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Emotional Intelligence Profile of Tourists and Its Impact on Tourism

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ABSTRACT

The study aims to characterize, for the first time, the emotional intelligence profile of the tourists visiting the city of Porto as well as to observe its influence on the intention to return and activities performed during the stay, along with other socio-demographic factors. To achieve these purposes, we used a sample of 886 responses with the following purposes: on the one hand, to get the emotional intelligence constructs by applying the confirmatory factorial analysis, and on the other hand, to apply a logit model to describe the intention to return. Four constructs of tourists' emotional intelligence emerged: emotion regulation, emotion use, evaluation of their own emotions, and evaluation of others' emotions. The first construct was indicated as the most important leading us to conclude that tourists have the ability to control their own emotions, presenting a strong emotional control. The four constructs and different variables of the tourists' socio-demographic profile show a positive effect on the intention to return. This type of information is highly useful for the sector since it allows the definition of communication strategies and guides businesses to adapt to the profile of tourists.

KEYWORDS

Emotional intelligence; intention to return; Wong and Law emotional intelligence scale; profile of tourists; tourism

Introduction

A destination's attributes increase the attractiveness of visitors who value the best it has to offer (Mai et al., 2019; Mussalam & Tajeddini, 2016; Nghiem-Phu, 2018). Despite the different motivations that lead people to travel and to enjoy leisure and relaxing moments, these attributes establish common ground between different types of visitors, which enables consumer profiling or market segmentation (Dodds & Holmes, 2017; Lennon, 2018). The decision of choosing the destination, the expectations, the feeling of well-being and happiness felt, and the development of a sentimental attachment to the

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destination is part of the emotional experience that tourists go through. This emotional aspect is important, since it stimulated the tourist choices, by evaluating the options, or what (Gao & Kerstetter, 2018) is called emotion regulation strategies. To understand tourists' emotions, what they seek and how they react to stimuli allows the sector's stakeholders to provide experiences with greater meaning and impact, by touching their emotional intelligence, which is the way of thinking and acting, conditioned by the ability to manage and regulate emotions (Prentice, 2020). The knowledge of tourists' profile or major characteristics enhancing the possibility of visiting a destination, is an important aspect that allows tourism agents to offer tourism products and services more target and adjusted to the expectations of visitors. Meeting or exceeding expectations is an important marker for satisfaction and the best way to increase the chances of return and develop feelings of loyalty and attract other first-time visitors motivated by the feedback of pleased tourists (Flower et al., 2021; He & Luo, 2020).

Regarding this dual effect with positive consequences, the characterization of the tourists' profile would be useful to build the destination's image, highlighting the key elements that most influence satisfaction. It is good to support the creation of tourism products that meet all the main requirements expected by the visitor. Portugal, and the city of Porto, have won several internationally renowned awards due to the recognition achieved in these last years. The main goal of the different stakeholders in the sector is to keep this attractiveness or, whenever possible, to increase it. Attractiveness can be achieved through constant innovation and high-quality tourism standards, leading tourists to repeat the visit and raising the interest of other potential visitors.

The study of return intention is an important contribution to promoting the destination and for the organizations (public and private) that carry out their activities in this sector (Chen & Tsai, 2007; Oppermann, 2000; Vareiro et al., 2019). The intention to return to a destination and the development of loyalty are topics that have been widely studied (e.g., Almeida-Santana and Moreno-Gil, 2018; Chen & Tsai, 2007; Chi & Qu, 2008; Correia et al., 2015; Fournier, 1998; Korgaonkar et al., 1985; Li et al., 2008; Odekerken-Schröder et al., 2000; Oppermann, 2000; Valle et al., 2008; Vareiro et al., 2019; Yoon & Uysal, 2005) since they help to build frequent customer portfolios, reducing seasonality and making changes in tourism activity more predictable. Therefore, among several other explanatory variables, it is important to trace the emotional profile of the tourist, which has never been studied from this point of view, through the characterization, for the first time, of the emotional intelligence profile of the tourist. This is an important contribution to the literature since a tourist with a higher level of emotional intelligence presents a higher demand. If expectations are met, the intention to return is more likely (Gao & Kerstetter, 2018; Loureiro et al., 2019). What makes the paper necessary is to effectively understand, on the one hand, the tourist's emotional pattern, and on the other

hand, whether this profile influences the decision concerning a tourist destination. To achieve the goal of characterizing this emotional side of tourists and consider its effect on future return decisions, we used a large sample and applied appropriate and robust methodologies.

The paper is organized as follows. We start with the presentation of the literature review related to the concept of emotional intelligence and how it has been studied in the tourism sector. After that, the methodology and data collection process are described and it is presented the analyses' results. Finally, we finish the paper with the final remarks and suggestions about future research.

Literature review

Theoretical background related to emotional intelligence

Management and psychology researchers have shown interest in studying human emotions long before the emergence of the concept of emotional intelligence (Law et al., 2004). Thus, the interest in emotional intelligence has been studied by academics since the 20th century. More specifically, in relation to emotional intelligence, in 1990, the authors John Mayer, Peter Salovey, and David Caruso created emotional intelligence tests based on the individuals' skills (Ordun & Akun, 2016). Salovey and Mayer (1990) claim that emotions, as a rule, seem to respond to a certain event, which may or may not be externalized and may have a negative or positive meaning in individuals. Emotional intelligence states the recognition of others' emotions, the emotions themselves, and the management of emotions in social relationships (Ordun & Akun, 2016).

Hereupon, emotional intelligence is defined by an individual's ability to understand, manage, use, and perceive the emotions of other people with whom they interact, as well as their own emotions (Prentice, 2020; Salovey & Mayer, 1990). Therefore, it can be said that individuals with higher emotional intelligence can use their emotions with greater awareness. In this way, they can put their ideas into practice more easily (Cizel, 2018).

When we approach emotional intelligence, there are two studies, Salovey and Mayer (1990) and Davies et al. (1998), that are important to address. These two studies have contributed significantly to the emotional intelligence construct. Salovey and Mayer (1990) developed framework for emotional intelligence, which encompasses several skills with the hypothesis of contributing to the assessment and expression of emotion in others and in oneself and the use of feelings to plan, motivate and achieve in one's own life. Davies et al. (1998) state in their study that emotional intelligence is illusory as a construct. However, the authors have created and developed the basis of emotional intelligence by outlining a four-dimensional definition of emotional

intelligence. However, the authors contradict themselves when they use initial scales of emotional intelligence based on their four-dimensional definition. (Davies et al., 1998; Law et al., 2004). Later, J. D. Mayer et al. (2000) defined emotional intelligence as a set of related skills, classifying them into four dimensions/capabilities: 1) regulating emotions to promote emotional and intellectual growth; 2) understand emotions and emotional knowledge; 3) accessing or/and creating feelings when they facilitate thinking; 4) accurately perceive, evaluate and express emotions. The same authors also developed in the same study the Multifactor Emotional Intelligence Scale (J. D. Mayer et al., 2000).

Several articles study the relationships between personality dimensions (such as extraversion, anxiety, tough-mindedness, independence, self-control, well-being, sociability, emotionality, auxiliary facets, openness, conscientiousness, agreeableness) and emotional intelligence (Andrei et al., 2016; Law et al., 2004; O'Connor & Little, 2003). Some of the conclusions already validated suggest that emotional intelligence is negatively related to neuroticism and positively to awareness, acceptance, openness, and extraversion (Ghiabi & Besharat, 2011; Ordun & Akun, 2016). In another study, sensitivity and extraversion are positively related to emotional intelligence (Caruso et al., 2002).

More recently, we found that emotional intelligence related to personality dimensions has been studied in the context of the Academy, more specifically to explain performance (Gatzka & Hell, 2018; MacCann et al., 2020). Another trend of publications has chosen to analyze the emotional intelligence in teenagers in relation to socio-emotional development and skills and to verify the relationship between emotional intelligence characteristics, support, and psychological control practices of parents (Abrahams et al., 2019; Gugliandolo et al., 2019). There has been a growing interest from researchers in the study of emotional intelligence in the context of tourism.

Some articles studying emotional intelligence in tourism focus on identifying the influence of perceived emotional intelligence on job satisfaction, stress, ego resilience, self-efficacy, and job search in tourism students (Baez, 2018; Cizel, 2018; Hong, 2017a, 2017b; Wang, 2019). Other articles focus on studying emotional intelligence in the tourism sector, but to study the professionals working in the sector and what impacts they may have on the customer (Ahn & Moon, 2011; Gultekin & Icigen, 2019; Min, 2011; Prentice, 2019; Prentice et al., 2013; Tsaur & Ku, 2019; Wen et al., 2019).

According to Jung and Yoon (2012), emotional intelligence partially influences the employees' behavior, thus affecting their performance. On the other hand, Sy et al. (2006) support that the higher the emotional intelligence in food managers, the higher the performance of their employees will be, because they can manage employees' emotions more effectively. The authors conclude that an employee's emotional intelligence can influence the affective state during

the tourist service they are providing (Sy et al., 2006). The emotional intelligence of a tour leader could enhance the relationship, as well as the positive affection between the tour members(service) and their leader, which leads to the satisfaction of tourists (customers) (Tsaur & Ku, 2017). Prentice (2020) discusses how emotional intelligence can be integrated into the tourism sector to improve the tourist experience. The authors recommend that emotional intelligence has to be integrated into tourism service representatives as well as into tourists. Thus, it seems that intelligence has not been directly studied from the perspective of the tourist.

The main goal of tourism is to satisfy the needs of tourists. In this way, ineffective hospitality, tourism products and services, not meeting human needs to reduce stress, can cause dissatisfaction and several negative feelings such as hatred, anger, or disappointment (Koc & Boz, 2019). Hospitality and tourism services always involve close contact between employees and customers. Thus, the quality of these contacts is strongly influenced by emotions (Patterson et al., 2006; Servidio & Ruffolo, 2016). Human resources working in the tourism sector must be able to understand the costumers' internal state and their feelings and emotions (body language, facial expressions, tone of voice) so that they can also anticipate their needs, making the customers happy. When human resources working in the tourism sector can understand costumers' emotions, facial expressions and tone of voice the chance of developing trust, empathy, and prosocial behavior increases (Marsh & Ambady, 2007; Marsh et al., 2005).

Wong and Law emotional intelligence scale

One of the most widely used instruments for emotional intelligence is the Wong and Law Emotional Intelligence Scale (WLEIS) by Wong and Law (2002). WLEIS consists of a scale of emotional intelligence of self-report capacity, built taking into account the study of Mayer and Salovey (1997).

For this study, other scales were also considered: 1) Intelligence Scale Emocional de Schutte et al. (1998), which includes thirty-three items and four subscales (Perception of emotions; Dealing with one's own emotions; Dealing with the emotions of others; Use of emotions); 2) The Mayer-Salovey-Caruso Emotional Intelligence Tests (MSCEIT) include four branches: managing emotions; understanding emotions; facilitate thinking; perceiving emotions (J. Mayer et al., 2002). The longer test has one hundred and forty-one items, which takes about thirty to forty-five minutes to be completed (O'Connor et al., 2019); 3) Trait Emotional Intelligence Questionnaire (TEIQue) has two versions. The shorter version has thirty items and four factors/subscales. The longer version has one hundred and fifty-three items, fifteen facets, and four factors (emotionality, sociability, well-being, and self-control) (O'Connor et al., 2019; Petrides & Furnham, 2001); 4) The Situational Test of Emotional Management (STEM)

and The Situational Test of Emotional Understanding (STEU) – STEU is used more frequently to measure emotional understanding. Concerning STEM, it is used more as a measure of emotional regulation. The STEU includes several items referring to behavior in the workplace and is widely applied in professional contexts (MacCann & Roberts, 2008; O'Connor et al., 2019), which is not the aim of this study.

We can state that WLEIS has a wide acceptance concerning emotional intelligence relationship measures, predictive validity that controls psychological well-being, happiness, life satisfaction, criteria validity regarding the relationship with personal well-being. Psychological variables such as stress, loneliness, and depression negatively affect emotional intelligence, which affects the organizations' outcomes, such as job performance and job satisfaction (Pacheco et al., 2019; Urquijo et al., 2016).

It seems that the first study with WLEIS was applied in Asia (Pacheco et al., 2019). However, more recently, it has been applied and translated into several languages such as Japanese (Eriko Fukuda et al., 2011), Italian (Iliceto & Fino, 2017), Portuguese (Carvalho et al., 2016), Korean (Fukuda et al., 2012), Moroccan Arab (El Ghoudani et al., 2017), chinese (Kong, 2017) and Spanish (Pacheco et al., 2019). As WLEIS had previously been translated into Portuguese, and to avoid possible translation or interpretation errors by researchers, we chose to apply WLEIS to tourists in Portugal. We also chose WLEIS because it has been less applied (which increases the originality of the present study) by academics and because it is shorter, which facilitates the data collection of responses.

Lastly, WLEIS has already been applied in several contexts, for example, in gender (Sokic & Horvat, 2019) and age groups (Chen et al., 2016; Kong, 2017), ethnicity (white, black, and Hispanic) (Whitman et al., 2009), different cultures (El Ghoudani et al., 2018; LaPalme et al., 2016; Libbrecht et al., 2014; Pacheco et al., 2019) and education (Buzdar et al., 2016; Fukuda et al., 2012; Xiang et al., 2020; Zhao et al., 2019).

It was also found that WLEIS has not yet been adopted and applied to tourists. The aim of the present study is to characterize the tourist's emotional profile and verify if it influences the tourist's return to Portugal. In this way, we will apply WLEIS to tourists visiting Portugal.

Studies on the emotional profile of tourists are also scarce and are important because the emotional profile affects tourist satisfaction (Hosany & Prayag, 2013; Kumar & Nayak, 2015). In the study of Sameer Hosany and Gilbert (2009) and Hosany and Prayag (2013), an attempt is made to profile the tourists, taking into account the destination they visit for leisure, taking into account their emotions. None of these studies considers Portugal as a destination. Portugal was considered the best destination in Europe in the last four years (2016–2020). There are several reasons why few studies on the subject under study: 1) the diversity of tourists from different parts of the globe

can make it difficult to collect responses. Not all tourists speak the language of the country they visit, nor English; 2) As there is a very significant difference in the cultures of tourists, statistically significant results may not be obtained; 3) it may take a long time to obtain a significant sample, which discourages researchers. To collect many responses in a shorter time, it is necessary to have a large research team.

Methodology and data analysis

Questionnaire

In the WLEIS validation process, we followed the stipulated guidelines to adapt all procedures mentioned in Hambleton et al. (2004) and Pacheco et al. (2019). First, concerning the items of the WLEIS, to be clearly in the four languages in which the questionnaire was applied, we consult the work of Carvalho et al. (2016) for the Portuguese version, Pacheco et al. (2019) for the Spanish version, Wong and Law (2002) for the English version and, for the French language version, the authors asked a native to perform the translation. Second, to ensure that tourists would easily understand the questions, the questionnaire was disseminated by experts in the tourism sector, namely teachers/researchers, managers from different branches (hotels, restaurants, tourism agencies, others), students, and the general public. Overall, this pretest phase involved 35 people. The feedback was collected, and the questionnaire was changed according to the comments. As for linguistic adjustment, we tried to keep the meaning of the items, preserving the expression of the content. Third, after this phase, junior researchers were prepared for the questionnaire application process, considering that the interviews were conducted in Portuguese, English, French, and Spanish.

In the data collection process, the interviews were conducted in Porto's main tourist spots during October 2019. To ensure only a tourist sample, the survey was exclusively applied to those who visited the city of Porto (national and international tourists) and to the adult population (age 18 years or older).

The questionnaire was divided into four parts: i) the socio-demographic characteristics of the respondents (gender, age, civil status, education level, and nationality); ii) activities performed (or that they intend to carry out) in the city (visit Porto wine cellars, visit historical heritage, monuments, museums, enjoy the nightlife and shopping) with the options: "yes" or "no"; iii) the assessment of agreement on a five-point Likert scale about sixteen statements related to the emotional intelligence profile of the tourist (Wong & Law, 2002), which was applied to tourists for the first time; and iv) the question: "Do you plan to return to Porto?," to assess the intention to return (and loyalty) with the following options: "yes," "no" and "don't know." The final sample is composed of 886 complete answers done by tourists.

Data analysis

We applied the principal component analysis with varimax rotation in assessing the sixteen statements related to tourist's emotional intelligence. The Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and Bartlett's test of sphericity were used to confirm the factorability and the adequacy of the analysis. After that, we applied the confirmation analysis, using the maximum likelihood estimation method and to assess if the model fit was evaluated the χ^2 , the root means square error of approximation (RMSEA), the comparative fit index (CFI), Tucker-Lewis index (TLI) and Incremental Fit Index (IFI). We also analyzed the building reliability (CR) and average variance extracted (AVE) to assess the convergent validity. For the econometric model to explain the intention to return, we performed a logistic regression. The dependent variable "intention to return" was transformed into the binary choice, "yes" and "no" (in which the option "no" also considered the option "don't know").

The econometric model included socio-demographic variables, activities performed in the city, and constructs taken from the emotional intelligence scale. For the analyses, we used the SPSS (version 21), AMOS (version 21), and STATA (version 14).

Results and discussion

Description of the sample and intention to return

From the analysis of [Table 1](#), we found out that are more women (52.6%) in the sample, the average age of the respondents was 41.8 years, 48.3% were married, more than half had at least a degree and were active in the labor market. Foreign tourists were the largest number, with 91.4% of the total and 85.6% visited or intended to visit the city's historical heritage, monuments, and museums. As for the intention to return to the city, 71.4% replied positively, and the rest were not available to repeat the destination or "didn't know it yet."

When analyzing the statements of the level of agreement within the emotional intelligence scale (see [Table 2](#)), we noticed high average levels of agreement in the assessment of emotions, namely in the understanding of emotions (ES2) and in the knowledge of the level of happiness (ES4). The highest level of agreement was in the statement regarding the use of emotions best (ES12). Still, in the use of emotions, the participants assumed that they establish goals and do their best to achieve them (ES9) and are self-motivated people (ES11). The lowest level of agreement is found in regulating emotions, namely when participants are able to calm down when they are angry (ES15).

Table 1. Sample description, the activities in the city, and the intention to return (percentage).

Variable	Percentage
Gender	
Female	52.6%
Male	47.4%
Age ^a	41.8
Civil status	
Single	42.8%
Married	48.3%
Divorced	6.8%
Widow	2.1%
Schooling (complete)	
Elementary studies	4.3%
Secondary studies	24.9%
Degree	45.3%
Master degree or PhD	25.5%
Work Conditions	
Active	66.5%
Non-active	33.5%
Nationality	
Portuguese	8.6%
Other	91.4%
Activities in the city of Porto	
Porto wine cellars	66.2%
Historical heritage, monuments, museums	85.6%
Nightlife	37.4%
Shopping	47.8%
Are you planning to return to Porto?	
Yes	71.4%
No	6.0%
Don't know	22.6%

Age is a continuous variable, so the average is shown.

Latent constructs of the emotional intelligence: factorial and confirmatory analyses

Through the analysis of [Table 3](#), we verified that four constructs resulted from applying the factor analysis of the stateless emotional scale.

The constructs resulting from the data analysis were: construct 1 – regulation of emotions; construct 2 – use of emotions; construct 3 – assessment and construction of own emotions 4 – assessment of others' emotions This result, within the scope of constructs achieved, generally corresponds to those identified in the research of [Buzdar et al. \(2016\)](#); [Chen et al. \(2016\)](#), [Fukuda et al. \(2012\)](#), [Kong \(2017\)](#), and [Sokic and Horvat \(2019\)](#); ([Zhao et al., 2019](#)); [Xiang et al. \(2020\)](#), among others).

Emotion regulation explained 39.063% of the variance, which is a crucial factor in the tourists' profile. This factor represents the ability to control and manage their own emotions, allowing emotional control and not give importance to negative factors, thus turning attention to positive factors. The second factor of using emotions shows 10.739% of the variation. It represents the person's ability to direct their emotions positively and allow them to get the

Table 2. Scale of Emotional Intelligence, descriptive analysis.

	Statements	CDIS (%)	DIS (%)	INDIF (%)	AGRE (%)	CAGR (%)	Mean	Standard Deviation
ES1	Most times, I have a good idea of why I have certain feelings	1.1	1.6	18.9	37.5	40.8	4.15	0.862
ES2	I understand well my own emotions	0.3	1.7	15.2	40.1	42.6	4.23	0.791
ES3	I truly understand what I am feeling	0.5	1.7	18.9	39.6	39.3	4.16	0.818
ES4	I can always tell if I am happy or unhappy	0.6	2.4	15.6	37.7	43.8	4.22	0.834
ES5	I recognize my friends' emotions through their behavior	0.6	3.1	19.6	43.9	32.8	4.05	0.836
ES6	I am a good observer of other people's emotions	0.8	2.8	19.1	44.6	32.7	4.06	0.836
ES7	I am sensible to other people's feelings and emotions	0.9	3.0	20.5	37.4	38.1	4.09	0.885
ES8	I understand well the emotions of the people around me	0.9	4.2	23.2	40.3	31.3	3.97	0.892
ES9	I always establish goals for myself, and I try my best to achieve them	0.8	2.8	15.9	39.3	41.3	4.17	0.852
ES10	I usually tell myself that I am a capable person	1.2	3.9	18.8	39.9	36.3	4.06	0.900
ES11	I am a self-motivating person	0.9	3.4	16.6	37.0	42.1	4.16	0.883
ES12	I always encourage myself to give my best	0.8	2.3	13.9	37.6	45.4	4.24	0.837
ES13	I can control my temper, which makes me able to deal with difficulties with reason	1.3	5.3	24.5	42.7	26.1	3.87	0.905
ES14	I can control my own emotions	1.3	5.3	25.0	38.8	29.6	3.90	0.930
ES15	I can easily calm myself whenever I am irritated	2.7	8.8	28.4	33.5	26.6	3.73	1.034
ES16	I have a good control on my own emotions	1.7	5.7	25.1	38.9	28.5	3.87	0.951

CDIS = Completely disagree; DIS = Disagree; INDIF = Neither agree or disagree; AGRE = Agree; CAGR = Completely agree.

best out of life. This context allows tourists to explore the tourist destination to the fullest, with no negative factors that can influence their stay in the destination. The third factor, assessment of own emotions, explained 9.015% of the variation, and this factor points ease of understanding one's own emotions and being able to express them perceptibly. . The fourth factor, assessment of others' emotions, explains 7.719% of the variation. This factor concerns the individual's ability to understand the emotions of people in their environment. This factor expresses the individual's ability to understand and predict the emotions of others.

Then, a confirmatory factor analysis was conducted. Table 4 shows the results of a confirmatory analysis and we can see that the measurement model fits data well ($\chi^2 = 336,000$, $df = 98$; $X^2/df = 3.429$; $RMSEA = 0.052$; $CFI = 0.962$; $TLI = 0.953$ and $IFI = 0.962$) (Hair et al., 2010). The following table shows the construct reliability (CR) and average variance extracted (AVE) to assess the convergent validity. Both the CR and AVE results are above the recommended threshold (Fornell & Larcker, 1981). The psychometric properties of measurement factors used in model estimation are satisfactory as indicated by composite reliability (CR) ($> 0,7$) and average variance extracted (AVE) ($> 0,6$) values (Bagozzi & Yi, 1988).

Estimating the reliability of the scale and its constructs has revealed acceptable internal consistency values, reinforcing the suitability of this instrument to characterize the dimensions of the tourist's emotional intelligence. Although similar results have been achieved in other studies (Buzdar et al., 2016; Chen et al., 2016;

Table 3. The identification of the latent constructs: factorial analysis.

Statements	Loading*			
	Regulation of emotions	Use of emotions	Assessment of own emotions	Assessment of others' emotions
ES15 – I can easily calm myself whenever I am irritated	0.818			
ES14 – I can control my own emotions	0.803			
ES16 – I have good control on my own emotions	0.800			
ES13 – I can control my temper, which makes me able to deal with difficulties with reason	0.797			
ES11 – I am a self-motivating person		0.776		
ES12 – I always encourage myself to give my best		0.746		
ES10 – I usually tell myself that I am a capable person		0.726		
ES9 – I always establish goals for myself, and I try my best to achieve them		0.726		
ES2 – I understand well my own emotions			0.823	
ES3 – I truly understand what I am feeling			0.796	
ES1 – Most times, I have a good idea of why I have certain feelings			0.760	
ES4 – I can always tell if I am happy or unhappy			0.584	
ES6 – I am a good observer of other people's emotions				0.808
ES7 – I am sensitive to other people's feelings and emotions				0.726
ES5 – I recognize my friends' emotions through their behavior				0.723
ES8 – I understand well the emotions of the people around me				0.682
Eigenvalues/Rotation Sums Squared Loadings	6.250	1.718	1.442	1.235
Variance (%)	39.063	10.739	9.015	7.719
KMO test			0.899	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (sig.)			5940.006 (0.000)	

*Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization; ** The results of KMO and Bartlett tests confirm the factorability and the adequacy of the analysis.

Table 4. Confirmatory Factor Analysis: measurement model.

Construct	Items	Factor loading	CR	AVE	α	Mean	SD
Regulation of emotions	ES15	0.784***	0.864	0.614	0.863	3.872	3.237
	ES14	0.812***					
	ES16	0.795***					
	ES13	0.741***					
Use of emotions	ES11	0.780***	0.860	0.606	0.817	4.182	2.788
	ES12	0.760***					
	ES10	0.796***					
	ES9	0.777***					
Assessment of own emotions	ES2	0.860***	0.905	0.705	0.820	4.205	2.663
	ES3	0.823***					
	ES1	0.808***					
	ES4	0.865***					
Assessment of others' emotions	ES6	0.727***	0.877	0.643	0.789	4.043	2.700
	ES7	0.864***					
	ES5	0.866***					
	ES8	0.740***					
Goodness-of-fit	$\chi^2/df = 3,429$ RMSEA = 0.052 CFI = 0.962 TLI = 0.953 IFI = 0.962						

Note: we confirm that the AVE values are higher than the squared inter-construct correlations estimates following the Fornell–Larcker criterion to evaluate the discriminant validity (Fornell & Larcker, 1981).

Fukuda et al., 2012; Kong, 2017; Sokic & Horvat, 2019; Xiang et al., 2020; Zhao et al., 2019) it is a novelty the application in the tourism sector.

Econometric model – dependent variable: intention to return

Table 5 shows the variables that have an impact on the intention to return. Several studies have identified that its socio-demographic characteristics affect the tourist's decision to repeat the destination (e.g., Almeida-Santana and Moreno-Gil (2018), Baker and Crompton (2000), Li et al. (2008), Correia et al. (2015), Fournier (1998), and Korgaonkar et al. (1985), and Odekerken-Schröder et al. (2000), and Valle et al. (2008), and Pekovic (2021)).

Table 5. Econometric model to explain the intention to return to the city, logistic regression.

Variable	Coefficient	Average marginal effects
Gender	0.420 (0.164)**	0.018
Age	-0.018 (0.007)**	-0.003
Civil status		
Single	-	-
Married	0.466 (0.223)**	0.029
Divorced	0.516 (0.379)	0.10
Widow	0.126 (0.585)	0.026
Education		
No level of education	-	-
Superior (degree, Master, or PhD.)	0.046 (0.001)***	0.009
Labor market		
Non-active	-	-
Active (self-employed and employed)	0.262 (0.001)**	0.051
Nationality		
Other	-	-
Portuguese	1.403 (0.497)***	0.072
Activities in the city		
Porto wine cellars	0.008 (0.179)	0.002
Historical heritage, monuments, museums	0.074 (0.005)**	0.014
Nightlife	0.468 (0.190)**	0.091
Shopping	-0.152 (0.168)	-0.030
Constructs of the emotional intelligence profile		
Regulation of emotions	0.014 (0.002)***	0.030
Use of emotions	0.122 (0.083)***	0.024
Assessment of own emotions	0.094 (0.023)**	0.018
Assessing the emotions of others	0.1505 (0.08)*	0.029
Constant	1.249 (0.419)***	

Standard errors in parentheses. Significant at: * $p < 0.10$ level ; ** $p < 0.05$ level; *** $p < 0.01$.

For example, Baker and Crompton (2000) highlighted this individual characteristic as drivers of the intention to return to a destination. This study confirms the statement. We note that gender has a statistically significant impact on the intention to return. More specifically, being a woman increases the intention to return by 1.8%. We see that older tourists show less willingness to repeat the visit to the city by 1,3%. Tourists with higher levels of education (Bachelor, Masters or PhD), compared to those who do not have any academic qualifications (elementary studies), have a higher probability to return to the city. For the labor market, active tourists (self-employed and employed), compared those who are not active, have more intention to repeat the visit by 5,1%. In the scope of nationality, the Portuguese tourists are more likely to return to the city by 7.2%.

In addition to the socio-demographic profile and other characteristics of the tourists, researchers also highlight the importance of intangible or tangible factors that were inherent to the attractiveness of a destination (Almeyda-Ibáñez & George, 2017; Kim et al., 2018; Stumpf et al., 2020; Trueman et al., 2008; Vieira et al., 2020), among others. Factors related to the characterization of the destination, such as historical attractions, food, people, leisure facilities, and the destination's image (Barnes et al., 2014; Uysal & Hagan, 1993), influence the intention to return (Perovic et al., 2018). In this study, we highlight that visiting the historical heritage, monuments, museums or enjoy the nightlife increase the motivation to return to the city.

The dimensions related to the tourist's emotional intelligence profile have a positive and significant effect on the intention to return. For construct 1 – regulation of emotions increase the intention to return by 3.0%, for construct 2 – use of emotions 2.4%, for construct 3 – assessment of own emotions 1.8% and for construct 4 – assessment of others' emotions 2.9%.

The relationship between tourist's emotional intelligence and the intention to return has never been explored in previous studies. These findings contribute to the literature as a tourist with a strong emotional structure presents a higher level of demands. If they are met, the intention to return to a destination increases. It is possibly a satisfied tourist with their destination and the chance of returning increases (Baker & Crompton, 2000; Chi & Qu, 2008; Khuong & Ha, 2014; Kuenzel & Vaux Halliday, 2008; Perovic et al., 2018; Stumpf et al., 2020; Yoon & Uysal, 2005).

Conclusions and future research

One of the main purposes of any business activity is to ensure the satisfaction of its customers so that they want to repeat the experience and share their positive feelings with other people. The relevance of satisfaction at the moment of consumption or of previously generated expectations is especially significant in activities based very much on the emotional aspect of the

consumer, such as tourism. Whether to enjoy leisure moments based on exploring the surroundings or to establish contact with other people, in the most varied tourist activities, accommodation or restaurant services, tourism promotes the development of positive and often remarkable feelings in the lives of visitors, with greater value when they result from social interaction and hospitality of the destination.

One of the factors that most affects the strength of the relationships created during the visit period and the connection established with the place is the emotional intelligence that the agents involved show on both sides of the market (Prentice, 2020). The overwhelming majority of studies linking emotional intelligence and tourism focus on analyzing the behavior of professionals in the sector, dismissing this aspect in visitors. For the first time, the tourist's emotional intelligence is characterized in the context of the destination visitor. Regarding the dimensions, we note that the tourist's emotional intelligence follows a similar profile as seen in the existing literature, namely i) regulation of emotions; ii) use of emotions; iii) assessment of own emotions and iv) assessment of others' emotions (e.g., Buzdar et al. (2016); Chen et al. (2016), Fukuda et al. (2012), Kong (2017), and Sobic and Horvat (2019); (Zhao et al., 2019); Xiang et al. (2020), among others).

Being aware that the issue of emotional profile affects the way visitors make their decisions, especially when returning to a destination after a first experience (Gao & Kerstetter, 2018; Loureiro et al., 2019), we proposed to evaluate the impact that this variable has on the tourists' loyalty. Thus, this analysis allows us to fill a gap in the literature, as it is the first time that the emotional profile of the tourist is revived to return to a tourist destination.

Therefore, based on the WLEIS methodology, we started to characterize the tourist's emotional profile to assess its influence on a possible return to the country/destination. The analysis of the data processed by the econometric model suggests that younger, divorced, highly educated, and active Portuguese women, with higher levels of emotional intelligence and with interest in the practice of activities that can only be done at the destination and are directly related to its uniqueness are more likely to return to Porto. Regarding the emotional intelligence variable, although all constructs have a positive influence on the intention to return, emotions' regulation and assessment of others' emotions are the ones that stand out with more impact. In general, the socio-demographic characteristics of the tourists continue to present an important impact in the decision to return to a destination (e.g., Almeida-Santana and Moreno-Gil (2018), Baker and Crompton (2000), Li et al. (2008), Correia et al. (2015), Fournier (1998), and Korgaonkar et al. (1985), and Odekerken-Schröder et al. (2000), and Valle et al. (2008), and Pekovic (2021)), and we also note that the tourist's emotional intelligence also influence the loyalty with a destination.

By Analyzing the answers to the questionnaire, it seems that, although tourists are not entirely rational and in total control of their emotions, they consider themselves to be well-regulated people who can control their emotions relatively well. As for tourism in Porto, this profile fits most of the activities the city has to offer, which can only be experienced in this destination, like the visit to the Porto wine cellars, historical heritage, monuments, or museums. These are typical of urban tourism and are often on the “things to make” list where visitants seek to relax, de-stressing knowledge, new things, or developing social skills that reflect the emotionally balanced needs of a city tourist profile.

In addition to regulating emotions, it's also clear that tourists with greater sensibility to glimpse the emotion of others seem more likely to return on another tourist trip. City tourists usually have well-developed social skills and are more aware of their social surroundings; otherwise, they wouldn't be willing to visit a destination with high population density and full of cultural traces of human presence like Porto. They tend to be interested in tangible and intangible heritage, local habits, and folklore, want to feel welcomed, safe, feel that locals are trustworthy to connect with others, and even create friendship ties. This motivation and ability to learn about the emotion of others and understand their feelings is an important signal of emotional intelligence, which increases the probability of returning to further explore the destination.

Tourists are motivated by psychological impulses that aim to achieve well-being. This is essentially an emotional process that needs to be driven with several triggers so that expectations can be met or exceeded. This is important to emphasize, from the perspective of local tourism agents, since the quality of their offerings and how they “stir” visitors' emotions should determine the success of a destination and its ability to develop loyalty among them. A destination brand image should be developed highlighting the most valuable assets and considering this deeper knowledge of the visitors' profiles, so that destination marketers can foresee expectations and adjust management strategies toward emotionally tailored challenging experiences. This raises the need for flexibility regarding the dynamic nature of emotions.

Although this is an introductory study to the emotional characteristics of tourists, it points to important insights into the knowledge of each destinations' target market, increasing the probabilities of success in attracting and retaining visitors. However, some constraints should be admitted. The data collected only reports to one moment in time. It is possible to overcome this by repeating the questionnaire to compare results and evaluate the possibility that the socioeconomic and emotional profile of the tourists may change as a consequence of exogenous and endogenous factors. The questionnaire could also be applied in different moments during a year, with the main purpose of comparing the tourists' profile in the high and low season, which

would help to prove the considerations made above about the need for constant flexibility of local tourism agents.

Furthermore, we lack information on when (in terms of days, months or years) that the tourist intends to revisit the city. The questionnaire should be changed to address this information. These limitations can be overcome in future research as this is still an under-explored topic

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