NTNU
Norwegian University of Science and Technology

Master's degree thesis

AM521413 Master Thesis in International Business

TOURISTS' PERCEPTIONS AND INTENTION TO REVISIT NORWAY

10006 Ana Florina Lazar

10005 Galyna Komolikova-Blindheim

Number of pages including this page: 125

Aalesund, 13.12.2016

Mandatory statement

Each student is responsible for complying with rules and regulations that relate to examinations and to academic work in general. The purpose of the mandatory statement is to make students aware of their responsibility and the consequences of cheating. **Failure to complete the statement does not excuse students from their responsibility.**

	Please complete the mandatory statement by placing a mark _in each box_ for statements 1-6 below.	
1.	I/we herby declare that my/our paper/assignment is my/our own work, and that I/we have not used other sources or received other help than is mentioned in the paper/assignment.	⊠

2.	I/we herby declare that this paper
	   1. Has not been used in any other exam at another department/university/university college
	   2. Is not referring to the work of others without acknowledgement
	   3. Is not referring to my/our previous work without acknowledgement
	   4. Has acknowledged all sources of literature in the text and in the list of references
	   5. Is not a copy, duplicate or transcript of other work
		Mark each box:
		  1. ⊠
		
		  2. ⊠
		
		  3. ⊠
		
		  4. ⊠
		
		  5. ⊠

3.	I am/we are aware that any breach of the above will be considered as cheating, and may result in annulment of the examination and exclusion from all universities and university colleges in Norway for up to one year, according to the Act relating to Norwegian Universities and University Colleges, section 4-7 and 4-8 and Examination regulations .	⊠
4.	I am/we are aware that all papers/assignments may be checked for plagiarism by a software assisted plagiarism check	⊠
5.	I am/we are aware that NTNU will handle all cases of suspected cheating according to prevailing guidelines.	⊠
6.	I/we are aware of the NTNU's rules and regulation for using sources.	⊠

Publication agreement

ECTS credits: 30

Supervisor: Associate Professor Richard Glavee-Geo

Agreement on electronic publication of master thesis

Author(s) have copyright to the thesis, including the exclusive right to publish the document (The Copyright Act §2).
All theses fulfilling the requirements will be registered and published in Brage, with the approval of the author(s).
Theses with a confidentiality agreement will not be published.

I/we hereby give NTNU the right to, free of
charge, make the thesis available for electronic publication: ☒**yes** ☐**no**

Is there an [agreement of confidentiality](#)?   ☐**yes** ☒**no**
(A supplementary confidentiality agreement must be filled in and included in this document)
- If yes: **Can the thesis be online published when the**
period of confidentiality is expired?   ☐**yes** ☒**no**

This master's thesis has been completed and approved as part of a master's degree programme at NTNU Ålesund. The thesis is the student's own independent work according to section 6 of Regulations concerning requirements for master's degrees of December 1st, 2005.

Date: 13.12.2016

Dedications

I, (Ana Florina Lazar), dedicate this thesis to my parents and my partner in life.

- *Mr. Doru Lazar, Mrs. Ioana Brad and Mr. Cosmin Martiniuc*

I, (Galyna Komolikova-Blindheim), dedicate this thesis to my parents, my dear husband and children.

- *Mr. Volodymyr Bielousov, Mrs. Alla Komolikova, Mr. Erik Andreas Blindheim, Anastasiia and Andreas Nicolai*

ABSTRACT

Purpose – The overall purpose of this study is to explore tourists' perceptions and their intention to revisit Norway. The aim is to find out what are the factors that drive the overall satisfaction, the willingness to recommend and the revisit intention of international tourists that spend their holiday in Norway.

Design-Method-Approach – the Theory of Planned Behavior (Ajzen 1991), is used as a framework to investigate tourists' intention and behavior towards Norway as destination. The overall conceptual model is divided into three sub-models. Three regression analyses are applied to the sub-models. The first regression analysis for sub-model 1 explored the effect of service quality, destination image and expensiveness on satisfaction. The second regression analysis for sub-model 2 explores the relationship between satisfaction and word of mouth recommendation. The third regression analysis for sub-model 3 explores the effect of service quality, satisfaction, word of mouth recommendation and expensiveness on revisit intention. Questionnaires were developed in English and German and distributed to 203 respondents.

Findings – the empirical findings support five out of eight hypotheses and show that the service quality and destination image positively influence tourists' satisfaction, and expensiveness has a weak negative influence on satisfaction. Another finding is that satisfied tourists are more likely to recommend Norway to others. Regarding the dependent variable intention to revisit, only one hypothesis is supported: service quality positively influence tourists' revisit intention. Satisfaction, WOM recommendation and expensiveness do not influence the tourists' intention to revisit. The control variables age and income level have a negative impact on the revisit intention.

Limitation of the study – a major limitation of this master thesis is that the sample consists of only 203 respondents. Another limitation is the selection of the sample. Since the sample came from one regian (Møre and Romsdal) the study cannot be generalized.

Managerial implications –This study determines which factors influence the tourists' intention to revisit, satisfaction and WOM recommendations. It is advised to Norwegian Ministry of Trade and to the tourism businesses to focus on strategies for promoting a unique image of Norway as a tourists' destination, to improve service quality in the tourists' spots, and to focus on the younger segment of tourists which are more likely to come back.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF APPENDICES

CHAPTER 1. INTRODUCTION

1.1 Background of the study

Tourism is a term widely used throughout the world. Tourism is an energetic and competitive industry that needs to meet the ability to adapt and prepare to the customer's desires and changing needs. The tourism business must focus on customer's satisfaction for safety, relaxation, entertainment and enjoyment. The travel businesses comprise of a wide variety of sectors with different services and products (Innovation Norway, 2015). The world's largest industry is the tourism industry that has recorded a new record for the world tourism in the year 2014. The figures from the UNWTO (the World Tourism Organization) has shown that 1.1 billion tourists have crossed the national borders. These figures represent a new record for tourism world-wide. Europe has been recorded for being the most popular Continent with 584 million arriving people. The growth of this industry represented an economic increase that brought high benefits and improvements for the Economy in Europe. The World Tourism Organization state that the year 2015 is the sixth consecutive year of tourism growth with a new record with 609 million tourists, which means that 29 million people more than the previous year.

In Norway, the figures presented by Statistics Norway and UNWTO in 2011 show that the GDP accounted by the tourism industry is 4,3 %. Other figures show that one in fifty people in Norway work in the tourism branch. The total consumption in Tourism for the year 2011 is 130 billion Norwegian Kroner (NOK). One of the fastest growing sector in the tourism industry is the cruise industry. As stated by the Innovation Norway survey for Tourism, the cruise ship tourists in 2014 had a consumption of approximately 12 billion NOK. It is estimated that roughly 2.3 billion NOK from the total consumption remained in the asset of the industry of Norway. The Institute of Transport Economics state in their research, that the number of port calls in Norway have grown from 29 ports in 1993 to 37 ports in 2014 (Institute of Transport Economics, 2015). In the Norwegian ports, the total number of cruise passenger increased from 1.2 million in 2006 to around 3 million arrivals in 2013, with a decrease in the number of cruise visitors in 2014 with 2.7 million. The increase from 2006 to 2013 equals a growth of 14% per year. The highest growth in the cruise passengers was from 2011 to 2013 with nearly 50% increase. In terms of the number of cruise port calls in Norway, half of the total cruises anchor on the west coast. The west coast ports dominate

with a share of 65.6% in 2014. Regarding the nationality of the cruise ship passengers, the survey made by the Institute of Transport Economics, show that the growth in the cruise traffic is mainly due to the European guests. Germany and Great Britain are the most significant markets. The Germans representing 28% and the British 26% of the total guests in the year 2012. The cruise sector, as many researchers stated, is a sector that grows continuously. The Institute of Transport Economics wrote a report with forecasts for the cruise industry in the Norwegian ports. Their report goes until the year 2060 and their findings show that the "high-estimate" scenario for the cruise passengers will have an annual increase rate of 3,49%. The lowest estimate scenario shows a growth of 0,3% yearly. The findings show that the cruise industry will grow annually for the next forty years (Institute of Transport Economics, 2015).

1.2 Purpose of the study

The overall purpose of this study is to explore tourists' perceptions and intention to revisit Norway. The aim is to find out what are the factors that drive the overall satisfaction, the willingness to recommend and the revisit intention of international tourists that send their holiday in Norway. The main objective is to examine the effect that service quality, satisfaction, recommendation intention and expensiveness have on the revisit intention (destination loyalty). It is expected that satisfaction has an impact on customer loyalty. Cornin and Tayler (1992) suggested that customer satisfaction has a strong influence on loyalty. We would like to see through the findings of this research, if in the case of tourism, what are the key factors that will drive the tourist loyalty towards Norway as a destination.

1.3 Research Problem (research questions)

Tourism and travel play an important role in the economy of Norway. The great part of the generated income by tourism and travel come from the visitors from other countries. Because tourism is an important part of the economy, it is interesting to find out how Norway provides value to the visitors. A better knowledge of the expectations and perceptions from the tourists coming from abroad can be useful in the Norwegian marketing for services and products (Borchgrevink and Knutson, 1997). Many researchers have focused more on the intention to revisit a tourist destination than to attract new visitors. For example, the findings of Petrick et al. (2001) was that the tourist satisfaction level, the perceived value and their behaviour influence tourist revisit intention (Stylos et al., 2016). The main objective of this study, is to find out which factors influence the tourist intention to revisit Norway as a

destination. Our research will also investigate what drives tourists' overall satisfaction and their word of mouth recommendation for Norway as a tourist destination. Hence, the research questions of this study are as follows:

1. Which factors influence tourists' intention to revisit Norway as a destination?
2. Which of the factors influence the overall satisfaction while visiting Norway?
3. What is the relationship between tourists' satisfaction and word of mouth recommendation?
4. What are the implications for international marketing of Norway as a tourist destination?

1.4 Justification of the study

The tourism industry sector is facing a continuous growth throughout the whole world. The forecasts made by different researchers and public institutions in Norway for the next years show a growth in number of yearly visitors from outside the country's borders that will arrive in Norway. For example, from the next year, 2017, Norway will welcome in some of the ports, the biggest cruise ships in the world, Harmony of the Seas, with a capacity of around 6,700 passengers (Wikipedia.org, 2016). More cruise ship passengers and more visitors mean a higher revenue for the Norwegian tourism companies. It is important to find out what influences tourists satisfaction and their future intentions, like recommendation and loyalty. In order to have a better understanding of the factors influencing the travellers' behaviour and perceptions about Norway, we handed out questionnaires to tourists that visited the Møre og Romsdal area in Norway during the summer season of 2016. In this study the focus is on tourists that arrived in Norway with the cruise ship, car, bus or airplane. The findings of this study could help business, firms and the public sector, how tourists are influenced by the services and products they find at the destination and if these have an impact on their returning decision. The loyalty, in tourism, for a destination is an issue, because visitors that remain loyal to a destination can bring important opportunities for the business working in this industry. The findings from this study can provide the government and the tourism business managers information that is valuable for marketing strategies and also helps discover the behaviour of the tourists and their perceived value of Norway as a destination.

1.5 Scope of the study

This Master Thesis is written to analyse the perceptions and intentions of the people who choose Norway as a tourist destination. The sample that we interviewed consists of 203 tourists that come to Norway on their own or with an organised group (bus or cruise ship). The interview was made through a questionnaire with questions regarding overall satisfaction, recommendation intention, destination image, service quality, revisit intentions, expensiveness and cost expectation.

1.6 Organization of the study

The study is organized as follows:

Figure 1.1: Organization of the study

Chapter 1	Chapter 2	Chapter 3	Chapter 4	Chapter 5	Chapter 6	Chapter 7	Chapter 8
Introduction	Norway as a tourist destination	Literature and theory review	Research model and hypothesis	Research methodology	Measurement assesment data validation	Data analysis &empirical findings	Summary, discussion, conclusions &implications
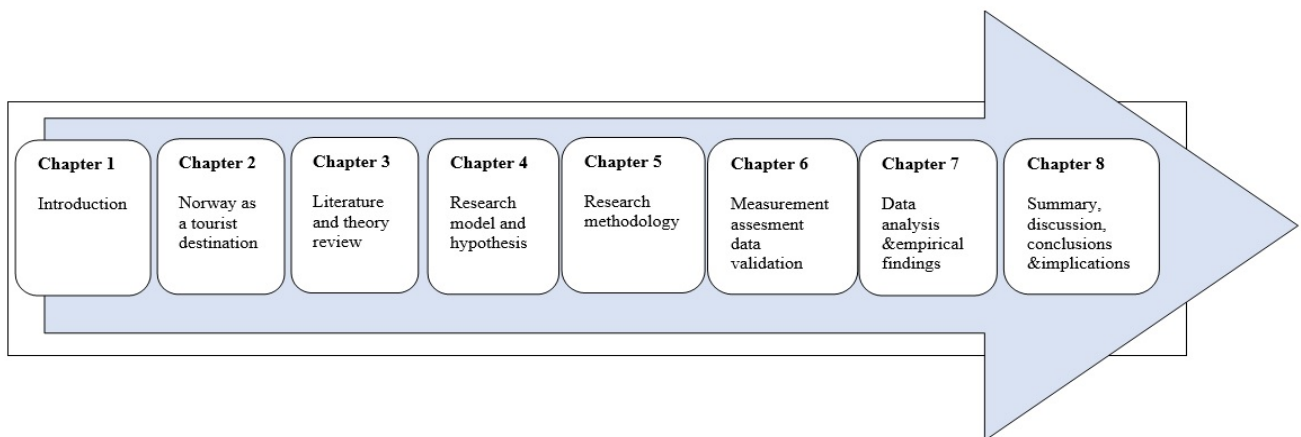
The **first chapter** – Introduction – gives an observation over the background of the research, relevant theories, which have been used, the research questions and problems. At the end, the justification of our work, the practical implication of the study and the organization of this thesis are included.

In the **second chapter**, the authors present an overview of Norway as a tourist destination. Discussion goes around the geography, politics, economy, tourist sector (economical context) and governance of tourism industry nationally and internationally. The challenges in tourism sector are reviewed, and conclude that tourism is the important sector in Norwegian economy.

In the **third chapter**, the review of the literature used in this study is presented. The factors of the research, which are: destination image, customer satisfaction, recommendations, service quality, and expenditure, where explored with the relevant literature. The main theoretical concept of the study is the Theory of Planned Behaviour.

The **fourth chapter** discusses the overall model of the study and presents the hypotheses of the study. The model is divided into three sub-models and eight hypotheses are formulated. The hypotheses are tested and evaluated in the statistical analysis that follows later in chapter seven.

In the **fifth chapter**, the study focuses on research methodology and philosophical position. The design of the research, empirical settings and geographical location of the place where the study was held are presented. Data collection processes and procedures of sampling and measurement of the items are presented as well.

In the **sixth chapter,** the detailed explanation of data screening, descriptive statistics and an overview of the sample is given. The factor analysis, validity and reliability of the measurements are also discussed in this chapter.

In the **seventh chapter**, the model estimation, the analysis of the correlation and regression are included. The three sub-models are analysed separately. The assessment of normality homoscedasticity, linearity and independence of residuals are also investigated.

The findings are summarized in **chapter eight**. The theoretical and managerial implications, limitations and further research and the conclusion of this study are discussed.

1.7 Summary

In this chapter, the background of the study, research problem, justification of the study and the organization of the study were presented. This study is organized and divided in 8 chapters.

CHAPTER 2. NORWAY AS A TOURIST DESTINATION: AN OVERVIEW

2.1 Introduction

In the first chapter, the background of the study, purpose of the study, research problem (research questions), justification, scope and organization of the study were discussed. In Chapter 2, Norway as a tourist destination is described. The focus is on geographical position, climate, politics and economy of Norway. Tourism is a fast-growing sector of the Norwegian economy. In this chapter the economic impact of travel and tourism is discussed. The national tourism organization and governance, as well as the challenges in Norwegian tourism industry are presented.

2.2 Norway as a tourist destination

Norway is a Scandinavian country with around 5 million inhabitants, although it is large country with an area of 385,22 square kilometres it is one of the most sparsely populated country in Europe. The kingdom of Norway is dominated by fjords, mountains, thousands of islands, lakes and glaciers (wikipedia.org). With the fjords included, Norway has an impressive 25.000 km long coastline. Norway is a unitary state composed of nineteen districts and two areas with special status – Island of Svalbard and Jan Mayen. The districts are divided into 430 municipalities. The largest municipality is the capital of Oslo with a population of around 660.000 inhabitants, which represents almost 20% of the whole population (jurnaululdenord.info). Figure 2.1 shows the map of Norway and some of the various tourist attractions.

Figure 2.1: Map of Norway *(best-served.co.uk)*
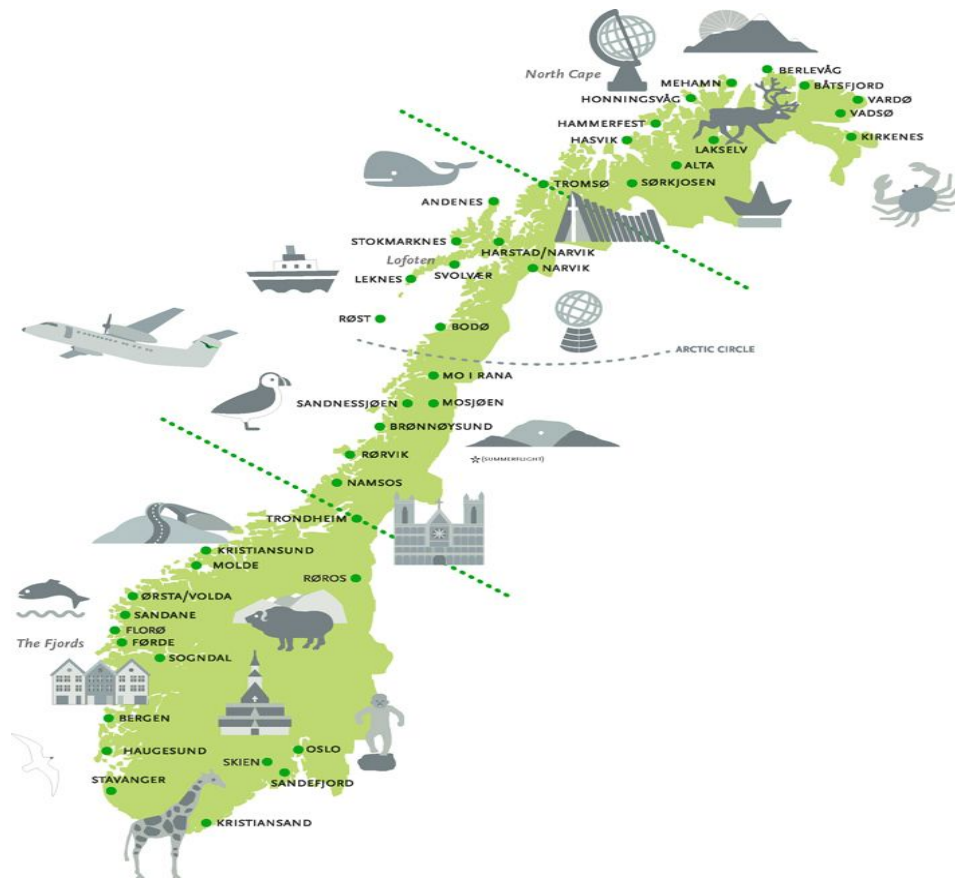
Norway is an attraction because of its landscapes and nature. The country's nature include an abundance of high mountains, deep and long fjords, lakes and glaciers (tripadvisor.com). The fjords are one of the most dramatic and beautiful landscapes features on planet earth. The best known places for fjords are Norway and Canada (fjords.com). Norway has around 1.190 fjords, with the longest of 205 km and a depth 1,308 meters (wikipedia.org). In addition to the natural wonders, Norway offers a mix of culture, lifestyle, history and adventure. From the south to the north visitors can enjoy from the cosmopolitan capital of Oslo, nature with mountains, fjords and glaciers, the midnight sun, the northern lights, museums and adventure sports.

Norway is one of the world's most thriving country with a high number of museums that represent almost all aspects of the social history and culture. Regarding sports and adventures, Norway offers a wide variety of things to do in the summer time and during the winter (planetware.com). The Scandinavian country, Norway, gives the possibility to

experience the culture and history, explore the nature, taste the local food and have a lot of leisure and sport activities. All of these make Norway a unique and complete destination for tourists. Compared to other countries, Norway has a unique combination of value propositions as a tourist destination. This includes fjords, fresh seafood, activities based on nature and culture of the coast (visitnorway.com, 2012).

2.3 The climate of Norway

Because Norway is sharing the same latitude with Greenland, Alaska and Siberia, it is seen as a wet and cold country. Due to the location on the east side of the ocean, the Gulf stream brings a warm current near the shores of the coastline. Thanks to the Gulf stream, Norway has a much more friendlier weather conditions than the latitude. The mountainous coastline is the reason for large differences of climate between the south and the north side of the country. The biggest difference in Northern part of the country is the midnight sun in the summer and no daylight in the winter. Therefore Norway is also called "the land of the midnight sun" (met.no). The wettest area occurs on the west coast as well as in the Møre area. On the west coast, Norway has one of the highest annual precipitation in Europe. In the summer months, Norwegians can enjoy temperatures that are higher than 20 degrees, and that thanks to the midnight sun. In winter time the coast remains ice free, due to the Gulf stream. Temperatures vary from south to north (met.no). The following map (figure 2.2) shows the climate zones of Norway.

Figure 2.2: The climate zones of Norway *(Climate – Norway, climatestotravel.com, 2016)*
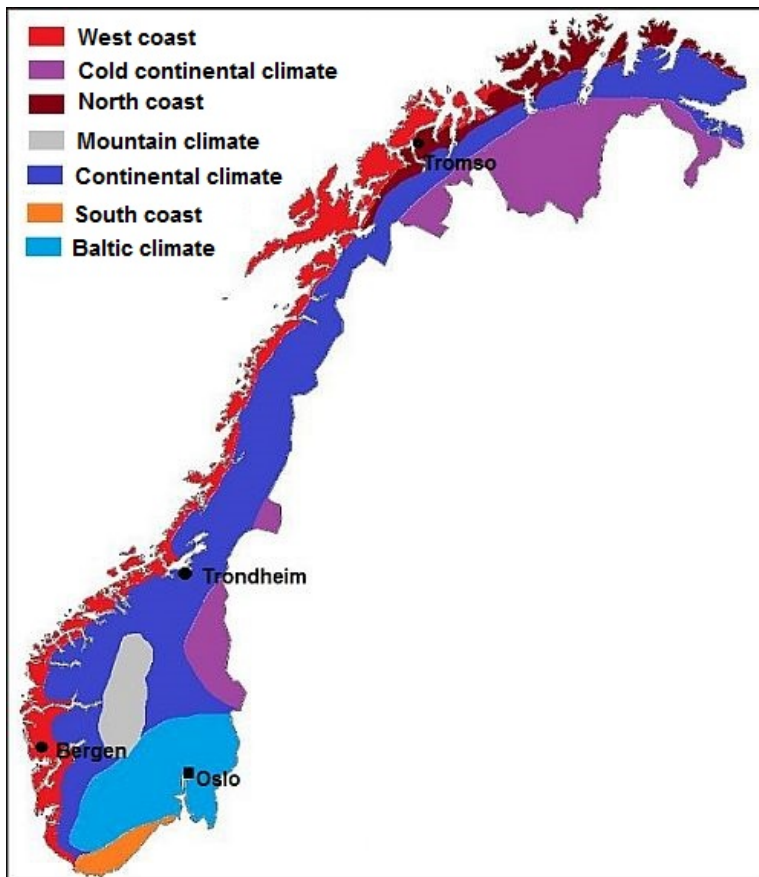
2.4 Politics and Economy

In the Kingdom of Norway the form of government corresponds to a constitutional monarchy with a parliamentary system of government. The Kings council, the cabinet has the executive power and it is managed by the prime minister. The economy of Norway has registered growth from the beginning of the industrial era. The economy is mixed with large ownership of the Sate in strategic areas and the free market. The economic growth of Norway is due to the riches of natural sources, this contain petroleum, hydroelectric power and fish. As an oil exporter, Norway is the fifth largest exporter in the world. Today Norway has one of the highest standard of living across Europe. The World Bank ranked Norway as the fourth highest GDP per capita in the world (wikipedia.org, 2015).

2.5 Economic Impact of Travel and Tourism

Tourism has a high impact on a country's social development and economy. Tourism provides jobs and protects the national and cultural values and heritage. In the world, in

2014, tourism accounted for 10% of the global GDP and created 277 million jobs. 47% of the travelers come from the emerging economies, which represents a high increase since the year 2000, where they represented 38%. This sector is faster growing than other important sectors such as financial services, health care and automotive. In Norway the direct contribution of tourism to GDP (Gross domestic product) was 2,9% of the total GDP (91,8 billion Norwegian Kroner) in 2014. The direct contribution to a countries GDP generated by travel and tourism means the "internal" spending in a country by residents and non-residents for leisure or business purposes. The direct contribution to GDP is determined from the total internal spending by cutting out the contributions made by diverse industries other than tourism (World Travel & Tourism Council, 2015).

The total contribution in Norway of travel and tourism was in 2014 – 7,1% of GDP (224.6 billion Norwegian Kroner) and the forecasts show an increase of 7,4% of GDP until 2025. The total contribution of the GDP in tourism comprise of inducted and indirect impacts on the country's economy. Figure 2.3 shows the total contribution of Travel and Tourism to GDP and the forecast for the next 10 years (World Travel & Tourism Council, 2015).

Figure 2.3: The total contribution of Travel and Tourism to GDP (*WTTC, Travel & Tourism Economic Impact 2015 Norway, wttc.org)*
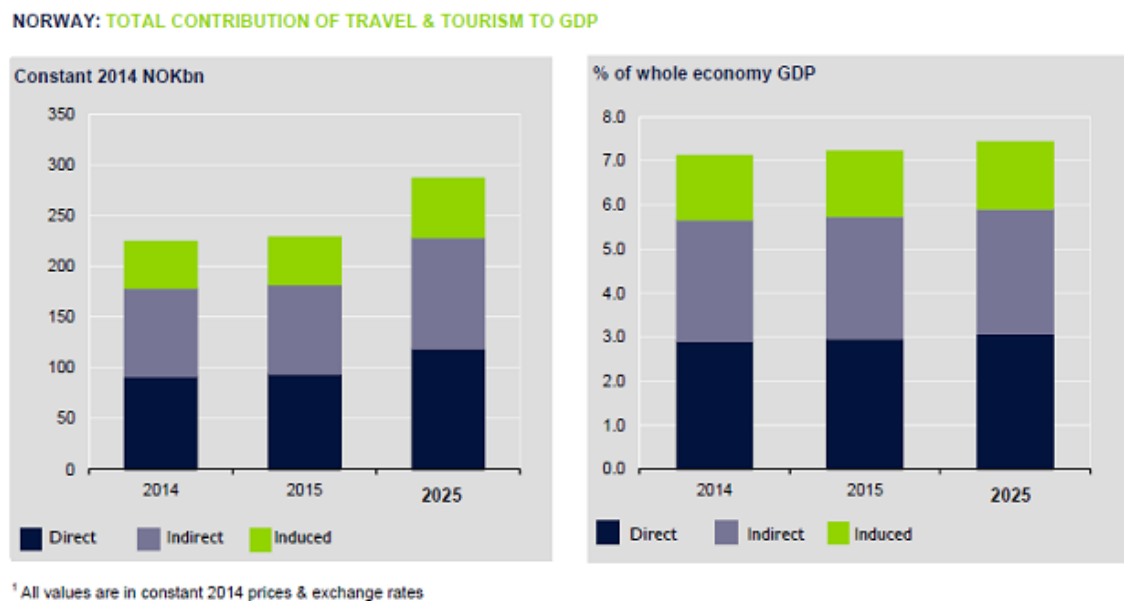
Regarding the employment for the tourism sector in 2014 the direct contribution is 133.000 jobs (5% of total employment in Norway). Tourism had in 2014 the total contribution of employment of 10,1%, this means 266.000 jobs. The total contribution includes jobs that are indirectly associated with the tourism industry. The forecast for the total contribution of employment in 2025 is 264,000 jobs (9.7% of total employment), a decrease of 0.1% over the next years. Figure 2.4 shows the total contribution of Travel and Tourism to Employment and the forecast for the next years (World Travel & Tourism Council, 2015).

Figure 2.4: The total contribution of Travel and Tourism to Employment (WTTC, Travel & Tourism Economic Impact 2015 Norway, wttc.org)
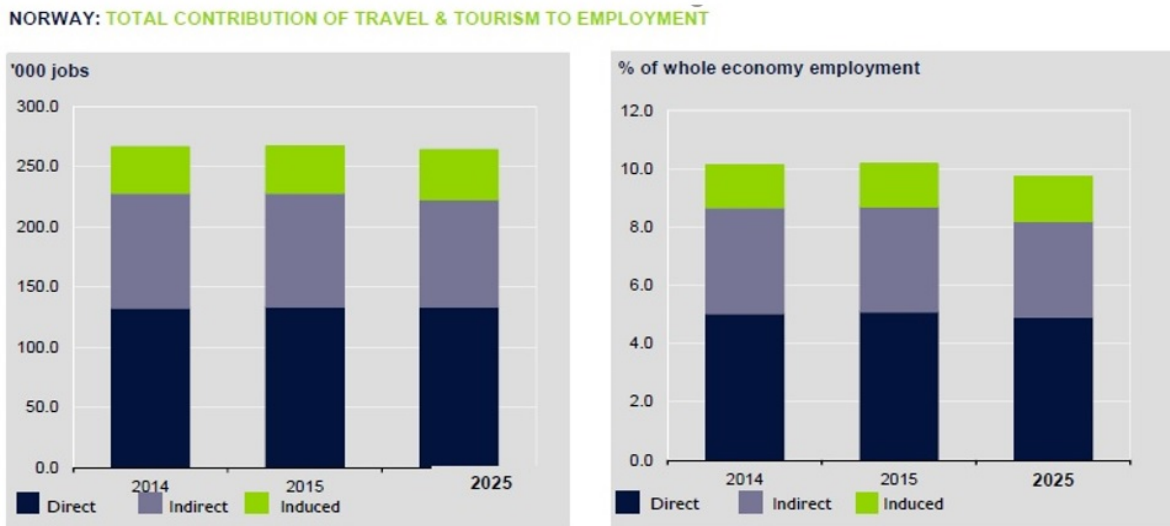
2.6 Norwegian Tourism Organization and Governance

The industry of tourism is influenced by the decision taken by public bodies. Norway's NTO (National Tourism Organization) is a public company called Innovation Norway. This public owned company has the responsibility to promote Norway as a tourist destination on an international level (Organisation for Economic Co-operation and Development, 2014).

Figure 2.5: Organization of tourism bodies, (OECD, adapted from the Ministry of Trade and Industry, 2014)
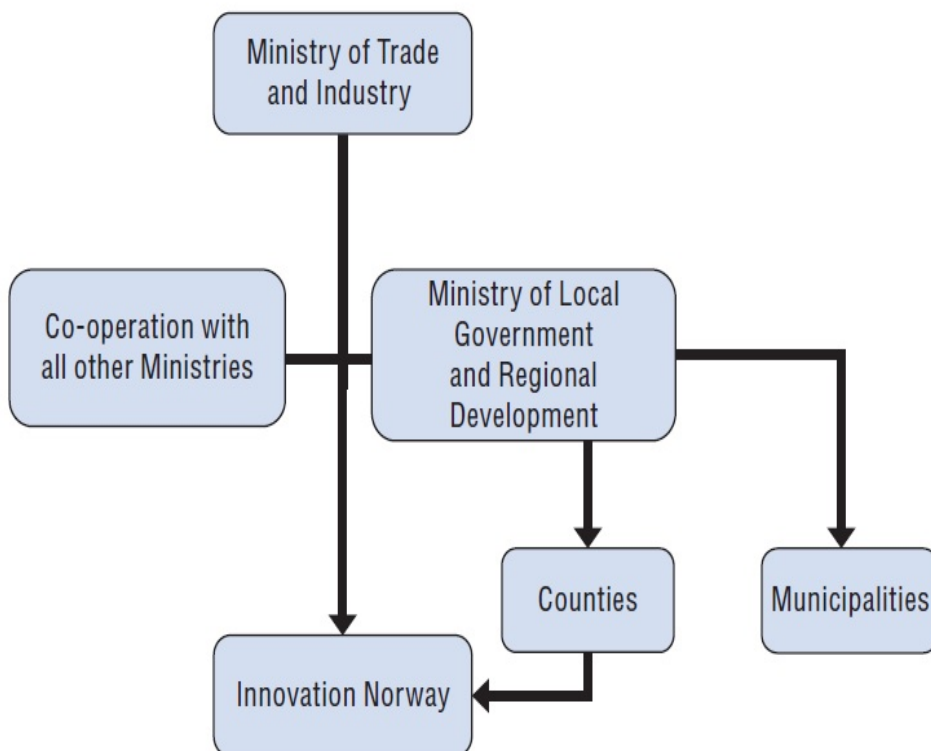
Another responsibility is also the development of this sector inside the country. The headquarters of this company are in Oslo, the capital of Norway, and there are also offices in Norway's all 19 counties. Outside the country, Innovation Norway has offices in 33 countries. The Ministry of Trade and Industry has the overall responsibility on a national level. Every year the Ministry of Trade and Industry proposes a lump sum for the promotion of Norway as a destination for tourism. After this sum is admitted as a state budget, the Ministry of Trade and Industry forewords and guides this budget to Innovation Norway. Innovation Norway has the obligation to establish action plans for the offices inside and outside the country's borders. The tourism budget for development and promotion comes

from the state budget. In 2008 the budget was 215 million NOK and an increase of 17% was generated until 2012 (252 million NOK). The Ministry of Trade and Industry started in 2012 a National Strategy for tourism that is called "Destination Norway". Destination Norway has three main objectives:

- Increase value creation and productivity in the tourism industry
- Increase year-round jobs in tourism
- Norway – a sustainable tourist destination

The main goal is to leverage the unique cultural and natural heritage of Norway as the foundation for product development and innovation in order to increase price and value for tourist products in international and national markets (OECD, tourism trends and policies, 2014).

2.7 Challenges in Norwegian tourism industry

Tourism comprises of more industries and elements, like accommodation, transport, different service providers, attraction and activity players and tour and travel companies. The requirements of the travellers are getting higher and higher and they seek unique and authentic experiences. The tourism sector is growing on an international level, thus Norway has to create more unique opportunities for travellers so they can increase their desire to spend money when passing through various regions in Norway. In general, for the tourism industry it is preferred to have a good infrastructure and access to attractions across the country (Governments tourist strategy, p.12, 2008). Norway has a mountainous and fjord combined landscape, thus inland transportation can be problematic. On the west coast railways are limited and ferries, bridges and tunnels are indispensable. Thus, reaching different destinations can be difficult since people have to depend on a ferry's schedule (nationsencyclopedia.com, 2016).

Another problem in the tourism industry is the seasonal fluctuations. The tourist season in Norway begins in May and it is almost over in September. This is due to weather, for example on the west coast some important tourist spots and attractions close during the winter time because of very difficult snow conditions. Some companies working for the tourism industry are not so profitable as companies in other industries. Because of the seasonal fluctuations, companies can't afford to hire staff for the whole year. This makes it

very difficult for companies to maintain a stable and professional team. The seasonal variation makes it difficult for companies to improve profitability (Ministry of Trade and Industry, 2005)

2.8 Summary

Norway is a northern country with a unique landscape and specific climate. Its fjords, mountains, small islands and nature are attractive to tourists all over the world. The mix of culture, lifestyle, history and adventure – is what Norway offers to its visitors. When we talk about climate, there are differences in climate, between coastal and inland as well as between south and northern parts of Norway. The form of government in Norway, corresponds to a constitutional monarchy with a parliamentary system of government. The economic growth of Norway is due to the riches of natural sources, ranking Norway as the fifth largest exporter in the world. Norway has the fourth highest GDP per capita in the world. The direct contribution of tourism to GDP (Gross domestic product) in Norway was 2,9% of the total GDP (91,8 billion Norwegian Kroner) and the direct contribution to employment is 133.000 jobs (5% of total employment in Norway) in 2014. Norwegian national tourism organization is a public company and is called Innovation Norway. This company promotes Norway as a tourist destination on an international level. The Ministry of Trade and Industry has responsibility on a national level. The infrastructure and logistics are some of the challenges the tourism sector faces. Some important tourists' attractions are closed for winter due to weather and difficult snow conditions. This is a fact that contributes to tourism businesses that are seasonable and unsure for entrepreneurs.

CHAPTER 3. LITERATURE AND THEORY REVIEW

3.1 Introduction

 In the previous chapter an overview of Norway as a tourist destination was presented. In this chapter, the literature for the constructs under study and the Theory of Planned Behaviour are reviewed.

3.2 Previous research

Previous research in the tourism field is reviewed. The previous findings for the following constructs: destination image, satisfaction, word of mouth recommendation, service quality, revisit intention, expenditure and Icek Ajzen's (1991) Theory of Planned Behaviour are discussed.

3.2.1 Destination Image

Image can be defined as the sum of ideas, beliefs and impressions that persons have about a place, an object or a destination (Helgelsen and Nesset, 2011; Hallmann et al, 2015; Glavee-Geo and Mørkeset, 2016). The image of a product, place or brand can influence the decision to purchase or acquire. The actions, attitudes and behaviour of people are extremely dependent on the place, brand or object's image. Image has a high influence on how persons perceive objects. Destination image can be defined as the tourists' perceptions of attractions or attributes that are accessible at a destination. Destination image plays a huge role when promoting or describing the place, products or services at a destination. There are various studies that have used "image" as a term connected to tourism. It is of high importance to examine factors that create a positive image for tourists, because a positive image helps and strengthens the choice where people want to spend holidays (Hallmann, et al., 2015).

Researchers have argued that the decision-making process of people for destinations is influenced by the positive images. Court and Lupton (1997) stated that a positive image of a destination affects in a positive way the visitor revisit intention in the future. Other studies show that the destination image influences positively the satisfaction and perceived quality (Assaker, et al., 2010; Lee et al., 2005). In 1996 Gartner develops the "cognitive", "affective" and "conative" components of destination image. The "cognitive" image comprise of knowledge and beliefs about a destination with the focal point on tangible attributes. The "affective" component of image indicates the emotional responses, reflecting

the feelings of the tourists towards the destination. Russel and Sondgrass (1987) stated that the people can develop affective emotions and evaluations for a place while visiting and after they left. The "conative" component has been considered by scholars and researchers as a synonym to intention. This component of destination image represents the affective consideration of tourists for a travel destination or place (Stylos et al., 2015). The formation of a destination image comes from sources like promotional brochures, the opinion of others, general media and other information sources. When visiting an actual place, the image and perception of the destination will be modified based on the experience and information of first hand. Destination image can be considered both in terms of holistic component and attribute based component. Psychologists define imagery as a way of storing and processing the information in the memory. The process of image can be based on holistic information. This can be called "mental picturing". In addition, images can be based on observable or directly measurable characteristics, like attractions, price levels, scenery or accommodation. Other images can be based upon intangible characteristics like safety, friendliness of people or general atmosphere. Thus destination image comprise of both tangible and intangible aspects (Echtner and Ritchie, 1991). The table (3.1) presented below shows the definitions of destination image suggested by different researchers.

Figure 3.1: Definitions of Destination Image (Hallmann, et al., 2015)

Reference	Definition
Image	
Crompton (1979, p. 19)	Sum of beliefs, impressions, ideas, and perceptions that people hold of objects, behaviors, and events
Aaker and Myers (1982, in Dowling 1986, p. 110)	Set of meanings by which an object is known and through which people describe, remember, and relate to it. That is, it is the net result of the interaction of a person's beliefs, ideas, feelings, and impressions about an object
Keller (2008, p. 342)	Associations a consumer holds of a brand
Destination image	
Hunt (1975, in Echtner and Ritchie 2003, p. 41)	Perceptions held by potential visitors about an area
Lawson and Baud Berry (1977, in Jenkins 1999, p. 2)	The expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or a group might have of a particular place
Baloglu and McCleary (1999a, p. 870)	An attitudinal construct consisting of an individual's mental representations of knowledge, feelings, and global impression about an object or destination
Bigné, Sánchez, and Sánchez (2001, p. 608)	The subjective interpretation of reality made by the tourist
Gallarza, Gil Saura, and Garcia (2002, p. 56)	Nature is complex (it is not unequivocal), multiple (in elements and processes), relativistic (subjective and generally comparative), and dynamic (varying with the dimensions of time and space).
Kim and Richardson (2003, p. 217)	A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time

3.2.2 Satisfaction

Customer satisfaction can be defined as the overall perception and assessment on a products attributes, that consumer can measure directly with an ideal criteria. Customer satisfaction is important for the long-term benefits, that will lead to loyal customers and profitability that remains continuous for companies (Liu and Yen, 2010). Customer satisfaction is defined by Oliver (1989) as an emotional, affective and evaluative response for a product or service after it has been bought or received. These responses are evaluated with the expectations before the purchase (Padma, 2016). Satisfaction is an important concept, because it is vital for survival and success of businesses of any type (Sun et al., 2013). Customer satisfaction has the "expectancy disconfirmation" theory as the most accepted concept (Barsky, 1992; Oh and Parks, 1997; McQuitty et al, 2000). The theory formed by Oliver (1980) proposed that the level of satisfaction is emerged from the differences among perceived and expected performance. This happens when a product or service is superior or better than the customer expects. Customer's satisfaction, as other studies show can have an indirect or direct impact on the results of a business (Holjevac et al., 2013; Anderson et al., 1994; Yeung et al., 2002; Luo and Homburg 2007). Measuring the consumer satisfaction is a process that provides valuable information for the research in tourism. The customer satisfaction can give insight to the tourists' future intentions (Kim et al., 2010). Other researchers have shown that satisfaction links to the tourists' decision to return at the same destination (Bigne et al 2005, Kozak and Rimming, 2000). There are several studies that confirm that satisfaction predicts loyalty (Kandampully and Suhartanto, 2000; Dimitriades, 2006; Chi and Qu, 2008; Faullant et al., 2008). At the same time, repeated visits may not occur although tourist can be very satisfied with the destination. This happens because of lack of travel time, expensiveness and a very high variety for alternative destinations. Although satisfied tourists may not revisit the destination for the second time, they can recommend the destination to others (Wu, 2015; Söderlund,1998). Studies about tourist satisfaction show that the satisfaction is necessary and important for a successful tourist destination. The most important predictor of loyalty is satisfaction (Wu, 2016). Satisfaction can influence the decision to return at a destination and the choice of services and products at that tourist place. Studies also show that satisfied tourists are more likely to recommend the tourist destination to friends, family and colleagues (Sun et al., 2013). Cornin and Tayler (1992) have proven that satisfaction has an influence on the customers future buying intention. They have also shown that customer satisfaction increases loyalty, but it is not a linear relationship. Satisfaction can lead to customer loyalty.

There are two important paradigms that explain the behaviour and the decision making in tourism, the emotional and cognitive views. People process the information that is external in order to form their judgements and own beliefs. The emotional view, opposed to the cognitive view, is based on feelings that a certain destination creates, thus feelings are here the important component for creating the experience. Satisfaction is studied together with these paradigms in the recent studies. Thus, satisfaction derives from a person's cognitive and affective experience (Bosque and Martin, 2008).

3.2.3 Recommendation (word of mouth)

"Word of mouth" (WOM) is an informal communication between people about a certain product or service. The people who recommend products or services through "word of mouth" are independent of the providing firm, thus there is no motive to lie. The "word the mouth" can be through internet or direct from person to person (Reza and Samiei, 2012). McClery and Baloglou (1991) wrote that the "word of mouth" (WOM) recommendations are one of the most important source for shaping and forming images about a destination for tourists that haven't seen that particular destination. Thus, from what non-visitors hear about a destination, they can form a positive or non-positive image (Vassiliadis, 2008). Past studies show that satisfied tourists with the service quality and perceived value may revisit the destination and they will recommend the destination to others. On the other hand, customers, in this case tourists, that are not satisfied with their vacation and destination, will not return and they will not recommend this trip to friends and family (Baker and Fulford, 2016). The WOM recommendation has proven to be a very effective way to determine the decision making later on. It is believed that the receiver of WOM can raise the expectation, prior to see or experience the new product or service. As an example, when a person raises the question to buy a specific product, there are more chances that he/or she buys the product if friends or family have already bought that specific product and they recommend it (Huang et al., 2012). The recommendation about a destination, coming from relative or friends can become an information that is a reliable source for persons that want to travel to that destination. There are studies that have evidence about the positive and negative WOM recommendations (Lewis & Chambers, 2000). Satisfied tourists will recommend the destination to others, and there is probability for them to also revisit the destination. At the same time, there is a strong relation between tourists that are not satisfied and negative recommendations (Satta et al., 2015). Anderson (1998) wrote that customers that are highly

satisfied or dissatisfied tend to be intensely affective in the recommendation. Thus, how intensely customers are satisfied or dissatisfied plays an important role in shaping and determining the attitude and WOM recommendation (Satta et al., 2015).

3.2.4 Service Quality

Service quality is a concept that is complex and subjective, having a different meaning to different people. The most universal definition for service quality is the difference between perception and expectation of the service customers receive (Parasuraman et al., 1988; Grönroos, 1982). The most popular scale for measuring service quality was developed by Parasuraman et al (1988). They found five dimensions of service quality: responsiveness, reliability, assurance, tangibles and empathy. The scale of service quality consists of twenty-two items that asses the perceptions and expectations of customers. The results have shown the gaps between the expectations and perceptions for a service. The expected service was exceeded by the service received, this meaning a positive result, while a negative result means a service with a low quality. This instrument shows that when the received service exceeds the expectation of customers, service of quality occurs. This instrument has been applied in different industries and also in the tourism industry (Holjevac et al., 2013). Studies regarding service quality suggested that a high service quality can lead to a positive and high repurchase behavior of the customer. Customers can be satisfied or dissatisfied as a result of the services received from an organization. Providers of service try to improve continuously in order to satisfy their customers which can also lead to customer loyalty (Saleem and Raja, 2014). Customer satisfaction and service quality are two concepts that are distinct, although they are related. Carman (1990) and other authors stated that service quality has an antecedent that is represented by satisfaction. (Carman, 1990; Bolton and Drew, 1991) This means that a customer that is satisfied with the experience, will have a positive attitude towards the service quality. Other authors stated the opposite, that service quality is an antecedent of satisfaction, meaning that a customer with a positive evaluation of service quality will lead to a satisfied customer (Anderson et al., 1994; Oliver, 1997; Churchill and Suprenant, 1982; Zeithaml and Bitner, 2003; Oh, 1999; Jamali, 2007) The conclusion is that both satisfaction and service quality are distinct but there is a relation between those two concepts (Holjevac et al., 2013). Providing a high service quality is recognized as an important factor that can lead to high success in the tourism industry. Both service quality and satisfaction perceived by tourists can lead to loyalty for a destination (Hui et al., 2006).

3.2.5 Revisit intention

The customers that revisit a tourist destination represent a valuable opportunity for businesses (Jang and Feng, 2007; Brida et al., 2012) Different authors suggested that some tourists are more assured and reliant to return to a place that is already familiar for them (Gursoy and McCleary, 2004; Prentice and Andersen, 2000) It is possible that tourists create an emotional attachment to a particular destination and maybe they will choose to return to the destination that they previous liked (Gitelson and Crompton, 1984; Kemperman and Joh, 2003; Kyle et al, 2003). This kind of tourists, that return to the same destination contribute to an income that is a stable source that businesses can use in order to develop (Oppermann, 2000). Several studies support the fact that the main factor that is influencing the return decision of tourists is satisfaction (Luo and Qu, 2016; Chen and Tsai, 2007; Petrick, 2005). The satisfaction factor has been used widely in the tourism research and is shows that satisfied tourists are more likely to return to the same place (Brida et al., 2012). Other researchers suggest that the return to the same destination is influenced by the destination image, previous visits, familiarity with a place, facilities and attributes of a certain destination, reputation and quality of a destination (Barros and Assaf, 2012). Petrick (1999) stated in his Ph.D. dissertation, that in the tourism field, the loyalty and repurchase intention are generally predicted by measuring the service quality and satisfaction (Petrick and Backman, 2002). The phenomenon of repeating visits has been studied broadly for the tourism industry. Some studies suggest satisfaction as the main factor for intention, but for example in the case of Mallorca (Spain), 55% of the British tourist want to revisit this destination. There are several reasons why they would revisit Mallorca. Findings suggested that some tourists come back because of familiarity and some for specific events. Other authors for instance found out that significant factors for returning at a destination are income and age (Gitelson and Crompton,1984; Gabe et al. 2006). Researchers like Gitelson and Crompton (1984) found out that the re-visitation intention increases with a tourist's age, which shows that the older persons have experienced more travel and destinations. They also found in their research that tourists are more likely to return to destinations that are familiar because this reduces the risk of selecting the wrong location, because they get emotionally attached to their destination and because some of them would like to visit and experience places at the destination that they missed (Gabe et al., 2006).

3.2.6 Expenditure

The visitor's consumption at a destination is defined by the World Tourism Organization as the "total consumption expenditure made by a visitor or on behalf of a visitor for or during his/her trip and stay at a destination" (statistics.unwto.org, WTO, 2002). The studies carried out through time, about tourist spending on vacation, shows that factors like number of children, income, occupation and age affect the tourists expenditure. For example, empirical studies show that younger people spend less during a vacation (Kozak, 2001). First time visitors are concerned about the external factors, which include the price or cost of the holiday. The tourists which repeat the visit at a destination are more concerned with the emotional feelings about their previous stay because they enjoyed the place and the quality of the excursion. These two types of tourists are willing to pay or spend different amounts for good and services consumed. These two types of tourists have been analysed by various authors (Alegre and Juaneda, 2006). According to several studies about tourist expenditures, there are two main factors that distinguish consumers regarding their expenditure level: travel related factors and social demographic characteristics. The travel factors include visit purpose, length of stay and previous visits. The demographic factors include: material and educational status, nationality, professional category etc. There is a lack of spending behaviour in tourism in the empirical work (Soteriades and Arvanitis, 2006).

3.2.7 Theory of planned behaviour

Icek Ajzen (1991) was the first to propose the theory of planned behaviour. Through this concept Icek Ajzen wanted to improve and advance the predicted power of TRA (Theory of reasoned action). The Theory of Planned Behaviour was formulated as an extension from the theory of reasoned action. The theory of planned behaviour with the abbreviation TPB, is the main factor the intention of an individual to perform a behaviour. It is assumed that intentions capture the factors of motivations that affect or determine a behaviour. Intention, in the Theory of Planned Behaviour, has three main independent determinants. The following figure shows the model for the theory of planned behaviour.

Figure 3.2: Theory of planned behaviour (Icek Ajzen, 1991)
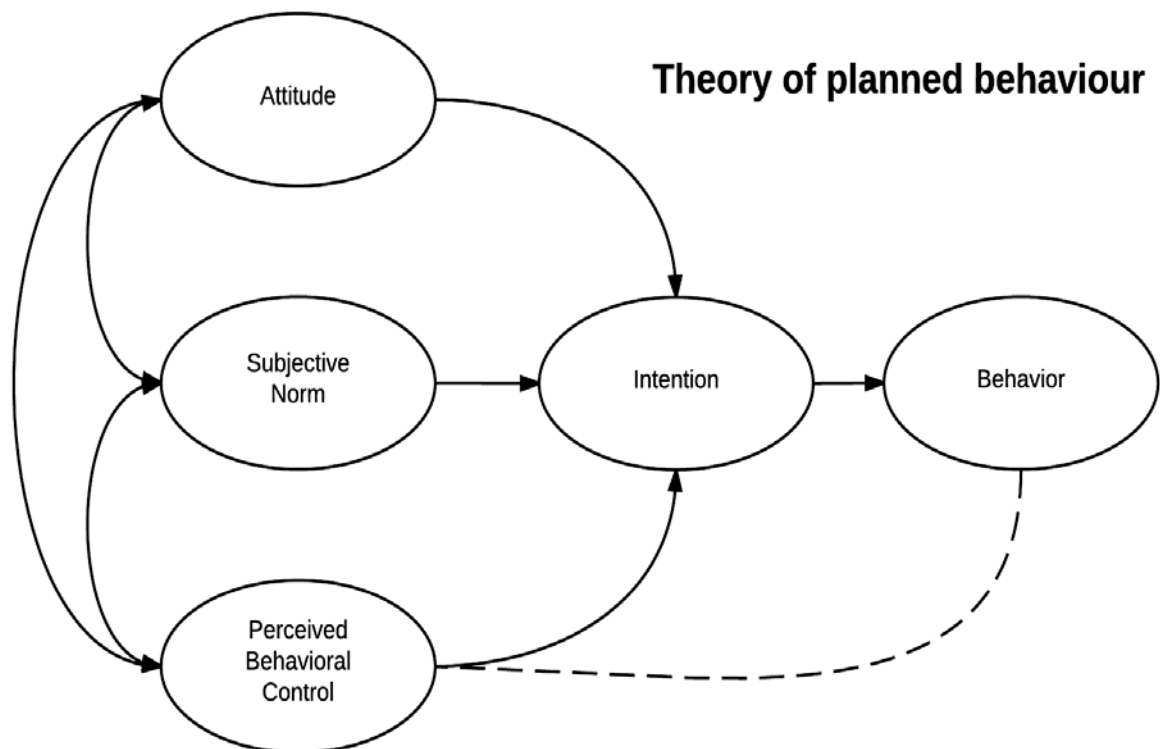
The first predictor is the "attitude toward the behaviour", and this indicates if a person has a positive or non-positive evaluation or assessment of the behaviour in case. The second determinant in the model of the theory of planned behaviour is the "subjective norm". The subjective norm refers to social pressure perceived in order to choose to perform or not the behaviour. The third independent determinant of intention is the "perceived behavioural control" which is the difficulty or ease perceived while performing a behaviour. The main objective is to predict the intention, but in some situations, it may be seen that only one of these determinants has the impact on the intentions. The theory of planned behaviour can be applied to various areas of interest and provide information that can be very useful in the attempt to find out the behaviours (Icek Ajzen, 1991).

In the context of hospitality and tourism industry there are only a few studies that analyse the model of Icek Ajzen from 1991 (Kassem et al., 2010; Quintal et al., 2010; Sparks and Pan, 2009). Although TPB (theory of planned behaviour) hasn't been widely used in the

studies of tourism, TPB helps understand the behaviour, the "subjective norm" and the "perceived behavioural control" that determines the persons support or predispositions for tourism. Focusing on "subjective norms", "attitudes" and "perceived behavioural control", TPB helps understand the motivations and determinants and also helps the researcher to determine ths strength in the variables that influence the behaviour of people towards tourism (Nunkoo and Ramkissoon, 2010). In this thesis, the Theory of Planned Behaviour is constructed with the following variables: destination image, recommendation, satisfaction, service quality, intention to revisit and expensiveness.

3.3 Summary

In this chapter the literature for the following constructs of the research were reviewed: destination image, customer satisfaction, recommendation, service quality, revisit intention, expenditure and the theory of planned behavior, proposed by Icek Ajzen (1991).

Destination image is important in promotion and description of the place. The previous studies stated that the positive image of a destination positively influences tourists' intention to revisit in the future (Court and Lupton, 1997). Other studies show relations between destination image and the satisfaction, as well as with the perceived quality (Guy Assaker, et al., 2010).

Customer satisfaction is defined as the overall perception and assessment on a product's attributes. It is important in "long-term benefits" and has direct and indirect impact on the business results (Chin-Hung Liu, Li-Chen Yen, 2010). The researches show links between satisfaction and tourists' decision to return to the same destination.

Recommendation or informal communication between people is one of the most important source of shaping and forming images about a destination for those tourists who have never been at that place before. There are studies which proves strong connection between satisfaction and positive recommendations, not-satisfaction and negative recommendations (Anderson, 1998).

Service quality is described as a complex concept. It has different impact for different people. Studies show relations between service quality and customer satisfaction (Saleem and Raja, 2014). Both service quality and satisfaction perceived by tourists can lead to

loyalty for a destination (Tak Kee Hui et al., 2006). Several studies support the fact that the main factor that influences the return decision of tourists is satisfaction (Bride et al., 2012). Satisfied tourists are more likely to return to the same place. The phenomenon of repeating visits has been studied broadly for the tourism industry. The different studies give us different factors which are significant in decision to revisit, such as; satisfaction, familiarity, income, age, emotional attachment (Gabe et al., 2006).

Other studies about expenditure suggest that family status (number of children), income, occupation and age affect tourist expenditure (Kozak, 2001). In general, there is a lack of spending behavior in tourism in the empirical work (Soteriades and Arvanitis, 2006).

The Theory of Planned Behavior, proposed by Icek Ajzen in 1991 has as the main factor the intention of an individual to perform a behaviour. It is assumed that intentions capture the factors of motivations that affect or determine a behaviour. Intention, in the Theory of Planned Behaviour, has three main independent determinants.

CHAPTER 4. RESEARCH MODEL AND HYPOTHESIS

4.1 Introduction

In the previous chapter, the relevant literature for the variables and theory of reasoned actions in tourism research were explained. In this chapter, the research model and the hypotheses are developed. The overall model and three sub-models are illustrated and the influence of independent variables on each dependent variable are presented based on theory and review of the literature.

4.2 An overview of research model

The Theory of Planned Behaviour (Ajzen, 1991) has been adopted widely as a powerful and important tool to test the behavioural intention of consumers. Reza and Samiei (2012) state that there are only a few previous tourism studies that have adopted the TPB (Sparks, 2007; Kassem et al., 2010; Sparks and Pan, 2009; Quintal, 2010). The overall conceptual research model of this study (figure 4.2) has been adopted to Ajzen's (1991) TPB, as shown in the model (figure 4.1) that follows:

Figure 4.1: Research model of this study adapted to the Theory of planned behaviour
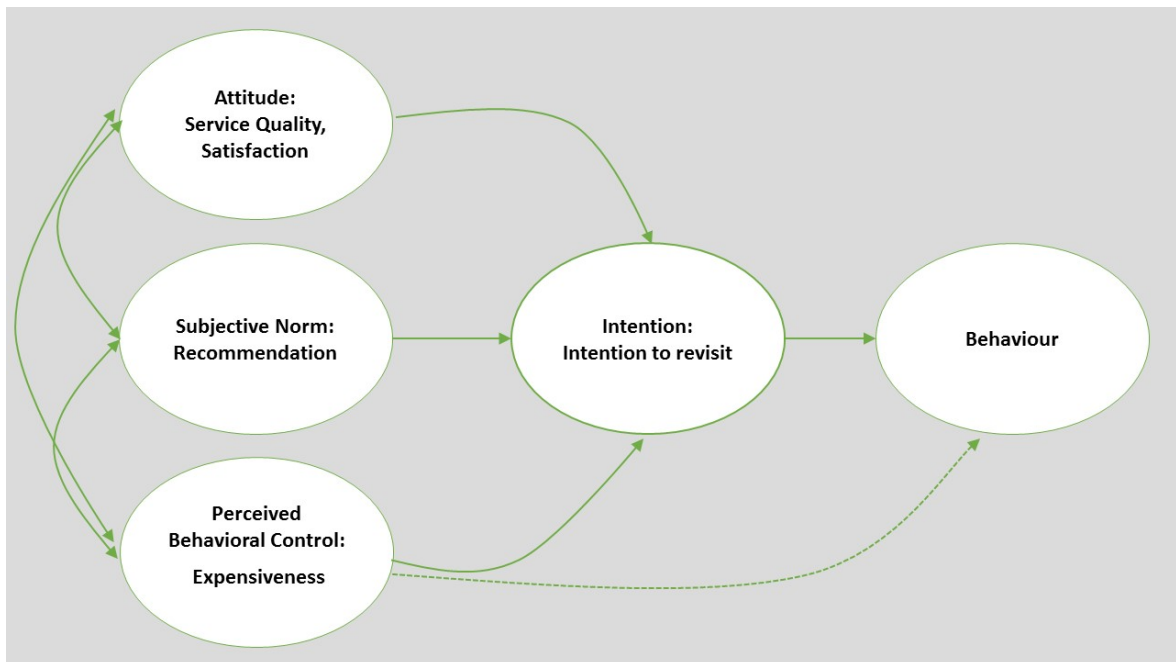
The model will be tested based on the formulated hypotheses and theory. The concepts (service quality, satisfaction, recommendation, image, intention to revisit and expensiveness) will be tested in order to find out their influence on the three different dependent variables: satisfaction, recommendation and intention to revisit.

Figure 4.2: The overall model
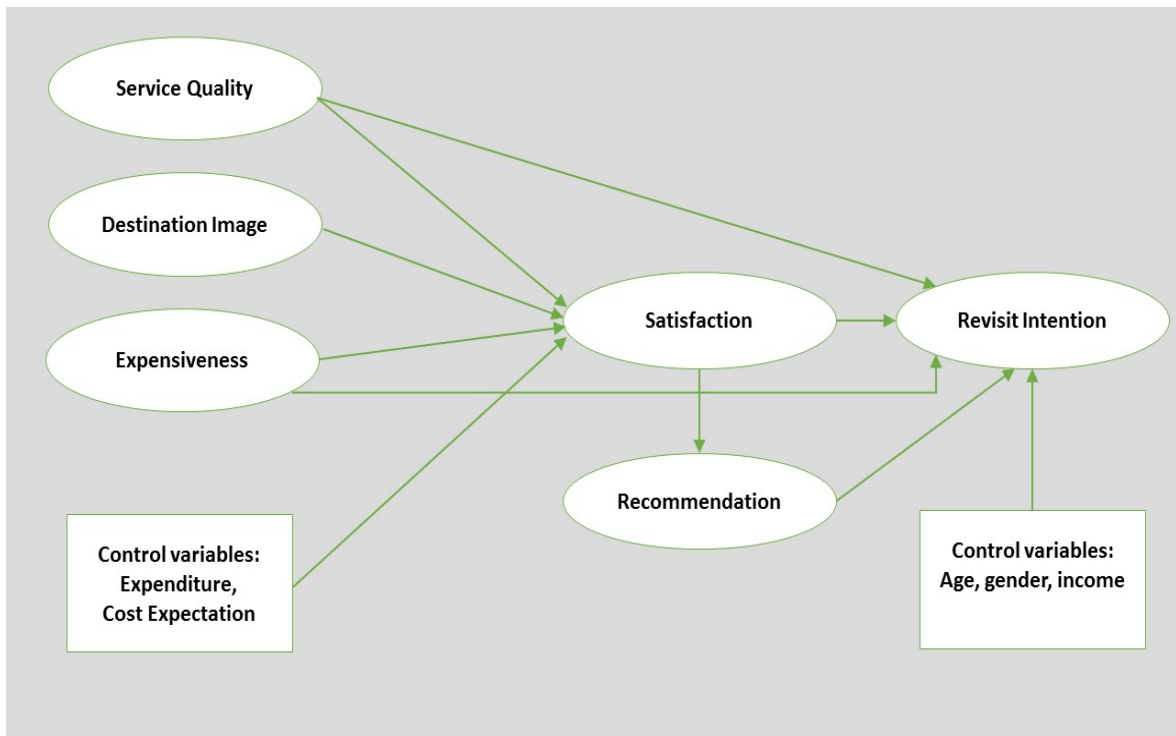
The above figure (4.2) represents our study's conceptual overall model of research and illustrates the relationships that are hypothesized. The model shows the key antecedents of tourist satisfaction, recommendation and intention to revisit Norway as a destination. There are several empirical studies that suggest that there is a relation between service quality and the revisit intention in the tourism industry (Park et al, 2016; Luo and Qu, 2016; Liu and Lee, 2016; Raza et al., 2012; Saleem & Raja, 2014). Service quality is assumed to be important in creating visitors that will return and remain loyal to the destination and they will also recommend the trip to others (Baksi, 2014). Satisfaction has also been shown, in previous research, to lead to the intention to revisit (Ozturk and Gogtas, 2015; Sun et al., 2013; Chi and Qu, 2008; Lee et al., 2011; Bigne et al, 2001). Satisfied customers with the destination are expected to influence positively their intention to revisit Norway as a

destination. Recommendation is hypothesized in our research to have an influence on revisiting Norway as a travel destination. Ozturk and Gogtas (2015) state that recommendation can influence the choice of a trip. They also found out that satisfaction has an influence on recommendation. The construct of destination image is hypothesized in the model to influence the tourist satisfaction. The image of a destination represents the persons overall perception of a destination. Various studies in tourism research have shown that the image of a destination influences the tourist satisfaction (Guy Assaker, et al., 2010; Mittal et al.,1999; Schreyer et al., 1984). Lee et al. (2005) suggested in their study that the perceived image of the destination has an impact on tourist satisfaction. The expensiveness factor is hypothesised to influence both satisfaction and intention to revisit. In previous tourism research, evidence or studies regarding the expensiveness of a tourist destination was not found. This factor, expensiveness, was chosen in the above presented model because Norway, as the Economist's Index stated, ranks at the top as one of the most expensive country and Oslo as one of the most expensive capital in the world (Tulin and Krajnyák 2010). Based on the literature review, this model will be tested, in order to find out if the tourists that have visited Norway, are satisfied and recommend this tourist destination. The third desired outcome form this model is to find out if the tourists will revisit Norway as a destination in the future. The factors that are assumed to influence the revisit intention are service quality, satisfaction, expensiveness and recommendation.

4.2.1 Dependent and independent variables

The overall model is divided into three sub-models as follows:

Figure 4.3: Sub-model 1, Satisfaction is a dependent variable

SUB-MODEL 1
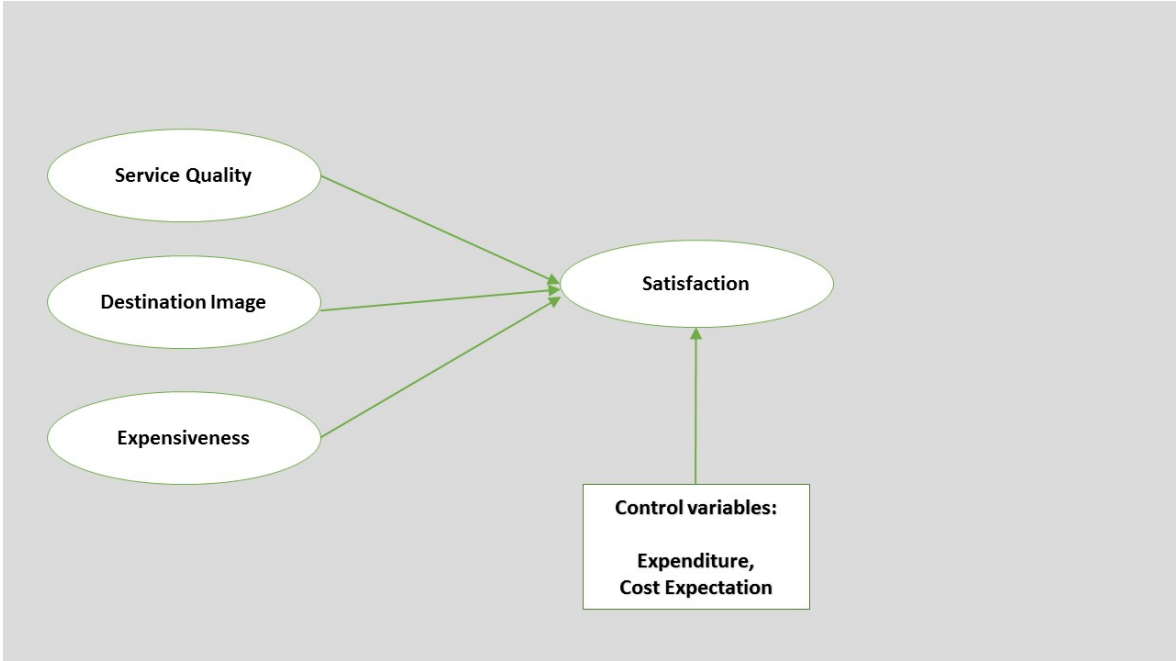
Figure 4.4: Sub-model 2, WOM Recommendation is a dependent variable
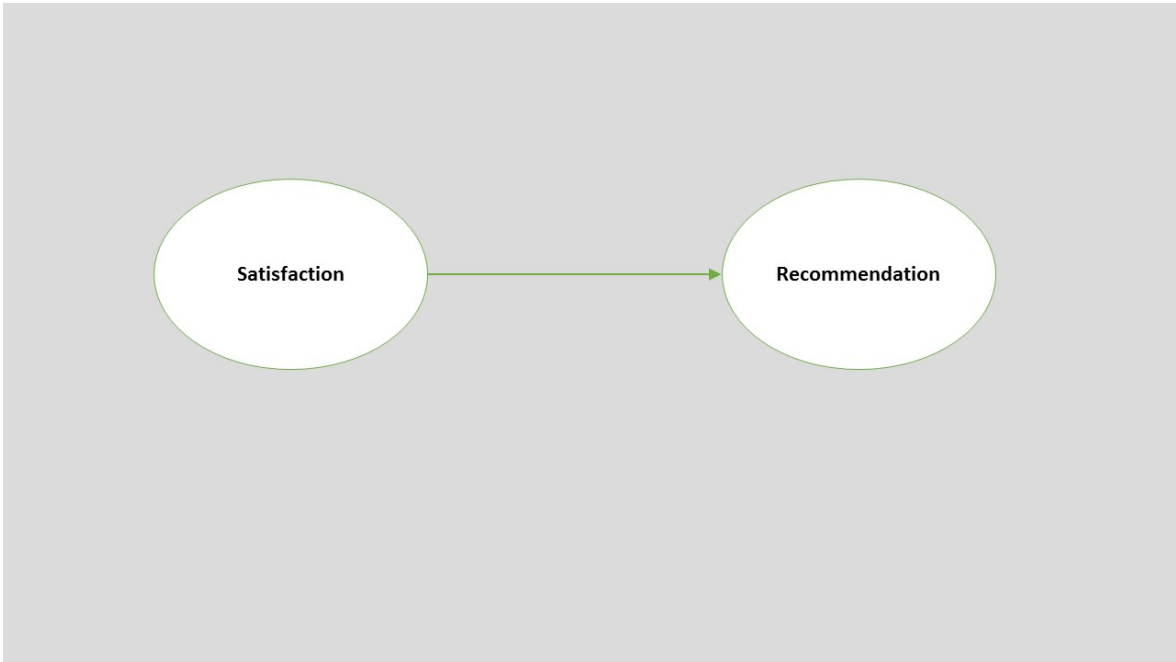
SUB-MODEL 2

Figure 4.5: Sub-model 3, Intention to revisit is a dependent variable
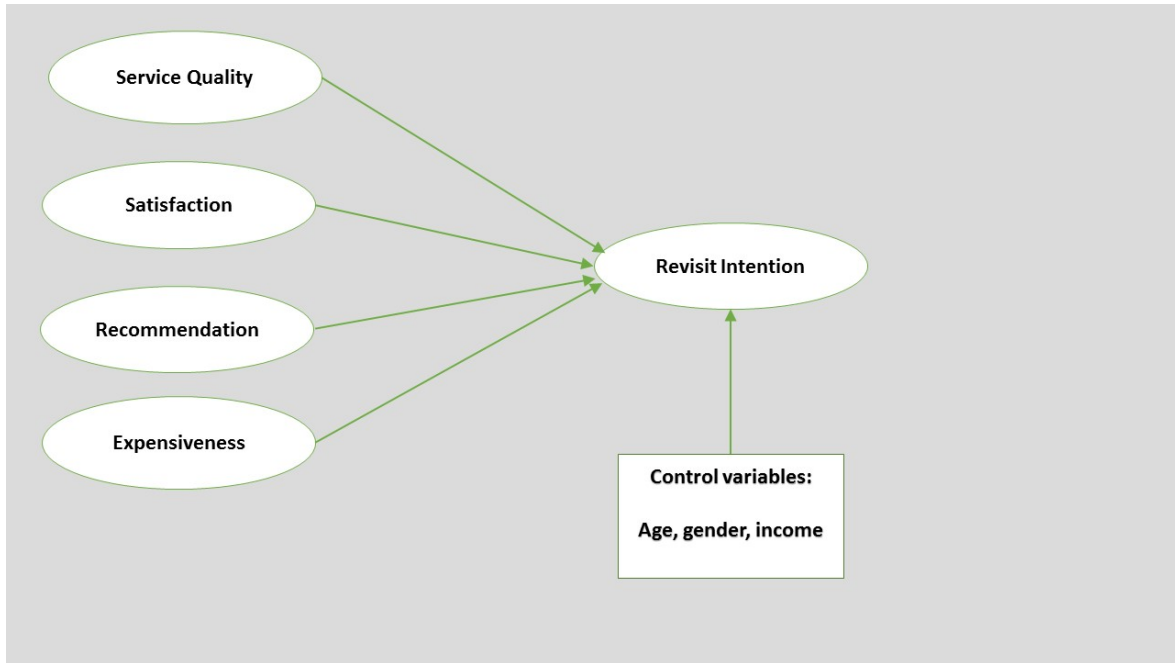
SUB-MODEL 3

4.3 Relationships between the factors and the corresponding hypoteses

4.3.1 The relationship among service quality and satisfaction (sub-model1)

Customer satisfaction is defined by Oliver (1981) as the emotional answer after the use of a service or product. Satisfaction and service quality are two distinct constructs, but they are related. If customers receive a high service quality, this will result in satisfied customers. Service Quality can predict satisfaction by evaluating the gap among perceived and predicted service. (Baksi, 2014). In previous studies, service quality has been perceived as an antecedent to customer satisfaction (Canny and Hidayat, 2012; Suki, 2013). Canny and Hidayat (2012) stated that in tourism literature, the connection between service quality and satisfaction are the utmost studied relations. Liu and Yen (2010) found evidence in their research about the effect of service quality on tourist satisfaction. The outcome of their research shows a positive impact of service quality on satisfaction (Parasuraman, 1988). Padma, (2016) has found in his research about the tourists visiting Portugal, that customers that where not satisfied with the quality of the services, as for example cleanliness and the

organization of the local transport, thus the result was dissatisfied customers. It can be concluded that, customers that are satisfied with the service quality in the tourism industry should result in an overall satisfaction of the destination, hence the following hypothesis is proposed:

H1: Service quality positively influence satisfaction

4.3.2 The relationship among destination image and satisfaction (sub-model1)

The image of a destination influences the tourist's behaviour, perceptions and the choice of a destination (Ghi and Qu, 2008). Previous studies suggest that destination image drives the overall satisfaction of a destination (Mittal et al.,1999; Schreyer et al., 1984). The destination image is one of the best concepts to adopt for the marketing strategy of a tourist destination. The tourists perceived image can lead to tourist satisfaction or dissatisfaction. The destination image can maintain attractions and the interest for tourists, thus the image can influence their satisfaction and future intention (Wu, 2015). Chi and Qu (2008) established in their tourism research journal article, the sequence that destination image influences tourist satisfaction thus tourist satisfaction influences destination loyalty. They state that the image is an antecedent of tourist satisfaction and satisfaction will further influence the revisit intention (Chi and Qu, 2008). The following hypothesis is proposed:

H2: Destination image positively influence satisfaction

4.3.3 The relationship among expensiveness and satisfaction (sub-model 1)

Although the authors of this study couldn't find relevant literature regarding expensiveness or the cost level of a destination in relation to satisfaction in the tourism research, they decided that, the way tourist perceive Norway in terms of how expensive it is to spend a holiday in this destination, can influence their revisit intention. The customer's perception of quality and price are important determinants of the consumer behaviour and decision (Zeithaml, 1988). Thus, the following hypothesis is proposed:

H3: Expensiveness negatively influence satisfaction

4.3.4 The relationship among cost expectation, expenditure and satisfaction (sub-model 1)

The authors of this study decided to keep the cost expectation and expenditure factors as control variables to find out how they will influence the research. In this study, tourists answered questions about how much money they expected to spend during their stay in Norway, how much money they actually spent per day and how they compare their budget used during the vacation in Norway with other previous vacations in Europe.

4.3.5 The relationship among satisfaction and recommendation (sub-model 2)

The word of mouth (WOM) recommendation affects the process of decision-making and the behavior of tourists. The recommendation that people receive from friends, family or colleagues, becomes an information that is reliable and may affect their future decision. There are various studies that suggest a relation among WOM recommendation and satisfaction (Satta et al., 2015; Andriotis & Agiomirgianakis, 2010; Hui et al., 2007). Previous studies show that Satisfaction has a positive influence on post-purchase behavior (Anderson and Sullivan, 1990; Cronin and Taylor, 1992; Keaveney, 1995; Fornell, 1992; Oliver, 1980; Oliver and Swan, 1989). Anderson (1998) stated that tourists that are highly satisfied or dissatisfied tend to be more affective in terms of recommendation. Santos et al. (2014) concluded in their research that the higher the satisfaction of tourists, the higher the willingness to recommend the destination. Empirical studies show that positive WOM recommendations in the cruise ship industry help with the publicity by attracting new customers through passengers that already have experienced the cruise and are satisfied with the trip (Satta et al., 2015). Based on previous findings the following hypothesis is formulated:

H4: Satisfaction positively influence recommendation

4.3.6 The relationship among service quality and intention to revisit (sub-model 3)

The service quality results from the comparison among the perceptions and expectations of the customers. The lower the expectations, the higher is the quality perceived (Boulding et al., 1993). Service quality consists of two dimensions. The first dimension consists of the service that the customers receive and the second dimension is the way they receive the service. The revisit intention is an influential factor on profit in the tourism industry (Park et al., 2016). Raza et al. (2012) stated in their study, about the revisit intention of tourists,

that the regression analysis results show a significant relationship among service quality and the intention to revisit. Their results also showed a strong relation between satisfaction and the intention to revisit. Also, Sallem and Raja (2014) found in their research that service quality has an impact on customer loyalty. Service quality increases the choice of customers to remain loyal to a destination or place. The following hypothesis is proposed:

H5: Service quality positively influence the intention to revisit (destination loyalty)

4.3.7 The relationship among satisfaction and intention to revisit (sub-model 3)

Tourist satisfaction is defined as the real perceived experience that is generated from the individual psychological experience at a travel destination. The more positive experiences tourists encounter at a destination, the higher will be the intention to revisit (Chou, 2013). Assaker et al. (2011) proposed two hypotheses about the overall tourist satisfaction and the intention to revisit. The first hypothesis was that the satisfied tourists will revisit the destination in the immediate future. The second hypothesis in the research of Assaker et al. (2011) is that the satisfied tourists will revisit the destination in the distant future, but this second hypothesis was not supported. The result supported the first hypothesis, resulting that tourists have the intention to revisit the destination in the short-term. Thus, there is a difference between short-and long term revisit intention. Opposite to Assaker et al. (2011), Bigne et al. (2009) found that satisfaction has a positive significant effect on the return at the same destination in the long-term. Other researches show a close connection between the satisfaction and return decision of tourists (Bigne et al 2005, Kozak and Rimming, 2000). The empirical studies in tourism suggest that satisfaction is an antecedent to the revisit intention (Wu, 2016). The following hypothesis is proposed:

H6: Satisfaction positively influence the intention to revisit (destination loyalty)

4.3.8 The relationship among recommendation and intention to revisit (sub-model 3)

The revisit of a destination has broader implications than the repurchase of a product or service, because the travel to a holiday is an expensive product and the choice of travel is not spontaneous decision (Alegre and Cladera, 2006). It is suggested that the word of mouth has an influence on the revisit intention. There are empirical studies that suggest that the WOM recommendation has a positive influence on the revisit intention (Kim et al. 2009, Liu & Lee 2016). There are also studies that measure the recommendation and revisit

intention as a single factor in relationships with other antecedents (Loureiro, 2014; Hui et al., 2007). In this study, the authors would like to find out if the tourists that are willing to recommend Norway as a destination, intend to revisit this destination. In the tourism literature, there are various reasons why the revisit of a destination is important for marketing strategy. First the costs are lower to attract the repeat customers because they already experienced the trip, second, tourists who revisit indicate they are satisfied and third they will use the WOM recommendation and this could influence the choice of others to visit the specific destination (Alegre and Cladera, 2006). The following hypothesis is proposed:

H7: WOM recommendation positively influence the intention to revisit (destination loyalty)

4.3.9 The relationship among expensiveness and intention to revisit (sub-model 3)

The tourist expenditure is a vital concept for the business managers and marketers in the tourism industry. Studies show that tourists spend money at a destination on transportation, accommodation, entertainment, shopping, etc. The spending behaviour is affected by different factors like the tourist's income, education, employment, age, children and marital status (Soteriades and Arvanitis, 2006). Alegre and Juaneda (2006) stated in their research that the visitors that come for the first time are more concerned about the external factors, which include the price or cost of the vacation and the tourists which repeat the visit are more concerned with the emotional feelings, because they enjoyed the place and the quality of the excursion first time. Relevant literature that measured the connection between a destinations expensiveness and the intention to revisit was not found. As stated before, Norway is rated as one of the most expensive countries in the World (Tulin and Krajnyák 2010). The aim is to see if the tourists perceive Norway as an expensive destination and if this will influence their decision to return in the future. The following hypothesis is proposed:

H8: Expensiveness negatively influence the intention to revisit (destination loyalty)

4.4 Control variables

The following section explains the control variables used in the overall model.

4.4.1 Age and gender

Our study contains demographic variables, age and gender as control variables. A substantial number of empirical research, indicate that the difference among gender is partially from the experience of socialization and partially from the biological way to act (Putrevu, 2001). Pan and Zinkan (2006) and Ndubisi (2006) imply that females are more loyal and oriented towards a relationship than males. Thus, it is expected that the gender of the tourists can influence the loyalty of the destination. It is also expected that the age could also influence the decision to revisit the same destination. Former studies suggest that younger tourists and students have a weaker intention to revisit the destination (Kozak and Rimming, 2000; Gitelson and Crompton, 1984).

4.4.2 Income

This study includes the demographic variable income as a control variable. As suggested before in the literature review (Chapter 4), income is a factor that influences the spending behaviour in a tourist destination. The income level of the tourists can provide explanations for the dependent variable (revisit intention).

Table 4.6: Summary of the hypotheses

H1	*Service quality positively influence satisfaction*
H2	*Destination image positively influence satisfaction*
H3	*Expensiveness negatively influence satisfaction*
H4	*Satisfaction positively influence recommendation*
H5	*Service quality positively influence the intention to revisit*
H6	*Satisfaction positively influence the intention to revisit*
H7	*WOM recommendation positively influence the intention to revisit*
H8	*Expensiveness negatively influence the intention to revisit*

4.5 Summary

In this chapter, the overall research model and hypotheses are presented. There are eight hypotheses presented in this chapter, the model is divided into three sub-models for further examination. The first sub-model shows hypothesized relations between service quality, destination image, expensiveness and satisfaction, where satisfaction is the dependent

variable. Expenditure and cost expectations are control variables in this sub-model. Sub-model 2 represents hypothesized effect of satisfaction on recommendation. The last and third sub-model reflects the hypothesized relations between four factors – service quality, satisfaction, recommendations and expensiveness - on the dependent variable – intention to revisit. Age, gender and income are used as control variables for the third sub-model.

CHAPTER 5: RESEARCH METHODOLOGY

5.1 Introduction

The overall research model and the eight hypotheses were presented previously. In this chapter the research methodology is discussed. The focus is on philosophical position and the design of the study, empirical setting and geographical location of the research. The authors present the collection of data processes, procedures of sampling and measurement of the items.

5.2 Philosophical position

In the research philosophy, Malhotra and Briks (2006) reviewed two paradigms: the positivist and the interpretivist. The positivist seeks to get the conclusion based to the agreed and measurable "facts". The researchers that are involved with the prediction of the consumer's behavior are acknowledged as positivists. The purpose of the positivism is the prediction of the consumer's actions. The positivist research methods are borrowed from the natural science and includes observations, experiments and survey techniques. The collected data is quantitative, and it is used to comprehend the various effects on the consumers, to help marketers anticipate the consumers' behavior. In order to analyze the quantitative research, researcher need to use statistical analysis (Schiffman et al., 2008). The philosophical position that this study followed is positivism. This study was established based on the TPB (Theory of Planned Behavior). The identified factors will be measured based on question instruments. This study uses a quantitative research involving applied statistical analysis.

5.3 Research design

The quantitative research study has three basic designs: observation, experimentation or surveys. The survey is an approach that is widely used for the collection of data. The researchers can ask the consumers about their experience with the product or service, by asking them in person, by post, online or using the telephone (Schiffman et al., 2008). The research design in this study involves personal interview surveys.

5.4 Empirical setting and geographical location of the study

In this master's research the fieldwork was conducted in Ålesund town and Geiranger village, in Norway. Ålesund is a town situated in the north-west part of the Kingdom of Norway. The town of Ålesund has a population of around 45.000 inhabitants and is located in the district Møre og Romsdal, that has a total population of 260.000 people. Although Ålesund is the largest town of the county, Molde is the administration center of Møre og Romsdal county. The industries that were developed in Ålesund area are: fisheries, industries related to petroleum, maritime, furniture and tourism. Ålesund is best known for being the only town in the world with the entire center, rebuilt after the fire of 1904, with Art Nouveau architecture. This town is also known for the fishing harbor, being one of the most important in Norway (wikipedia.org, 2016). Cruise ships of all sizes can dock in the center of Ålesund (cruise-norway.no, 2016). In the year 2015, around 120 cruise ships docked during the tourism season in the city center (alesund.havn.no, 2015). From Ålesund, tourists can engage in excursions that are Norway's most spectacular attractions, like Geiranger fjord.

Figure 5.1: The town of Ålesund, Norway: view and location (maps.google.com and wallpaper.com, 2016)

Gerianger is a village, located in the county of Møre og Romsdal and has the nearest city Ålesund. Geiranger is known for having one of the most spectacular scenery in the world because of the beauty of the Geiranger fjord and the location of the village. Gerianger area is listed as a UNESCO World Heritage since 2005 (wikipedia.org, 2016). Norway has eight

properties inscribed in the World Heritage list (unesco.org, 2016). The total population number in Geiranger village is 250 people. The main industry here is tourism. The Gerianger port is listed as the third biggest cruise ship port in the whole country. As an example, in the season of 2012, around 300.000 cruise passengers visited the beautiful town of Geiranger. During the summer season, not only do cruise ships dock here, but there are also thousands of tourists coming by car or bus to visit Geiranger (wikipedia.org, 2016).

Figure 5.2: Geiranger village and fjord, Norway: view and location (geirangerfjord.no, Geiranger Fjordservice AS)

5.5 Questionnaire design

The aim of this study is to measure which antecedents influence the tourists' satisfaction, word of mouth recommendation and the revisit intention. The questionnaire was chosen as the research instrument. Schiffman et al. (2008) states that the questionnaire is an instrument for data collection used for the quantitative research. To motivate the respondents, the questionnaires have to be objective, interesting and easy to complete. Questionnaires include both demographic and substantive questions. The questions can be closed-ended, the respondent ticks the right answer, or open-ended, where the respondent writes in his own words the answer. The closed questions are simpler to analyze and to code (Schiffman et al., 2008). In this study the questionnaire contains closed-ended questions. The surveys in this research offer anonymity for the respondents. Appendix 6 shows the questionnaire used for this master study.

5.6 Data collection

The two methods for data collection is primary data and secondary data. The original research carried out by an organization or an individual researcher, with the purpose of meeting the goals or objectives of the study, is named primary data. The secondary data is the data collected for other purposes than the present research (Schiffman et al., 2008). Primary data gives the possibility to collect, through questionnaires, the data needed for this study. The secondary data provides clues and direction for designing the primary research. The secondary data can be more time-consuming and costly than the primary data, but it can also be more accurate (Schiffman et al.2008). In this study, primary and secondary data was used. The secondary data was obtained from web pages and other official online sources which gave an accurate information for the tourism research. The online sources used, include: Innovation Norway, Statistics Norway, The World Travel and Tourism Council and The Organization for Economic Co-operation and Development (OECD).

5.7 Survey and procedure

As mentioned above, the research for this master thesis was conducted in Ålesund city and Geiranger village, in Norway. One of the authors of this study works as a tourist guide in the summer season in the county of Møre og Romsdal. Having the direct contact with the tourists, the majority of the questionnaires were handed out during the trips tourists booked with a tourist company, for exploring the tourist sites. Some questionnaires were handed out at hotels and in the port of Ålesund and Geiranger. The total sample for this study is 203 respondents. The questionnaires were available in English and German. The German language was used because the majority of the passengers coming with the cruise ships are of German nationality. The tourists that answered these questionnaires were also cruise passengers but also travelers that came to Norway by car, bus or airplane. The respondents were of different nationalities, representing more than seven nationalities. It was quite difficult to hand out and receive all the questionnaires, because they needed to dedicate their personal time during the trips and visitation programs. Because of the limited time, the final questionnaire is two pages long and takes around 10 minutes to answer. The authors of this study had direct contact with all the respondents and this process was time consuming because more than one month was needed to get the total sample of 203 respondents. The problem that was encountered during this process was that some tourists simply refused to answer because of the limited time. The aim for this study, in terms of the number of

respondents, was to receive around 200 answered questionnaires, so this study could measure the tourists' overall satisfaction, WOM recommendation and revisit intention.

5.8 Measurement of the constructs

In this part of the chapter the questions which made up the constructs are presented. The overall conceptual model is split in three sub-models, thus there are three dependent variables: satisfaction, WOM recommendation and revisit intention. The satisfaction and WOM recommendation factors are used also as independent variables for sub-model number 3, where revisit intention is the dependent variable. The measurement scale items for the constructs have been adopted from precedent scientific research. In this study the Likert scale was used the most cases. This scale was developed by Renis Likert (1932). The Likert scale has the purpose of measuring attributes by requesting people to answer to various statements about a certain subject. The Likert scale is widely used, and the measurement of the items, from different variables, is done by intensity or strength of experience encountered by the respondent (simplypsychlogy.org). The respondent chooses a degree, for example agreement and disagreement on a scale from 1 until 7 about a specific topic.

5.8.1 Service Quality

Service quality is most widely defined as the impressions that the customers gains about the inferiority or superiority of the perceived service (Prakash and Mohanty, 2013). Frequently it is considered comparable with the customer's overall attitude towards a firm (Prasuraman et al. 1988; Zeithaml, 1988). Service quality is the gap among expectation and perception (Liu and Yen, 2010). Service quality is used in this study as an independent variable. The scales measuring service quality were adapted from Fullerton (2014) research. This construct is measured on a 7 point Likert scale, were 1 is very poor and 7 is excellent. The question items are:

> SQA1   *Overall quality of restaurants, cafes and bars*
> SQC3   *Cleanliness in general*
> SQE5   *Personal safety and security*
> SQF6   *Organization of local transport system*
> SQG7   *Ambiance of the surroundings*

5.8.2 Destination Image

Crompton (1979, p. 19) defines destination image as the "Sum of beliefs, impressions, ideas, and perceptions that people hold of objects, behaviors, and events". Destination image can ease the purchase decision of a customer for a brand, product or service. In the context of tourism, destination image is the tourist's perception of attractions or specific attributes at a destination (Hallmann et al., 2013). There is a wide number of studies that show a relation among the image of a destination and a tourist destination (Baloglu and McCleary, 1999a; Chou, 2013; Zhang et al., 2014; Kock et al., 2016) The scales measuring service quality were derived from the researches of Stylos et al., (2016) and Chi and Qu, (2008). This construct is measured on a 7 point Likert scale, were 1 is strongly disagree and 7 strongly agree. The question items are:

EXQ1   Norway as a tourist destination meets my expectations

IMS1   I think most people have a positive opinion about this destination

IMT2   The local people are mostly friendly

IMV4   Colder days do not affect my decision to visit Norway

IMW5   Norway is a country best known for its nature

5.8.3 Satisfaction

Satisfaction is defined as the overall evaluation made by the tourist, after visiting the destination, that meets or exceeds the expectations made before traveling (Bosque and Martin, 2008). Satisfaction can influence the purchase decision and recommendation (Sun et al.,2013). The scales measuring satisfaction were adapted from the researches of Falk et al (2010), Bosque and Martin, (2008) and Martinez-Tur et al., (2006). This construct is measured on a 7 point Likert scale, were 1 is strongly disagree and 7 strongly agree. The question items are:

SAN1   The tourist spots were interesting for me

SAO2   I am satisfied with Norway as a tourist destination

*SAP3   The scenery (fjord, mountains, lakes) is important for my vaca*tion

5.8.4 Recommendation

Word of mouth recommendation is defined as the process of passing an information from one individual to another. WOM recommendations have shown to be affective in influencing

the decision-making process of the receiver of the information/recommendation (Huang et al. 2012). The scales of recommendation are derived from the study of Filieri et al. (2015), were on a 7 Linkert scale 1 is strongly disagree and 7 strongly agree. The question items are:

RCK1   I will speak highly about this tourist destination with my friends, colleagues and family

RCL2   I will recommend this tourist destination to my friends, colleagues and family

RCM3   I will mention how valuable and exciting this trip has been in communication with my friends

5.8.5 Revisit intention

In the tourism literature, revisit intention has been linked to destination loyalty (Alegre and Juanenda, 2006). Newman and Werbel (1973) stated that Loyal customers are those who decide to re-buy a brand. The revisit decision of people may be influenced by several factors. Revisiting customers are an important asset for a destination (Ozturk and Grotas, 2016). The scales measuring satisfaction were adapted from the researches of Hosany and Witham, (2010) and Jalilvand and Samiei, (2012). This construct is measured on a 7 point Likert scale, were 1 is strongly disagree and 7 strongly agree. The question items are:

IRH1   I plan to revisit Norway again some time

IRI2   I will come back to Norway in foreseeable future

IRJ3   There is a high probability that I will return to this tourist destination

5.8.6 Expensiveness

The expensiveness construct is measured by one item. The respondents were asked: How expensive do you think Norway is, compared to other tourist destinations? There was no available scale, the researchers of this study used a 7 point Likert scale, were 1 is very cheap and 7 very expensive.

EXPCC1   How expensive do you think Norway is, compared to other tourist destinations

5.8.7 Control variables

In this study, in addition to the independent and dependent variables, there are 5 control variables: expenditure, cost expectation, age, gender and income.

Expenditure:

Expenditure represents how much money the tourists spend during their stay in Norway. This may influence tourist's overall satisfaction towards Norway as a destination. Expenditure is measured by one question:

SPEY1 How much money do you spend per day in Norway on vacations (not on the cruise ship)

Cost expectation:

Cost expectation shows if the expenses per day of the tourists during their stay, were met. Tourists that spent more money than they expected, may be less satisfied with Norway as a destination. This factor is measured by a single question:

CPZ1   How did the expenses per day meet your expectations?

Age:

Age of the tourists can influence the revisit intention. Former studies suggest that younger tourists have a weaker intention to revisit (Kozak and Rimming, 2000; Gitelson and Crompton, 1984).

In the questionnaires, age is measured by a single question:

AGEFF   Your age

Gender:

A single question was used in measuring the gender:

GENDEREE   Your gender

Income:

The income level may influence the dependent variable revisit intention.

This is measured by a single question:

INCOMEX1   Please kindly state your monthly income (Euros per month)

In the statistical analysis, the answers were grouped as follows:

0-2000 Euro/Month

2001-4000 Euro/Month

4001-6000 Euro/Month

6001-8000 Euro/Month

8001-10000 Euro/Month

10001 or more Euro/Month

5.9 Summary

This study uses quantitative research involving applied statistical analysis. The research design in this study involves personal interview surveys. The primary and secondary data collection is used. The geographical location of the sample is Aalesund town and Geiranger, village, protected by UNESCO program because of the unique nature. The total sample for this study consists of 203 respondents. The questionnaires were available in English and German, and respondents come from more than 7 countries. The scales used to measure the constructs under study were mostly adapted from previous research using Likert scales developed by Renis Likert in 1932. The next chapter discuss measurement assessment and data validation.

CHAPTER 6: MEASUREMENT ASSESMENT AND DATA VALIDATION

6.1 Introduction

In the previous chapter, the authors discussed the research methodology. In Chapter 6, the measurement assessment and data validation are analyzed. In this chapter data screening and cleaning, descriptive analysis, factor analysis, reliability and validity of measurements are described. The demographic analysis of the research is as well presented.

6.2 Descriptive statistics analysis and data examination

6.2.1 Data screening and cleaning

Before applying a statistical technique, it is important to check for errors, missing data and outliers. The missing data occurs when the researcher omits information or the respondents didn't answer specific questions. Outliers, an observation that is considerably different from others, may influence the results of a multivariate analysis (Hair et al., 2010, p35). Errors can occur when for example a question has an answer scored with a value which is outside the given score. The errors can be corrected or deleted (Pallant, 2013, p 44-45). After the examination of the dataset, there were no errors found. Respondent number 11 was found in the dataset of this study as an outlier and he/she goes in the third class of outliers, "extraordinary observations", which means that the respondent answered different as the others respondents (Hair et. al, 2014, pg.63). The respondent that represents the outlier in this study answered almost all the questions, measured on the Likert scale which range from 1 to 7, with answers ranging from 1 to 4 almost each question. The authors of this study decided to keep the outlier for further research, because Hair et al. (2014) suggested that this kind of outliers may be retained because they could represent an element that is valid of the population. This means that among the tourists that visit Norway, there might be also some travelers that are unsatisfied and their expectations weren't met. This outlier, could represent the part of the population that is not satisfied and would not recommend Norway as a tourist destination. In the dataset of this study, missing data was found. According to Pallant (2013), when doing research with human beings, it is rare that a complete data can be obtained from every case. It is important to inspect the data for the missing information. After inspecting the data, it has been observed that the most missing answers were for the statement of the income and the overall quality of restaurants, cafes and bars. The income question

probably seemed to the tourists a very private information and didn't answer, but the other questions that were responded can be valuable in the further research. The missing data in the second question regarding the overall quality of restaurants, cafes and bars, can be explained through the fact that the majority of the tourists, form this survey, came from the cruise ship and they already have the meals and most of the free time on the cruise ship where there are plenty of bars and restaurants that are included in their excursion. The IBM SPSS statistical procedures give the choice to handle the missing data if the researcher decides to keep it in further research. When including variables in the statistical analysis the researcher can choose to "Exclude case pairwise" option, and this will exclude the person only if they are missing the information required for the specific analysis, but in the analysis for which the person has the necessary information will be included (Pallant, 2013, p.60). The authors decided to keep all the respondents in this research, thus all the 203 surveys are kept for further investigation. For this study, multiple regression analysis is used, thus it is vital to assess the assumptions for normality, independence of errors, linearity and homoscedasticity.

6.2.2 Descriptive analysis

After the data is cleaned for errors, the descriptive phase of the analysis begins. The information obtained from the descriptive analysis can be explored as an illustration of the study. Gaur and Gaur (2006) stated that the purpose of the descriptive statistics is used to summarize the data and they showed the three methods that explain the descriptive statistics: first, the measurement of central tendency (mean, median and normality); second, the measurement of variability; and third, the measurement of skewness and kurtosis. Minimum, maximum, mean and standard deviations are as well important attributes of the descriptive analysis. The descriptive statistics resulted from the research model of this study are shown in the table below in table 6. 1.

Table 6.1: Univariate descriptive statistics

ITEMS	QUESTIONS	N	Min	Max	MEAN	SD
Recommendation						
RCK1	K. I will speak highly about this tourist destination with my friends, colleagues and family	201	1	7	6.40	.895
RCL2	L. I will recommend this tourist destination to my friends, colleagues and family	200	1	7	6.44	.906
RCM3	M. I will mention how valuable and exciting this trip has been in communication with my friends	185	1	7	6.29	.890
Satisfaction						
SAN1	N. The tourist spots where interesting for me	202	1	7	6.17	.980
SAO2	O. I am satisfied with Norway as a tourist destination	202	1	7	6.47	.847
SAP3	P. The scenery (fjord, mountains, lakes) is important for my vacation	202	1	7	6.51	.854
Service Quality						
SQA1	A. Overall quality of restaurants, cafes and bars	187	1	7	5.46	1.219
SQC3	C. Cleanliness in general	201	1	7	6.16	1.126
SQE5	E. Personal safety and security	199	1	7	6.25	1.117
SQF6	F. Organization of local transport system	195	2	7	5.98	1.096
SQG7	G. Ambiance of the surroundings	200	1	7	6.43	.882
Intention to Revisit						
IRH1	H. I plan to revisit Norway again some time	199	1	7	5.19	1.848
IRI2	I. I will come back to Norway in foreseeable future	195	1	7	4.28	2.022
IRJ3	J. There is a high probability that I will return to this tourist destination	193	1	7	4.87	2.015
Destination Image						
EXQ1	Q. Norway as a tourist destination meets my expectations	202	2	7	6.48	.754
IMS1	S. I think most people have a positive opinion about this destination	202	1	7	6.24	.894
IMT2	T. The local people are mostly friendly	195	1	7	6.31	.890
IMV4	V. Colder days do not affect my decision to visit Norway	202	2	7	6.09	1.008
IMW5	W. Norway is a country best known for its nature	196	1	7	6.45	.902
Expenditure						
SPEY1	Y. How much money do you spend per day in Norway on vacations (not on the cruise ship	182	1	4	1.55	.863
Cost Expectations						
CPZ1	Z. How did the expenses per day meet your expectations?	186	1	3	1.36	.554
Expensiveness						
EXPCC1	CC. How expensive do you think Norway is, compared to other tourist destinations	198	4	7	6.27	.851

In the results of the descriptive analysis of this study, that is presented above, in table 6.1 the minimum value is 1 and the maximum 7. Some items range from the minimum 2 and maximum 7, meaning that some respondents didn't answer 1 at some questions. The question regarding how expensive Norway is perceived by the tourists, the minimum is 4 and maximum is 7, meaning that no respondent stated that Norway is a cheap destination. Two questions from the Univariate descriptive statistics (Table 6.1) are measured from 1 to 4 (expenditure and cost expectations) thus the mean and standard deviation values are lower. For the items measured on the Likert scale from 1 to 7, the mean value ranges from 4.28 to 6.48 and the standard deviation ranges from 0.754 and 2.022.

As Pallant (2013) suggested, Skewness and Kurtosis (see Appendix 2) indicate if the distribution of the data is normal. Skewness indicates symmetry in the distribution and Kurtosis indicates the "peakedness" (Pallant, 2013, p.59) of the distribution. If the distribution of the data would be perfectly normal, the values would have a value of 0. Assessing the normality of the distribution is sensitive to large samples (more than 200), and it is uncommon to have a perfect distribution (Pallant, 2013). In this study the skew values are negative, indicating a cluster of the scores to the right side of the graph. The kurtosis values are high, showing that the distribution is peaked. As Kline (2005) suggested, kurtosis with a value greater than 10, may indicate a problem and values above 20 indicates a serious problem with kurtosis. Based on the suggestions of Kline (2005) and Pallant (2013), the higher level of skewness and kurtosis are not problematic and therefore the data can be assessed to be univariate normally distributed, thus further analysis can be conducted.

6.2.3 The sample

The sample of this study consist of 203 respondents and it incudes 43,8% males, 53,7% females' respondents and 2,5% of the respondents didn't answer the question regarding gender, probably because they simply omitted it. Regarding the age of the respondents the majority range from 41 to 60 years old, representing 38,9% of the total sample. The youngest respondents, until the age of 20 represent only 0,5 % of the total sample. The highest range for age of the respondents of this study is more than 81 years old and they represent 1,5% of the sample. Regarding the country of origin of the respondents, the majority come from Germany, representing 31%. Most of the respondents arrived in Norway with the cruise ship, 61,1%, than 29,% by airplane, 7,4% by car and 1,5% by bus. 60,1% of the tourist

respondents said that they came to Norway for the first time. The majority of the tourists that answered the questionnaires are working, making up over 56 %. The income level is also interesting to observe. The majority of the respondents, meaning 38,9%, earn up to 2000 Euro per month and the highest income per month is represented by 2 respondents that earn more than 10.000 per month. 23,2 % Didn't answer the question regarding income. As it is discussed above, there is a high probability that this question is perceived by the respondents as a private information and that may be the reason they didn't answer. The table (6.2) presented below, shows the Socio-demographic information and their transportation to Norway.

Table 6.2: Socio-demographic information and transport

Gender	Male	43,8 %	Income	0-2000 Euro/Month	38,9 %	Occupation	Student	2,5 %
	Female	53,7 %		2001-4000 Euro/Month	28,1 %		Working	56,7 %
	Missing	2,5 %		4001-6000 Euro/Month	5,9 %		Retired person	32 %
				6001-8000 Euro/Month	1 %		Others	7,9 %
Age	0-20	0,5 %		8001-10000 Euro/Month	1 %		Missing	1 %
	21-40	21,2 %		10001 or more Euro/Month	2 %			
	41-60	38,9 %		Missing	23,2 %	Transport	Cruise ship	61,1 %
	61-80	36 %		Min	200 Euro		Car	7,4 %
	81 or more	1,5 %		Max	55000 Euro		Airplane	29,1 %
	Total	199		Mean	3000,32 Euro		Bus	1,5 %
	Missing	4					Missing	1 %
	Min	19	Country of origin	Germany	31 %			
	Max	83		Great Britain	12,8 %			
				USA	13,3 %			
First time in Norway	Yes	60,1 %		Spain	1,5 %			
	No	35 %		France	2,5 %			
	Missing	4,9 %		Romania	2 %			
				Russia	10,8 %			
				Others	26,1 %			

6.3 Exploratory factor analysis

Factor analysis is a technique that has the purpose to define the structure between the variables in the analysis. In order to use any multivariate technique, there must be a set of variables which can form a relationship. The variables are the "building blocks of the relationships" (Hair et al., 2014, p.92). Factor analysis doesn't show if the groups are different from each other and it doesn't test the hypotheses. It is used as a data reduction technique. Factor analysis helps reduce the number of variables, before using analysis like multiple regression (Pallant, 2013, p.188). There are two types of factor analysis: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The difference between CFA and EFA is that EFA happens when a researcher runs SPSS software and the factors are being determined by statistical results and not from theory (Hair et al., 2014, p.93). To check if the data is suitable for factor analysis, there are two main steps to consider: first the sample size, which must be, according to Pallant (2013) not less than 150, and in his study the sample size is 203; Second, the strength of the relation between the variables. The strength is measured by Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and the Bartlett's Test of Sphericity. Table 6.2 shows the result of the factors analysis.

Table 6.3: Results from Rotated Component Matrix

Component	Loadings
Recommendation	
I will speak highly about this tourist destination with my friends, colleagues and family	,756
I will recommend this tourist destination to my friends, colleagues and family	,787
I will mention how valuable and exciting this trip has been in communication with my friends	,776
Satisfaction	
The tourist spots where interesting for me	,615
I am satisfied with Norway as a tourist destination	,718
The scenery (fjord, mountains, lakes) is important for my vacation	,720
Service quality	
Overall quality of restaurants, cafes and bars	,560
Cleanliness in general	,736
Personal safety and security	,755
Organization of local transport system	,672
Ambiance of the surroundings	,640
Intention to revisit	
I plan to revisit Norway again some time	,890
I will come back to Norway in foreseeable future	,828
There is a high probability that I will return to this tourist destination	,881
Destination image	
Norway as a tourist destination meets my expectations	,756
I think most people have a positive opinion about this destination	,666
The local people are mostly friendly	,707
Colder days do not affect my decision to visit Norway	,537
Norway is a country best known for its nature	,733
Expensiveness	
How expensive do you think Norway is, compared to other tourist destinations	,755

Extraction method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

In the SPSS software, the exploratory factor was run first with 29 items. The result showed 12 factors with some cross loading. The anti-image matrix values supposed to be more than 0.5. Some values where less than 0.5 and where therefore removed. Communality values that were also less than 0.5 were as well removed. The model was run with 21 indicators and 6 factors were obtained.

There are two tests that measure the correlation between the variables: KMO, which ranges from 0 to 1, and the minimum accepted value is 0.6, and the Bartlett's Test of Sphericity, which should be significant if $p < .05$ (Tabachnick and Fidell, 2013). As shown in Appendix 3a, the result for KMO is 0.889, more than 0.7 and Bartlett's Test of Sphericity is significant with .000, less than 0.05, therefore the factors analysis is appropriate. The table generated by SPSS shows the total variance explained (see Appendix 3c) where the first six components have an eigenvalue above 1 in the initial eigen value column. These six components explain a total of 65,19 % of the variance.

The factors, that emerged after the exploratory factor analysis, are as follows:
1) RECOMMENDATION is made of 3 variables, 2) SATISFACTION is made of 3 variables, 3) SERVICE QUALITY is made of 5 variables, 4) INTENTION TO REVISIT is made of 3 variables, 5) DESTINATION IMAGE is made of 5 variables, 6) EXPENSIVENESS is made of 1 variable.

6.4 Reliability and validity of measurements

The measurement is important because it's representing accurately the concept of interest. There are four scales of measurement: ordinal, nominal, ratio and interval. For this survey the ordinal scale is used. In the ordinal scale, the objects or subjects are compared among each other in terms of "less than" and "greater than". The ordinal scale shows only the difference among the objects. To assess the degree of measurement error, the researchers need to address two essential characteristics of measures: reliability and validity.

6.4.1 Reliability

The reliability of a scale shows how it is clear from random error (Pallant, 2013, p.6) and measures the "true" value of the observed variable (Hair et al., 2014, p.7). According to Pallant, there are two types of methods for testing the reliability of the scale. These two frequently used types of reliability are: test-retest reliability and internal consistency. Internal consistency is measuring the degree to which the items in the questionnaire are

measuring the same attribute, how the items hang together. If the items don't measure the same attribute, then the outcome will be meaningless. The reliability of internal consistency with Cronbach's alpha estimate is used in this study. The most common way to measure the internal consistency is Cronbach's alpha coefficient. This statistic indicates the average correlation between all the items that build a scale. The Cronbach's alpha coefficient value ranges from 0 to 1. Nunnally (1978) and DeVellis (2012) suggest that this coefficient should have a minimum level of 0.7 (Pallant, 2013, p.6, 101). The Cronbach's alpha for the factors in this study is presented in table 6.3.

Table 6.4: Reliability of the factors

Constructs	Items	Number of items	Chronbach's Alpha
RECOMMENDATION	RCK1 RCL2 RCM3	3	,840
SATISFACTION	SAO2 SAN1 SAP3	3	,805
SERVICE QUALITY	SQA1 SQC3 SQE5 SQF6 SQG7	5	,844
INTENTION TO REVISIT	IRH1 IRI2 IRJ3	3	,879
DESTINATION IMAGE	IMS1 IMT2 IMV4 IMW5 EXQ1	5	,830
EXPENSIVENESS	EXPCC1	1	-

Almost all indicators show an in internal consistency above 0.7, as suggested by Pallant (2013, p.6, 101). Expensiveness (EXPCC1) is a factor with just one indicator, thus no internal consistency needs to be measured.

6.4.2 Validity

The reliability is not enough to calculate, because in order to reduce the measurement error, there is the need to evaluate two essential characteristics of measurement: reliability and

validity. Validity refers to the extent to which a scale measure represents what is designed to measure (Hair et al. 2014, p.124). To validate a scale, there is the need to collect empirical evidence regarding the use of it (Pallant, 2013, p.7). The validity ensuring, starts with a complete understanding of what is going to be measured and afterward to make the measurement as accurate and "correct" as possible (Hair et al. 2014, p.7). Validity was classified by Agle and Kelly (2001) as follows: face validity, content validity, convergent validity, criterion related validity, constructs validity and discriminant validity. In this study, convergent and discriminant validity were used.

6.4.2.1 Convergent validity

According to Hair et al. (2014), convergent validity refers to the extent to which two indicators of the same concept are correlated, sharing a high variance. High convergence among measures indicate that they measure its predetermined concept (Hair et al. 2014, p.124). The convergent validity of this study's model, is assessed through the loadings and cross-loadings in the obtained exploratory factor analysis. In table 6. 2 the factor loading for each construct shares a high variance in common, thus convergent validity is confirmed in this study. Convergent validity can be also assessed by Average Variance Extracted (AVE). If AVE > 0.50. then convergent validity is achieved (Fornell and Larcker, 1981). As shown below in table 6.5, the AVE value is higher than 0.50.

6.4.2.2 Discriminant validity

The degree to which two similar concepts are distinct, is called discriminant validity. This test is as well a correlation between measures, but the summated scale is correlated with similar but conceptually distinct measures. In this case the correlation should be low, to evidence that the summated scale is different from other concepts that are similar (Hair et al., 2014, p.124). Summated scale is a concept which is formed by composing a single variable through the combination of several variables (Hair et al., 2014, p.122). To assess the discriminant validity, Average Variance Extracted (AVE) and the Shared Variance Test was used in this study (Fornell and Larcker, 1981). The Average Variance Extracted is compared with the shared variance between the constructs. AVE should be higher than the squared correlation estimate (shared variance), because a latent construct should describe more of the variance in its measured item that is shared with another construct. If this test is passed than there is an excellent evidence of discriminant validity (Hair et al., 2014). For example, as shown in table 6.5, AVE for RECOMMENDATION is 0,651 and AVE for

SATISFACTION is 0,589 and the squared correlation among them is 0.215 (0.464 x 0.464). AVE for SATISFACTION > 0.215 and AVE for RECOMMENDATION > 0.215, thus the discriminant validity is established among these two constructs. The AVE is greater than the shared variance for each construct from the table (6.5) below, thus discriminant validity is achieved.

Table 6.5: Discriminant validity

Factor	1	2	3	4	5	6
RECOMMENDATION (1)	1	0.464	0.306	0.016	0.522	0.005
SATISFACTION (2)		1	0.383	0.007	0.632	0.001
SERVICE QUALITY (3)			1	0.091	0.380	0.007
INTENTION TO REVISIT (4)				1	0.023	0.030
DESTINATION IMAGE (5)					1	0.019
EXPENSIVENESS (6)						1
AVE	**0,651**	**0,589**	**0,543**	**0,713**	**0,519**	-

6.5 Summary

After the data screening, there were no errors and one outlier was found, which is kept for further analysis. It was observed that the answers for the statement of the income and the overall quality of restaurants, cafes and bars, incomplete for some of the respondents. This is explained by the fact that the question regarding their income may be seen as a very private information, and question the tourists coming from the cruise ship did not have enough information about the overall quality of restaurants, cafes and bars at their destination. The authors decided to keep all the respondents for further research. The sample of the study consists of 203 respondents and includes 43,8% males and 53,7% females. The majority are in age from 41 to 60 years old (38,9% of the total sample), coming from Germany (31% of the total sample), in cruise ship (61,1% of the total sample), coming to Norway for the first time (60,1% of the total sample). Most of the respondents are working (56,7% of the total sample) and the average income of the sample is 3000 Euro per month. Factor analysis shows 6 components: Recommendation, Satisfaction, Service Quality, Intention to revisit, Destination image and Expensiveness. Those 6 components explain a total of 65,19% of the variance. The reliability of the scale shows the internal consistency: the Cronbach's Alpha

is above 0.8 for almost all the 6 components. The discriminant validity analysis shows the average variance explained higher than the shared variance, that means the sum of elements gives better explanation of the model then each of them separately. In the next chapter data analysis and empirical findings will be presented.

CHAPTER 7: DATA ANALYSIS AND EMPIRICAL FINDINGS

7.1 Introduction

In the previous chapter data screening and cleaning, descriptive analysis, factor analysis, reliability and validity of measurements were discussed. In this chapter, the model estimation, empirical testing of the 8 hypotheses and the results from the regression analysis are presented.
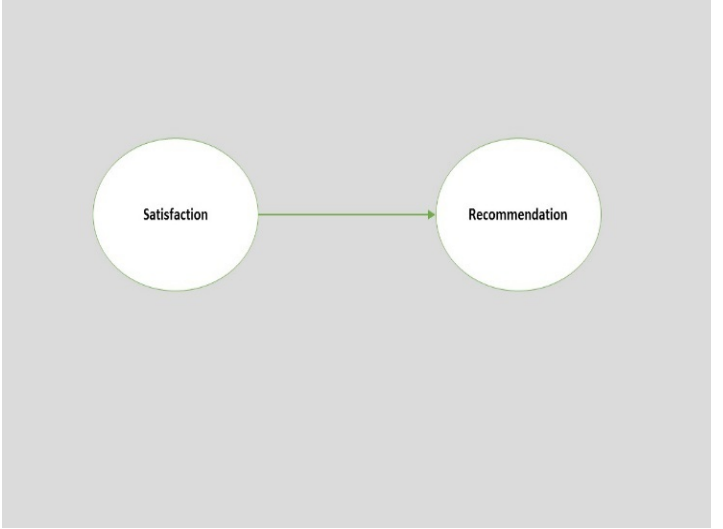
7.2 Model estimation

From the overall conceptual model of this study, the three sub-models were investigated separately through three standard multiple regression analyses. Ordinal Least Square (OLS) regression model is estimated using the statistical software IBM SPSS. The following tables (7.1; 7.2; 7,2) show the regression equation for the three sub-models.

Table 7.1: Regression equation for sub-model 1

Sub-model 1 SATISF = b0 + b1SERVQUA + b2DESTIM + b3EXPNESS +b4SPEND + b5COSTEXP + ε	
b0=Constant	
Dependent Variable:	
SATISF= Satisfaction	
Independent Variables:	
SERVQUA = Service Quality DESTIM = Destination Image EXPNESS = Expensiveness	
Control Variables:	
SPEND = Expenditure COSTEXP = Cost Expectations Ɛ= Error term	

Table 7.2: Regression equation for sub-model 2

Sub-model 2	RECOMM = b0 + b1SATISF + ε
b0 = Constant	
Dependent Variable:	
RECOMM = Recommendation	
Independent Variable:	
SATISF = Satisfaction	
Ɛ = Error term	

Table 7.3: Regression equation for sub-model 3

Sub-model 3 INTTOREV = b0 + b1SERVQUA + b2SATISF + b3RECOMM +b4EXPNESS + b5AGELOG + b6GENDEREE + b7INCOMELOG + ε	
b0 = Constant	
Dependent Variable:	
INTTOREV = Revisit Intention	
Independent Variables:	
SERVQUA = Service Quality SATISF = Satisfaction RECOMM = Recommendation EXPNESS = Expensiveness	
Control Variables:	
AGELOG = Age GENDEREE = Gender INCOMELOG = Income Ɛ= Error term	

7.3 Multiple regression analysis

Multiple regression analysis is defined by Pallant (2013) as a family of techniques that examines the relationship among a dependent variable and several independent variables. Three standard multiple regression were analyzed using SPSS software by following the steps that are shown by Pallant (2013). In the standard multiple regression analysis, all predictors (independent variables) are introduced in the equation simultaneously. In this study, sub-model 1 and 3 has several independent variables that were used in the regression and sub-model 2 has one independent variable. To interpret the results from the output of the multiple regression, the information indicated by Pallant (2013) was used. The following section shows the results from the linear multiple regression for the three sub-models.

7.3.1 Correlation and regression for sub-model 1, SATISFACTION as dependent variable

In the first sub-model, satisfaction (SATISF) is used as the dependent variables and service quality (SERVQUA), destination image (DESTIM) and expensiveness (EXPNESS) are used as the independent variables. Expenditure (SPEND) and cost expectation (COSTEXP) are used as control variables. The results of the analysis of the correlations and linear multiple regression analysis are presented below with the related tables.

The interrelationships of the variables used in the regression analysis are explored through the correlation analysis. The table with the correlations between the variables used in **sub-model 1** is presented below.

Table 7.4: Correlation Matrix

Factor	1	2	3	4	5	6
SATISF (1)	1.000	0.619**	0.795**	0.023	-0.077	0.103
SERVQUA (2)		1.000	0.617**	0.084	-0.112	-0.025
DESTIM (3)			1.000	0.136	-0.099	0.078
EXPNESS (4)				1.000	0.179*	-0.078
COSTEXP (5)					1.000	0.279**
SPEND (6)						1.000
Mean	6.393	6.048	6.313	6.267	1.360	1.554
SD	0.758	0.871	0.694	0.851	0.554	0.863

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The value of the correlation coefficient ranges from -1 to 1. The values suggest the strength of the relationship among two variables. If the value is 0, then this suggest no relationship between the variables. A negative sign indicates a negative relation among the two variables. To interpret the values the indications of Cohen (1988, pg. 79-81) were used.

Cohen suggested that: r= 0.10 to 0.29 indicates "**small**" correlation

r= 0.30 to 0.49 indicates "**medium**" correlation

r= 0.50 to 1.0 indicates "**large**" correlation

The results indicate that some variables, as for example satisfaction (SATISF) and expensiveness (EXPNESS) have a very low correlation. The strongest correlation is observed between satisfaction (SATISF) and destination image (DESTIM).

As the next step, results of the standard multiple regression for **sub-model 1** are analyzed and they are presented below (see also Appendix 5e).

Table 7.5: Regression analysis results, dependent variable SATISFACTION

Linear Multiple Regression Model	Independent variables	Unstandardized Coefficients	Standardized Coefficients	t-value	Tolerance (VIF)
$R^2 = 0,669$ *Adj* $R^2 = 0,659$ F = 66,606	b0 Constant	1.016		2.609**	
	b1 SERVQUA	0.186	0.214	3.742***	0.612 (1.633)
	b2 DESTIM	0.734	0.672	11.577***	0.595 (1.680)
	b3 EXPNESS	-0.076	0.085	-1.831*	0.922 (1.085)
	b4 COSTEXP	0.022	0.016	0.331	0.858 (1.166)
	b5 SPEND	0.039	0.045	0.943	0.884 (1.131)

* P<0.05 t – values greater than 1.65 are significant at 0.05 one – tail

e P<0.05 t – values greater than 1.96 are significant at 0.05 two – tail

** p<0.01 t – values greater than 2.58 are significant at 0.01 two – tail

*** p<0.001 t – values greater than 3.29 are significant at 0.001 two – tail

In SPSS software, the multicollinearity is assessed by Collinearity diagnostics in two values: Tolerance and VIF. The results show that the multicollinearity assumption is not violated because Tolerance values are above 0.1 and VIF values are less than 10. An overall assessment of sub-model 1, based on P-value from ANOVA table (see Appendix 5d) shows significance at P<.001, (P = 0.000, which is very good result), ($R^2 = 0.669$, R^2adjusted $= 0.659$, F $= 66.606$), R^2 is the correlation coefficient, also named the coefficient of determination, that indicates the percentage of the total variation explained by the regression

model, R^2adjusted corrects the value of R^2, to provide a better estimate, thus 65,9% of the variance tourist satisfaction is explained by the independent variables and the rest belongs to the variables that are not included.

The next step is to find out which of the independent variables in sub-model 1, contribute to the prediction of the dependent variable satisfaction (SATISF). T value was checked for each predictor.

Service quality (SERVQUA) with a t value of 3.742 (higher than 3.291) can be considered as significant at 0.001 two tails; destination image (DESTIM) with a t value of 11.577 (higher than 3.291) can be considered as significant at 0.001 two tails; expensiveness (EXPNESS) with a t value of -1.831 with significance at 0.05 one tail has weak significance because in the output the Sig. value is 0.069 (higher then 0.05). The control variables, cost expectation (COSTEXP) with t value of 0.331 and expenditure (SPEND) with T value of 0.943 are not significant. The values in the standardized coefficient beta for the two independent variables, service quality (SERVQUA) and destination image (DESTIM) prove as well that they contribute to the prediction of the dependent variable satisfaction (SATISF). From the standardized coefficient, it can be recognized that destination image (.672) makes the strongest contribution to explain satisfaction (SATISF). Appendix 5a, 5b, 5c, 5d, 5e, 5f, 5g and 5h presents the tables from the output of the SPSS statistical analysis, which include the following: descriptive statistics, correlations, model summary, ANOVA, coefficients, histogram, scatterplot and normal p-p plot for sub-model 1.

7.3.2 Correlation and regression for sub-model 2, RECOMMENDATION as dependent variable

In the second sub-model, recommendation (RECOMM) is used as the dependent variable and satisfaction (SATISF) as the independent variable. The results of the regression analysis are presented below with the related tables. The table with the correlation between the two variables used in **sub-model 2** is presented below.

Table 7.6: Correlation Matrix

Factor	1	2
RECOMM (1)	1.000	0.681**
SATISF (2)		1.000
Mean	6.388	6.393
SD	0.793	0.758

** Correlation is significant at the 0.01 level (2-tailed)

The results show that the independent variable satisfaction (SATISF) is highly correlated to the dependent variable recommendation (RECOMM).

The results of the standard regression for **sub-model 2** are analyzed and they are presented below, in table 7.7.

Table 7.7: Regression analysis results, dependent variable RECOMMENDATION

Linear Multiple Regression Model	Independent variables	Unstandardized Coefficients	Standardized Coefficients	t-value	Tolerance (VIF)
$R^2 = 0,464$	b0 Constant	1.833	0.370	4.959	
Adj **$R^2 = 0,461$** **F = 154,137**	b1 SATISF	0.713	0.681	12.415***	1.000 (1.000)

*** p<0.001 t – values greater than 3.29 are significant at 0.001 two – tail

The multicollinearity is assessed by two values: Tolerance and VIF. The results show that the multicollinearity assumption is not violated because Tolerance values are above 0.1 and VIF values are less than 10 (see Appendix 5u). An overall assessment of sub-model 2, based on P-value from ANOVA table (see Appendix 5l) shows significance at P<.001, (P = 0.000), ($R^2 = 0.464$, R^2adjusted $= 0.461$, F $= 154.14$), thus 46,1% of the variance recommendation is explained by the independent variable and the rest belongs to the variables that are not included. R^2 is the degree of variation of the recommendation (dependent variable) explained by the covariance of the independent variable (SATISF). Satisfaction (SATISF) with a t value of 12.415 (higher than 3.291) can be considered as significant at 0.001 two

tails. The Beta in standardized coefficient (0.681) shows a high contribution from the independent variable to the dependent variable. Appendix 5i, 5j, 5k, 5l, 5m, 5n, 5o and 5p presents the tables from the output of the SPSS statistical analysis, which include the following: descriptive statistics, correlations, model summary, ANOVA, coefficients, histogram, scatterplot and normal p-p plot for sub-model 2.

7.3.3 Correlation and regression for sub-model 3, REVISIT INTENTION as dependent variable

In the third sub-model, intention to revisit (INTTOREV) is used as the dependent variables and service quality (SERVQUA), satisfaction (SATISF), recommendation (RECOMM) and expensiveness (EXPNESS) are used as the independent variables. Age (AGELOG), gender (GENDEREE) and income (INCOMELOG) are used as control variables. The results of the linear multiple regression analysis are presented below with the related tables. The table with the correlations between the variables used in **sub-model 3** is presented below.

Table 7.8: Correlation Matrix

Factor	1	2	3	4	5	6	7	8
INTTOREV(1)	1.000	0.302**	0.084	0.126	0.174*	-0.470	-0.320	0.039
SERVQUA (2)		1.000	0.619**	0.553**	0.084	-0.094	0.013	0.140
SATISF (3)			1.000	0.681**	0.023	0.009	0.188*	0.102
RECOMM (4)				1.000	0.072	-0.011	-0.019	0.031
EXPNESS (5)					1.000	-0.198**	-0.383**	-0.039
AGELOG (6)						1.000	0.307**	0.078
INCOMELOG (7)							1.000	-0.047
GENDERE (8)								1.000
Mean	4.761	6.048	6.393	6.388	6.267	1.715	3.303	1.550
SD	1.771	0.871	0.758	0.793	0.851	0.127	0.372	0.499

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The results show that the independent variables, service quality (SERVQUA), satisfaction (SATISF), WOM recommendation (RECOMM), expensiveness (EXPNESS) and the

control variables age (AGELOG), income (INCOMELOG) and gender (GENDEREE) correlate with the dependent variable intention to revisit. WOM recommendation (RECOMM) and the dependent variable revisit intention have a low correlation.

The results of the standard multiple regression for **sub-model 3** are analyzed and presented below, in table 7.9.

Table 7.9: Regression analysis results, dependent variable INTENTION TO REVISIT

Linear Multiple Regression Model	Independent variables	Unstandardized Coefficients	Standardized Coefficients	t-value	Tolerance (VIF)
$R^2 = 0,330$	b0 Constant	14.018		5.255	
Adj $R^2 = 0,294$	b1SERVQUA	0.631	0.310	3.247**	0.564 (1.773)
$F = 9,136$	b2SATISF	-0.149	-0.064	-0.568	0.410 (2.440)
	b3RECOMM	-0.024	-0.011	-0.104	0.485 (2.063)
	b4EXPNESS	0.003	0.002	0.019	0.832 (1.201)
	b5AGELOG	-5.295	-0.382	-4.980***	0.875 (1.143)
	b6INCOMELOG	-0.919	-0.193	-2.283 e	0.719 (1.390)
	b7GENDEREE	0.084	0.024	0.320	0.951 (1.052)

e $P<0.05$ t – values greater than 1.96 are significant at 0.05 two – tail

** $p<0.01$ t – values greater than 2.58 are significant at 0.01 two – tail

*** $p<0.001$ t – values greater than 3.29 are significant at 0.001 two – tail

The results show that the multicollinearity assumption is not violated because Tolerance values are above 0.1 and VIF values are less than 10. An overall assessment of sub-model 3, based on P-value from ANOVA table (see Appendix 5t) shows significance at $P<.001$, (P $= 0.000$), ($R^2 = 0.330$, R^2adjusted $= 0.294$, $F = 9.136$), thus 29,4% of the variance intention to revisit (INTRTOREV) is explained by the independent variables. R^2 is the degree of variation of the dependent variable (intention to revisit) explained by the covariance of the independent variables.

T value was checked for each predictor. Service quality (SERVQUA) with a t value of 3.247 (higher than 2.58) can be considered as significant at 0.01 two tails; the dependent variables satisfaction (SATISF), recommendation and expensiveness (EXPNESS) don't show a contribution to the prediction of the dependent variable intention to revisit (INTTOREV). The values in the standardized coefficient Beta for the independent variable, service quality show the contribution in predicting the dependent variable intention to revisit (INTTOREV). The control variable age (AGELOG) show a negative t value, higher than 3.291, thus it can be considered significant at 0.001 two tails. The control variable income (INCOMELOG) show a negative t value, higher than 1.96, thus it can be considered significant at 0.05 two tails. From the standardized coefficient, it can be recognized that the control variable age (.382 beta) makes the strongest prediction to explain the revisit intention (INTTOREV). Appendix 5q, 5r, 5s, 5t, 5u, 5v, 5w and 5x presents the tables from the output of the SPSS statistical analysis, which include the following: descriptive statistics, correlations, model summary, ANOVA, coefficients, histogram, scatterplot and normal p-p plot for sub-model 3.

7.4 Hypotheses testing

Eight hypotheses are presented in this study. The hypotheses were tested by using the multiple regression analysis in the SPSS software and those are presented below:

Hypotheses H 1

- Regression analysis in Table 7.5 shows that b1 SERVQUA = 0.214, t = 3.742, p<0.001 two – tail, and this presents a **positive** association between service quality and satisfaction (sub-model 1), is significant and it is supported by the statistical regression.

Hypotheses H 2

- Regression analysis in Table 7.5 shows that b2 DESTIM = 0.672, t = 11.577, p<0.001two – tail, and this presents a **positive** association between destination image and satisfaction (sub-model 1), is significant and it is supported by the statistical regression.

Hypotheses H 3

- Regression analysis in Table 7.5 shows that b3 EXPNESS = -0.085, t = -1.831, sig.(0.69) $p > 0.05$ one – tail , and this presents **weak** negative association between expensiveness and satisfaction (sub-model 1), and is supported by the statistical regression.

Hypotheses H 4

- Regression analysis in Table 7.7 shows that b1 SATISF = 0.681, t = 12.415, $p<0.001$ two – tail, and this presents a **positive** association between satisfaction and recommendation (sub-model 2), is significant and it is supported by the statistical regression.

Hypotheses H 5

- Regression analysis in Table 7.9 shows that b1SERVQUA = 0.310, t = 3.247, $p<0.01$ two – tail, and this presents a **positive** association between service quality and intention to revisit (sub-model 3), is significant and it is supported by the statistical regression.

Hypotheses H 6

- Regression analysis in Table 7.9 shows that b2SATISF = -0.064, t = -0.568, $p>0.05$ one – tail, and this presents a **negative** association between satisfaction and intention to revisit (sub-model 3), is non-significant and it is not supported by the statistical regression.

Hypotheses H 7

- Regression analysis in Table 7.9 shows that b3RECOMM = -0.011, t = -0.104, $p>0.05$ one – tail, and this presents a **negative** association between recommendation and intention to revisit (sub-model 3), is non-significant and it is not supported by the statistical regression.

- Regression analysis in Table 7.9 shows that b4EXPNESS = 0.002, t = 0.019, p>0.05 one – tail, and this doesn't present an association between expensiveness and intention to revisit (sub-model 3), is non-significant and it is not supported by the statistical regression.

7.5 Normality, homoscedasticity, linearity and independence of residuals

The overall model has been divided in three sub-models, therefore the dependent variables for each sub-model was analyzed:

- Sub-model 1 has satisfaction (SATISF) as the dependent variable
- Sub-model 2 has recommendation (RECOMM) as the dependent variable
- Sub-model 3 has intention to revisit (INTTOREV) as the dependent variable

The multiple regression analysis provides also the residual scatterplots, which allow to check the assumptions of the distribution of the scores and the relationship between the variables. Residuals represent the difference among the obtained and scores of the predicted dependent variables (Pallant, 2013, p.157). The table Normal P-P Plot generated by the regression procedure for the three dependent variables (satisfaction, WOM recommendation and revisit intention), show that the points lie in a reasonably straight diagonal line from the bottom left part of the table until the top of the right, thus this suggests no significant deviation from normality (see Appendix 5g, 5o and 5w). Further, the scatterplots for each dependent variable are analyzed. For the dependent variables satisfaction (SATISF) recommendation (RECOMM) and intention to revisit (INTTOREV), the scores of the scatterplot show that they are concentrated and not all over the place, thus it indicates a strong relationship between the items (see Appendix 5h ,5p and 5x). Satisfaction (SATISF) and recommendation (RECOMM), have the points in the scatterplot rectangular distributed, concentrated to the right side and according to Pallant (2013) this suggest that there can be deviation from normality. Looking at the scatterplot of standardizes residuals for the dependent variable intention to revisit (INTTOREV), it can be seen that the most scores are concentrated in the center and this suggest no deviation from normality.

The presence of outliers can be detected by inspecting the scatterplots. If there are only a few, as Pallant suggested, it is not necessary to take action, because it is not uncommon to find residuals that are outliers when dealing with large samples (Pallant, 2013, p.165). This tests show that the assumptions about the residuals being normally distributed, normality, linearity and no significant outliers, no problems with multicollinearity have been encountered. With this result the multiple regression for the dependent variables (satisfaction, recommendation and intention to revisit) can be interpreted and analyzed accordingly.

7.6 Summary

In chapter 4, eight hypotheses have been presented. In this chapter, the eight hypotheses were tested by using the regression analysis with the SPSS statistical software. The findings show that five out of eight hypotheses were supported and the control variables age and income were significantly supported. The statistical results, conclusion, implications, limitations and further research will be discussed in the next chapter.

CHAPTER 8: DISCUSSION AND CONCLUSION

8.1 Introduction

In the previous chapter, the statistical analysis and results of the three sub-models were presented. The regression analyses supported five from a total of eight hypotheses. This chapter starts with the summary of the findings and discussion of the results, based on the eight hypotheses, presented previously. Further, the theoretical and managerial implications are discussed. Limitations, further research suggestions and conclusion are presented at the end of this chapter.

8.2 Summary of the findings

The main purpose of this study was to find out which are the factors that influence the intention to revisit Norway as a tourist destination and what are the tourist perceptions about Norway. The analysis is based on a sample of 203 tourists that were interviewed during their vacation in Norway. The overall conceptual research model of this study (see Table 4.2) has been adopted to Ajzen's (1991) Theory of Planned Behaviour. The overall model is split in 3 sub-models from which eight hypotheses emerged. The empirical result supports five out of eight hypotheses. Two control variables, age and income are also supported, and they show that the older tourists are, the lower their intention to revisit and the tourists with high income do not intend to revisit Norway as a destination. The following table (8.1) summarizes the relationships between the antecedents of the three dependent variables, (satisfaction, WOM recommendation and intention to revisit) and figure 8.2 shows overall model of this study with the results (standardized coefficient Beta) of the analysis.

Table 8.1: Summary of the hypotheses

Hypotheses	Association between variable	Hypothesized effect	Findings
H1	*Service quality positively influence satisfaction*	+ ***	Supported
H2	*Destination image positively influence satisfaction*	+ ***	Supported
H3	*Expensiveness negatively influence satisfaction*	+ *	Supported
H4	*Satisfaction positively influence recommendation*	+ ***	Supported
H5	*Service quality positively influence the intention to revisit*	+ **	Supported
H6	*Satisfaction positively influence the intention to revisit*	- a	Not supported
H7	*WOM recommendation positively influence the intention to revisit*	- a	Not supported
H8	*Expensiveness negatively influence the intention to revisit*	- a	Not supported

*   p<0.05 one-tail   ** p<0.05   two – tail *** p<0.001 two – tail   ᵃ p>0.05 one – tail

Figure 8.2: Overall research model with results
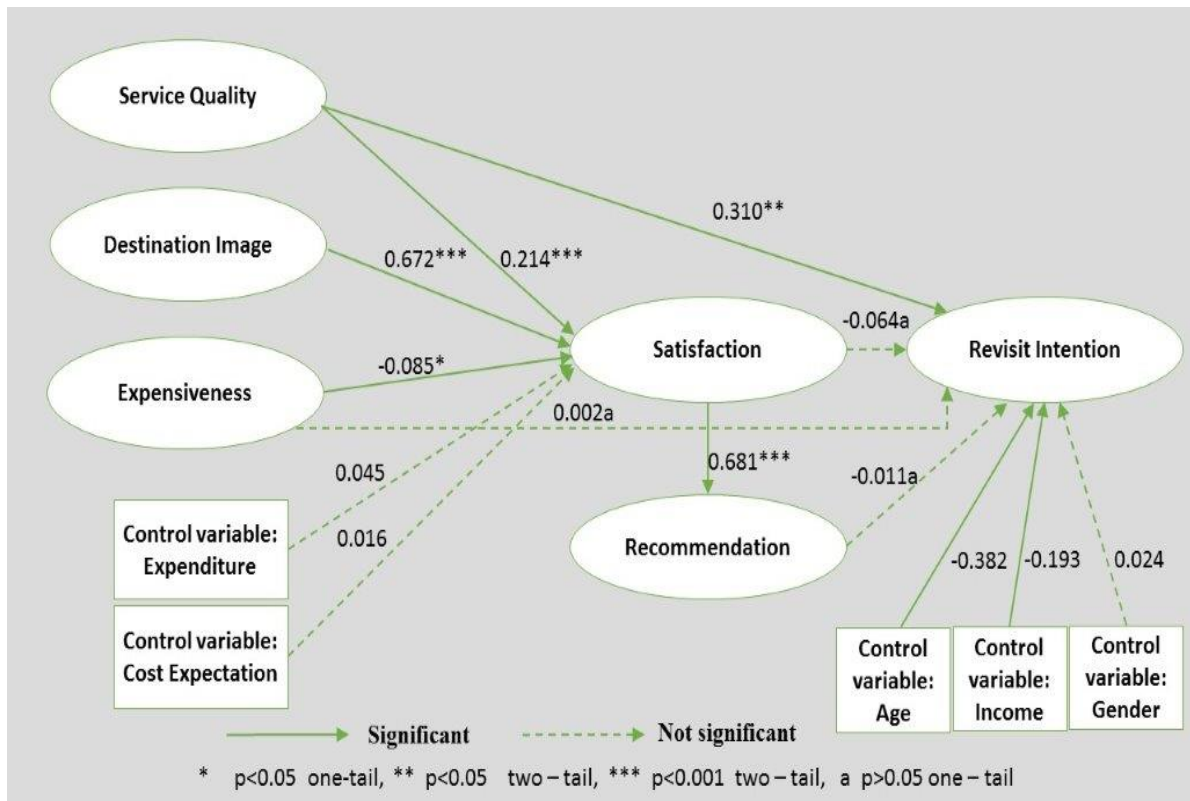
8.3 Discussion of the results

The following section discusses the results obtained in this study, with the aim of explaining the purpose of the study and to answer the research problem of this study.

8.3.1 Relationship between tourist satisfaction and its antecedents

Service quality is hypothesized (H1) to have a positive relation with tourist satisfaction. The results revealed that if the tourists experience a positive quality of service in Norway, this will influence the level of satisfaction with Norway as a tourist destination. Oliver (1981) defines customer satisfaction as the emotional answer after the use of a service or a product. In previous studies, service quality has been perceived as an antecedent to customer satisfaction (Canny and Hidayat, 2012; Suki, 2013; Baker &Crompton, 2000; Anderson and Sullivan, 1993). The finding in this study is also consistent with other researches in the tourism field (Liu and Yen, 2010; Parasuraman, 1988; Padma, 2016, Chen et al. 2013). As an example, Liu and Yen (2010) showed in their study that service quality has an effect and has a significant relationship with tourist satisfaction. Padma (2016), showed in his recent study that negative perceptions regarding the quality of service will lead to tourist dissatisfaction.

Destination image is hypothesized (H2) to be positively related with tourist satisfaction. The results of this study showed that there is a positive relationship between the perceived image of the destination and the level of tourist satisfaction. This means that higher the perceived destination image the more satisfied the tourist will be with Norway as a destination. Other tourism researchers also found that destination image drives destination satisfaction (Mittal et al., 1999; Schreyer et al., 1984; Wu, 2016; Chi and Qu, 2008; Lee et al., 2005).

Expensiveness is hypothesized (H2) to be negatively related with tourist satisfaction. The findings of this study show that there is a weak relationship between expensiveness and satisfaction. This means that the level of expensiveness perceived by the tourists regarding Norway, will have a weak influence on their satisfaction. No relevant literature regarding expensiveness or the cost level of a destination in relation to satisfaction was fond in the tourism literature. In previous tourism research, evidence or studies regarding the expensiveness of a tourist destination were not found. The expensiveness factor, was chosen in the model of this study because Norway is ranked by the Economist's Index at the top as

one of the most expensive country and Oslo as one of the most expensive capital in the world (Tulin and Krajnyák 2010).

8.3.2 Antecedents with the highest influence on tourist satisfaction

As shown in the above figure 8.2, for sub-model one, three out of three antecedents are supported to have a direct relationship with tourist satisfaction. The Beta value shows which of these three antecedents has the highest contribution in the prediction of tourist satisfaction with Norway as a destination. Destination image is the most influential antecedent of tourist satisfaction, with a standardized Beta value of 0.672. The second influential antecedent is service quality with a standardized Beta value of 0.214. As explained above, expensiveness has a weak contribution in influencing tourist satisfaction, therefore also the standardized Beta is low (-0.085).

8.3.3 Relationship between tourist WOM recommendation and its antecedent satisfaction

Satisfaction is hypothesized (H4) to have a positive relation with tourist recommendation. The results indicate that the tourists level of satisfaction with Norway as a destination, will influence their willingness to recommend Norway as a tourist travel destination. The contribution in predicting recommendation has a standardized Beta value of 0.681. Other tourism studies also found that satisfied tourist will recommend the destination to others (Satta et al., 2015; Anderson, 1998; Santos et al.,2014; Bigne et al., 2001; Baker and Fulford, 2016; Ozturk and Gogtas, 2015)

8.3.4 Relationship between tourist intention to revisit and its antecedents

Service quality is hypothesized (H5) to be positively related with tourist revisit intention. The results of this study showed that there is a positive relationship between the perceived quality of service at the destination and the intention to revisit Norway. This means that higher the perceived service quality the higher the intention of tourists will be to revisit Norway as a destination. There are several empirical studies that show that there is a relation between service quality and the revisit intention in the tourism industry (Park et al, 2016; Luo & Qu, 2016; Liu, & Lee, 2016; Raza et al., 2012; Saleem & Raja, 2014).

Satisfaction is hypothesized (H6) to have a positive relation with tourist revisit intention. Although there are studies that show a positive relation among these two (Chou, 2013; Luo

& Qu, 2016; Chen and Tsai, 2007), the findings in this study cannot confirm that there is a relationship between satisfaction and the revisit intention. As an example to the finding in this study, Bigne et al., (2001) show in their study that the relationship among satisfaction and revisit intention is not supported.

Word of mouth recommendation is hypothesized (H8) to be positively related with tourist revisit intention. The findings in this study cannot confirm that there is a relationship between WOM recommendation and the revisit intention, although there are studies that show a positive relation among these two (Kim et al. 2009, Liu & Lee 2016).

Expensiveness is hypothesized (H8) to have a positive relation with tourist revisit intention. The findings of this study show no relationship between the expensiveness of the destination and the revisit intention. This means that, although most of tourists interviewed stated that Norway is an expensive country, their intention to revisit is not influenced by this fact. No relevant literature regarding overall expensiveness or the cost level of a destination in relation to revisit intention was found in the tourism literature.

8.3.5 Antecedents with the highest influence on tourist revisit intention

As shown in figure 8.2, for sub-model three, one out of four independent variables and two out of three of the control variables are supported to have a direct relationship with tourist satisfaction. The control variables age is the most influential antecedent of tourist intention to revisit, with a standardized Beta value of -0.382. The second influential antecedent is the independent variable service quality with a with a standardized Beta value of 0.310 and the third is the control variable income with a standardized Beta of -0.193.

8.4 Implications of this study

8.4.1 Theoretical implications

Tourism is an important and one of the fastest growing sector in the world. This study contributes to the theoretical implication by determining which factors influence the tourists revisit intention, satisfaction and WOM recommendation. The findings indicate that service quality, destination image and expensiveness influences satisfaction. The control variables cost expectations and expenditure suggest no influence on the tourists' level of satisfaction. Destination image is shown to be the most influential antecedent of tourist satisfaction.

Further results show a positive association between the level of the tourists' satisfaction and the willingness to recommend Norway as a destination. Also, the result of this study show that service quality has positive influence and the control variables age and income have a negative significant impact on predicting the revisit intention of tourists to Norway. The control variable age is the most influential antecedent of revisit intention.

8.4.2 Managerial implications

The findings of this study advance the understanding about tourist perceptions and future intentions, gives knowledge of the tourism and marketing literature and provides foundation for future research. This study provides managerial implications for hospitality and tourism marketers by giving a better understanding about what drives the tourist satisfaction, loyalty and recommendation. In respect to the drivers of satisfaction, the most influential factor is destination image. This shows clearly that a positive perceived destination image will highly influence the tourists' overall satisfaction. This suggests that it is worthy for the managers in the tourism industry and the public traded companies that promote Norway as a destination, to make greater investments in the image of Norway. This could be done through various promotion strategies. An example could be the creation of a promotional advert for Norway, that could be seen on international television, on programs like Travel Channel, Discovery, BBC or CNN. The campaign "Incredible India", which was the first marketing initiative of this kind, could be taken as an example. This campaign generated a 16% tourists traffic growth in the first year of launching, (2002) and increased continuously afterwards (incredibleindiacampaign.com, 2016). A commercial that will show some interesting and unique facts about Norway, could create and awake an interesting image in the people's minds about Norway as a travel destination and this could increase the travel traffic to Norway. The tourists are concerned with the image they perceive about Norway and this gives them a higher level of satisfaction. The second influential antecedent is service quality. This means that the quality of service (cleanliness, personal security, local transport, workers, etc.) provided by the companies but also from the Norwegian state is an important factor for the overall satisfaction of the tourists that have chosen Norway as their travel spot. As explained above, expensiveness has a weak contribution in influencing tourist satisfaction, thus this is not a decisive factor for the level of satisfaction but marketers and the management engaged in the tourism industry should take the expensiveness factor in consideration.

Satisfaction, as proven in this study, is influencing the WOM recommendation. As explained also in the previous chapters, positive WOM recommendation may influence the visit decision for the people that haven't visited Norway before. The positive WOM recommendation are sometimes perceived as reliable information coming from a person that they know and maybe also trust (Chia & Qu, 2008). Thus, it is important for the tourism and hospitality marketers to try to increase the level of satisfaction that tourist experience while visiting, because this may increase the number of tourists in the future, thus the total contribution in Norway of travel and tourism to the GDP could also increase.

The customers that decide to revisit a tourist destination, represent a valuable opportunity for businesses (Jang and Feng, 2007; Brida et al., 2012). Oppermann (2000) states in his study that this kind of tourists, that return to the same destination contribute to the revenue that is a stable source for businesses. Several studies suggest that the main factor that is influencing the return decision of tourists is satisfaction (Luo and Qu, 2016; Chen and Tsai, 2007; Petrick, 2005). In this study, the tourist satisfaction did not influence the intention to revisit Norway as a destination. Michels and Bowen (2005) suggest that in the tourism context, satisfaction may not influence directly the loyalty for a destination and in comparison, with rebuying of the consumer goods, the repeated visits made by travelers at the same destination can be considered rare because of cost constrains, travel time and the variety of alternative destinations. Destination image and expensiveness did not influence the revisit intention. The expensiveness factor hasn't been found by the authors of this study in the tourism literature as an antecedent of revisit intention. This factor was chosen because Norway is regarded as an expensive country and it was interesting to see if this would change the tourist perception and behavior.

Service quality, age and income are the factors that were found to influence the revisit intention. Service quality is the second most influential predictor of tourists' decision to revisit Norway. It is interesting to observe that quality of service, but not satisfaction and WOM recommendation, can influence the decision to become a loyal tourist to Norway. Thus, marketers should adjust the service quality attributes, such as staff, facilities and transportation. Norway has a rugged coastline and this requires that ferries are used as public transportation, thus tourists are often depending on the timetables and schedules of the ferries. Adjusted program and more ferries during the summer season may have a positive influence on the quality of service and revisit decision. The results highlight how important

it is to invest in the infrastructure for transportation. Regarding the managerial implications for hospitality, managers should pay more attention to the needs of the guests and try to deliver a high quality of services, thus the tourists may come back in the future. Shopping possibilities and cleanliness and the personnel working in the tourism industry are also factors that represent the quality of services. It is advised that the authorities should work on maintaining the cleanliness and maybe help and support local people to open more stores that provide higher variety of shopping possibilities for tourists.

Socio-demographic factors like income and age, have been found in other studies to have a strong association with the revisit intention (Gitelson and Crompton,1984; Gabe et al. 2006) In this study, age and income (control variables) show as well an influence on the revisit intention. The findings show that the older the tourists the lower is their intention to revisit Norway in the future. This may be related to the fact that older tourists may have or may expect to have health issues, thus future vacations are uncertain. The tourism industry could focus also on younger tourists because there is a higher chance that they may decide to revisit Norway in the future. This could be done by providing more interesting sport and adventure related activities for younger travelers. The results show that the higher the income of the tourists is, the lower is the intent to revisit Norway. An explanation for this can be the fact that people with a more disposable income for traveling, can choose to visit a new destination every year and they can afford to visit more distant destinations. A higher income may wider the vacation choosing and possibilities.

Researchers state that tourist loyalty and destination image have been recognized as elements that are critical in achieving competitiveness for tourist destinations (Bigné et al., 2001; Yoon & Uysal, 2005). Destination image, as shown in this study is the most important predictor for the overall satisfaction of tourists and it is possible that satisfied tourists may recommend the trip to others, thus new customers may be obtained. The loyalty of the destination can be attained through a high quality of provided services like, transportation, professionalism of the stuff, quality of restaurants and bars, cleanliness and shopping possibilities.

The result obtained in this study may help local planners and as well the authorities and public tourism related agencies, to target specific segments of tourists and to develop more appropriate strategies of promoting Norway as tourist destination. The tourism and travel

industry in Norway has a very high potential for growth. Among other action plans, Norway should focus on increasing the profitability and competitiveness. This study brings some knowledge that may help achieving these objectives, through explaining the drivers of the tourists' perceptions and future intentions.

8.5 Limitations and further research

This master thesis, although it brings new information regarding international tourists in Norway, is subject to several limitations. First, the sample used in this study consists of only 203 respondents and the data was collected only in one county, located on the west coast. Another limitation is the selection of the sample. This study used both cruise and land based tourists that arrived in Norway by buss, airplane or car and this groups may have different opinions. Although this study used the majority of the scales of measures adapted from other researchers in the tourism field, if future studies decide to change the measures, different outcomes may be expected. The fact that this study didn't use mediator and moderator variables can be also seen as a limitation. The authors decided to keep questionnaires for the analysis that contained missing values because according to Pallant (2013), when doing research with human beings, it is rare that a complete data can be obtained from every case and IBM SPSS statistical software gives the possibility to handle missing data. One outlier was retained, and this because Hair et al. (2014) suggested that this kind of outliers could represent an element that is valid of the population. In this study service quality, satisfaction, recommendation and expensiveness were used as antecedents for the main purpose of this study, the revisit intention. Other researchers use other or additional antecedents for exploring tourists' loyalty. The expensiveness factor is a quite new approach in predicting the revisit intention. No other studies have been found to use this antecedent for tourist loyalty. The information regarding income was very hard to collect from the tourists, although the questionnaires were anonymous, and this can be regarded as a limitation, because it is difficult to categorize all the respondents regarding their income. Since one of the limitations of this research is the method of sampling, this could be improved in future research by increasing the area for sample selection and increasing the number of respondents. The selection of the sample could differ in further research by selectin only cruise passengers or land based tourists. The authors of this study recommend to use additional or also other antecedents to measure the tourists' satisfaction level, willingness to recommend and their loyalty towards Norway as a travel destination. The theory used for the overall model in this research is Theory of Planned Behavior, and it would be interesting for further research to adopt the theory of reasoned action or other theories. Another advice for future studies is to do more research

work for the tourist satisfaction, revisit intention and WOM recommendations because in most cases the attitudes and intentions show a significant relationship and in this study only one factor showed a relationship with the revisit intention of the tourists

8.6 Conclusion

The purpose of this study was to explore the tourists' overall satisfaction, their willingness to recommend and their revisit intention of Norway as a travel destination. The aim was as well to find out what are the implications for international marketing of Norway as a tourist destination. The study used Theory of Planned Behaviour to develop a conceptual model based on the reviewed literature. Eight hypotheses were developed based on the conceptual model. In order to test the hypotheses, three multiple regressions were analysed. The results showed that service quality, destination image and expensiveness influences satisfaction. The control variables cost expenditure and expectations suggested no influence on the tourists' level of satisfaction. Destination image has shown to be the most influential antecedent of tourist satisfaction. Further results indicated a positive association between the level of the tourists' satisfaction and the willingness to recommend Norway as a destination. Service quality and the control variables age and income made a significant impact on predicting the revisit intention of tourists to Norway. The control variable age was the most influential antecedent of revisit intention. This study provided managerial implications for hospitality and tourism marketers by giving a better understanding about what drives the tourist overall satisfaction, what is the relationship between satisfaction and word of mouth recommendation, and what factors drive the travelers revisit intention.

REFERENCES

ABDALLAT, M. A., (2012), Actual self-image, ideal self-image and the relation between satisfaction and destination loyalty. *Journal of Tourism & Hospitality*, 1(4).

AJZEN, I., (1991), The Theory of Planned Behaviour. *Organizational behaviour and human decision processes* 50, 179-211.

ALEGRE, J. & CLADERA, M., (2006), Repeat visitation in mature sun and sand holiday destinations. *Journal of travel research*, 44, 288-297.

ALEGRE, J. & JUANEDA C., (2006), Destination loyalty Consumers' Economic Behavior. *Annals of Tourism Research*, 33(3), 684–706.

ANDERSON, E., (1998), Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1),5-17.

ASSAKER, G., VINZI, V. E. & O'CONNOR, P., (2010), Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management* 32, 890-901.

BAKSI, A. K., (2014), Moderating impact of tourism relationship management dimensions on tourism service quality, tourist satisfaction and destination loyalty. *Decision Science Letters*, 3, 169–186.

BALOGLOU, S. & MCCLEARY KW, (1999), A model of destination image formation. *Annals of Tourism Research* 26(4), 868–897.

BARROS, C. P. & ASSAF A. G., (2012), Analyzing tourism return intention to an urban destination. *Journal of Hospitality & Tourism Research May*, 36, 216-231.

BIGNE, J. E., ANDREU, L., & GNOTH, J. (2005), The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833–844.

BIGNE, J. E., SANCHEZ, I., & ANDREU, L. (2009), The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115.

BIGNE, J. E., SANCHEZ, M. I. & SANCHEZ J., (2011), Tourism image, evaluation variables and after purchase behavior: inter-relationship. *Tourism Management* 22, 607–616.

BOULDING, W., KALRA, A., STAELIN, R., & ZEITHAML, V. A., (1993), A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7-27.

BORCHGREVINK, C. P. & KNUTSON, B. J., (1997), Norway Seen from Abroad: Perceptions of Norway and Norwegian Tourism. *Journal of Hospitality & Leisure Marketing*, 04.

BOSQUE IR. & SAN MARTIN H., (2008), Tourist satisfaction: a cognitive-affective model. *Annals of Tourism Research* 35(2), 551–573.

CANNY, I., & HIDAYAT, N., (2012), The influence of service quality and tourist satisfaction on future behavioral intentions: The case of Borobudur temple as a UNESCO world culture heritage destination. *International Proceedings of Economics Development and Research*, 50(19), 89-97.

CARMAN, J.M., (1990), Consumer perceptions of service quality: an assessment of the SERVQUAL dimensions. *Journal of Retailing*, 66(1), 33-55.

CHI, C. GENG-QING & QU, H., (2008), Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, 29, 624–636.

CHEN, C. M., CHEN, S. H. & LEE, H. T., (2013), Interrelationships between physical environment quality, personal interaction quality, satisfaction and behavioral intentions in relation to customer loyalty: the case of Kinmen's bed and breakfast industry. *Asia Pacific Journal of Tourism Research*, 18(3), 262-287.

CHEN, C., & TSAI, D., (2007), How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115–1122.

CHOU, H.-J., (2013), The effect of the visitors' consumption experience and tourism image on tourist satisfaction and revisit intention of Taiwan's night markets. *International journal of business review*, 3(1).

COURT, B., & LUPTON, R. A., (1997), Customer portfolio development: modelling destination adopters, inactives and rejecters. *Journal of Travel Research*, 36(1), 35-43.

CRONIN, J. J., & TAYLOR, S. A., (1992), Measuring service quality: A re-examination and extension. *Journal of Marketing*, 56, 55–68.

DYBEDAL, P., FARSTAD, E., WINTER, P.-E. & LANDA-MATA, I., (2015), Cruise passenger traffic to Norway – history and forecasts until 2060. *Institute of Transport Economics*, 57.

ECHTNER, C. M., & RITCHIE, J. R. B., (1991), The meaning and measurement of destination image. *Journal of Tourism Studies*, 2(2), 2–12.

FULLERTON, G., (2014), The moderating effect of normative commitment on the service quality-customer retention relationship. *European Journal of Marketing*, 48 (3/4), 657 – 673.

GABE, T. M., LYNCH, C. P., & MCCONNON, J. C., (2006), Likelihood of cruise ship passenger return to a visited port: The case of Bar Harbor, Maine. *Journal of Travel Research*, 44, 281-287.

GARTNER, W. C., (1996), Tourism development: Principles, policies, and policies. New York USA: Van Nordrum Reinhold.

GLAVEE-GEO, R. & MØRKESET, Å., (2016), Going global: factors influencing Norwegian students' intention to study abroad. *In Wu, T. and Naidoo, V. (eds.), International Marketing of Higher Education* ,191-229, Palgrave Macmillan.

GITELSON, R. J. & CROMPTON J. L., (1984), Insights into the Repeat Vacation Phenomenon. *Annals of Tourism Research*, 11, 199–217.

HAIR, J. F., BLACK, W. C., BABIN, B. J. & ANDERSON, R. E., (2014), Multivariate data analysis (7th edition). Boston: Pearson Education.

HALLMANN, K., ZEHRER, A. & MÜLLER, S., (2015), Perceived Destination Image: An Image Model for a Winter Sports Destination and Its Effect on Intention to Revisit. *Journal of Travel Research*, 54(1), 94–106.

HELGESEN, O. & NESSET, E., (2011), Does LibQUAL+^{TM} account for student loyalty to a university college library. *Quality Assurance in Education*, 19(4), 413-440.

HOLJEVAC, I. A., MARKOVIĆ, S. & RASPOR, S., (2013), Customer satisfaction measurement in hotel industry: *content analysis study*, Available: http://bib.irb.hr/datoteka/397335.PAP039.pdf

HUANG, J., CHENG, X., SHEN, H., ZHOU, T. & JIN, X., (2012), Exploring Social Influence via Posterior Effect of Word-of-Mouth Recommendations. *Human factors*, 978-1-4503-0747-5/12/02.

HUI T. K., WAN D., & HO A., (2006), Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28, 965–975.

JALILVAND, M. R. & SAMIEI, J. N., (2012), The impact of electronic word of mouth on a tourism destination choice. *Internet Research*, 22(5), 591 – 612.

JUAN GABRIEL BRIDA J. G., PULINA M., RIAÑO E. & ZAPATA-AGUIRRE S., (2012), Cruise visitors' intention to return as land tourists and to recommend a visited destination. *Anatolia*, 23(3), 395-412.

KIM, T.T., KIM, W.G. & KIM, H.B., (2009), The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51-62.

KIM, Y. H., KIM, MINCHEOL & GOH, B. K., (2010), An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management*, 32, 1159-1165.

KLINE, R. B. (2005). Principles and Practice of Structural Equation Modeling (2nd ed.). New York: Guilford. 366, 978-1-57230-690-5.

KOZAK M., (2001), An Analysis of Tourist Spending and its Determinants. *Anatolia*, 12(2), 196-202.

KOZAK, M., & RIMMINGTON, M., (2000), Tourist satisfaction with Mallorca, Spain, as an offseason holiday destination. *Journal of Travel Research*, 38(1), 260–269.

LARSEN, S. & WOLFF, K., (2016), Exploring assumptions about cruise tourists' visits to ports. *Tourism Management Perspectives* 17, 44–49.

LEE, C., LEE, Y., & LEE, B., (2005), Korea's destination image formed by the 2002 world cup. *Annals of Tourism Research*, 32(4), 839-858.

LEE, S., JEON, S. & KIM D., (2011), The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management* 32, 1115-1124.

LEWIS R., & CHAMBERS R., (2000), Marketing leadership in hospitality, foundations and practices (3rd ed.). New York, NY: Wiley.

LIU, CHIN-HUNG, & YEN, LI-CHEN, (2010), The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types. *African Journal of Business Management*, 4(8), 1529-1545.

LOUREIRO, S., M., C., (2014), The role of website quality on pad, attitude and intentions to visit and recommend island destination. *International Journal of Tourism Research*, 17, 545–554.

LUO, Z. & QU, H., (2016), Guest-defined hotel service quality and its impacts on guest loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 17(3), 311-332.

MARIOS D. SOTERIADES M. D., STAVROS E. & ARVANITIS S. E., (2006), Expenditure Patterns by Travel Party Size: British and German Tourists on Crete, Greece. *Anatolia*, 17(2), 169-187.

MICHELS, N., & BOWEN, D., (2005), The relevance of retail loyalty, strategy and practice for leisure and tourism. *Journal of Vacation Marketing*, 11(1), 5–19.

MITTAL, V., KUMAR, P., & TSIROS, M., (1999), Attribute-level performance, satisfaction, and behavioral intentions over time: A consumption-system approach. *Journal of Marketing*, 63(2), 88–101.

MITTAL, V., KUMAR, P., & TSIROS, M., (1999), Attribute-level performance, satisfaction, and behavioral intentions over time: A consumption-system approach. *Journal of Marketing*, 63(2), 88–101.

NESSET, E. AND HELGESEN, O., (2009), Modeling and managing student loyalty: A study of a Norwegian University College. *Scandinavian journal of education research*, 53(4), 327-345.

NUNKOO, R. & RAMKISSOON, H., (2010), Gendered theory of planned behaviour and residents' support for tourism. *Current Issues in Tourism*, 13(6), 525-540.

OLIVER, R., (1981), Measurement and evaluation of satisfaction processes in retail settings. *Journal of retailing*, 57, 25-48.

OLIVER, R. L., (1989), Processing of the satisfaction response in consumption: a suggested framework and research propositions. *Vanderbilt University*.

OPPERMANN, M., (2000), Tourism destination loyalty. *Journal of Travel Research*, 39, 78-84.

OZTURK U. A. & GOGTAS H., (2016), Destination attributes, satisfaction, and the cruise visitor's intent to revisit and recommend. *Tourism Geographies*, 18(2), 194-212.

PADMA, P., (2016), Strategic Quadrants and Service Quality: Tourist Satisfaction in Portugal. *The Quality Management Journal*, 23, 2-57.

PALLANT, J., (2013), SPSS survival manual. A step by step guide to data analysis using IBM SPSS (5th edition). McGraw Hill, London.

PARASURAMAN, A., ZEITHAML, V.A. & BERRY, L.L., (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 14-40.

PARK, J.-A., SUNG, J., KIM, M.-K., & KIM, S.-K., (2016), Effect of Service Quality on Revisit Intention and Word-of-Mouth at the F-l Chinese Grand Prix. *International Journal of Applied Sports Sciences*, 28(1), 42-52.

PETRICK, J. F., (1999), An Examination of the Relationship Between Golf Travelers' Satisfaction, Perceived Value and Loyalty and Their Intentions to Revisit. *Ph.D. dissertation*, Clemson University, Clemson, SC.

PETRICK J. F., & J. BACKMAN S. J., (2002), An Examination of the Construct of Perceived Value for the Prediction of Golf Travelers' Intentions to Revisit. *Journal of Travel Research*, 41(1), 38-45.

PRAKASH, A. & MOHANTY, R.P., (2013), Understanding service quality. *Production Planning & Control*, 24(12), 1050-1065.

PUTREVU S., (2001), Exploring the origins and information processing differences between man and women: implications for advertisers. *Academy of Marketing Science Review*.

RUSSELL, J. A., & SNODGRASS, J., (1987), Emotion and environment. In D. Stockols, & I. Altman (Eds.), *Handbook of environmental psychology* (pp. 245-280). New York: John Wiley and Sons.

SALEEM, H., & RAJA N. S., (2014), The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle-East Journal of Scientific Research*, 19(5), 706-711.

SANTOS, C. M., VIEIRA, J. C. & SARMENTO, M., (2014), The willingness to recommend a visit to the Azores: a hierarchical ordered probit model with application to Scandinavian tourists. *Scandinavian Journal of Hospitality and Tourism*, 13(1), 73-83.

SATTA, G., PAROLA F., PENCO L. & PERSICO L., (2015), Word of mouth and satisfaction in cruise port destinations. *Tourism Geographies*, 17(1), 54-75.

SCHREYER, R., LIME, D.W., & WILLIAMS, D. R., (1984), Characterizing the influence of past experience on recreation behavior. *Journal of Leisure Research*, 16(1), 35–50.

SCHIFFMAN, L., HANSEN, H. & KANUK, L.,L., (2008), Consumer Behavior: A European Outlook. Pearson Education, 22- 24.

SODERLUND, M. (1998). Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. *International Journal of Service Industry Management*, 9(2), 169-188.

STYLOS, N., VASSILIADIS, C. A., BELLOU, V., & ANDRONIKIDIS, A., (2015), Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management* 53, 40-60.

SUKI, N.M., (2013), Examining the correlations of hotel service quality with tourists' satisfaction. *World Applied Sciences Journal*, 21(12), 1816-1820.

SUN, X., CHI C. GENG-QING & XU H., (2013), Developing destination loyalty: the case of Hainan island. *Annals of Tourism Research*, 43, 547–577.

TELLIS, G. J., (1988), Advertising exposure, loyalty, and brand purchase: A two-stage model of choice. *Journal of Marketing Research*, 25(2), 134–144.

TUDOR, A-G. & ZHENG, C. (2014). Product knowledge, product quality and country-of-origin effects on purchase intention of personal computers: A survey of Aalesund University College students. Master theses submitted to Aalesund University College. (Online) Available: http://hdl.handle.net/11250/275449.

TULIN, V. & KRAJNYAK, K., (2010), How expensive is Norway? New international relative price measures. *International Monetary Fund*, WP, 10 ,133.

UM, S., CHON, K., & RO, Y., (2006), antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158.

VASSILIADIS, C. A., (2008), Destination product characteristics as useful predictors for repeat visiting and recommendation segmentation variables in tourism: a CHAID Exhaustive Analysis. *International journal of tourism research*, 10, 439–452.

WU, CHIH-WEN, (2016), Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69, 2213–2219.

ZEITHAML, V. A., (1988), Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3).

WEB PAGES:

ALESUNDREGIONENS HAVENVESEN, (2016), Cruise calls, Ålesund [Online]. Available: http://www.alesund.havn.no/en/Havna/Cruisehavn/2015

BEST SERVED SCANDINAVIA, 2016, Norway destination [Online]. Available: https://www.best-served.co.uk/destinations/norway

CLIMATE NORWAY (2016), Norway [Online]. Available: http://www.climatestotravel.com/climate/norway

CRUISE NORWAY (2016), Port of Ålesund [Online]. Available: http://www.cruise-norway.no/ports/alesund/default.aspx

INCREDIBLE INDIA, (2016), Incredible India Campaign [Online]. Available: incredibleindiacampaign.com

INNOVATION NORWAY, 2015, Key figures for Norwegian travel and tourism [Online]. Available: http://www.innovasjonnorge.no/globalassets/reiseliv/markedsdata/in_nokkeltall_eng_web _enkel.pdf

INSTITUTE OF TRANSPORT ECONOMICS, (2015), Cruise passenger traffic to Norway – history and forecasts until 2060 [Online]. Available: https://www.toi.no/getfile.php/Publikasjoner/T%C3%98I%20rapporter/2015/1388-2015/1388-summary.pdf

JURNAL DE NORD, (2016), Norway. [Online]. Available: http://www.jurnaldenord.info/ghidul-noului-venit/despre-norvegia-tara-obiceiuri-legi/

METEOROLOGISK INSITUTT, (2016), The climate of Norway, [Online]. Available: http://met.no/English/Climate_in_Norway/

NATIONS ENCYCLOPEDIA, (2016), Norway - Infrastructure, power, and communications. [Online]. Available: http://www.nationsencyclopedia.com/economies/Europe/Norway-INFRASTRUCTURE-POWER-AND-COMMUNICATIONS.html

NORWEGIAN MINISTRY OF TRADE AND INDUSTRY, (2005) Action plan for the travel and tourism industry [Online]. Available: https://www.regjeringen.no/globalassets/upload/kilde/nhd/rap/2005/0030/ddd/pdfv/258283 -reiseliv-engelsk-05.pdf

OECD Data, (2016), Norway, [Online]. Available: https://data.oecd.org/norway.htm

OECD Data, (2014), "Norway", in OECD Tourism Trends and Policies 2014.[Online]. Available: http://dx.doi.org/10.1787/tour-2014-31-en

PLANET WARE, (2016), Norway Travel Guide [Online]. Available:
http://www.planetware.com/tourist-attractions/norway-n.htm

SIMPLY PSYCOLOGY (2016), Likert scale [Online]. Available:
http://www.simplypsychology.org/likert-scale.html

THE WORLD TRAVEL & TOURISM COUNCIL, (2015), Travel & Tourism Economic Impact
2015 Norway [Online]. Available:
https://www.wttc.org//media/files/reports/economic%20impact%20research/countries%20
2015/norway2015.pdf

TRIPADVISOR, (2016), Norway: first time visitors read this [Online]. Available:
https://www.tripadvisor.com/Travel-g190455-
c96226/Norway:First.Time.Visitors.Read.This.html

UNESCO (2016), Properties inscribed on the World Heritage List [Online] Available:
http://whc.unesco.org/en/statesparties/no

VISIT NORWAY, (2012), Brand platform for Norway as a tourist destination [Online].
Available:
http://visitnorway.org/wpcontent/uploads/2013/03/Brand_Platform_Norway_tourist_destin
ation.pdf

VISIT NORWAY, (2016), Norway in your pocket [Online]. Available:
http://viewer.zmags.com/publication/9850a3fc#/9850a3fc/214

WALLPAPER, 2016, Ålesund [Online]. Available:
http://www.wallpaperup.com/147011/Alesund_Norway_fjord_harbor_mountains_building
s_panorama.html

WIKIPEDIA (2016), Ålesund [Online]. Available:
https://en.wikipedia.org/wiki/%C3%85lesund

WIKIPEDIA (2016), Geiranger [Online]. Available:
https://en.wikipedia.org/wiki/Geiranger

WIKIPEDIA, (2016), Norway [Online]. Available:
https://en.wikipedia.org/wiki/Norway#Demographics

WIKIPEDIA, (2016), Politics and Government Norway [Online]. Available:
https://en.wikipedia.org/wiki/Norway#Politics_and_government

WORLD TRADE ORGANIZATION, (2002), Designing the tourism satellite account (TBA)
methodological framework [Online]. Available:
http://statistics.unwto.org/sites/all/files/docpdf/parti.pdf

APPENDICES

APPENDIX 1: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

1a. Gender of the respondents

GENDEREE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	89	43,8	44,9	44,9
	FEMALE	109	53,7	55,1	100,0
	Total	198	97,5	100,0	
Missing	System	5	2,5		
Total		203	100,0		

1b. Occupation of the respondents

OCCPGG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	5	2,5	2,5	2,5
	Working	115	56,7	57,2	59,7
	Retired person	65	32,0	32,3	92,0
	others	16	7,9	8,0	100,0
	Total	201	99,0	100,0	
Missing	System	2	1,0		
Total		203	100,0		

1c. Country of origin of the respondents

COUNTRYHH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Germany	63	31,0	31,0	31,0
	Great Britain	26	12,8	12,8	43,8
	USA	27	13,3	13,3	57,1
	Spain	3	1,5	1,5	58,6
	France	5	2,5	2,5	61,1
	Romania	4	2,0	2,0	63,1
	Russia	22	10,8	10,8	73,9
	Others	53	26,1	26,1	100,0
	Total	203	100,0	100,0	

1d. Previous visits to Norway

FIRSTNII

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	,5	,5	,5
	Yes	122	60,1	62,9	63,4
	No	71	35,0	36,6	100,0
	Total	194	95,6	100,0	
Missing	System	9	4,4		
Total		203	100,0		

1e. Transport type of the respondents

TRANSPORTJJ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cruise ship	124	61,1	61,7	61,7
	Car	15	7,4	7,5	69,2
	Airplane	59	29,1	29,4	98,5
	Bus	3	1,5	1,5	100,0
	Total	201	99,0	100,0	
Missing	System	2	1,0		
Total		203	100,0		

1f. Income level of the respondents

IncomeNew					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2000	79	38,9	50,6	50,6
	2001-4000	57	28,1	36,5	87,2
	4001-6000	12	5,9	7,7	94,9
	6001-8000	2	1,0	1,3	96,2
	8001-10000	2	1,0	1,3	97,4
	10001-more	4	2,0	2,6	100,0
	Total	156	76,8	100,0	
Missing	System	47	23,2		
Total		203	100,0		

1g. Age of the respondents

AgeNew					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-20	1	,5	,5	,5
	21-40	43	21,2	21,6	22,1
	41-60	79	38,9	39,7	61,8
	61-80	73	36,0	36,7	98,5
	81-more	3	1,5	1,5	100,0
	Total	199	98,0	100,0	
Missing	System	4	2,0		
Total		203	100,0		

APPENDIX 2: DESCRIPTIVE STATISTICS OUTPUT FROM SPSS

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SQA1	187	6	1	7	5,46	1,219	-1,336	,178	2,160	,354
SQB2	198	7	0	7	5,86	1,031	-1,577	,173	5,324	,344
SQC3	201	6	1	7	6,16	1,126	-2,705	,172	9,723	,341
SQD4	195	65	2	67	5,59	4,607	12,305	,174	164,815	,346
SQE5	199	6	1	7	6,25	1,117	-2,588	,172	8,321	,343
SQF6	195	5	2	7	5,98	1,096	-1,418	,174	2,199	,346
SQG7	200	6	1	7	6,43	,882	-2,453	,172	8,897	,342
IRH1	199	6	1	7	5,19	1,848	-1,101	,172	,156	,343
IRI2	195	6	1	7	4,28	2,022	-,180	,174	-1,248	,346
IRJ3	194	7	0	7	4,85	2,040	-,650	,175	-,921	,347
RCK1	201	6	1	7	6,40	,895	-2,490	,172	9,474	,341
RCL2	200	6	1	7	6,44	,906	-2,340	,172	7,815	,342
RCM3	185	6	1	7	6,29	,890	-1,812	,179	6,129	,355
SAN1	202	6	1	7	6,17	,980	-1,509	,171	3,496	,341
SAO2	202	6	1	7	6,47	,847	-3,152	,171	16,139	,341
SAP3	202	6	1	7	6,51	,854	-3,246	,171	16,306	,341
EXQ1	202	5	2	7	6,48	,754	-2,514	,171	11,122	,341
SAR4	195	5	2	7	6,38	,919	-2,355	,174	7,524	,346
IMS1	203	7	0	7	6,21	,993	-2,783	,171	12,523	,340
IMT2	195	6	1	7	6,31	,890	-2,422	,174	10,245	,346
IMU3	201	6	1	7	5,99	1,125	-1,249	,172	1,720	,341
IMV4	202	5	2	7	6,09	1,008	-1,444	,171	2,672	,341
IMW5	196	6	1	7	6,45	,902	-2,680	,174	10,191	,346
INCOMEX1	156	54800	200	55000	3000,32	4855,185	8,461	,194	86,581	,386

SPEY1	182	3	1	4	1,55	,863	1,416	,180	,957	,358
CPZ1	186	2	1	3	1,36	,554	1,246	,178	,592	,355
SPEAA2	196	5	1	6	2,21	1,160	1,177	,174	2,283	,346
SPEBB3	194	3	1	4	3,04	1,121	-,495	,175	-1,397	,347
EXPCC1	198	3	4	7	6,27	,851	-,943	,173	,061	,344
IMDD6	177	8	0	8	5,31	1,313	-,900	,183	1,348	,363
GENDEREE	198	1,00	1,00	2,00	1,5505	,49870	-,205	,173	-1,978	,344
AGEFF	199	64	19	83	54,06	14,487	-,168	,172	-,883	,343
OCCPGG	201	3,00	1,00	4,00	2,4577	,67783	,690	,172	-,025	,341
COUNTRYHH	203	7,00	1,00	8,00	4,1133	2,95376	,289	,171	-1,695	,340
FIRSTNII	194	2	0	2	1,36	,492	,452	,175	-1,466	,347
TRANSPORTJJ	201	3,00	1,00	4,00	1,7065	,94255	,727	,172	-1,223	,341
Valid N (listwise)	92									

APPENDIX 3: FACTOR ANALYSIS OUTPUT FROM SPSS

3a. KMO AND Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,889
Bartlett's Test of Sphericity	Approx. Chi-Square	2399,545
	df	378
	Sig.	,000

3b. Communalities of factors

Communalities

	Initial	Extraction
SQA1	1,000	,724
SQB2	1,000	,490
SQC3	1,000	,749
SQD4	1,000	,558
SQE5	1,000	,768
SQF6	1,000	,626
SQG7	1,000	,735
IRH1	1,000	,835
IRI2	1,000	,805
IRJ3	1,000	,791
RCK1	1,000	,710
RCL2	1,000	,704
RCM3	1,000	,623
SAN1	1,000	,573

SAO2	1,000	,657
SAP3	1,000	,642
EXQ1	1,000	,706
SAR4	1,000	,654
IMS1	1,000	,637
IMT2	1,000	,647
IMU3	1,000	,645
IMV4	1,000	,431
IMW5	1,000	,567
EXPCC1	1,000	,598
SPEY1	1,000	,569
CPZ1	1,000	,631
SPEBB3	1,000	,583
IMDD6	1,000	,599

Extraction Method: Principal Component

Analysis.

3c. Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9,552	34,116	34,116	9,552	34,116	34,116	7,081	25,289	25,289
2	2,980	10,642	44,757	2,980	10,642	44,757	3,159	11,281	36,569
3	1,816	6,484	51,242	1,816	6,484	51,242	2,641	9,433	46,003
4	1,557	5,560	56,801	1,557	5,560	56,801	1,898	6,778	52,780
5	1,335	4,766	61,568	1,335	4,766	61,568	1,798	6,423	59,203
6	1,016	3,628	65,195	1,016	3,628	65,195	1,678	5,992	65,195
7	,869	3,103	68,299						
8	,824	2,943	71,242						
9	,747	2,667	73,909						
10	,697	2,491	76,400						
11	,690	2,464	78,864						
12	,654	2,336	81,200						
13	,561	2,004	83,204						
14	,504	1,800	85,004						
15	,487	1,738	86,742						
16	,449	1,603	88,345						
17	,427	1,525	89,870						
18	,398	1,422	91,292						
19	,364	1,299	92,591						
20	,323	1,155	93,745						
21	,305	1,091	94,836						

22	,278	,994	95,830							
23	,257	,920	96,750							
24	,237	,845	97,595							
25	,214	,764	98,359							
26	,169	,603	98,962							
27	,153	,546	99,508							
28	,138	,492	100,000							

Extraction Method: Principal Component Analysis.

3d. Scree Plot
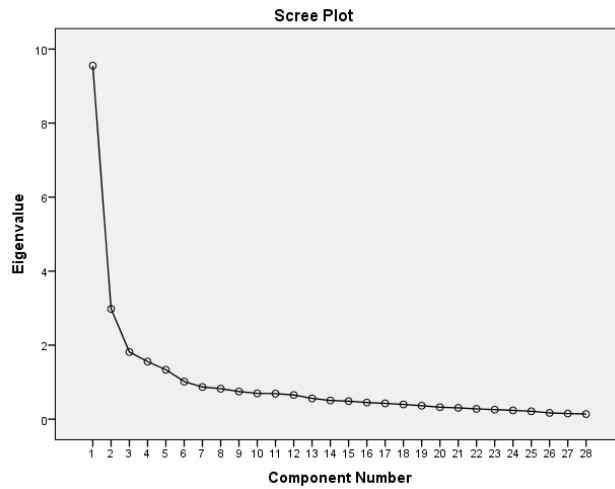
Appendix 4: RELIABILITY ANALYSIS OF THE COMPONENTS

4a. Reliability analysis of recommendation (RECOMM)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,840	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RCK1	12,73	2,652	,730	,577	,752
RCL2	12,72	2,537	,767	,610	,715
RCM3	12,88	2,963	,620	,389	,856

4b. Reliability analysis of satisfaction (SATISF)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,805	,810	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SAN1	13,01	2,367	,613	,376	,786
SAO2	12,70	2,593	,687	,484	,703
SAP3	12,66	2,609	,670	,468	,718

4c. Reliability analysis of service quality (SERVQUA)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,844	,848	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SQA1	24,76	13,132	,496	,292	,857
SQC3	24,08	11,954	,711	,576	,794
SQE5	24,02	11,723	,754	,590	,782
SQF6	24,26	12,527	,671	,463	,806
SQG7	23,84	13,774	,654	,523	,815

4d. Reliability analysis of intention to revisit (INTTOREV)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,879	,881	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IRH1	9,15	13,823	,793	,631	,810
IRI2	10,02	13,137	,743	,555	,852
IRJ3	9,40	12,971	,769	,601	,828

4e. Reliability analysis of the destination image (DESTIM)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,830	,837	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IMS1	25,33	7,846	,664	,484	,786
IMT2	25,26	7,668	,728	,559	,768
IMV4	25,47	8,100	,505	,265	,837
IMW5	25,11	8,085	,618	,390	,799
EXQ1	25,10	8,507	,665	,485	,791

APPENDIX 5: LINEAR MULTIPLE REGRESSION ANALYSIS OUTPUT FROM SPSS

5a. Descriptive statistics, dependent variable is satisfaction (SATISF)

Descriptive Statistics

	Mean	Std. Deviation	N
SATISF	6,3933	,75818	200
SERVQUA	6,0484	,87132	182
DESTIM	6,3134	,69436	187
EXPNESS	6,2677	,85143	198
COSTEXP	1,3602	,55442	186
SPEND	1,5549	,86347	182

5b. Pearson Correlations, dependent variable is satisfaction (SATISF)

Correlations

		SATISF	SERVQUA	DESTIM	EXPNESS	COSTEXP	SPEND
Pearson Correlation	SATISF	1,000	,619	,795	,023	-,077	,103
	SERVQUA	,619	1,000	,617	,084	-,112	-,025
	DESTIM	,795	,617	1,000	,136	-,099	,078
	EXPNESS	,023	,084	,136	1,000	,179	-,078
	COSTEXP	-,077	-,112	-,099	,179	1,000	,279
	SPEND	,103	-,025	,078	-,078	,279	1,000

Sig. (1-tailed)	SATISF	.	,000	,000	,374	,149	,083
	SERVQUA	,000	.	,000	,130	,070	,373
	DESTIM	,000	,000	.	,033	,096	,154
	EXPNESS	,374	,130	,033	.	,007	,149
	COSTEXP	,149	,070	,096	,007	.	,000
	SPEND	,083	,373	,154	,149	,000	.
N	SATISF	200	181	187	196	184	182
	SERVQUA	181	182	173	180	175	171
	DESTIM	187	173	187	184	175	172
	EXPNESS	196	180	184	198	185	182
	COSTEXP	184	175	175	185	186	179
	SPEND	182	171	172	182	179	182

5c. Model summary, dependent variable is satisfaction (SATISF)

Model Summary[b]									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,818[a]	,669	,659	,44296	,669	66,606	5	165	,000

a. Predictors: (Constant), SPEND, SERVQUA, EXPNESS, COSTEXP, DESTIM

b. Dependent Variable: SATISF

5d. ANOVA, dependent variable is satisfaction (SATISF)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,346	5	13,069	66,606	,000[b]
	Residual	32,375	165	,196		
	Total	97,721	170			

a. Dependent Variable: SATISF

b. Predictors: (Constant), SPEND, SERVQUA, EXPNESS, COSTEXP, DESTIM

5e. Coefficients, dependent variable is satisfaction (SATISF)

		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,016	,390		2,609	,010					
	SERVQUA	,186	,050	,214	3,742	,000	,619	,280	,168	,612	1,633
	DESTIM	,734	,063	,672	11,577	,000	,795	,669	,519	,595	1,680
	EXPNESS	-,076	,042	-,085	-1,831	,069	,023	-,141	-,082	,922	1,085
	COSTEXP	,022	,066	,016	,331	,741	-,077	,026	,015	,858	1,166
	SPEND	,039	,042	,045	,943	,347	,103	,073	,042	,884	1,131

a. Dependent Variable: SATISF

5f. Histogram, dependent variable is satisfaction (SATISF)

Histogram
Dependent Variable: SATISF

Mean = -0,03
Std. Dev. = 1,024
N = 161
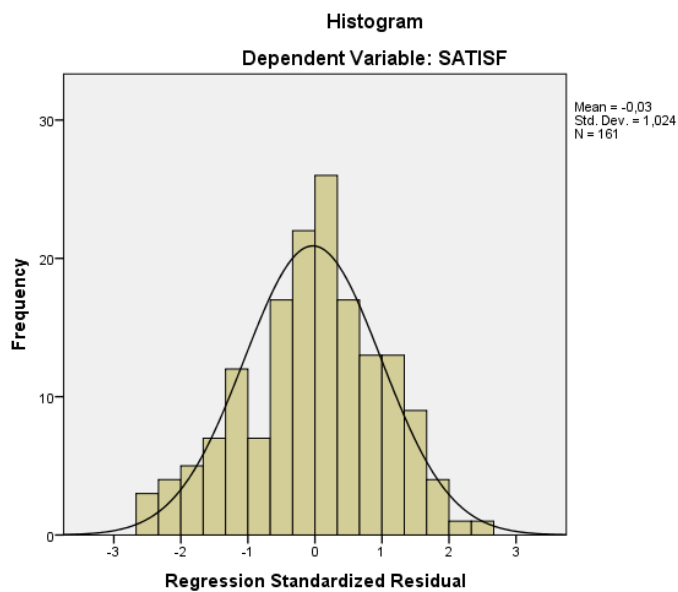
5g. Normal P-P Plot, dependent variable is satisfaction (SATISF)
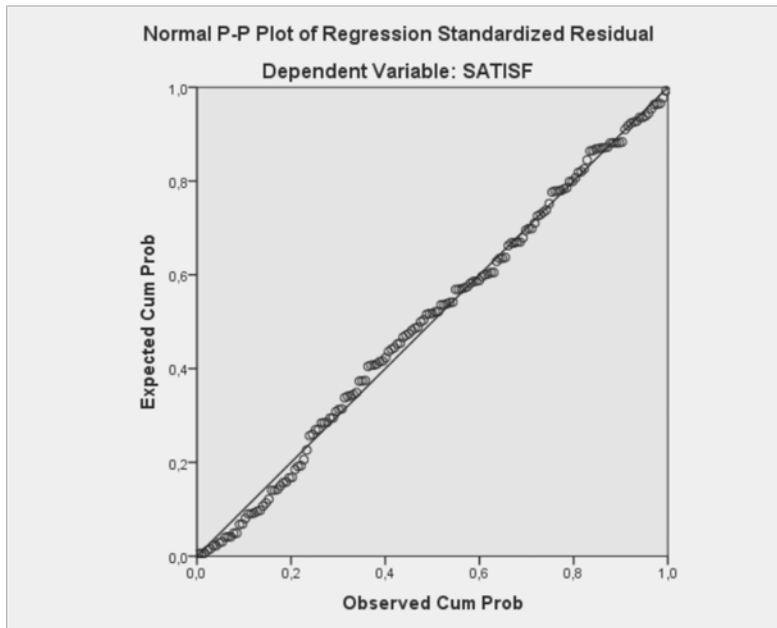
5h. Scatteplot, dependent variable is satisfaction (SATISF)
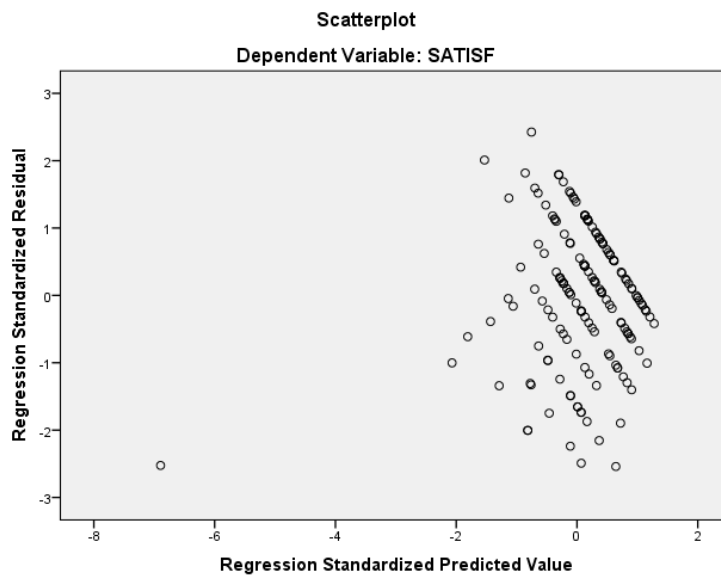
5i. Descriptive statistics, dependent variable is recommendation (RECOMM)

Descriptive Statistics			
	Mean	Std. Deviation	N
RECOMM	6,3886	,79311	181
SATISF	6,3933	,75818	200

5j. Pearson correlations, dependent variable is recommendation (RECOMM)

Correlations		RECOMM	SATISF
Pearson Correlation	RECOMM	1,000	,681
	SATISF	,681	1,000
Sig. (1-tailed)	RECOMM	.	,000
	SATISF	,000	.
N	RECOMM	181	180
	SATISF	180	200

5k. Model summary, dependent variable is recommendation (RECOMM)

Model Summary[b]					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,681[a]	,464	,461	,58224	,464	154,137	1	178	,000

a. Predictors: (Constant), SATISF

b. Dependent Variable: RECOMM

5l. ANOVA, dependent variable is recommendation (RECOMM)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52,253	1	52,253	154,137	,000[b]
	Residual	60,343	178	,339		
	Total	112,596	179			

a. Dependent Variable: RECOMM

b. Predictors: (Constant), SATISF

5m. Coefficients, dependent variable is recommendation (RECOMM)

		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,833	,370		4,959	,000					
	SATISF	,713	,057	,681	12,415	,000	,681	,681	,681	1,000	1,000

a. Dependent Variable: RECOMM

5n. Histogram, dependent variable is recommendation (RECOMM)

Histogram
Dependent Variable: RECOMM

Mean = 0,02
Std. Dev. = 1,000
N = 180

5o. Normal P-P Plot, dependent variable is recommendation (RECOMM)

Normal P-P Plot of Regression Standardized Residual
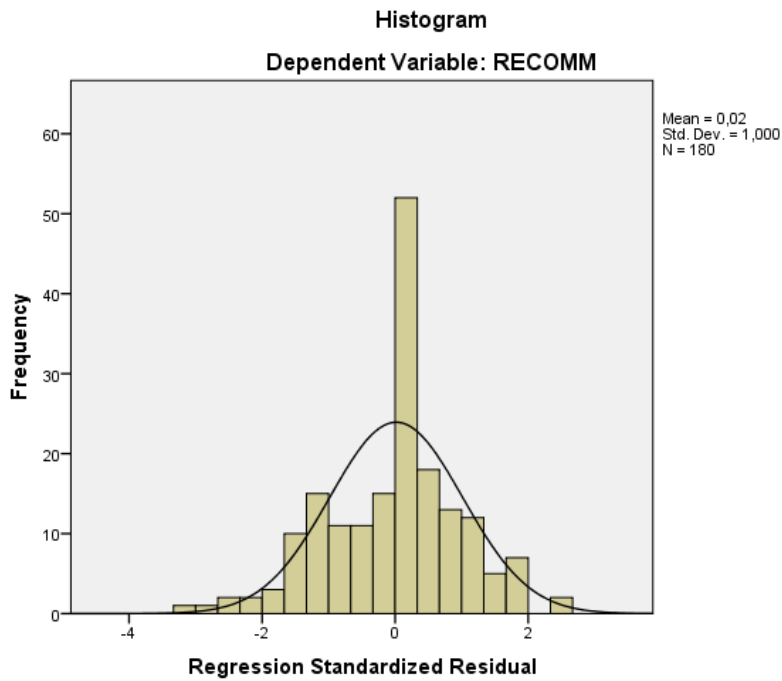
Dependent Variable: RECOMM

5p. Scatterplot, dependent variable is recommendation (RECOMM)
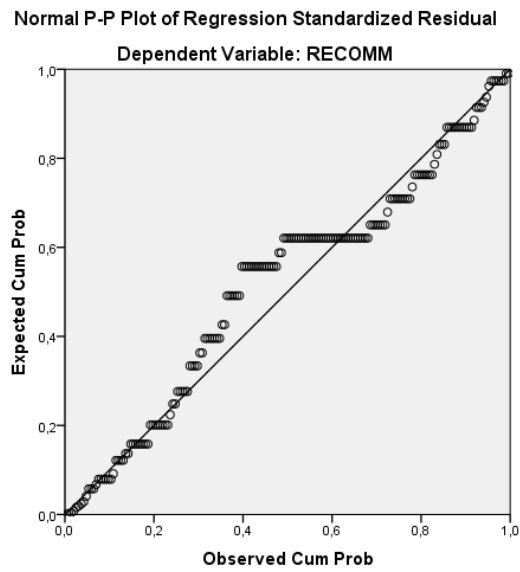
Scatterplot

Dependent Variable: RECOMM
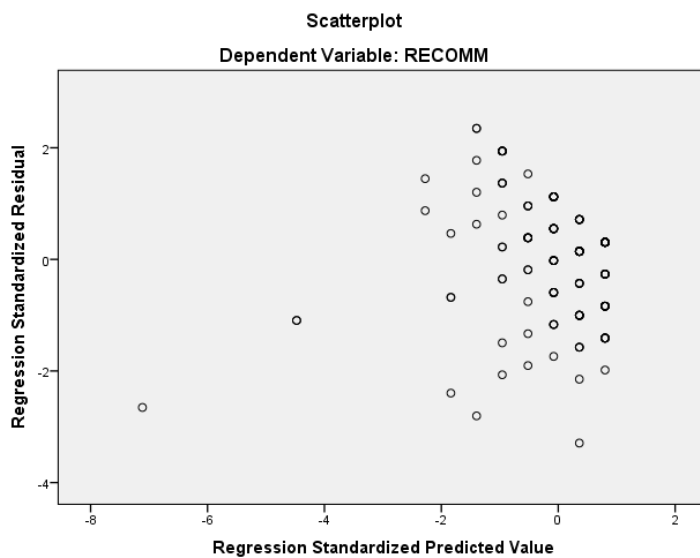
5q. Descriptive statistics, dependent variable is intention to revisit (INTTOREV)

Descriptive Statistics			
	Mean	Std. Deviation	N
INTTOREV	4,7614	1,77159	190
SERVQUA	6,0484	,87132	182
SATISF	6,3933	,75818	200
RECOMM	6,3886	,79311	181
EXPNESS	6,2677	,85143	198
AGELOG	1,7154	,12791	199
INCOMELOG	3,3032	,37277	156
GENDEREE	1,55	,499	198

5r. Pearson Correlations, dependent variable is intention to revisit (INTTOREV)

Correlations		INTTOREV	SERVQUA	SATISF	RECOMM	EXPNESS	AGELOG	INCOMELOG	GENDEREE
Pearson Correlation	INTTOREV	1,000	,302	,084	,126	,174	-,470	-,320	,039
	SERVQUA	,302	1,000	,619	,553	,084	-,094	,013	,140
	SATISF	,084	,619	1,000	,681	,023	,009	,188	,102
	RECOMM	,126	,553	,681	1,000	,072	-,011	-,019	,031
	EXPNESS	,174	,084	,023	,072	1,000	-,198	-,383	-,039
	AGELOG	-,470	-,094	,009	-,011	-,198	1,000	,307	,078
	INCOMELOG	-,320	,013	,188	-,019	-,383	,307	1,000	-,047
	GENDEREE	,039	,140	,102	,031	-,039	,078	-,047	1,000
Sig. (1-tailed)	INTTOREV	.	,000	,127	,049	,008	,000	,000	,298
	SERVQUA	,000	.	,000	,000	,130	,105	,437	,031
	SATISF	,127	,000	.	,000	,374	,448	,010	,079
	RECOMM	,049	,000	,000	.	,171	,441	,413	,342
	EXPNESS	,008	,130	,374	,171	.	,003	,000	,297
	AGELOG	,000	,105	,448	,441	,003	.	,000	,138
	INCOMELOG	,000	,437	,010	,413	,000	,000	.	,285
	GENDEREE	,298	,031	,079	,342	,297	,138	,285	.
N	INTTOREV	190	175	188	172	187	186	149	185

SERVQUA	175	182	181	166	180	179	148	177
SATISF	188	181	200	180	196	197	154	195
RECOMM	172	166	180	181	177	178	138	176
EXPNESS	187	180	196	177	198	194	155	193
AGELOG	186	179	197	178	194	199	154	194
INCOMEL OG	149	148	154	138	155	154	156	151
GENDERE E	185	177	195	176	193	194	151	198

5s. Model summary, dependent variable is intention to revisit (INTTOREV)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,574[a]	,330	,294	1,48894	,330	9,136	7	130	,000

a. Predictors: (Constant), GENDEREE, RECOMM, INCOMELOG, AGELOG, EXPNESS, SERVQUA, SATISF

b. Dependent Variable: INTTOREV

5t. ANOVA, dependent variable is intention to revisit (INTTOREV)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141,778	7	20,254	9,136	,000[b]
	Residual	288,202	130	2,217		
	Total	429,980	137			

a. Dependent Variable: INTTOREV

b. Predictors: (Constant), GENDEREE, RECOMM, INCOMELOG, AGELOG, EXPNESS, SERVQUA, SATISF

5u. Coefficients, dependent variable is intention to revisit (INTTOREV)

	Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	14,018	2,667		5,255	,000					
SERVQUA	,631	,194	,310	3,247	,001	,302	,274	,233	,564	1,773
SATISF	-,149	,262	-,064	-,568	,571	,084	-,050	-,041	,410	2,440
RECOMM	-,024	,230	-,011	-,104	,918	,126	-,009	-,007	,485	2,063
EXPNESS	,003	,164	,002	,019	,985	,174	,002	,001	,832	1,201
AGELOG	-5,295	1,063	-,382	-4,980	,000	-,470	-,400	-,358	,875	1,143
INCOMELOG	-,919	,402	-,193	-2,283	,024	-,320	-,196	-,164	,719	1,390
GENDEREE	,084	,262	,024	,320	,750	,039	,028	,023	,951	1,052

a. Dependent Variable: INTTOREV

5v. Histogram, dependent variable is intention to revisit (INTTOREV)

Histogram
Dependent Variable: INTTOREV

Mean = 0,13
Std. Dev. = 0,856
N = 121
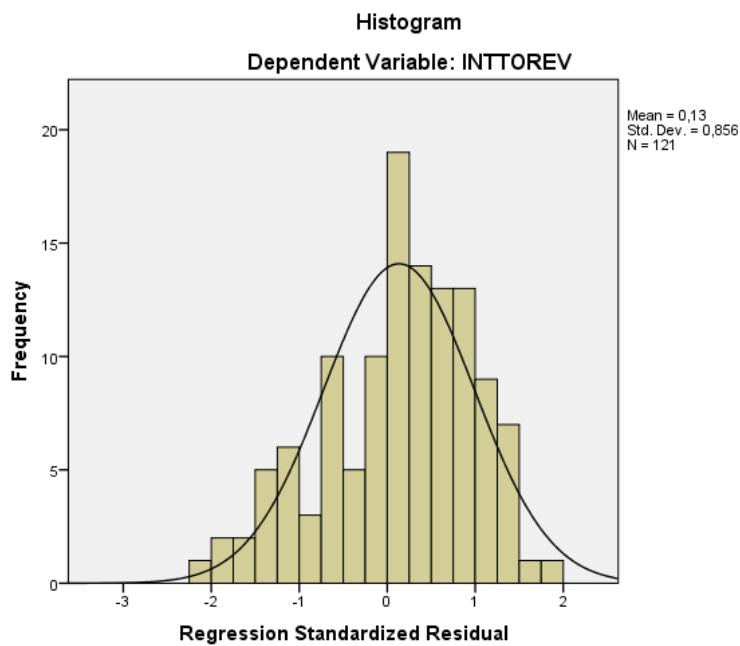
5w. Normal P-P Plot, dependent variable is intention to revisit (INTTOREV)
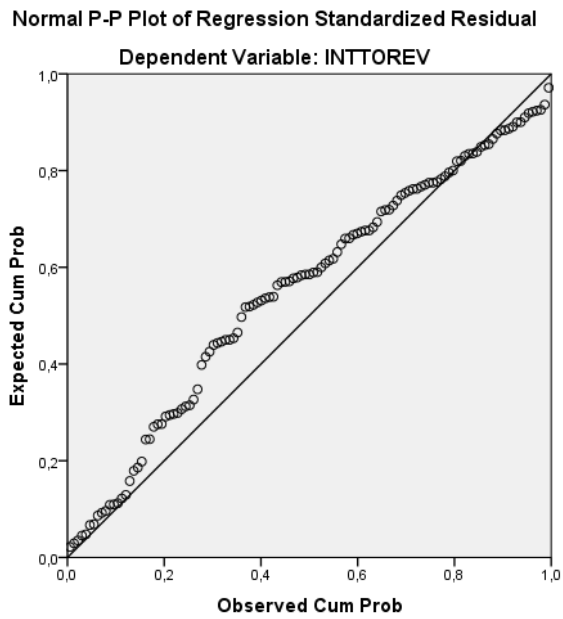
5x. Scatterplot, dependent variable is intention to revisit (INTTOREV)

APPENDIX 6: QUESTIONNAIERS

6a. English questionnaire

NTNU

We are international business and marketing master students of the Norwegian University of Science and Technology (NTNU) conducting a research study on tourists' perceptions and intention to revisit Norway. We will be grateful if you could fill this questionnaire which takes 10-15 minutes. Please draw a circle around your answer or write the right answer in the empty space provided.

Draw a circle around the right answer. 1 is very poor, 7 is excellent.

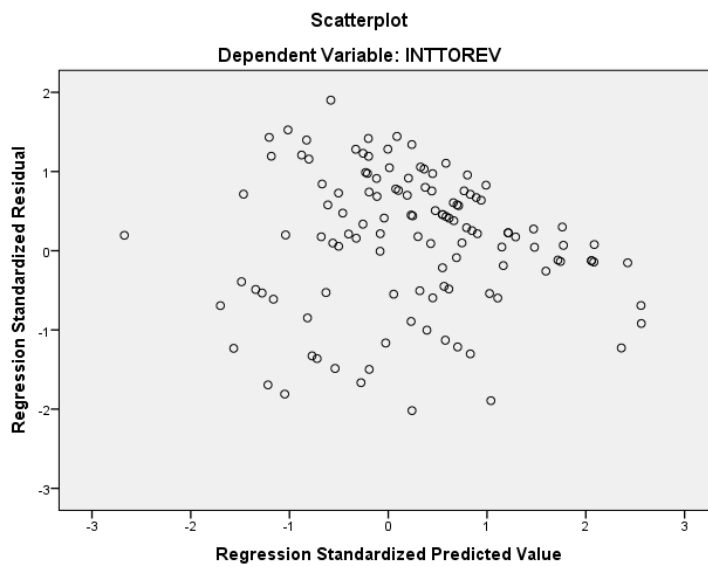**A.** Overall quality of restaurants, cafes and bars ……………………………..1 2 3 4 5 6 7

B. Professionalism of the staff and people you meet at your destination (not on the cruise ship) (where 1 is inferior and 7 is superior) …………………………….....1 2 3 4 5 6 7

C. Cleanliness in general……….…………….….….……………………1 2 3 4 5 6 7

D. Shopping possibilities………………………….….…….......................1 2 3 4 5 6 7

E. Personal safety and security ……………………….….......................1 2 3 4 5 6 7

F. Organization of local transport system………..……………..…....................1 2 3 4 5 6 7

G. Ambiance of the surroundings……………………………….....................1 2 3 4 5 6 7

Draw a circle around the right answer. 1 is strongly disagree and 7 is strongly agree.

H. I plan to revisit Norway again some time…………………………….....1 2 3 4 5 6 7

I. I will come back to Norway in foreseeable future…………..………………1 2 3 4 5 6 7

J. There is a high probability that I will return to this tourist destination…..1 2 3 4 5 6 7

K. I will speak highly about this tourist destination with my friends,

L. colleagues and family………………………………….....………………….1 2 3 4 5 6 7

M. I will recommend this tourist destination to my friends, colleagues and family……………………………………….……………………….1 2 3 4 5 6 7

N. I will mention how valuable and exciting this trip has been in communication with my friends………………………..…………………………………..1 2 3 4 5 6 7

O. The tourist spots where interesting for me…………………………………1 2 3 4 5 6 7

P. I am satisfied with Norway as a tourist destination ……...........................1 2 3 4 5 6 7

Q. The scenery (fjord, mountains, lakes) is important for my vacation.............1 2 3 4 5 6 7

R. Norway as a tourist destination meets my expectations 1 2 3 4 5 6 7

S. I am satisfied with the tourist guide services...…………………………… 1 2 3 4 5 6 7

T. I think most people have a positive opinion about this

destination…………………………………………………………..1 2 3 4 5 6 7

U. The local people are mostly friendly ………………..………………….. 1 2 3 4 5 6 7

V. I think Norway is a popular destination …..……….…………………………1 2 3 4 5 6 7

W. Colder days do not affect my decision to visit Norway.….………………1 2 3 4 5 6 7

X. Norway is a country best known for its nature ………...…………………..1 2 3 4 5 6 7

Y. Please kindly state your monthly income (Euros per month) _____

Z. How much money do you spend per day in Norway on vacations (not on the cruise ship)?
1. 0 - 40 Euro
2. 41-80 Euro
3. 81-120 Euro
4. 121 Euro or more

AA. How did the expenses per day meet your expectations?
1. It goes exactly like planned
2. I spend much more than planned
3. I spend much less that planed

BB. Which of the following do you spend money on when you are on vacations in Norway?
1. Shopping
2. Food /restaurants
3. Tourism and attractions
4. Hotels
5. Car rent
6. Others (write the answer)   _____

CC. How do you evaluate your expenses in Norway compared to other countries?
1. I spend more money in Norway
2. I spent less money in Norway
3. I spend as much money in Norway as I do usually on vacations
4. I try not to / or I do not spent much money in Norway

DD.   How expensive do you think Norway is, compared to other tourist destinations?
Very cheap   1   2   3   4   5   6   7 **Very expensive**
(Where 1 is very cheap, and 7 is very expensive)

EE. Norway has a different culture and life style from the rest of Europe
Strongly disagree 1   2   3   4   5   6   7 **Strongly agree**

EE. Your gender:
1. Male   2. Female

FF. Your age _____

GG. Your occupation:

1. Student
2. Working
3. retired person
4. others _____

HH. Which country do you come from:

1. Germany
2. Great Britain
3. USA
4. Spain
5. France
6. Romania
7. Russia
8. Others _____

II. Is this our first time in Norway?

1. Yes
2. No

JJ. How did you come to Norway?
1. Cruise ship
2. Car
3. Airplane
4. Bus

Thank you very much for your attention!

6a. German questionnaire

NTNU

Wir sind internationale Geschäft und Marketing-Master-Studenten von der Norwegischen Universität für Wissenschaft und Technologie (NTNU). Wir führen eine Studie über Touristen Wahrnehmungen und Absichten Norwegen zu besuchen. Wir sind Ihnen dankbar, wenn Sie diesen Fragebogen ausfüllen könnten, der 5 bis 10 Minuten dauert. Bitte zeichnen Sie einen Kreis um Ihre Antwort oder schreiben Sie die richtige Antwort in den leeren Raum.

Zeichnen Sie einen Kreis um die richtige Antwort. 1 ist sehr schlecht, 7 ist ausgezeichnet.

A. Allgemeine Qualität von Restaurants, Cafés und Bars …....................1 2 3 4 5 6 7

B. B. Professionalismus der Mitarbeiter und Menschen, die Sie an Ihrem Ziel treffen

   (nicht auf das Kreuzfahrtschiff) (**wobei 1 minderwertig und 7 ist**

   superior)...1 2 3 4 5 6 7

C. Sauberkeit im Allgemeinen………………….....………...…….............1 2 3 4 5 6 7

D. Einkaufsmöglichkeiten…,,,…………………………......................1 2 3 4 5 6 7

E. Persönliche Sicherheit ……...…………….................................1 2 3 4 5 6 7

F. Organisation der lokalen Transportsystem (Fähre, Bus, Taxi, Zug)...1 2 3 4 5 6 7

G. Ambiente der Umgebung……..……………… …......................1 2 3 4 5 6 7

Zeichnen Sie einen Kreis um die richtige Antwort. 1 ist: Sie sind anderer Meinung und 7 ist: starke Zustimmung.

H. Ich habe vor, Norwegen wieder nochmals zu besuchen…....................1 2 3 4 5 6 7

I. Ich werde in absehbarer Zukunft nach Norwegen zurückkommen.......1 2 3 4 5 6 7

J. Es gibt eine hohe Wahrscheinlichkeit, dass ich zu dieser Destination zurückkehren

   werde..1 2 3 4 5 6 7

K. Ich werde mit meinen Freunde, Familie und Kollegen über meine Ferien in Norwegen

   sprechen……..……………………..1 2 3 4 5 6 7

L. Ich werde dieses Reiseziel zu meinen Freunden, Kollegen und Familie

   empfehlen..1 2 3 4 5 6 7

M. In Unterhaltung in mit meinen Freunden werde ich erwähnen, wie wertvoll und

   spannend diese Reise war…...................……………………..…1 2 3 4 5 6 7

N. Die Touristenattraktionen in Norwegen, sind für mich sehr interessant........1 2 3 4 5 6 7

O. Ich bin zufrieden mit Norwegen als Reiseziel …......................................1 2 3 4 5 6 7

P. Die Landschaft (Fjord, Berge, Seen) ist wichtig für meinen Urlaub…..........1 2 3 4 5 6 7

Q.   Norwegen als ein Touristenziel erfüllt meine Erwartungen…......................1 2 3 4 5 6 7

R. Ich bin zufrieden mit den Reiseleiter Dienstleistungen…….......................1 2 3 4 5 6 7

S. Ich denke, die meisten Touristen haben eine positive Meinung über diesem

Reiseziel…...1 2 3 4 5 6 7

T. Die Bewohner sind grundsätzlich freundlich………..… …......................1 2 3 4 5 6 7

U. Ich denke, Norwegen ist ein beliebtes Ferien Ort ………….......................1 2 3 4 5 6 7

V. Kältere Tage haben keinen Einfluss auf meine Entscheidung, Norwegen zu

besuchen…...1 2 3 4 5 6 7

W. Norwegen ist ein Land, bekannt für seine

Natur ……………………………………...1 2 3 4 5 6 7

X. Wir bitten Sie Ihr Einkommen (Euro pro Monat) angeben_____

Y. Wie viel Geld verbringen Sie pro Tag in Norwegen in den Ferien (nicht auf dem
Kreuzfahrtschiff)?
     1. 0 - 40 Euro
     2. 41-80 Euro
     3. 81-120 Euro
     4. 121 Euro oder mehr

Z.   Wie haben die Kosten pro Tag Ihre Erwartungen erfüllt??
     1. Es geht genau wie geplant
     2. Ich gebe viel mehr aus als geplant
     3. Ich verbringe viel weniger als geplant

AA. Auf welche der folgenden verbringen Sie Geld, wenn Sie in Urlaub in Norwegen

Sind?

     1. Einkaufen
     2. Lebensmittel / Restaurants
     3. Tourismus und Attraktionen
     4. Hotels
     5. Autovermietung
     6. Andere (schreiben Sie die Antwort) _____

BB. Wie schätzen Sie Ihre Kosten in Norwegen im Vergleich zu anderen Ländern ?

     1. Ich habe mehr Geld in Norwegen ausgegeben
     2. Ich habe weniger Geld in Norwegen ausgegeben
     3. Ich verbringe so viel Geld in Norwegen, wie Normalerweise auf Urlaub in
     andere Länder in Europa
     4. Ich versuche, nicht zu / oder Ich verbringe nicht viel Geld in Norwegen

CC. Wie teuer ist Norwegen, im Vergleich zu anderen touristischen Reiseziele?

Sehr günstig   1   2   3   4   5   6   7   **Sehr teuer**

DD. Norwegen hat eine unterschiedliche Kultur und Lebensweise als dem übrigen
   Europa:

Stimmt nicht   1   2   3   4   5   6   7   **Starke Zustimmung**

EE. Geschlecht: 1. Männlich   2. Weiblich

FF. Alter _____

GG. Ihr Beruf:
   1. Schüler
   2. Arbeiter
   3. Rentner
   4. Andere _____

HH. Aus welchen Land Kommen Sie?
   1. Deutschland
   2. England
   3. USA
   4. Spanien
   5. Frankreich
   6. Rumänien
   7. Russland
   8. Andere _____

   AI. Ist das Ihr erstes mal in Norwegen?   1. Ja   2. Nein

   AJ. Wie kommen Sie nach Norwegen?
   1. Kreuzfahrtschiff
   2. Auto
   3. Flugzeug
   4. Bus

Danke Schön!