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**Tourism Destination Appraisal: An Importance-
Performance analysis to Porto, Portugal**

Advisor: Professora Doutora Alexandra Matos Pereira

Master Thesis in Tourism Management

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Abstract

As travel and tourism have grown into an international multibillion-dollar industry, factors affecting the success of this industry have become of interest to practitioners. The need for information on factors playing a major role in the success of tourism destinations has led to an increased number of investigations of the many facets of successful destination marketing.

In this study, the researcher intends to obtain tourists' opinions toward Porto by using Importance-Performance Analysis (IPA) as a tool for tourists to assess the destination attributes in Porto. The study findings reveal that Porto performed well in 7 out of 19 attributes which are "Good quality and variety of food", "Friendly and helpful local people", "City has a beautiful nature and landscape", "Variety of cultural/heritage sites", "Cleanliness of the city", "Safety and security" and "Value for money" which allocated in "Keep up the good work" quadrant, while "Reliable local transport" was in "Concentrate here" quadrant.

Porto's destination manager can use information from the IPA to effectively indicate the policies, strategies, and action plans. So, Porto's destination management can be more efficient, consistent with sustainable development, and meet the needs of tourists, leading to increased competitiveness in the tourism market.

Keywords: Porto, Tourist experience, Cultural heritage destination attributes, Importance-Performance Analysis (IPA), Tourism destination appraisal.

Resumo

À medida que as viagens e o turismo se tornaram uma indústria internacional de vários bilhões de dólares, os fatores que afetam o sucesso dessa indústria passaram a interessar aos profissionais do setor. A necessidade de informações sobre os fatores que desempenham um papel importante no sucesso dos destinos turísticos tem levado a um número crescente de estudos sobre as múltiplas facetas dos casos de sucesso de marketing de destinos.

Neste estudo, o investigador tem como objetivo obter a opinião dos turistas sobre o Porto, utilizando a Análise de Importância-Desempenho (IPA) como ferramenta para os turistas avaliarem os atributos do destino no Porto. Os resultados do estudo revelam que o Porto teve um bom desempenho em 7 dos 19 atributos que são “Boa qualidade e variedade de alimentos”, “Gente local simpática e prestativa”, “A cidade tem uma natureza e uma paisagem lindas”, “Variedade de locais culturais / patrimoniais”, “Limpeza da cidade”, “Segurança e proteção” e “Custo-benefício”, que foi alocado no quadrante “Mantenha o bom trabalho”, enquanto “Transporte local confiável” estava no quadrante “Concentre-se aqui”

A DMO (Destination Management Organization) do Porto pode utilizar os resultados do IPA para promover eficazmente políticas, estratégias e planos de ação para que a gestão do destino turístico do Porto seja mais eficiente, consistente com o desenvolvimento sustentável e atenda às necessidades dos turistas, levando a uma maior competitividade no mercado de turismo global.

Palavras-chave: Porto, Experiência turística, Atributos de destinos de património cultural, Análise de Importância-Desempenho (IPA), Avaliação de destinos turísticos.

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PART I - THEORETICAL FRAMEWORK

CHAPTER I - INTRODUCTION

I.1. Background of the study

Tourism has grown quickly over the last few decades, providing an economic boom for many regions. The tourism and hospitality industries are also increasing competition between destinations worldwide, between destinations domestically, and between firms within a destination. Achieving competitive advantage in times of rapid change requires tourism stakeholders to understand the direction of change and its implications for business or destination management. With competition between destinations rising sharply, evaluating destination performance has become a crucial topic in destination management (Dwyer, Forsyth & Rao, 2000).

In this study, "Tourism destination appraisal: an importance-performance analysis to Porto, Portugal", has been chosen for the topic to study because Porto is the second-largest city in Portugal also in terms of economic and social importance. According to the Boletim Mensal de Estatística, (January, 2020), the overnight stay in the municipality of Porto (6.5% of the total overnight stays registered in the country) grew by 10.9% in 2019. The domestic market grew 1.7%, and foreign markets increased 13.0%. This shows that the number of tourists in Porto have been increased. Destination management organizations (DMOs) of Porto need to know and understand Porto's destination performance. Tourist destination performance should be more comprehensive, referring to economic growth and production, and the maturity of tourism market development, efficiency, improvement of quality, and social and environmental improvements through tourism. DMOs can play a crucial role in achieving competitive advantage and unlock the many benefits associated with tourism, while also ensuring that the destination delivers something unique for tourists.

I.2. Objective

In this study, researcher has the main objective to obtain tourist's opinion toward Porto by using Importance-Performance analysis (IPA) as a tool for tourist to assess the destination attributes in Porto. That is, the tourists who have been to Porto will assess the importance and performance of Porto's attributes through their experience. Another objective of this study is to reveal the performance of Porto.

I.3. Methodology

This research is a quantitative research, and survey methodology used to collect data from questionnaires as a data collection tool. The Importance-performance analysis (IPA) method has been adopted to analyze the data. The method originally developed in a marketing context. It has been applied to many situations, including a range of tourism products, services, and destinations. It is an easy-to-use analysis method for evaluating performance characteristics and the importance of the product, which can develop effective marketing to the next level. IPA has the advantage of evaluating consumer acceptance in marketing programs as a low-cost assessment (Oh, 2001). In this study, the research begins with literature reviews and then designs the attributes and scale for the questionnaire. Follow by data collection, pilot test, and determine sample size. Then, send the questionnaire out and collect data to analyze the IPA of Porto.

I.4. Structure of study

The structure of this study consists of two main parts, which are the theoretical framework and empirical study. The first part is a theoretical framework, which includes chapter I to chapter V. Chapter I is the introduction includes the background of the study, objective, methodology, and structure of study. Chapter II: tourism destination includes definition, destination management, cultural tourism, and destination attributes. Chapter III: destination appraisal includes tourist experience, destination performance and the importance of appraisal for a destination. Chapter IV: importance-performance analysis includes tools for evaluating experience, the concept of importance-performance analysis, and importance-performance analysis for the destination. Last but not least, for the first part, chapter V: Porto as a tourism destination includes geographical context, tourism statistics, and Porto's tourism attributes.

The second part is an empirical study which includes chapter VI to chapter VIII. Chapter VI: methodology, this chapter includes the research process, data collection instrument, research design, and data analysis method. Chapter VII: presentation, analysis and discussion of results include descriptive statistics, and IPA analysis and, chapter VIII: conclusions include research developed, lessons and contributions of the tourist destination Porto, limitations of the study and suggestions for future studies. The references, figures, tables, and questionnaire survey used for this study are listed at the end.

CHAPTER II – TOURISM DESTINATION

II.1. Definition

The United Nations World Tourism Organization (UNWTO) defined tourism as a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Some tourism scholars see tourism as the temporary movement of individuals away from their normal surroundings, the activities were undertaken during their stay in the new destination, and the facilities made to cater to the tourists' needs. UNWTO also gave the definition of the destination as a unique place where a visitor spends at least one night and exhibit tourism products such as attractions, support services, and tourism resources complete with defined management, physical and administrative boundaries, and a well-known image. Destination not only exists physically but also mentally in the minds of tourists and potential tourists (Seaton & Bennett, 1996). Saraniemi & Kylänen (2011) mentioned that a destination is regularly seen as the unit of action where different stakeholders such as companies, public organizations, hosts, and guests interact through the co-creation of experiences.

In tourism studies, tourism destination has been given definition in many approaches. From the study of Żemła (2016), he mentioned that the term of a tourism destination is a typical geographical term and is understood as a part of geographical space. Żemła (2016) studied the definition of tourism destination in five approaches. First, spatial approach, the tourism destination is an area with different natural and/or human-made features, which attract non-local visitors (or tourists) for a variety of activities. Ritchie, Goeldner and McIntosh (2003) state that a tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences. This is one of the most influential definitions of a tourism destination. Framke (2001) states that a tourism destination is a geographical area, which contains landscape and cultural characteristics. It is in the position to offer a tourism product, which means a broad wave of facilities in transport, accommodation, food, and at least one outstanding activity or experience.

Second, economical approach. Capone and Boix (2005) define that tourism destination is an area that is separately identified and promoted to tourists as a place to visit. The tourist product is coordinated by one or more identifiable authorities or organizations. Buhalis (2000) defines that tourism destination can be a perceptual concept, that can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience. Bornhorst, Ritchie and Sheehan (2010) state that a tourism destination is a geographical region that contains a sufficient

critical mass or cluster of attractions to be capable of providing tourists with visitation experiences that attract them to the destination for tourism purposes.

Third, managerial approach. Seaton and Bennett (1996) state that tourism destination is the central tourism product that drives all others. It is one product but also many. Buhalis (2000) states that a tourism destination can be regarded as a combination (or even a brand) of all products, services and ultimately experiences provided locally. He also gave the other definition which is tourism destination is an amalgam of tourism products offering an integrated experience to consumers.

Fourth, systems approach. Framke (2001) states that tourism firms creating economic and job effects are part of a bigger totality, where it is not the service offer of single firms, but all service offers together that is the sale argument. This totality is in the literature called a destination. A destination can be described as a system containing three resource bases: the attraction bases, the facility bases, and the market base.

Fifth, network approach. Capone and Boix (2005) state that tourism destination is a place considered as a system of actors that cooperates in order to supply an integrated tourist product. It is considered as a complex system, represented as a network by enumerating the stakeholders composing it and the linkage that connects them. A tourism destination shares many of these characteristics, encompassing many different companies, associations and organizations whose mutual relationships are typically dynamic and nonlinear.

II.2. Destination management

There is increasing competition in the tourism and hospitality industries - between destinations worldwide (between established markets and from new markets), between destinations domestically, and between firms within a destination. Achieving competitive advantage in times of rapid change requires tourism stakeholders to have a clear understanding of the direction of change and its implications for business or destination management. Destination management can play a crucial role in achieving competitive advantage and helping to unlock the many benefits that are associated with tourism while also ensuring that the destination delivers something unique for tourist.

Destination management plays a key role in addressing the many and sometimes conflicting issues that arise in contemporary tourism. Destinations present complex challenges for management and development in that they must serve a range of needs of tourists and tourism-related businesses as well as the resident community, local businesses, and industries. According to Franch and Martini, it is possible to define destination management as the strategic, organizational and operative decisions taken to

manage the process of definition, promotion, and commercialization of the tourism product (originating from within the destination) to generate manageable flows of incoming tourists that are balanced, sustainable and sufficient to meet the economic needs of the local actors involved in the destination (2002).

Pearce (2015) describes destination management as a generally portrays as an over-arching process or approach that addresses the need to manage a destination's diverse facets. He mentioned that there is general agreement that destination management involves multiple functions and suggests the key functions of destination management which most frequently relate to destination marketing, positioning, and branding; destination planning, monitoring and evaluation; product development; resource stewardship and environmental management; research, information management, and knowledge-building; and various aspects of visitor management.

Nowadays, destination management/marketing organizations (DMOs) are called on to play a critical role: to help organizations build sustainable competitive advantage and to create a competitive advantage for the entire district through positioning choices. Pearce (2015) suggests the functions of DMOs are destination marketing is the most frequently cited function, followed by relationship building and coordination where DMOs are seen to play a key role, and product development.

Collins and Buhalis (2003) mentioned that DMOs could act as facilitators to achieve the strategic objectives of the destination. They also mentioned Destination Management Systems (DMS) might create more efficient internal and external networks, which can have long-term positive effects on the national, regional, or local economy in achieving competitive advantage. Consequently, DMOs need to realize that DMS can act as an enabler in sustaining competitive advantage.

II.3. Cultural tourism and cultural tourism destination attributes

There are many definitions of cultural tourism. Richards (1996) mentioned the definition of cultural tourism in two types of definition. First, conceptual definition: "The movement of persons to cultural attractions away from their place of residence with the intention to gather new information and experiences to satisfy their cultural needs" (p.24). Second, technical definition: "All movement of persons to specific cultural attractions such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place or residence" (p.24). Cultural tourism is one of the oldest forms of travel and still continues to be a mainstay of the tourism industry in most parts of the world (Richards & Munsters, 2010).

Petroman (2013) classified cultural tourism into several sub-types such as cultural ecotourism, indigenous cultural tourism, eco-cultural tourism, and socio-cultural tourism. Eco-cultural tourism is a concept where both ecological and cultural aspects of a landscape are combined together, creating a tourist paradise. It is travel to destinations where both cultural and natural endowments are the prime attractions and thereby considered to be a potential strategy to support conservation of natural habitats along with economic sustainability, particularly to indigenous communities. Indigenous tourism refers to tourist activity in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction. Socio-cultural tourism, Socio-cultural is a term related to social and cultural factors, which means common traditions, habits, patterns and beliefs present in a population group. The term is mostly used in sociologic and marketing contexts and refers to the most remarkable drivers behind the way people make decisions in a society.

In Europe, cultural attractions have become particularly important in this modern form of pilgrimage called tourism. Not only do cultural attractions such as museums and monuments constitute the largest sector of the European attractions market, but they are also increasingly being placed at the center of urban and rural development strategies and image enhancement programs. The cultural tourism market in Europe is therefore becoming increasingly competitive. A growing number of cities and regions in the European Union are basing their tourism development strategies on the promotion of cultural heritage, and the number of cultural attractions is growing rapidly. Traditional cultural attractions such as museums and galleries have to reassess their role as the pressure to generate visitor income intensifies and the need to compete with a new generation of commercial tourist attractions grows. The opening up of new cultural tourism destinations in Western and Central Europe will add to the growing supply of distractions for the European cultural tourist in the future (Richards, 2001).

According to McKercher, Ho and Du Cros (2004) mentioned that many cultural heritage assets contain the unique characteristic of a place that reflects its history, lifestyle, or environment which are ideally suited to become attractions. In addition, they promote the rich tapestry of a destination's traditions, ethnic backgrounds, and landscapes by their experiential nature. The concept of packaging, partnership, marketing, and collaboration to create cultural and non-cultural opportunities in one place or at one time is crucial to creating a cultural tourism destination. A cultural tourism destination may be created by understanding the great variety of travel motivators and personal interests of tourists. Therefore, cultural facilities and events may capitalize on opportunities to attract the numerous people who are not greatly motivated by culture but who have some level of interest.

Van Raaij (1986) noted that travel attributes could be seen as 'given' and 'man-made' features. The 'given' product, for instance, the natural features of a tourist destination such as its climate, scenery, beaches and mountain, can determine certain tourist segments. The 'man-made' product such as hotels, transportation facilities, package tours, and facilities for sports and recreation can be adapted to customer preferences. Echtner and Ritchie (1991) observed that a destination consists of 34 major attributes or the following three key components: (i) attribute-holistic, (ii) functional-psychological, and (iii) common-unique dimensions. Laws (1995) further classified destination attributes into two main categories: (i) primary attributes (such as climate, ecology, culture and traditional architecture), and (ii) secondary attributes (including those developments introduced specifically for tourism, such as hotels, catering, transport, and entertainment). Similarly, Buhalis (2000) observed that destinations comprise six core components: (i) attractions, (ii) accessibility, (iii) amenities, (iv) available packages, (v) activities, and (vi) ancillary services. More simply, several researchers have indicated that some important travel attributes include entertainment, purchase opportunities, comfortable climate, cost, visitor safety, reasonable prices, good accommodations, and relaxing vacations. These findings are supported by Holloway and Taylar (2006). They argued that the success of a destination depends upon the interrelationship of three factors: (i) attractions, (ii) facilities, and (iii) accessibility to tourists.

The researcher attempts to identify cultural/heritage destination attributes which corresponded with Porto as a cultural tourism destination. Consequently, after studying previous research related to this topic, the researcher decided to select several attributes from the previous studies about cultural heritage tourism.

Huh (2000) his study focus on identifying the cultural/heritage destination attributes which influence tourists' satisfaction in Virginia historic triangle. The results showed that there were fifteen attributes which tourists were satisfied such as religious places, monuments, museums, shopping places, guides, traditional scenery, art, galleries, cultural villages, tour package, historical people, indoor facilities, theme parks, architecture, and historic building. The results also show three attributes which tourists were not satisfied such as accessibility, accommodations, and expensiveness. He found that to attract and to serve tourists effectively. Tourism planner could develop their appropriate strategies based on which attributes that satisfy the tourist who visits cultural heritage destination. Also, comprehending what tourists seek will help tourism marketers better understand their customers. The last of three results that he found is knowing who satisfied tourists may help reduce marketing costs and maintain destinations' sustainability.

Eusébio & Vieira (2013) developing and testing a model integrating the associations among tourists' evaluation of destinations' attributes, overall satisfaction, and behavioral intentions. The study area was

in the central region of Portugal. In the result, they are analyzing how the tourist's evaluation of certain destination attributes influence his/her overall satisfaction with the destination and post-visitation behavioral intentions, as well as the role of overall satisfaction on the intention to revisit and recommend. It shows that the destination attribute is confirmed as the most influential construct in the model, given its direct and/or indirect significant impacts on all the endogenous variables. Overall satisfaction as direct determinant of likelihood of future visits and as an indirect but still relevant determinant of likelihood of recommendation as well as a mediator part of the effects of destination attribute.

Vareiro, Ribeiro, & Remoaldo (2017) investigate the relationship between cultural/heritage destination attributes and tourist's satisfaction in Guimarães in the northwest of Portugal. They use fifteen attributes which are cleaning of visited sites; good rehabilitation of historical center; relevant, artistic and monumental heritage; welcoming city; safe city; linked to the origin of Portuguese nationality; professionalism in service delivery; good value for money of services; good signage and tourist information; quality and diversity of restaurants and coffee shops; good gastronomy; quality and diversity of general shops; good dissemination of cultural events; good transport services; quality hotels; good range of entertainment in terms of quality; good shopping opportunities and; good range of entertainment in terms of quantity. They found out that there are three main motivations of tourists that visit Guimarães. First, being part of a tour around the cities of the region. Second, being a World Heritage Site and the third one is its Architectural Heritage. For the returning visitors' gastronomy and wines are the important attributes for returning to the destination. The satisfaction of the first and repeated visitors shown that a good level of overall satisfaction towards the visit to the destination. The quality of the provision of the product or service does have a positive influence on satisfaction.

Ramires, Brandao, & Sousa (2018) segment international tourists visiting Porto based on their travel motivations as well as estimating their satisfaction with the tourist experience. The result identified three clusters of tourists. First, Conventional cultural tourists. Second, Spontaneous cultural tourists, and Third, absorptive cultural tourists. The result also showed that destination attributes that most influence satisfaction is specific elements of tourism supply such as gastronomy, accommodation, culture and entertainment, and hospitality.

Griffin and Edwards (2012) applied the importance-performance analysis to two Australian urban tourism destinations, Sydney and Canberra. The study asking tourists to rate the importance of 39 destination attributes and how well each destination had performed in relation to these attributes. The attributes divided into five groups: (i) city environment included cleanliness, densely built environment, good weather, interesting architecture, modern visual appeal, old/historic visual appeal, spacious urban

environment and, variety of recreational space; (ii) city experience included a relaxing place to visit, family-friendly, and environment

CHAPTER III – DESTINATION APPRAISAL

III.1. Tourist experience

Tourism marketers and managers have increasingly acknowledged the need to provide value-added experience and create a memorable experience (Mossberg, 2007). More important, in the emerging experience economy (Pine & Gilmore, 1998), tourists have shown their desire to actively engage in creating experiences instead of passively seeing, watching, and/or learning about exhibits or artifacts. As a result, considering experience as the outcome or the product of tourism, contemporary tourism has increasingly offered travelers opportunities to enjoy experiences (Kesner, 2006). However, despite the growing attention to the changing tourism experience, definitions of the tourist experience are still controversial and unclear (Quan & Wang, 2004; Uriely, 2005).

Uriely (2005) referred to two schools of thought in an attempt to differentiate tourist experiences. The first is a modernist point of view, which postulates that tourism is the opposite of everyday life. The second point of view is the postmodernist perspective. In the age of post-modernity, the experiences of consumers play an increasingly important role in economic and social life. Tourism is surely one of the pioneer examples of the experience economy. The postmodernist perspective suggests that everyday life is not differentiated from tourist experiences but rather that a “*de-differentiation*” exists intertwining everyday life and tourist experiences. Everyday life contains responsibilities, work, thriftiness, and stress. However, “tourism is essentially a temporary reversal of everyday activities-it is a no-work, no-care, no-thrift situation” (Cohen, 1979). Mannell and Iso-Ahola (1987) insisted that hospitality and tourism activities often incorporate religious feelings, a source of personal development, effective means of escape from daily routines, and the opportunity to reestablish interpersonal relationships.

Experiences with different forms of tourism and different typologies of tourists have been extensively studied, e.g., holidaymakers (Wickens, 2002), sport tourists (Bouchet et al., 2004), backpackers (Uriely et al., 2002), food experience seekers (Quan and Wang, 2004), cultural tourists (Prentice, 2001), and heritage tourists (Beeho and Prentice, 1997).

Cohen (1979) proposes that tourist experiences mean different things to each individual. Based on this perspective, he has developed a typology of five modes of tourist experiences that range from the

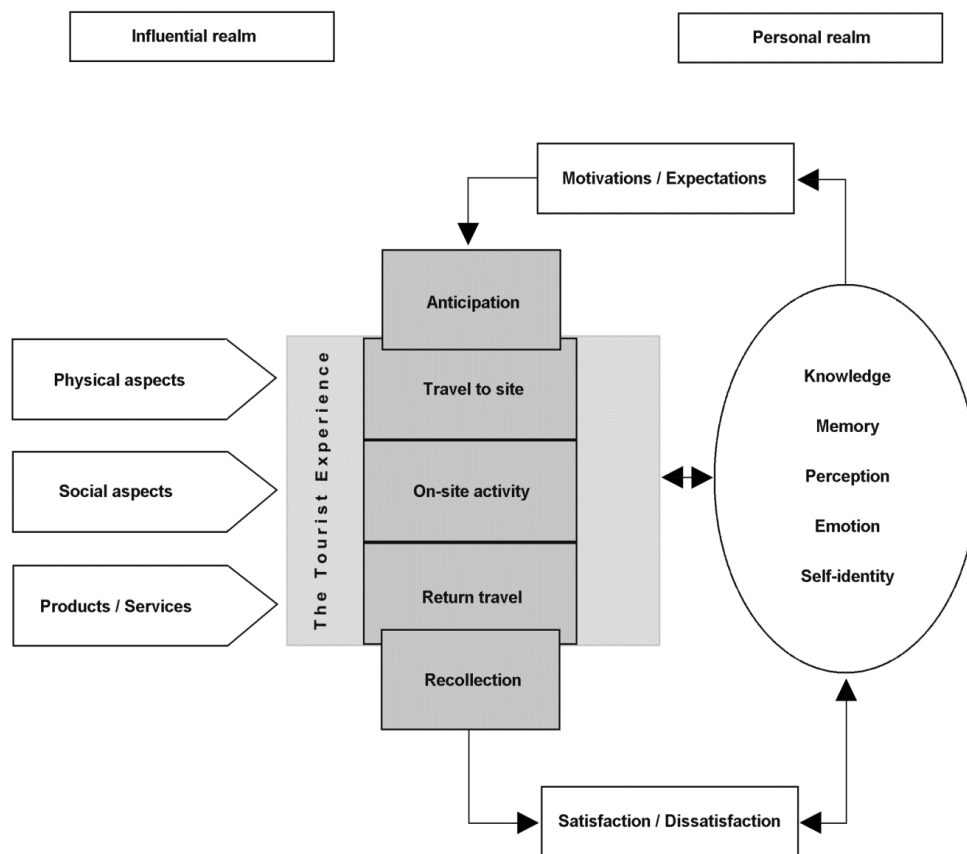
quest for mere pleasure to the search for meaningful experience. The five modes of touristic experiences include recreation mode, diversionary mode, experiential mode, experimental mode, and existential mode. They are summarized as follows:

- i. Travel as a recreational experience is a form of entertainment similar to other forms of entertainment such as movies, theater, TV. This type of tourist seeks enjoyable restoration and relief provided by various forms of mass entertainment to restore physical and mental powers and provide a general sense of well-being.
- ii. The diversionary tourists seek mere diversion. In this mode, tourists engage in the pursuit of mere pleasure without any quest for meaningfulness.
- iii. Travel experience as experiential mode involves the modern notion of authenticity as something that exists elsewhere which can be experienced through traveling. This type of tourist enjoys observing the authentic life of others without any attempt to be converted or engaged in the other life.
- iv. Tourists in the experimental mode do not adhere to the spiritual center of their own society but engage in an alternative in many different directions. Examples of experimental mode tourists are the younger, post-modern tourists: urban American, European or Australian youngsters who taste life in farming communities.
- v. Existential mode travel experience is characteristic of the tourists who are fully committed to special experiences that are culturally and geographically external to their own society. Their travel to a remote place serves their desire to actualize and sustain their spiritual existence. In sum, tourists are diverse in terms of pursuing experiences.

Walls et al. (2011) develop a framework for the composition of hospitality and tourism consumer experiences, combining both business and consumer perspectives of the experience. A business creates and choreographs the experience via physical environment and emotional/human interaction dimensions, creating the opportunity for an experience, while consumers add the final link by their choices, motives, and inner dispositions related to individual and situational variables. This managerial perspective of orchestrating an environment and circumstances highlights the importance of stimulating the five human senses, as the environment involves physical dimensions that impact on the senses of consumers (Walls et al., 2011). Pine and Gilmore's (1998) work introduces a conceptual model for staging tourism and recreation experiences by integrating principles postulated in the literature on customer service and quality management. Thus, the model proposes that attention should be given to two components: the technical performance factors and the artistic performance factors.

In this study, researcher focuses on Cutler and Carmichael (2010) tourist experience conceptual framework. They have divided the tourism experience into the influential realm and the personal realm. As shows in Figure 1, the tourist experience is all that happens during a tourist incident which is traveling to the site, on-site activity, and return travel. The anticipation phase and recollection phase of the tourist experiences are still presented and demonstrating how the tourist experience is planned and anticipated before a trip takes place and remembers long after a trip has finished. During travel to a site, the tourist could still be in the process of developing, and refining expectations of the destination in the anticipation and recollection phases also leak into the experience itself, just as return travel could involve reflection on the trip which has just taken place. During the experience, three categories of influences are presented. Cutler and Carmichael (2010) called it the influential realm, which consists of physical aspects, social aspects, and products/ services.

Figure 1 The Tourist Experience Conceptual Model



Source: Cutler and Carmichael (2010)

The influential realm refers to the external elements of an individual that have an impact on the tourism experience of a destination: i) the physical aspects involve spatial and place-based elements of the destination, such as physical settings, spatial characteristics, and geographical features, ii) the social aspects encompass the various social influences on the experience like social settings, personal relationships, and interactions with personnel, other tourists, and the host population, and iii) the influence of products and services represent factors such as service quality, leisure activities available, and the type of tourist-related products available which the tourism industry offers in order to create experiences. On the other hand, the personal realm refers to the elements within an individual that shape the experience such as knowledge, memory, perception, emotion, and self-identity that feed into motivation and expectations for future experiences, providing a cycle of motivation/expectation, experience, and outcome which is evaluated through the level of satisfaction/dissatisfaction (Cutler & Carmichael 2010).

In order to clarify experience creation in the context of tourism, Mossberg (2007) has proposed the term “*experiencescape*” which is based on Bitner’s (1992) concept of “*servicescape*” referring to the complex mix of environmental features around a service that influences internal responses and behavior. Experiencescapes are dream worlds that contain stages for tourists to play different roles, meeting places for interaction, and arenas for experiencing new things. Furthermore, Mossberg (2007) has suggested that tourism experiences are influenced by the physical surroundings as well as the social surroundings which are created by personnel, other customers, and products and souvenirs communicating the theme or the story of the company.

After study about tourist experience from many researches, there is a connection in the study of the tourist experience that consists in the detection of characteristics that can contribute to becoming unforgettable, which is a memorable tourist experience. Memorable tourist experience (MTE) refers to the positive tourism experiences that are memorized and recollected after the activity has finished (Yu, Chang & Ramanpong, 2019). The MTE concept has been intertwined with long-term memory that encompasses three stages of memory formation which is namely encoding, consolidation, and retrieval. MTE is defined as “a tourism experience positively remembered and recalled after the event has occurred” (Kim, Ritchie & McCormick, 2012, p.13). It should be further noted that memory literature suggests memorable experiences can be both positive and negative. However, visitors tend to more easily recall positive experiences than negative ones.

III.2. Destination performance

To measure tourism destination, the tourist destination performance is one of the key factors that play a major role in evaluating the process. DMOs need to know and understand their own destination performance. Tourist destination performance should be a more comprehensive concept, referring not only to economic growth and production, but also the maturity of tourism market development, efficiency, improvement of quality, and social and environmental improvements through tourism.

Kozak (2002) was one of the first to use the term “destination performance”. He measured destination performance by comparing Spain and Turkey. Nowadays, research on destination performance has increased substantially and especially rich in the following areas: tourism companies (Chen, 2010; Avci, Madanoglu & Okumus, 2011; Tan et al., 2017), hotel industry (Yang & Cai, 2016; Chen, 2010; De Pelsmacker, Van Tilburg & Holthof, 2018), assessing destination performance (Kozak et al., 2008; Rodríguez Díaz & Espino Rodríguez, 2016; Assaf & Tsionas, 2015), environmental performance in tourism accommodation sector (Ragab & Meis, 2016; Aminian, 2012; Mensah & Blankson, 2013). These studies illustrate the diversity of performance research. However, there are a few articles that have studies destination performance, even though it is a key tool for managing the destination. Chindaprasert, Yasothornsrikul and Esichaikul (2015) state that the performance of a destination is measured based on different components, which are characterized as the 4As classified as follows: (i) attraction which consists of artificial as well as natural features or events, (ii) amenity which includes a range of supporting facilities and services like accommodation, food, entertainment and recreation which are required by tourists, (iii) ancillary service which is provided to customers and industries at the destination through a local tourist board such as safety and security, (iv) accessibility in terms of development and transport which provides a link to tourist destination as well as to the tourist attraction at the destination.

III.3. Importance of appraisal for a destination

Tourism has grown quickly over the last few decades, providing an economic boom for many regions. With competition between destinations rising sharply, evaluating destination performance has become a crucial topic in destination management (Dwyer, Forsyth & Rao, 2000). Therefore, to incorporate attributes providing information related to the tourism destination in a single framework that will facilitate the analysis of the importance and the performance of the destination will provide adequate insight to support destination’s efficiency planning and destination’s management. To have the IPA of the destination will serve as a tool of monitoring and continuous assessment, which is a prerequisite for any

strategic planning and decision making that detects strengths to be exploited and weaknesses to be addressed.

CHAPTER IV – IMPORTANCE-PERFORMANCE ANALYSIS

IV.1. Tools for evaluating the experience

Managing tourist destinations is a challenging and complex process. This is especially in cities, where the bulk of economic activities, public services, and facilities are not geared to the needs of tourists. Even the spatial layout of the city has typically evolved more in response to the needs of local residents and businesses over time rather than to tourists' needs. As mentioned before Kesner (2006) considering tourist experience as the outcome or the product of tourism, contemporary tourism has increasingly offered travelers opportunities to enjoy experiences. Tourists gain experience of many destinations, which are coming in directly and/or indirectly way to their mind, their perceptions of quality and overall importance and performance of attributes play a significant role in determining destination assessment.

Understanding what tourists experienced about the attributes that are regarded as important to the quality of that experience can provide a partial guide to action for destination managers. The manager also needs to understand how tourists perceive their current experiences, particularly features of the destination that might be currently detracting from the quality of experience. A general method that may help to answer some of these questions is Importance-performance analysis (IPA). This method, originally developed in a marketing context, has been applied to many situations, including a range of tourism products, services, and destinations. It is an easy-to-use analysis method for evaluating performance characteristics and the importance of the product which can take the development of effective marketing to the next level. IPA has the advantage of evaluating consumer acceptance in marketing programs as a low-cost assessment (Oh, 2001). There are assessment techniques that are easy to understand and provide important in-depth information in terms of marketing mixes. Crompton and Duray (1985) mention that IPA is a graphic technique. Its effectiveness relies on a visual interpretation of the Action Grid, which, in turn, is dependent upon the accurate placement of each attribute on the axes. How attributes are positioned, therefore, is critical in deriving accurate implications for marketing strategy. The attributes positioned on the axes will show tourists' experiences perception from the destination.

IV.2. Concept of Importance-performance analysis

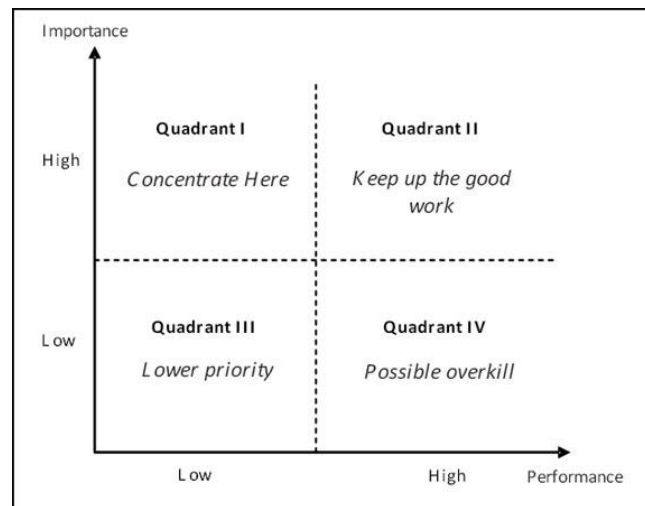
The Importance Performance Analysis (IPA) concept framework has been brought by Martilla and James (1977). It has been widely used in the hospitality and tourism sector, and most of the research has focused on specific tourism services or attractions. For instance, in a study conducted by Duke and Persia (1996), they used tourist pre-trip expectations, post-trip satisfaction and the importance of pre-trip, and post-trip on an IPA grid to consider potential decisions for escorted tours design. Similarly, Wade and Eagles (2003) used the IPA approach to address the market segmentation of Tanzania's National Parks. Pritchard and Havitz (2006) used IPA for appraising Western Australia and compare the result between qualitative and quantitative data. In Zhang and Chow (2004) study, the IPA design was used for the assessment of the performance of Hong Kong's tour guides as perceived by mainland Chinese outbound visitors. Griffin and Edwards (2012) used IPA to analyze two Australian urban tourism destinations, Sydney and Canberra. Furthermore, IPA is also used in many situations for development service quality in many organizations such as restaurants (Keyt, Yavas & Riecken, 1994), hospitals (Jemmasi, Strong & Taylor, 1994), public management (Lai & To, 2010), hotels (Chu & Choi, 2000; Wilkins, 2010), and tourism events (Deng, 2007; Smith & Costello, 2009).

IPA is a recognized approach for the management of customer satisfaction (Matzler, Sauerwein, & Heischmidt, 2002) and also a technique used to analyze product characteristics in order to measure or evaluate consumer product acceptance in a variety of marketing features. IPA traditionally uses a three-step process for developing attitude rating scales and collecting and assessing evaluative information (Crompton & Duray, 1985). It is an easy-to-use analysis method for evaluating performance characteristics and the importance of the product, which can take the development of effective marketing to the next level. IPA has the advantage of evaluating consumer acceptance in marketing programs as a low-cost assessment (Oh, 2001). There are assessment techniques that are easy to understand and provide important in-depth information in terms of marketing mixes. Businesses can focus on areas that can be improved or identify areas that may use more resources than necessary. The presentation of the IPA assessment results in a graph that makes it easier to interpret the data, manage information and understand. It can be used to benefit in formulating strategies and making better marketing decisions. An interesting feature of IPA is that the results can be displayed in an image that is easy to process, in the form of a two-dimensional grid from various features which come from the rating scale.

In Martilla and James (1977) work, they analyzed product and service attributes in order to measure or evaluate the consumer's acceptance and satisfaction with the product or service. It will provide important information for executives to measure satisfaction and the efficient allocation of resources in

a form that is easy to understand and can be used in the field. The scores in importance and performance will be collected from the questionnaire and the criteria used to determine the weight of the evaluation employs the Likert Scale's method. The score of each product and service attribute will use to plot a 2 axes graph with the vertical axis represent the level of importance and the horizontal axis represent the level of performance, as shown in Figure 2.

Figure 2 Importance-Performance Tool Analysis grid from Martilla and James (1977)



Source: Martilla and James, 1977

Quadrant I: "Concentrate Here" is the area top left of the table. It shows attributes that have a high average score of importance but have a low average performance, meaning that service providers should give priority to the importance of those attributes but must improve the efficiency of those attributes because it is very important to the customer, but the organization has a low performance. It needs to be given attention, and the improvement must be accelerated because it is considered an important weakness of the organization.

Quadrant II: "Keep up the good work" in the area at the top right of the table. Show the attributes with both a high average score of importance and performance. It means that the service provider should pay attention to the importance of that attributes and indicate that the performance is also effectively well managed and create satisfaction for customers. Therefore, the performance should be maintained.

Quadrant III: "Low Priority" is the area bottom left of the table. Show the attributes that have received the low average score of importance and performance. Both indicate that the attributes are not important. At the same time, in the eyes of customers, the performance is also not effective. Service

providers can reduce the importance of those attributes because the organization is devoted too much to the attributes that are in this section.

Quadrant IV: "Possible Overkill" is an area bottom right of the table. Show attributes that have average scores of low importance but have a high average performance score. It indicates that the attributes do not become important in the eyes of customers but felt that it received good service. Service providers can allocate or transfer resources in this section to use in other areas instead.

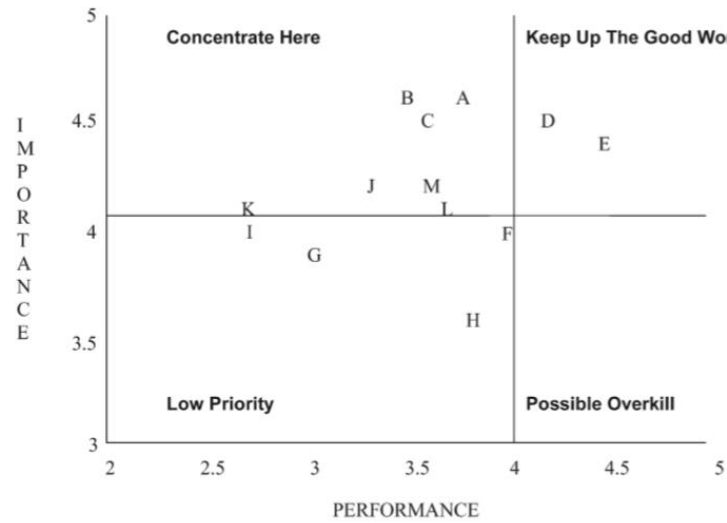
From the study of Wade and Eagles (2003), they use the IPA technique with market segmentation to a sample of visitors to Tanzania's National Parks. The IPA uses as an instrument to measure client's satisfaction by comparing the matrix results and interpretations with the result from other techniques. In this study, the researcher will focus on the method that they used to analyze data collected from clients about the national park's attributes to use in the IPA grid. From Table 1, they use mean score of importance and performance to plot in IPA grid. From Fig. 3 the crossover is set at 4 because of the Tanzania tourism set the goal as a high end and high service quality destination. In this study, the mean importance and performance ratings derived from pooled data provided the grid crosshairs presentation on which the four quadrants were identified (Zhang & Chow, 200; Blešić et al., 2014; Chu & Choi, 2000; Taplin, 2012; Zhang & Chan, 2016).

Table 1 Mean score of importance and performance and difference of attributes at Kilimanjaro National Park

<i>Code</i>	<i>Variable</i>	<i>Mean importance</i>	<i>Mean performance</i>	<i>Difference</i>
A	Low level of litter	4.58	3.70	-0.88
B	Security from theft	4.57	3.46	-1.11
C	Knowledge of guide	4.52	3.52	-1.00
D	Friendliness of guide	4.46	4.07	-0.39
E	Group harmony	4.35	4.44	+0.09
F	Friendliness of porters	3.92	3.99	+0.07
G	Convenience of registration	3.84	3.00	-0.84
H	Security from wildlife attack	3.61	3.85	+0.24
I	Availability of information	3.96	2.76	-1.20
J	Low level of crowdedness	4.14	3.26	-0.88
K	Cleanliness of washrooms	4.02	2.61	-1.41
L	Friendliness of TANAPA staff	4.02	3.60	-0.42
M	Accommodation	4.15	3.54	-0.61

Source: Wade and Eagles, 2003

Fig 3 Importance-performance analysis grid for Kilimanjaro users



Source: Wade and Eagles, 2003

For the intersection of the table or IPA graph, Martilla and James (1977) proposed to use the median instead of the average for the importance axis when there is an insufficient amount of variance or when the level of significant abnormal distribution pattern but in the general case, use the average as usual. While, Oh (2001) proposes the use of mean values of importance and performance results in dividing the graph into 4 parts. At the same time, Wade and Eagles (2003) set the intersection of the graph to 4.0 to reflect good service standards. Therefore, the definition of the intersection of the graph depends on the purpose of the applicant. Afterward, Bacon (2003) proposed that using traditional methods would be causing misunderstanding since the results obtained from the Likert Scale are often higher than they actually are because the identification of important factors in measurement, it is necessary to collect qualitative data through interviews or group discussions. As well as reviewing past research, there are also weaknesses from respondents who may not be involved or lack the knowledge to evaluate the performance of that service. Therefore, proposed to improve IPA tools by using indirect methods instead. Since there is only the measure of performance, but there is no measure of the importance of the factor.

In addition, other IPA tools have been proposed for improvement. To be used to find the importance value including using Conjoint Analysis technique, Partial Correlation or Logistic Regression. In which every method has its faults and there is no conclusion as to which method is the best. Therefore, its use depends mainly on the users which method to choose which is most appropriate.

IV.3. Importance-performance analysis for destination

Originally designed for marketing purposes, IPA is now used extensively in a number of areas, including tourism management and destination marketing. The evaluation is usually conducted in four stages (Lai & To, 2010): (i) identifying all the key attributes of the product (or destination), (ii) developing and conducting a survey to measure the perceived importance and performance of each attribute on separate Likert-based scales, (iii) analyzing the survey data collected by pairing the mean scores for each attribute as measured on the importance and performance scales, and (iv) plotting the mean scores on a grid to assist management in decision making. Table 2 shows the IPA studies in the tourism destinations. It includes the author, area of study, sample size, number of attributes, scale, and the pilot test.

Table 2 IPA studies in tourism destination

Author(s)	Area of study	Sample size	Number of attributes	Scale	Pilot test
Crompton and Duray (1985)	Texas	544	28	5	
Joppe, Martin and Waalen (2001)	Toronto	359	15	4/5	x
O'Leary and Deegan (2005)	Ireland	569	18	5	x
Fallon and Schofield (2006)	Orlando, Florida	467	22	7	
Aktas, Aksu, and Cizel (2007)	Antalya region of Turkey	645	14	4/5	
Caber, Albayrak and Matzier (2012)	Antalya, Turkey	821	20	5	
Murdy and Pike (2012)	Worldwide	65	23	7	
Lee, Choi and Breiter (2013)	Orlando, Florida; Columbus, Ohio; and Birmingham, Alabama	696	7	5	
Moyle, Weiler and Croy (2012)	Bruny and Magnetic islands, Australia	518	48	5	
Sorensson and von Friedrichs (2013)	Bologna, Italy	289	24	10	
De Nisco, Riviezzo and Napolitano (2015)	Campania, Italy	1,936	24	5	
Dwyer, Dragicevic, Armenski, Mihalic and Knezevic Cvelbar (2016)	Serbia	270	51	5	
Djeri, Stamenkovic, Blesic, Milicevic and Ivkov (2018)	Jablanica, Serbia	378	32	5	
Jeng, Snyder and Chen (2019)	Taiwan	257	20	5	x

Source: Done by researcher

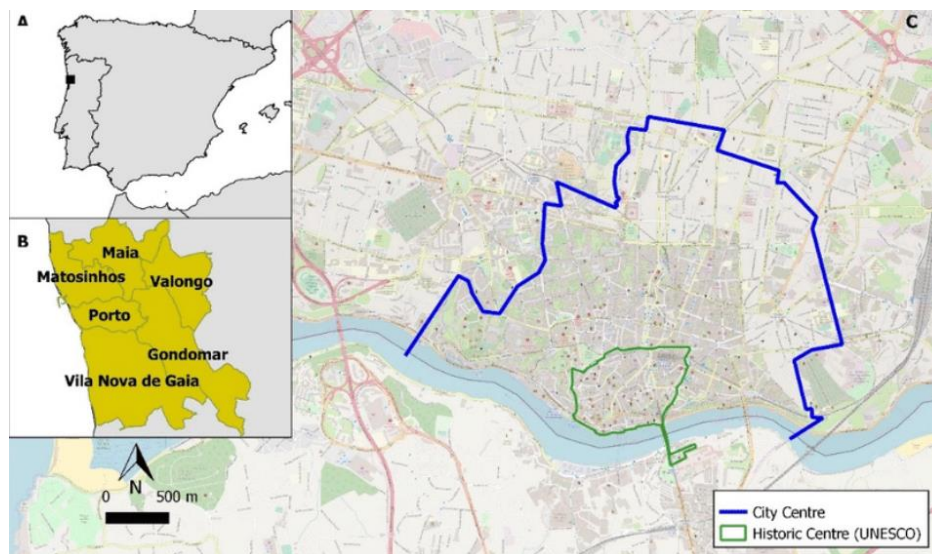
CHAPTER V – PORTO AS A TOURISM DESTINATION

V.1. Geographical context

Porto is the second-largest city in Portugal also in terms of economic and social importance. It is located along Douro river in the north of Portugal. It is one of the largest urban areas in the Iberian Peninsula. The surface of the town is only 41.42 km² with a resident population of 215,284 and the metropolitan area has 2,041.27 km² with 1,722,374 people (Statistical yearbook of the North Region – 2018). In 2019, among the most representative municipalities in the national total, Matosinhos stood out with the highest share of residents (60.2%), followed by Braga (51.8%) (Boletim Mensal de Estatística - 2019).

Porto has an outstanding urban landscape with a two-thousand-year history. In 1996, Porto's historic center was classified as World Heritage Site by UNESCO with the inscription in the World Heritage List under the following criterion: The Historic Centre of Oporto, Luiz I Bridge, and Monastery of Serra do Pilar with its urban fabric and its many historic buildings bear remarkable testimony to the development over the past thousand years of a European city that looks outward to the sea for its cultural and commercial links (Ramires, Brandao, & Sousa, 2018).

Fig 4 Map of Porto



Note: (A) Location of the Municipality of Porto; (B) Porto and the surrounding municipalities (Grande Porto); and (C) The city center and the historic center (UNESCO)

Source: Gusman, Chamusca, Fernandes & Pinto, 2019

This is presenting the image of Porto as a cultural heritage destination to the world. Consequently, there were many motives of intervention to preserve and regenerate its built cultural heritage. In 2001 Porto was nominated a European Capital of Culture. The city has experienced a large set of transformations that lasted until the present day, with important interventions in the public space qualification such as Batalha, Cordoaria, historic center. Increase of the parking offer in Palácio da Justiça, Cordoaria-Leões-Carlos Alberto, Praça de D. João I. Reorganization of the road network and requalification of an important set of buildings with the improvement or creation of new cultural equipment, the rehabilitation and construction of cultural facilities, such as the new music hall, the library of the Biblioteca Almeida Garrett and the celebration of cultural events. In parallel, important processes associated with the requalification of two spaces of the city of Porto have been implemented. It is Antas and Boavista. These processes are associated with the Portuguese organization of the SRU Porto Vivo and Euro 2004 and the construction of the football stadium. After this great transformation, the city became the new Porto, hotspot for European urban tourism, well-known cultural and cosmopolitan city which has been characterized by the blending of tradition and authenticity with innovation and modernity (Gusman, Chamusca, Fernandes & Pinto, 2019). In 2012, 2014, and 2017, Porto was elected as European Best destination. In 2015 and 2016, Porto got Europe's Leading Tourist Attraction, Europe's Leading Destination and Europe's Leading City Break Destination awards by World Travel Awards (Ramires, Brandao, & Sousa, 2018). In 2019, Porto was elected as European City of the year by The Urbanism Awards 2020. Europe's Leading City Break Destination in 2019 and 2020 by World Travel Awards. The proliferation of low-cost airlines and the instability in competitive markets made Porto become a major European capital and a preferred tourism destination.

V.2. Tourism statistics

According to The Tourism Planning and Development Institute-IPDT (Estatísticas do Turismo, 2017), the profile of the tourist that visits Porto and North of Portugal, mostly for leisure / vacation (40.9%) or for visiting family and friends (26.4%), following are the professional or business (24.1%). Tourists who went to Porto and North of Portugal for leisure or holidays point out the short breaks or the sun and sea as the main visiting modes. Most business tourists visited Porto and North of Portugal to exercise their profession (39%) or for business meetings (32%). Mostly were generation Y or Millennials being the main segment of international tourists visiting Porto and North of Portugal (53% were between 19 and 40 years). Followed by generation X (36% aged between 41 and 60 years). Most part of tourist got higher education (56%), the tourist in business are those with the highest qualification, followed by leisure.

Tourists visiting Porto and North of Portugal mostly came from France, Switzerland, and Spain with around 54% of total market. In the segment of tourists visiting family and friends, the French (33.3%) and Swiss (22.8%) tourists stood out.

Costa, Moreira, & Vieira (2014) have mentioned that Porto's airport upgrades allowed for a new dynamic in the region, opening the door to European tourists via low-cost routes. Porto airport has made a very significant contribution to the success and development of the city, the region and in tourism.

According to the Boletim Mensal de Estatística, (January, 2020), the overnight stay in the municipality of Porto (6.5% of the total overnight stays registered in the country) grew by 10.9% in 2019. The domestic market grew 1.7% and foreign markets increased 13.0%. The study of Costa, Moreira, & Vieira (2014) shows that most tourists prefer to stay overnight in the city of Porto and in hotels, for stays of two-three-nights' duration. Those who stay in the North of Portugal prefer to use alternative accommodation (the houses of family/ friends, rented accommodation or their own holiday home). They stay on average about seven nights in the region, with the highest average stay for tourists in North of Portugal, compared to those who stay just in Porto district. Even though, between 2002 and 2017, the number of hotel guests increased by 70%, from 560,777 to 1,876,720 annually, of which 74.4% were foreigners. This growth has featured even higher rates since from 2015 to 2017. There was a 42% growth in the number of guests in the city. These values confirm the relevance of Porto's tourism dynamics which also makes demands for adequate management and marketing strategies. Porto can be considered a city-break destination, meaning that visitors usually do a short stay to visit the main attraction. With all the values of Porto's tourism, the destination managers should increase and deepen their knowledge about the tourists' perceptions of the tourism supplies in Porto.

V.3. Porto's tourism attributes

The Turismo do Porto e Norte de Portugal, ER (TPNP) has a tourism promotion strategy aimed at seven major segments: business tourism; city and short breaks; gastronomy and wines; nature tourism; religious tourism; cultural, heritage and landscape tourism and well-being and health tourism. According to Perfil dos turistas do Porto e norte de Portugal: verão IATA (2017), the most popular activities in the Porto and North of Portugal were: trying gastronomy (81%) and shopping (42%). This was followed by the appreciation of the landscape (33%), trips to the beach (32%), the enjoyment of nightlife (30%) and car rides in the region (29%). Other than this, there are many more activities that tourists participate respectively such as visiting monuments, visiting museum, visiting the port wine cellars, purchasing handicrafts/regional products, walking tours, boat cruises in the Douro, participate in cultural events,

attending sports events, visit Casa da Música, bicycle tours, visit Peneda/Gerês national park, visit Serralves, participating in sporting events, nautical activities, visit Foz Côa, bird watching, sports radicals and playing golf.

PARTE II – EMPIRICAL STUDY

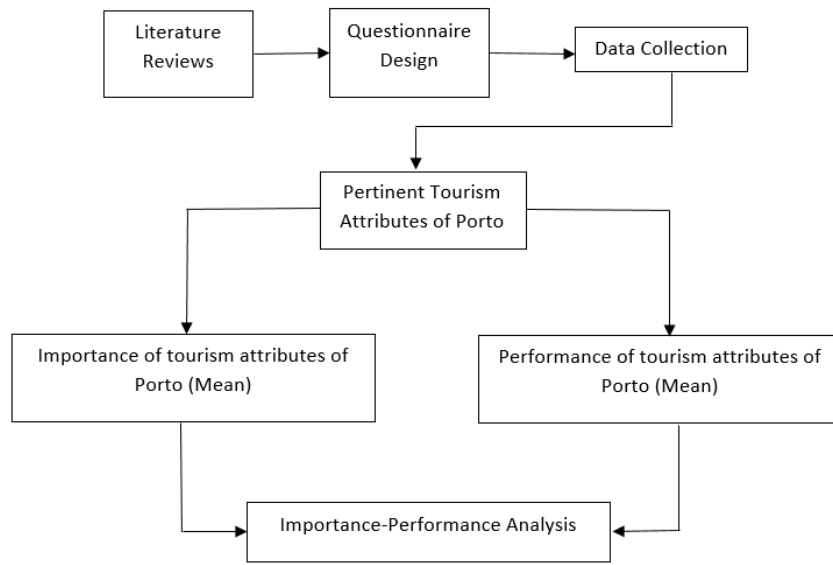
CHAPTER VI – METHODOLOGY

VI.1. Research process

VI.1.1. Research framework

This research has an objective to obtain tourist's opinions toward Porto by using Importance-Performance analysis (IPA) as a tool for tourist to assess the destination attributes in Porto. This research is a quantitative research and survey methodology is used to collect data from questionnaires as a tool for data collection. Data analysis using data processing from the instant program. The summarize the findings to present the research results in IPA graph and disquisition writing. Although Bacon (2003) has argued that there are many researchers, have proposed IPA that has been developed in some part, but the basic conceptual framework remains the same. Therefore, the researcher uses the original IPA concept to analyze the data. From the literature review, De Nisco, Riviezzo, and Napolitano (2015); Griffin and Edwards (2012); Zhang and Chan (2016); Blešić, Popov-Raljić, Uravić, Stankov, Đeri, Pantelić, and Armenski, (2014); Zhang and Chow (2004); and Edwards (2012) used the following research framework and also mentioned that in order to apply the IPA design, a research framework was defined to guide the empirical research, including three stages: (i) development of the survey instrument; (ii) sampling method and data collection; (iii) data analysis. In this study, the researcher has adopted a research framework from Zhang and Chow (2004). The research begins with literature reviews and then designs the attributes and scale for the questionnaire. Follow by data collection, pilot test, and determine sample size. Then, send the questionnaire out and collect data to analyze IPA of Porto.

Fig 5 Research Framework



Source: Zhang and Chow (2004)

VI.2. Data collection instrument

From a literature review, this research is quantitative research by using the questionnaire is a tool for data collection. This questionnaire aims to obtain the opinion of tourists toward tourism attributes in Porto. The questionnaire has two parts: First part collects socio-demographic data and profiles of respondents, including gender, country origin, age, academic degree, and occupation. According to Tasci and Gartner (2007) the experience in a destination can be analyzed from three perspectives: previous visits, the number of previous visits to the destination and length of stay and it brings to the second part of the questionnaire, characteristic of tourists. This part includes number of visits, length of stay, purpose of visit and party in the group. The last part of the questionnaire using rating scale question for tourists to assess the destination attributes of Porto by a five point Likert-type scales, ranging from 1, not at all important to 5, extremely important, in the Importance part, and from 1, far below standards to 5, far above standards, in the Performance part. The Likert-type has high reliability and validity values. Kozak and Rimmington (2000) suggest that Likert-type can be employed for the purpose of evaluating tourist experiences at the destination area because they are effective in measuring consumer attitudes and are easy to construct and manage.

From table 3, As mentioned before, the destination attributes in this questionnaire have selected from previous researches for tourists to evaluate.

Martilla and James (1977) noted that in order to minimize compounding and order effects, the separation of the importance measures and the performance measures is recommended. By structuring the questionnaire into distinct sections, placing the importance measures in one section, and all of the performance measures in a later section, the respondent moves in a natural progression from general to more specific questions with a separation between their ratings for each attribute. In accordance with these recommendations, the questionnaire was constructed into three parts. The first part is Socio-demographic data of tourists. This part includes gender, country origin, age and academic degree. Second part is characteristic of tourists, include the number of visits, length of stay and purpose of visit (Table 3). This allowed some degree of segmentation of the responses in relation to expectation, importance and performance, in conformity with Vaske, Beaman, Stanley, & Grenier (1996). In the last part, the researcher has separated the table for evaluating the importance first then follow with the table of performance as the recommendation of Martilla and James (1977) as mentioned before.

Table 3 The questionnaire design of Porto's destination appraisal

Socio-demographic data	
Gender (2 items) – Q 1 Zhang & Chan (2016); Deng (2007); Djeri, Stamenković, Blešić, Milićević, & Ivkov (2018)	Male
	Female
Country origin – Q 2 Zhang & Chan (2016); Deng (2007); Djeri, Stamenković, Blešić, Milićević, & Ivkov (2018)	Indicate the country of residence
Age (6 items) – Q 3 Zhang & Chan (2016); Deng (2007); Djeri, Stamenković, Blešić, Milićević, & Ivkov (2018)	Less than 18
	18-25
	26-35
	36-45
	46-60
	More than 60

Table 3 – Continued (1) The questionnaire design of Porto's destination appraisal

Academic degree (5 items) – Q 4 Zhang & Chan (2016); Deng, (2007); Djeri, Stamenković, Blešić, Milićević, & Ivkov (2018)	Elementary
	Secondary / High school diploma
	College / Associate's degree
	Bachelor's degree
	Master's degree
	Doctoral degree
	Professional degree
Characteristics of tourists	
Number of visit (3 items) – Q 1 Griffin, & Edwards (2012); Zhang, & Chow (2004); Taplin (2012); Coghlan (2012); De Nisco, Riviezzo, & Napolitano (2015)	First time
	2 to 5 times
	More than 6 times
Length of stay (4 items) – Q 2 Griffin, & Edwards (2012)	1 day
	2-4 days
	5-7 days
	More than 8 days
Purpose of visit (4 items) – Q 3 Griffin, & Edwards (2012); Kinley, Kim, & Forney (2002)	Holidays/ Leisure
	Culture and heritage
	Visiting friends and relatives
	Business
IPA (rating by five point Likert-type scales)	
Destination attributes (References from Table 2)	
Gastronomy (1 items) (Huh, 2002; Eusebio & Vieira, 2013; Vareiro, Ribeiro, & Remoaldo, 2017; Ramires, Brandao, & Sousa, 2018)	Good quality and variety of food

Table 3 – Continued (2) The questionnaire design of Porto’s destination appraisal

City environment (4 items) (Huh, 2002; Eusebio & Vieira, 2013; Vareiro, Ribeiro, & Remoaldo, 2017; Ramires, Brandao, & Sousa, 2018; Griffin & Edwards, 2012)	City has a beautiful nature and landscape
	Cleanliness of the city
	Safety and security
	Value for money
City experience (4 items) (Huh, 2002; Vareiro, Ribeiro, & Remoaldo, 2017; Griffin & Edwards, 2012)	Friendly and helpful local people
	Variety of evening entertainment
	Good to walk around the city
	Opportunity to meet local people
Attractions (2 items) (Huh, 2002; Eusebio & Vieira, 2013; Vareiro, Ribeiro, & Remoaldo, 2017; Ramires, Brandao, & Sousa, 2018; Griffin & Edwards, 2012)	Museums and monuments
	Variety of cultural/heritage sites
Services (8 items) (Huh, 2002; Eusebio & Vieira, 2013; Vareiro, Ribeiro, & Remoaldo, 2017; Griffin & Edwards, 2012)	Quality and service at accommodation
	Shopping: has variety of shops
	Access to communication network
	Local transport easy to use and understand
	Availability of transport/ taxi services
	Reliable local transport

Table 3 – Continued (3) The questionnaire design of Porto's destination appraisal

	Enough and noticeable tourism signage
	Good availability of tourism information

Source: Done by researcher

The researcher has a focus on the main five topics of destination attributes for tourists to evaluate. First, gastronomy, this attribute includes good quality and variety of food. Second, city environment. This attribute includes city has a beautiful nature and landscape, cleanliness of the city, safety and security, value for money. Third, city experience. This attribute includes friendly and helpful local people, variety of evening entertainment, good to walk around the city, Opportunity to meet local people. Fourth, Attraction. This attribute includes museum and monuments, variety of cultural/heritage sites. Fifth, services. This attribute includes quality and service at accommodation, shopping: has variety of shops, access to communication network, local transport easy to use and understand, availability of transport/ taxi services, reliable local transport, tourism signage, good availability of tourism information (Table 3).

The questions presented above allow the tourist to assess the attributes of Porto, as the responses bring to the result, which in turn allows knowing the feedback from tourist and highlight several aspects, positive and negative attributes that provided to the tourists. The main objective is to obtain tourist's opinions towards Porto, for destination managers can use information from the result to effectively indicate the policies, strategies, and action plans. So that the destination management of Porto can be more efficient, consistent with sustainable development, and meet the needs of the tourist, leading to increased competitiveness in the tourism market.

VI.3. Research Design

VI.3.1. Sample choice

The population size is an important factor in sample size. Sample size is important, especially for data analysis methods to be used. The identification of the minimum/most appropriate sample size depends on careful and detailed planning of all stages of the research from its paradigm, to data collection materials and to data analysis techniques. The decision on design in accordance with the research aims would have an impact on the size of the sample as well. The findings of the central limit theory by Kvam

and Vidakovic (2007) are frequently interpreted to suggest that a group of 30 or more members selected from a given population would be normally distributed (Delice, 2010). Although sample size between 30 and 500 at 5% confidence level is generally sufficient for many researchers, the decision on the size should reflect the quality of the sample in this wide interval. From the study of Delice (2010), presented the criteria in determining sample size in relation to the research method: (i) If the research has a relational survey design, the sample size should not be less than 30. (ii) Causal-comparative and experimental studies require more than 50 samples. (iii) In survey research, 100 samples should be identified for each major sub-group in the population and between 20 to 50 samples for each minor sub-group. Cochran (1977) and Krejcie & Morgan (1970) prepared tables that present the sample size in line with a certain degree of reliability and population size. Based on these tables, many researchers suggest that if parametric tests are to be employed, 30-500 subjects would be the necessary sample size; otherwise, non-parametric analysis techniques should be used. These numbers are valid for the selection of a sample using random sampling techniques. However, in educational research, this is not always possible and the randomization requirement cannot always be met. Thus a heavy reliance on numbers may not be a sufficient representation. This is also an important point the researcher should be aware of. According to Delice (2010) the following steps should be followed for good sampling; (i) description of the study population, (ii) listing the members of the population, (iii) identification of sampling type, (iv) determining the sample size, (v) selecting the sample, and (vi) testing the representation power of the sample.

The population used in this research is the domestic and international tourists that visit Porto. The sample group is the 124 tourists that have visited Porto. This study will determine the sample group by using the convenient sampling method.

VI.3.2. Data collection

This research adopted a descriptive research method, a quantitative approach. Quantitative methodology is appropriate for research involving the measurement of aspects of importance and perceptions of performance across a number of dimensions.

The survey was administered online via Google Form, opened on 4th August, 2020 and closed on 10th November, 2020. This questionnaire determines how important these attributes were perceived to be and how these attributes performed, with a pilot study to verify the quality of the questionnaire and the response rate. The data were collected from both domestic and international tourists.

VI.3.3. Pre-test

This research has tested the validity and reliability of the questionnaire before send out in the field to target group. The researcher examined the question in the questionnaire to cover the research objective. After that, a pilot survey was conducted with 20 tourists to test their understanding and bring suggestions from tourists to improve the questionnaire for the responses to get understanding in the same direction. Afterward, the researcher sent the questionnaire to the advisor to check the coverage of the content, the arrangement of the questions, the type of questions, including the language used in the questionnaire. It also improves the questionnaire to be able to measure the desire issue and be consistent with the relevant theory before sending the questionnaire to the target group to test for further data collection.

VI.4. Data analysis method

VI.4.1. Descriptive analysis

For describing the demographic characteristics of the sample such as gender, country origin, age, education, number of visit, length of stay and purpose of visit by studying and presenting in percentage. Mean and Standard deviation will use to explain the performance of those attributes of Porto by comparing importance and performance of the attributes using IPA technique. Microsoft Excel and SPSS program has been used to analyzed raw data.

VI.4.2. Reliability and Validity

The evaluation of the reliability of a measurement procedure consists of estimating how much of the variation in the score of different variables is due to chance or random error. Cronbach's alpha is commonly used to test internal consistency reliability. The value of Cronbach's alpha for each dimension greater than 0.70 is considered reliable. It means that the same results will be consistently reproduced in subsequent applications of the instrument. Cronbach's alpha is commonly used to test internal consistency reliability. The value of Cronbach's alpha of each dimension greater than 0.70 is considered reliable (Lai & Hitchcock, 2015). A factor was considered significant if its Cronbach's alpha was 0.70 or above.

CHAPTER VII – PRESENTATION, ANALYSIS AND DISCUSSION OF RESULTS

VII.1. Descriptive statistics

VII.1.1. Sociodemographic characterization of respondents

The demographic profile of the respondents is presented in Table 4. There were 57 (45.97%) males and 67 (54.03%) females among the respondents. The main respondent was from Portugal (45.16%), following by Brazil (12.10%), France (10.48%), Spain (8.06%), England (3.23%), Switzerland (3.23%) and other countries (17.74%). The main age group was 26-35, representing 32.26% of the respondents. The next three groups were 18-25(25.81%), 36-45(24.19%) and 46-60(11.29%). The minority of respondents were in more than 60 age group (4.03%) and less than 18 age group (2.42%). Most of the respondents had an academic degree at bachelor's degree (49.19%), following by College / Associate's degree (22.58%), Secondary / High school diploma (15.32%), Master's degree (10.48%), Elementary (1.16%), Doctoral degree (0.81%) and none of respondents had a professional degree. Regarding the number of visit to Porto, 36.29% had been to Porto 2 to 5 times, while 35.48% had been to Porto more than 6 time, only 28.23% were first time traveler to Porto. Most of the respondents chose to stay in Porto for 2 to 4 days (41.13%) for holidays/ leisure (46.77%) purposely. As many as 27.42% of the respondents stayed in Porto for 1 day, 21.77% stayed in Porto for more than 8 days and 9.68% chose to stay in Porto for 5 to 7 days. Whereas, the purpose of visit Porto of the respondents 21.77% was visiting friends and relatives (21.77%), Culture and heritage (16.13%) and business (15.32%).

Table 4 Demographic profile of respondents

		Frequency (N=124)	Percentage (%)
Gender	Male	57	45.97
	Female	67	54.03
Country origin	Portugal	56	45.16
	Brazil	15	12.10
	France	13	10.48
	Spain	10	8.06
	England	4	3.23
	Switzerland	4	3.23
	Others	22	17.74
Age	Less than 18	3	2.42
	18-25	32	25.81
	26-35	40	32.26
	36-45	30	24.19
	46-60	14	11.29
	More than 60	5	4.03
Academic degree	Elementary	2	1.16
	Secondary / High school diploma	19	15.32
	College / Associate's degree	28	22.58
	Bachelor's degree	61	49.19
	Master's degree	13	10.48
	Doctoral degree	1	0.81
	Professional degree	0	0.00
Number of visit	First time	35	28.23
	2 to 5 times	45	36.29
	More than 6 times	44	35.48
Length of stay	1 day	34	27.42
	2-4 days	51	41.13
	5-7 days	12	9.68
	More than 8 days	27	21.77
Purpose of visit	Holidays/ Leisure	58	46.77
	Culture and heritage	20	16.13
	Visiting friends and relatives	27	21.77
	Business	19	15.32

Source: Done by researcher

VII.2. IPA analysis

From Table 5 the result shows that the respondents rated the most extremely importance of Porto's attribute to safety and security and rated not importance at all attribute to Shopping: has variety of shops. While the result of performance of Porto's attributes shows that the respondents rated City has a beautiful nature and landscape for the most far above standards performance of Porto and rated Reliable local transport as the most far below standards.

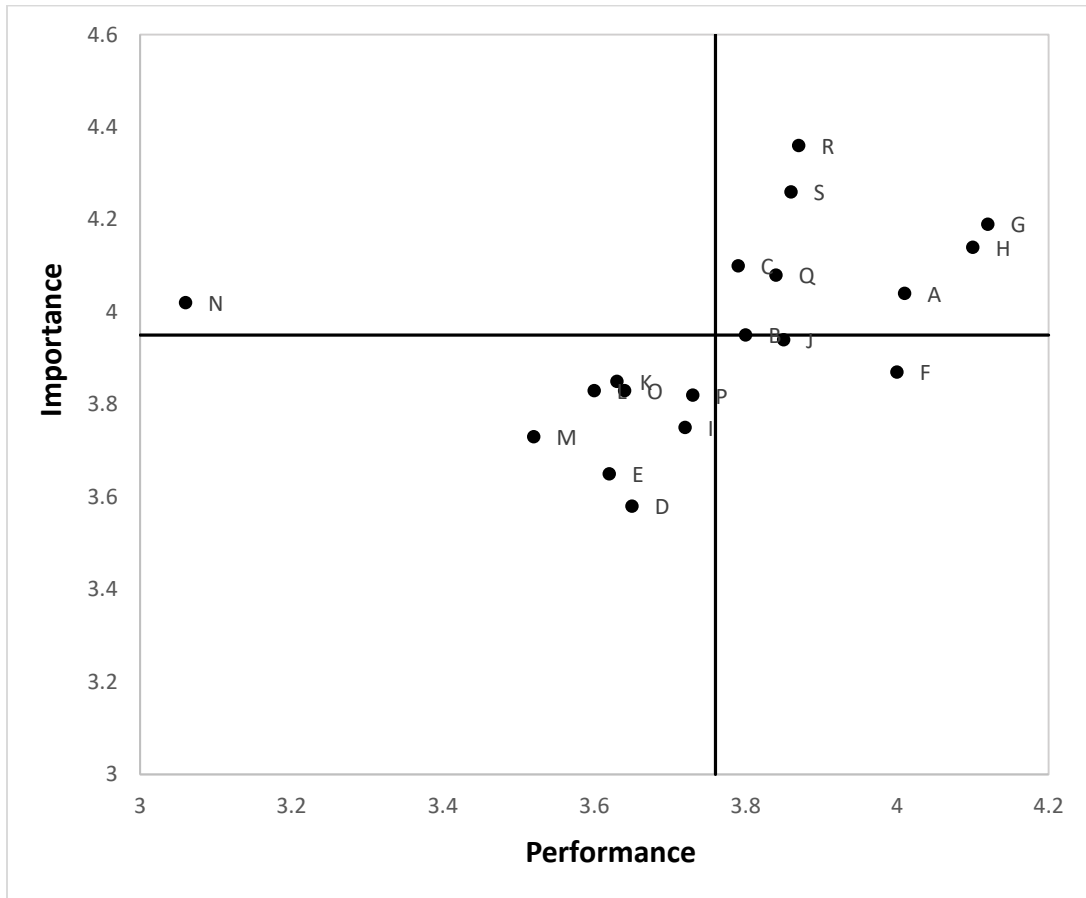
The total mean for importance and performance were used for the placement of the cross-hair point in the IPA grid (Oh, 2001). As shown in Fig 6., 1 attribute was identified in the Concentrate Here quadrant, 7 attributes were identified in the Keep up the good work quadrant, 2 attributes were in the Possible Overkill quadrant, 1 attribute was on the cross-hair point between Keep up the good work and Possible Overkill quadrant and 8 attributes were identified in the Low Priority quadrant.

Table 5 Mean and standard deviation of importance and performance of Porto's attributes

Attributes of Porto		Importance		Rank	Performance		Rank
		Mean	SD		Mean	SD	
A	Good quality and variety of food	4.04	0.71	7	4.01	0.81	3
B	Quality and service at accommodation	3.95	0.83	9	3.80	0.80	9
C	Friendly and helpful local people	4.10	0.76	5	3.79	0.95	10
D	Shopping: has variety of shops	3.58	0.73	19	3.65	0.80	13
E	Variety of evening entertainment	3.65	0.71	18	3.62	0.86	16
F	Museums and monuments	3.87	0.88	11	4.00	0.68	4
G	City has a beautiful nature and landscape	4.19	0.78	3	4.12	0.84	1
H	Variety of cultural/heritage sites	4.14	0.76	4	4.10	0.68	2
I	Opportunity to meet local people	3.75	0.89	16	3.72	0.79	12
J	Good to walk around the city	3.94	0.75	10	3.85	0.86	7
K	Access to communication network	3.85	0.88	12	3.63	0.74	15
L	Local transport easy to use and understand	3.83	0.96	13	3.60	0.80	17
M	Availability of transport/ taxi services	3.73	0.82	17	3.52	0.88	18
N	Reliable local transport	4.02	0.77	8	3.06	0.83	19
O	Enough and noticeable tourism signage	3.83	0.94	13	3.64	0.78	14
P	Good availability of tourism information	3.82	0.89	15	3.73	0.74	11
Q	Cleanliness of the city	4.08	0.85	6	3.84	0.87	8
R	Safety and security	4.36	0.74	1	3.87	0.77	5
S	Value for money	4.26	0.78	2	3.86	0.78	6
Total mean		3.95			3.76		

Source: Done by researcher

Fig 6 IPA for Porto's Attributes



Notes:

- | | |
|--|---|
| A. Good quality and variety of food | K. Access to communication network |
| B. Quality and service at accommodation | L. Local transport easy to use and understand |
| C. Friendly and helpful local people | M. Availability of transport/ taxi services |
| D. Shopping: has variety of shops | N. Reliable local transport |
| E. Variety of evening entertainment | O. Enough and noticeable tourism signage |
| F. Museums and monuments | P. Good availability of tourism information |
| G. City has a beautiful nature and landscape | Q. Cleanliness of the city |
| H. Variety of cultural/heritage sites | R. Safety and security |
| I. Opportunity to meet local people | S. Value for money |
| J. Good to walk around the city | |

Source: Done by researcher

VII.2.1. IPA Quadrant analysis

Concentrate here quadrant

There was one attribute, Reliable local transport, allocated in this quadrant. It was rated above average of importance but below the average of performance. The respondents rated this attribute at high importance ($M = 4.02$) while rated the performance of this attribute at low than average ($M = 3.06$). It is suggested that improvement efforts and special attention should be directed at this attribute. Concern should be raised and concentrated on local or public transport that bring the tourists around the city. DMOs should solve this problem as it shown that this attribute performed less than their importance.

Keep up the good work quadrant

There were 7 attributes allocated in this quadrant which are “Good quality and variety of food”, “Friendly and helpful local people”, “City has a beautiful nature and landscape”, “Variety of cultural/heritage sites”, “Cleanliness of the city”, “Safety and security” and “Value for money”. These attributes were rated above average for both importance and performance. These results means that Porto has performed well far above standards. DMOs should concentrate on maintain the well performed.

Possible overkill quadrant

The possible overkill quadrant captured 2 attributes. There were “Museums and monuments” and “Good to walk around the city”. This indicated that the attribute was rated as lower the average of importance and that the performance of Porto was higher than the average. In fact, tourist consider this attributes less important compared with other attributes but Porto has performed well. The concentration should be on maintaining high standards without over-utilizing resources in these attributes.

There was one attribute, “Quality and service at accommodation”, just allocated right on the cross-hair point on the importance axis between keep up the good quadrant and possible overkill quadrant. The importance mean score of this attribute was 3.95 and the mean score of performance was 3.80.

Low priority quadrant

Eight attributes were allocated in this quadrant which are “Local transport easy to use and understand”, “Availability of transport/ taxi services”, “Enough and noticeable tourism signage”, “Access to communication network”, “Good availability of tourism information”, “Opportunity to meet local people”, “Variety of evening entertainment” and “Shopping: has variety of shops”. They were rated on

below average for both importance and performance. This indicated that relatively fewer resources should be expended in this low priority cell. Although the “Local transport easy to use and understand”, “Enough and noticeable tourism signage” and “Good availability of tourism information” were below average in this quadrant. In fact, all these 3 attributes respondents rated them moderately important to very important. Thus, DMOs should not reduce its efforts to improve on these attributes also should not over concentrate on these attributes.

CHAPTER VIII – CONCLUSIONS

VIII.1. Research developed

The development of this research was supported by an importance-performance analysis with a methodology supported by literature review, collection and analysis of data obtained through questionnaire survey, with the objective to obtain tourist’s opinion toward Porto by using Importance-Performance analysis (IPA) as a tool for tourist to assess the destination attributes in Porto.

VIII.2. Lessons and contributions to Porto tourism destination

The result of this study shows that among 124 tourists who have been to Porto mostly are female who are from Portugal and has the age between 26-35 years old. They have Bachelor’s degree and already have been visited Porto 2-5 times. In each time they visited Porto they spent 2-4 days in Porto for holidays/leisure visit.

Data analysis also led to the perception that tourists give the most important attribute to “Safety and security” of Porto. Following with “Value for money”, “City has a beautiful nature and landscape”, “Variety of cultural/heritage sites”, “Friendly and helpful local people”, “Cleanliness of the city”, “Good quality and variety of food”, “Reliable local transport”, “Quality and service at accommodation”, “Good to walk around the city”, “Museums and monuments”, “Access to communication network”, “Local transport easy to use and understand”, “Enough and noticeable tourism signage”, “Good availability of tourism information”, “Opportunity to meet local people”, “Availability of transport/ taxi services”, “Variety of evening entertainment” and “Shopping: has variety of shops respectively”.

While on the performance part, tourists give the most well performance attribute to the “City has a beautiful nature and landscape”. Following with “Variety of cultural/heritage sites”, “Good quality and variety of food”, “Museums and monuments”, “Safety and security”, “Value for money”, “Good to walk

around the city”, “Cleanliness of the city”, “Quality and service at accommodation”, “Friendly and helpful local people”, “Good availability of tourism information”, “Opportunity to meet local people”, “Shopping: has variety of shops”, “Enough and noticeable tourism signage”, “Access to communication network”, “Variety of evening entertainment”, “Local transport easy to use and understand”, “Availability of transport/ taxi services” and “Reliable local transport” respectively.

This shows that the improvement efforts and special attention should be directed at “Reliable local transport” attribute. Concern should be raised and concentrated on local or public transport that bring the tourists around the city. DMOs of Porto should solve this problem as it is shown that this attribute performed less than its importance. On the other hand, there are 7 attributes that Porto should keep up the good work which is “Good quality and variety of food”, “Friendly and helpful local people”, “City has a beautiful nature and landscape”, “Variety of cultural/heritage sites”, “Cleanliness of the city”, “Safety and security” and “Value for money”. These attributes were rated above average for both importance and performance. These results mean that Porto has performed well far above standards. DMOs of Porto should concentrate on maintaining the well performed.

VIII.3. Limitations of the study

Certain problems were raised during the research process but the main problem is the pandemic. Tourism industry all around the world got the most effected from this bad situation. Tourists need to stop traveling that made Porto has no tourist. Researcher cannot make random face-to-face questionnaire survey. So, the questionnaire has been changed to convenient sampling method. The questionnaires have been sent through online.

VIII.4. Suggestions for future studies

This study is focused on importance and performance of Porto attributes in certain attributes. For the future studies, it should apply to more or different attributes such as pollution, reasonable price or affordable accommodation and food. Moreover, this study shows during pandemic results, the future studies could make a comparison with the post-pandemic results. Another alternative is in the future studies could be study on importance-satisfaction analysis, could apply to Porto district and its municipality for instance, Vila Nova de Gaia, Matosinhos, Póvoa de Varzim, Maia, Valongo, or Gondomar Also in the future studies could make more comprehensive study and study in another tourism destination for example, other cities in Portugal, Lisbon, Sintra, Coimbra, Evora, Aveiro, Óbidos, Braga, Nazaré, Albufeira, etc.

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APPENDIX

Questionnaire of Porto's Attributes Appraisal

- English version
- Portuguese version
- French version

QUESTIONNAIRE

My name is Thanyatip Sataphan. I am currently studying for master's degree at Lusófona University of Porto. This survey is a part of my thesis. I am conducting a survey that collects tourists' opinions toward Porto. The questionnaire consists 2 parts and will take no longer than 2 minutes. I will appreciate it if you could complete the following questions. Any information obtained in connection with this study that can be identified with you will remain confidential.

CONSUMER PROFILE AND CHARACTERISTICS OF TOURISTS

Instruction: mark and write the answer to each question.

Gender ☐ Male ☐ Female

Country Origin _____

Age ☐ Less than 18 ☐ 18-25 ☐ 26-35
☐ 36-45 ☐ 46-60 ☐ More than 60

Academic Degree ☐ Elementary ☐ Secondary/High school diploma
☐ College/Associate's degree ☐ Bachelor's degree
☐ Master's degree ☐ Doctoral degree
☐ Professional degree

Number of Visit ☐ First time ☐ 2-5 times ☐ More than 6 times

Length of Stay ☐ 1 day ☐ 2-4 days ☐ 5-7 days
☐ More than 8 days

Purpose of Visit ☐ Holidays/ Leisure ☐ Culture and heritage
☐ Visiting friends and relatives ☐ Business

IMPORTANCE-PERFORMANCE ANALYSIS

Instruction: mark on the number to each question that suits your travel experience.

How important are the following attributes of Porto to you?

1= Not at all important 2= Slightly important 3= Moderately important 4= Very important 5= Extremely important

Attributes	Importance				
Good quality and variety of food	1	2	3	4	5
Quality and service at accommodation	1	2	3	4	5
Friendly and helpful local people	1	2	3	4	5
Shopping: has variety of shops	1	2	3	4	5
Variety of evening entertainment	1	2	3	4	5
Museum and Monuments	1	2	3	4	5
City has a beautiful nature and landscape	1	2	3	4	5
Variety of cultural/heritage sites	1	2	3	4	5

Opportunity to meet local people	1	2	3	4	5
Good to walk around the city	1	2	3	4	5
Access to communication network	1	2	3	4	5
Local transport easy to use and understand	1	2	3	4	5
Availability of transport/ taxi services	1	2	3	4	5
Reliable local transport	1	2	3	4	5
Enough and noticeable tourism signage	1	2	3	4	5
Good availability of tourism information	1	2	3	4	5
Cleanliness of the city	1	2	3	4	5
Safety and security	1	2	3	4	5
Value for money	1	2	3	4	5

How well did the attributes perform?

1= Far below standards 2= Below standards 3= Meets standards 4= Above standards 5= Far above standards

Attributes	Performance				
Good quality and variety of food	1	2	3	4	5
Quality and service at accommodation	1	2	3	4	5
Friendly and helpful local people	1	2	3	4	5
Shopping: has variety of shops	1	2	3	4	5
Variety of evening entertainment	1	2	3	4	5
Museum and Monuments	1	2	3	4	5
City has a beautiful nature and landscape	1	2	3	4	5
Variety of cultural/heritage sites	1	2	3	4	5
Opportunity to meet local people	1	2	3	4	5
Good to walk around the city	1	2	3	4	5
Access to communication network	1	2	3	4	5
Local transport easy to use and understand	1	2	3	4	5
Availability of transport/ taxi services	1	2	3	4	5
Reliable local transport	1	2	3	4	5
Enough and noticeable tourism signage	1	2	3	4	5
Good availability of tourism information	1	2	3	4	5
Cleanliness of the city	1	2	3	4	5
Safety and security	1	2	3	4	5
Value for money	1	2	3	4	5

QUESTIONNAIRE

Dans le cadre de ma thèse de recherche à l'Université de Lusófona de Porto, je mène une enquête qui recueille les opinions des touristes sur Porto. Je vous serais reconnaissant de bien vouloir compléter le tableau suivant. Toute information obtenue dans le cadre de cette étude et identifiable avec vous restera confidentielle.

PROFIL DU CONSOMMATEUR ET CARACTÉRISTIQUES DES TOURISTES

Instruction: marquez et écrivez la réponse à chaque question.

Le genre ☐ Masculin ☐ Féminin

Pays d'origine _____

Âge ☐ Moins de 18 ☐ 18-25 ☐ 26-35
☐ 36-45 ☐ 46-60 ☐ Plus de 60

Diplôme Académique
☐ Élémentaire ☐ Diplôme d'études secondaires/ secondaires
☐ Collège/ diplôme associé ☐ Licence
☐ Une maîtrise ☐ Doctorat
☐ Diplôme professionnel

Nombre de visites ☐ Première fois ☐ 2-5 fois Plus ☐ 6 fois

Durée du séjour ☐ 1 jour ☐ 2-4 jours ☐ 5-7 jours
☐ Plus de 8 jours

But de la visite ☐ Vacances/ Loisirs ☐ Culture et patrimoine
☐ Visiter des amis et des parents ☐ Entreprise

IMPORTANCE-PERFORMANCE ANALYSIS

Instruction: marquez le numéro de chaque question qui correspond à votre expérience de voyage.

Quelle importance accordez-vous aux caractéristiques suivantes de Porto?

1= Pas important du tout 2= Légèrement important 3= d'importance modérée 4= Très important 5= Extrêmement important

Les attributs	Importance				
Bonne qualité et variété de nourriture	1	2	3	4	5
Qualité et service à l'hébergement	1	2	3	4	5
Gens locaux sympathiques et serviables	1	2	3	4	5
Shopping: a une variété de magasins	1	2	3	4	5
Variété de divertissements en soirée	1	2	3	4	5
Musées et monuments	1	2	3	4	5
La ville a une nature et un paysage magnifique	1	2	3	4	5
Variété de sites culturels / patrimoniaux	1	2	3	4	5
Possibilité de rencontrer des populations locales	1	2	3	4	5

Bon de se promener dans la ville	1	2	3	4	5
Accès au réseau de communication	1	2	3	4	5
Transport local facile à utiliser et à comprendre	1	2	3	4	5
Disponibilité des services de transport / taxi	1	2	3	4	5
Transport local fiable	1	2	3	4	5
Signalisation touristique suffisante et visible	1	2	3	4	5
Bonne disponibilité des informations touristiques	1	2	3	4	5
Propreté de la ville	1	2	3	4	5
Sûreté et sécurité	1	2	3	4	5
Le rapport qualité prix	1	2	3	4	5

Comment ont-ils bien performé?

1= Bien en deçà des norms 2= En dessous des normes 3= Répond aux normes 4= Au-dessus des normes

5= Bien au-dessus des norms

Les attributs	Performance				
Bonne qualité et variété de nourriture	1	2	3	4	5
Qualité et service à l'hébergement	1	2	3	4	5
Gens locaux sympathiques et serviables	1	2	3	4	5
Shopping: a une variété de magasins	1	2	3	4	5
Variété de divertissements en soirée	1	2	3	4	5
Musées et monuments	1	2	3	4	5
La ville a une nature et un paysage magnifique	1	2	3	4	5
Variété de sites culturels / patrimoniaux	1	2	3	4	5
Possibilité de rencontrer des populations locales	1	2	3	4	5
Bon de se promener dans la ville	1	2	3	4	5
Accès au réseau de communication	1	2	3	4	5
Transport local facile à utiliser et à comprendre	1	2	3	4	5
Disponibilité des services de transport / taxi	1	2	3	4	5
Transport local fiable	1	2	3	4	5
Signalisation touristique suffisante et visible	1	2	3	4	5
Bonne disponibilité des informations touristiques	1	2	3	4	5
Propreté de la ville	1	2	3	4	5
Sûreté et sécurité	1	2	3	4	5
Le rapport qualité prix	1	2	3	4	5

QUESTIONÁRIO

Meu nome é Thanyatip Sataphan. Atualmente, estou estudando mestrado na Universidade Lusófona do Porto. Esta pesquisa é parte da minha tese. Estou conduzindo uma pesquisa que coleta as opiniões dos turistas em relação ao Porto. O questionário consiste em 2 partes e não levará mais de 2 minutos. Agradecerei se você pudesse concluir as seguintes perguntas. Quaisquer informações obtidas em conexão com este estudo que possam ser identificadas com você permanecerão confidenciais.

PERFIL DO CONSUMIDOR E CARACTERÍSTICAS DOS TURISTAS

Instrução: marque e escreva a resposta para cada questão.

Género ☐ Masculino ☐ Feminino

País de origem _____

Idade ☐ Menos de 18 ☐ 18-25 ☐ 26-35
☐ 36-45 ☐ 46-60 ☐ Mais de 60

Educação ☐ Diploma ensino básico ☐ Diploma do ensino médio / secundário
☐ Colégio / grau de associado ☐ Bachelarto
☐ Mestrado ☐ Doutoramento
☐ Diploma profissional

Número de visitas ☐ Primeira vez ☐ 2-5 vezes ☐ Mais de 6 vezes

Duração de estadia ☐ 1 dia ☐ 2-4 dias ☐ 5-7 dias
☐ Mais de 8 dias

Propósito da visita ☐ Feriados / Lazer ☐ Cultura e património
☐ Visitando amigos e parentes ☐ O negócio

IMPORTANCE-PERFORMANCE ANALYSIS

Instrução: marque no número de cada questão que se adapte à sua experiência de viagem.

Qual a importância dos seguintes atributos do Porto para si?

1= Nada importante 2= Um pouco importante 3= Moderadamente importante 4= Muito importante 5= Extremamente importante

Atributos	Importância				
Boa qualidade e variedade de alimentos	1	2	3	4	5
Qualidade e serviço no alojamento	1	2	3	4	5
Gente local simpática e prestativa	1	2	3	4	5
Compras: tem variedade de lojas	1	2	3	4	5
Variedade de entretenimento noturno	1	2	3	4	5
Museu e Monumentos	1	2	3	4	5
A cidade tem uma natureza e uma paisagem lindas	1	2	3	4	5
Variedade de locais culturais / patrimoniais	1	2	3	4	5

Oportunidade de conhecer pessoas locais	1	2	3	4	5
Bom para andar pela cidade	1	2	3	4	5
Acesso à rede de comunicação	1	2	3	4	5
Transporte local fácil de usar e entender	1	2	3	4	5
Disponibilidade de serviços de transporte / táxi	1	2	3	4	5
Transporte local confiável	1	2	3	4	5
Sinalização turística suficiente e perceptível	1	2	3	4	5
Boa disponibilidade de informações turísticas	1	2	3	4	5
Limpeza da cidade	1	2	3	4	5
Segurança e proteção	1	2	3	4	5
Custo-benefício	1	2	3	4	5

Qual foi o desempenho dos atributos?

1= Muito abaixo dos padrões 2= Abaixo dos padrões 3= Atende aos padrões 4= Acima dos padrões
5= Muito acima dos padrões

Atributos	Desempenho				
Comida de boa qualidade e variedade	1	2	3	4	5
Qualidade e serviço no alojamento	1	2	3	4	5
Pessoas locais amigáveis e prestativas	1	2	3	4	5
Compras: tem variedade de lojas	1	2	3	4	5
Variedade de entretenimento noturno	1	2	3	4	5
Museu e Monumentos	1	2	3	4	5
A cidade tem uma bela natureza e paisagem	1	2	3	4	5
Variedade de locais culturais / históricos	1	2	3	4	5
Oportunidade de conhecer pessoas locais	1	2	3	4	5
Bom para andar pela cidade	1	2	3	4	5
Acesso à rede de comunicação	1	2	3	4	5
Transporte local fácil de usar e entender	1	2	3	4	5
Disponibilidade de serviços de transporte / táxi	1	2	3	4	5
Transporte local confiável	1	2	3	4	5
Sinalização turística suficiente e perceptível	1	2	3	4	5
Boa disponibilidade de informações turísticas	1	2	3	4	5
Limpeza da cidade	1	2	3	4	5
Segurança e proteção	1	2	3	4	5
Custo-benefício	1	2	3	4	5