<b>20.7</b>	100.0
	Total	111	99.1	100.0	
Missing	System	1	0.9		
Total		112	100.0		

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

**Nationality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	10	8.9	8.9	8.9
	Australian	2	1.8	1.8	10.7
	British	<b>38</b>	<b>33.9</b>	<b>33.9</b>	44.6
	Bulgarian	1	.9	.9	45.5
	Canadian	6	5.4	5.4	50.9
	Chinese	2	1.8	1.8	52.7
	Dutch	4	3.6	3.6	56.3
	Filipino	13	11.6	11.6	67.9
	Finnish	4	3.6	3.6	71.4
	German	<b>20</b>	<b>17.9</b>	<b>17.9</b>	89.3
	Indonesian	1	.9	.9	90.2
	Portuguese	2	1.8	1.8	92.0
	Romanian	1	.9	.9	92.9
	Scottish	2	1.8	1.8	94.6
	SouthAfrican	1	.9	.9	95.5
	Spanish	2	1.8	1.8	97.3
	Thai	3	2.7	2.7	100.0
	Total	112	100.0	100.0	

**Employment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time employee	<b>52</b>	<b>46.4</b>	<b>48.1</b>	48.1
	Free-lance	6	5.4	5.6	53.7
	Household keeping	2	1.8	1.9	55.6
	Pensioner	<b>43</b>	<b>38.4</b>	<b>39.8</b>	95.4
	Student	4	3.6	3.7	99.1
	Unemployed	1	0.9	0.9	100.0
	Total	108	96.4	100.0	
Missing	System	4	3.6		
Total		112	100.0		

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

**Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	<b>20</b>	<b>17.9</b>	<b>19.2</b>	19.2
	2	12	10.7	11.5	30.8
	3	<b>19</b>	<b>17.0</b>	<b>18.3</b>	49.0
	4	13	11.6	12.5	61.5
	5	<b>14</b>	<b>12.5</b>	<b>13.5</b>	75.0
	6	2	1.8	1.9	76.9
	7	2	1.8	1.9	78.8
	8	2	1.8	1.9	80.8
	10	2	1.8	1.9	82.7
	11	5	4.5	4.8	87.5
	12	5	4.5	4.8	92.3
	13	2	1.8	1.9	94.2
	14	1	0.9	1.0	95.2
	15	1	0.9	1.0	96.2
	16	<b>4</b>	<b>3.6</b>	<b>3.8</b>	100.0
	Total		104	92.9	100.0
Missing	System	8	7.1		
Total		112	100.0		

1: < 10 000

6: 50 001-60 000

11: 100 001-110 000

2: 10 000-20 000

7:60 001-70 000

12: 110 001-120 000

3: 20 001-30 000

8: 70 001-80 000

13:120 001-130 000

4: 30 001-40 000

9: 80 001-90 000

14: 130 001-140 000

5: 40 001-50 000

10: 90 001-100 000

15: 140 001-150 000

16: > 150 000



Cruise Tourism: Factors influencing the intention to return to Lisbon destination

**Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	44	39.3	39.6	39.6
	Nonmarital Partnership	8	7.1	7.2	46.8
	Married	49	43.8	44.1	91.0
	Divorced	3	2.7	2.7	93.7
	Widowed	7	6.3	6.3	100.0
	Total	111	99.1	100.0	
Missing	System	1	0.9		
Total		112	100.0		

Source: SPSS outputs

**Appendix IV- Factorial Analysis**

*Appendix IV.A- Factorial Analysis Cognitive Image*

Communalities		
	Initial	Extraction
cgi1	1.000	0.794
cgi2	1.000	0.700
cgi3	1.000	0.754
cgi4	1.000	0.722
cgi5	1.000	0.681
cgi6	1.000	0.679
cgi7	1.000	0.787
cgi8	1.000	0.754
cgi9	1.000	0.732
cgi10	1.000	0.596
cgi11	1.000	0.656
cgi12	1.000	0.811
cgi13	1.000	0.575
cgi14	1.000	0.675
cgi15	1.000	0.736
cgi16	1.000	0.697
cgi17	1.000	0.695
cgi18	1.000	0.717
cgi19	1.000	0.715
cgi20	1.000	0.582
cgi21	1.000	0.683
cgi22	1.000	0.616
cgi23	1.000	0.766
cgi24	1.000	0.707
cgi25	1.000	0.701
cgi26	1.000	0.816
cgi27	1.000	0.740
cgi28	1.000	0.655
cgi29	1.000	0.711

Extraction Method: Principal Component Analysis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.310	45.896	45.896	13.310	45.896	45.896	6.245	21.536	21.536

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

2	2.923	10.080	55.976	2.923	10.080	55.976	4.263	14.700	36.236
3	1.713	5.907	61.883	1.713	5.907	61.883	4.217	14.541	50.777
4	1.459	5.032	66.916	1.459	5.032	66.916	3.442	11.867	62.644
5	1.047	3.612	70.527	1.047	3.612	70.527	2.286	7.883	70.527
6	0.944	3.257	73.784						
7	0.894	3.084	76.868						
8	0.708	2.440	79.308						
9	0.693	2.390	81.698						
10	0.624	2.153	83.851						
11	0.576	1.987	85.837						
12	0.495	1.708	87.545						
13	0.440	1.519	89.064						
14	0.417	1.436	90.500						
15	0.372	1.284	91.784						
16	0.316	1.090	92.874						
17	0.302	1.043	93.917						
18	0.259	0.895	94.812						
19	0.251	0.867	95.679						
20	0.216	0.743	96.422						
21	0.211	0.729	97.151						
22	0.187	0.644	97.795						
23	0.153	0.526	98.322						
24	0.114	0.392	98.713						
25	0.104	0.360	99.073						
26	0.095	0.328	99.401						
27	0.070	0.240	99.641						
28	0.067	0.231	99.872						
29	0.037	0.128	100.000						

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
cgi1	0.610	-0.438	-0.340	0.183	0.283
cgi2	0.672	-0.392	-0.175	-0.070	0.244
cgi3	0.747	0.177	-0.294	-0.270	-0.075
cgi4	0.680	0.210	-0.295	-0.359	-0.001
cgi5	0.717	0.125	-0.068	-0.312	-0.222
cgi6	0.723	0.328	-0.150	-0.160	-0.002
cgi7	0.721	0.218	-0.357	-0.271	0.136
cgi8	0.778	-0.300	-0.151	0.065	0.180
cgi9	0.795	-0.287	-0.034	-0.126	0.034

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

cgi10	0.641	-0.319	0.109	-0.265	0.041
cgi11	0.732	-0.309	-0.106	0.077	0.090
cgi12	0.768	-0.372	-0.068	-0.072	-0.271
cgi13	0.688	-0.259	0.101	-0.153	0.031
cgi14	0.645	-0.257	0.420	0.094	0.090
cgi15	0.746	-0.112	0.385	-0.088	-0.106
cgi16	0.726	-0.160	0.288	-0.237	-0.074
cgi17	0.743	-0.264	0.195	-0.096	-0.162
cgi18	0.522	-0.091	0.508	0.089	0.414
cgi19	0.546	0.490	0.239	0.011	0.345
cgi20	0.562	-0.085	-0.120	0.462	-0.177
cgi21	0.655	0.410	0.190	0.222	-0.019
cgi22	0.632	0.034	-0.267	0.379	-0.018
cgi23	0.685	-0.166	-0.113	0.494	-0.112
cgi24	0.674	0.204	-0.215	0.221	-0.342
cgi25	0.629	0.512	-0.161	0.030	0.129
cgi26	0.688	0.522	-0.049	0.180	0.190
cgi27	0.599	0.577	0.153	0.130	0.089
cgi28	0.502	0.465	0.314	-0.124	-0.271
cgi29	0.705	-0.082	0.292	0.206	-0.281

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

**Component Transformation Matrix**

Component	1	2	3	4	5
1	0.607	0.419	0.468	0.416	0.251
2	-0.477	0.722	0.258	-0.066	-0.425
3	0.579	0.311	-0.563	-0.271	-0.421
4	-0.240	0.202	-0.592	0.729	0.140
5	-0.104	0.406	-0.217	-0.466	0.748

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source: SPSS Outputs

*Appendix IV.B- Factorial Analysis Conative Image*

**Communalities**

	Initial	Extraction
ci1	1.000	0.800
ci2	1.000	0.739
ci3	1.000	0.791
ci4	1.000	0.617
ci5	1.000	0.782
ci6	1.000	0.753
ci7	1.000	0.756
ci8	1.000	0.701
ci9	1.000	0.753
ci10	1.000	0.660
ci11	1.000	0.647

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Loadings			Total	% of Variance	Cumulative %
				Total	% of Variance	Cumulative %			
1	5.538	50.342	50.342	5.538	50.342	50.342	3.106	28.238	28.238
2	1.374	12.486	62.829	1.374	12.486	62.829	2.523	22.937	51.175
3	1.087	9.884	72.712	1.087	9.884	72.712	2.369	21.538	72.712
4	0.663	6.031	78.743						
5	0.536	4.877	83.620						
6	0.516	4.692	88.312						
7	0.424	3.850	92.162						
8	0.321	2.918	95.080						
9	0.230	2.095	97.175						
10	0.174	1.586	98.761						
11	0.136	1.239	100.000						

Extraction Method: Principal Component Analysis.

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
ci1	0.724	-0.500	-0.161
ci2	0.641	-0.484	0.307
ci3	0.841	-0.183	-0.225
ci4	0.774	-0.066	0.115
ci5	0.725	-0.442	0.245
ci6	0.844	0.181	0.081
ci7	0.706	0.451	0.232
ci8	0.473	0.440	0.532
ci9	0.799	0.317	-0.115
ci10	0.541	0.085	-0.600
ci11	0.634	0.344	-0.356

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

**Component Transformation Matrix**

Component	1	2	3
1	0.648	0.564	0.512
2	-0.728	0.260	0.634
3	0.225	-0.784	0.579

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

Source: SPSS Outputs

*Appendix IV.C- Factorial Analysis Prestige of the Destination*

**Communalities**

	Initial	Extraction
ptd1	1.000	0.593
ptd2	1.000	0.571
ptd3	1.000	0.729
ptd4	1.000	0.774
ptd5	1.000	0.838
ptd6	1.000	0.691
ptd7	1.000	0.664

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
				Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.506	50.087	50.087	3.506	50.087	50.087	2.714	38.770	38.770
2	1.354	19.340	69.427	1.354	19.340	69.427	2.146	30.657	69.427
3	0.709	10.131	79.558						
4	0.578	8.263	87.821						
5	0.392	5.598	93.419						
6	0.261	3.722	97.141						
7	0.200	2.859	100.000						

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component	
	1	2
ptd1	.408	0.653
ptd2	.604	-0.455
ptd3	.798	-0.304
ptd4	.868	-0.146
ptd5	.740	0.538
ptd6	.745	0.370
ptd7	.695	-0.425

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

**Component Transformation Matrix**

Component	1	2
1	0.795	0.607
2	-0.607	0.795

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

Source: SPS Outputs



*Appendix IV.D- Factorial Analysis Prestige of the cruise*

**Communalities**

	Initial	Extraction
pt1	1.000	0.862
pt2	1.000	0.761
pt3	1.000	0.915
pt4	1.000	0.839
pt5	1.000	0.847
pt6	1.000	0.680
pt7	1.000	0.737
pt8	1.000	0.691
pt9	1.000	0.621
pt10	1.000	0.795
pt11	1.000	0.641
pt12	1.000	0.758
pt13	1.000	0.600
pt14	1.000	0.934
pt15	1.000	0.940
pt16	1.000	0.915
pt17	1.000	0.842
pt18	1.000	0.925
pt19	1.000	0.911
pt20	1.000	0.898

Extraction Method: Principal  
Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Initial Eigenvalues			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.423	57.115	57.115	11.423	57.115	57.115	6.852	34.259	34.259
2	2.121	10.604	67.719	2.121	10.604	67.719	4.000	20.001	54.260
3	1.492	7.458	75.177	1.492	7.458	75.177	2.684	13.422	67.682
4	1.077	5.386	80.563	1.077	5.386	80.563	2.576	12.880	80.563
5	0.855	4.274	84.837						
6	0.577	2.883	87.720						
7	0.545	2.726	90.446						
8	0.389	1.947	92.393						
9	0.330	1.650	94.043						
10	0.269	1.344	95.387						

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

11	0.197	0.986	96.373					
12	0.145	0.724	97.097					
13	0.127	0.634	97.731					
14	0.110	0.551	98.282					
15	0.097	0.486	98.768					
16	0.084	0.421	99.190					
17	0.054	0.268	99.458					
18	0.044	0.221	99.679					
19	0.036	0.182	99.860					
20	0.028	0.140	100.000					

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
pt1	0.765	-0.281	0.411	-0.172
pt2	0.828	-0.216	0.136	-0.099
pt3	0.868	-0.270	0.259	-0.147
pt4	0.879	-0.181	-0.058	-0.173
pt5	0.884	-0.231	-0.017	-0.111
pt6	0.748	-0.248	-0.213	0.115
pt7	0.836	0.044	0.144	-0.127
pt8	0.807	0.165	0.063	-0.094
pt9	0.752	0.171	0.162	0.019
pt10	0.859	-0.198	0.095	-0.091
pt11	0.685	-0.082	0.265	0.308
pt12	0.830	0.128	0.166	0.160
pt13	0.668	0.178	0.346	0.044
pt14	0.378	0.881	0.121	0.000
pt15	0.383	0.877	0.147	0.045
pt16	0.612	-0.113	-0.258	0.679
pt17	0.760	-0.054	-0.149	0.489
pt18	0.784	0.115	-0.505	-0.204
pt19	0.776	0.181	-0.494	-0.179
pt20	0.754	0.121	-0.535	-0.170

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Cruise Tourism: Factors influencing the intention to return to Lisbon destination

**Component Transformation Matrix**

Component	1	2	3	4
1	0.732	0.508	0.254	0.377
2	-0.318	0.075	0.938	-0.116
3	0.555	-0.779	0.228	-0.182
4	-0.235	-0.360	0.060	0.901

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source: SPSS Outputs

**Appendix V- Regression Analysis**

*Appendix V.A- Regression Analysis with Overall as dependent variable*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.518 <sup>a</sup>	0.269	<b>0.248</b>	0.637	<b>1.309</b>

a. Predictors: (Constant). Conative. Affective. Cognitive

b. Dependent Variable: overall

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.114	3	5.371	13.229	<b>0.000<sup>b</sup></b>
	Residual	43.850	108	0.406		
	Total	59.964	111			

a. Dependent Variable: overall

b. Predictors: (Constant). Conative. Affective. Cognitive

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Cognitive	Affective	Conative
1	1	3.958	1.000	0.00	0.00	0.00	0.00
	2	0.018	14.936	0.04	0.07	0.98	0.13
	3	0.014	16.706	0.75	0.00	0.02	0.48
	4	0.010	19.960	0.21	0.93	0.00	0.39

a. Dependent Variable: overall

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.49	6.93	6.32	0.381	112
Residual	-1.655	2.514	0.000	0.629	112
Std. Predicted Value	-4.802	1.623	0.000	1.000	112
Std. Residual	-2.597	3.946	0.000	0.986	112

a. Dependent Variable: overall

Source: SPSS Outputs

*Appendix V.B- Regression Analysis with Intention to Return as dependent variable*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.509 <sup>a</sup>	0.259	<b>0.232</b>	1.22303	<b>1.267</b>

a. Predictors: (Constant). Ptd. overall. Pt. Pride

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.054	4	14.014	9.369	<b>0.000<sup>b</sup></b>
	Residual	160.051	107	1.496		
	Total	216.105	111			

a. Dependent Variable: IR

b. Predictors: (Constant). Ptd. overall. Pt. Pride

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	overall	Pride	Pt	Ptd
1	1	4.942	1.000	0.00	0.00	0.00	0.00	0.00
	2	0.025	14.097	0.07	0.07	0.02	0.49	0.10
	3	0.018	16.747	0.02	0.02	0.04	0.49	0.57
	4	0.011	21.379	0.40	0.01	0.54	0.01	0.14
	5	0.005	31.177	0.51	0.90	0.41	0.01	0.18

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9548	6.5745	5.3884	0.71063	112
Residual	-3.99381	2.62546	0.00000	1.20079	112
Std. Predicted Value	-3.425	1.669	0.000	1.000	112
Std. Residual	-3.266	2.147	0.000	0.982	112

a. Dependent Variable: IR

Source: SPSS Outputs

**Appendix VI- Regression Analysis of the sub-constructs**

*Appendix VI.A- Regression Analysis with Overall as dependent variable*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.503 <sup>a</sup>	0.253	0.232	0.644	<b>1.191</b>

a. Predictors: (Constant). Potential option motivation. Reward motivation. Personal need motivation

b. Dependent Variable: overall

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.154	3	5.051	12.175	<b>0.000<sup>b</sup></b>
	Residual	44.810	108	0.415		
	Total	59.964	111			

a. Dependent Variable: overall

b. Predictors: (Constant). Potential option motivation. Reward motivation. Personal need motivation

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Personal need motivation	Reward motivation	Potential option motivation
1	1	1.000	1.000	0.00	0.25	0.75	0.00
	2	1.000	1.000	1.00	0.00	0.00	0.00
	3	1.000	1.000	0.00	0.00	0.00	1.00
	4	1.000	1.000	0.00	0.75	0.25	0.00

a. Dependent Variable: overall

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.68	6.91	6.32	0.369	112
Residual	-2.151	2.318	<b>0.000</b>	0.635	112
Std. Predicted Value	-4.422	1.607	0.000	1.000	112
Std. Residual	-3.340	3.599	0.000	0.986	112

a. Dependent Variable: overall

Source: SPSS Outputs

*Appendix VI.B- Regression Analysis with Intention to Return as dependent variable*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.443 <sup>a</sup>	0.196	0.166	1.27393	<b>1.230</b>

a. Predictors: (Constant). Cabins and rooms conditions. Children appropriate. Prestige of the cruise trip. Food. Staff and Entertainment

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.456	4	10.614	6.540	<b>0.000<sup>b</sup></b>
	Residual	173.649	107	1.623		
	Total	216.105	111			

a. Dependent Variable: IR

b. Predictors: (Constant). Cabins and rooms conditions. Children appropriate. Prestige of the cruise trip. Food. Staff and Entertainment

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Food. Staff and Entertainment	Prestige of the cruise trip	Children appropriate	Cabins and rooms conditions
1	1	1.000	1.000	0.00	0.90	0.09	0.01	0.00
	2	1.000	1.000	0.00	0.00	0.00	0.00	1.00
	3	1.000	1.000	0.69	0.00	0.01	0.30	0.00
	4	1.000	1.000	0.08	0.03	0.53	0.35	0.00
	5	1.000	1.000	0.23	0.06	0.36	0.34	0.00

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3632	6.3058	5.3884	0.61846	112
Residual	-4.19353	2.84738	<b>0.00000</b>	1.25076	112
Std. Predicted Value	-3.275	1.483	0.000	1.000	112
Std. Residual	-3.292	2.235	0.000	0.982	112

a. Dependent Variable: IR

Source: SPSS Outputs

**Appendix VII- Moderation Analysis**

*Appendix VII.A- Economic Status as moderator of the relationship between IR and Overall*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.677 <sup>a</sup>	0.458	<b>0.441</b>	1.03357	<b>1.983</b>

a. Predictors: (Constant). overall\_income. overall. Income

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.158	3	30.053	28.132	<b>0.000<sup>b</sup></b>
	Residual	106.827	100	1.068		
	Total	196.985	103			

a. Dependent Variable: IR

b. Predictors: (Constant). overall\_income. overall. Income

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	6.610		
	Income	-0.958	0.194	-2.906	-4.933	0.000
	overall	-0.096	0.234	-0.052	-0.412	0.681
	overall_income	0.135	0.032	<b>2.486</b>	4.271	<b>0.000</b>

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6283	5.9227	5.3870	0.93559	104
Residual	-3.84847	2.48261	<b>0.00000</b>	1.01841	104
Std. Predicted Value	-4.018	0.573	0.000	1.000	104
Std. Residual	-3.723	2.402	0.000	0.985	104

a. Dependent Variable: IR

Source: SPSS Outputs



*Appendix VII.B- Economic Status as moderator of the relationship between IR and Pride*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.590 <sup>a</sup>	0.349	<b>0.329</b>	1.13271	<b>1.792</b>

a. Predictors: (Constant), pride\_income, Pride, Income

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.682	3	22.894	17.844	<b>0.000<sup>b</sup></b>
	Residual	128.303	100	1.283		
	Total	196.985	103			

a. Dependent Variable: IR

b. Predictors: (Constant), pride\_income, Pride, Income

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.856	1.275		4.591	0.000
	Income	-0.504	0.151	-1.530	-3.332	0.001
	Pride	0.042	0.216	0.027	0.195	0.846
	pride_income	0.062	0.026	<b>1.115</b>	2.396	<b>0.018</b>

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9285	6.0803	5.3870	0.81659	104
Residual	-4.38271	3.86404	0.00000	1.11609	104
Std. Predicted Value	-4.235	0.849	0.000	1.000	104
Std. Residual	-3.869	3.411	0.000	0.985	104

a. Dependent Variable: IR

Source: SPSS Outputs

*Appendix VII.C- Economic Status as moderator of the relationship between IR and Ptd*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.553 <sup>a</sup>	0.306	<b>0.285</b>	1.16942	<b>1.623</b>

a. Predictors: (Constant). ptd\_income. Ptd. Income

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.230	3	20.077	14.681	<b>0.000<sup>b</sup></b>
	Residual	136.755	100	1.368		
	Total	196.985	103			

a. Dependent Variable: IR

b. Predictors: (Constant). ptd\_income. Ptd. Income

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.054	1.200		5.047	0.000
	Income	-0.435	0.152	-1.321	-2.873	0.005
	Ptd	0.006	0.226	0.004	0.025	0.980
	ptd_income	0.060	0.030	<b>0.901</b>	2.011	<b>0.047</b>

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4734	6.0747	5.3870	0.76470	104
Residual	-2.18099	4.02664	0.00000	1.15227	104
Std. Predicted Value	-3.810	0.899	0.000	1.000	104
Std. Residual	-1.865	3.443	0.000	0.985	104

a. Dependent Variable: IR

Source: SPSS Outputs

*Appendix VII.D- Economic Status as moderator of the relationship between IR and Pt*

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.572 <sup>a</sup>	0.327	<b>0.307</b>	1.15100	<b>1.741</b>

a. Predictors: (Constant). pt\_income. Pt. Income

b. Dependent Variable: IR

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.506	3	21.502	16.230	<b>0.000<sup>b</sup></b>
	Residual	132.479	100	1.325		
	Total	196.985	103			

a. Dependent Variable: IR

b. Predictors: (Constant). pt\_income. Pt. Income

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.144	1.138		5.397	0.000
	Income	-0.410	0.132	-1.243	-3.111	0.002
	Pt	-0.018	0.201	-0.015	-0.091	0.928
	pt_income	0.054	0.024	<b>0.842</b>	2.193	<b>0.031</b>

a. Dependent Variable: IR

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6674	5.9815	5.3870	0.79137	104
Residual	-3.28108	3.83262	0.00000	1.13411	104
Std. Predicted Value	-3.437	0.751	0.000	1.000	104
Std. Residual	-2.851	3.330	0.000	0.985	104

a. Dependent Variable: IR

Source: SPSS Outputs