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研究課題名(和文) Cruise visitors' satisfaction and the role of declared intent as a proxy for revisiting and recommending the destination  
研究課題名(英文) Cruise visitors' satisfaction and the role of declared intent as a proxy for revisiting and recommending the destination  
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研究成果の概要(和文)：Please refer to the description provided below in English which summarizes the research results obtained via a two-wave study completed which is completed in 2022.

#### 研究成果の学術的意義や社会的意義

The results show the importance of satisfaction, distance, and motivation in estimating the revisit and WOM intents. We also observe intention's statistically significant effect on behavior for revisits and WOM. However, we find the explanatory power of intention as a standalone variable is limited.

研究成果の概要(英文)：We employed a PCA and an ordinal logistic regression model estimation to conclude that the tourism authorities need to pay attention to the specific attributes unique to a destination to increase the visitors' overall satisfaction. Next, we used binary logistics regression models. The first binary logistic regression model results inform us that distance and overall satisfaction are significant in estimating revisit intention when the intention is measured on a dichotomous scale. The second binary logistic regression model allows us to conclude that satisfaction is a crucial driver for word-of-mouth (WOM) intentions. For the second wave of the study, we contacted the participants surveyed during the first wave. PLS-SEM was used at this stage to address research questions 4 and 5. The results show that cruise visitors' intention correlates significantly with their behavior. However, the explanatory power of intention is limited both for the revisit and WOM behaviors.

研究分野：Tourism Studies

キーワード：Cruise Tourism Satisfaction Intent to Revisit WOM Intent

## 様式 C - 19、F - 19 - 1、Z - 19 (共通)

### 1 . 研究開始当初の背景 Background at the beginning of the study

The number of passengers visiting Japan by cruise ships had risen significantly before the Covid-19 pandemic. The total number of visitors in 2015 reached 1.11 million, more than six times the figure in 2013. This type of visitors' experience of the destination differs from other visitors' for several reasons, including the limited time available for the port call and reliance on well-structured tours. A better understanding of cruise visitors' experiences and identifying destination attributes that may contribute to their overall satisfaction can benefit local governments in planning and attracting these visitors back for more extended periods for a land-based revisit. Furthermore, although the literature in this field has paid attention to how satisfaction may contribute to the intention to revisit, no study has looked at whether revisit and word-of-mouth (WOM) intentions are valid proxies for behavior in inbound tourism. However, researchers have detected domestic tourists' antecedent role of intention for revisit behavior. Kaplanidou and Vogt (2007) studied this relationship for sport tourists traveling within the US, and more recently, Hsu and Huang (2012) focused on Chinese travelers visiting Hong Kong. Although both studies detected the statistically significant role revisit intention has on actual revisits, they both reported that the explanatory power of revisit intention is limited. On the other hand, no tourism study has focused on the WOM intention's antecedent role in the behavior itself. The study we completed is the first to concentrate on intention's antecedent effect on inbound tourists' behavior.

### 2 . 研究の目的 Purpose of the research

This research project aimed to investigate the relationship between destination attributes and self-declared satisfaction, how this overall satisfaction influences behavioral intent, and explore the relationship between declared intention to revisit or recommend and the actions themselves for the cruise visitors to Japan.

The questions posed and investigated are outlined below.

1. What is the nature of the relationship between satisfaction with different destination attributes and overall satisfaction?
2. Does overall satisfaction with the destination positively impact the declared intent to revisit?
3. Does overall satisfaction with the destination positively impact the declared intent to recommend?
4. Does the declared intent to revisit have a positive effect on the revisits to the destination?
5. Does the declared intent to recommend have a positive effect on WOM recommendations?

### 3 . 研究の方法 Research Methods

A survey instrument was designed, translated into Chinese and Korean, and pretested for two cruise ships visiting Yokohama. Once necessary revisions were made, the survey was used to gather the data needed to address research questions 1 through 3. The survey target was passengers of 36 ships calling on ports in Japan in 2018. Three ships per month were randomly selected in advance to populate this list. Port authorities were contacted to receive permission to conduct the surveys before data collection. The data collection commenced upon receiving authorization to survey visitors.

Surveys were used to gather data at the ports of Fukuoka, Hakodate, Hiroshima, Ishigaki, Kagoshima, Miyako, Nagasaki, Naha, Osaka, Sakaiminato, Shimizu, Shimonoseki, and

Yokohama. Trained interviewers approached the passengers arriving via the selected ships after the passengers' visit and before they returned to the ships. A web-based survey was developed and used for most passengers, with the option of paper-based surveys remaining available for those who preferred it. Visitors were asked to self-administer the survey using tablets, except for two surveys where paper-based surveys were used. Once the data collection phase was complete, the data analysis phase commenced. First, we used principal components analysis (PCA) to reduce redundancy when identifying the most critical destination attributes for question 1. Then, we used logistic regression models (binary and ordinal) to address questions 1-3 stated in the Purpose of the Research section. As our final step, we focused on questions 4 and 5. After completing a pretest and a pilot test, we conducted a follow-up survey in 2022 by contacting the 2018-survey-respondents via email. Upon completing the data-gathering phase in May 2022, we analyzed the data using partial least squares structural equation modeling (PLS-SEM). The results obtained are summarized below.

#### 4 . 研究成果 Research Results

The surveys were completed for 33 ships of the planned 36, where three of the scheduled surveys had to be canceled due to last-minute changes communicated to us by the port bureaus. In our analysis, we partitioned the data into two sets, the training partition corresponding to the surveys conducted in the second half of 2018 and the validation partition corresponding to the surveys conducted in the first half of 2018. The statistics summarized below are for the training partition.

Even though 86% of the respondents surveyed in the second half of 2018 indicated that their visit was the first one to the respective city, only 46.5% of the same group declared their intention to revisit, measured using a dichotomous scale, which is exceptionally low. However, for the same data, the declared intent to recommend, measured via a binary scale, is much higher at 86.3%. Considering that the average satisfaction of the visitors in this group stands at a high level of 4.15 out of 5, it follows that satisfaction is not the only factor influencing the declared intent to revisit. Of the 20 dimensions we measured for this data, satisfaction with cleanliness, safety, and hospitality at the cities visited received the highest scores. On the other hand, the lowest scores observed were for nightlife, family, and outdoor activities. However, even these dimensions averaged at 3.64, 3.61, and 3.58, respectively, out of 5. As evident from the statistics noted, on average, the visitors were satisfied with their visit; nevertheless, there is room for improvement. For instance, for the city of Fukuoka, PCA conducted for the entire data collected in 2018 (both partitions), followed by ordinal logistic regression analysis, allows us to conclude that of the 20 dimensions measured, improved satisfaction with natural, historic, and tourist attractions, family and outdoor activities, sightseeing tours, shopping, and nightlife may contribute the most to the overall satisfaction of the visitors. These findings help address research question 1. We conclude that the tourism authorities need to pay attention to the specific attributes unique to a destination to increase the visitors' overall satisfaction.

Binary logistic regression models were utilized for the data collected in the second half of 2018 (training partition) to answer research questions 2 and 3. The results for the first regression model estimated inform us that the travel distance and overall satisfaction, in combination, are significant in estimating revisit intention when the intention is measured on a dichotomous scale. Furthermore, we observed that the visit motivations play a role in estimating behavioral intention. The data we collected allow us to conclude that nature-based visitors are likelier to express their intent to revisit. In contrast, those families whose motives were to spend time vacationing with their children are less likely. Hence, the low rate of revisit intention noted previously can, in part, be attributed to the travel distance and motivation variables. A separate binary logistic regression model estimated helped address research question 3. The results allowed us to conclude that, of the variables included in the model, overall satisfaction is the most crucial driver for word-of-mouth intentions, but also informed us that the visit motivation is relevant.

To address questions 4 and 5, we utilized PLS-SEM. We first confirmed the positive impacts of attribute satisfaction on overall satisfaction and overall satisfaction on intents to revisit and recommend utilizing the validation partition and PLS-SEM. After that, we used data collected in 2018 and 2022 in conjunction to test hypotheses relating to questions 4 and 5. The results show that both the revisit and WOM intentions correlate with the behaviors themselves ( $p < 0.01$ ). However, their explanatory roles are limited to 14.4% and 9.3%, respectively. This low explanatory power of revisit behavior is consistent with the studies completed in domestic tourism by Kaplanidou and Vogt (2007) and Hsu and Huang (2012). Our results provide further evidence that intention alone may not be sufficient as a surrogate for behavior both for revisits and WOM. Therefore, future studies should further examine the antecedent role of intention on behavior to scrutinize the results presented here for cruise tourists.

The results obtained in this study contribute to the extant literature on satisfaction and behavioral intent in cruise tourism in Asia by corroborating previous results and providing empirical scrutiny. In addition, the results show the importance of the satisfaction, distance and motivation variables when estimating the return likelihood of visitors and the extent of the satisfaction dimension for predicting the WOM intent. Based on the results presented, we recommend that the local governments periodically collect detailed visitor data relating to the aforementioned variables for cruise visitors. Although some of the necessary information is gathered for visitors arriving by air, the information gathered for cruise visitors is extremely limited. Hence, it is recommended that the granularity of the data collected for all visitors is improved.

Furthermore, the surveys regularly implemented for cruise visitors are limited to a few ports, and the data collected is much more limited than what is collected for visitors arriving by air. Consequently, it is recommended that more ports collect data on cruise visitors. For all visitors, the data collected should include detailed travel motivation, satisfaction with various destination attributes, overall satisfaction, and the visitors' origin. This data set can then be used in directing marketing decisions and helping improve the destination attributes that significantly contribute to visitors' satisfaction. Finally, in the absence of further empirical support, caution should be exerted when using intention as a stand-alone proxy for tourists' travel behavior since the extant literature shows its explanatory power is limited.

## 5. References

- Hsu CH and Huang S (2012) An extension of the theory of planned behavior model for tourists. *Journal of Hospitality & Tourism Research* 36(3): 390-417.
- Kaplanidou K and Vogt C (2007) The interrelationship between sport event and destination image and sport tourists' behaviours. *Journal of Sport & Tourism* 12(3-4): 183-206.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計2件（うち招待講演 0件 / うち国際学会 1件）

1. 発表者名 U. Aytun Ozturk
2. 発表標題 Is intention a valid surrogate measure for tourist behavior? Evidence from a two-wave study
3. 学会等名 TTRA Asia Pacific Chapter Annual Conference (国際学会)
4. 発表年 2022年

1. 発表者名 U. Aytun Ozturk
2. 発表標題 A microanalysis of cruise passengers' satisfaction and expenditures
3. 学会等名 Research Meeting at the University of the Ryukyus, Research Institute for Islands and Sustainability (RIIS)
4. 発表年 2019年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

<p>Unpublished Working Paper - 2022 The role of intention as a proxy for cruisers' revisit and WOM behaviors <a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4235815">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4235815</a></p> <p>Faculty of International Liberal Arts Research Seminar Presentation - 2022 Cruise visitors' revisit and WOM behavior: The antecedent role of intention</p> <p>Website disseminating the results - 2022 <a href="https://sites.google.com/view/results-for-project-17k02135/home">https://sites.google.com/view/results-for-project-17k02135/home</a></p> <p>Professor Ozturk U. Aytun Interview - 2019 <a href="https://www.soka.ac.jp/en/topics/2019/11/10362/">https://www.soka.ac.jp/en/topics/2019/11/10362/</a></p> <p>【研究紹介】Tourism Research ウール アイトゥン オズターク教授の研究 <a href="https://www.youtube.com/watch?v=ksChd41H-E0&amp;feature=youtu.be">https://www.youtube.com/watch?v=ksChd41H-E0&amp;feature=youtu.be</a></p> <p>FILA students contribute to a research project - 2018 <a href="https://www.soka.ac.jp/en/fila/news_EN_fila/2018/04/10115/">https://www.soka.ac.jp/en/fila/news_EN_fila/2018/04/10115/</a></p>
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6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考

7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8 . 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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