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The Evaluation of Tourist Satisfaction in Island Destinations: The Case of the Ionian Islands, Greece

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Abstract

Tourism satisfaction is the most important component in the analysis of tourism behavior, since it affects the choice of tourism destination and the consumption of products, as well as the tourist's future decision to revisit the destination. The objective of this paper is to investigate the satisfaction of tourists visiting the Ionian Islands in Greece by use of quantitative methods that capture the factors influencing tourists' satisfaction and their choice to repeat the visit, the relationship between them and the consideration of the causes that shape tourism behavior. Field research was conducted at selected spots in four Ionian islands, namely Corfu, Zakynthos, Lefkada and Kefalonia. Those islands have functional interdependencies and are sensitive to influences from mainland regions.

The research results reveal the factors that affect tourism satisfaction, the relationships among these factors, the relationship between satisfaction and the revisit to destination, the assessment of satisfaction according to the segmentation of tourists regarding their motive, the usability of information in satisfaction and the impact of the tourism experience in travel behavior. The tourism policy recommendations arising from the results of the research can lead to the diversification and the enrichment of the tourism product, but also to a further increase of the satisfaction of tourists visiting the Ionian Islands in Greece.

Keywords: Tourism Satisfaction, Data Analysis, Quantitative Methods, Revisiting

1. Introduction

Tourism is widely acknowledged as one of the most dynamic and fastest growing global industries, with significant impacts across world economies in terms of employment generation and contribution to national GDP (WTO, 1995; WTTC 2013). According to the World Travel and Tourism Council (2013) report the industry supports 225 million jobs and generates 9 per cent of world GDP. Tourism benefits not only the industry itself, but also other sectors of the economy, such as retail, transportation and construction (Hui et al. 2007). As a result, governments and local authorities worldwide, realizing the role of tourism as an important driver of economic growth and employment, continuously intensify efforts to compete for the tourism market.

Tourist satisfaction, a central concept in understanding tourism behavior (Ross & Iso-Ahola, 1991), is considered to be the key to the success of the tourism industry (Sadeh et al., 2012), since it has a considerable impact on the tourist's choice of the destination (Ahmed 1991), the consumption of products and services and the decision to visit the destination in the future (Stevens 1992). As a result, tourist satisfaction is one of the most often studied topics in the tourism industry literature, due to its importance in the survival and future of tourism products and services (Gursoy et al. 2003, 2007; Naidoo et al. 2010). However, a rather limited number of academic studies focusing directly on tourist satisfaction have been undertaken in Greece, and more specifically in Ionian Islands. This research was thus undertaken for a better understanding on the satisfaction of tourists visiting Ionian Islands, and could be of use to planning authorities in sustaining the islands' ranking as one of the most popular holiday destinations in Greece.

The Ionian Islands are a group of islands in Greece. They are traditionally called the Heptanese, which means "the Seven Islands" but the complex of the Ionian Islands, apart from the seven main islands, includes many smaller ones. The seven islands are Corfu, Paxos, Lefkas, Ithaca, Kefalonia, Zakynthos and Kythira. Kythira is not part of the region of the Ionian Islands, as it is included in the region of Attica.

The Ionian Islands' official population, excluding Kythira, in 2011 was 207,855, decreased by 1,50% compared to the population in 2001. Nevertheless, the region remains the third by population density with 90.1/km² nationwide, well above the national of 81.96/km². The region is a popular tourist destination. The airports of Corfu, Zakynthos and Kefalonia were in the top ten in Greece by number of international arrivals, with 1,386,289 international arrivals for 2012, with Corfu being the sixth airport by number of arrivals nationwide, with Zakynthos and Kefalonia also being in the top ten. While Kefalonia Airport had the biggest increase nationwide by 13.11% compared to 2011, while Corfu had an increase of 6.31%.

Following this brief introduction, the literature review focuses on the concept of tourist satisfaction and its main characteristics. In addition, the section includes the various theoretical approaches and methodologies that are used to assess tourist satisfaction. The next section presents the methodology used in the present work and is followed by the results of the survey and the analysis. Finally, the conclusion are presented as well as some further recommendations.

2. Literature Review

In the market economy literature, much attention has been given to the concept and measurement of consumer satisfaction (Oliver, 1989; Churchill & Sutprenant, 1982; Ibrahim & Gill, 2005; and Vela'zquez et al., 2011). Customer satisfaction is defined as a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 1985). When products or services meet consumer expectations, then satisfaction is achieved and the consumer retains the services. Hence, success in business is explicitly determined by customer satisfaction and thereby achieving loyalty. Research investigations have revealed that customer satisfaction is likely to produce positive behavioral intentions from customers such as positive word-of-mouth and repeat purchases, as well as reduction of marketing costs (Barsky, 1992; Kozak and Rimmington, 2000; Gursoy et al., 2003; Karatepe, 2006; Haywood 1989; Rosenberg and Czepiel 1983). Research results have also revealed that if the product quality fails to meet buyer demand, the dissatisfied customer will not buy or recommend the products further and will not return to a company, thus resulting in business failure.

As in the consumer satisfaction study, tourist satisfaction and loyalty were intensively examined by academic researchers since satisfaction and loyalty are the key determinants of the success of tourism (Yoon & Uysal, 2005; Eusebio & Viera, 2013). Tourist satisfaction is the extent of the tourist's fulfillment pleasure which occurs from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip (Severt et al. 2007). Satisfaction of customers is created by the comparison of their expectation before and after consumption. Therefore in tourism it is understood that satisfaction of tourists is related to the pre-travel expectations and post-travel experiences. The tourist is satisfied when experiences go beyond the expectations (Aliman et al. 2016).

Consumer satisfaction is therefore a post-consumption evaluation (Tse and Wilton, 1988) of the product or service received. It is also explained as a function of consumer perceptions (Neal and Gursoy, 2008). However, as Naidoo et al. (2010) indicate, understanding and measuring customer perceptions is extremely complex as each individual has unique perceptions. Furthermore, measuring customer perceptions is even more challenging for a tourism destination, considered to be a complicated phenomenon consisting of a range of tangible and intangible attributes, that makes it complex to describe and evaluate (Echtner and Ritchie, 1993). Tourism destination is a complex activity of goods, services and production units which offers a tourism experience to individuals or groups of people who temporarily leave their place of permanent residence and travel to a tourism destination of their choice, in order to satisfy their tourism needs or desires. Tourists are now more mature and more informed than ever before, while the selection of a tourist destination becomes more complicated. Fixed factors which are related to the characteristics of a destination (natural environment, local culture and climate, recreational facilities, hotel and restaurant services) and subjective factors that have to do with the preferences of tourists themselves, increase this complexity significantly. Moreover, the need for an integrated tourism product that respects the environment, the tourist, but also the entire society, makes the exploration and measurement of tourism satisfaction of major importance for the development of the destination.

The main purpose for measuring and explaining customer satisfaction is to understand how well suppliers at a particular destination recognize and respond to the needs of its visitors, and to identify which elements of the destination's offer need improvement

(Aliman et al., 2016). Due to the imperative role of customer satisfaction, tourist satisfaction research is important for successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). For these reasons, a great deal of tourism research has focused on the topic viewed as an important research topic by both practitioners and academics (Xia et al., 2009)

In tourism literature, tourism satisfaction, has been perceived either as a phenomenon which is cognitive and emotional (Sanchez et al., 2006: 394-409), or as the result of the comparison of the tourists' perception for the goods and services they receive and the expectation which is generated before and during the trip (Chon & Olsen, 1991:1-20, Barsky & Labagh, 1992:32-40, Crosby, 1993:389-407, Bigni & Andreu, 2004:89-120). Yoon & Uysal (2005) emphasis on tourist emotional aspect on which push and pull factor are likely to influence on tourist satisfaction formation process, where push factor is the desire of travel and pull factors are the appeal of the destination.

Moreover, tourism satisfaction has been associated with quality, commitment (loyalty), (Parasurama et al., 1985), tourism incentives (Crompton & Love, 1995), the image of a tourism destination (Chen & Hsu, 2000), a tourist's previous experience (Konecnik & Ruzzier, 2006). Opermann (2000) argued that repeated visit and recommendation to other potential tourists is largely determined by the extent of loyalty, based upon tourist positive evaluation of goods, services and other facilities provided by destination.

Anderson et al., (1994: 411-423) gave another dimension to satisfaction, trying to explore its relationship with profit and found that satisfaction affects profit directly through the process of retaining customers.

In the context of Oliver's Expectancy Disconfirmation Model, (1997: 13) the newest dimension of satisfaction is defined as a pleasant after-shopping experience of a product or service, given the pre-purchasing customer expectation. The disconfirmation of expectations has become widely accepted as the progenitor of personal satisfaction. Therefore, tourism satisfaction is defined "as the estimation that the product or service itself provides a pleasant level of feeling during the purchase - consumption or a general market assessment."

Pizam & Ellis (1999: 326-339) consider that satisfaction can be categorized as service satisfaction (of a specific transaction) and overall satisfaction (of specific corporate identity).

In a survey of Bou-Llumar et al., (2001: 719-734), overall satisfaction was defined as an intermediate variable between perceived service quality and the intention to repeat the visit.

Finally, Bosque & Martin (2008: 551-573) tried to explain the psychological side of the consumer and linked tourism satisfaction with expectations, feelings and the image of a tourism destination.

Tourists assess the quality of a service or product offered, in connection with the satisfaction of their basic and secondary needs. As recent researches have shown, satisfaction of basic tourism needs is not enough to retain customers. More is needed, in particular satisfaction of secondary needs - mainly social and psychological – so travelers will be loyal to a tourism services business. Tourism businesses must cause "excitement" to customers, exceeding their expectations.

In the tourist satisfaction literature, a considerable number of theoretical and statistical models were adopted from marketing research e.g. Kano's service quality measure model (Kano, 1984), SERVQUAL, HOLSAT, SEM, (see Hassan & Shahnewaz, 2014 for an annotated bibliography). Many researchers, based on Kano's model of customer satisfaction, deal with the relationship between needs and customer satisfaction (Oliver 1993). Customers' needs are divided into three levels: Basic (requirements), Expected and Enthusiastic/unexpected experiences. The expected needs are those which the customer knows, wants or aims to satisfy, but are not important for him, nor completely necessary. Regarding unexpected needs, the customer does not know them and feels surprised when the business offers goods or services, which they could not even imagine. Within this framework, the creative and oriented towards the client companies find ground and opportunities to excite customers. For example, when we book a room in a hotel, a basic need is a bed, which is strewned and clean. The expected needs may include a TV, a soap and a toothbrush, while the enthusiastic needs may involve fruit and a welcome card from the hotel manager (Bergman et al., 1995).

As the degree of customer satisfaction depends on the level of needs' satisfaction, the customer develops feelings of loyalty towards the business. In order to maintain its customers a company must design, produce and deliver services in the basis of the needs, desires and expectations of the customers. Businesses must make the distinction between their customers' essential, expected and enthusiast needs according to their objectives. The failure to meet even the basic needs probably creates one-off customers who spread their negative experiences and to others, multiplying the negative outcome for the company.

The value of trust and devotion acquired from customers is very significant as it is generally accepted that it costs much more for a company to obtain a new customer than keeping an existing one. A satisfied customer is very likely to use the company's services repeated times and additionally to attract new customers by expressing positive comments about the business (positive word of mouth).

All the above refer to service -related businesses, but they can be generalized so as to refer to specific tourism destinations wishing to obtain loyal and repeated "clientele". The aim of a destination should be the creation not only of impressions but also experiences that lift each customer / tourist in the various levels of faith-scale with a clear view to the top.

The aim of this paper is to investigate the satisfaction of tourists visiting the Ionian Islands of Greece, the identification of factors influencing tourist's satisfaction and their intention to revisit, and their relationship. This is achieved through a structured questionnaire, which examines the interactions (direct and indirect) between the factors that have been already proved to correlate with satisfaction, but also the causes that influence the development of tourism behavior.

3. Methodology

In tourism service satisfaction measurement, various simple and complex statistical methods are applied such as, descriptive statistics (Yu & Goulden, 2006), ANOVA test (Vogt & Andereck, 2003), Factor Analysis (Eusebio & Vieira, 2013), Principal Component analysis (Huang & Hsu, 2009) and regression analysis (O'Neill et al.,

2010). In this paper, multivariate techniques were used to examine the relationship between several variables that refer to demographic characteristics and tourism satisfaction and loyalty. Furthermore, a one-way between subjects Analysis of Variance was conducted to compare the effect of various demographic characteristics on tourism satisfaction and tourism loyalty. The aim is to detect the degree of correlation between various factors.

The data for the study were collected by means of a questionnaire survey using self-administrated questionnaires distributed to over 915 tourists at tourist locations during the peak tourist period, May 1st and October 31st 2012, in the four larger Ionian islands, Corfu, Kefalonia, Zakynthos and Lefkada. Tourists were asked to complete a questionnaire while waiting in airport departure areas, relaxing in hotels and other accommodations lounges and dining and entertainment venues. In total 915 tourists have been interviewed, (414 tourists (45,2%) were British, 179 (19,6%) were Greeks, and 269 (29,4%) from other European countries. There was also a small percentage of 5,2%-were from America, Africa and Australia.

To ensure content validity, a pilot test was carried out before the final questionnaire, addressed to 191 visitors of all nationalities that visited the island of Kefalonia in 2011, in an attempt to ensure a proper flow of questioning. The pilot test questionnaires included variables adopted from related tourism literature (Eusebio & Vieira, 2013; Song et.al. 2011) and lasted 10 to 15 minutes. The aim of pilot research was to evaluate the questionnaire format so as to avoid ambiguity of chosen variables for the survey and to make the necessary amendments and adjustments to the questionnaire used.). After getting feedback from the pilot survey, the questionnaire was revised and a final questionnaire was created using the most important variables matching the research needs (Eusebio & Vieira, 2013).

The structured questionnaire consisted of two sections and was delivered in two languages: English and Greek. The first part contained questions about respondents' socio-demographic characteristics (age, gender, marital status, geographic origin, education, income and employment status). In the second part, tourists were asked to indicate their degree of satisfaction in several questions regarding their vacation. Out of the 1.200 questionnaires distributed, 915 were found usable for the study representing a response rate of 76%.

The aim of this research was to draw conclusions about the formation of tourism satisfaction and the description of the relationships that shape tourism satisfaction. To that end, descriptive statistics, and multivariate analysis techniques were selected. For the purpose of the analysis, the statistical package S.P.S.S. v 17.0 was used.

4. Research Results and Analysis

This section presents the outcome of research as resulted from the data collected using the questionnaire. The first part of the section presents some descriptive statistics for the data collected. The second part presents a further analysis of the data using multivariate techniques.

4.1. Sample Sociodemographic characteristics

In this study, tourist demographic characteristics such as age, gender, nationality, socio-economic background (income, marital status, occupation, educational level) and travel behavioral patterns are examined. The analysis of the data collected using the questionnaire properly designed for the purposes of this research reveals that:

The tourist demographic and socioeconomic survey result of the study shows that the majority of visitors in the study area are rather “mature” tourists, with a range between 35-54 years making up 48,8% of the respondents.

Regarding their gender, female tourist levels were higher than male tourists. Of the total respondents, 55,1% were female and 44,9% were male. The largest segment came from the United Kingdom (45,2%), followed by Greeks (19,6%) and other European countries 29,4%, while only a small percentage (5,2%) were from America, Africa and Australia.

Regarding their family status, 59,6% were married, while 27,5% had no family commitments. It is worth mentioning that the education level of tourists was significantly high, with 59,2% having university degrees.

The length of stay for the majority of tourists (45%) was 7 days, followed by 20% who stayed for 14 days. The vast majority of the respondents stayed in a hotel (53,7%), while a significant percentage of 30,2% stayed in non-hotel accommodation such as flats and rooms to rent.

The survey identified that family and friends were common groups during holidays. Among the respondents, 35,7% were accompanied by family members and 34,6% came with a companion or friends. Thus, only a very small percentage of tourists were travelling alone.

The study results reveal that an overwhelming percentage of 60,1% of respondents goes on vacation during summertime and 29,7% all year around. The study results also reveal that only 10,4% of respondents had already visited another tourism destination during the year, leaving the vast majority of 89,6% visiting only one destination per year.

One out of four tourists were repeat visitors having visited the Ionian islands again in the past, while 30% of the respondents were very much satisfied, so that they intend to repeat their visit.

The cost of the holidays for the largest proportion of 54,8% (501 people) range between 1000-3000 euros. 30,6% (280 people) spend up to 1000 euro and only a small percentage of about 11,5% (105 persons) have the opportunity to spend more than 3000 euros.

For the majority of tourists 54,1% (495 people) the trip to Ionian islands was up to 3 hours flight from their place of origin.

The members of the ‘Very-Satisfied’ group of respondents, have the average of 7.12 in the range of loyalty-commitment (6.19 is the average of the whole sample). On the other hand, the members of the ‘Moderate-Satisfied’ group of respondents have a mean of 5.81 on the scale of commitment. That is, it is observed that those excited with the place and holidays are 22% more willing to repeat their visit. Similarly, those that are satisfied have 15% fewer complaints, and 5% more interest to learn about the place they visit, seeking and looking at different sources of information.

4.2. Tourism satisfaction and loyalty

This section presents the statistical analysis of the data collected. More specifically, Analysis of Variance is used to examine the effect of various demographic characteristics on tourism satisfaction and tourism loyalty. The tables that follow summarize the results.

Table 1 shows the results of Analysis of Variance for tourism satisfaction and specific variables.

Table 1: ANOVA Table for Tourism Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Tourism Satisfaction* Country of origin	88,078	3	29,359	13,147	,000
Tourism Satisfaction* Gender	8,911	1	8,911	3,836	,050
Tourism Satisfaction * Family status	15,754	2	7,877	3,478	,031
Tourism Satisfaction * Age	20,970	2	10,485	4,499	,011
Tourism Satisfaction * Education level	28,588	3	9,529	4,163	,006
Tourism Satisfaction * Type of Accommodation	22,173	4	5,543	2,389	,049
Tourism Satisfaction * Composition of group	10,250	2	5,125	2,122	,121
Tourism Satisfaction * Type of group	2,323	4	,581	,250	,910
Tourism Satisfaction * Season of holidays	22,236	3	7,412	3,198	,023
Tourism Satisfaction * Number of vacations	7,775	1	7,775	3,355	,067

Based on the above table, gender, composition of the group, type of group and number of vacations have no significant effect on tourism satisfaction (sig values: $p=0.121$, $p=0.05$, $p=0.91$ and $p=0.067$ respectively).

On the other hand, all the other variables have a significant effect on tourism satisfaction. More specifically, the country of origin has a significant effect on tourism satisfaction at the $p<0.05$ level ($F=13.147$, $p=0.000$). It appears that British are the most satisfied tourists, which is justified by the fact that they choose all-inclusive packages.

Family status has a significant effect on tourism satisfaction at the $p<0.05$ level ($F=3.478$, $p=0.031$). It seems that people that are in a relationship seem to be more satisfied than the others.

Age has a significant effect on tourism satisfaction at the $p<0.05$ level ($F=4.499$, $p=0.011$). It can be noticed that older travelers (over 55 years) appear to be more satisfied than younger travelers.

Education level has a significant effect on tourism satisfaction at the $p<0.05$ level ($F=4.163$, $p=0.006$). It can be seen that people of high level of education are more satisfied. This can be explained by the fact that they usually know what they want to see and they have already gathered all the information about the specific tourism destinations.

Type of accommodation has a significant effect on tourism satisfaction at the $p < 0.05$ level ($F = 2.389$, $p = 0.049$). It seems that those who choose to stay in rooms to rent are more satisfied. This can be explained by the fact that in this type of accommodation is cheaper than other types of accommodation but the quality of service is the same.

Finally, the season of the holidays has a significant effect on tourism satisfaction at the $p < 0.05$ level ($F = 3.198$, $p = 0.023$). This means that those who prefer all year holidays are the most satisfied.

Following, Table 2 shows the results of Analysis of Variance for tourism loyalty and specific variables.

Table 2: ANOVA Table for Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Loyalty* Country of origin	127,886	3	42,629	5,745	,001
Loyalty* Gender	5,440	1	5,440	,721	,396
Loyalty * Family status	29,449	2	14,725	1,952	,143
Loyalty * Age	162,593	2	81,297	10,924	,000
Loyalty * Education level	43,185	3	14,395	1,946	,121
Loyalty * Type of Accommodation	179,378	4	44,845	6,089	,000
Loyalty * Composition of group	23,710	2	11,855	1,557	,212
Loyalty * Type of group	86,810	4	21,702	2,927	,020
Loyalty * Season of holidays	2,533	3	,844	,112	,953
Loyalty * Number of vacations	,403	1	,403	,053	,817

Based on the above table, gender, family status, education level, composition of the group, season of holidays and number of vacations have no significant effect on Loyalty (sig values: $p = 0.396$, $p = 0.143$, $p = 0.121$, $p = 0.212$, $p = 0.953$ and $p = 0.817$ respectively).

On the other hand, all the other variables have a significant effect on Loyalty. More specifically, the country of origin has a significant effect on loyalty at the $p < 0.05$ level ($F = 5.745$, $p = 0.001$). This means that travelers from countries outside Europe show loyalty to the same tourist destinations. This is explained by the fact that those tourists usually stay for free to family members on those destinations.

Age has a significant effect on loyalty at the $p < 0.05$ level ($F = 10.924$, $p = 0.000$). It appears that older travelers (over 55 years) appear to be more loyal than younger travelers because they are settled in their preferences.

Type of accommodation has a significant effect on loyalty at the $p < 0.05$ level ($F = 6.089$, $p = 0.000$). This means that those who choose to stay in rooms to rent are more loyal. This can be explained by the fact that in this type of accommodation is cheaper than other types of accommodation but the quality of service is the same.

Finally, the type of group has a significant effect on loyalty at the $p < 0.05$ level ($F = 2.927$, $p = 0.020$) and this can be explained by the fact that because people traveling with family are accustomed to the same environment and tend to visit the same destination again.

Following, the relationship between tourism satisfaction and loyalty with the motivation of tourists (preferences) was examined. The ten most important categories of incentives, as they resulted from the survey, were used. For the purposes of this analysis, Pearson correlation was used and Table 3 summarizes the results.

Table 3: Correlation analysis for motivation

Motivation	Pearson Correlation		Sig. (2-tailed)	
	Satisfaction	Loyalty	Satisfaction	Loyalty
pref_places	,070	,009	,034	,775
pref_friends	,031	-,101	,345	,002
pref_shopping	-,002	-,007	,961	,843
pref_dishes	,132	,059	,000	,072
pref_Nonprogrmming	-,031	-,056	,345	,090
pref_New_cultures	,053	-,045	,112	,171
pref_Activities	-,022	,013	,510	,687
pref_Know_people	,087	,010	,009	,774
pref_Fun	,060	,020	,072	,539
pref_organised	-,004	,091	,913	,006

According to the above results there was a positive weak correlation between tourism satisfaction and places ($r = 0.07$, $p = 0.034$), local dishes ($r = 0.132$, $p = 0.000$), knowing new people ($r = 0.087$, $p = 0.009$). In addition, there was a positive weak correlation between loyalty and organized vacations ($r = 0.091$, $p = 0.006$) and a negative correlation between loyalty and friends ($r = -0.101$, $p = 0.002$). The planning and organization of holidays reveals a conscious tourist.

At a next step the relationship between tourism satisfaction and loyalty with the tourism product (the characteristics of tourism destinations) was examined. Table 4 shows the classification of the characteristics of tourism destinations, according to their importance and the reasons for choosing them.

Table 4: Classification of the characteristics of tourism destinations

Code name	Description
import_sports	Allow tourists to get involved in sports
import_sights	The destination offers places to visit/see
import_sports_extreme	Allow tourists to have extreme sports
import_excursions	Allow tourists to take part to excursions
import_entertainment	The destination has places for entertainment
import_art	The destination has art objects
import_Archaeological	The destination has archaeological places
import_folcore	Tourists visit places with intense folklore
import_shopping	There is shopping areas
import_Tourist_info`	There are organized tourism information offices
import_Fun	Tousists have fun

For the purposes of this analysis, Pearson correlation was used and Table 5 summarizes the results.

Table 5: Correlation analysis for the characteristics of destination

Characteristics of destination	Pearson Correlation		Sig. (2-tailed)	
	Satisfaction	Loyalty	Satisfaction	Loyalty
import_sports	,107	,141	,001	,000
import_sights	,147	,095	,000	,004
import_sports_extreme	-,042	,094	,205	,005
import_excursions	,034	,066	,305	,047
import_entertainment	,016	,072	,623	,031
import_art	-,035	,079	,293	,017
import_Archaeological	,008	,067	,800	,044
import_folcore	,024	,144	,473	,000
import_shopping	-,011	,002	,731	,952
import_Tourist_info	-,055	-,018	,099	,583
import_Fun	,159	,023	,000	,482

According to the results there was a positive correlation between tourism satisfaction and sports ($r = 0.107$, $p = 0.001$), sights ($r = 0.147$, $p = 0.000$) and Fun ($r = 0.159$, $p = 0.000$). In addition, there was a positive correlation between loyalty and sports ($r = 0.141$, $p = 0.000$), sights ($r = 0.095$, $p = 0.004$), extreme sports ($r = 0.094$, $p = 0.005$) excursions ($r = 0.066$, $p = 0.047$), entertainment ($r = 0.072$, $p = 0.031$), art ($r = 0.079$, $p = 0.017$), archaeological places ($r = 0.067$, $p = 0.044$) and folcore ($r = 0.144$, $p = 0.000$). This analysis shows that tourism satisfaction is mainly related to any activity that has to do with recreation and fun, nature and sport. In addition, the destination's attractions are evaluated equally important for satisfaction. On the other hand art, the acquaintance with the culture of the destination and shopping, do not seem to affect satisfaction. Regarding to loyalty, shopping, tourist information offices and fun do not correlate to loyalty.

Following, the relationship between tourism satisfaction and loyalty with perceived value of the main components of tourism product (accommodation, transportation, service etc) was examined. For the purposes of this analysis, Pearson correlation was used and Table 6 summarizes the results.

Table 6: Correlation analysis for the main components of tourism product

Components of tourism product	Pearson Correlation		Sig. (2-tailed)	
	Satisfaction	Loyalty	Satisfaction	Loyalty
The visit to the place	,332	,203	,000	,000
Accommodation	,358	,167	,000	,000
Transportation	,395	,184	,000	,000
Service	,350	,178	,000	,000
Comparing to other places	,349	,227	,000	,000

According to the above table, there is significant correlation between tourism satisfaction and loyalty and the main components of the tourism product (accommodation, service, transportation, etc.). This for example means, that if the specific destination is better than others in terms of facilities, there will be more visiting of this place.

At a next step, the relationship between tourism satisfaction and loyalty with perceived performance was examined. For the purposes of this analysis, Pearson correlation was used and Table 7 summarizes the results.

Table 7: Correlation analysis for the perceived performance

	Pearson Correlation		Sig. (2-tailed)	
	Satisfaction	Loyalty	Satisfaction	Loyalty
Stay	,505	,230	,000	,000
Food	,498	,151	,000	,000
Transport	,410	,066	,000	,046
Entertainment	,473	,142	,000	,000
Infrastructure	,438	,127	,000	,000
Perceived Performance	,624	,195	,000	,000

According to the above table, there is significant correlation between tourism satisfaction and loyalty and perceived performance for every element of tourism destination.

Following, the relationship between tourism satisfaction and loyalty and the vacation was examined. For the purposes of this analysis, Pearson correlation was used and Table 8 summarizes the results.

Table 8: Correlation analysis for the vacation

	Pearson Correlation		Sig. (2-tailed)	
	Satisfaction	Loyalty	Satisfaction	Loyalty
Budget	,017	,018	,605	,599
Duration of the trip	-,002	-,038	,968	,329
Nights spend	,057	,055	,110	,118
Personal activities (eat, fun, friends)	,177	,004	,000	,911
Activities on the place	,067	,000	,043	,997
Exporing the place	-,004	,092	,902	,005

According to the above table, there is no significant correlation between tourism satisfaction and loyalty and the money spend on vacation. There was a positive correlation between tourism satisfaction and personal activities ($r = 0.177$, $p = 0.007$), and activities on the place ($r = 0.067$, $p = 0.043$). In addition, there was a positive correlation between loyalty and the exploring the place ($r = 0.092$, $p = 0.005$).

Finally, the relationship between tourism satisfaction and loyalty using Pearson correlation. Table 9 summarizes the results.

Table 9: Correlation analysis for satisfaction and loyalty

	Pearson Correlation	Sig. (2-tailed)
	Satisfaction	
Loyalty	,266	,000

According to the above table, there is a positive correlation between tourism satisfaction and loyalty which is significant, with $r=0.266$ and $p=0.000$. This means that tourists that are satisfied with a destination will revisit it.

5. Conclusions and Recommendations

Based on the above analysis we can draw some significant conclusions. Firstly we can notice that, among the various variables that affect tourism satisfaction, the most important one is whether tourists travel alone or in groups. We found out that tourists traveling in a group of 3-4 people are more satisfied and willing to revisit the place, while tourists travelling alone are less satisfied. In addition, tourists traveling for leisure purposes, to explore new places, taste local gastronomy and meet new people are more satisfied.

Another observation is that satisfaction is affected mainly by actions and features associated with the personal interests of tourists, the so-called 'active activities' (food, fun, hanging out with friends, sports, etc.). On the other hand, loyalty is affected by actions and characteristics of tourist destinations, such as tour, sightseeing, folklore elements, etc. In addition, estimated value (value for money) for the offered tourist product, is the second most important factor affecting the overall assessment of satisfaction and loyalty.

A third point of interest is that, there is a positive relationship between commitment (loyalty) and satisfaction. This doesn't mean that tourists who have declared very satisfied will select the same destination for their next vacation. On the contrary, it is observed that people who say "excited" or even moderately satisfied with their vacations are more willing to revisit the place in the future. Very satisfied people will choose a different destination for their vacation.

A forth conclusion is that, as the research showed, the profile of those that declare their intention to revisit and those that have already revisit the place is very similar, indicating the proximity/similarity of behaviors. Tourism experience creates a very strong influence on the behavior of tourists. Especially the satisfaction from the inhabitants of tourism destinations, a smooth relationship with the professionals of the islands, creat the basic conditions for the overall assessment of satisfaction, and the satisfaction from the authorities and local government, creates the prerequisite for the intention to repeat the visit.

Another interesting point is that tourists that tend to visit a place again, have specific preferences, such as sports, shopping, entertainment, and they plan and organize their holiday. It seems that they slowly develop a custom and non-temporal relationship to the destination.

Finally, we noticed that the amount of expenditure for the holidays is not a sufficient factor that can affect satisfaction. The lack of organized and adequate tourism information is noticeable and is sought by people who intend to repeat the visit.

Based on the results of research and to in order to enhance tourism satisfaction and the intention to repeat the visit the following suggestions are made:

- Development and improvement of the overall infrastructure of the public and private sector (improvement of roads, cleaning of cities, utilization and promotion of archaeological and historical sites).
- Creation of thematic routes (religious, cultural, agro-tourism walks, diving). Organization of cultural, folkloric and cultural events. Moreover, acquaintance with local products and enhancement of sports activities.
- Maintenance of the quality / price ratio to acceptable levels, with the implementation of quality certification systems and the appropriate tourism education. Actions for showing, promoting and informing visitors (publication of an annual tourism services guide, creation of an attractive website, establishment of a tourism information office, placement of city maps or screens (touch screen), new road signs, creation of showcases to display local products).
- Finally, efforts should be made to maintain the customer (by offering holiday packages, tourism facilities from the local government and authorities of the islands, by maintaining the quality-price ratio to affordable levels)

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