

THE IMAGE AND SUSTAINABILITY OF TOURISM DESTINATIONS

PROCEEDINGS OF
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2019

ABSTRACT BOOK

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WELCOME LETTER

Dear ITC'19 delegates,

On my own behalf, and on behalf of Centre for Tourism Research, Development and Innovation (CiTUR), we welcome you on the 11th edition of the International Tourism Congress – Funchal, Madeira, Portugal!

Following the previous steps of the Center of Tourism Applied Research, CiTUR is now a transformed R&D unit that bring together over 200 researchers from 17 institutions of the polytechnic subsystem of Portuguese higher education (polytechnics and universities).

Under the main theme “The Image and Sustainability of Tourism Destinations”, this 11th edition aims to be a forum to discuss updated issues on tourism and related topics. We believe that serious work and networking research is the chosen path to success!

The CiTUR's commitment to scientific and technical research, under the umbrella of sustainability and innovation, is the point from where we invite all the researchers to present their studies on several areas of tourism, such as “sustainability and development strategies”, “entrepreneurship, innovation and creativity”, “new products”, “consumer behaviour”, “tourist resources management”, “market strategy”, “destination branding / image / competitiveness”, “tourist information services” and “education and training”.

In ITC'19, conditions are created for the publication of conference papers. Apart from the Conference Proceedings, The European Journal of Tourism, Hospitality and Recreation (EJTHR), official journal of both CiTUR and ITC'19, plans to publish selected conference papers following a blind refereeing process; this opportunity is also available, for selected conference papers, on Enlightening Tourism and Finisterra, both indexed journals on SCOPUS.

Before finishing, I would like to express my special gratitude to the Colleagues evolved in this Organization, both from the Universidade da Madeira and the Instituto Politécnico de Leiria, namely the team leaders, Susana Teles and Paulo Almeida! A warm ‘Thank you!’ to our Keynote Speakers and other active participants!

I hope you will find this Conference to be a stimulating and informative event!

Jorge Umbelino

CiTUR Director

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PARALLEL SESSIONS

ABSTRACTS

STUDY OF THE SATISFACTION OF THE TOURISTS IN THE ACCOMMODATIONS OF THE TOURIST DESTINATION PENICHE

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This article concerns the analysis of the satisfaction about tourism accommodation in Peniche destination. The main concern is about the trust between customer and business, the word of mouth between clients and, the most important factor, the loyalty with a specific lodging, affects the business itself. Therefore, this study contributes in the development and practice of the most important factor in tourism, the client satisfaction. In this sense and based on information collected through face-to-face questionnaires, where the final sample was 175 respondents (tourists staying at least one night in the municipality of Peniche), an empirical study was carried out in order to obtain the desired results research. The main conclusions obtained allow us to confirm the positive influence of satisfaction on the formation of loyalty to accommodation, on the word of mouth recommendation and, finally, on the creation of trust.

Keywords: Tourism, Destination, Accommodation, Satisfaction, Loyalty, Word of mouth, Trust.



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