The Reason to Return
Destination loyalty and the push factors

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Contents

1. INTRODUCTION ........................................................................................................................................ 6
   1.1 PURPOSE AND QUESTIONS OF ISSUE ................................................................................................. 7

2. METHODS .................................................................................................................................................... 8
   2.1 QUANTITATIVE STUDIES ....................................................................................................................... 8
   2.2 THE SURVEY ........................................................................................................................................ 9
      2.2.1 Background ................................................................................................................................... 9
      2.2.2 Sample .......................................................................................................................................... 9
      2.2.3 Questions ..................................................................................................................................... 10
      2.2.4 Why we choose the questions? ................................................................................................... 10
   2.3 VALIDITY AND RELIABILITY ............................................................................................................... 11

3. THEORY ...................................................................................................................................................... 13
   3.1 THE PRELUDE OF POST-FORDISM ................................................................................................. 13
      3.1.1 Post-fordism ............................................................................................................................... 14
   3.2 WHY DO MANY TOURISTS RETURN TO DESTINATIONS? ............................................................... 15
   3.3 DESTINATION LOYALTY THEORY .................................................................................................. 17
   3.4 REPEAT VISITATION AND LOYALTY .............................................................................................. 18
      3.4.1 Behavioural loyalty ..................................................................................................................... 19
   3.5 A TENTATIVE TOURIST TYPOLOGY ................................................................................................ 20
   3.6 PUSH FACTORS DRIVE TOURISTS TO TRAVEL ............................................................................. 21
   3.7 CONSUMER DECISION MAKING PROCESS (PART OF THE PULL FACTORS) ............................... 22
      3.7.1 The information search ............................................................................................................... 22
      3.7.2 Decision making at the purchase level ....................................................................................... 23
   3.8 WHY DO WE ACTUALLY TRAVEL? .................................................................................................. 24
      3.8.1 Social and safety needs ............................................................................................................. 25
   3.8 THE OLD SURVEY ............................................................................................................................ 25

4. EMPIRICAL FINDINGS ........................................................................................................................... 26
   4.1 THE SURVEY RESULTS ..................................................................................................................... 26
      4.1.1 Before the journey ....................................................................................................................... 26
      4.1.2 During the journey: the goals and motives ................................................................................ 29
      4.1.3 After the journey ....................................................................................................................... 33
      4.1.4 Loyalty ...................................................................................................................................... 35

5. CONCLUSION ........................................................................................................................................... 37
   5.1 PURPOSE REVISITED ....................................................................................................................... 37
   5.2 EMPIRICAL AND THEORETICAL EXPLANATIONS ......................................................................... 38
   5.3 WHY DO WE RETURN? ...................................................................................................................... 39
   5.4 DISCUSSION ....................................................................................................................................... 41

REFERENCES .................................................................................................................................................. 41

Appendix 1
Appendix 2
Appendix 3
Appendix 4
Appendix 5
Appendix 6
For students and organizations...
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Writing this essay, there has been fun but also struggle with finding proper material about the subject. With great help from the people who answered to our survey and Anna Barkewall for the help with material and information, our essay became what it is today. To find out about customer behaviour and loyalty we looked into different perspectives concerning loyalty and customer behaviour in their actions when planning a trip. Auliana Poon (1993), one of the writers who describes very well about the old and new tourists, is one among others used in our research.

Huge thanks to Anna Barkewall, the person in charge of Böda Sands Camping who gave us a great hand with the essay and that we had the possibility to use their database. She helped us a lot, without her there wouldn't have been a case study.

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I, Emma Johannesson come from an island called Gotland, it is a “summer island” that supports a large tourism industry. I choose Kalmar as a study place, because of nearness to home, and the size of city was enough for me. Further I would like to thank my partner for his support and help when I have had struggles with the essay.

I, Dario Cerpez, originally from Sarajevo, Bosnia, moved to Sweden in 1995 to a small town of Kosta. It showed to be a very large place when talking tourism, where over 1 million visitors arrive each year. I choose Kalmar as a place to study because I love the sea and the history of the city. I would like to thank Emma for a great and fun time during the construction of this essay.
Abstract

The reason to return is a phenomenon which tells us that many people want to travel back to a destination they visited before. Even if there are changes in the society with the New tourist who seeks for the authentic, this essay is proving that there still is a dominance of repeat tourism and search for belonging and safety. That implication shows evidence that there still are remaining from old tourism about security with the destination and so on. Further, investigation tells us about the returning tourists, their driving forces and push-factors that create a will for tourists to return. Is it a question of how loyal tourists are to the destination, attitudes and/or tradition when planning the trip? We have made a survey that covers why tourists travel and what impacts are created during their decisions. Also included are the questions about the will of return and the reasons why. Having children proved to be a crucial part of the decision making process, where parents chose destinations out of the children-oriented places. Returning to a destination, on the other hand, is a product of safety-seeking together with a positive experience and beautiful surroundings, all weaved up to raison d'être - just to be.

Keywords: Destinations, loyalty, repeat tourists, push factors, return, tourism, Krono-Camping Böda Sand
1. Introduction

Many tourist organizations talk about two reasons in this business: the reason to stop and the reason to stay. While these two seem to be the main talk we will try to bring a third subject to the table of discussion, the reason to return. This chapter describes our purpose of the essay and our main research question. Further we are going to describe the problems within the subject of returning tourists from the tourists’ points of view.

“There is no simple answer to the question of what makes someone a repeat tourist”.

(Jafari, J. 2000: 501)

The diversity of the today’s tourist is difficult to measure. New tourists seek uniqueness and authenticity while old seek traditional ways of leisure and conventional destination (Poon, 1993). Organizations are talking about the reasons to stop and stay, with little or no concern in the reason to return. The consumer/customer and trade business is of relevance to us, but only in the tourism sector, regarding repeating customers. Is this a question of quality, hospitality or added values provided by the destinations or is it decided by the tourist itself, by making her comfortable to travel to the same destination?

Decisions that lie behind every trip and trip planning are delicate and hard-to-reach factors. Organisations are steadily trying to reach into minds of tourists, wanting to find out the reasons why people choose a certain destination, who is deciding in a family and how far the planning stretches before the journey. These are called the push factors. Whether they are influenced by the external, pull factors or simply a family matter, (or both), we are to find out.

It is here, within these attributes, that we find the questions of returning or repeat purchasing. Why do tourists return to destinations they have visited so many times before? Ask yourself: Why do you?

Castells (2000) talks about the post-modern or post-fordist transition in our society. The expansion of the internet and communications has allowed stronger and wider marketing, reaching out to almost every single human in the world. Prices are falling due to increasing competition and new destinations are being born. Yet, we choose to travel to our beloved country, regardless of those other places.
These new destinations may attract the new tourists (Poon, 1993), the unpredictable ones, but old tourists go where it is already explored and by that also safe. Pizam & Mansfeld’s (1999) studies of consumer decision making mention one particular process which is associated with repeat behaviour and loyalty, and it is called the habitual process. Based on previous experience and satisfaction, this action concerns first a more complex decision made before the first trip to a destination, and second a repeat acquisition of the same trip next time. This ought to be a question of loyalty and simplification combined, since the first decision took longer time, a second is most likely to be easy and simple, to avoid conflicts and save time. All this, of course, depend on the degree of satisfaction of that destination from a previous trip.

We have created a survey which brings up the subjects of travel motives, decision making, loyalty, family and repeat visitation which is summed up with a question: why are you returning? The results that we got showed not only a relation between all these elements, but also a contradiction to some of the theories used later on. Still, to cite Jafar Jafari (2000:501), “there is no simple answer to what makes someone a repeat tourist”, let alone what goes on inside a tourist’s mind before, during and after the journey.

1.1 Purpose and questions of issue

The purpose of this essay is to get an understanding of the tourist’s perspective on returning to destinations. Our intention is to scrutinize the phenomenon of returning, the causes that attract tourists to return to different destinations and simply why they are returning.

1. Why do tourists return to destinations?
2. Methods

The contents of this chapter are the parts that are concerning methods and approaches for our investigation. Quantitative studies are being explained together with methods that are vital to our essay. Included as well in the essay is background information about the survey and an explanation of the used questions.

2.1 Quantitative studies

To reach our goal with the essay, we had to get an understanding and knowledge about the subject, which we did with a quantitative study. Quantitative methods are formalised and structured, in the form that our problems and our layout in the essay are structured through the information which we got. This was our approach to better analysis together with comparing the answers from the questionnaire. Also our statistics are crucial when analysing the quantitative information studies that we made. The quantitative method was the right choice, from which we could see the details and patterns of our sampled study group. (Holme & Solvang 1997).

We have used a questionnaire built on questions containing a mixture of yes/no and majority questions. Purpose of using a questionnaire is to get an insight to the tourist perspective, which is difficult to assess from an organisational level. Our questionnaire touches questions like gender, civil status, income and education, through that we reached a possibility to create and compare statistical charts that can show us different perspectives. We also carried out an interview of great importance. Anna Barkewall, working on KronoCamping Böda Sand Oland, gave us high-quality information about her camping and the guests that they have.

Our first concern was to gather books containing information and facts about our subject and matching the purpose and questions of our essay. We also searched for scientific articles that are connected with our theme. Our primary source for this investigation is the survey that we made. According to Patel & Davidson (2003:65), primary data consists of “eye-witness portrays and first-hand reports”, which indeed is our survey. The writers continue that secondary data are other, fact-based sources that we gather, which are the books and articles that we searched for and used.
2.2 The Survey

Without the survey that we will progress, there can be difficulties in finding out the nature of the tourists and question of issue. Individual tourists are hard to reach, and doing interviews with them would take longer time than we have been provided with. We would have to do several hundred interviews, so the survey is our current choice of research method. From the survey we got many respondents that answered, which gave us reliable use to our research.

What are tourists’ motives for revisiting a destination? Is it because of a security that they know what to expect from the destination or the social network which gets into our heads, or is it our friends who influence our pattern of behaviour when we travel?

2.2.1 Background

We had an idea to make a survey with questions that concerned the reason to return. Our first thought was inquiry where tourists would answer a couple of open questions with a text box below where they could write their thoughts and experiences about the subject. The lack of time and programming knowledge made the survey somewhat narrowed. With possibilities on the internet page, www.misterpoll.com, we created a survey consistent of the above mentioned questions. Now, the problem was to whom we should send the questions; who would be our investigation group? We decided that we should contact KronoCamping Böda Sand, the largest camping site in Sweden, and try to get their register database, and from that point of origin, send the link to the sampled population via e-mail addresses of those who have made reservations for this summer.

2.2.2 Sample

We have done sampling for those who answered on our questionnaire, so that we can see the different patterns which concern our subject. Sampling has to do with comparing the questions with the theoretical study, to get the relevance of the issue of returning tourists.

To get as much focus to the subject we categorised many questions that concerned the subject so that we got a lot of answers from different angles. Why we do this, is to get an adequate amount of respondents (Strauss & Corbin, 1990).

KronoCamping Böda Sand was chosen as a place of study because of its nature as the largest camping site in Sweden. Through Anna Barkewall, we acquired a database of the tourists that made reservations for staying on the camp in 2007. Since the number of reservations was too large (we were searching for about 300 tourists for the survey) we had to make some limitations. Anna Barkewall told us to ignore those who reserved only tent-spaces and cottages.
Those who remained were trailer-spaces with or without electricity and mobile houses owners. The amount of these reservations came up to 350 persons which was more than enough for our survey. Also, almost half of the surveyed were company owners, and the other half were regular working families. We received e-mail addresses through the database and sent mail to them (see appendix 6) which contained a presentation of us, the background and purpose of the survey and a link to the website of the survey, www.misterpoll.com.

Why we chose www.misterpoll.com as our survey site was because of its simplicity and because it was free. This site had a choice for anonymity as well, which made it safe and secure for both us and the surveyed. Only problems with this site were the possibility of making open-answer questions, which was our goal for the last part of the survey, and that we couldn’t extract a single person’s answers, though it was automatically summed up to a total percentage. The charts we wanted to make, by using the SPSS statistics program and compare answers, were now impossible. That didn’t luckily devastate our survey, since the site directly created chart for us (see appendix 4), which we later could use in our investigation.

2.2.3 Questions

We have made 23 questions that all are connected to the subject, some are there just to smoothen wording and carry on the survey. Those that were associated to the subject of return were based on our thoughts and experiences together with experience of reading various literatures, how we plan our trips and the thoughts before.

Five most important factors are included in the survey, because considering the reason to return: how children affect the outcome and plan of a trip, reason to make a journey, the decision making process, goals and attitudes and of course, the returning factor. The survey is formed as a beginning, middle and return point of a journey, with the common questions at the start, conversations before a trip, the attitudes, the decision making process, and the return factor, respectively.

2.2.4 Why we chose the questions?

Three questions are related to having children and the impacts of it. Why we have chosen those question was because children have a significant role when choosing a place for the journey. Few families would travel to high-density areas like metropolis, or on risky adventures like mountain climbing if they have children. Instead, the preferred places which are children-friendly locations, for example theme parks or sunny beaches. The concepts of travel are different when having children or not. Simplicity of the questions concerning reason,
goals and attitudes might prove them unnecessary, but this is exactly what we want to investigate. Is every trip really a simple matter of finding and buying the tickets, or are there deeper levels of preparations and thinking before the journey is even bought? When we ask about the reasons of the trip, the goals, we hoped to see which push-factors trigger these people, their internal driving forces. Further, when we set questions of an attitudinal type, we tried to sort out and see different kinds of travellers, risky and adventurous or secure and safe, and at the same time distinguish whether they like new destinations or are satisfied with old, reliable ones. With children and family in mind, the questions about the decision making process are also important when choosing a destination. Who decides where to go; on what basis do we select for example Mallorca? The price of the charter is unbeatable, or do we go because it is beautiful there, or is it something of a tradition? Maybe it can be an internal affair, where none of our assumptions would ever be true.

Either way, it is connected with the return process through various reasons. If it is tradition, they will return, if it is price, they will return and if they have relatives or a second home, they will definitely come back. Finally, why do we return? Is there a collective will of going back to already visited resorts, or is it just a casual phenomenon? The questions of return are formed with, first, an attitudinal start: is there a will of returning, and then questions of the reasons why. We also included a similar question that is connected to KronoCamping Böda Sand, just to see if the type of destination makes any difference. Of course, the queries were directed towards the characteristics of the camping site.

At the end, we have a question of loyalty, which is the last entered point in the survey, and that question is connected to the theory of destination loyalty.

2.3 Validity and Reliability

Reliability and validity give the survey and the essay a higher quality. Validity is if the survey is useful to our research and if we can use it in a proper way. Reliability is if there is enough data to establish a reliable research (Kylén, 2004).

“High reply-frequency strengthens the reliability.”

(Kylén, 2004:13)

The purpose of research is to capture the reality picture through different factors, in our case a questionnaire. We (humans) often talk about logical and constructive validity. Logical validity is work and the direct connection between theory and experience, the informational parts and
the layout of the essay, while the constructive sees to the research as a whole. Svenning (2003) continues that reliability is about the result and its trustworthiness: a research shall be carried out based on the same purpose and methods as the purpose of the result. There are, of course, other starting points that might be used by the writers, as long as the result remains the same (Svenning, 2003).

We trust the reliability of who has answered and their point of view. We have some losses of respondents which did not answer to our survey, but we have enough to be able to get proper respond. We send out 350 surveys to persons that had visited and going to visit KronoCamping Böda Sand, from who 229 answered. Those who answered to the survey sent a reply mail, and through that they immediately participated in a lottery, where the price were three present checks which can be used when visiting KronoCamping Böda Sand.
3. Theory

To begin our research we have to go back in time to the prelude of post-fordism and post-fordism, from that see how the old tourist was and how the repeat tourists’ resemble them. The past tourist is still here but many organisations in the tourism industry attempt to make them more invisible, trying to push forward the new tourist. First, we are going to describe why many tourists return to destinations from Old and New tourists’ point of view which Poon (1993) writes about, then destination loyalty, repeat visitation and loyalty and finally tentative tourist typology. Through this we are able to give the reader a complete essay about returning tourists.

3.1 The prelude of post-fordism

While old industrial times were associated with hard work and less time, a new period has arisen where changes were made both on the mass and individual scale. Time has become more important to people, not to mention from a social view. The modernization of our society began already with the industrialization in 18th century and has, since then, kept on climbing to new levels. Restoration of our social status and time began with the shortening of our working time, beginning in France, where the first breakthrough of the forty-hour working week occurred in late thirties. The French workforce’s protests and requests had resulted in an additional paid vacation time, which gave people both money and time for themselves. (Castells, 2000)

Converting Castells’ (2000) post-industrialism into tourism perspective, Mowforth & Munt (2003) have created an evolution table concerning tourism in different times. The pre-industrial time of tourism was distinguished by a small number of vacationers with no other transportations then by foot or by horse. It was still a time of discovery, where only rich and powerful traveled or explored. When the industrial age arrived, ordinary workers received higher income and more time for vacations. The infrastructure was expanded, trains started to roll and it was easier for everyone to make visits. There was even a beginning of some prearranged tours, a slight establishment of future packaging trips.
Since the reduction of the working week and a paid vacation there was simply more time and money for travels (Castells, 2000). Cars, busses and faster trains have facilitated the transportation methods, and now, individuals could go by themselves in a car, towing a trailer or bringing a tent.

Advertising had become popular; through radio and television one could hear and see what travel opportunities were available and trendy. Ever since that time, tourism and voyages had become more of natural phenomena in our society.

In modern time, now, every person has the right to a vacation, at least the time for making one, and it has become more or less a need. The stress and intensity in today’s life requires a leisure time, to rest and recover strength that is needed to carry on (Hudman & Hawkins, 1989). The difference today is higher income, perfected infrastructure and tailor-made vacations which enables us to do these things. Tourism, today, is a major business in the entire world and since there are educations dedicated to this subject, people’s knowledge and awareness of tourism is steadily growing (Mowforth & Munt, 2003).

3.1.1 Post-fordism

Division of labor, assembly line, proto-industry, all of these have created own standards in the time of their greatness; tourist industry have transformed from mass-charter trips to individual travels and producing companies are doing on-demand or just-in-time manufacturing, all to reduce costs of warehouses and overflows of stock. In his entire book, Castells (2000) is talking about this transition from a fordistic to post-fordistic society, how old mass production industries have turned into flexible manufacturing units that put the customer in focus, more or less asking her how she wants the product to be created. Urry (2002:14) also talks about this transition: “Consumption, rather than production dominant”, he refers to the post-fordistic society, meaning that the customers are the ones that decide about the products, through demand, rather than companies through supply. Urry continues that smaller businesses are trying to control the market through patented/licensed commodities and the customers are becoming more and more individual.

In the tourism business, according to, among others, Poon (1993), this shift is exemplified in old tourism converting to new. Mass tourism, a result of charter-jets, has been slowly reaching towards a post-fordistic structure, with packaging of trips and tailor-made vacations.
Today’s travelers seek authenticity and diversity in a destination; they don’t want the traditional sun and sand and camping, on the contrary, they seek for the real deal that is not yet touched by the man. Similarly, the camping and other holiday resorts have changed into family recreation centers and vacation paradises, to meet the standards created by the demand of travelers and organizations (Urry, 2002). Castells (2000) “blames” the technology evolution, internet and other scientific inventions (as some of the reasons) for this fast break into the post-fordistic society. Through World Wide Web and cable TV we inhale the commercials and information faster than ever, connections are being made among companies that never before heard of one another and network societies are created for cooperative and comparative reasons. A doctor is no longer bound to his own town, country or continent; supersonic aviation takes him anywhere on earth in under 24 hours, so that he can use his skills wherever they are needed. Space and time are shrinking due to everything that man creates; competition is steadily growing as smaller companies are using their flexibility to reach to as many customers as possible, using cheaper workforce. Internet is causing lower prices, travel organizations populate the Web and if you are not large enough, not distinguishing your self from the others, there is a risk of becoming invisible (Castells, 2000). The tourism industry is ever in need of change and expands.

3.2 Why do many tourists return to destinations?

With a growing economy and infrastructure there are reasons for travel to grow even more. Tourism is already a large industry with people’s ambition to experience new things as basis but also just get away from home through traveling by their trailer or to a weekend house (Sahlberg, 2001). Christensson (2001:7) describes about how we travel, where and why we travel and there are many answers to these questions. He tells us that some are happy about their environment at home and do not need to travel somewhere else, but for others there is a need to get away from the ordinary life you have at home or just get away. Many tourists possibly want to take it easy, perhaps get their caravan, and put it on the same place year after year, creating the feeling of packing a bag and driving off.

The service quality is not important due to the fact that tourists saw the vacation as an escape from work and from home. On the contrary, the new tourists see vacations as an extension of life; they want to experience something different, something out of the ordinary, travel to a destination that no one have been to before. Poon (1993) also explains that attitudes have changed a lot between old and new tourists.
Among the old tourists there was an acceptance of trash and damage, a lack of concern for the environment and cultures of the host countries. They also withdrew their values to the host destination, while the new tourists’ attitudes are to see and enjoy, but do not destroy. There is today a greater understanding from tourists, who appreciate that which is different in a destination. Better education and media coverage are two of many reasons for these tourists’ new behaviour. *(See appendix 1 for a comparison of new and old tourists).*

With the changes in the technology and infrastructure, the travel patterns also changed drastically but an in good way. Now, tourists can travel more easily, and those whose economy was lower now have the ability to travel in less expensive ways. Therefore, for the host destinations to get more tourists, the infrastructure is needed to be improved. Slowly, those improvements have been made (Poon, 1993).

With the Old tourism, the products and/or destinations are standardised, groups that seek for time off also have the motivation to get away from home. Poon (1993) describes the old tourist travel pattern as “*a novelty*”, where it didn’t matter where to go, as long as they travelled to a warm place and showed pictures where they had been. An important part for the old tourist is, when returned from a vacation, they enlighten their friends that they been away by showing pictures, movies and souvenirs. On the contrary, new tourists see the importance in talking and showing others about destinations that are authentic and visit-worthy, spreading the information and routes rather than showing pictures.

With the New tourism service the performance from the personnel is more customer oriented and seeks to customize the service. This is great, because if tourists know that they will get same good service, they will probably come back (Poon, 1993).

With the information above mentioned and what McLaren (2003) tells us, that tourists and organisations must help each other, so consequently the host community can have control over tourism and environment problems better. If they have demonstrated these problems for the tourists, then the tourists would know about the problems. Environment is a big issue for many destinations and for that reason it’s vital that every part works together in finding solutions.

First time customers, returning customers and receiving returning customers, are created if the organisations have the capability and interest to attract new, but also to satisfy old customers for a long period of time.
To have this long time connection there is a need from the business side to work with their marketing so the customer hears from them, but also see the different products the organisations have to offer. So, the tourists still has the needs and wants but the most important is that they have the interest for the company (Grönroos, 1996). A satisfied tourist most likely wants to return to her favourite store! As Kotler (2005:23) mentions about tourists value and how important it is to listen to the customers because they take a lifetime to satisfy but even the business get a satisfied customer for lifetime. But also consumers want to spread the good relationship with organisations to friends and family. For the organisation they must always try to keep a satisfied customer but also go further too, by always making the purchaser feel great with their visit to destination.

Organisations want to create relationships with tourists because long time relationships make good economics and not one time deals.

“We find out what our customers needs and wants are, and then we over delivers”


The repeat tourists are somewhere in between, standardised when it comes to destination, but they want the experience to be different every time and they come with suggestions such as efficiency issues and new attractions until the next return. Fundamental, so that they feel more motivated to come again. Returning tourists are a mix of the old experienced and new tourists, with desires to get some peace and quiet and for a moment get away from home, for example having a permanent trailer on Böda Sand.

3.3 Destination Loyalty Theory

“Repeated purchase of the same brand by the same consumer does not just happen; rather it is the direct consequence of something underlying the consumer’s behaviour”.

(Woodside et. al., 2000:27)

There are two studies which are trying to explain the particular behaviour of repeat purchase, stochastic and deterministic. The first is based on the behaviour of the customers and the different factors that affect the decision making process.
Another basic component of the stochastic theory is that it presumes that there are influential but casual factors which lie behind the modifications of the market organization. The sum of the erratic processes may provide us with the explanation of certain behaviour, which is the stochastic theory in light explanation.

The deterministic study is an easier approach to understanding repeat behaviour. It simply assumes that there is only one or a fixed amount of motives that explain these certain actions (Woodside et. al., 2000:27).

Tourist loyalty to a destination is maybe not enough to explain why tourists return or why they spread the word further to friends and family about destination (Yoon, 2003). When tourists return to a destination, where they have been before and run into trouble that can be a problem, it doesn’t affect the returned tourist, as it probably will do to the first time visitor (Alleger and Cladera. 2006). Tourist destination loyalty is a very important relation with satisfaction and motivation (Yoon, 2003). With all of this information that we collected we come with the conclusion that that it is crucial for the host community to have the knowledge and also that they can maintain their previous customer, that they going to try to do something to maintain their customer.

3.4 Repeat visitation and loyalty

“A return is a positive indicator of one’s satisfaction;”

(Allegr & Juaneda, 2006:685)

First time visitors differ greatly from repeat visitors in the way that they are standardized and lacking variety in pattern behaviour. Repeat visitors, on the other hand, are heterogeneous and categorized within themselves, meaning that some of them have a summer-house, some have a permanent trailer, others stay for one week or one month etc., and the categories are created from these aspects. Differences are found within the group of repeat visitors as well, where frequent returnees and those who return occasionally do not have similar patterns and reasons. One theory is that the number of returning tourists is connected with the newness of the destination, where latest discovered destinations have less repeating tourists than old ones. (Woodside et. al., 2000)
Other theories are attached to the tourist and her motivations and choice of the destinations:

“The high repeat visitor proportion in many holiday destinations, for example indicates that many tourists are faithful to a destination when they had a positive experience with it; on the other hand, there are immensely curious tourists who choose year after year a different destination and for whom a decision for a certain destination in one year is at the same time a decision against that destination in the following year”.

Woodside et. al., 2000:29)

Oppermann (2000) lifts up, the well known, word of mouth as an obvious factor of repeat visitation. Repeat visitors are the high producers of positive word of mouth, not only because they constantly return to the resorts of choice, but because they like it, they are satisfied with it. Those visitors tell their stories to others due to one reason: the stories that they tell are fresh because they visited their favourite destination now or last year, and they continue to travel there. Even if the tourists is a one time visitor, if naturally satisfied, she creates and spreads word of mouth that is positive, delivering the good image of the visited destination. There are two types of tourists that are based upon how they choose their destination. The history of the destination is crucial for repeat visitors and those seekers for new destinations, if they are loyal or if they are going to be loyal to the destination are depending upon these tourists experience (Oppermann, 2000). Destination loyalty lives in symbiosis with brand loyalty (repeat purchase of a single brand). Oppermann (2000) further talks about the similarities between these two phenomena and gives us three types of loyalty: behavioural, attitudinal and composite. We are focusing on the behavioural type, since we found it most appropriate when comparing to the destination loyalty research.

3.4.1 Behavioural loyalty

With origins from consumer and purchase behaviour, this type of loyalty focuses on probability measures, frequency and sequence of purchase. One particular study was made in favour of sequence of purchase. Divided into four parts, it showed us patterns of consumer behaviour and at the same time a loyalty study based on those behaviours: Undivided loyalty, where customers buy the same brand all the time; divided loyalty, where customers have two favourite brands and buy both every other time; unstable loyalty is when customers keep buying one
brand, then turn to another, and finally irregular sequence, where one could never see what brand she will buy next (Oppermann, 2000).

3.5 A tentative tourist typology

The above-mentioned study of behavioural loyalty is similar to a study of destination loyalty named tentative tourist loyalty typology. It is divided into three parts of visitation frequency: no previous visits, one previous visit and multiple previous visits. Below show few words such as; Non-purchasers, Disillusioned, Disloyal, Somewhat loyal, Loyal, Very loyal which describes this loyalty typology. Non-purchasers, we won’t give much concern about this group since they are only potential travellers. Our interest is in tourists who have travelled before. Disillusioned, when a tourist is not satisfied with a visit, there is little or no chance that she will return to that destination ever again. Enough would be that their hotel was dirty, and their entire visit will be ruined. (Woodside et. al., 2000)

Instable,

“The reason we are not going there is because we’ve been there, we’ve seen it, we’ve done (destination’s name)”.

(Woodside et. al., 2000:28)

Today’s definitions of New tourists (Poon, 1993) are practically the same as the definitions of the instable ones. There is no word of “return” in the New Tourists’ psychology of travel, as they continuously search for new unexplored (by them) destinations, despite that their last visit was a thrilling experience. These travellers create confusion in evaluations of the visited destinations, since they are happy and content but have no intentions of returning. At the same time they placed the visited resort in fashion, making it desirable to their like-minded. (Woodside et. al., 2000)

Disloyal travellers also enjoy visiting new destinations but they have a tendency to return to the previous visited destinations. The probability of a revisit is decided by the period of time passed between the visit and the day of destination evaluation. It also depends on how many other destinations they have visited in the meantime. (Woodside et. al., 2000)

Somewhat loyal, a slight portion of irregularity lies within this category of loyal tourists.
There is a certain amount of a will to return, because they have visited the destination once or twice before, but no more than that. It is the stage where the tourist has been attracted to the resort but has not made it a customized choice of destination. (Woodside et. al., 2000)

The loyal group will always discover a new reason to come back. Although not as frequent as the very loyal category, these tourists will return every other, third or fourth year, since they are also attracted to other destinations. (Woodside et. al., 2000)

Very loyal,

"The reason we come here is because we always come here, we are familiar with the place, this is where we come to relax".

(Woodside et. al. 2000:28)

Returning to their beloved place almost every year, this regular visitor has the chosen resort as a second home. They simply love the destination, and it loves them, as they are returning without the need of any marketing, and are typified with elevated level of inertia and simply with a strong bond to the destination. (Woodside et. al., 2000)

3.6 Push factors drive tourists to travel

“...people travel because they are pushed into making travel decisions by internal, psychological forces, and pulled by the external forces of the destination attributes”.

(Yoon & Uysal, 2003)

For tourism organisations to build up a good contact with customers they must create a positive atmosphere and, also they should create a good relationship with the customer before, during and after a visit. It is the “after” that is very important for the organisation to recreate an experience that had been a satisfaction for the customer but it’s also important that tourists want to return, at the same time remind the customers about their experience on the destination. For the organisation to attract the customer in a possible way is a way for them to let the customer know that they care about them (Yoon, 2003). Further Yoon (2003) discusses a model about tourists push and pull motivation before, during and after a trip. For the organisation to get customers loyalty to a destination, can be a link to the customers’ satisfaction. If the customers are satisfied, it is likely that they want to get influenced to their travel motivation for a destination.
Yoon’s (2003) research describes that customer can and most probably be impacted by push (internal) and pull (external) forces. Those factors explain the relationship between satisfaction, motivation and destination loyalty:

“Motivation influences tourist satisfaction with travel experiences, which then affects destination loyalty”

“Push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness and excitement”.

(Yoon, 2003:46)

Push motivation is related to what tourists want and how they can be forced to do different changes when choosing what kind of a destination to go to.
The push factor is the internal that affects us emotionally, therefore so that tourists’ in some way get motivated to travel to a destination. Further it can also be who or what influences one to travel to the same destination (Yoon, 2003).

“Push motivation…./.// determines the destination loyalty”.

(Yoon, 2003:55)

If the tourists are not getting motivated by experiences from the destination, tourists probably will not come back because of dissatisfaction. That’s why the destination organizers have to do some research about what tourists want and enhance the experience for the tourists when they come to a destination (Yoon, 2003).

3.7 Consumer decision making process (part of the pull factors)

3.7.1 The information search
A traveller needs to seek information before making a decision of where to travel. The first part in this process is a search within us, our own experiences and remembrance, but also from the large amount of advertising that she has been exposed to. To reach this higher level of searching, this person should have visited the destination, or purchased a similar product/brand before. This is called internal information searching. First-time visitors and those who lack the quantity of experience that is required will eventually start looking for information elsewhere which, of course, is the external search.
In addition, this type of information seeking is divided into 4 kinds: *personal* (basically word of mouth), *marketer-dominated* (ads and commercials), *neutral* (journey guides and societies) and *experiential sources* (examinations and interactions with shops/travel stores). Some even deem that the internet is a number five kind of external search, and some see it as a part of the marketing business. Nevertheless, a search must have an ignition point that somehow creates a will to begin looking for information. There must be a detection of necessity. A person must feel that she needs something before the search is initiated, be it a product, a trip or a simple meal. That is where both internal and external search sets off (Pizam & Mansfeld, 1999:152,153).

After the recognition of a desire, there is a categorization and a narrowing of the search process. Questions like where, what, how, when and why most likely show up in a tourist’s mind and a funnelling method is applied. The tourist decides that she wants to go to Europe, than southern Europe and picks a destination in form of a city. She likes coffee and sea, searches for those elements and finds, for example, Portugal, and eventually Lisbon. The hunt that began with worldwide options ended up in a capital city in south-west Europe, and now, she asks friends if anyone has been there before to gather some empirical information. This enormous work, containing search for the right place to visit, takes a long time and is one of the reasons of why people return to places that they have travelled to earlier: it’s easy and time-sparing when it comes to the purchase level (Pizam & Mansfeld, 1999).

3.7.2 Decision making at the purchase level

When deciding where to travel, or what to buy, we are influenced by push and pull features (Yoon, 2003) but still, the final choice is up to us. Cost and quality are the top decisive factors among the purchasers, although the last one is harder to find out if lacking experience. Still, everything can be found out if you have the will and patience to search for it. The decision making process, by Pizam & Mansfeld (1999:162,163), is divided into three categories: *habitual, limited and complex.*

"*Prior satisfaction with a vacation destination may lead to repeat purchase and eventually purchases based on habit.*"

(Pizam & Mansfeld, 1999:162)
Above citing is explaining a part of the habitual decision making process. If a tourist enjoyed the last trip, a thought of returning is created and makes it automatically a choice for the next trip.

Vice-versa, if there is a will to return, let alone a revisit to a destination; it is a sign of satisfaction in a tourist (Allegre & Juaneda, 2006). Pizam & Mansfeld continue that the habitual process is divided into a question of loyalty and a question of re-purchase.

The difference between these two categories are, respectively, that a tourist is satisfied with a certain destination and by returning becomes loyal, and the other is a believer in assumption that all destinations are the same, not bothering to look for others, and returns to the destination without being loyal. Simpler explanation is that the repeater (non loyal) is unpredictable, and at anytime can change the destination, while the loyal stays put (Pizam & Mansfeld, 1999).

The limited decision process has its roots in the habitual, but little more far-fetched. Instead of being loyal or a repeater, the tourist may remember or evoke a journey/feeling and return to that spot by pure nostalgic reasons. Finally, the complex decision making process also involves external and internal searching levels, but on a much more advanced scale. A decision for a trip or a product may here involve high degrees of investigation, but there is an explanation. This type of decision making includes purchasing of luxury goods, risky journeys or services, tailor-made products or extremely personal desires. Many tourists buy their trips easily and carelessly, while there are those who carefully search and choose among the supplied journeys available. Therefore, “complex decision making should be the rule, not the exception” (Pizam & Mansfeld, 1999:163).

3.8 Why do we actually travel?

Two reasons have been highlighted so far concerning the above-mentioned push (3.6) and pull (3.7) factors. Respectively, one is creating the will to travel and the other influences the choice of destination. The only way of really knowing why we travel is to investigate the push factors, since the pull factors are external, meaning that they have no impact on the pure reason of why to return.
3.8.1 Social and safety needs

“Man is a social animal, with desires beyond the basic needs of shelter, food, safety and comfort”.

(Hudman & Hawkins, 1989:43)

Safety includes health status, preferably the mental health. What most travellers experience before they set out on a trip is the desire to flee the everyday life, to change the present situation into something more pleasant. A need of relaxation is crucial in our intense and rapidly moving world.

When that change of environment is made, a person feels recharge and suddenly the work back home seems more welcoming, and that change is what the average traveller today seeks for (Hudman & Hawkins, 1989). Social needs cannot be measured since they include so many different factors. How then do we apply that to tourism and returning?

Starting with a simple explanation of why we return, one of the most common reasons are friends and relatives living in other cities/countries/continents. Another reason to return is going back to your country of origin. A man born in Africa, and then moved to Sweden has a tendency of revisiting his roots, whether he has relatives there or not. It is a sense of belonging that makes us return many times in our lives (Hudman & Hawkins, 1989).

3.8 The old survey

“Travel is motivated by ‘going away from’ rather than ‘going towards’ something.

(Johnson & Thomas, 1992:42)

21 years ago, a survey was made by a German tourist researcher named Krippendorf, consisting of only one question: ‘What were the main reasons for your 1986 (main) holiday journey? These push factors were enlisted as the choices of reasons (we compare only the ones that go side by side to our survey): to switch off and relax, to get away from everyday life and change the scene, recover strength, be with other people, experience some new things, to get a tan, and have time for hobbies. Respectively, their answers were: 66%, 59%, 49%, 37%, 33%, 23% and 7%. In the analysis, we will compare these answers to our own, and see what has changed and what has not in twenty-one years (Johnson & Thomas, 1992:43, table 3.4). See appendix no. 2 for a detailed version of the old survey.
4. Empirical Findings

The starting point of this chapter is our analysis. We are going to discuss and compare our theories, what we found out. Our answers from respondents on the survey are going to be revealed in this chapter.

4.1 The survey results

To know about people, families, and about their travel patterns we have created a survey that covers these subjects. We are going to look at this through three perspectives before, during and after a journey.

4.1.1 Before the journey

A fictive conversation before making a trip: “Honey, how about Lisbon this year? Lots of cafés and it’s a beautiful city, I saw it on the Travel channel. We could spend some time there…”? “No, you know we can’t travel to a city. You are not thinking about our children. It is a city, a dangerous place, lots of traffic and they could get lost. I say we go to LegoLand, it’s safe, children love to play, and I heard the food is delicious. And the beer, Danish beer…”

“Or…we could go on a camping trip?”

A conversation in a family could easily start this way before making a trip, according to the survey results. Families with children have the possibility to be influenced by the children, subconsciously or not, when they are planning their trip. No less than 84% of the total answers to the question whether people have children at home, answered that they do.

![Figure 1: (Notes, 229 votes)](image)

Continuing with a question of the children’ impact on choosing the journey, the numbers were almost as high: 89% tell us that their choice of destination is influenced by having children.
If you have children, does it have an impact when you choose a destination?

![Bar Chart](chart.png)

**Figure 2:** (Notes: 192 answered that they had kids, and 211 to this question. 19 persons overflow.)

This result shows us a picture of a stagnant evolution in the travel motives. Families are still going on journeys where children are at the centre of attention. A trip is impacted by the thoughts and concerns of children, and the camping site is a popular place for a family.

In a survey by Krippendorf in 1986, 42% answered that one reason to go on a vacation was to have time for one another, and this is exactly what we found out. Families want to spend time together, to enjoy themselves, parents and children together. Even though the surveyed people were almost equally divided into regular mid-income families and company owner families, they still go on a camping trip year after year regardless of income, where 83% of those had an income of more than 200 000 Swedish crowns/year.

![Bar Chart](chart.png)

**Figure 3:** (Notes: Only 218 answered, the question was optional)

What kind of place do these families choose and how is the decision making process influenced by having children? Do they go where it is fitting for both children and parents; is it a question of looking for the best for the children only or do they let the children choose where to go? The answer is somewhere in between, where 39% chose the children as a centre of attention, caring most about their well-being, and 55% tell us that they want to go where both parents and children are happy.
This question of was made to be a trick question. Only 1 % answered that children decide
where to go, and also later, in the decision making process, only 2% told us that children de-
cide.

Figure 4: (Notes: 296 votes, that was because they had two choices)

Strangely though, 89 % replied that their choice of destination is impacted by having children. Indirectly, the children decide the place to visit, subconsciously or not. If the family is going
on a trip, Paris or New York are not appropriate destinations for children and their comfort. What remains are the children-oriented resorts or a camping site. Children, then, decide the
type of destination, and their parents choose one of the most fitting. We are closing in to the
decision making process, the time where the family has gathered after pre-preparation talk
and deciding where to go. There are many choices or perspectives from which a decision can
be made. Looking for the cheapest destination if your income is low or you just want to save
money, asking your friends, maybe through word of mouth, searching for pictures and choose
from the beauty perspective, or take them all home and discuss with your family. Well, we
thought that the price and beauty would come first, taking an assumption from our own expe-
rience. It seems quite natural: “Oh, have you seen pictures of Croatia on the internet? It’s so
beautiful, and the prices, comfortable for the wallet.”

Thinking that most of us would recognize ourselves at this point, we proved wrong. People
actually talk, talk together with the rest of the family and jointly decide where to travel. Al-
most three quarters, 73% replied that the decision is made through the family. In second came
the attractiveness of the destination, with 17% and last came the price.
Yet another answer for those who chose the family as a decision maker previously, seemed to be misunderstood, or are we thinking far-fetched? Who is deciding inside the family: husband, wife, children or everyone together? Again, there is this thing about the children and decisions that we talked about earlier. Children might not be deciding on their own, but they are a lot more involved in this process than we actually thought. 81% replied that everybody together decide and 8% for the wife.

An example which we believe can happen when looking into a family, that the husbands want a trip to a city, wives vote for the beach and sun, and children really want to go to the Disneyland, the decision made by everybody together seems quite difficult. To make the decision easier for the family, they instead, might take their caravan and head for the camping site. It’s probably the easiest solution.

4.1.2 During the journey: the goals and motives

“Ah, the sun, the sand and the liqueur, this is life. Here, there is only one rule: raison d’être. To just be. I needed this, get away from it all, and recover strength before I go back to reality back at home.”
That is one way tourists might think during their holiday, maybe we all want to escape from work and home for a moment, just to feel good about ourselves.

Reasons and goals for a vacation do not differ greatly from one person to another. We all want the same things, basically: to relax, to flee the stress but at the same time we want to see new things, change the perspective even though it is just for a week or two. Meeting people all over the world, exchange experiences and get that perfect tan to show friends at home. The main reason for making a journey in our survey was to relax, with 50 % replies.

With that precision, we can say that 50 % want to relax, regardless if they are company owners or employees, women, men or children. Getting away from everyday life, came in second place with 40% of the respondents. To relax and to get away from the monotony are the main reasons of traveling (for a camper) in year 2007.

What are then the goals of a journey made today? The options available for answering were to recover strength (a literal translation would be to recharge the batteries), to experience something new, to meet people and make contacts, to get a tan, and other. We got a spread of the answers, which we wanted since they got to reply to two options each. Recharging the batteries was at the top, with 40 %.
Tourists simply need to recover the strength, both physically and mentally, to be able to go back home with new powers. Work, school and family are not simple matters to uphold. On the contrary, each one is a craving task which is hard to endure, and everyone needs to get away to take care of oneself.

However, a recovery of strength is not quite enough. Just being on a beach, relaxing and sunbathing is a vacation, but without experiencing something new, 20%, it won’t be complete.

When exploring new horizons, two perspectives show up: experiencing nature and experiencing cultures/people.

A survey by Krippendorf brought up nature as a motive for travel, which resulted in 47% replies. In our survey, meeting people was one of the options and 11% or 44 persons liked to meet other people as part of the vacation. Surprisingly though, almost as many replies as to experiencing new things, getting a tan came in third place, with 18%. These results are very interesting especially when the spread of answers is this wide. Even if recharging the batteries is most important, the other answers are almost equally important as a goal of a vacation. Getting a nice tan, for beauty and for showing off is just as imperative as uncovering the shadowed areas of a person’s map of exploration. No risk takers were found among the asked campers, guessing that camping is not a risky type of travel. Other options were spread more or less even with the exception of old-fashioned traveling kind (seeking for the same experiences, safety-sun-sea-sand), where only 3% felt connected with this category. Comfort and safety-seeking is the largest group of campers, 39%, seeming fair since a trailer or a tent creates a sense of safety, having the whole family gathered. Also the thought of having other families of this kind in the closest surrounding, generates a sense of belonging and comfort. The second largest group replied to the option other. They did not belong to any of the provided categories, leaving us with a question: where do these people fit in? Speculation is the
only thing that remains, since we are not able to find out the proper answer, and we will not speculate but leave it as is. Finally, we have the adventurous group, with 26%. These tourists are between safety-seekers and risk takers, as they want to experience new things, have the will to explore, but are not yet ready for the real challenges.

Which of the following are you?

![Bar chart showing the distribution of different types of travelers with percentages]

We think that there are two points of procedure for adventurers: either they fall back to the safety mode, or become great challengers after their children have moved out.

Behavior and attitude during a journey vary from person to person; some people like to take it slow and easy, some like to explore and don’t leave the stress at home, with shopping in mind and others take the work and concerns with them wherever they are.

Our surveyed campers like to relax; every single person chose the relaxing alternative as the prime state of being on the vacation, and no one is longing for their home during this time. Also, these tourists are full of joy 41%, when being on a journey, relaxed and happy. This strengthens the previous answer, where reason to travel was 50% to relax.

How is your mood on the vacation?

![Bar chart showing the distribution of moods during the vacation with percentages]

Figure 9: (Notes, 229 votes)

Figure 10: (Notes, 443 votes, two-choice question)
4.1.3 After the journey

“Hello! I just wanted to say that if you haven’t been on Böda Camping (at least) for a week during the vacation, there hasn’t been a summer...”

(One of the repliers, via mail, appendix 5)

Continuing after the journey they think back on their vacation, and if they got the relaxation they wanted, tourists have the next trip in mind already: What can be better, was this place really that great, and if it was, maybe they would return some day, or even next year. Many that seek back to the same destination got what they wanted and feel secure about that place; thoughts flow in their minds when filling out a survey that was handled to them as a prolonging gift to their vacation. Then, we have others who think and compare about other places that they have visited. Returning to a destination which created a positive experience is not an uncommon phenomenon, and it is proved in the results of our survey. Only 2% of those who answered didn’t have the will to return to previous visited areas; however the other 98% had.

We were very surprised by these margins, believing that the percentage would be somewhat equal.

The surprise continued to the next question, where people were asked to tell us three reasons of why they are returning. Our first thoughts were on the tradition aspect, because it becomes a tradition after a couple of visits. Celebrating midsummer’s eve on Oland, or shopping cheap in Ullared etc. are habits that run through many Swedish families. No, tourists go back because of the nice environment 33%.
Figure 12: (Notes, 629 votes three choice question)

Nice surroundings, forest, sea, lakes, beaches, meadows and mountains are the number one attractions that bring people back. Further on, 23% are returning because of the quality of personnel and service. It is one of the more vital parts of the tourism industry, to have staff that serve as representatives of the tourism resorts and companies, to smile and help tourists and make them feel like they are at the centre of attention (Kandampully, 2001). Of the campers, as mentioned before, 10% are seeking safety and sense of belonging, wanting to create a certain atmosphere. However, 8% chose tradition as a reason to return. It seems that this word is losing the power that it once had. Celebrating Christmas with your family is a tradition, but going on vacation to KronoCamping Böda Sand, is only partly a tradition, and more an aspect of beauty of the environment. The price, with 3% and the benefits of a regular customer 2% are still not proving to be important issues of travel and return. How about the KronoCamping Böda Sand? Why are people returning to this place?

One replier told us, in the first citing of this section that if you haven’t spent a week or more at KronoCamping Böda Sand, there hasn’t been a summer at all. From our own experiences of Böda Sand, we created several reasons and let the tourists pick three of them, which was nearest to their hearts. The main reason was clearly the eleven kilometers long sandy beach, 26%.
If you have visited KronoCamping Böda Sand previously, why do you return?

- the beach
- nice environment
- children love Böda Sand
- a lot of activities
- nice personnel & service
- atmosphere
- regular guest
- golf
- other
- prices and benefits

Figure 13: (Notes, 651 votes three choice question)

The feeling of being abroad, the sand, the waves and most special, the colorful sky at dusk create an atmosphere that is hard to dislike. The environment and surroundings, 19%, are also here an important factor for returning, despite that the beach is a part of it. Considering that most of the surveyed are families with children, the answer of children loving Böda Sand got 14% of the replies, followed by the range of attractions with 12%. A reason to return must also include a reason to stay. If a resort ends up with only a badminton court and tent/trailer places, no one would stay there for a longer time, let alone come back. There is a need for a wide range of attractions for people to be willing to stay and return.

4.1.4 Loyalty

The last section of the survey is dedicated to destination loyalty. This question was created out of origins of the tentative tourist typology that is explained in the theory chapter section 3.5. There are several degrees of loyalty for a destination, and the question consists of those, which are: ‘very loyal’, ‘loyal’, ‘somewhat loyal’, and ‘disloyal’ and ‘don’t know’. We received interesting answers here as well. It showed that 20% of the surveyed were very loyal to destinations they visit, which in this case is KronoCamping Böda Sand. These are most likely regular customers/tourists who stay on the camping every summer. The largest fraction of the answers belongs to the loyal tourists, 46%, followed by the group of somewhat loyal travelers 19%.
Since this question isn’t a common one among the usual surveys, it is possible that people didn’t know (11%) right answer. **Loyalty is not something that comes natural in our course of thinking, but when this question is asked, time is of essence for finding and thinking through the right reply. How loyal are we?**
5. Conclusion

Our thoughts, reflections and a walkthrough of the results. This section explains the purpose, theory and empirical findings, all together. Our achievements are presented in a discussion form.

5.1 Purpose revisited

The sole purpose of this essay was to find out why tourists are returning to places they already have visited. Jafari (2000) said that answer to that question is not a simple one, and he was right. We could say that the answer is dependant of a person’s character and personality, economic situation, place of origin, mood and tradition, and we would probably be both right and wrong. We do not want probability, but certainty. That is why we chose the inquiry as our main method of research, together with the theoretical approaches of several researchers and writers. What we found out, was very interesting and intriguing.

From earlier theories concerning Poon (1993), what she has been telling us is that there are New and Old tourists, that their travel patterns, thoughts and money differ greatly from one and other. But is the New tourists only a trendsetter, or is she a trend herself? Why is it so then that these tourists are returning fourteen times to Madeira, every Christmas, to the same hotel, same room? Why is there even a term of regular customer at KronoCamping Böda Sand? We believe that the talk about a New tourist, this non-repeater, lays a little further in time, because people still go back to a destination if they liked it. Further through our theories and analysis the result shows that families travel mostly to get relaxation and to escape from the everyday life. The main reason for the vacation is to recharge the strength and experience something different and new. Many families like both new and old destinations but many like to come back to the same because they feel safe there. When planning the journey, often the parents want a destination that is secure and safe for the children and are few of the many reasons why parents choose the same destination year after year. Figures 4 and 9 in sections 4.1.1 and 4.1.2 prove us that people want to be safe and they travel where children and parents are satisfied. One example from a book, about returning to the same destination because of his children, is written by Pigge Werkelin (2006). He and his wife were discussing on where to
travel. From that discussion, they went to Thailand because they had been there before and also know that there is safe and secure for the children.

5.2 Empirical and theoretical explanations

When discussing about the return of the tourists and look at the survey, these people are waiting for their vacation a long time, and when they are on vacation they don’t think about the things at home. That, we think, is very strange, even if you are having a great vacation, at the end of it, you start thinking of the things you must do when you come home. Figure 10 is great example of our disbelief, where almost no one had homesickness while at a vacation, nearly no one out of ca 230 repliers. A reason to travel has been more to relax and to get away from the ordinary life. From the returning point of view, to experience something new is if there been changes on the destination they travel to, that they hoped for. Because a customer who, for example, travels to KronoCamping Böda Sand, gets a piece of paper to write down their reflections about the destination. If the tourists have complaints or wants, Anna Barkewall at KronoCamping Böda Sand, if possible, makes changes for next year. Furthermore, this year KronoCamping Böda Sand Öland has built a pool for their guests, which the guests had requested. That is a great example of hearing the customers’ wishes and fulfilling them, making the tourists return.

There is also a factor of mental and choice tiredness. Manuel Castells (2000) is talking about developing and broadening the range, to satisfy new and old customers. New inventions, new types of travel, new products, more products and multiple choices that we are offered today are a part of the supply-demand issue. If companies are sticking to the old ways, then success in the future is obviously less possible than at a company who is listening, learning and improving steadily, like KronoCamping Böda Sand. But what if this oversupply has made the tourists grow weary of the thousands of different destinations? Then, the tourist withdraws from being adventurous to looking for safety and familiarity. There are many camp sites in Sweden, and on Öland, so why should they choose to go back to Böda Sand constantly? Because it is safe, tested and the children love it, and because they listen to criticism and demands. If customers apply for an espresso machine, then the next year it will be there. Simple expenditures of a company results in customer satisfaction, results in a return, even if it might just be for the curiosity: “We must see if the espresso machine is there this year!” These
small, but important pull-factors are a great part of a destination’s reputation and create a reason to return.

The moment that we begin searching for available destinations, we tend to look back. Where did we go last year? How much did it cost? Is there anything new, any improvements of that destination, and most important: Did we have fun there? That moment is the one where the whole process of returning is decided. If a tourist there decides for something new, then the whole returning issue is lost. Yoon (2003) and Allegre & Juaneda (2006) are talking about this crucial decision point. They say that if a customer is satisfied with the previous trip, he tends to make a revisit, and if the destination hosts want her to return, if it is a proper organisation, they will try to get the customer back. It is the same with buying products and services. Satisfaction means a revisit:

“Prior satisfaction with a vacation destination may lead to repeat purchase and eventually purchases based on habit.”

(Pizam & Mansfeld, 1999:162)

5.3 Why do we return?
Through all these explanations above, we have found several reasons for why people return. From the mere thought of making a journey, a process is created: the decision making. This is a starting point for everyone who is intending to travel, and it is a crucial point for the issue of returning. If a family chooses to travel to a previously visited destination, then it is settled: the revisit is born. If somehow the same family chooses a new place, then the whole point of returning is lost. That is, of course, another story. Also, having children has an influence when deciding where to go. Parent often choose destinations and environments that are safe and secure for the children, which leads to a return if a previously visited place fulfilled these needs and demands. From the point of choosing a same destination as, for example, last year, everything is simply a matter for the human mind, which is slightly more difficult to control.

Safety is not only involving children, since not all families have them. Here the sense of comfort and relaxation is included in the matter of safety. These are among the most common travel motivations and interests of our investigated people. Exactly as with the kids, if a destination is offering people what they desire, there will be a revisit. To compare with simple purchase of a product and/or service, when you visit a store and you receive great service (the
one beyond expectations) you are most likely to return to the same store when in need for another similar product. In time, this process builds up to a tradition, which is also a part of the reason to return of the people who answered our survey. Traditions take time to develop but they also are hard to diminish. Through traditions, slowly, a question of loyalty is raised. When this process becomes adequately strong, a customer/traveller becomes loyal to her purpose destination, and loyalty is even harder to break. It would take a drastic change or event to break a tradition and/or loyalty.

On the contrary, if a destination does not fulfil the needs and demands of a traveller, it would result in a one-time-only visit with no returning in mind. This is what the tourist world is afraid of and trying hard to avoid.
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Interview
Anna Barkewall - KronoCamping Böda Sand, Öland 2007-04-12
Appendix 1

Fig. 5.4. How new tourists are fundamentally different from the old.
Table 3.4  Answers to question: 'What were the main reasons for your 1986 (main) holiday journey?' (percentages)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To switch off, relax</td>
<td>66</td>
</tr>
<tr>
<td>To get away from everyday life, have a change of scene</td>
<td>59</td>
</tr>
<tr>
<td>To recover strength</td>
<td>49</td>
</tr>
<tr>
<td>To experience nature</td>
<td>47</td>
</tr>
<tr>
<td>To have time for one another</td>
<td>42</td>
</tr>
<tr>
<td>To get sunshine, to escape from bad weather</td>
<td>39</td>
</tr>
<tr>
<td>To be with other people, to have company</td>
<td>37</td>
</tr>
<tr>
<td>To eat well</td>
<td>36</td>
</tr>
<tr>
<td>To have a lot of fun and entertainment, enjoy oneself, have a good time</td>
<td>35</td>
</tr>
<tr>
<td>To do as one pleases, to be free</td>
<td>35</td>
</tr>
<tr>
<td>To experience a great deal, to have a lot of change (diversity)</td>
<td>33</td>
</tr>
<tr>
<td>To experience something entirely different, see new things</td>
<td>33</td>
</tr>
<tr>
<td>Cleaner air, clean water, to get out of the polluted environment</td>
<td>32</td>
</tr>
<tr>
<td>To get exercise, to engage in light sports and games activities</td>
<td>30</td>
</tr>
<tr>
<td>To experience other countries, to see the world</td>
<td>30</td>
</tr>
<tr>
<td>To rest a great deal, do nothing, little exertion</td>
<td>29</td>
</tr>
<tr>
<td>To be pampered, go on a spree, enjoy oneself</td>
<td>26</td>
</tr>
<tr>
<td>To make new friends</td>
<td>23</td>
</tr>
<tr>
<td>To do something for one's beauty, get a tan</td>
<td>23</td>
</tr>
<tr>
<td>To travel a great deal, to move around</td>
<td>21</td>
</tr>
<tr>
<td>To broaden one's horizons, do something for one's culture and education</td>
<td>20</td>
</tr>
<tr>
<td>To pursue one's own interest</td>
<td>19</td>
</tr>
<tr>
<td>To do something for one's health, prevent disease</td>
<td>18</td>
</tr>
<tr>
<td>To refresh memories</td>
<td>18</td>
</tr>
<tr>
<td>To see relatives and friends</td>
<td>16</td>
</tr>
<tr>
<td>To have time for introspection, thought</td>
<td>15</td>
</tr>
<tr>
<td>To engage actively in sport, to get fit</td>
<td>12</td>
</tr>
<tr>
<td>To go on exploration trips, to take a risk, to experience something out of the ordinary</td>
<td>10</td>
</tr>
<tr>
<td>To have time for one's hobbies</td>
<td>7</td>
</tr>
</tbody>
</table>

Since the same person could name several reasons, the total percentage is over 100.


1. deficits in movement and activity, in sports activities;
2. deficits in closeness to nature, in the enjoyment of scenery, in outdoor recreation;
3. deficits in experience and change, repression of the discovery and action urges;
4. deficits in enjoyment, luxury and prestige;
5. lack of freedom.
Appendix 3

*Where Psychology and Geography Interface in Tourism Research and Theory*

![Diagram]

**Figure 2.3** Tentative tourist loyalty typology.
### Återvändande turister (returning tourists) Survey Results

#### Kön

<table>
<thead>
<tr>
<th>Kategori</th>
<th>Antal (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kvinna</td>
<td>53%</td>
</tr>
<tr>
<td>Man</td>
<td>47%</td>
</tr>
</tbody>
</table>

232 total votes

#### Ålder

<table>
<thead>
<tr>
<th>Kategori</th>
<th>Antal (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>36-50</td>
<td>59%</td>
</tr>
<tr>
<td>26-35</td>
<td>26%</td>
</tr>
<tr>
<td>51+</td>
<td>10%</td>
</tr>
<tr>
<td>18-25</td>
<td>3%</td>
</tr>
</tbody>
</table>

232 total votes

#### Civilstånd

<table>
<thead>
<tr>
<th>Kategori</th>
<th>Antal (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift</td>
<td>54%</td>
</tr>
<tr>
<td>Sambo</td>
<td>38%</td>
</tr>
</tbody>
</table>

Gift (54 %)

Sambo (38 %)
Singel (3 %)

Särbo (3 %)

231 total votes

Har du hemmavarande barn?

Ja (84 %)

Nej (16 %)

232 total votes

Om du har barn, påverkas valet av resmålet?

Ja (89 %)

Nej (11 %)

211 total votes

Om Ja, på vilket sätt? (välj 2 som passar Er bäst)

Väljer resmål som passar både oss och barnen (55 %)

Vi väljer ofta barnvänliga resmål (24 %)

Vi ser till att barnen blir nöjda (15 %)
Barnen bestämmer vart vi skall åka (1 %)

296 total votes

Årsinkomst (valfritt)

mer än 200000kr (83 %)

mindre än 200000kr (17 %)

218 total votes

Åker på semester:

2 gånger/år (44 %)

1 gång/år (23 %)

3 gånger/år (17 %)

Fler (8 %)

4 gånger/år (5 %)

230 total votes
Vilken årstid? (fler val)

Sommar (49 %)

Vinter (24 %)

Vår (13 %)

Höst (12 %)

455 total votes

Vilken typ av resa? (fler val)

Sol & Bad (48 %)

Snö & Skidor (24 %)

Äventyr & Upplevelser (12 %)

Sport & Nöjen (9 %)

Anrat (5 %)

460 total votes

Anledning till resa: (välj 2 som passar Er bäst)

Avkoppling (50 %)

Iväg från vardagen (40 %)
Hobby (5 %)

Annat (1 %)

Affärsresa (0 %)

428 total votes

Mål med semestern: (välj 2 som passar Er bäst)

"Fylla på batterierna" (40 %)

Uppleva något nytt (20 %)

Solbränna (18 %)

Träffa människor, skapa kontakter (11 %)

Annat (8 %)

464 total votes

Känner Du Dig:

Trygghetssökande (39 %)

Annat (28 %)

Äventyrlig (26 %)
Gammalmodig (3 %)

Risktagande (1 %)

230 total votes

Hur är Du på semestern? (Välj 2 som passar Er bäst)

Avkopplad (50 %)

Full av glädje (41 %)

Annat (4 %)

Tankspridd (2 %)

Har hemlängtan (0 %)

443 total votes

Vilken typ av resenär är Du?

Tycker om både nya och gamla resmål (79 %)

Återkommer ofta till samma resmål (16 %)

Letar ständigt efter nya resmål (3 %)

Reser där det är billigast (0 %)
Jag tycker om att bo på: (välj 2 som passar Er bäst)

- Camping (49 %)
- Hotell (33 %)
- Stuga (13 %)
- Annat (2 %)
- Vandrarhem (0 %)

428 total votes

Vad väljer Du helst:

- Camping/Husvagn (69 %)
- En paketresa (19 %)
- Flygstol + eget ordnat boende (7 %)
- Annat (3 %)
- Backpacking (2 %)
Hur vill Du att Din resa ska vara?
Halv-strukturerad (74 %)
Strukturerad (13 %)
Ostrukturerad (9 %)
Vet ej (4 %)
Annat (0 %)

Bestämmer Du resmålet genom:
Familjen (72 %)
Resmålets attraktivitet (17 %)
Annat (4 %)
Vänner (2 %)
Priset avgör (2 %)

Om Du har valt familjen, vem bestämmer mest?
Alla tillsammans (80 %)

Kvinnan (8 %)

Annat (5 %)

Mannen (2 %)

Barnen (2 %)

189 total votes

Har Du viljan att återvända till tidigare besökta resmål?

Ja (98 %)

Nej (2 %)

225 total votes

Om Du svarade Ja, varför återvänder Du till dessa resmål? Välj 3 påståenden)

Trevlig miljö (33 %)

Trevlig personal & service (23 %)

Trygghet (10 %)

Tradition (8 %)
Om Du har varit på Böda Sands Camping tidigare, varför återvänder Du hit den här sommaren igen? (välj 3 påståenden)

- Strand (26 %)
- Trevlig miljö (18 %)
- Barnen älskar Böda (14 %)
- Utbud av aktiviteter (12 %)
- Trevlig personal & service (10 %)
- Stämningen (9 %)

629 total votes
Är en stamgäst (3 %)

Golf (2 %)

Annat (1 %)

Priser och förmåner (0 %)

651 total votes

Hur lojal är Du gentemot Ditt resmål?

Lojal (46 %)

Mycket lojal (20 %)

Något lojal (19 %)

Vet ej (11 %)

Illojal (1 %)

231 total votes

Tack så mycket för att Du tog Dig tid att svara på våran enkät. För att delta i utlottningen av presentkorten, ber vi Er svara på mailet där länken till Enkäten fanns. Var vänliga och tryck på knappen "Done Voting" under enkäten för att registrera Era svar.

Tack för Din medverkan! (72 %)
Med Vänliga Hälsningar,
Kronocamping Böda Sand med
Högskolan i Kalmar (28 %)

18 total votes

This poll was created on 2007-04-20 08:54:27 by Autumnian. Please post any comments in the message area.
Appendix 5

Hejsan'

mitt namn är Y. K.
F******* 48
7** ** H*******

Ville passa på att säga att har man inte varit på Böda camping en vecka
(minst) under semestern så har det inte varit sommar...!!! tack för
Sveriges bästa camping. Y*.

Date: 070504
Appendix 6

Hej!

KronoCamping Böda Sand samarbetar med Högskolan i Kalmar och genomför nu en enkätundersökning berörande "Återvändande turister". Vi skickar detta mail till Dig för att Du har varit i kontakt/bokat boende hos oss detta året och vi behöver din hjälp med att svara på ett antal frågor. Svarar Ni på enkäten deltar Ni i utlottningen av 3 presentkort á 250:- för boende på KronoCamping Böda Sand.

Vi som har skapat enkäten är två studenter från Högskolan i Kalmar som går tredje året på Turismprogrammet. Enkäten tar ungefär 3 minuter att genomföra och Du är helt anonym!

Klicka på länken nedan för att komma till enkäten.

http://www.misterpoll.com/1575100120.html

Vi önskar Er en trevlig semester 2007

Med Vänliga Hälsningar,

Dario Cerpez och Emma Johannesson, Kalmar Högskola
Anna Barkewall, KronoCamping Böda Sand
Högskolan i Kalmar

Högskolan i Kalmar har mer än 9000 studenter. Här finns utbildning och forskning inom naturvetenskap, teknik, sjöfart, samhällsvetenskap, ekonomi, turism, informatik, pedagogik och metodik, medie-vetenskap, språk och humaniora, lärarutbildning, vårdvetenskap och socialt arbete.

Forskningens profilområden är biomedicin/bioteknik, miljövetenskap, marin ekologi, automation, företagsekonomi och informatik, men forskning pågår inom de flesta av Högskolans ämnen. Högskolan har sedan 1999 vetenskapsområde naturvetenskap, vilket ger Högskolan rätt att anta studenter i forskarutbildning och examinera doktorer inom ämnesområdet naturvetenskap.

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