

**Developing a Thermometer
Measuring Tourists' Needs,
Expectations and Experiences**
An empirical study of visitors in Norrbotten

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**Research Report 2007:3
September 2007**

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Webbsite: www.ltu.se/ies/d3879/2.3987/kml

Abstract

This research report summarizes the results of testing a theoretical model intended to measure service quality related to satisfaction and loyalty of tourists visiting Norrbotten. The service quality component of the model is based on the well-established literature in this field (Parasuraman, Berry & Zeithaml, 1991). We adapt and extend the service quality dimensions and assess ratios based on the size of the gap between promises plus expectations minus experienced service, and the ultimate perception by customers of being satisfied and expressing loyalty toward a destination they visited. The model was tested on 217 tourists visiting Norrbotten from 13 different countries. The overall objective of the project was to develop and calibrate a measurement instrument, a “thermometer”, that could be used to measure what influences visiting tourists to be satisfied and ultimately committed to the Norrbotten region or similar remote destinations. Based on our findings an instrument has been developed and tested with the proposed theoretical model. The results for the model meet established criteria for reliability and validity. However, the model has the limitation of being based on this initial pre-test for this region, and will require continued assessment and further development to refine, expand and adapt the model to evolving trends.

Detta projekt har genomförts inom ramen för projektet ”Centrum för turism och upplevelseproduktion”, som finansieras med regionala utvecklingsmedel från Länsstyrelsen i Norrbottens län och EU:s strukturfonder Mål 1.



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This project has been performed within the activities of the project ”Centre for Tourism and Experience Production”, which has had financial support from County Administrative Board of Norrbotten and EU:s Structural Fund Goal 1.



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Introduction

A primary objective of this project was to design a measurement instrument, a “thermometer” that measures individual tourist’s needs, expectations and experiences associated with visiting Norrbotten and other remote areas in combination with their level of satisfaction and likelihood to revisit Norrbotten and similar destinations. The research takes into account the process of providing service quality (Boulding, Kalra, Staelin & Zeithaml, 1991) and its effect on place attachment in tourism.

Parasuraman, Zeithaml & Berry (1985) stimulated future research on service quality by conducting in-depth interviews of executives in four different industries and then deducing an initial service quality construct. They indeed inspired an extensive field of research by defining service quality as the “gap” between expected services and experienced services (Parasuraman, Zeithaml & Berry, 1985). The initial gap model had ten dimensions and 34 individual items (Parasuraman, Zeithaml & Berry, 1985). The same group later refined and quantitatively tested the initial model (Parasuraman, Zeithaml & Berry, 1988) and ultimately proposed five dimensions with 22 items (Parasuraman, Berry & Zeithaml, 1991).

The high abstraction level of the conceptual definition generated different contributions to both practice (Grönroos, 1992) and scholarly audiences (Jonsson-Kvist & Klefsjö, 2006). One implication from these studies is that they measure different concepts such as promises, expectations, perceived importance, experienced services, and satisfaction – all providing important implications for research in this area.

One major challenge for researchers with this broad definition is that it includes many diverse issues¹. But on the other hand, the widely differing interests have turned this issue into one of the most influential concepts in understanding how businesses attempt to build loyal customers. In that sense their early attempt stimulated much broader research as well as practical understanding of what constitutes service quality. We believe, however, there is a need to reformulate and organize some of the previous research to provide a better focus for future efforts, particularly within a tourism context.

In an effort to build on the knowledge that expectations lead to behavioural intentions (Boulding, Kalra, Staelin & Zeithaml, 1991) we hypothesize that antecedents and outcomes related to service quality have not been adequately considered when developing service quality models. The process of providing service quality is a mix of needs that emerge from the way promises, expectations and experienced services are delivered. Moreover, the service quality mix delivered ultimately influences satisfaction and loyalty. Specifically, we believe that promises represent a construct that is different from expectations, and that the promises tourists perceive someone (e.g., a tourism destination or provider, like a hotel) makes to them become inputs to form expectations. Furthermore, expectations may vary in importance depending on what promises are made. But together these two constructs form something important for the pre-stage of a visit. The first part, which represents the pre-stage, is useful to examine in light of what tourists actually experience, and more so if perceptions of the service are positive. Finally, we hypothesize that the promises – expectations relationship is more likely to be completed if service receptors, in our case tourists, feel attached to or involved with the services provided. Therefore, we conceptualize and test the items in the service quality construct (Parasuraman, Zeithaml & Berry, 1991) and ask to what extent each item is

¹ Relying on such a definition is like saying the distance between two persons is the things that are in between. For example, it does not say if this distance is physical or psychological.

reflected by what tourists have been promised, what they expect and what they experienced in combination with the extent to which the visitors were satisfied and expressed some level of loyalty. It should be noted at this point that satisfaction is associated with a single experience, whereas loyalty² is developed over time, so a single visit which was assessed in the current research cannot be expected to deliver high commitment and strong loyalty. In addition to testing these broad relationships, we examine a number of classification variables that are used as control variables to determine if there is a variation in experiences between different groups. Finally, our research represents a pre-test of a proposed questionnaire to measure service quality expectations and standards for Northern Sweden.

The relationships tested represent a general measurement model. Our findings expand the knowledge of what constitutes service quality, and in particular how it is formed within the context of tourism, and how satisfaction and loyalty in tourism can build upon a mix of promises, expectations, and experienced services to stimulate repeat patronage. Our model also includes a tourist's likelihood to tell others about their experiences ("word-of-mouth"). A central focus of the research is to answer the following question: How can potential visitors and first time tourists be converted to attitudinal and physical repeaters?

Tourism and Visitors

In this research, the definition of being a tourist is that it involves staying for at least one night but less than a year in a physical place outside the home environment for purposes other than employment. Being a tourist is thus a result of a purpose. In forming this purpose tourists prepare records or form memories of a destination from the day they plan their trip till the day they leave, and sometimes for their entire life without returning there. These sometimes 'entire' life experiences imply that tourism is not necessarily produced and consumed simultaneously, which is often the situation with services in general. As tourists consume this experience they often tell others about good and bad experiences in a place they visited. These retrospective memories shared with others can make bad experiences sound funny, or even positive (Jonsson-Kvist & Klefsjö, 2006). However, good experiences that leave few impressions may not even be shared with others, and unfortunately may not necessarily create repeat customers or stories that attract tourists to the destination. Thus, an important question is what influences tourists to recommend a particular destination to their family, friends or colleagues.

The amenities that attract tourists to a particular destination vary. Where tourists and visitors come from (e.g., origins, culture and heritage) has an impact on the extent to which they are attracted to a place. In addition, many physical, psychological and social elements need to be fulfilled before an individual decides to visit a place outside their own home environment. It requires even more before individuals reach a point where they tell others they were satisfied with a particular destination or that they want to return.

Combinations of many different elements are needed as antecedents before tourists decide to visit a particular destination. In a competitive world a destination advantage could be based on different climatically-based experiences, nature-based experiences, cultural events, or an experience involving a business purpose. Building upon this, it may be good for destinations to develop and communicate promises of what makes a

² 'Loyalty' is a difficult concept with many interpretations. We use it here (see below) in two components. One is related to "word-of-mouth", i.e. whether the person recommends other people to visit the region. The second one is related to the likelihood of returning to the destination.

particular location unique for potential visitors. Then tourists can start developing accurate scenarios of potential visits from these promises before the actual travelling. To stimulate the development of these scenarios, a destination needs a communication source such as the Internet, advertisements, past tourists, locals and tourism businesses working as collective ambassadors to promise a positive experience that can be expected from visiting a place. Another important aspect is tourists need travel alternatives such as an airline, bus, boat, car, taxi or any other transportation to get there. Moreover, tourists need housing in a hotel, cottage or an overnight in a friend's house. Besides these basic elements, tourists also have different recreational needs. Indeed, recreation is often the main reason for deciding to visit a particular destination. Therefore, promotion of recreational needs is best achieved by harmonizing cultural and/or sports events, natural sightseeing activities, a family trip, a shopping trip, a need for meeting with others, or a romantic trip with a surrounding milieu that emphasizes the destination profile.

Other reasons for travelling such as business or conference trips may also include recreational needs during the times off from the conference or business activity. Tourists as consumers of food are dependent on restaurants close to the area where their visit takes place. Finally, there are supporting activities such as banks, hospitals, dentists and other public services that make tourists feel secure. In searching for these various basic needs, tourists form overall perceptions that make them prefer one place more than another and also motivate them to tell others about a particular destination.

Tourists as guests and receptors of services are therefore assumed to need most, if not all, of the service dimensions developed by Parasuraman, Zeithaml & Berry (1991), that is:

- (1) Tangibles – physically recognizable elements,
- (2) Reliability – consistent performance every time,
- (3) Responsiveness – delivering requested services,
- (4) Assurance – feeling confident about a particular destination, and
- (5) Empathy – understanding and delivering requested needs.

Consumers' primary search is for desired product/service benefits while their secondary focus is on where the benefits can be found. Tourism is unique in this sense because potential tourists simultaneously think of the benefits and the destination, basically because the destination is the product and its associated benefits (Lamb, Hair & McDaniel, 2008). Tourism companies are therefore dependent on how consumers perceive the destination, their rivals, the locals, the roads, the facilities and the services. This sum of the many fragmented activities forms the tourist's attitudes and perceptions of potential benefits. An important consideration is that tourists sometimes interact with only one service person at the front desk of a service provider. In contrast, persons at the front desk of a service provider, such as a hotel, generally interact with several hundred different tourists during a single day. Consider also that tourists are, in essence, instructors in quality development telling hundreds in their hometown or elsewhere about what may be their one and only visit to a particular destination. Understanding this complex interaction thus enables us to illustrate the importance of the messages tourists share with others about a particular destination experience, and how easily-solved troublesome service encounters could help to build satisfied and ultimately repeat customers, as well as positive word of mouth messages about a particular destination.

Methodology and Research Design

A major objective of this research stream is to design a measurement instrument, “a thermometer”, that accurately measures individual tourist’s needs, expectations and experiences about visiting Norrbotten and similar remote geographic areas, as well as to predict future likelihood of visits. To accomplish this objective, information on past studies was assembled so that insights could be formulated, pre-tested and calibrated for a survey methodology that will implement the thermometer on an ongoing basis and be used as a tracking device for existing patterns and emerging trends.

The initial objectives of the project provide a platform for achieving longer term objectives. The research design involved a panel discussion that solicited input from businesses representing tourism related industries, such as retailers, banks, hotels, guides, resort owners, and public policymakers. That discussion provided initial input regarding the best approach to collect data from groups that were representative of those visiting Norrbotten during spring 2006.

Unit of analysis

To achieve the research objectives, a better understanding of the tourist’s needs, expectations and experiences was required. To do so, the appropriate unit of analysis for the research was individuals (Dimanche & Havitz, 1994), and in this case tourists, who were visiting the Norrbotten region. Future research could also benefit from including information from visitors in beforehand of their visit³.

Data collection

As noted earlier, data collection began with a panel discussion among tourism related participants. Input from this panel resulted in collecting data at bureaus, hotels, restaurants and other tourism facilitators that provide services to visitors of Norrbotten. In addition, interviewers were hired to personally hand out the questionnaire to visitors of Norrbotten at the Luleå International Airport. This procedure is referred to as a combination of judgment and convenience sampling (Hair, Bush & Ortinau, 2006). When data collection was closed (April 2007), we had a total of 217 usable responses. Questionnaire responses were then input into a database that was analyzed using the SPSS software, including the AMOS package.

Methodological principle to reduce data

To purify and improve the questionnaire, the original questions were reduced through factor analysis (Hair et al., 2006). Factor analysis is a statistical data reduction technique that enables researchers to use fewer questions and yet capture information that is comparable to a much longer questionnaire. Basically, the results indicate which questions can be dropped and still retain most of the information because the questions are highly related. Thus, the process of eliminating questions means you lose only a minimal amount of the original information. The smaller number of questions also increases the quality of the information because respondents are happy to answer a reasonable number of questions, but often refuse to finish a long questionnaire or just put any answer to finish it. The factor analysis is beneficial to future research as it enables the usage of a shorter, yet reliable instrument for capturing the underlying factors.

³ This issue is discussed by , for instance, Jonsson-Kvist & Klefsjö (2006).

Service quality, Satisfaction and Loyalty

The service quality construct has been developed, refined and improved in many previous studies. The literature review portion of this project began with a search using EBSCO premier to look for studies related to the following key word phrases:

1. consumer scales promises
2. consumer scales expectations
3. consumer scales service quality
4. consumer scales satisfaction
5. consumer scales loyalty

The search yielded a large number of matches, and the time constraints of the project meant the studies had to be prioritized for examination. For example, if one just considers service quality and the original version of Parasuraman, Zeithaml & Berry from 1988, and examines the number of citations from that article alone, the results revealed more than 900 studies citing the original version. It was impossible to get access to and review all of these studies, as well as the many others published later. We therefore focused on developing a parsimonious, theoretical measurement model using the most influential work, which is the 1991 study. In that study, Parasuraman, Zeithaml & Berry (1991) proposed a “gaps” model based on service expectations and experiences. We wanted to extend our research beyond the initial gaps model and add additional dimensions by looking at the full gap between loyalty and promises. The result was to conceptualize service quality as the sum of perceived promises plus expectations minus experiences. We also wanted to assess satisfaction and loyalty and ultimately examine the relationship between these constructs and the service quality construct. The components and constructs included in our proposed theoretical tourism visits model are summarized below.

Promises

Many researchers examine the construct of promises by looking at its immediate link to advertising (Peterson & Malhotra, 1998). This relationship is indeed very central to promises even though many other areas influence this construct as well. For example, during telephone contacts and other personal meetings with travel agencies, etc., important promises are made about the tourist destinations. Furthermore, making promises (Fabien, 1997) is different from delivering promises (Dube & Renaghan, 1999) so both concepts must be considered in model development.

In this research promises are viewed as a process in which businesses start with clarifying expectations, establishing norms, preparing strategies and tactics for the promises that are made and the actual benefits that can be promised. This initial process is then followed by actually making promises and finally keeping promises. This research started by measuring promises because we assumed visitors had already been promised certain benefits either explicitly or implicitly, even though there might not have been a systematic approach to making the promises. Promises refer in this research to an organization communicating to its customers regarding what they can expect and how expectations about service quality dimensions will be delivered. Explicit service promises are communications about service that can be expected by tourists and that are made by the organization or its representatives. There also may be implicit service promises that are service-related cues other than explicit promises that result in the customer developing perceptions about what the service should and will be like.

Expectations

Expectations are a central component of the service quality construct and often used in combination with experienced service (Parasuraman, Berry & Zeithaml, 1991; Ueltschy, Laroche, Tamilia & Yannopoulos, 2004). This ratio and gap definition of service quality has also been applied in tourism (Heung, Wong & Qu, 2000). Also, previous research in tourism shows that expectations are important influences on actual experiences and ultimately satisfaction (Cheung, 1997). In this research expectations refer to what the customer believes to be the feasible or reasonable service that should be received from the organization in terms of type, level and quality of service delivery. The development of expectations is dependent upon the communications and promises of the organization. Therefore, it is important for the organization to manage the process of creating expectations so they do not over-promise and put themselves in a position they cannot deliver the services expected.

Experiences

The link between service quality and experiences is also important. This is especially true when we are trying to understand how experiences are related to expectations (Parasuraman, Berry & Zeithaml, 1991). Recall the role promises play in creating expectations, and in turn how expectations influence the perceptions visitors have about their experiences. In this research experiences refer to the situation where visitors take in all their influences from their visit and implicitly assess promises and expectations relative to what is perceived as being delivered. Experiences are thus proposed as a basis for performance evaluations and from the visitors point of view this is an important consideration. Every time a visitor interacts with the organization their promises and expectations are either kept or broken, and the experienced quality of service is judged. Organizations must therefore align their capabilities with employee and marketing promises, and it is crucial not to over-promise or under-deliver.

Satisfaction

Satisfaction is another construct included in our theoretical model. This construct is developed from Arnould & Price (1993), who defined satisfaction in leisure experiences as something that gives the visitor an overall feeling of special moments and meaning, and also justifies the time and money invested in the trip as well as providing memories for the rest of their life. Satisfaction is often associated with the individual experiences customers have in interacting with product⁴ (Bergman & Klefsjö, 2003). If these individual experiences with products/services lead to repeated experiences that are positive, then the relationship may eventually evolve into commitment and loyalty (Skogland & Siguaaw, 2004), which increases the likelihood of future purchases and recommending to friends that they too should purchase the product/service.

Loyalty

An established marketing principle is that keeping customers is in general less expensive than attracting new ones (Dick & Basu, 1994, Lamb, Hair & McDaniel, 2008). This fundamental principle is important to consider when developing services in the tourism industry. To keep customers, businesses must create high levels of commitment and work to achieve high levels of commitment and loyalty. While satisfaction is viewed as a short term phenomenon associated with one or a few experiences with a product or service, whereas loyalty is a longer term relationship associated with repeated experiences, the likelihood of future purchases and the willingness to recommend the product/service to others. Loyalty can therefore add many important implications to tourism (Pritchard, Howard & Havitz, 1992) and is a much broader concept than having satisfied customers.

⁴ 'Product' on a general level, means an article or a service or a combination of these.

In the present research, we divided loyalty into two separate components. The first component examined loyalty defined as likelihood of recommending that others visit a particular destination. This first component is important because it relates to creating positive “word of mouth” support for a particular destination, which is important in expanding the potential customer base to new markets. The second component examined loyalty defined as behavioural intentions, or the likelihood of returning to a particular destination in the future.

Results and analysis

In Tables 1 to 11 we present background information on the respondents. The groups were compared using the control variables. After a preliminary analysis, none of the comparisons indicated that group differences needed to be explored. The respondents were screened using age to ensure they would be at least 18 years old. In addition, age quotas were included in the sampling approach to achieve a relatively well balanced distribution between the ages (see Table 1).

Table 1
Age of respondents

	%
18-25 years	20,7
26-35 years	21,3
36-45 years	20,7
46-55 years	20,7
56 - 65 years	12,6
66 – older	4,0

Table 2 shows that most of the respondents have a Swedish heritage. The survey was available in English as well as Swedish, which may have influenced the distribution of nationalities responding.

Table 2
Nationality of Respondents

	%
Swedish	83,1
Finish	3,1
UK	1,9
Danish	1,3
Turkish	0,6
Iran	0,6
U.S	1,3
German	1,9
Finish	3,1
Estonia	0,6
Spanish	0,6
Norwegian	1,3
Czech	0,6

Table 3
Respondents' Estimated Spending

	%
Less than 200SEK	41,6
201 to 500	27,3
501 to 1000	21,1
1001 to 2000	5,0
More than 2000	5,0

Table 3 shows that most of the visiting guests (about 70%) in Norrbotten spent 500 SEK or less on an average day of the visit. A somewhat smaller group of visitors (about 30%) spent more than 500 SEK. Examining the differences between these groups would be an interesting objective for future studies.

Table 4
Respondents' Social Status

	%
Married	49,1
Shared household	26,0
Single	24,9

Most of the visitors coming to Norrbotten were married or live in a shared household (See Table 4). The information in Table 5 shows that most visitors have visited Norrbotten previously.

Table 5
Have you visited Norrbotten before?

	%
Yes	78,9
No	18,1
Several times	3,0

Table 6
How did you arrive in Norrbotten?

	%
By car	17,1
By plane	72,9
By train	10

The information in Table 6 reveals that most visitors travel to Norrbotten by plane. This skewed balance is likely explained by the fact that most of the surveys were completed at Kallax airport in Luleå. The distribution between males and females is very balanced (see Table 7).

Table 7
Gender of Respondents

	%
Male	53,2
Female	46,8

Table 8
Did you pay your own travel expenses?

	%
Yes	59,1
No	40,9

Most of the respondents paid their own travel expenses (see Table 8).

Table 9
Which of the following alternatives
most closely fits your situation?

	%
Tourist/Visitor	40,5
Business overnight	38,0
Business daytrip	5,1
Returner daytrip	1,9
Returner overnight	14,6

Most visitors to Norrbotten are tourists or on overnight business trips (see Table 9).

Table 10
Which parts of travel were prearranged?

	%
Meals and activities	29,0
All meals included	7,7
Breakfast	16,8
No pre-arrangements	46,5

The most frequent answer of our respondents was no pre-arrangements were made (See Table 10). The second most frequent response was visitors have meals and activities included, with only breakfast included a distant third. Finally, the background information shows that respondents made their own decision about visiting Norrbotten.

Table 11
Own or others decision to travel?

	%
Yes	79,8
No	20,2

Model results

To conduct the analysis, service quality was defined as the gap between the sum of promises made to visitors and expectations, in relation to what they actually experienced. Service quality was thus represented by the following function: $(SQ) = (Promises + Expectations - Experiences)$. Using this formula the software generated a number of ratios that were labelled SQ1a, SQ1b, SQ1c, SQ1d, SQ2a...SQ3n...SQ4n.

The overview of the full model tested in this research is presented in Figure 1. The actual results are provided in Table 12. The results indicate that all proposed dimensions/constructs meet established reliability guidelines. Specifically, the Cronbach alpha for all dimensions meets the criteria of .7 (Hair, et al., 2006).

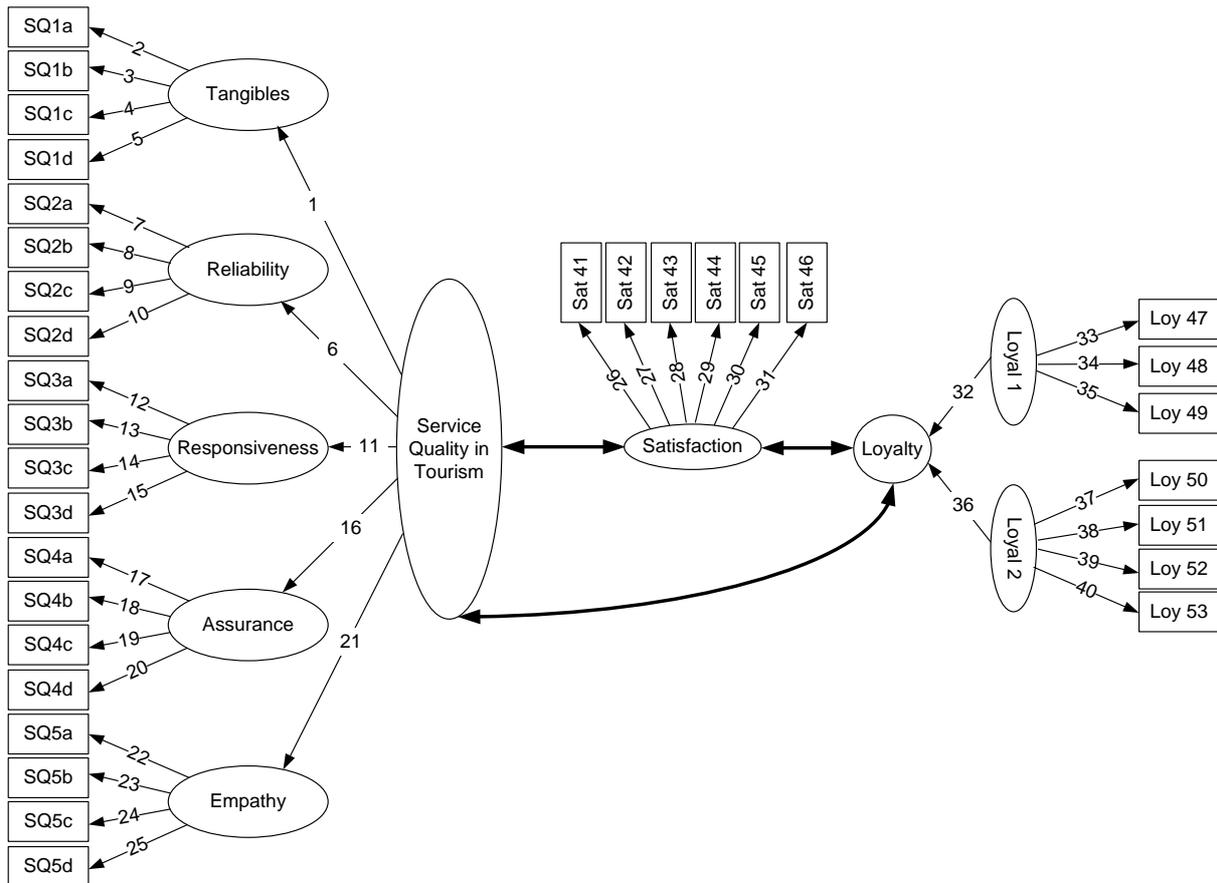


Figure 1: Full theoretical measurement model

To facilitate understanding of the impact of each parameter on a particular construct, in Table 12 we numbered all construct relationships in Figure 1 except the relationships between SQ, Satisfaction and Loyalty, which are shown in Table 13. For each indicator we report standardized estimates and their significance level.

Table 12
Full model with alpha and means, std. dev., estimates and significance

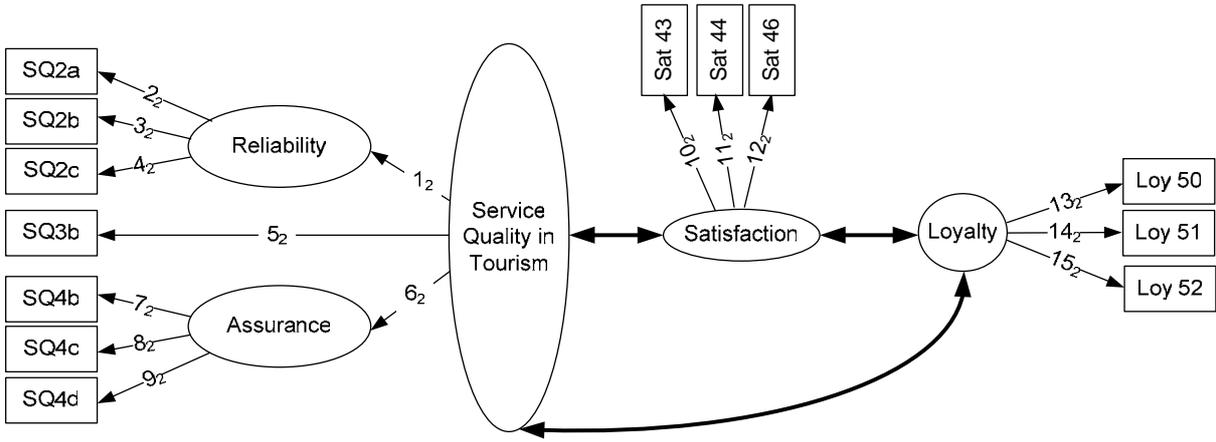
Alpha	No	Parameters		Construct	Mean	SD	Std. Estimate	P
	1	Tangibles	<---	SQ	4.35	1.68	.77	***
.93	2	SQ1A	<---	SQ1	4.15	1.90	.81	***
	3	SQ1B	<---	SQ1	4.62	1.90	.89	***
	4	SQ1C	<---	SQ1	3.95	1.83	.85	***
	5	SQ1D	<---	SQ1	4.69	1.82	.94	N/A
	6	Reliability	<---	SQ	4.11	1.65	.96	***
.95	7	SQ2A	<---	SQ2	4.10	1.71	.88	***
	8	SQ2B	<---	SQ2	4.06	1.73	.92	***
	9	SQ2C	<---	SQ2	4.12	1.83	.93	***
	10	SQ2D	<---	SQ2	4.17	1.81	.91	N/A
	11	Responsiveness	<---	SQ	4.30	1.47	.97	***
.90	12	SQ3A	<---	SQ3	4.17	1.62	.76	***
	13	SQ3B	<---	SQ3	4.85	1.66	.80	***
	14	SQ3C	<---	SQ3	4.12	1.79	.89	***
	15	SQ3D	<---	SQ3	4.06	1.62	.89	N/A
	16	Assurance	<---	SQ	4.30	1.57	.96	***
.93	17	SQ4A	<---	SQ4	4.12	1.70	.90	***
	18	SQ4B	<---	SQ4	4.82	1.71	.78	***
	19	SQ4C	<---	SQ4	4.12	1.81	.90	***
	20	SQ4D	<---	SQ4	4.12	1.72	.92	N/A
	21	Empathy	<---	SQ	3.97	1.51	.89	***
.91	22	SQ5A	<---	SQ5	3.37	1.73	.72	***
	23	SQ5B	<---	SQ5	4.29	1.71	.83	***
	24	SQ5C	<---	SQ5	4.15	1.74	.93	***
	25	SQ5D	<---	SQ5	4.06	1.67	.90	N/A
		Satisfaction			5.38	1.10		
.89	26	SAT41_1	<---	SAT	5.54	1.43	.81	***
	27	SAT42_1	<---	SAT	5.48	1.48	.83	***
	28	SAT43_1	<---	SAT	5.78	1.15	.76	***
	29	SAT44_1	<---	SAT	5.91	1.12	.72	***
	30	SAT45_1	<---	SAT	4.04	1.51	.68	***
	31	SAT46_1	<---	SAT	5.53	1.49	.74	N/A
	32	Loyal1	<---	Loyal	5.62	1.08	.82	***
.84	33	COM47_1	<---	Loyal1	5.91	1.15	.91	***
	34	COM48_1	<---	Loyal1	5.82	1.23	.91	***
	35	COM49_1	<---	Loyal1	5.12	1.33	.62	N/A
	36	Loyal2	<---	Loyal	5.13	1.27	.93	***
.85	37	COM50_1	<---	Loyal2	4.25	1.60	.66	***
	38	COM51_1	<---	Loyal2	5.10	1.51	.91	***
	39	COM52_1	<---	Loyal2	5.56	1.49	.75	***
	40	COM53_1	<---	Loyal2	5.61	1.51	.77	N/A

Our next task in assessing the initial model was to determine if we could confirm the overall model. This initially involved examining model fit measures. The information in Table 13 indicates that improvements are needed in the fitted model to ensure that the proposed model is consistent with the original population model.

Table 13
Model relationships between constructs and model fit measures

Construct	Construct	Std. estimate	p-value	χ^2	DF	P	χ^2 /DF	RMSEA	NFI	GFI	CFI
				1699.76	485	.000	3.50	.108	.79	.68	.84
SAT	<--> SQ	-.06	.379								
SAT	<--> Loyalty	.84	.000								
SQ	<--> Loyalty	-.12	.117								

In order to easier follow the impact of each parameter on a construct in the revised model, we again numbered all construct relationships except those between SQ, Satisfaction and Loyalty, which are shown in Table 13. For each indicator we report standardized estimates and their significance level.



Fi

Figure 2:

Measurement model revised

As a means of further analysis, we studied the factor structures in more detail. Examination of the modification indices revealed several different implications for the construct indicator variables and relationships. By eliminating a number of variables and dimensions (see Figure 2 and results provided in Tables 14 and 15) an improved model could be estimated.

Table 14
Revised Measurement Model

Parameters	Construct	Std. estimate	P
1 ₂ Reliability	<--- SQ	.96	***
2 ₂ SQ2A	<--- SQ2	.86	***
3 ₂ SQ2B	<--- SQ2	.95	***
4 ₂ SQ2C	<--- SQ2	.92	N/A
Responsiveness			
5 ₂ SQ	<--- SQ3b	.75	***
6 ₂ Assurance	<--- SQ	.93	***
7 ₂ SQ4B	<--- SQ4	.76	***
8 ₂ SQ4C	<--- SQ4	.92	***
9 ₂ SQ4D	<--- SQ4	.94	N/A
Satisfaction			
10 ₂ SAT43	<--- SAT	.84	***
11 ₂ SAT44	<--- SAT	.86	***
12 ₂ SAT46	<--- SAT	.77	N/A
Loyalty			
13 ₂ Loy50	<--- Loyal2	.69	N/A
14 ₂ Loy51	<--- Loyal2	.91	***
15 ₂ Loy52	<--- Loyal2	.74	***

The information in Table 14 shows that all standardized loadings meet established guidelines (Hair et al., 2006).

Table 15
Findings from relationships between constructs and model fit for revised measurement model

Construct	Construct	Std. Estimate	p-value	χ^2	DF	P	χ^2 /DF	RMSEA	NFI	GFI	CFI
				79.63	60	.046	1.33	.039	.96	.95	.99
SAT	<--> SQ	-.06	.414								
SAT	<--> Loyalty	.63	.000								
SQ	<--> Loyalty	-.09	.238								

Table 15 shows the fit statistics for the revised model. Although a significant chi-square statistic (which is not uncommon in samples of this size), the recommended levels of goodness-of-fit were achieved for all criteria, including χ^2 /DF, RMSEA, NFI, GFI and CFI.

Discussion

In the confirmatory factor analysis of the theoretical model a negative relationship was found between the service quality construct and both satisfaction and loyalty. Although not significant, this result seems to point in the direction that “smaller gaps between promises and delivered experiences” result in higher levels of satisfaction and loyalty. Such findings would highlight an important link between the messages organizations are giving to potential visitors and what they are actually delivering. This part of the study has important implications for tourist providers and likely will stimulate additional research in this area. Our measurement development also contains a unique approach

to measuring service quality for tourism and ultimately relating it to satisfaction and loyalty. The findings in light of this measurement approach also provide some thoughts about the role of promises in creating expectations, and what really constitutes satisfied and loyal visitors – which is an important area for future research, particularly in tourism.

Our goal is to extend this initial project and pursue an advanced, ongoing project. We therefore validated and purified the construct measurements as a basis for further development, and also analyzed the findings and implications. In the following table we list different possible outcomes and provide an interpretation for each alternative shown.

P	E1	E2	Sum=P+E1-E2	Logic	Intepretation
7	7	7	7	High promises made, high expectations, which are properly met	Preferential result for businesses.
7	7	1	13	High promises made, high expectations, but poorly met.	Not preferential for businesses, development needed about experienced service quality.
1	7	7	1	Low promises made, high expectations made and very satisfied.	Not preferential for businesses, development needed about promises.
1	1	7	-5	Low promises made, low expectations made and very satisfied.	Not preferential for businesses, development promises and expectations.
4	3,5	3,5	3,5	Average promises, average expectations and average experiences.	Difficult to judge.
4	4	3	5	Somewhat high promises made, somewhat high expectations but customers dissatisfied	Not preferential for businesses, development needed about experienced service quality.
4	4	7	1	Somewhat high promises made, somewhat high expectations made, which are properly met.	Preferential result for businesses.
4	3	7	0	Somewhat high promises made, somewhat high expectations made, which are properly met.	Preferential result for businesses.
4	3	3	4	Somewhat high promises, somewhat low expectations, which are somewhat poorly met.	Not preferential for businesses, development needed about experiences.
3	4	4	3	Somewhat poor promises, somewhat high expectations, which are somewhat satisfyingly met.	Difficult to judge.
4	3	4	3	Somewhat high promises, somewhat low expectations, which are somewhat well met.	Difficult to judge.

Since most of our results indicate something between 4 and 5 we strongly support the need for more research in this area. Standard deviations also indicate the results contain minimal variability but that there are stable results between 4 and 5. This likely indicates that more research is needed about relationships between promises, expectations and experiences within the tourism context. This might reveal what builds loyalty and satisfaction from a broader perspective, particularly in tourism. Our table shows that low numbers or negative numbers suggest that customers' experiences with the Norrbotten region are exceeded. However, high numbers indicate that businesses are good at selling but not in delivering.

Practical Implications for Business

The findings of this research have several very important implications for tourist businesses in the Norrbotten region.

First, a model was tested to determine if customers' perceptions of the quality of the service delivered by businesses is associated with satisfaction and ultimately loyalty. The results seem (although not statistically significant) to point out that positive perceptions of service quality can lead to higher satisfaction and loyalty. Thus, businesses that provide a high level of service to their customers will have more satisfied customers, and this will lead to more repeat business and higher profits. This relationship is particularly strong in predicting the likelihood of future visits to Norrbotten.

Second, the research examined what factors lead to more positive perceptions of service quality. To do so, we explored the concept of whether the promises businesses make to potential customers influence their expectations of service providers. The research confirms that promises are related to expectations. That is, if a business promises customers a higher level of service it must deliver more. The findings clearly show that if businesses promise high levels of service and do not deliver, then customers are less satisfied. Similarly, when businesses promise high levels of service and deliver on their promises, customers express a higher level of satisfaction. These findings confirm that the marketing principle of "under promise and over deliver" is applicable to tourism in northern Sweden. The important assumption to remember, however, is that promises must be sufficiently high enough to meet and generally exceed the offerings of competitive destinations.

Third, the concept of promises was divided into five service quality components, as described below:

- (1) Tangibles – physically recognizable elements.
- (2) Reliability – consistently responding to requests.
- (3) Responsiveness – delivering services when needed.
- (4) Assurance – making tourists feel confident about a particular destination.
- (5) Empathy – understanding and being willing to provide requested needs.

Service providers in the tourist industry should be prepared to deliver all five types of service. For the tourist industry in northern Sweden, however, the findings indicate that Empathy is most important, Assurance is second most important, Responsiveness is third in importance, Reliability is fourth in importance, and Tangibles are fifth in importance. The Norrbotten region is remote and provides mostly nature-based tourism opportunities. Thus, tangibles are the least important because expectations in this area are in general at a lower level than the other four. In contrast, knowing and actually providing services necessary to fully enjoy nature-based tourism activities is absolutely essential to success.

Fourth, the overall value of this research to tourism businesses in northern Sweden is the following. To implement the findings, the businesses must first understand what their customers expect from them. This involves first asking customers what they want and looking to see what competitive destinations are offering. Next, businesses must be prepared to offer a bundle of benefits to customers consistent with their expectations. When the contents of this bundle of benefits are determined, businesses must develop and implement communications programs to tell customers what they will get if they come to northern Sweden. The communications programs would include the Internet, brochures, and other forms of advertising in which potential customers learn about tourism opportunities in northern Sweden. Thus, tourism businesses must manage the

promises they are making to customers so that customers get what they are promised and expect, and the result is a high level of service quality. If they do this correctly, the result will be higher levels of satisfaction and loyalty, repeat business, and higher profits.

Fifth, the current research demonstrates in general that businesses in the Norrbotten area have limited understanding of the role of promises in creating expectations, and ultimately in developing satisfied and loyal customers. That is, there is a relatively wide “gap” between the expectations of customers and the service delivery of tourism businesses. Thus, businesses in the Norrbotten region need to better understand the interactions of promises, expectations, satisfaction and loyalty if they expect to increase tourism in the future.

It should be noted that the above implications are derived from the results of this initial study. These results are consistent with previous studies in other areas and support for the relevance of the implications is gained from these other studies. This study was a first time effort for the northern Sweden area and should be replicated with broader similar studies in the future to further explore and validate these findings.

Conclusions

The objective of this research was to design a thermometer to measure individual tourist’s needs, expectations and experiences associated with visiting Norrbotten and similar remote areas in combination with their likelihood to revisit and the degree to which the visitors are satisfied. We approached this problem by developing an instrument (questionnaire) based on the most important previous study in this field (Parasuraman et al., 1991). Some of the questions were adapted to fit a tourism context. Our initial assessment of the constructs indicates the measures are robust and the relationships are meaningful. When we extended the examination through additional analysis and studied the factor structures in detail, we found four dimensions and a single item ratio that accounts for much of the information in the original five dimensions. In addition, the measures were validated relative to satisfaction and loyalty outcomes, which was another goal of the study. We believe the research should now move into the next phase where these measures hopefully can be implemented and tested on an ongoing basis in the Norrbotten region.

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Appendix A: Survey English version



WHAT IS YOUR EXPERIENCE OF VISITING NORRBOTTEN AND LAPPLAND?

Centre for Tourism and Experience Production
Luleå University of Technology



Dear Guest,

The centre for tourism at Luleå University of Technology has initiated a project aiming to increase the knowledge about visitors experienced service in the tourism industry in Norrbotten and Lappland. **As part of this study we are asking you to share your opinion regarding your experiences during the visit in Norrbotten and Lappland.** Your response is very important and can not be replaced. No personal information will be traced – your answers will be combined with other visitor’s questionnaires. The results from the project will be reported to tourism firms in Norrbotten and Lappland enabling them to learn from **your** experiences.

The survey consists of seven parts and takes about 15 minutes to complete. We are asking people at least 18 years of age to complete the survey. If you have any questions or comments please contact us through ossi.pesamaa@ltu.se!

Thank you in advance for your help!

Ossi Pesämaa, Daniel Örtqvist, Bengt Klefsjö and Joe Hair

PART 1.

Please share your general opinion **(A)** about your **expectations** before your visit and **(B)** your **experiences** after visiting Norrbotten and Lappland. The scale ranges between **1 = Not at all**, to **7 = To a large extent**.

	A: I expected							B: I experienced						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
convenient local transportation	<input type="checkbox"/>													
good public transportation to and from places	<input type="checkbox"/>													
in general, reasonable price levels	<input type="checkbox"/>													
good local restaurants	<input type="checkbox"/>													
good food	<input type="checkbox"/>													
close access to nature	<input type="checkbox"/>													
natural scenic beauty	<input type="checkbox"/>													
unique local architecture	<input type="checkbox"/>													
many preserved historical attractions	<input type="checkbox"/>													
rich supply of unique local products	<input type="checkbox"/>													
enjoyable weather	<input type="checkbox"/>													
interesting weather phenomena (such as northern lights, darkness, mid-night sun)	<input type="checkbox"/>													
functional information centres/desks	<input type="checkbox"/>													
availability of interpreting facilities (such as easy to read and relevant signs and information)	<input type="checkbox"/>													
skilled guides	<input type="checkbox"/>													
helpful locals	<input type="checkbox"/>													
rich availability of activities	<input type="checkbox"/>													
rich availability of events (such as markets, festivals)	<input type="checkbox"/>													
interesting shopping experiences (such as souvenirs, local products)	<input type="checkbox"/>													
good opportunity to learn about the local culture	<input type="checkbox"/>													

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PART 4.

Please respond to the following questions by marking the alternative that fits your opinion the best with an . The scale ranges from 1 = **Not Likely At All**, to 7 = **Very Likely**.

In the future I would be likely to ...	1	2	3	4	5	6	7
say positive things about Norrbotten and Lappland to other people	<input type="checkbox"/>						
recommend Norrbotten and Lappland to others as a place to visit	<input type="checkbox"/>						
encourage friends and others to do business in Norrbotten and Lappland	<input type="checkbox"/>						
consider Norrbotten and Lappland to be my first choice for future travels	<input type="checkbox"/>						
often return to Norrbotten and Lappland in my thoughts	<input type="checkbox"/>						
actually return to Norrbotten and Lappland (not just in my thoughts)	<input type="checkbox"/>						
remember my visit in Norrbotten and Lappland as long as I live	<input type="checkbox"/>						
invest in a summerhouse, cottage or apartment in Norrbotten and Lappland	<input type="checkbox"/>						
invest in a time-share in Norrbotten and Lappland	<input type="checkbox"/>						
buy a boat, snowmobile or other leisure equipment to use in Norrbotten and Lappland	<input type="checkbox"/>						
develop friendships with people who live in Norrbotten and Lappland	<input type="checkbox"/>						
conduct business with companies in Norrbotten and Lappland	<input type="checkbox"/>						
set up a business in Norrbotten and Lappland	<input type="checkbox"/>						

PART 5.

Please respond to the following questions by filling out the response or by marking the option that best corresponds to your opinion with an .

Age	_____ years	Gender	<input type="checkbox"/> male <input type="checkbox"/> female
Nationality (e.g. Swedish)	_____	Do you travel on your own expenses?	<input type="checkbox"/> yes <input type="checkbox"/> no
Estimated amount of money spent per day in addition to prepaid travel related costs	<input type="checkbox"/> Less than 200 SEK <input type="checkbox"/> Less than 500 SEK <input type="checkbox"/> Less than 1000 SEK <input type="checkbox"/> Less than 2000 SEK <input type="checkbox"/> More than 2000 SEK	Which of the following six alternatives do you consider yourself as?	<input type="checkbox"/> Tourist (overnight) <input type="checkbox"/> Visitor (day-trip) <input type="checkbox"/> Travel for business (overnight) <input type="checkbox"/> Travel for business (day-trip) <input type="checkbox"/> Returning to my hometown – daytrip (have lived in Norrbotten and Lappland) <input type="checkbox"/> Returning to my hometown – overnight
Fill in the month of your visit in Norrbotten and Lappland (e.g. March, April etcetera)	_____		
Social status	<input type="checkbox"/> Married <input type="checkbox"/> Shared household, <input type="checkbox"/> Single	My travel prearrangements included	<input type="checkbox"/> Meals and activities included <input type="checkbox"/> All meals included <input type="checkbox"/> Breakfast included <input type="checkbox"/> No prearrangements
Have you earlier visited Norrbotten and Lappland?	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> If yes, approximately how many times in last 5 years _____		
How did you arrive at Norrbotten and Lappland?	<input type="checkbox"/> By plane <input type="checkbox"/> By train <input type="checkbox"/> By car <input type="checkbox"/> Other _____	Are you the decision maker for the travel?	<input type="checkbox"/> yes <input type="checkbox"/> no

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PART 6.

Please estimate the portion of **your (not family) budget and time** spent on following activities. Range these activities from. **1** = None (0 %); **2** = About 2 %; **3** = About 5 %; **4** = About 10 %; **5** = About 25 %; **6** = About 30 %; **7** =Very large portion (More than 50 %).

	Estimate the portion of your travel budget spent on each activity.							Estimate the portion of your time spent on each activity.						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lodging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discos and bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gambling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outing in the archipelago	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sami heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural related activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching sports events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souvenir shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmaceutical stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liquor shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports, wilderness and recreational stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusive stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 7.

We would appreciate if you take the time to think of any other comments that you wish to share about your experience in Norrbotten and Lappland, the survey or something that comes to your mind.

THANK YOU FOR YOUR PARTICIPATION!

Please place the completed questionnaire in the box located at the information desk.

Appendix B: Survey Swedish version



HUR UPPLEVER DU DIN VISTELSE I NORRBOTTEN OCH LAPPLAND?

Centrum för turism och upplevelseproduktion
Luleå tekniska universitet



Bäste Gäst,

Centrum för turism och upplevelseproduktion vid Luleå tekniska universitet har startat ett projekt som syftar till att öka kunskapen om hur våra gäster upplever sin vistelse i Norrbotten och Lappland. **Som en del i den studien behöver vi få del av dina erfarenheter under din vistelse här i Norrbotten och Lappland. Dina svar är väldigt viktiga för resultatet och kan inte ersättas. Ingen personlig information kommer att kunna spåras i några sammanställningar. Dina svar kommer att kombineras med andra gästers enkätsvar. Sammanställningar kommer sedan att redovisas till turismföretag i Norrbotten och Lappland, som på det sättet kan förbättra sin verksamhet med hjälp av dina erfarenheter.**

Enkäten består av sju delar och tar ungefär 15 minuter att fylla i. Enkäten vänder sig till hitresta gäster som fyllt 18 år. Om du har några frågor eller kommentarer är du varmt välkommen att kontakta oss via ossi.pesamaa@ltu.se!

Stort tack på förhand för din hjälp!

Ossi Pesämaa, Daniel Örtqvist, Bengt Klefsjö och Joe Hair

DEL 1.

Var snäll och återge din allmänna uppfattning **(A)** om vad du **förväntade** dig före ditt besök och **(B)** hur du **upplevde** ditt besök i Norrbotten och Lappland. Skalan sträcker sig från **1= Inte alls**, till **7=I mycket stor utsträckning idéer**

	A: Jag förväntade mig							B: Jag upplevde						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
lättillgängliga färdmedel	<input type="checkbox"/>													
smidiga förbindelser till och från platser	<input type="checkbox"/>													
i allmänhet rimliga prisnivåer	<input type="checkbox"/>													
bra lokala restauranger	<input type="checkbox"/>													
god mat	<input type="checkbox"/>													
nära tillgång till natur	<input type="checkbox"/>													
natursköna vyer	<input type="checkbox"/>													
unik lokal arkitektur	<input type="checkbox"/>													
många bevarade historiska attraktioner	<input type="checkbox"/>													
ett rikt utbud av lokala produkter	<input type="checkbox"/>													
fint väder	<input type="checkbox"/>													
intressanta väderfenomen (såsom norrsken, mörker, midnattssol)	<input type="checkbox"/>													
fungerande informationscentra/receptioner	<input type="checkbox"/>													
tillgång till informativa hjälpmedel (såsom lättläst och relevant märkning och information)	<input type="checkbox"/>													
kunniga guider	<input type="checkbox"/>													
hjälpssam lokalbefolkning	<input type="checkbox"/>													
brett utbud av aktiviteter	<input type="checkbox"/>													
brett utbud av evenemang (såsom marknader och festivaler).	<input type="checkbox"/>													
intressanta shoppingerfarenheter (såsom souvenirer, lokala produkter)	<input type="checkbox"/>													
bra möjligheter att få kunskap om lokal kultur	<input type="checkbox"/>													

VÄND ➡

DEL 2.

Del 2 innehåller tre frågor på varje rad (A-C). Var snäll att först ange **namnet på hotellet, restaurangen, transportföretaget eller annat företag som du vill adressera din upplevelse till högst upp i första kolumnen**. Tänk på (A) vad du vart lovad, (B) dina **förväntningar** och (C) hur du **upplevde** servicen från det namngivna företaget. Indikera det lämpliga svarsalternativet för varje fråga med ett . Svarsalternativen sträcker sig från 1 = **Inte Alls**, till 7 = **I mycket stor utsträckning**.

Namn på företaget: _____	A: Jag blev lovad							B: Jag förväntade mig							C: Jag upplevde						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
en utrustning som verkar modern	<input type="checkbox"/>																				
utseendemässigt attraktiva anläggningar	<input type="checkbox"/>																				
ett allmänt gott intryck (tex kläder och uttryckssätt) från anställda	<input type="checkbox"/>																				
utseendemässigt tilltalande material (såsom porslin, kläder, stolar)	<input type="checkbox"/>																				
att service kommer lämpligt (ej påträngande)	<input type="checkbox"/>																				
att personalen skulle ge ett äkta intryck av att vilja ge den service jag efterfrågat	<input type="checkbox"/>																				
att service utförs rätt på en gång	<input type="checkbox"/>																				
att service ges som utlovat	<input type="checkbox"/>																				
information om när service är att förvänta (ex när frukost serveras)	<input type="checkbox"/>																				
att service ges omgående till gäster	<input type="checkbox"/>																				
en vilja att hjälpa gäster	<input type="checkbox"/>																				
att jag får svar på mina önskemål	<input type="checkbox"/>																				
ett förtroendeingivande bemötande	<input type="checkbox"/>																				
säkerhet vid betalning (ex faktura)	<input type="checkbox"/>																				
en service som ges på ett artigt sätt	<input type="checkbox"/>																				
att personalen är villig att besvara mina frågor	<input type="checkbox"/>																				
individuell uppmärksamhet	<input type="checkbox"/>																				
bekväma öppettider	<input type="checkbox"/>																				
service som utgår från vad som var bäst för mig	<input type="checkbox"/>																				
förståelse för mina specifika behov	<input type="checkbox"/>																				

DEL 3.

Var snäll och ta ställning till följande påståenden. Markera det alternativ som bäst överensstämmer med din uppfattning med ett . Skalan sträcker sig från 1= **Tar helt avstånd**, till 7= **Håller helt med**

I vilken utsträckning håller du med om följande påståenden?	1	2	3	4	5	6	7
Jag fick många speciella stunder utav mitt besök i Norrbotten och Lappland	<input type="checkbox"/>						
Det här besöket har varit av speciell betydelse för mig	<input type="checkbox"/>						
Det här besöket har uppfyllt mina förväntningar	<input type="checkbox"/>						
Som helhet är jag mycket nöjd med mitt besök i Norrbotten och Lappland	<input type="checkbox"/>						
Det här besöket till Norrbotten och Lappland är en av mina bästa turistupplevelser	<input type="checkbox"/>						
Det här besöket till Norrbotten och Lappland var värd det pris jag betalade.	<input type="checkbox"/>						

VÄND →

DEL 4.

Var snäll och svara på följande frågor genom att med ett markera det alternativ som bäst överensstämmer med din uppfattning. Skalan sträcker sig från 1 = **Inte alls sannolikt**, till 7 = **Mycket sannolikt**

I framtiden är det sannolikt att jag...	1	2	3	4	5	6	7
säger positiva saker om Norrbotten och Lappland till andra människor	<input type="checkbox"/>						
rekommenderar Norrbotten och Lappland till andra som en plats att besöka	<input type="checkbox"/>						
uppmuntrar vänner och andra att göra affärer i Norrbotten och Lappland	<input type="checkbox"/>						
överväger Norrbotten och Lappland som mitt förstahandsalternativ för framtida resande	<input type="checkbox"/>						
ofta återvänder till Norrbotten och Lappland i mina tankar	<input type="checkbox"/>						
återvänder fysiskt till Norrbotten och Lappland (och inte bara i tankarna)	<input type="checkbox"/>						
kommer ihåg mitt besök i Norrbotten och Lappland så länge jag lever	<input type="checkbox"/>						
investerar i ett sommarhus, en stuga eller en lägenhet i Norrbotten och Lappland	<input type="checkbox"/>						
investerar i en andel av ett boende (t ex andelslägenhet) i Norrbotten och Lappland	<input type="checkbox"/>						
köper en båt, snöskoter eller annan fritidsrelaterad utrustning för användning i Norrbotten och Lappland	<input type="checkbox"/>						
utvecklar vänskap med människor som bor i Norrbotten och Lappland	<input type="checkbox"/>						
gör affärer med företag i Norrbotten och Lappland	<input type="checkbox"/>						
startar ett företag i Norrbotten och Lappland	<input type="checkbox"/>						

DEL 5.

Var snäll och svara på följande alternativ genom att fylla i ett svar eller med ett markera det alternativ som bäst motsvarar din uppfattning

Ålder	_____År	Kön	<input type="checkbox"/> Man <input type="checkbox"/> Kvinna
Nationalitet (ex svensk)	_____	Reser du med egen resebudget?	<input type="checkbox"/> ja <input type="checkbox"/> nej
Värdera hur mycket du har spenderat per dag utöver vad du lagt ner på förutbetalda utgifter (resa, hel, delpension).	<input type="checkbox"/> Mindre än 200 SEK <input type="checkbox"/> Mindre än 500 SEK <input type="checkbox"/> Mindre än 1000 SEK <input type="checkbox"/> Mindre än 2000 SEK <input type="checkbox"/> Mer än 2000 SEK	Vilken av följande sex resenärskategorier anser du att du representerar?	<input type="checkbox"/> Turist (övernattnig) <input type="checkbox"/> Besökare (dagstripp) <input type="checkbox"/> Affärsresande (övernattnig) <input type="checkbox"/> Affärsresande (dagstripp) <input type="checkbox"/> Hemvändare dagstripp(f.d Norrbottning) <input type="checkbox"/> Hemvändare övernattnig
Fyll i den månad du besöker Norrbotten (ex mars, april etcetera)	_____	Min förutbetalda resplan inkluderade (hel, delpension).	<input type="checkbox"/> Mat och aktiviteter inkluderad <input type="checkbox"/> All mat inkluderad <input type="checkbox"/> Inklusive frukost <input type="checkbox"/> Inga förutbetalda
Civilstånd	<input type="checkbox"/> Gift <input type="checkbox"/> Sammanboende <input type="checkbox"/> Singel		
Har du tidigare besökt Norrbotten och Lappland?	<input type="checkbox"/> ja <input type="checkbox"/> nej <input type="checkbox"/> Om ja hur många gånger _____		

Hur tog du dig till Norrbotten och Lappland?	<input type="checkbox"/> Med bil <input type="checkbox"/> Med flygplan <input type="checkbox"/> Med tåg <input type="checkbox"/> Annat _____	Jag har själv tagit beslut att resa hit?	<input type="checkbox"/> ja <input type="checkbox"/> nej
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VÄND →

DEL 6.

Rangordna hur mycket följande aktiviteter tagit av **din** (ej familj) **totala resebudget och din tid**.

Rangordna från **1**=Ingen alls (0 %); **2**=Ungefär 2 %; **3** =Ungefär 5 %; **4**=Ungefär 10 %;

5=Ungefär 25 %; **6**=Ungefär 30 %; **7** Mycket stor del (Mer än 50 %.

	Uppskatta den andel av din resebudget som vardera aktivitet står för							Uppskatta den andel av din tid som vardera aktivitet står för						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Restaurang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boende	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disco och bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spel (ex trav)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Båt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snöskoter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiske	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jakt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vistelse i Skärgården	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skidåkning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Samiska traditioner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulturella aktiviteter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sportevenemang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivaler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souvenirer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Livsmedelsbutiker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apotek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Systembolag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konst	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport, vildmark och fritidsaffärer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exklusiva butiker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DEL 7.

Vi skulle uppskatta om du tar dig tid att tänka på om du har några ytterliggare kommentarer som du vill delge oss om din upplevelse av Norrbotten och Lappland, enkätundersökningen eller något annat du kommer på.

TACK FÖR DIN MEDVERKAN

Var snäll och lägg ditt fullständiga svar i lådan placerad vid informationsdisken.

Appendix C: Survey revised thermometer



WHAT IS YOUR EXPERIENCE OF VISITING NORRBOTTEN AND LAPPLAND?

Centre for Tourism and Experience Production
Luleå University of Technology



Dear Guest,

The centre for tourism at Luleå University of Technology has initiated a project aiming to increase the knowledge about visitors experienced service in the tourism industry in Norrbotten and Lappland. **As part of this study we are asking you to share your opinion regarding your experiences during the visit in Norrbotten and Lappland.** Your response is very important and can not be replaced. No personal information will be traced – your answers will be combined with other visitor's questionnaires. The results from the project will be reported to tourism firms in Norrbotten and Lappland enabling them to learn from **your** experiences.

The survey consists of seven parts and takes about 15 minutes to complete. We are asking people at least 18 years of age to complete the survey. If you have any questions or comments please contact us through [ossi.pesamaa@ltu.se!](mailto:ossi.pesamaa@ltu.se)

Thank you in advance for your help!

Ossi Pesämaa, Daniel Örtqvist, Bengt Klefsjö and Joe Hair

PART 1.

Part 2 has three questions in each row (A-C). First, please write in the space provided the name of a hotel, restaurant, transportation business or another service provider that you want to address your service experience to in the upper corner of the first column. Think of **(A)** what you were **promised**, **(B)** to what extent you expected and **(C)** what you in fact experienced at the service provider you named. Indicate the appropriate response for each question with an . The possible answers range from **1 = Not At All**, to **7 = To a Very Large Extent**.

The name of the service provider:	A: I was promised							B: I expected							C: I experienced							
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	

that service was provided appropriately (e.g. not pushing services on me/us)	<input type="checkbox"/>																					
a true interest from employees in providing the service I asked for	<input type="checkbox"/>																					
that the service is performed right the first time	<input type="checkbox"/>																					
prompt services to guests	<input type="checkbox"/>																					
safe payments (for instance, correct invoice)	<input type="checkbox"/>																					
service provided in a polite way	<input type="checkbox"/>																					
employees willing to answer my questions	<input type="checkbox"/>																					

PART 2.

Please also respond to the following statements about the characteristics of your experiences by marking the option that best corresponds with your opinion with an . The scale ranges between **1= Strongly Disagree** **7 = Strongly Agree**

To what extent do you agree with following statements?	1	2	3	4	5	6	7
I received special (different from home) moments from my visit to Norrbotten and Lappland	<input type="checkbox"/>						
This trip had a special meaning to me	<input type="checkbox"/>						
The trip was as good as I expected	<input type="checkbox"/>						
This trip to Norrbotten and Lappland stands out as one of my best experiences ever	<input type="checkbox"/>						

PART 3.

Please respond to the following questions by marking the alternative that fits your opinion the best with an . The scale ranges from **1 = Not Likely At All**, to **7 = Very Likely**.

In the future I would be likely to ...	1	2	3	4	5	6	7
consider Norrbotten and Lappland to be my first choice for future travels	<input type="checkbox"/>						
often return to Norrbotten and Lappland in my thoughts	<input type="checkbox"/>						
actually return to Norrbotten and Lappland (not just in my thoughts)	<input type="checkbox"/>						

PART 4.

Please respond to the following questions by filling out the response or by marking the option that best corresponds to your opinion with an .

Age	_____ years	Gender	<input type="checkbox"/> male <input type="checkbox"/> female
Nationality (e.g. Swedish)	_____	Do you travel on your own expenses?	<input type="checkbox"/> yes <input type="checkbox"/> no
Estimated amount of money spent per day in addition to prepaid travel related costs	<input type="checkbox"/> Less than 200 SEK <input type="checkbox"/> Less than 500 SEK <input type="checkbox"/> Less than 1000 SEK <input type="checkbox"/> Less than 2000 SEK <input type="checkbox"/> More than 2000 SEK	Which of the following six alternatives do you consider yourself as?	<input type="checkbox"/> Tourist (overnight) <input type="checkbox"/> Visitor (day-trip) <input type="checkbox"/> Travel for business (overnight) <input type="checkbox"/> Travel for business (day-trip) <input type="checkbox"/> Returning to my hometown – daytrip (have lived in Norrbotten and Lappland) <input type="checkbox"/> Returning to my hometown – overnight
Fill in the month of your visit in Norrbotten and Lappland (e.g. March, April etcetera)	_____		
Social status	<input type="checkbox"/> Married <input type="checkbox"/> Shared household, <input type="checkbox"/> Single	My travel prearrangements included	<input type="checkbox"/> Meals and activities included <input type="checkbox"/> All meals included <input type="checkbox"/> Breakfast included <input type="checkbox"/> No prearrangements
Have you earlier visited Norrbotten and Lappland?	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> If yes, approximately how many times in last 5		

	years ____		
How did you arrive at Norrbotten and Lapland?	<input type="checkbox"/> By plane <input type="checkbox"/> By train <input type="checkbox"/> By car <input type="checkbox"/> Other _____	Are you the decision maker for the travel?	<input type="checkbox"/> yes <input type="checkbox"/> no