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"Building destination loyalty: The case of Skiathos island, Greece"

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Patras, Greece, June 2021

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Abstract

Skiathos is a small island that is located in the central part of Greece and has attained considerable accomplishments in the tourism market in the recent past. In spite of that, a plethora of matters require the activation of public authorities and destination marketers so as to improve Skiathos socioeconomic status and destination loyalty levels of its visitors. The overall goal of this paper is to provide a better basis of understanding on the factors that affect destination loyalty. For that reason, a research model is created which is composed of factors like "destination image", "novelty seeking", "place attachment", "perceived value" and "satisfaction". Our model examines the effect of these factors on destination loyalty. A structured questionnaire was distributed to our sample which was comprised of 423 respondents. The results unveiled the relationship that some of the aforementioned factors showcase with destination loyalty. The conclusions that emerge from this research highlight the strong positive correlation of destination loyalty with satisfaction, emotional value, place attachment, social value, destination image, professionalism of personnel and non-monetary costs. There is also a moderate positive correlation of destination loyalty with monetary costs, quality and infrastructures. Moreover, there is a weak positive correlation of destination loyalty with novelty seeking. The regression analysis underline that not more than four factors are significant predictors of destination loyalty. These factors were emotional value, satisfaction, destination image and social value.

Keywords

destination loyalty, destination image, perceived value, satisfaction, novelty seeking, place attachment

"Αναπτύσσοντας την αφοσίωση στον προορισμό: Η περίπτωση της νήσου Σκιάθου"

"Τελλιάδης Ιωάννης"

Περίληψη

Η Σκιάθος είναι ένα μικρό νησί που βρίσκεται στο κεντρικό τμήμα της Ελλάδος και έχει επιτύχει σημαντικά κατορθώματα τα τελευταία χρόνια στον τομέα του τουρισμού. Παρά το γεγονός αυτό, μια πληθώρα ζητημάτων απαιτούν την ενεργοποίηση των κρατικών φορέων και των ατόμων που ασχολούνται με το μάρκετινγκ του προορισμού, ώστε να βελτιώσουν το στάτους την κοινωνικοοικονομική κατάσταση του νησιού και τα επίπεδα της αφοσίωσης στον προορισμό της Σκιάθου που παρουσιάζουν οι επισκέπτες της. Ο στόχος της παρούσας μελέτης είναι να θέσει μια καλύτερη βάση κατανόησης των παραγόντων που επηρεάζουν την αφοσίωση στον προορισμό. Για τον λόγο αυτό, δημιουργήθηκε ένα ερευνητικό μοντέλο, το οποίο αποτελείται από συντελεστές όπως «εικόνα του προορισμού», «αναζήτηση νεωτερισμού», «συναισθηματικός δεσμός με τον προορισμό», «αντιληπτή αξία» και «ικανοποίηση». Το μοντέλο μας εξετάζει την επίδραση των συντελεστών αυτών στην εξαρτημένη μεταβλητή μας, η οποία είναι η αφοσίωση στον προορισμό. Το δομημένο ερωτηματολόγιο που ετοιμάσαμε χορηγήθηκε στο δείγμα μας, το οποίο αποτελείται από 423 συμμετέχοντες. Τα αποτελέσματα της έρευνας αναδεικνύουν τη σχέση μερικών από τους προαναφερθείς συντελεστές με την αφοσίωση στον προορισμό. Τα συμπεράσματα που ανακύπτουν από την έρευνα υπογραμμίζουν τη στενή συσχέτιση της αφοσίωσης στον προορισμό με την ικανοποίηση, τη συναισθηματική αξία, το συναισθηματικό δεσμό με τον προορισμό, την κοινωνική αξία, την εικόνα του προορισμού, τον επαγγελματισμό του ανθρώπινου δυναμικού και τις μη χρηματικές θυσίες. Επίσης, προκύπτει ήπια συσχέτιση της αφοσίωσης στον προορισμό με το χρηματικό κόστος, την ποιότητα και τις υποδομές. Επιπρόσθετα, η αναζήτηση

νεωτερισμού συσχετίζεται ελαφρώς με την αφοσίωση στον προορισμό. Οι τέσσερις συντελεστές τους οποίους κατέδειξε η ανάλυση της παλινδρόμησης ως στατιστικά σημαντικούς παράγοντες πρόβλεψης της αφοσίωσης στον προορισμό είναι η συναισθηματική αξία, η ικανοποίηση, η εικόνα του προορισμού και η κοινωνική αξία.

Λέξεις – Κλειδιά

Αφοσίωση στον προορισμό, εικόνα του προορισμού, ικανοποίηση, αντιληπτή αξία, αναζήτηση νεωτερισμού, συναισθηματικός δεσμός με τον προορισμό

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List of Abbreviations & Acronyms

ANOVA	Analysis of Variance
DAT	Destination Attributes
DI	Destination Image
DL	Destination Loyalty
DMO	Destination Management Organization
EMV	Emotional Value
INFR	Infrastructures
MON	Monetary Costs
NMO	Non Monetary Costs
NV	Novelty Seeking
PA	Place Attachment
SAT	Satisfaction
SPSS	Statistical Package for the Social Sciences
SV	Social Value
QUAL	Quality
eWOM	electronic Word of Mouth
WOM	Word of Mouth

1. Introduction

1.1 General discussion of the topic of interest

In the new global economy, tourism has undergone enormous growth and has become one of the most important economic sectors in many countries, including Greece. A pivotal role for this was the considerable influx of funds for companies and the progressive increase of employment in the marketplace that is related with tourism directly or indirectly. Especially for Skiathos, the tourism industry is a precious tool against economic crisis that hit Greece in 2010 and unemployment. According to the temporary data of the Association of Greek Tourism Enterprises, the overall involvement of tourism in the GDP of Greece in 2019 was 20,8%. Furthermore, the total revenues from the incoming tourism were more than 17 billion € (Ikkos, 2020). However, random shocks like Covid 19 pandemy decrease unexpectedly the demand and increase competition in a disheartening way. As a consequence, large numbers of destinations are struggling to improve or even maintain their position in the extremely competitive tourism sector. Given the context, destination loyalty is considered a worthwhile field of study on the grounds that it is much more expensive to gain new customers than to maintain the existing ones. It has previously been observed that a small increase in clientele maintenance is able to produce a multiple boost on profits over a series of business activities (Chi & Qu, 2008). Further to this, loyal tourists bring about praiseful Word of Mouth advertisement that will presumably deliver new customers through the social circle of family members and friends (Ozdemir et al., 2012). Taking into consideration these remarkable gains, destination loyalty turns out to be an integral strategic part of firms (Prayag & Ryan, 2011). As a result, the issue of destination loyalty has received considerable critical attention (Alrawadieh, Prayag, Alrawadieh, & Alsalameen, 2019; Chi, 2010). Although extensive research has been carried out on destination loyalty, no study has been found that surveyed the factors that affect destination loyalty in the framework of Greece.

1.2   The Scope of the dissertation

The purpose of this dissertation is to assist the marketers and destination managers of Skiathos to go into detail and read between the lines of the interrelations between destination loyalty and the factors that determine it, with a view to build a productive marketing strategy and maximise the value of Skiathos' potential. In order to achieve this goal, this research study takes another look at the existing literature on destination image, novelty seeking, place attachment, perceived value, satisfaction and destination loyalty and searches for any relationships between these compositions and social demographics. The utilization of demographic variables and trip characteristics occurs as a way to elaborate market segmentation and therefore design a strategy that is properly adjusted by analyzing the shared characteristics and dissimilarities of different groups and eventually having a better understanding of Skiathos' visitors.

1.3   The General Methodology

The general methodology of this study is centered on the quantitative method where input data came from our questionnaire that was uploaded in the application of Google Forms. The delivery of the questionnaire was executed with the help of social media and the researcher's circle of family, friends and colleagues. The questionnaire was written in both English and Greek language in order to facilitate the participants and therefore collect the most answers possible. After a period of 5 weeks we collected the data of 423 respondents and analyzed them with the IBM SPSS Statistics 27 software package.

Previous published studies were the guides of the measures that we used in this research without any modifications and the hypotheses that have arisen from reviewing the relevant literature are:

H1: There is a positive correlation between destination loyalty and destination image

H2: There is a positive correlation between destination loyalty and novelty seeking

H3: There is a positive correlation between destination loyalty and place attachment

H4: There is a positive correlation between destination loyalty and infrastructures

H5: There is a positive correlation between destination loyalty and professionalism of personnel

H6: There is a positive correlation between destination loyalty and quality

H7: There is a positive correlation between destination loyalty and the perceived value of monetary costs

H8: There is a positive correlation between destination loyalty and the perceived value of non-monetary costs

H9: There is a positive correlation between destination loyalty and emotional value

H10: There is a positive correlation between destination loyalty and social value

H11: There is a positive correlation between destination loyalty and satisfaction

H12: Age is expected to affect destination loyalty

H13: Gender is expected to affect destination loyalty

H14: Marital status is expected to affect destination loyalty

H15: Nationality is expected to affect destination loyalty

H16: The means of transport is expected to affect destination loyalty

H17: Education level is expected to affect destination loyalty

H18: The number of visits to Skiathos is expected to affect destination loyalty

H19: Holiday package is expected to affect destination loyalty

1.4   The Status of the dissertation

The aim of the present research was to examine the factors that affect destination loyalty. Some of the most significant findings to emerge from this study are the strong positive correlations of destination loyalty with satisfaction, emotional value, place attachment, social value and destination image. What's more, multiple regression analysis revealed that the four independent variables that act as statistical predictive factors of destination loyalty are emotional value, satisfaction, destination image and social value. Therefore, if the author had to choose the most interesting conclusion of this work that would be the strong effect that emotional value has on destination loyalty, coupled with the predictive power of the first (EV) on the second (DL).

1.5   The Main Limitations of the dissertation

The main weakness of this study lies in the, by default, limited period of time that the research team had to complete this work. In consequence, the sample size was consisted of 423 respondents, which is neither small nor ideal. However, the reader should

bear in mind that in order to be on the safe side, generalizability should be applied with extreme caution, since our clarification may be inconsistent with respondents that have visited destinations other than Skiathos. Moreover, more appropriate results would be emitted by a longitudinal research, given that it could collect input data from just the same respondents over the course of an extended period of time. More than that, questionnaire's fulfillment accomplished electronically, without any kind of supervision from the research team, therefore bias could be found (Hartman, Forsen, Wallace, & Neely, 2002).

1.6   Structure of the thesis

The overall structure of the study takes the form of five chapters. The first chapter is introductory and briefly presents the topic of interest that this dissertation deals with, its purpose, the general methodology, the objectives of this study and the main limitations.

In the second chapter, there is a review of the relevant to destination loyalty literature and an analysis of the concepts of destination image, novelty seeking, place attachment, perceived value and satisfaction which are related to destination loyalty.

Chapter 3 is concerned with the representation of the research methodology, the methods and techniques used in this study, the questionnaire's formation, the reliability analysis of the questionnaire and the hypotheses that have arisen.

The fourth chapter presents the findings of the research with the aid of T-tests, Analysis of Variance, correlation analysis and regression analysis.

Last but not least, chapter 5 includes the conclusions of this work, where the entire study is reviewed by spotlighting the results that the research team has arrived at, the limitations that were set by default and the recommendations for further research that could advance the implications and the contribution of this study.

2. Literature review

A vital stage for any drastic research is a careful and methodical review of literature. The aim of this chapter is a justified discussion of related documentation within the bounds of this dissertation's objectives. The academic architecture of this study zooms in on the factors that affect destination loyalty.

In order to shed light on the status, character and identification of the destination, it should be clarified that the destination is not only a topographical area with geographical, natural worth. It is a cognitive perception that potential visitors have of a destination (Lewis-Cameron & Roberts, 2010) and needs to be explored. This perception is formed by the individual's selection of a few impacts in dispersion of the total impacts that happens as a result of a creative procedure where the selected impacts are developed and elaborated. The choice of the destination that a traveler will make depends widely on the level of her/his favourableness to the destination's image (Lee et al., 2002). According to Gallarza et al. (2002), destination image is more strategic than the actual resources. On the other hand Echtner & Ritchie (2003) argue that the choice of the destination is affected by the perceived destination attributes along with the holistic view of the individual about that destination.

2.1 Destination Attributes

Destinations are composed by numerous, different attributes that have a deep impact on travellers (Kim, 2014). Destination attributes (DAT) like scenery, climate, accommodation, cultural history, purchasing convenience, and other activities exert influence on decision making of a destination's visit (Echtner & Ritchie, 1993). What is more, DAT's effectiveness uncovers traveller's satisfaction and future behaviour, in the same manner with intention for a future revisit and word of mouth (WOM) advertisement (Ozdemir et al., 2012). Researchers classify destination attributes in two main groups of factors, named push factors and pull factors (Pikkemaat, 2004). Pull factors are destination related (landscape, distance from home, activities etc) and can be tangible or intangible. Push factors are personal related and have to do with the individual's social and

psychological factors (age, values, level of education, socializing, inherent wants) (Lam & Hsu, 2006).

Up to now, researchers accept and use the common DAT that can be classified:

- Environment, climate
- Scenery, landscape
- Safety
- Exchange rates
- Civilization history and current culture
- Friendliness and hospitality
- Distance, transportation, convenience
- Leisure
- Fun
- Services, banking, telecommunication
- Activities (Echtner & Ritchie, 2003)

The key problem with this classification is that DAT do not hold the same degree of significance at all times, given that each destination could have different attributes than another one. Having said that, individuals hold their own, unique beliefs and feelings, concerning to a wide variety of factors that are explained in 2.2 chapter.

Concluding, it should be noted that several studies have revealed the firm connection of DAT with destination image, satisfaction and revisit intention (Hallmann, Zehrer, & Müller, 2015; Eid, El-Kassrawy, & Agag, 2019)

2.2 Destination Image

In the marketing field, the analysis of a product's or service's image, that potential customers have, is of high importance. Generally, considering the intangible nature of tourism, the Destination Image (DI) is pivotal to its success (Mano & Costa, 2015). Additionally, recent literature highlights its gravity, since it is one of the most crucial and affecting factors that decodes the decision-making development of a tourist in assorted conceptual structures. It is widely accepted that tourists form their decisions regarding to their conceptual images of a destination (Iordanova, 2016). Therefore, destination image is

a concept that has been examined thoroughly in the attempt of scrutinizing modern tourism (Xiang & Pan, 2011). As reported in Pike's analysis (2002) DI turns out to be a prominent sector of investigation among researchers, which is easily understood considering its impact on destination's choice and its influence on satisfaction and post-purchase attitude (Zhang et al., 2014; Chaulagain, Wiitala & Fu, 2019).

Through the marketing's ambit, image is linked with the attributes that determine image and it is always associated with consumer's attitude and behavior. However, in social psychology, image is a dynamic phenomenon that reforms in the act of unpredictable and unexpected situations (Kock et al., 2016). Researchers have brought destination image into sharp focus, seeing that it has been given evidence of having an effect on destination's choice, tourist's satisfaction and prospective behavior (Prayag, 2009). Many studies have formed a concept of destination image. Nevertheless, the effort to standardize a precise definition for "destination image" is in fact questionable. Echtner and Ritchie stated in 1991 that several definitions of destination image are imprecise to a degree (Echtner & Ritchie, 1991) and it seems that their statement is still acceptable. Taking into account the complex character of destination as a product, they claimed that the components of destination image are (a) the characteristics that identify the place and the holistic impact, (b) the tangible and intangible qualities, and (c) the aspects that are unique to a destination, in addition to the ones that are no different than others. Later studies embrace the statement of Beerli and Martin (Beerli & Martín, 2004) who affirm that the crucial factors, which are formatting image, encompass data related to first-time or repeat visiting, trip motivation, previous background and experience, and statistical variables as country of origin, gender, age, income (Ryan et al., 2008).

Several researchers highlight the weight of destination image due to its influence on decision making (Chon, 1990; Echtner & Ritchie 1991; Hunt, 1975; Pearce, 1982) and practices at a certain destination (Crompton, 1979; Jenkins, 1999). Furthermore, building proper images in hypothetical visitors' mind is a crucial section of prosperous positioning and strategic marketing (Echtner & Ritchie 1993). A powerful tool for destination managers is the comprehension of the various and different images that people have of a specific destination, since it enables the incorporation of the chief attributes of image into the marketing plan (Selby & Morgan, 1996). Also, they can apply destination image in order to expand satisfaction and re-visit intention.

Table 2.1: Destination image definitions

Author	Definition
(Reynolds, 1965)	*"the concept of image is complex and selective mental processes carried out by individuals from a flood of selected impressions"*
(Hunt, 1975)	*"Perceptions held by potential visitors about an area"*
(Lawson & Baud-Bovy, 1977)	*"An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place"*
(Crompton, 1979)	*"Sum of beliefs, ideas, and impressions that a person has of a destination"*
(Assael, 1984)	*"Total perception of the destination that is formed by processing information from various sources over time"*
(Phelps, 1986)	*"Perceptions or impressions of a place"*
(Gartner & Hunt, 1987)	*"Impressions that persons hold about a state in which they do not reside"*
(Moutinho, 1987)	*"An individual's attitude toward the destination attributes based on their knowledge and feelings"*
(Calantone, Benedetto, Hakam, & Bojanic, 1989)	*"Perceptions of potential tourist destinations"*
(Embacher & Buttle, 1989)	*"Ideas or conceptions held individually or collectively of the destination under investigation"*
(Chon, 1990)	*"Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination"*
(Echtner & Ritchie, 1991)	*"The perceptions of individual destination attributes and the holistic impression made by the destination"*
(Dadgostar & Isotalo, 1992)	*"Overall impression or attitude that an individual acquires of a place"*
(Milman & Pizam, 1995)	*"Visual or mental impression of a place, a product, or an experience held by the general public"*
(Mackay & Fesenmaier, 1997)	*"A composite of various products (attractions) and attributes woven into a total impression"*
(Font, 1997)	*"set of beliefs, ideas, and impressions that the public holds of the named product, and to some extent it is part of the product"*
(Pritchard, 1998)	*"A visual or mental impression of a specific place"*
(Baloglu & Mccleary, 1999)	*"An individual's mental representation of knowledge, feelings, and global impressions about a destination"*
(Coshall, 2000)	*"The individual's perceptions of the characteristics of destinations"*
Murphy, Pritchard and Smith (2000)	*"A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception"*
(Tapachai & Waryszak, 2000)	*"Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values"*
(Bigné, Sánchez, & Sánchez, 2001)	*"The subjective interpretation of reality made by the tourist"*
(Kim & Richardson,	*"Totality of impressions, beliefs, ideas, expectations, and*

2003)	*feelings accumulated towards a place over time"*
(Ahmed, Sohail, Myers, & San, 2006)	*"what tourists think or perceive about a state as a destination, its tourism resources, its tourist services, the hospitality of its host, its social and cultural norms, and its rules and regulations which influence their consumer behaviour"*
(Alcañiz, García, & Blas, 2009)	*"it consists of all that the destination evokes in the individual; any idea, belief, feeling or attitude that tourists associate with the place"*

Source: Martin and Bosque 2008, p. 264; Matos, Mendes and Valle 2012, p. 109

2.2.1 Components of destination image

A large number of researchers mention that DI is a versatile, compound structure that encloses pertinent cognitive and affective assessment interlinked with the general conception (Baloglu & Mccleary, 1999; Lin, Morais, Kerstetter, & Hou, 2007; Martin & Bosque, 2008; Stepchenkova & Morrison, 2006; Walmsley & Young, 1998). The cognitive factor bears upon the beliefs and information that an individual has in mind regarding the attributes of the destination. The affective factor puts the sentiments and feelings produced by the destination and it is greatly influenced by tourist's motivation. Some analysts define evidence that the cognitive factor has a deep effect on the affective factor (Stern & Krakover, 1993; Lin, Morais, Kerstetter, & Hou, 2007; Ryan & Cave, 2005). In their seminal article, Beerli and Martin (2004) identify the strong influence that the socio-demographic aspects have on the cognitive and affective assessment of the general image (Beerli & Martín, 2004). Cognitive dimensions are determined by the degree of knowledge someone holds about a destination and in this way, they are more expected to vary by all of groups with diverse standards of knowledge. Affective dimensions have more lasting characteristics. It emerges that the amount of former experience with a destination calls attention on the part of cognitive information. Moreover, personal and immediate experience shapes memory constructions in relation to the product or service, resulting to complicated image views (Papadimitriou, Kaplanidou, & Apostolopoulou, 2015).
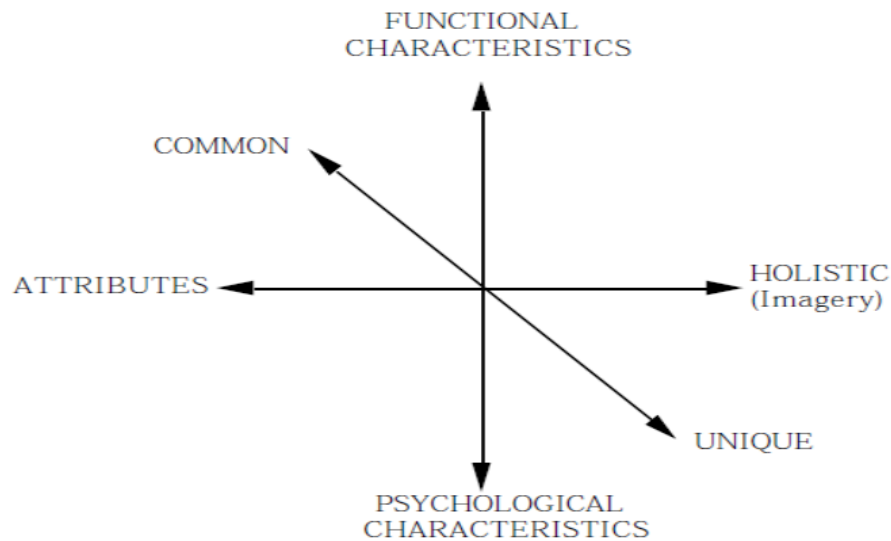
Figure 2.1: Components of destination image
Source: Echtner and Ritchie 1993, p. 43

In another approach, Matos, Mendes, & Valle (2012) distinguish two different levels that form destination image: organic images and induced images. An organic image happens from a deep and lengthy history of information that had no tourist attracting intention, such as history books, magazine or newspaper articles, and television reports. So, these are the pieces of information in someone's memory who has no past experience of visiting the destination. On the other hand, an induced image is developed by a certain intention of tourism promotion and is expressed by variables like advertising actions, entry directions, architecture and external determinants. Although destination marketers have no power to regulate the organic image, they can operate marketing promotions that shape the induced image. These marketing efforts are usually internet or TV advertisements, brochures, magazine articles and more.

2.2.2 Formation of destination image

Destination image formation has been at the center of researchers' attention since a long time ago and shows that it is a perplexing operation, regulated by multiple, heterogeneous facets. Baloglu and McCleary (1999) planned a path model interpreting the proceedings of destination image formation. This model exhibits that the cognitive evaluation is shaped by factors like education status, age and origins of information.
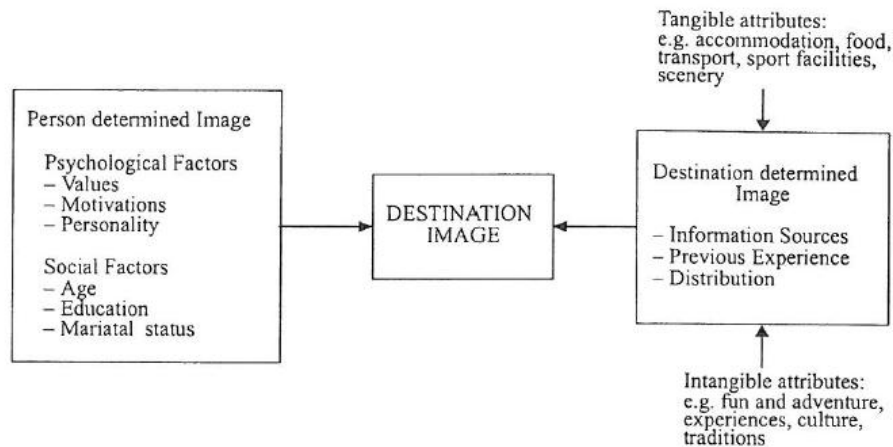
Figure 2.2: Destination image formation

Source: Pikkemaat 2004, p. 89

Beerli & Martín (2004) make further comment by noting that personal elements coupled with varied sources of information take a heavy toll on perceived image. Additionally, psychological factors including driving forces and sociological principles modify DI in a great extent, even prior to visitation. As mentioned above, individuals might own an image of a certain destination, when they have been displayed any kind of advertisement at no time or they have no visiting experience in the past. With this in mind, it is indicated that data collected from non-promotional activities such as political, economic, documented and social features are integrated in the process of destination image formation (Echtner & Ritchie, 2003). Concurrently, the commercial activities that deliver information to the tourists about the destination will form the image that marketers want to promote to their contextual target group (Molina, Gomez, & Martin-Consuegra, 2010). Significantly, commercial projects are considered fundamental in the development of the induced image. Meanwhile, an intricate image is shaped at the visit of an individual to the destination. Fakeye and Crompton (1991) demonstrated the important differences between likely future visitors, visitors for the first time and repeat visitors. Their analysis clarified that repeat visitors held a better image of the Lower Rio Grande Valley, compared to the first time visitors and the ones that are likely to visit the aforementioned destination. Moreover, the nature and extent of the information sources that individuals receive, constitute a remarkable part in the process of destination image formation (Gartner, 1994)

2.2.3 Measurement of destination image

Destination image has developed into a decisive asset in tourism sector, having a central performance in the characterization, placement, consolidation and distribution of the tourist product. Definitely, a good DI boosts decision making, since it is tied to recognition and therefore works as a differentiating point between competitive destination markets (Sönmez & Sirakaya, 2002). Decision making is influenced by a wide spectrum of components like landscape, atmospheric conditions, culture, political condition, high prices, transportation. This spectrum affects individuals in holding images of a destination that shine their view of the destination's characteristics. Also, DI (organic or induced) enables individuals to load anticipation and expectations, before visiting the destination. This fact appears to be of great importance, given that the tourist product has developed into a puzzling product (Pikkemaat, 2004).

With this in mind, analysts are very keen on measuring destination image, since a valid evaluation of DI is fundamental in forming an efficient strategic marketing (Echtner & Ritchie, 1993). In order to measure destination image, Echtner and Ritchie spotted a structured and an unstructured methodology (1991). The first one relates diverse image attributes that are unified in a regulated channel like Likert scales (Milman & Pizam, 1995). The unstructured method engages a different type that utilizes open form depiction. The thinking of Dann (1996) and Reilly (1990) for using an unstructured approach was that the complexity of DI cannot be measured by stated attributes. Several researchers employed a combined methodology (structured and unstructured) claiming that in order to identify an unprecedented DI, open ended questions must be recruited. They asserted that a combined methodology could contribute to a more comprehensive measurement of destination image (Murphy, 2000, Hsu, Wolfe, & Kang, 2004)

2.3 Satisfaction

A significant volume of tourism literature has been published on customer satisfaction. It is regarded as a critical target in all industries, due to the common assumption that customer satisfaction results in a product/service repurchase and develops loyalty (Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015). Several definitions of customer satisfaction have been proposed. For Tse and Wilton (1988), customer satisfaction is "the consumer's response to the evaluation of the perceived discrepancy between prior

expectations and the actual performance of the product as perceived after its consumption". Since the definition of satisfaction varies among researchers, Giese and Cote (2002) made an in-depth study of satisfaction's definitions and found that despite the wide variety of them, they are all divided into three common elements:

1. Satisfaction is a synopsis of emotional reaction that its tension ranges.
2. This reaction pinpoints on the choice of an explicit product and its consumption
3. Time measurement which can be different to each condition, though as a rule it has finite endurance.

In the tourism sector, satisfaction can be considered as the tourist's assessment of the destination after acquisition and visit. In other words, it is the delight of the journey's experience, as well as the overall assessment of the whole experience, concerning how great it was, in relation to how great it was expected to be (Chiu, Zeng, & Cheng, 2016). In that end, satisfaction is aroused after the comparison of primary expectations with the purchaser's perceptions. To put it in another way, it is the conclusion of the balancing between the individual's initial destination image and the overall feeling that they achieved at the destination. Many researchers proved the influence that DI has in satisfaction's set up. There is an explicit relationship between destination image and tourist's satisfaction. Overall, there seems to be evidence to indicate that DI is a linear antecedent of tourist's satisfaction. Moreover, analysts agree that (Prayag & Ryan, 2011; Chi & Qu, 2008; Tasci & Gartner, 2007) as the DI increases in favorability, the likeliness of a satisfied tourist increases too.

The bottom line approaches in satisfaction's research are the service quality and the service's value which is tightened with the money that costs. As the quality increases towards price, the customer's perceived value increases too (Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015). Despite the relevance of satisfaction in tourism industry framework, the complexity of the tourist product generates difficulties (Smith, 1994).

2.3.1 Expectations

Individuals mostly have primary expectations about a product or a service before consuming it. Consequently, tourists compare the desired performance with the experienced performance of the service. The tourists' primary expectations have to do with the kind and the level of service quality that they get at the destination

(Narangajavana, Fiol, Tena, Artola, & García, 2017). The establishment of the tourist satisfaction procedure will be formed by the degree of primary expectations' fulfillment during or after the consumption of the destination's tourist product. In case the total performance comes together or outstrips the ideal performance, the individual is regarded as satisfied. In any other way, they are dissatisfied. To that end, expectations are the benchmarks that individuals use in order to evaluate the overall performance of the destination's experience (Meirovich, Jeon, & Coleman, 2020).

These standards are divided into two groups: the normative expectations (should) and the predictive expectations (will). The tourist's presumptions on what a service should be are the normative expectations and illustrate the reference points of the comparison with their viewpoint of service quality. To continue, predictive expectations are prognoses or hope of what the result of the purchase will probably be and this expectation is derived from former experience of the individual. The composition of expectations is crucial for two reasons. Firstly, it determines tourist's satisfaction and, secondly, it constitutes the factor that purchase's decision making starts with (Narangajavana, Fiol, Tena, Artola, & García, 2017). Another key thing to remember is that, these days, social media play a decisive role in the formation of expectations, since individuals draw on experiences of other people and their posts on Internet.

2.3.2 Service quality

Service quality has been widely viewed as a significant antecedent of perceived value and tourist satisfaction, as well as a safe predictor of revisit intention (Kim, Holland, & Han, 2012). In their analysis of service quality's concept Parasuraman, Zeithaml, and Berry, (1994) recognize five aspects, which are:

1. Tangibles (the presentation of material facilities and personnel)
2. Reliability (the ability for a valid and dependable performance)
3. Responsiveness (readiness or even enthusiasm in assisting customers and the punctuality of service)
4. Assurance (the technical brilliance of personnel)
5. Empathy (caring and effort for unique attention to unique customers)

Academic literature has shown that primary service assessment brings a sentimental return that impels behaviour. To that end, service quality can be described as an individual's

assessment of service at a certain time, in view of the fact that satisfaction has entailed reasoning and emotions constructed by service experiences (Atilgan, Akinci, & Aksoy, 2003).

Concluding, it must be noted that researchers have revealed the side effect of service quality to the re-visit intention, while the most common tool to measure service quality is the SERVQUAL questionnaire. SERVQUAL questionnaire has received criticism by analysts that lately recommend performance-only measures, since the most remarkable quality dimension has frequently been located to be reliability (Kim, Holland, & Han, 2012).

2.3.3 Perceived value

In recent times, perceived value has attracted the attention of marketers and analysts of tourism, due to its massive impact on satisfaction and loyalty (Parasuraman, Zeithaml, & Berry, 1994; Sánchez, Callarisa, Rodríguez, & Moliner, 2006). Perceived value is an emotional composition that differs among cultures, among individuals and among periods. Hence, it can be regarded as a forceful variable that is undergone prior to buying, during buying, throughout usage and after usage (Sánchez, Callarisa, Rodríguez, & Moliner, 2006). In each phase, the valuation by the tourist may lead to a different result. For instance, the price and the tourism product's attributes can be decisive elements at the time of purchase. On the other hand, after the usage of the tourism product, the elements that are assessed by individuals are the aftermath and the consequences of the purchase. Much of the literature emphasizes the influence of perceived value in decision making before purchase, in addition to its impact on satisfaction and loyalty after the acquisition of the product (Parasuraman & Grewal, 2000).

Early examples of research into perceived value promoted a single-function scale, like value for money (Gallarza & Saura, 2006). Nevertheless, a large number of researchers propose a multiple-function scale for measuring perceived value, on the ground that it is formulated by combined dimensions and therefore its conceptualization cannot be transmitted by a single-function scale (Gallarza & Saura, 2006; Sánchez, Callarisa, Rodríguez, & Moliner, 2006).

Zeithaml's (1988) definition of perceived value is one of the most often adopted by authors, that is: "perceived value is the consumer's overall assessment of the utility of a

product based on perceptions of what is received and what is given". In light of this study, four elements are appeared to consider:

1. Nominal price
2. Anything that the customer desires from the product/service
3. Quality that the customer gets in place of the price that he/she pays
4. What the customer receives for what she/he gives.

To put it another way, perceived value can be regarded as the formulation between the benefits that the customer acquires and the sacrifices that he/she makes. Notably, a literature review shows that there is a group of researchers who view service quality as an antecedent of perceived value, when there is another group that think of service quality as a piece of perceived value (Sabiote-Ortiz, Frías-Jamilena, & Castañeda-García, 2014). Concurrently, price plays the role of service quality's barometer and affects perceptions of risk (Zeithaml, 1988). What's more, considering the interconnections of the variables that influence perceived value, it is widely accepted that a higher perceived risk level will result in a negative effect in perceived value (Snoj, Korda, & Mumel, 2004; Sabiote-Ortiz, Frías-Jamilena, & Castañeda-García, 2014). Despite the fact that price is a segment of sacrifice in the process of assessing perceived value, some researchers suggest that price is not related directly with perceived value. This conclusion was the result of their study that showed, price had a negative aftereffect for service customers in just one out of the six sections they analyzed (Cronin, Brady, & Hult, 2000).

Summarizing, several studies propose that tourist satisfaction and destination's decision can be better explained by multiple-function perceived value and not just single-function, since it is among the most critical predictors of re-purchase and re-visit intention (Sabiote-Ortiz, Frías-Jamilena, & Castañeda-García, 2014; Cronin, Brady, & Hult, 2000; Parasuraman & Grewal, 2000). To that end, review of literature propose that perceived value has a powerful effectiveness on tourist satisfaction, something that acts upon WOM advertisement and re-purchase intentions.

2.4 Destination loyalty

Customers are considered loyal when they are keen on repurchasing a service/product from the same provider, while they praise and suggest it to others by recommending it and generating WOM advertisement (Artuğer, Çetinsöz, & Kılıç, 2013). According to Smith

(1998) loyalty exists when the customer has the strong feeling that the specific service will cover his demands so well that there is no reason of considering a competitive option, resulting to an exclusive choice of his favored hotel-restaurant. A definition that is commonly used for loyalty by researchers is the one that Oliver (1999) noted as a "*deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior*". This definition helps distinguish loyalty in two different forms: behavioral and attitudinal. Behavioral form is formulated by replicated preference of the brand, whereas attitudinal loyalty encompasses an amount of tendency in engagement with the brand, generated by an exceptional and unprecedented value. Attitudinal form is explored by the decision on WOM advertisement, willingness to repurchase and willingness to pay more (Zeithaml, Berry, & Parasuraman, 1996). In light of that, it looks that loyalty is extremely important for both customers and providers. Customers save time and energy to seek and assess competitive options, while service providers obtain a strong weapon in accomplishing their goals due to the fact that loyal customers have lower price sensitivity and produce WOM advertisement (Yang & Peterson, 2004). Similarly, a destination can be regarded as a product, since it can be repurchased when an individual visits the destination again and it can be suggested to potential customers that may "buy that product" by visiting the destination (Yoon & Uysal, 2005). Yoon and Uysal (2005) stressed the absence of a conceptual point of view in behavioral loyalty that only generates the rigid result of a procedure that is vital and active. To the contrary, attitudinal loyalty transcends behavior and conveys customer's loyalty with regard to psychological dedication and disclosure of preference. A destination can have an effect to a tourist that will cause advantageous attitudes and, as a result, a declaration of intention visiting the destination. Therefore, loyalty quantifies customer's power of closeness to a service/product or a brand, along with interpreting a supplementary part of unexplored variance that cannot be handled with behavioral approaches (Backman & Crompton, 1991). Almost every paper that has been written on destination loyalty describes it as the revisit intention of the tourist and the extent of the destination's recommendation that the tourist will give to his background. The items that measure destination loyalty are:

- Re-visit intention
- Actual visit repetition
- Willingness to recommend the destination to others – Positive WOM advertisement

(Yoon & Uysal, 2005; Chi & Qu, 2008; Chiu, Zeng, & Cheng, 2016)

In view of all that have been mentioned, it can be supposed that the determinants of loyalty are: service quality, customer experience, value, customer satisfaction, risk, price, personal spirit, social relationships and habits. In all the studies reviewed here, satisfaction is recognized as a powerful antecedent of loyalty and, similarly, destination loyalty is hugely affected by the tourist's satisfaction regarding the destination (Chiu, Zeng, & Cheng, 2016; Cong, 2016; Gallarza & Saura, 2006; Oliver, 1999; Ozdemir et al., 2012; Prayag & Ryan, 2011; Yang & Peterson, 2004; Yoon & Uysal, 2005; Yuksel, Yuksel, & Bilim, 2010). When the visit to a destination results to a satisfied tourist, then the tourist will probably consider a revisit to the destination. Furthermore, they will most likely promote the destination with the most powerful, free type of advertisement – WOM (Gallarza & Saura, 2006).

2.4.1 Re-visit intention

The tourist's willingness or eagerness to re-visit the same destination, determining the most valid prognosis of a decision for an actual repeat visitation, has been defined as the re-visit intention (Han & Kim, 2010). According to Cole & Scott (2004), re-visit intention is the wish and aim to visit the destination again, in a certain period of time.

Marketing literature suggests that there are a lot of factors that affect the consumer's attitude and their behavioral intentions. It has been found that quality is related directly to behavioral intentions, while its mediators are perceived value and satisfaction (Cronin, Brady, & Hult, 2000). It has also been reported, in some studies, that behavioral intentions are directly affected by service quality (Zeithaml, Berry, & Parasuraman, 1996). Hence, other studies conclude that behavioral intentions are indirectly affected by quality through satisfaction, while perceived value is a prognosticator to a greater degree than quality and satisfaction (Cronin, Brady, & Hult, 2000). In the tourism context, Hutchinson, Lai, & Wang (2009) identified a deep interrelation between satisfaction, revisit intention and WOM advertisement. Additionally, many researchers found a strong interrelation between the level of satisfaction and the likelihood of returning to the destination, as well as recommendation to others (Yoon & Uysal, 2005; Kozak & Rimmington, 2000). In other words, if individuals have an intention to visit the destination again in the future, they

more likely will recommend the destination to their social network. In their research, Stylos, Vassiliadis, Bellou, & Andronikidis (2016) demonstrated that destination image, and particularly affective and conative image, supports the prognosis of an individual's re-visit intention via the complete mindset in regard to the destination.

2.4.2 Actual repeat visitation

Marketing literature has presented many studies that examine the disparity of first-time visitors and repeat visitors (Fakeye & Crompton, 1991), as well as the effect of earlier visit participation on prospective destination choice (Chon, 1990). However, the scientific community is still unaware of the exact reasons that drive people to visit a destination again. In one of the primary attempts to investigate the phenomenon of repeat visitation, Gitelson & Crompton (1984) noticed that repeat visitation is connected with the desire for relaxation, while first time visitation is linked with the desire for variety and new experiences. They found five determining factors for a visitation return: lower risk that a regrettable experience would be upcoming/ a certainty and security that they will meet similar people to them/ sentimental childhood connection/ the opportunity to undergo sides of the destination that that left unexplored on previous visits/ and to exhibit to others the pleasing experience that they had at the specific destination. In another research, Fakeye and Crompton (1991) found that the destination's physical characteristics of the destination (pull factors) are the main motives for first time visitors, when the push factors (cognitive and emotional needs of the tourist) are the crucial motives for re-visitors. Furthermore, repeaters formed more complicated and conceptual image of the destination. Another key fact that has to be noted is that tourists who have visited the destination more than once showed an extremely robust identification with it (Ryan, 1995). Ryan (1995) also indicated that risk aversion and the significance of former satisfactory experience in destination decision making are in accordance with high loyalty.

Importantly, the majority of studies on destination decision making underlined the effect of earlier experience on the mechanism of choosing the destination. A bias for tourists to instantly choose or turn down a destination is the outcome of familiarity with the destination. Thus, former experience was identified as a component that influences the choice for the destination by generating an inclination to the familiar one(Um & Crompton, 1990; Woodside & Lysonski, 1989). Additionally, Kozak & Rimmington (2000) located a considerable interrelationship among re-visit intention and intention to

recommend the destination, concerning the pleased tourists that have repeated their visit to the destination. Finally, Chi (2010) recorded greater degrees of intentions to recommend and re-visit the destination for tourists that have replicated their visit to the destination in contrast to the first-time visitors. She also noted that the connection among satisfaction and destination loyalty was reduced by former experience, meaning that first time visitors counted satisfaction as more significant than re-visitors did.

2.4.3 Word of Mouth

Word of mouth (WOM) can be defined as a communication regarding a product or a service that occurs among non-commercial individuals (Mohammed Abubakar, 2016). Positive WOM communication encourages consumers, diminishes doubt and distrust and achieves assurance during the decisive acquisition phase, a fact that draws the attention of researchers due to its massive impact on purchase decision and its task in lessening individual's risk perceptions (Sweeney, Soutar, & Mazzarol, 2014). Despite the fact that WOM can either be positive or negative, it has been measured that positive WOM had larger effectiveness on individuals' eagerness to make use of a service than negative WOM (Sweeney, Soutar, & Mazzarol, 2014). In Cheung & Thadani's research (2012), it has been indicated that, in consumers' mind, WOM is a sound medium that is a lot more trustworthy and reliable than any other classic media, such as TV, radio or other traditional forms. Hence, it is recognized as a veritably powerful root of information referring to products and services. As a general rule, individuals believe and accept other individuals more than sellers (Lee & Youn, 2009). Subsequently, WOM can affect uncounted, possible customers and is considered as a medium that is managed by customers who are autonomous and unrelated to the market. With this in mind, WOM is viewed as valid and reliable, since its autonomy is not regulated by market agents (Lee & Youn, 2009).

WOM advertisement is directly affected by service quality, so good experiences will trigger consumers to promote them to their social background through support for trying the same experience (Babin, Lee, Kim, & Griffin, 2005). Word of mouth is likewise determined by perceived value and satisfaction (Brown, Gunst, Dacin, & Barry, 2005). Particularly, consumers will likely use tips, advices and information from friends and relatives who have tried a product or service as allusion for acquisition choices (Sun & Qu, 2011). This is manifested by the evidence that word of mouth has a more powerful

influence on people than any other type of typical advertisement (Nguyen & Romaniuk, 2014).

Word of Mouth can be communicated in two ways. The first one is the traditional WOM that takes place in vis-à-vis conversations, while electronic word of mouth (eWOM) occurs in online platforms and applications, where the exchange of information can take place between a massive number of individuals throughout the whole world (Huete-Alcocer, 2017). Generally, consumers have a tendency to think eWOM as a trustworthy and reliable source of information (Gu, Tang, & Whinston, 2013). In the tourism context, Word of Mouth is an aspect that evaluates the degree of loyalty that a tourist has for a destination, and this degree is determined by their intention to recommend the destination to others (Oppermann, 2000).

In the tourism market, eWOM has become nearly the strongest online source of information; due to its major effect that have risen with web platforms such as Facebook, Twitter, Trip Advisor etc. (Sotiriadis & van Zyl, 2013). Technological progress has given such power to these channels of interaction that resulted in modification of customer behavior, by cause of the impact that customers can have to each other. This impact is established by the exchange of information and experiences that customers have about brands, products or destinations (Huete-Alcocer, 2017).

2.5 Novelty seeking and destination loyalty

According to Pearson (1970), novelty is the result of a relative estimation within present perception and former experience. Surprise, boredom relief, excitement and adventure are mainly, what novelty is consisted of (Lee & Crompton, 1992). The principle of this meaning relies on the idea that people who travel have a desire for novel and uncommon experiences. This desire can also be described as an inside force that stimulates a person to go in search of fresh and uncommon information, in addition to their high degree of open-mindedness (Hirschman, 1980). The strength or weakness of this desire classifies individuals into novelty seekers and novelty avoiders. Regardless the interaction of their background, novelty seekers take new, fresh and unique decisions. Oliver, Rust and Varki (1997) found that delight exceeds satisfaction in terms of significance for novelty seekers.

Novelty seeking and destination loyalty are very important elements of a successful destination (Albaity & Melhem, 2017). When novelty seekers identify the uniqueness of a destination, it is more likely to have a desire for exploring more characteristics of it and therefore visit the destination again. On the other hand, Babu and Bibin (2004) argue that novelty seekers might not lean towards a destination revisit. They suggested that novelty seeking modifies place attachment and its connection with conative destination loyalty (revisit intention), since place attachment is relatively constructed by repeated visits.

2.6 Place attachment and destination loyalty

In an interesting analysis of place attachment, Gross and Brown (2008) define it as "*an emotional link between the self and the place*". It can also be specified as the connection that is generated between an individual person and a specific destination. In other words, place attachment is a positive development that is left after an interaction in among feelings, appreciation and action based on place (Morgan, 2010). This relationship happens when tourists feel that the destination goes beyond their expectation, resulting to a pleasing, emotional interplay with it. According to Nasir, Mohamad, Ghani, & Afthanorhan (2020), place attachment is set up when an individual visits a destination and not only is satisfied from that specific destination, but feels affection for it. It has been suggested that as place attachment increases, the probability to revisit that specific place increases accordingly (Patwardhan et al., 2019). Furthermore, previous research has established that the amount of the emotional bond a tourist has for a place predicts strongly destination loyalty, since there is a positive correlation between place attachment and affective and conative loyalty (Yuksel, Yuksel, & Bilim, 2010).

3. Research Methodology

The methods and techniques used in this research are described in the following sections of this chapter. The process of survey format and data collection is also presented, as well as the procedure of data analysis. A questionnaire was formed in order to assess the factors affecting destination loyalty.

3.1 Sample

Due to the fact that it is absolutely impossible to test the whole population that has
visited the island of Skiathos, there was a need to choose a sample. The convenience
sampling technique was selected for our investigation, since it is inexpensive and does not
need a long time. This is a non-probability sampling method that is orientated to people
that are willing to participate freely (Taherdoost, 2016). After an invitation through social
media to anyone that has visited the island of Skiathos as a tourist, it was collected a
sample of 423 individuals.

3.2 Demographics

With a quick view to table 3.1, it can be observed that the greater part of the
participants had the British nationality (74,2%), while the 71,2% had visited Skiathos
island four or more times. The 72,3% were married on the day that they completed the
questionnaire and the educational level of the sample was to some extent evenly divided.

Table 3.1: Demographics

		Frequency	Percentage
Gender	Female	298	70,4
	Male	125	29,6
Nationality	American	2	,5
	British	314	74,2
	Cypriot	1	,2
	Finnish	1	,2
	French	1	,2
	German	1	,2
	Greek	78	18,4
	Israeli	1	,2
	Norwegian	2	,5
	Other	17	4,0
	Romanian	2	,5
	Spanish	1	,2
	Swedish	2	,5
Educational level	High school	105	24,8
	Other	17	4,0
	PhD	7	1,7
	Postgraduate degree	54	12,8
	Professional/diploma	130	30,7

	University degree	104	24,6
	Without studies	6	1,4
Visits to Skiathos	Four or more times	301	71,2
	One time	40	9,5
	Three times	44	10,4
	Two times	38	9,0
Marital Status	Divorced	49	11,6
	Married	306	72,3
	Single	68	16,1
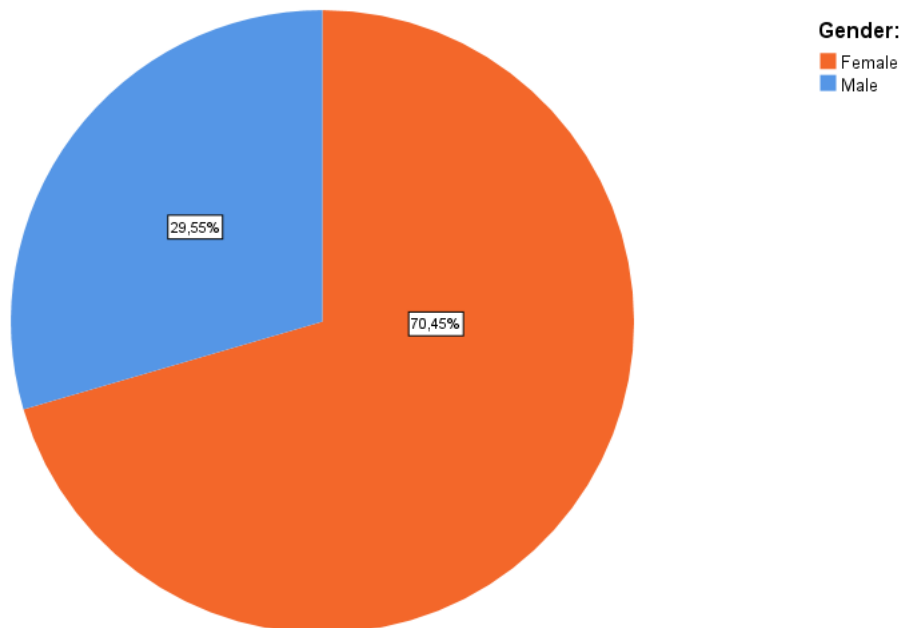
Figure 3.1: Gender ratio

As reported by Figure 3.1, the 70,45% of the sample were women and the 29,55% were men.
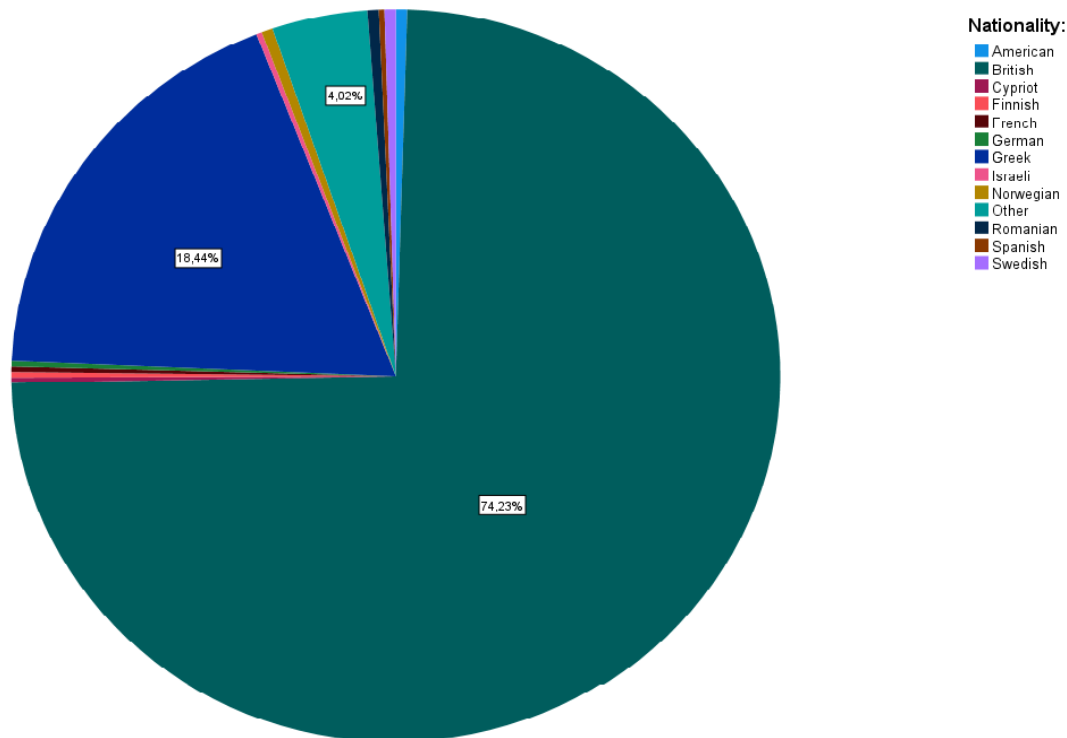
Figure 3.2: Nationality

A fact characteristically presented in Figure 3.2 is that 314 participants had the British nationality (74,2%). This fact represents the strong influence that British market has in Skiathos tourism industry over the last 40 years, since most of the Tour Operators that do business in Skiathos and have direct flights to Skiathos airport come from UK. The ratio of Greek participants was 18,4%, which is also representative, due to the fact that economic crisis in Greece downscaled the income of Greek people and their ability to make holidays in internationally popular islands like Skiathos.

Education level
- High school
- Other
- PhD
- Postgraduate degree
- Professional/diploma
- University degree
- Without studies
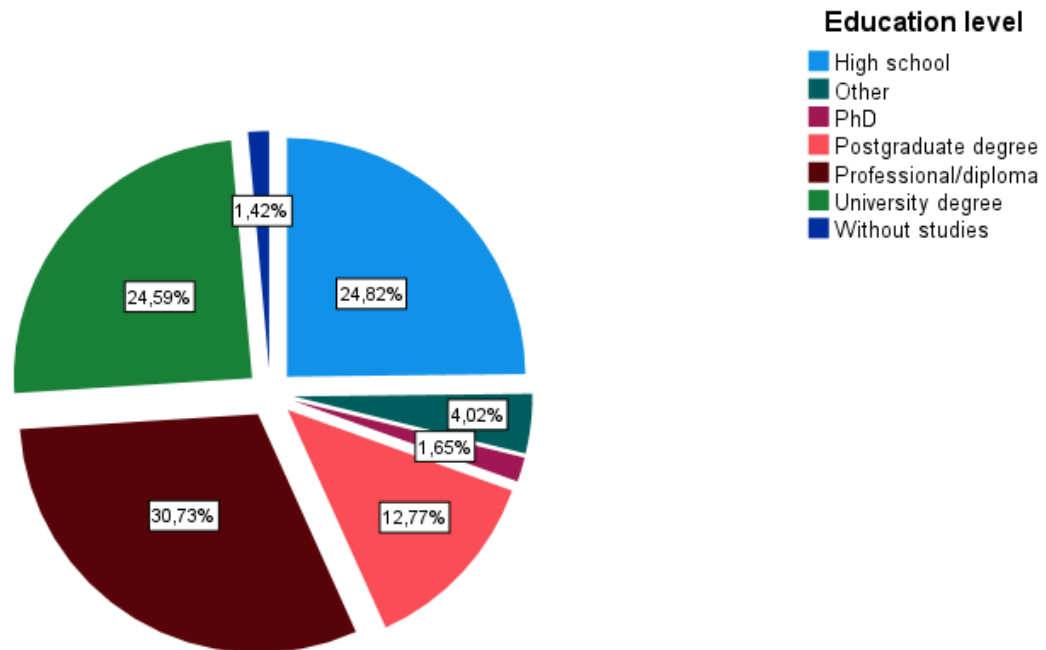
Figure 3.3: Education level

Nearly 40% of the sample has graduated from university with a Bachelor's, Master's or PhD degree, while 55,5% has finished high school or holds a professional diploma. Finally, as per table 3.2, the mean age of the participants was 55,5 years old with a standard deviation of 12,1, while the youngest participant was 18 years old and the oldest was 82.

Table 3.2: Age

Mean	55,55
Std. deviation	12,10
Minimum	18
Maximum	82

Last but not least, in figure 3.4 it can be observed that 71,2% of the participants have visited Skiathos four or more times, 10,4% tripled their visits to Skiathos, 9% doubled their visits and the 9,5% of the sample visited Skiathos island once. Therefore, it needs to be noted that 90,5% of the sample has visited Skiathos island more than once.
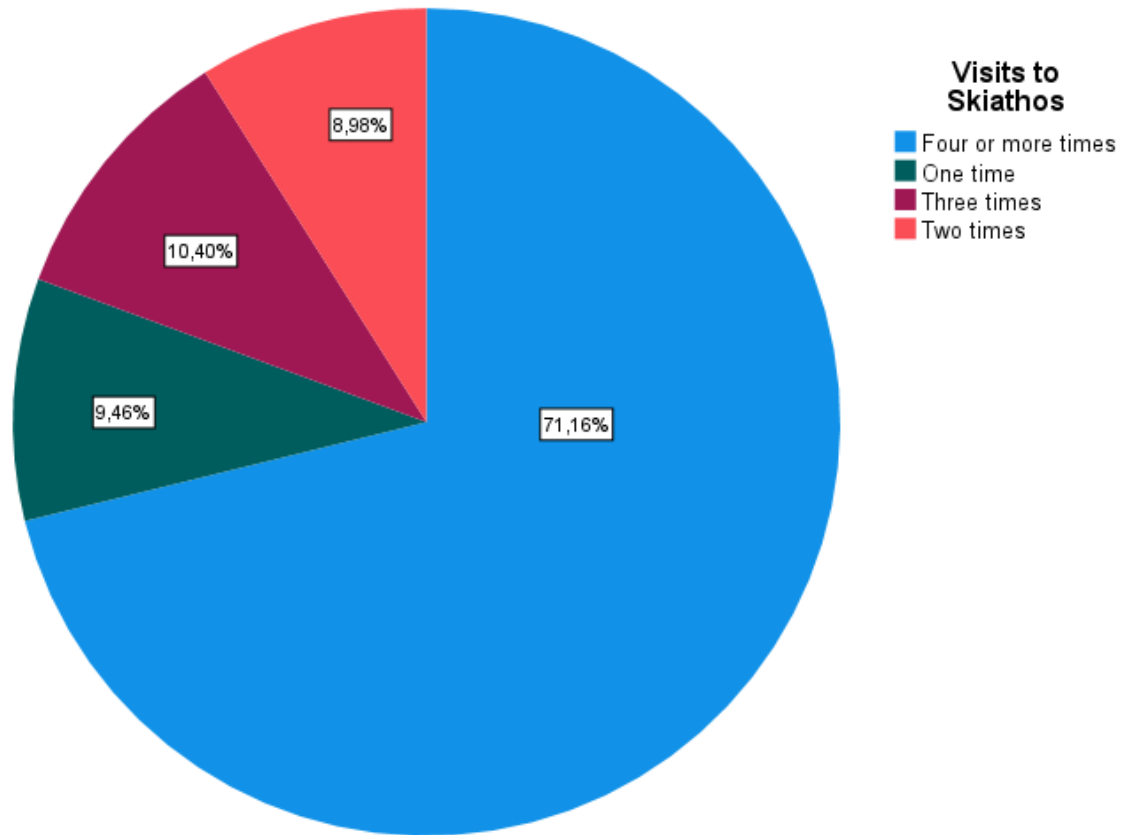
Figure 3.4: Visits to Skiathos

3.3 Measures and procedures

For the purpose of our research, it was chosen the quantitative method due to its minimal cost and to the fact that a big amount of participants can be reached in a short period of time. On account of that, a questionnaire was put together to collect the proper data that would serve the objective of our research. The questionnaire had close-ended questions for the reason that a statistical processing is convenient and delivers conclusions that can be measured, analyzed and contrasted (Porter, Cohen, David Roessner, & Perreault, 2007). In order to facilitate the participants and therefore collect the most answers possible, the questionnaire was constructed on Google Form application in both English and Greek language (see Appendix A and B). After invitations through social media to anyone that has visited the island of Skiathos at least once, 423 participants decided to be involved in our research in a 5 weeks period (26/3/2021 to 30/4/2021) and volunteered to answer our questionnaire. The data that arose from the responses of our sample were processed with IBM SPSS Statistics 27, which is the most widely used

statistical analysis software in that kind of research. Previous published studies were the guides of the measures that we used in this research, without any adjustments. Due to the fact that no modifications were made, the five-point Likert scale was employed in some parts of the survey, while in others we adopted the seven-point Likert scale, from 1 for strongly disagree to 5 or 7 for strongly agree, correspondingly.

3.4 Questionnaire's formation

As it has already been mentioned, the questionnaire was generated in English language by the writer of this dissertation who is a proficient English language user and then translated in Greek language, since he is a native Greek speaker. Finally, a professional Greek translator interpreted the survey back in English and both questionnaires were examined in contrast, in order to evaluate the status of the interpretation (Hambleton, 1993).

The first variable that we wanted to measure was destination image (see Appendix A, items 1-5). For that reason, we applied the five items of Tosun, Dedeoğlu, & Fyall (2015) questionnaire concerning DI with a cronbach's alpha of .90. It is important to be noted that a questionnaire is considered reliable when cronbach's alpha score is bigger than .70 (Nunnally, 1978)

The second variable that we wanted to measure was novelty seeking (see Appendix A, items 6-9). The guide of our four items that we used was Albaity & Melhem (2017) questionnaire concerning novelty seeking and the .89 score of cronbach's alpha indicates a reliable questionnaire.

Place attachment is another variable that we considered important to investigate and hence we used the eight items scale of Prayag & Ryan (2011) with a= .877 (see Appendix A, items 10-17).

The determination of perceived value marshaled us to use Forgas-Coll, Palau-Saumell, Sánchez-García, & Callarisa-Fiol (2012) questionnaire. The internal consistency of this section's values had the following reliability scores:

- Infrastructures a= 0.75 (see Appendix A, items 18-20 items)
- Professionalism of personnel a= 0.84 (see Appendix A, items 21-23 items)
- Quality a= 0.74 (see Appendix A, items 24-26 items)
- Monetary costs a= 0.84 (see Appendix A, items 27-29 items)
- Non-monetary costs a= 0.83 (see Appendix A, items 30-32 items)

- Emotional value a= 0.85 (see Appendix A, items 33-35 items)
- Social value a= 0.74 (see Appendix A, items 36-37 items)

The six items used to measure satisfaction derived from Hultman, Skarmeas, Oghazi, & Beheshti (2015) questionnaire (see Appendix A, items 38-43 items) and lastly, destination loyalty was measured with the employment of Alrawadieh, Prayag, Alrawadieh, & Alsalameen, (2019) questionnaire and their five items with a cronbach's alpha .871 (see Appendix A, items 44-48 items).

At the end of the questionnaire there were eight questions concerning the personal information of the participants for the purpose of collecting demographic data (see Appendix A, items 49-56).

3.5 Reliability analysis

The questionnaire's reliability was examined with the employment of Cronbach's alpha coefficient. Therefore, the calculation of Cronbach's alpha for the total of 48 questions of our study showed a coefficient's value of .969, demonstrating a premier internal consistency. However, there has also been an examination of each factor's internal consistency separately. Reverse coding needed to be held in item number 4 ("Skiathos is boring"), because of its negative meaning. Except for Destination Image which was fractionally below the limit of .70 with a .679 coefficient value, Novelty Seeking had a .596 coefficient value, and on the other hand, every one of the rest factors had a Cronbach's alpha higher than .70. Specifically, Place attachment .962, Infrastructures .730, Professionalism of Personnel .861, Quality .713, Monetary Costs .877, Non-Monetary Costs .785, Emotional Value .914, Social Value .773, Satisfaction .962, Destination Loyalty .946. Additionally, we checked the score of the perceived values as a whole and we found that a=.933. The results of the reliability statistic for every factor can be seen in the aggregate with the help of the following table:

Table 3.3 Reliability analysis

Reliability Statistics	
Factor	Cronbach's alpha
a) Destination Image	.679
b) Novelty Seeking	.596

c) Place attachment	.962
d) Infrastructures	.730
e) Professionalism of Personnel	.861
f) Quality	.713
g) Monetary Costs	.877
h) Non-Monetary Costs	.785
i) Emotional Value	.914
j) Social Value	.773
Perceived Value [(d-j)]	**.933**
k) Satisfaction	.962
l) Destination loyalty	.946
Overall[(a-l)]	**.969**

Above all, the high coefficient value of the total of our Likert questions (.969) proves our questionnaire as reliable and its internal consistency as acceptable, despite the values of Destination Image (.679) and Novelty Seeking (.596).

3.6 Hypotheses

The purpose of this study was to delve into the construct of destination loyalty by exploring its relationships with the factors that influence it. The hypotheses that have arisen from reviewing the relevant literature are displayed below:

Hypothesis 1

H1: There is a positive correlation between destination loyalty and destination image

Hypothesis 2

H2: There is a positive correlation between destination loyalty and novelty seeking

Hypothesis 3

H3: There is a positive correlation between destination loyalty and place attachment

Hypothesis 4

H4: There is a positive correlation between destination loyalty and infrastructures

Hypothesis 5

H5: There is a positive correlation between destination loyalty and professionalism of personnel

Hypothesis 6

H6: There is a positive correlation between destination loyalty and quality

Hypothesis 7

H7: There is a positive correlation between destination loyalty and the perceived value of monetary costs

Hypothesis 8

H8: There is a positive correlation between destination loyalty and the perceived value of non-monetary costs

Hypothesis 9

H9: There is a positive correlation between destination loyalty and emotional value

Hypothesis 10

H10: There is a positive correlation between destination loyalty and social value

Hypothesis 11

H11: There is a positive correlation between destination loyalty and satisfaction

Hypothesis 12

H12: Age is expected to affect destination loyalty

Hypothesis 13

H13: Gender is expected to affect destination loyalty

Hypothesis 14

H14: Marital status is expected to affect destination loyalty

Hypothesis 15

H15: Nationality is expected to affect destination loyalty

Hypothesis 16

H16: The means of transport is expected to affect destination loyalty

Hypothesis 17

H17: Education level is expected to affect destination loyalty

Hypothesis 18

H18: The number of visits to Skiathos is expected to affect destination loyalty

Hypothesis 19

H19: Holiday package is expected to affect destination loyalty

4. Research Results

4.1 Data Analysis

Our hypotheses were tested with the use of inferential statistics. The statistical analysis software IBM SPSS Statistics 27 helped us examine and analyze the under-review phenomena. We started with the employment of T-Tests for independent samples so as to detect the relation in among demographic variables (nationality, means of transport used to reach Skiathos, education level, holiday package) and destination loyalty. Secondly, One-way ANOVA was conducted for testing the link between destination loyalty and the times that a tourist has visited Skiathos. Afterwards, correlation analysis estimated the occurrence and intensity of any doable linkage between the variables of age, destination image, novelty seeking, place attachment, infrastructures, professionalism of personnel, quality, monetary costs, non-monetary costs, emotional value, social value, satisfaction with the dependent variable of destination loyalty. A correlation matrix helped us make an initial examination of our hypotheses. Finally, we run a multiple linear regression analysis between the independent variables (destination image, novelty seeking, place attachment, infrastructures, professionalism of personnel, quality, monetary costs, non-monetary costs, emotional value, social value and satisfaction) and the dependent variable (destination loyalty), to see which of the aforementioned independent variables has a strong impact on the destination loyalty.

4.2 T-Tests

Independent T-Tests were conducted with respect to the identification of statistically significant differences between the means of two groups.

Table 4.1 Gender Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Destination	Female	298	34.21	2.240	.130
Loyalty	Male	125	32.42	4.713	.422

Table 4.2 Independent Samples T-test for Gender

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	71.005	<.001	5.292	421	<.001	1.791	.338	1.126	2.456
	Equal variances not assumed			4.060	148.056	<.001	1.791	.441	.919	2.662

In order to test if gender affects destination loyalty, we have to compare the mean of females which 34.21 and the mean of males which is 32.42 (Table4.1). In Table 4.2 we can observe that there is a statistically significant difference ($t_{148.056}$=4.060, p=<.001). So, females are more loyal to the destination of Skiathos than males. Consequently, **H13 is supported**.

Table 4.3 Marital Status Statistics

	Married Or Not	N	Mean	Std. Deviation	Std. Error Mean
Destination Loyalty	Married	306	33,73	3,250	,186
	Not Married	117	33,56	3,351	,310

Table 4.4 Independent Samples T-test for Marital Status

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	.198	.657	.471	421	.638	.168	.356	-.533	.868
	Equal variances not assumed			.465	204.389	.643	.168	.361	-.544	.880

For testing hypothesis 14 (H14: Marital status is expected to affect destination loyalty), we merged the group of single with the group of divorced and we defined two groups (married and not married). Table 4.3 shows us the mean of married which is 33.73 and the mean of not married which is 33.56. The t criterion in table 4.4 helps us reject hypothesis

24, since t$_{421}$=.471, p=.638>.05. Additionally, if we look at the 95% confidence interval of the difference, we will notice that the confidence interval crosses zero (lower bound -.533 and upper bound .868) and includes the null hypothesis of zero difference. Therefore, we conclude that there is no statistically significant difference between the mean value of married and the mean value of not married. Hence, **H14 is not supported,** since the independent variable of marital status does not affect our dependent variable of destination loyalty.

Table 4.5 Nationality Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Destination Loyalty	International (Not Greek)	345	34,70	1,040	,056
	Greek	78	29,19	5,374	,609

Table 4.6 Independent Samples T-test for Nationality

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	322.361	<.001	17.694	421	<.001	5.509	.311	4.897	6.121
	Equal variances not assumed			9.015	78.309	<.001	5.509	.611	4.293	6.726

For testing hypothesis 15 (H15: Nationality is expected to affect destination loyalty), we defined two groups: Greeks and Not Greeks (International). Table 4.5 demonstrates a solid difference between the mean value of Greek tourists (29.19) and the mean value of International tourists (34.70). Based on table 4.6 (t$_{78.309}$=9.015, p=<.001) there is a statistically significant difference between the mean value of Greek tourists and the mean value of International tourists. For that reason **H15 is supported,** since Greek tourists are less loyal to Skiathos destination than the international ones.

Table 4.7 Means of transport Statistics

	How did you arrive to Skiathos?	N	Mean	Std. Deviation	Std. Error Mean
Destination Loyalty	Plane	340	34,71	1,043	,057
	Boat	83	29,51	5,359	,588

Table 4.8 Independent Samples T-test for Means of transport

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	319.818	<.001	<.001	421	<.001	5.200	.311	4.588	5.812
	Equal variances not assumed			8.800	83.521	<.001	5.200	.591	4.025	6.375

According to table 4.7, the mean value of destination loyalty's level of the tourists that travelled to Skiathos by plane is 34.71, while the corresponding means is 29.51 for those who travelled by boat. In table 4.8 we recognize that there is a statistically significant difference between the means of these two groups, since $t_{83.521}=8.800$, p=<.001. Consequently, **H16 is supported** and we can safely claim that, according to our model, the tourists that have reached Skiathos by plane are more loyal to Skiathos than the ones that have used boat.

Table 4.9 Education level Statistics

	Education	N	Mean	Std. Deviation	Std. Error Mean
Destination Loyalty	University Graduates and above	165	32,48	4,585	,357
	Not University Graduates	258	34,46	1,634	,102

Table 4.10 Independent Samples T-test for Education level

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	122.177	<.001	-6.335	421	<.001	-1.979	.312	-2.593	-1.365
	Equal variances not assumed			-5.331	190.918	<.001	-1.979	.371	-2.711	-1.247

For testing hypothesis 17 (H17: Education level is expected to affect destination loyalty) we defined one group for the ones that have a degree from university (bachelor, master or doctorate) and one group for those who don't own a degree from university. Table 4.9 highlights the mean for university graduates of 32.48 and the mean for not university graduates of 34.46. Table 4.10 heads us on the conclusion that there is a statistically significant difference between the means of these two groups, since $t_{190.918}$=-5.331, p=<.001. As a consequence, **H17 is supported.** The tourists that have a degree from a university (bachelor, master or doctorate) are less loyal to the destination of Skiathos than the ones that do not have any university degree.

Table 4.11 Holiday package Statistics

	Holiday package	N	Mean	Std. Deviation	Std. Error Mean
Destination Loyalty	Yes	222	34,61	1,288	,086
	No	201	32,67	4,337	,306

Table 4.12 Independent Samples T-test for Holiday package

		Levene's test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Loyalty	Equal variances assumed	126.277	<.001	6.367	421	<.001	1.941	.305	1.342	2.541
	Equal variances not assumed			6.107	231.896	<.001	1.941	.318	1.315	2.568

As it can been noticed in table 4.11 the mean of destination loyalty level for the ones that travelled to Skiathos through a holiday package is 34.61 and the mean for individual travellers is 32.67. As stated in table 4.12 ($t_{231.896}$=6.107, p=<.001) there is a statistically significant difference between the means of the aforementioned two groups and therefore **H19 is supported** , since the ones that spend their holidays to Skiathos within a holiday package are more loyal than the ones who visited Skiathos individually.

4.3 ANOVA

In ANOVA (Analysis of Variance) we compare the means of more than two populations. Table 4.13 illustrates the mean value of destination loyalty for the groups that are separated according to the numbers of visits to Skiathos. We can observe that the mean value of destination loyalty increases progressively along with the number of visits to Skiathos. Particularly, the mean value of destination loyalty's level is 29.85 for the ones that have visited Skiathos one time, 32.45 for the ones that have visited Skiathos two times, 33.36 for the ones with three visits and 34.40 for the ones that have visited Skiathos four or more times. In order to test hypothesis 28 (The number of visits to Skiathos is expected to affect destination loyalty), we need to examine if the variances of our four groups are considered equal or not. Table 4.14 indicates that for our model:

$F(3, 419) = 30.176$, p= <.001. Our p value is less than .001, so we have to reject the null hypothesis and accept that **H18 is supported**. Now, we need to check the differences of destination loyalty for the number of visits to Skiathos in post hoc tests (table 4.15). The mean value of destination loyalty for the group that has visited Skiathos once has statistically significant differences with the group of two visits (-2.597), the group of three visits (-3.514) and the group of four or more visits (-4.549). Also, the group with two visits has important differences with the group of four visits (-1.951). Thus, the participants that have visited Skiathos once are less loyal than the participants who have visited Skiathos more times and the participants that have visited Skiathos four or more times are more loyal than the ones with one or two visits.

Table 4.13 Descriptives of number of visits to Skiathos

Destination Loyalty					95% Confidence Interval of Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
One time	40	29.85	5.404	.855	28.12	31.58	15	35
Two times	38	32.45	3.853	.625	31.18	33.71	22	35
Three times	44	33.36	2.870	.433	32.49	34.24	25	35
Four or more times	301	34.40	2.367	.136	34.13	34.67	14	35
Total	423	33.69	3.275	.159	33.37	34.00	14	35

Table 4.14 ANOVA of number of visits to Skiathos

Destination Loyalty	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	804.346	3	268.115	30.176	<.001
Within Groups	3722.836	419	8.885		
Total	4527.182	422			

Table 4.15 Multiple comparisons of number of visits to Skiathos

Dependent Variable : Destination Loyalty Tukey HSD					95% Confidence Interval	
(i) How many times have you visited Skiathos?	(j) How many times have you visited Skiathos?	Mean difference (i-j)	Std. Error	Sig.	Lower Bound	Upper Bound
One time	Two times	-2.597*	.675	<.001	-4.34	-.86
	Three times	-3.514*	.651	<.001	-5.19	-1.83
	Four or more times	-4.549*	.502	<.001	-5.84	-3.25

	One time	2.597*	.675	<.001	.86	4.34
Two times	Three times	-.916	.660	.508	-2.62	.79
	Four or more times	-1.951*	.513	<.001	-3.27	-.63
	One time	3.514*	.651	<.001	1.83	5.19
Three times	Two times	.916	.660	.508	-.79	2.62
	Four or more times	-1.035	.481	.139	-2.28	.21
Four or more times	One time	4.549*	.502	<.001	3.25	5.84
	Two times	1.951*	.513	<.001	.63	3.27
	Three times	1.035	.481	.139	-.21	2.28

*The mean difference is significant at the 0.05 level

4.4 Correlation Analysis

Table 4.16 Correlation Analysis

	1.DL	2.AGE	3.DI	4.NV	5.PA	6.INFR	7.PROPER	8.QUAL	9.MON	10.NMO	11.EMV	12.SV	13.SAT
1.DL	1												
2.AGE	.328**	1											
3.DI	**.573**	.248**	1										
4.NV	.224**	.114**	.570**	1									
5.PA	**.709**	.431**	.593**	.332**	1								
6.INFR	.389**	.252**	.472**	.343**	.501**	1							
7.PROPER	**.566**	.295**	.559**	.279**	.630**	.576**	1						
8.QUAL	.426**	.195**	.582**	.489**	.502**	.657**	.607**	1					
9.MON	.474**	.316**	.492**	.322**	.540**	.499**	.527**	.513**	1				
10.NMO	**.565**	.339**	.464**	.262**	.613**	.452**	.638**	.442**	.526**	1			
11.EMV	**.821**	.419**	.545**	.229**	.771**	.446**	.641**	.480**	.522**	.658**	1		
12.SV	**.601**	.237**	.554**	.295**	.614**	.487**	.568**	.555**	.488**	.558**	.590**	1	
13.SAT	**.838**	.384**	.562**	.248**	.753**	.469**	.684**	.497**	.488**	.634**	.851**	.636**	1

**p<.01 Correlation is significant at the 0.01 level (2-tailed).
1.DL: Destination Loyalty
3.DI: Destination Image
4.NV: Novelty Seeking
5.PA: Place Attachment
6.INFR: Infrastructures
7.PROPER: Professionalism of Personnel
8.QUAL: Quality

9.MON: Monetary Costs
10.NMO: Non Monetary Costs
11.EMV: Emotional Value
12.SV: Social Value
13.SAT: Satisfaction

As it has already been introduced, correlation analysis was conducted in order to initially check for any connection within our variables. In line with table 4.16, there is a strong positive correlation of destination loyalty with satisfaction (r=.838), with emotional value (r=.821), with place attachment (r=.709), with social value (r=.601), with destination image (r=.573), with professionalism of personnel (r=.566) and with non-monetary costs (r=.565). There is also a moderate positive correlation of destination loyalty with monetary costs (r=.474), with quality (r=.426), with infrastructures (r=.389) and with age (r=.328). Moreover, there is a weak positive correlation of destination loyalty with novelty seeking (r=.224).

All things considered, the hypotheses H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11 and H12 are fully supported, since destination loyalty has a positive correlation with destination image, novelty seeking, place attachment, infrastructures, professionalism of personnel, quality, the perceived value of monetary costs, the perceived value of non-monetary costs, emotional value, social value, satisfaction and the demographic variable of age.

4.5 Regression Analysis

Table 4.17 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
						Change Statistics			
1	.879[a]	.773	.766	1.586	.773	115.814	12	409	<.001

a. Predictors: (Constant), Age, Novelty Seeking, Social Value, Infrastructures, Monetary Costs, Non monetary Costs, Destination Image, Professionalism of Personnel, Place Attachment, Quality, Satisfaction, Emotional Value

b. Dependent Variable: Destination Loyalty

Table 4.18 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,970	,991		7,034	,000		
	Destination Image	,210	,050	,152	4,160	,000	,415	2,409
	Novelty Seeking	-,067	,040	-,051	-1,677	,094	,597	1,675
	Place Attachment	,014	,013	,045	1,042	,298	,304	3,290
	Infrastructures	-,039	,048	-,028	-,824	,411	,491	2,035
	Professionalism Of Personnel	-,155	,062	-,097	-2,488	,013	,367	2,725
	Quality	-,076	,061	-,046	-1,236	,217	,393	2,542
	Monetary Costs	,065	,042	,049	1,557	,120	,557	1,794
	Non Monetary Costs	-,046	,065	-,025	-,703	,482	,449	2,225
	Emotional Value	,821	,106	,407	7,740	,000	,201	4,972
	Social Value	,151	,077	,068	1,951	,050	,464	2,156
	Satisfaction	,332	,038	,448	8,791	,000	,214	4,668
	Age	-,012	,007	-,044	-1,624	,105	,774	1,293

a. Dependent Variable: DestinationLoyalty

Table 4.19 ANOVA[a]

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3496,463	12	291,372	115,814	,000[b]
	Residual	1028,988	409	2,516		
	Total	4525,450	421			
a. Dependent Variable: DestinationLoyalty						
b. Predictors: (Constant), Age, Novelty Seeking, Social Value, Infrastructures, Monetary Costs, Non Monetary Costs, Destination Image, Professionalism Of Personnel, Place Attachment, Quality, Satisfaction, Emotional Value						

For the reason of analyzing our concepts to a greater extent, we went forward with multiple regression analysis. A multiple linear regression analysis was conducted with the dependent variable of destination loyalty and the independent variables of novelty seeking, social value, infrastructures, monetary costs, non-monetary costs, destination image, professionalism of personnel, place attachment, quality, satisfaction, emotional value and age. The analysis resulted in a statistical significant model $F_{(12,409)}=115.814$, $p<.001$, $R^2=.773$. We also met the assumption that the independent variables are not highly correlated, since the Various Inflation Factor values were lower than 10 and the values of tolerance were lower than .9, So, there was no multicollinearity. In view of the fact that R^2 value equals .773, we can note that the 77.3% of the variance of our outcome variable (destination loyalty) is significantly explained and can be predicted by our predictor variables. In accordance with our model, the four independent variables that act as statistical predictive factors of destination loyalty are destination image ($\beta=.152$, $p<.001$), emotional value ($\beta=.407$, $p<.001$), social value ($\beta=.068$, $p<.05$) and satisfaction ($\beta=.448$, $p<.001$). In conclusion, it can be noted that the best predictor variable that has a statistically significant impact on destination loyalty is satisfaction, since a unit of increase in the score of satisfaction will result in a .448 increase in the score of destination loyalty. Likewise, the second-best predictor of destination loyalty is emotional value with a .407 increase and finally the next best predictors of our outcome variable are destination image with a .152 increase and social value with a .068 increase.

5. Conclusions

5.1 Discussion

Tourism industry is one of the biggest and most significant industries in the world. In Greece, tourism constitutes a dynamic pillar of economy since it is a main source of generating revenues and employment, as well as growth in private sector. Nowadays, competition is growing faster than ever and for that reason it is absolutely necessary to expand our knowledge on why tourists can be loyal to a specific destination and what is the driving force of this loyalty.

The tourist product is multiplex and sensitive, as long as its demand is influenced by unpredictable and uncontrollable elements. Additionally, the selection of a destination is a complicated procedure that needs in-depth analysis, in order to draw inference from

the variables that have an effect on destination loyalty. The progressive severity of competition in tourism industry necessitates a thorough recognition of the aspects that impact on tourists and their decision to revisit a tourist destination, as well as the way they communicate this destination to others. The intention of this study is to offer a better base of understanding to the marketers and destination managers of Skiathos that will help them in their strategic management decisions.

The analysis of our research findings emerged the positive correlation between destination loyalty and destination image. In a meta-analysis of 66 studies concerning the interrelationship among destination image and destination loyalty, Zhang, Fu, Cai, & Lu (2014) confirmed the huge impact that the first (DI) has on the second one (DL). As reported in subchapter 2.2, destination image is an internal construct that contains knowledge, beliefs and feelings (Pike, 2002). The importance of destination image is highlighted by its key impact on decision making before the choice of the destination and on the future behavior of tourists, concerning revisit intention and good word to others (Echtner & Ritchie, 1993; Bigné, Sánchez, & Sánchez, 2001; Zhang et al., 2014; Chaulagain, Wiitala & Fu, 2019). Although destination image is a complex structure, its power to influence destination loyalty should motivate marketers into developing a proper and distinct destination image of Skiathos that should place this destination at the desired position.

In our research, novelty seeking was found to be positively correlated with destination loyalty, but not robustly. Our findings are in line with Albaity & Melhem's study (2017), who presented novelty seeking as a factor that determines destination loyalty, underlining that the more a novelty seeker stays at a destination the less loyal she/he becomes. They claimed also that reading between the lines of novelty seeking makes a contribution to the interpretation of destination loyalty. On the other hand, the weak correlation of destination loyalty with novelty seeking that was found in our study corresponds with Babu and Bibin (2004), who argue that novelty seekers might not lean towards a destination revisit. This happens due to the fact that novelty seeking modifies place attachment and its connection with conative destination loyalty (revisit intention), since place attachment is relatively constructed by repeated visits.

Place attachment was also found to have a strong correlation with destination loyalty and this relationship can be supported by definition. According to Nasir, Mohamad, Ghani, & Afthanorhan (2020), place attachment is set up when an individual

visits a destination and not only is satisfied from that specific destination, but feels affection for it. Academic literature complies with the findings of our survey. Patwardhan et al. (2019) suggested that as place attachment increases, the probability to revisit that specific place increases accordingly. Furthermore, previous research has established that the amount of the emotional bond a tourist has for a place predicts strongly destination loyalty, due to the interlink between place attachment and affective and conative loyalty (Yuksel, Yuksel, & Bilim, 2010).

Another variable that we measured was perceived value. Perceived value can be viewed as the aftereffect of the benefits that the customer acquires in contrast to the sacrifices that she/he makes. Not few researchers suggest that the decision of a destination can be unfolded more suitably by multiple-function perceived value and not just single-function, since it is among the most critical predictors of re-purchase and re-visit intention (Sabiote-Ortiz, Frías-Jamilena, & Castañeda-García, 2014; Cronin, Brady, & Hult, 2000; Parasuraman & Grewal, 2000). To that end, we tested the perceived value of our sample in terms of infrastructures, professionalism of personnel, quality, monetary costs, non monetary costs, emotional value and social value. It needs to be clarified that the variables of monetary and non monetary costs measured how favorable the perception of our sample was, which means that the higher the score of these measures the better the perception of our participants in terms of monetary and non monetary costs. The results of our study were in harmony with literature, since we detected a strong positive correlation of destination loyalty with emotional value, social value, professionalism of personnel and non monetary costs. We also noticed a moderate positive correlation of destination loyalty with monetary costs, quality, and infrastructures. Similarly, much of the literature underlines the effectiveness of perceived value in decision making before purchase, in addition to its impact on satisfaction and loyalty after the acquisition of the product (Parasuraman & Grewal, 2000; Parasuraman, Zeithaml, & Berry, 1994; Sánchez, Callarisa, Rodríguez, & Moliner, 2006). More than that Kim, Holland, & Han (2012) found perceived value to be a safe predictor of conative destination loyalty, when Forgas-Coll, Palau-Saumell, Sánchez-García, & Callarisa-Fiol (2012) mentioned emotional value and destination quality as the variables that exert power over destination loyalty the most.

Tourist satisfaction from the destination has also supported our hypothesis that it is strongly and positively correlated to destination loyalty. In light from the evidence of our study (see table 4.16), satisfaction is the most vitally important factor that is connected

with destination loyalty. An extensive amount of papers have been published with regard to customer satisfaction. It is thought of as a crucial objective in all industries, on account of the common assumption that customer satisfaction gives rise to a repurchase and establishes loyalty (Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015). In the tourism sector, satisfaction can be considered as the tourist's assessment of the destination after acquisition and visit. Taking into consideration the literature, tourist satisfaction is on a great scale verified as a dominant antecedent of loyalty and, in a like manner, destination loyalty is tremendously transformed by the tourist's satisfaction on the topic of destination (Chiu, Zeng, & Cheng, 2016; Cong, 2016; Gallarza & Saura, 2006; Oliver, 1999; Ozdemir et al., 2012; Prayag & Ryan, 2011; Yang & Peterson, 2004; Yoon & Uysal, 2005; Yuksel, Yuksel, & Bilim, 2010). When a tourist feels satisfied from her/his visit to a destination, then she/he will most likely give thought to a revisit of this destination. Further to this, as people tend to share their pleasant experiences, it is expected that they will advertise the destination with the most influential way, which is positive WOM (Gallarza & Saura, 2006).

Despite the strong correlation of our outcome variable with all of our control variables, the regression analysis unveiled that no more than four independent variables had predictive impact on destination loyalty. Emotional value, satisfaction, destination image and social value were the factors that act as predictors of destination loyalty.

In the final part of the study, we examined the influence that specific demographic characteristics had on our outcome variable and we found that all but marital status affected destination loyalty. In particular, it was noticed that age affects DL since there is a moderate positive correlation between them. On the other hand, several investigations and studies exposed that age is not a solid predictor of purchasing practices (Chi, 2010). Having this in mind, it is proposed to future researchers to look for any possible correlation of age with additional or even hidden variables, expecting to shed light and explain the relationship of destination loyalty with age. The author of this thesis assumes that older people are more loyal due to the fact that they know themselves better, they are totally aware of what they like and need, they feel that they have a rather complete insight of the market and they do not want to risk their precious (once per year) holidays with uncertain decisions. Nevertheless, there is a need for further investigation concerning the relation of age with tourist's decision making. Furthermore, our research indicated a significant correlation between gender and destination loyalty, since females are more

loyal to the destination of Skiathos than males. This is a remarkable result, but it needs to be further examined for any undetected links of other variables that are modified by gender and end to destination loyalty, since ongoing literature does not exhibit a clear connection between the two. Interestingly, significant correlation was observed between nationality and destination loyalty, holiday package and destination loyalty, means of transport and destination loyalty. These results are presumably interconnected. Particularly, Greek tourists were found to be less loyal to Skiathos than the international ones. In addition, the tourists that have reached Skiathos by boat were less loyal to this destination than the ones who have used plane. Lastly, the respondents that visited Skiathos individually are less loyal than the ones who spent their holidays to Skiathos within a holiday package. All things considered, international tourists that mainly visit Skiathos within a holiday package and therefore reach Skiathos by plane are more loyal than Greeks, who mostly live in mainland, visit Skiathos individually and since they have no incentives to buy a holiday package, they find it more convenient to travel with a boat. Further studies, which take these variables into account, will need to be undertaken, in order to fill in the blanks with safe and solid conclusions. What is surprising is that respondents who hold a bachelor, master or doctorate university degree are less loyal to the destination than the ones who are not university graduates. All in all, the findings of this research demonstrate that there is plenty of room for further progress determining any additional factors that affect the relationship between personal data and destination loyalty. Lastly, it was expected that destination loyalty would be positively correlated with the times the respondent has visited Skiathos. It is not difficult to explain this result, considering that a loyal tourist is the one who intends to revisit the destination. In consequence, the more someone visited Skiathos, the more were their destination loyalty levels.

5.2 Limitations

Even though our research findings make an interesting contribution, there were several limitations that have to be mentioned. The most important limitation lies in the fact that this research had limited duration, seeing that it is part of a Master's degree in Business Administration. As a result, 423 respondents comprise the size of our sample, despite our extensive invitations through social media and emails. The small sample size does not allow us to generalize our interpretations, as these may vary from tourists that

have visited destinations other than Skiathos. Additionally, the research team is unaware of the number of people that ignored our digital invitation. Also, the use of internet required no supervision during the fulfillment of the questionnaires, so bias could be found (Hartman, Forsen, Wallace, & Neely, 2002). Moreover, despite the existence of much literature on destination loyalty, this field of study is still rare for Skiathos or even Greece.

It is also unfortunate that the study could not include any possible changes that might have happened to the levels of our variables through time or times of visitation. This could be seen in the case of destination image that surely alters before and after visitation. Furthermore, more information on the duration of the revisit intentions would help us to establish a greater degree of accuracy on destination loyalty. In spite of its limitations, the study certainly adds to our understanding of the factors that affect destination loyalty.

5.3 Recommendations

The observations of this study offered directions for a successful destination and stressed the significance of destination image. Having in mind the formation process of destination image that is developed by information details, knowledge or facts before and during visitation, it is strongly suggested that an efficient marketing strategy should start with the advancement of a favorable and distinct image of Skiathos. The image of Skiathos is a fundamental component of destination management, since it has critical influence over destination loyalty. The municipality and the state should activate campaigns for enhancing the image that potential and actual visitors have of Skiathos, so that Skiathos becomes a strong player in the competitive environment of tourism. The success of such an attempt will build a powerful footprint on potential visitors of the island that will leave it mark during the decision process of a destination. Nonetheless, such a project should not formulate a falsely exciting image that does not reflect to reality, but it has to lean on authentic attributes of Skiathos. Despite the fact that it is unconceivable to direct all the parts that build destination image, it is within the bounds of possibility to orchestrate advertisement or other forms of promotion that will emphasize on Skiathos' history, culture, landscape, friendliness and hospitality. The experts that manage directly or indirectly the destination must develop a plan of action that will be upgrading the image of Skiathos and its continuation will be positive WOM and incremental intentions to visit Skiathos again in the future. Management to enhance the image of Skiathos might involve

an improvement of the island's infrastructures, an expansion of airline connections and quality improvement of businesses with the regulation of Municipality in order to give prominence to the tourist product of Skiathos. The municipality of Skiathos could consider the founding of a Destination Management Organization or another entity that could provide information to any type of visitors depending on their needs and experiences. It could also exploit internet applications, so that the tourist could have instant information about the activities that Skiathos can offer.

What is more, further work needs to be done in order to enhance the levels of tourist satisfaction considering its vital impact on destination loyalty. It is a common assumption that if a traveler is generally satisfied from the holistic experience that has gained at a destination, then it is more likely that she/he intends to visit this destination again and communicate to his background all the advantages that this destination offers. Our research detailed factual evidence that confirms this assumption, in view of the fact that not only satisfaction was found to be strongly correlated with destination loyalty, but it was also a safe predictor of our dependent variable. Tourists with higher levels of satisfaction will pave the way for higher destination loyalty, which in turn is a keystone of a successful destination. That is why destination marketers are ought to take a good look at securing high levels of satisfaction in an effort to amend the competitiveness of Skiathos.

Another striking result that emerged from this research is the strong correlation of emotional value and social value with destination loyalty. These findings can be used to develop targeted interventions aimed at the enduring engagement of the visitor with Skiathos. Such actions could be the establishment of clubs or other communities for tourists that honor the destination with a revisit, just like what the majority of the businesses do by giving privileges to their loyal customers. In this manner they attempt to sustain the consumers that preferred their product and earn their loyalty. Similarly, the municipality or a DMO could be in charge of a loyalty program that would offer moral support to emotional and social values. A notable example can be the offering of a symbolic gift to the couples that decide to get married in Skiathos. Anything like this would come to the aid of developing a lasting bond between the destination and the tourists, since they will start to see themselves in Skiathos. Now, the challenge for future studies is to make a remark on items of personality that stimulate human behaviour within this context and may have an effect on the relationships that were emerged at this study. Hopefully, the investigation of further antecedents of destination loyalty will give rise to

potential oversights and misconceptions of the interrelations that this study examined. A similar future research could carry forward and upgrade the findings of this study, especially in the case that will examine and analyze quantitative and qualitative data of a more extensive and wider sample size of every kind.

In conclusion, the author has no doubt that there is a considerable need for a further study that will zoom in on tourist characteristics, their emotions and generally the psychological traits of their personality that will enlighten the deeper and maybe yet covered factors that give rise to destination loyalty. This study provides a firmly established comprehension of the aspects that have an impact on destination loyalty and widens the horizon of DMO's and marketers in order to take the proper strategic management decisions. However, the heart of destination loyalty might not be located in the destination but in tourists and their need to escape from the constant stress and pressure of modern life's fast pace.

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Appendix A:

"Building destination loyalty: The case of Skiathos island, Greece"

THE QUESTIONNAIRE

Dear participant,

This survey is part of Telliadis Ioannis Master Thesis, which is a necessary requirement in the successful completion of my M.Sc in Business Administration, at Hellenic Open University. The dissertation is entitled "Building destination loyalty: The case of Skiathos island, Greece" and it runs under the supervision of Dr. Chatzi Sofia, Member of the Adjunct Academic Staff of Hellenic Open University (PhD in Organizational Behavior-Psychology).

The objective of this research is to assess the factors affecting destination loyalty. However, this study cannot be completed without your participation! Taking part in the survey has no risk, since your answers will be anonymous and totally confidential. We know how valuable your time is and appreciate your making the effort to help us. Please be so kind to contribute, writing your opinion that will be of great value to us and will be used only for the purpose of this research. Your participation in this study is strictly voluntary, but greatly appreciated.

INSTRUCTIONS

The questionnaire exclusively concerns to the ones that have visited Skiathos island at least once. It will not take you more than 10 minutes to answer the questions. There are no right or wrong responses, so please feel free to mark the answers that are typical of you and reflect you the most.

In the case that you want to be informed about the results or have any questions about the survey, you can send an email at std103877@ac.eap.gr. Additionally, the whole dissertation under the title "Building destination loyalty: The case of Skiathos island, Greece" will be accessible at the academic repository of Hellenic Open University digital library (https://apothesis.eap.gr/handle/repo/11157), after its successful completion.

Thank you so much for your valuable support

Sincerely yours

Telliadis Ioannis

<u>DESTINATION IMAGE</u>

The first five statements will illustrate the affective image that you hold about the destination of Skiathos. Please note that the scale being used here is the five-point Likert scale from 1 for strongly disagree to 5 for strongly agree.

1. Skiathos is exciting

Strongly disagree   1   2   3   4   5   Strongly agree

2. Skiathos is pleasant

Strongly disagree   1   2   3   4   5   Strongly agree

3. Skiathos is relaxing

Strongly disagree   1   2   3   4   5   Strongly agree

4. Skiathos is boring

Strongly disagree   1   2   3   4   5   Strongly agree

5. Skiathos is arousing

Strongly disagree   1   2   3   4   5   Strongly agree

<u>NOVELTY SEEKING</u>

Your answers in this section will imprint the degree of agreement/disagreement concerning if and to what extent Skiathos offers unique, new experiences to the ones that seek after them. Please note that the scale being used here is the five-point Likert scale from 1 for strongly disagree to 5 for strongly agree.

6. This destination offers an unusual experience.

Strongly disagree   1   2   3   4   5   Strongly agree

7. This destination offers new discoveries.

Strongly disagree   1   2   3   4   5   Strongly agree

8. This destination offers new experiences.

Strongly disagree   1   2   3   4   5   Strongly agree

9. This destination is new for me.

Strongly disagree   1   2   3   4   5   Strongly agree

PLACE ATTACHMENT

This part is inscribed to assess your emotional bond with the destination of Skiathos. Please note that the scale being used here is the seven-point Likert scale from 1 for strongly disagree to 7 for strongly agree.

10. Skiathos is a very special destination to me
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

11. I identify strongly with this destination
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

12. No other place can provide the same holiday experience as Skiathos
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

13. Holidaying in Skiathos means a lot to me
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

14. I am very attached to this holiday destination
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

15. Skiathos is the best place for what I like to do on holidays
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

16. Holidaying here is more important to me than holidaying in other places
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

17. I would not substitute any other destination for the types of things that I did during my holidays in Skiathos
Strongly disagree   1   2   3   4   5   6   7   Strongly agree

PERCEIVED VALUE

In this segment we investigate how you understand the advantages or the utility obtained from the destination of Skiathos in comparison to the sacrifices or costs during your stay. Please note that the scale being used here is the five-point Likert scale from 1 for strongly disagree to 5 for strongly agree.

INFRASTUCTURES

18. I believe Skiathos is well communicated.
Strongly disagree   1   2   3   4   5   Strongly agree

19. I believe Skiathos has a good airport.
Strongly disagree   1   2   3   4   5   Strongly agree

20. I believe Skiathos has a major port.

Strongly disagree   1   2   3   4   5   Strongly agree

PROFESSIONALISM OF PERSONNEL

21. They are always ready to help.

Strongly disagree   1   2   3   4   5   Strongly agree

22. They are kind.

Strongly disagree   1   2   3   4   5   Strongly agree

23. They look smart.

Strongly disagree   1   2   3   4   5   Strongly agree

QUALITY

24. I believe Skiathos offers high architectural/monumental quality.

Strongly disagree   1   2   3   4   5   Strongly agree

25. I believe Skiathos offers high quality leisure and entertainment.

Strongly disagree   1   2   3   4   5   Strongly agree

26. I believe Skiathos offers high quality in accommodation and restaurant services.

Strongly disagree   1   2   3   4   5   Strongly agree

MONETARY COSTS

27. Accommodation prices are good.

Strongly disagree   1   2   3   4   5   Strongly agree

28. Shop prices are reasonable.

Strongly disagree   1   2   3   4   5   Strongly agree

29. In comparison to other similar destinations, Skiathos offers good prices.

Strongly disagree   1   2   3   4   5   Strongly agree

NON-MONETARY COSTS

30. It is a safe destination with very little crime.

Strongly disagree   1   2   3   4   5   Strongly agree

31. The degree of pollution is reasonable.

Strongly disagree   1   2   3   4   5   Strongly agree

32. The noises of Skiathos are reasonable.

Strongly disagree   1   2   3   4   5   Strongly agree

EMOTIONAL VALUE

33. I feel content in this destination.
Strongly disagree   1   2   3   4   5   Strongly agree

34. Its people give me good vibes.
Strongly disagree   1   2   3   4   5   Strongly agree

35. I enjoy the atmosphere of this destination.
Strongly disagree   1   2   3   4   5   Strongly agree

SOCIAL VALUE

36. My acquaintances believe that Skiathos has a better image than other similar destinations.
Strongly disagree   1   2   3   4   5   Strongly agree

37. People I know think my visiting Skiathos is a good thing.
Strongly disagree   1   2   3   4   5   Strongly agree

SATISFACTION

The following statements will measure the level of your satisfaction by Skiathos destination. Please note that the scale being used here is the seven-point Likert scale from 1 for strongly disagree to 7 for strongly agree.

38. Skiathos was a great destination to visit.
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

39. During my visit to Skiathos, I accomplished the purpose of my vacation.
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

40. All things considered (e.g., time, effort, money), I am satisfied with my visit to Skiathos.
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

41. I have pleasant memories from my visit to Skiathos.
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

42. My visit to Skiathos met my expectations.
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

43. On the whole, my choice to visit Skiathos has been a wise one
Strongly disagree 1   2   3   4   5   6   7 Strongly agree

DESTINATION LOYALTY

Finally, in this section we will measure the degree of your loyalty to the destination of Skiathos. Please note that the interval for your answers is ranged

from 1 = strongly disagree to 7 = strongly agree.

44. If given the opportunity, I would return to Skiathos

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

45. I would revisit Skiathos in the future.

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

46. I would recommend Skiathos to my friends and relatives.

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

47. I would say positive things about Skiathos.

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

48. I would encourage friends and relatives to visit Skiathos

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

PERSONAL INFORMATION

49. What is your gender?

- ☐   Male
- ☐   Female
- ☐   Prefer not to say

50. What is your age?

………………

51. What is your marital status?

- ☐   Married
- ☐   Not married
- ☐   Divorced

52. What is your nationality?

……………………

53. How did you arrive to Skiathos?

☐ Plane

☐ Boat

54. What is the level of your education?

☐ Without studies

☐ High school

☐ Professional/diploma

☐ University degree

☐ Postgraduate degree

☐ PhD

☐ Other

55. How many times have you visited the island of Skiathos?

☐ One time

☐ Two times

☐ Three times

☐ Four or more times

56. Holiday package?

☐ Yes

☐ No

Appendix B:

«Αναπτύσσοντας την αφοσίωση στον προορισμό: Η περίπτωση της νήσου Σκιάθος»

ΕΡΩΤΗΜΑΤΟΛΟΓΙΟ

Αγαπητέ συμμετέχοντα στην έρευνα,

Η παρούσα έρευνα είναι μέρος της Διπλωματικής Εργασίας του Τελλιάδη Ιωάννη και αποτελεί απαραίτητο προαπαιτούμενο για την επιτυχή ολοκλήρωση του Προγράμματος Μεταπτυχιακών Σπουδών ΜΒΑ (Master in Business Administration), του Ελληνικού Ανοικτού Πανεπιστημίου. Η ΔΕ έχει τίτλο «Αναπτύσσοντας την αφοσίωση στον προορισμό: Η περίπτωση της νήσου Σκιάθος» και τελεί υπό την επίβλεψη της Δρ. Χατζή Σοφίας, Μέλος ΣΕΠ του ΕΑΠ (PhD in Organizational Behavior- Psychology).

Ο σκοπός της έρευνας αυτής είναι η αξιολόγηση των παραγόντων που επηρεάζουν την αφοσίωση στον προορισμό (destination loyalty). Ωστόσο, η μελέτη αυτή δε δύναται να ολοκληρωθεί χωρίς τη δική σας συμμετοχή. Συμμετέχοντας στην έρευνα δεν διατρέχετε απολύτως κανέναν κίνδυνο, καθώς οι απαντήσεις σας θα είναι ανώνυμες και πλήρως εμπιστευτικές. Γνωρίζουμε πόσο πολύτιμος είναι ο χρόνος σας και εκτιμούμε την προσπάθειά σας να μας βοηθήσετε. Ελπίζουμε να έχετε την ευγενική καλοσύνη να συμβάλλετε στο έργο μας με το να γράψετε απλώς τις απόψεις σας, οι οποίες θα έχουν ιδιαίτερη αξία για εμάς και θα χρησιμοποιηθούν αποκλειστικά και μόνο για τον σκοπό της παρούσας έρευνας. Η συμμέτοχή σας στην μελέτη είναι εθελοντική και για τον λόγο αυτό θα εκτιμηθεί ιδιαίτερα.

ΟΔΗΓΙΕΣ

Το ερωτηματολόγιο απευθύνεται αποκλειστικά σε όσους έχουν επισκεφτεί το νησί της Σκιάθου για τις διακοπές τους τουλάχιστον μία φορά. Δεν θα σας χρειαστούν περισσότερα από δέκα λεπτά για να απαντήσετε στις ερωτήσεις. Δεν υπάρχουν σωστές και λάθος απαντήσεις, επομένως αποτυπώστε ελεύθερα τη γνώμη σας σημειώνοντας τις απαντήσεις εκείνες που σας εκφράζουν και σας αντιπροσωπεύουν περισσότερο.

Στην περίπτωση που θέλετε να ενημερωθείτε για τα αποτελέσματα της έρευνας ή έχετε οποιαδήποτε απορία σχετικά με αυτήν, μπορείτε να στείλετε email στο std103877@ac.eap.gr Επίσης, ολόκληρη η Διπλωματική Εργασία με τίτλο "Building destination loyalty: The case of Skiathos island, Greece" θα αναρτηθεί στο Ακαδημαϊκό Αποθετήριο της Βιβλιοθήκης του Ελληνικού Ανοικτού Πανεπιστημίου (https://apothesis.eap.gr/handle/repo/11157), μετά την επιτυχή ολοκλήρωσή της.

Σας ευχαριστώ πολύ για την πολύτιμη βοήθειά σας

Τελλιάδης Ιωάννης

ΕΙΚΟΝΑ ΤΟΥ ΠΡΟΟΡΙΣΜΟΥ (DESTINATION IMAGE)

Οι πρώτες πέντε προτάσεις θα αποτυπώσουν την εικόνα που έχετε για το νησί της Σκιάθου σε συγκινησιακό επίπεδο (affective image). Παρακαλώ σημειώστε πως σε αυτήν την ενότητα χρησιμοποιείται η κλίμακα Likert των 5 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 5 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

1. Η Σκιάθος είναι συναρπαστική.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

2. Η Σκιάθος είναι ευχάριστη.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

3. Η Σκιάθος είναι χαλαρωτική.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

4. Η Σκιάθος είναι βαρετή.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

5. Η Σκιάθος είναι διεγερτική.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΑΝΑΖΗΤΗΣΗ ΝΕΩΤΕΡΙΣΜΟΥ (NOVELTY SEEKING)

Οι απαντήσεις σας σε αυτή την ενότητα θα αποτυπώσουν την άποψή σας σχετικά με την μοναδικότητα της Σκιάθου. Παρακαλώ σημειώστε πως και σε αυτήν την ενότητα χρησιμοποιείται η κλίμακα Likert των 5 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 5 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

6. Ο προορισμός αυτός προσφέρει μια ασυνήθιστη εμπειρία.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

7. Ο προορισμός αυτός προσφέρει καινούριες ανακαλύψεις.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

8. Ο προορισμός αυτός προσφέρει καινούριες εμπειρίες.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

9. Ο προορισμός αυτός είναι καινούριος για μένα.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΣΥΝΑΙΣΘΗΜΑΤΙΚΟΣ ΔΕΣΜΟΣ ΜΕ ΤΗΝ ΣΚΙΑΘΟ (PLACE ATTACHMENT)

Στην ενότητα αυτή θα αξιολογηθεί το συναισθηματικό σας δέσιμο με τον προορισμό της Σκιάθου. Παρακαλώ σημειώστε πως εδώ χρησιμοποιείται η κλίμακα Likert των 7 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 7 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

10. Η Σκιάθος είναι ένας πολύ ξεχωριστός προορισμός για μένα.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

11. Ταυτίζομαι έντονα με αυτόν τον προορισμό.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

12. Κανένα άλλο μέρος δεν μπορεί να μου παρέχει την ίδια εμπειρία διακοπών όπως η Σκιάθος.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

13. Το να κάνω διακοπές στη Σκιάθος σημαίνει πολλά για μένα.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

14. Είμαι πολύ δεμένος με αυτόν τον προορισμό διακοπών.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

15. Η Σκιάθος είναι το καλύτερο μέρος για αυτά που μου αρέσουν να κάνω στις διακοπές μου.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

16. Το να κάνω διακοπές εδώ είναι πιο σημαντικό για μένα από το να κάνω διακοπές σε ένα άλλο μέρος.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

17. Δεν θα αντικαθιστούσα με κανένα άλλο προορισμό για αυτού του είδους τα πράγματα που έκανα κατά τη διάρκεια των διακοπών μου στη Σκιάθο.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7 Συμφωνώ απόλυτα

ΑΝΤΙΛΗΠΤΗ ΑΞΙΑ (PERCEIVED VALUE)

Σε αυτό το κομμάτι διερευνάται η άποψή σας με βάση τη σύγκριση μεταξύ των πλεονεκτημάτων ή της ωφελιμότητας που αποκτήθηκε από την επίσκεψή σας στη Σκιάθο και του τι θυσιάσατε ή πληρώσατε. Παρακαλώ σημειώστε πως σε αυτήν την ενότητα χρησιμοποιείται η κλίμακα Likert των 5 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 5 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

ΥΠΟΔΟΜΕΣ

18. Θεωρώ πως η τοποθεσία της Σκιάθου είναι βολική.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

19. Θεωρώ πως η Σκιάθος έχει καλό αεροδρόμιο.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

20. Θεωρώ πως η Σκιάθος έχει μεγάλο λιμάνι.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΕΠΑΓΓΕΛΜΑΤΙΣΜΟΣ ΤΟΥ ΑΝΘΡΩΠΙΝΟΥ ΔΥΝΑΜΙΚΟΥ

21. Είναι πάντα πρόθυμοι να βοηθήσουν.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

22. Είναι ευγενικοί.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

23. Δείχνουν κομψοί.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΠΟΙΟΤΗΤΑ

24. Θεωρώ πως η Σκιάθος προσφέρει υψηλή αρχιτεκτονική ποιότητα/αισθητική.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

25. Θεωρώ πως η Σκιάθος προσφέρει υψηλής ποιότητας διασκέδαση και ανέσεις.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

26. Θεωρώ πως η Σκιάθος προσφέρει υψηλής ποιότητας καταλύματα και εστιατόρια.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΧΡΗΜΑΤΙΚΟ ΚΟΣΤΟΣ

27. Οι τιμές των καταλυμάτων είναι καλές.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

28. Οι τιμές των καταστημάτων είναι λογικές.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

29. Συγκριτικά με άλλους παρόμοιους προορισμούς, η Σκιάθος έχει καλές τιμές.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΜΗ ΧΡΗΜΑΤΙΚΕΣ ΘΥΣΙΕΣ

30. Η Σκιάθος είναι ένας ασφαλής προορισμός με χαμηλή εγκληματικότητα.
Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

31. Η ρύπανση στη Σκιάθο κυμαίνεται σε λογικά επίπεδα.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

32. Η ηχορύπανση στη Σκιάθο κυμαίνεται σε λογικά επίπεδα.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΣΥΝΑΙΣΘΗΜΑΤΙΚΗ ΑΞΙΑ

33. Νιώθω χαρούμενος σε αυτόν τον προορισμό.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

34. Ο κόσμος της Σκιάθου μού μεταδίδει θετική ενέργεια.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

35. Απολαμβάνω την ατμόσφαιρα της Σκιάθου.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΚΟΙΝΩΝΙΚΗ ΑΞΙΑ

36. Τα άτομα που γνωρίζω θεωρούν πως η Σκιάθος έχει καλύτερη εικόνα από άλλους παρόμοιους προορισμούς.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

37. Τα άτομα που γνωρίζω θεωρούν πως η επίσκεψή μου στη Σκιάθο είναι κάτι καλό.

Διαφωνώ απόλυτα   1   2   3   4   5   Συμφωνώ απόλυτα

ΙΚΑΝΟΠΟΙΗΣΗ

Οι ακόλουθες δηλώσεις μετρούν τα επίπεδα της ικανοποίησης σας από την Σκιάθο. Παρακαλώ σημειώστε πως εδώ χρησιμοποιείται η κλίμακα Likert των 7 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 7 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

38. Η Σκιάθος ήταν ένας υπέροχος προορισμός.

Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

39. Κατά την επίσκεψή μου στην Σκιάθο, πέτυχα τον σκοπό των διακοπών μου.

Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

40. Λαμβάνοντας υπόψη όλες τις παραμέτρους (χρόνος, προσπάθεια, χρήμα), είμαι ικανοποιημένος από την επίσκεψή μου στη Σκιάθο.

Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

41. Έχω ευχάριστες αναμνήσεις από την επίσκεψή μου στην Σκιάθο.

Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

42. Η επίσκεψή μου στην Σκιάθο ανταποκρίθηκε στις προσδοκίες μου.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

43. Συνολικά, η απόφασή μου να επισκεφτώ την Σκιάθο ήταν η σωστή.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

ΑΦΟΣΙΩΣΗ ΣΤΟΝ ΠΡΟΟΡΙΣΜΟ (DESTINATION LOYALTY)

Τέλος, σε αυτήν την ενότητα διερευνάται ο βαθμός της αφοσίωσής σας στην Σκιάθο. Παρακαλώ σημειώστε πως και εδώ χρησιμοποιείται η κλίμακα Likert των 7 βαθμών, από το 1 που αντιστοιχεί στην απάντηση «Διαφωνώ Απόλυτα» έως το 7 που αντιστοιχεί στην απάντηση «Συμφωνώ Απόλυτα».

44. Αν έχω την ευκαιρία, θα επισκεφθώ την Σκιάθο ξανά.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

45. Θα επισκεφθώ την Σκιάθο ξανά στο μέλλον.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

46. Θα συνιστούσα την Σκιάθο σε συγγενείς και φίλους.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

47. Θα μιλούσα θετικά για την Σκιάθο.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

48. Θα ενθάρρυνα συγγενείς και φίλους να επισκεφθούν την Σκιάθο.
Διαφωνώ απόλυτα   1   2   3   4   5   6   7   Συμφωνώ απόλυτα

ΠΡΟΣΩΠΙΚΕΣ ΠΛΗΡΟΦΟΡΙΕΣ

49. Φύλο:

☐ Άνδρας

☐ Γυναίκα

☐ Θα προτιμούσα να μην απαντήσω

50. Ηλικία:

……………………

51. Οικογενειακή κατάσταση:

☐ Παντρεμένη/ος

☐ Ανύπαντρη/ος

52. Εθνικότητα:

……………………

53. Με τι μεταφορικό μέσο ταξιδέψατε στην Σκιάθο;

☐ Αεροπορικώς

☐ Ακτοπλοϊκώς

54. Ποιο είναι το επίπεδο των σπουδών σας;

☐ Αναλφάβητη/ος

☐ Απόφοιτη/ος Λυκείου

☐ Απόφοιτη/ος Ι.Ε.Κ.

☐ Απόφοιτη/ος Τ.Ε.Ι. – Α.Ε.Ι.

☐ Κάτοχος Μεταπτυχιακού τίτλου σπουδών

☐ Κάτοχος Διδακτορικού τίτλου σπουδών

55. Πόσες φορές επισκεφθήκατε το νησί της Σκιάθου;

☐ Μία φορά

☐ Δύο φορές

☐ Τρεις φορές

☐ Τέσσερις ή περισσότερες φορές

56. Ταξιδέψατε στη Σκιάθο με κάποιο οργανωμένο πακέτο διακοπών;

☐ Ναι

☐ Όχι

Author's Statement:

I hereby expressly declare that, according to the article 8 of Law 1559/1986, this dissertation is solely the product of my personal work, does not infringe any intellectual property, personality and personal data rights of third parties, does not contain works/contributions from third parties for which the permission of the authors/beneficiaries is required, is not the product of partial or total plagiarism, and that the sources used are limited to the literature references alone and meet the rules of scientific citations.