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Cruise visitors' intention to return as land tourists and to recommend a visited destination.

Abstract

This study analyses cruise visitors' travel experience, their intention to return to a destination as land tourists, and the probability to recommend the destination to others. Consumer's satisfaction is evaluated by taking into account the economic production factors, human and physical capital. "Satisfaction with prices" is also included to evaluate the monetary value of the overall purchasing experience. Safety in the harbour is considered as a further attribute. The empirical data were collected via a survey of cruise ship passengers that stopped in Cartagena de Indias (Colombia) during 2009. A structural equation model is developed in order to test whether the hypothesized model is consistent with the collected data. The findings reveal that overall satisfaction positively influences customers' loyalty. Loyalty is also positively influenced by prices but negatively by an unsafe perception. Finally, loyalty positively affects both the intention to return as land tourists and to recommend, though with a different magnitude.