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Destination performance evaluation: When can a destination be considered successful?

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Abstract

Performance evaluation is crucial to effective destination management in tourism. However, the determinants of successful destinations still remain elusive and there are differing approaches to evaluation. The purpose of this research was to propose a model to evaluate the attributes that contribute to making a destination perform successfully. A set of attributes were put forward to evaluate destination performance. The model was tested in Naples in the south of Italy. A survey of 624 tourists was conducted in the city from December 2021 to January 2022. Structural equation modeling (SEM) was employed to determine a prioritization of attributes. The key attributes with the highest relevance in explaining destination success in the structural model were appearance, access, and assurance. Appearance was the only attribute for which there was a significant difference between Italian and foreign tourists.

Keywords: Destination performance evaluation; 13 As model; structural equation modeling; performance improvement; benchmarking; accountability
Paper type: Research paper

1. Introduction

How can it be determined if a tourism destination is successful? This is a difficult question to answer and there is no consensus among academics and practitioners as to measuring destination performance. Some argue that successful destinations are the ones with the most tourists. The world's top destinations with the most tourist arrivals according to UNWTO include countries such as France, U.S., China, Spain, Italy and the U.K. However, others argue that this is a choice of 'quantity' over 'quality' and that smaller destinations are not necessarily inferior because they have fewer visitors. There are also copious numbers of destination rankings done by magazines, guidebooks, consulting companies, online travel advisory and booking sources, associations, and others. How much credibility should we attach to these, and are they rigorous and unbiased? These rankings seem to vary from year to year and this raises some important questions, at least for scholars.

Influential industry groups have developed ranking systems as well. The World Economic Forum (WEF), for example, introduced the *Travel and Tourism Competitiveness Index* (TTCI) in 2007. The Global Sustainable Tourism Council (GSTC) established the *GSTC Criteria for Destinations* in 2013 to measure how well destinations are following best practices in sustainable tourism. Academic scholars have proposed solutions that can be divided into tourism destination competitiveness (TDC) analysis (Mior Shariffuddin et al., 2022) and critical success factor (CSF) identification (e.g., Baker & Cameron, 2008). A third contribution by scholars is in the form of destination attribute models including those proposed by Buhalis (2000) and Morrison (2019).

While all these rankings, systems, and models (arrival statistics, popular media rankings, industry institution systems, and scholarly research) are commendable and offer varying and useful perspectives, there remains a lack of consensus on how best to evaluate destination performance. Additionally, several of the suggested approaches have not yet been empirically tested and validated. There also appears to be a considerable knowledge divide between scholars and destination management practitioners. Notably, practitioners are not implementing the models and procedures recommended by academics. The main purpose of this research was, therefore, to propose and empirically test an attribute-based model for measuring destination success. Following this introduction, a brief literature review is presented. Then, the methodology is described, followed by statements of the main results. Finally, the conclusions are explained.

2. Literature review

The context for this research is destination performance evaluation. Thus, the literature review commences with a discussion of destination performance measurement. This is followed with a brief account of three of main associated academic contributions including tourism destination competitiveness, critical success factor identification, and destination attribute models.

Destination performance measurement

There are several reasons for measuring destination performance, including the following (Morrison, 2022):

- *Accountability*: Destination managers need to prove to others that they are being effective, especially to their funding sources.
- *Benchmarking*: Destination managers must compare performance with that of similar destinations and destination management organizations (DMOs), and against best practices in destination management.
- *Performance improvement*: Destination managers should continually strive to improve destination performance and their own professional practices, strategies, programs, and activities.
- *Performance measurement*: Destinations must measure performance in all aspects of tourism.
- *Return on investment*: Destinations should determine the return on investment (ROI) on tourism in general and on specific activities and programs.

Therefore, there are multiple reasons for destination performance measurements and these extend beyond performance measurement in itself.

Tourism destination competitiveness analysis

Scholarly research on destination competitiveness has existed since the early 1980s and is extensive (Abreu-Novais, Ruhanen, & Arcodia, 2016; Cronjé & Plessis, 2020; Mior Shariffuddin et al., 2022). The model of destination competitiveness and sustainability by Ritchie and Crouch is particularly influential in this research stream (Crouch, 2010; Ritchie & Crouch, 2011), as is the work of Dwyer and Kim (2003), Mazanec, Wöber, and Zins (2007), and Kozak and Rimmington (1999). Novais, Ruhanen, & Arcodia (2018) found the existing literature on destination competitiveness to be extensive and impressive; however, they argued that previous researchers had failed to determine how tourism stakeholders conceptualize destination competitiveness. They found three distinct conceptions of destination competitiveness, being destination competitiveness as perception of a destination, destination competitiveness as performance, and destination competitiveness as a long-term process.

Much of the existing literature on destination competitiveness has an exclusive supply-side perspective. There is a need for the viewpoints of other stakeholders to be investigated (Novais, Ruhanen, & Arcodia, 2018). As an example, Reisinger, Michael, & Hayes (2019) determined the destination competitiveness of the United Arab Emirates from the tourist perspective..

There remains a significant divide between academics and industry practitioners with respect to the destination competitiveness. While the volume of scholarly publishing on destination competitiveness is impressive, this work is rarely seen, read, or translated by practitioners into management action. One main reason is differences in how academics and practitioners communicate. For example, unwieldy language, complex modeling, and a lack of understanding of the "real world" are the main reasons practitioners think academic research studies (in marketing) are irrelevant (Repsold & Hemais, 2018). Bartunek and Rynes (2014) say that the academic-practitioner divide in the broader management context exists due to differing logics, time dimensions, communication practices, rigor and relevance, and interests and incentives. The Ritchie and Crouch model is extensively used by scholars and is a comprehensive portrayal of destination competitiveness; however, it may be too complex for practitioners to adopt as there are 36 components within it, many of which have no specific measurements or scale. It can be argued that practitioners need more parsimonious models with clear measures.

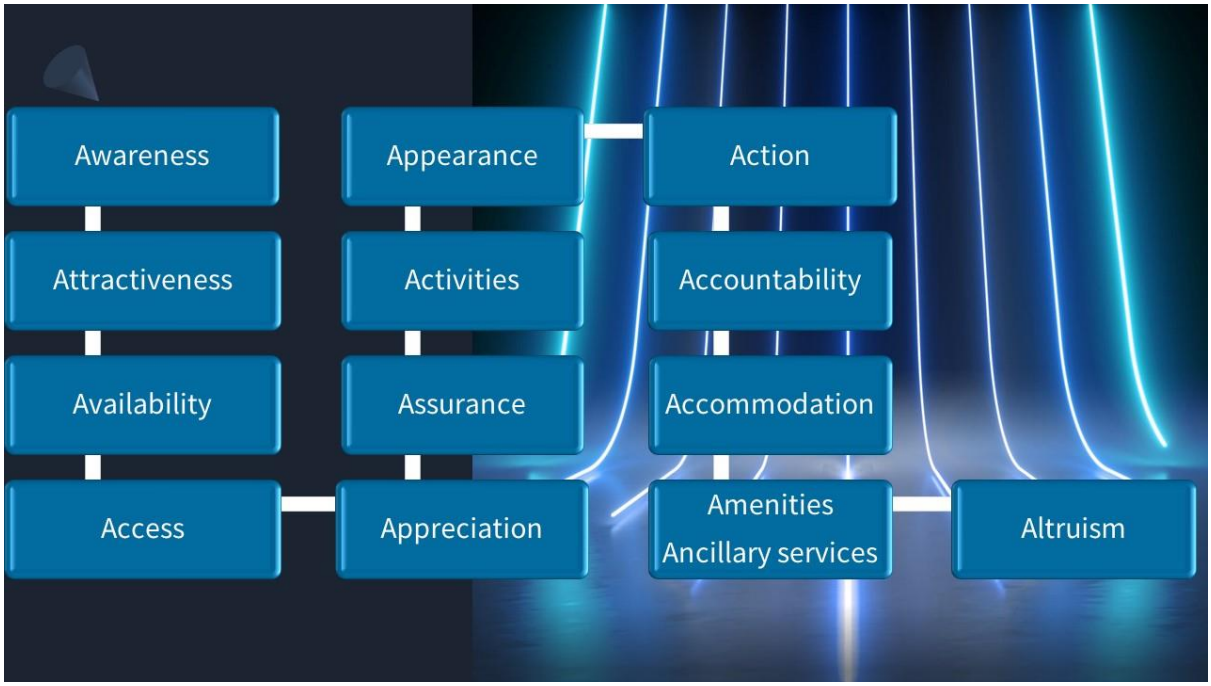
Critical success factor identification

There are several attempts to determine the critical success factors (CSFs) of destinations; however, these have tended to be specialized rather considering destinations as a whole. These

include the CSFs for destination marketing (Baker & Cameron, 2008); tourism development (Thomas & Long, 1999); destination governance (Çakar, 2018); tourism partnerships (Augustyn & Knowles, 2000); wine tourism regions (Getz & Brown, 2006; Jones, Singh, & Hsiung, 2015; Singh & Hsiung, 2016); food tourism destinations (Hiamey, Amenumey, & Mensah, 2021); entertainment tourism destinations (Luo, Fan, & Shang, 2021); events (Schofield et al. 2018); and arts festivals (van Niekerk & Coetzee, 2011). These and other works provide valuable contributions to destination performance evaluation; however, they do not offer a holistic perspective on entire destinations and the factors that make them successful.

Destination attribute models

It is acknowledged that destinations are comprised of multiple resources and attributes. Scholars have attempted to identify the destination attributes and various models are proposed. Buhalis (2000) suggested the six As framework consisting of attractions, accessibility, amenities, available packages, activities, and ancillary services. Morrison (2019, p. 20-22) suggested some similar attributes in his 10 As model while adding awareness, appearance, assurance, appreciation, action, and accountability. These two models can be combined into a wider set of criteria to make up the 13As, and including altruism that embraces the sustainability efforts for destinations. These may constitute a useful and more parsimonious set of attributes for judging the success of tourism destinations (Figure 1).



Source: Authors' elaborations

Figure 1. The 13 As of successful tourist destinations.

Although these two attribute-based models, and their combination, appear to offer considerable value for destination performance evaluation, they are yet to be empirically tested and validated. This research took up the challenge to test and validate these models and the methodology used is now explained.

3. Methodology

The purpose of this research was to propose a model to evaluate the attributes that contribute to making a destination perform successfully. A set of attributes – the 13 As - were derived from the previous research literature to evaluate destination performance.

Measures

The following is a short explanation of each of the 13A attributes:

1. Awareness (AWA) : This attribute is related to tourists' level of knowledge about the destination and is influenced by the amount and nature of the information they receive (Novalita et al., 2018).
2. Attractiveness (ATT): The number and geographic scope of appeal of the destination's attractions comprise this attribute (Boivin & Tanguay, 2019).
3. Availability (AVA): This attribute is determined by the ease with which bookings and reservations can be made for the destination, and the number of booking and reservation channels available (Masiero & Law, 2014).
4. Access (ACC): The convenience of getting to and from the destination, as well as moving around within the destination, constitutes this attribute (Wang et al., 2021).
5. Appearance (APP): This attribute measures the impressions that the destination makes on tourists, both when they first arrive and then throughout their stays in the destination (Marine-Roig & Ferrer-Rosell, 2018).
6. Activities (ACV): The extent of the array of activities and experiences available to tourists within the destination is the determinant of this attribute (McKercher & du Cros, 2003).
7. Assurance (ASU): This attribute relates to the safety and security of the destination for tourists (George & Booyens, 2014).

8. Appreciation (APR): The feeling of the levels of welcome and hospitality contribute to this attribute (Chau & Yan, 2021).
9. Action (ACT): The availability of a long-term tourism plan and a marketing plan for tourism are some of the required actions (Edgell et al., 2000).
10. Accountability (ACO): This attribute is about the evaluation of performance by the DMO (destination management organization) (Volgger & Pechlaner, 2014).
11. Accommodation (ACM): This attribute relates to the quantity and variety of accommodation that the destination offers (Kim & Loksha, 2014).
12. Amenities and Ancillary Services (AAS): The extent of the array of services available to tourists within the destination (La Are, 2018).
13. Altruism (ALT): The aspiration to acknowledge all impacts of tourism, both positive and negative, to guarantee long-term sustainability (Cucculelli & Goffi, 2016; Tolkes, 2018).

As shown in Figure 3, there was a total of 42 individual items measuring the 11 constructs. The items were drawn from the sources listed above for the 13 As.

Data collection

A questionnaire was designed, based on the 13 As, and administered with tourists visiting the city of Naples, in the south of Italy, during the Christmas 2021 holidays. Eleven out of the 13As constituted the sections of the questionnaire (Appendix A). Two of the As are questions to be submitted to DMOs and operators in the tourism sector, i.e., action and accountability. Naples has become one of the favourite destinations for all Italian and foreign tourists who love spending their holidays in cities of artistic interest. Unlike cities in which art is stored in museums and daily life happens on the streets, Naples's distinctive mark is its folklore: people living and working among the artistic beauties of the city. Tourism has become a key factor in the city's economy. In a historical era where tourism is strongly affected by the pandemic in progress, obtaining such an important recognition from CNN is a real privilege. CNN has established itself in the travel industry with CCN Travel brand and published an article recommending destinations (also called the 22 dream destinations) for the new year. "Where

to travel 2022: The best destinations to go". Among the 22 places listed, Italy is mentioned only once and that was for the city of Naples.

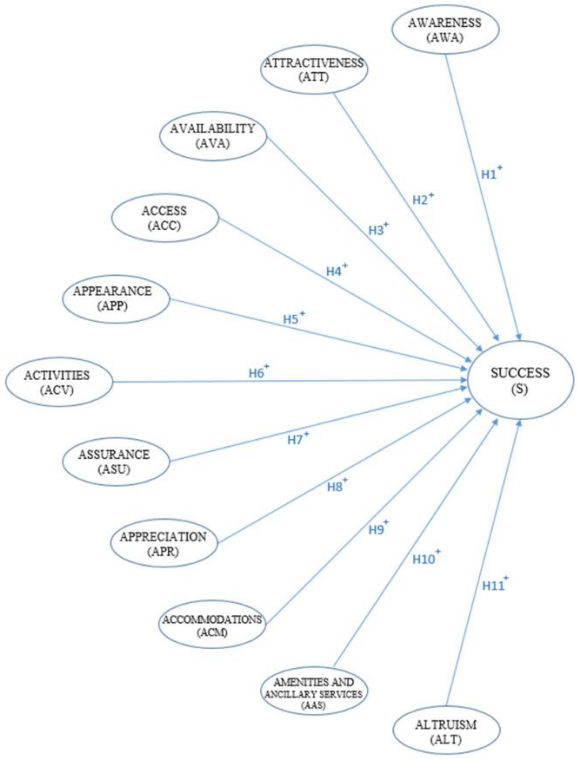
The sample of was made up of 624 tourists, with a gender-balanced (54,5% males, 45,3% females) and average age 37 years. Some 41% were foreigners and two-thirds came from a European country. Most respondents reached Naples by plane (43%) or by train (25%). A significant 45% already visited Naples previously. Tourists are attracted by the landscape beauties, the historical and monumental importance and by the cuisine of the city of Naples. Naples has been famous for these attractions for centuries. Results reported high levels of satisfaction, with percentages greater than 75%, for the transport modes available to reach the city, for the availability and type of accommodation, for the quality-price ratio, for the sense of welcome, for the presence of restaurants and retail services. On the contrary, concerning the levels of dissatisfaction expressed, the most critical factors appeared to be the presence of traffic (46%), inadequate street cleaning (38%), the lack of car and bike-sharing services (20%), the low frequency, reliability, and punctuality of public transport services (21%) and public order (19%).

Data analysis

Structural equation models (SEM) are used to test the hypotheses and measure the perceptions of impacts. SEM is a statistical modeling technique frequently used in the behavioral sciences. It can be seen as a combination of factor analysis and multiple regression or as a combination of factor analysis and path analysis (Hox and Bechger, 1998). PLS-SEM was the main data analysis technique applied in this research.

Path model

The following conceptual diagram (path model) was designed to illustrate the research hypotheses and show the construct relationships examined through PLS-SEM analysis (Figure 2).



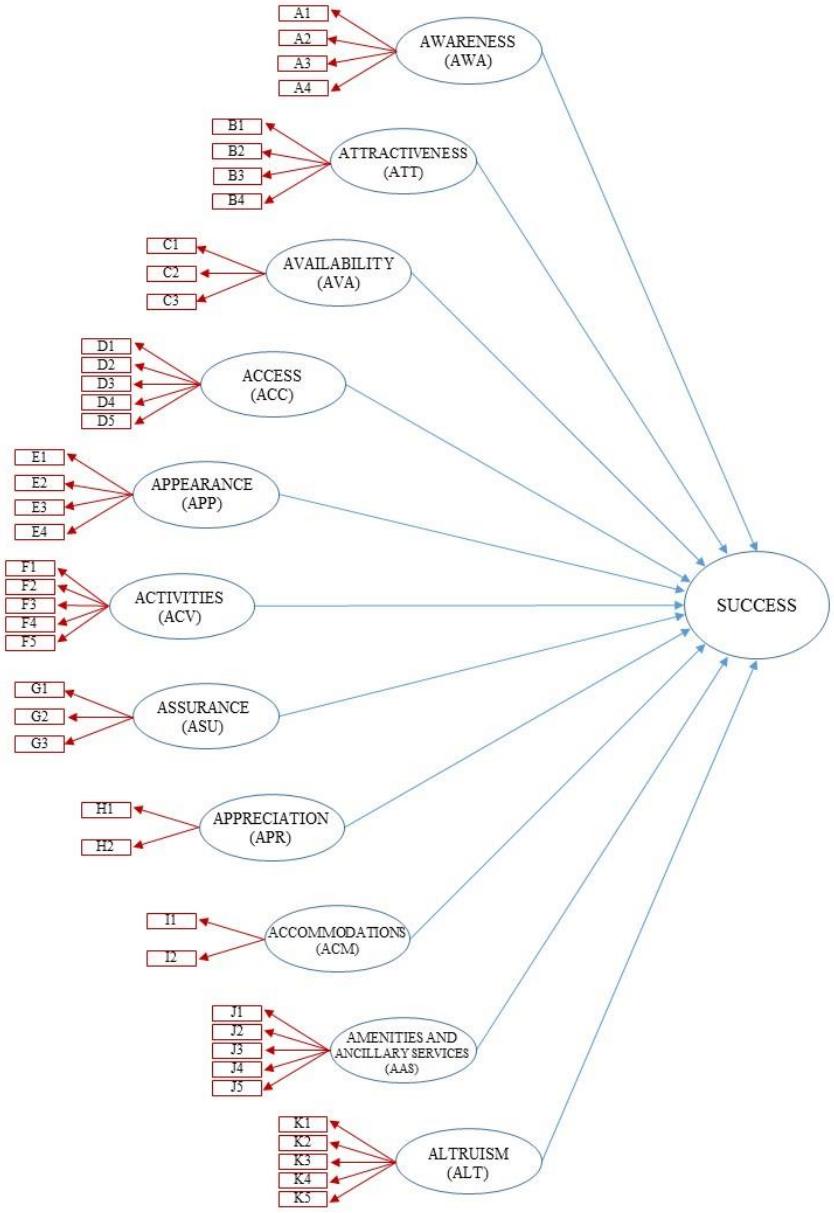
Source: Authors' elaborations

Figure 2. Path model.

It is made up of a structural model where the research hypotheses to be tested, i.e., $H1^+$ to $H11^+$, are that each of the 11 constructs separately and positively influences the dependent construct *success*. There are no relationships between the independent constructs. It is assumed that they only precede and predict the outcome construct *Success*. Such a model is called *higher-order* or *hierarchical component* model (HCM) because it involves testing a second-order structure that contains two layers of components. Specifically, *Success* is represented by numerous first-order components that capture separate attributes of success and form it. Therefore, *Success* is an abstract second-order component.

Each of the 11 constructs were measured by means of the survey questions submitted to the respondents. For example, for measuring awareness four questions were asked using a pre-coded Likert scale (1 to 5, with 1 = strongly disagree and 5 = strongly agree). Respondents evaluated the following statements: "Naples is heavily sponsored on websites/ magazines/ TV/ radio", "Naples is famous for garbage, crime and pickpocketing", "The historical importance, the scenic beauty, the 'hospitality and good food are well known characteristics of Naples ",“ Nothing else can match its [Naples] beauty ". The tourist feedback to these four statements

represent the measures for the awareness construct (Figure 3). Each construct represented a latent variable that was indirectly measured by multiple items, which were related to the survey questions and constituted indicators. Therefore, all eleven constructs had reflective measurement models as indicated by the arrows pointing from the construct to the indicators.



Source: Authors' elaborations

Figure 3. Detailed representation of the path model and constructs.

4. Results

Once the data were collected, the model was estimated with IBM SPSS Statistical software, which provided the following results. Data from the survey were used to estimate SEMs with the objective of identifying the importance of each of the 13 As and their priorities for tourists. The variance-based PLS-SEM algorithm estimates the path coefficients and other model parameters in a way that maximizes the explained variance of the dependent constructs. The PLS-SEM algorithm uses the known elements to estimate the unknown elements of the model. It determines the scores of the constructs that are used as input for each single partial regression model within the path model. As a result, the estimates for all relationships in the measurement models (i.e., the outer loadings) and the structural model (i.e., the path coefficients) were obtained.

The partial regressions for the structural model specify a construct as the dependent latent variable which direct predecessors (i.e., latent variables with a direct relationship leading to the target construct) are the independent constructs in a regression used to estimate the path coefficients. Hence, there is a partial regression model for every endogenous latent variable to estimate all the path coefficients in the structural model. All partial regression models were estimated through the PLS-SEM algorithm's iterative procedures, which include two stages. In the first stage, the construct scores are estimated. Then, in the second stage, the final estimates of the outer weights and loadings are calculated, as well as the structural model's path coefficients and the resulting R^2 values of the endogenous latent variables.

To run the PLS-SEM algorithm R-studio software was chosen, which works via the R programming language.

Selected algorithmic options and parameter settings (such as the weighting method, the data metering, the stop criterion, the maximum number of iterations), the software proceeded by calculating the estimations of the model.

Quickly checked the algorithm converged (i.e., the stop criterion of the algorithm was reached and not the maximum number of iterations), we analysed the results. Evaluation of PLS-SEM results is a two-step approach that starts with evaluating the quality of the measurement models: reliability and validity (both convergent and discriminant) have been assessed using outer loadings, Cronbach's Alpha and HTMT criterion, respectively.

They returned good results. Satisfactory outcomes for the measurement model are a prerequisite for evaluating the relationships in the structural model. Once we have confirmed that the construct measures are reliable and valid, we proceeded with the assessment of the structural model results, which includes testing the significance of path coefficients and the coefficient of determination (R^2 value).

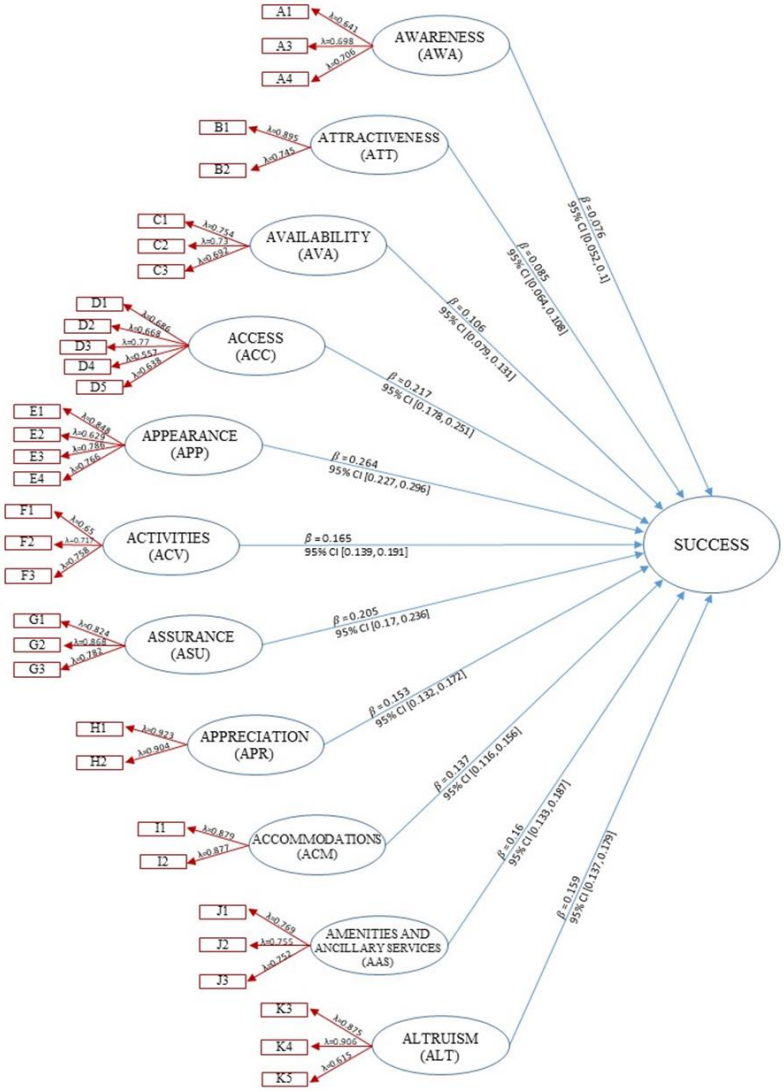
The path coefficients obtained were as shown in Table 1.

	Path coefficients	2,5% CI	97.5% CI
Awareness → Success	0.076	0.052	0.100
Attractiveness → Success	0.085	0.064	0.108
Access → Success	0.217	0.178	0.251
Availability → Success	0.106	0.079	0.131
Appearance → Success	0.264	0.227	0.296
Activities → Success	0.165	0.139	0.191
Assurance → Success	0.205	0.170	0.236
Appreciation → Success	0.153	0.132	0.172
Accommodation → Success	0.137	0.116	0.156
Amenities → Success	0.160	0.133	0.187
Altruism → Success	0.159	0.137	0.179

Table 1. Path coefficient estimation.

Path coefficients represent the estimations for the structural model relationships, which represent the hypothesized relationships among the constructs. The path coefficients have standardized values approximately between -1 and +1. Estimated path coefficients close to +1 represent strong positive relationships that are usually statistically significant. The closer the estimated coefficients are to 0, the weaker are the relationships. Whether a coefficient is significant ultimately depends on its standard error that is obtained by means of bootstrapping, which confidence interval has been assumed between 2.5% and 97.5%.

By interpreting these results, the key constructs with the highest relevance were identified to explain the endogenous latent variable success in the structural model. They are appearance, access and assurance. In Fig. 4 all results are reported.



Source: Authors' elaborations

Figure 4. Path model estimation results.

Finally, a multigroup analysis was considered for testing differences between the identical models estimated for Italian and Foreign respondents. The objective was to see if there were statistically significant differences between individual group models. The results are reported in Table 2.

	Path coefficients		
	Italiani	Stranieri	p-value
Awareness → Success	0.0479	0.1197	0.99911
Attractiveness → Success	0.0795	0.0857	0.61396
Availability → Success	0.0968	0.1103	0.71725
Access → Success	0.2240	0.1964	0.19932
Appearance → Success	0.2994	0.2117	0.00278
Activities → Success	0.1505	0.1729	0.79647
Assurance → Success	0.1975	0.2157	0.72720
Appreciation → Success	0.1579	0.1383	0.18189
Accommodation → Success	0.1342	0.1312	0.43773
Amenities → Success	0.1463	0.1726	0.83314
Altruism → Success	0.1598	0.1498	0.32113

Table 2. Multigroup analysis results.

The only attribute for which there are differences between Italians and Foreigners was appearance, because its p-value was less than 0.01 (assumed a 1% significance level, the corresponding p value must be smaller than 0.01 to indicate a relationship is significant).
The effect of appearance on success is significantly different for Italians and Foreigners: Italians are more interested in the appearance of a tourist destination. The strength of relationship between appearance and success is, for them, stronger than for foreign tourists.

5. Conclusions

This research adds value to the current literature with the 13As model which aims at identifying the factors of success for a tourism destination. The newly specified model was tested on one of the CNN favourite destinations to visit in 2022, i.e., the city of Naples, in the south of Italy. The results showed that some critical aspects should be improved to make the city more attractive, i.e., traffic, public order, and low frequency of local public transport. This study provides a useful support for the local administration to make important decisions related to the quality of life of the city, not only for tourists coming for a short stay but also for residents. The results demonstrate that appearance, access and assurance are fundamental for the success of the city of Naples as a tourist destination. Indeed, local administration should focus on these aspects first with interventions aimed at improving tourism in the city of Naples.

6. Research limitations and future research opportunities

This research gathered continuous data from respondents who were visiting Naples and therein are some limitations. It is recommended that future researchers do this research continuously over several time periods and expand the geographic scope of the investigations. The authors acknowledge that the results may not be representative of the visitors to other cities and countries, and to people with other cultural backgrounds.

Apart from replicating this research in other areas, it is highly desirable that future researchers develop a measurement scale for tourist perceptions of destination competitiveness. There is also a need, as identified earlier, to expand the research on destination competitiveness to other stakeholders (e.g., tourism industry and residents).

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Appendix A: Survey questionnaire

Respondents are asked to rank a series of factors that make a tourism destination successful. All questions refer to city of Naples and are measured on a 1-5 scale.

SECTION A. This section measures your level of AWARNESS about the destination (Naples, Italy). ***Indicate your level of agreement with each of the statements below. 1 = 'strongly disagree' and 5 = 'strongly agree'***					
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
1. There is much promotion of Naples on websites and newspapers/TV/radio	1	2	3	4	5
2. Naples is well known for rubbish, crime and pickpocketing	1	2	3	4	5
3. Historical importance, landscape beauty, hospitality and good food are well known features of Naples	1	2	3	4	5
4. "See Naples and die" since nothing else can match its beauty	1	2	3	4	5

SECTION B: This section measures the level of relevance you give to the ATTRACTIVENESS of the destination. ***Indicate how much these attractions are relevant for you. 1 = 'very unattractive' and 5 = 'very attractive'.***					
	Very unattractive	Unattractive	Neither attractive nor unattractive	Relevant	Very attractive
1. Natural attractions and landscapes (e.g., Vesuvius, Amalfi and Sorrento Coasts, Isles of Capri, Procida and Ischia, etc.)	1	2	3	4	5
2. Historical and heritage attractions (Archaeological Museum, Maschio Angioino, Royal Palace, San Severo Chapel, Pompei and Herculaneum Ruins, etc.)	1	2	3	4	5
3. Typical local cuisine (e.g. pizza, pasta, sfogliatelle, limoncello, etc) and traditions (e.g. nativity in San Gregorio Armeno)	1	2	3	4	5
4. Special events (e.g. football match, exhibitions at the Palace of the Arts of Naples)	1	2	3	4	5

SECTION C: This section measures your level of satisfaction with respect to the AVAIABILITY of the number of booking and reservation channels available at the destination. ***Indicate your level of satisfaction with each of the statements below. 1 = 'very dissatisfied' and 5 = 'very satisfied'.***					
	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. The number of booking and reservation channel is high (e.g. booking.com; hotel websites; Expedia group; Airbnb; etc.)	1	2	3	4	5
2. The availability of a convenient tourist package (travel + accommodation)	1	2	3	4	5
3. The availability of tourist-friendly changes and cancellation policies	1	2	3	4	5

SECTION D. This section measures your level of satisfaction with respect to ACCESS to the destination with different transport mode alternatives and the ease with which it is possible to move around within the destination with an efficient transport system.
Indicate your level of satisfaction with each of the statements below. 1 = 'very dissatisfied' and 5 = 'very satisfied'.

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. The wide range of transport modes among which you could choose to reach the destination (by car, by rail, by plane, by sea)	1	2	3	4	5
1. The wide range of transport companies among which you could choose to reach the destination (e.g., Rail companies Trenitalia vs NTV, airline companies, etc.)					
2. The frequency, punctuality, reliability of the public transport within the destination (e.g,. metro lines, bus lines, Cumana trains, etc.)	1	2	3	4	5
3. The presence of sharing services (bike/car sharing, etc.)	1	2	3	4	5
4. The accessibility of public transport to children and disabled	1	2	3	4	5

SECTION E. This section measures the impression you had about the APPEARANCE of the destination, both at the arrival and during the stay.
Indicate your level of satisfaction with these aspects. 1 = 'very dissatisfied' and 5 = 'very satisfied'

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. Public orderliness	1	2	3	4	5
2. Traffic	1	2	3	4	5
3. Cleanliness	1	2	3	4	5
4. Positive and lasting impression	1	2	3	4	5

SECTION F. This section measures the level of satisfaction you had with the extent of the array of ACTIVITIES and experiences available at the destination.
Indicate how relevant these activities are for you. 1 = 'very dissatisfied' and 5 = 'very satisfied'

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. Guided tours (e.g. to archaeological/cultural/landscape sites)	1	2	3	4	5
2. Tours organized by yourself (you choose what to visit/where to eat or stop during the day)	1	2	3	4	5
3. Food and wine itineraries	1	2	3	4	5
4. Shopping	1	2	3	4	5
5. Wellness and relax (e.g. Baths in Ischia or Agnano, etc.)	1	2	3	4	5

SECTION G. This section measures your level of satisfaction with respect to the ASSURANCE, i.e., the safety and security of the destination.
Indicate your level of agreement with each of the statements below. 1 = 'strongly disagree' and 5 = 'strongly agree'

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
1. Naples is safe	1	2	3	4	5

2. Naples is secure	1	2	2	4	5
2. Police are present	1	2	3	4	5

SECTION H. This section measures the level of APPRECIATION you perceive about the welcome and hospitality received at the destination.

Indicate your level of agreement with each of the statements below. 1 = 'strongly disagree' and 5 = 'strongly agree'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
1. You felt welcomed and received good hospitality (e.g., at train station, airport, info points etc, at the hotel; at restaurants; etc.)	1	2	3	4	5
2. You felt welcomed by the locals	1	2	3	4	5

SECTION I. This section measures your level of satisfaction about the extent of the array of ACCOMMODATION and the quality of services offered by them.

Indicate your level of satisfaction with each of the statements below. 1 = 'Very dissatisfied' and 5 = 'very satisfied'.

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. There is a wide range of accommodation types (e.g. hotels, B&Bs, camping, hostels, etc.)	1	2	3	4	5
2. The price/quality ratio is good	1	2	3	4	5

SECTION J. This section measures your level of satisfaction with respect to the variety and quality of the AMENITIES AND ANCILLARY SERVICES, i.e., with the services offered at the destination.

Indicate your level of satisfaction with each of the statements below. 1 = 'very dissatisfied' and 5 = 'very satisfied'

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1. Naples offers a wide range of catering facilities (e.g., restaurants, pizzerias, bars, fast food, etc)	1	2	3	4	5
2. Naples offers a wide range of institutions (e.g., banks, post offices, etc.)	1	2	3	4	5
3. Naples offers a wide range of retailing services (e.g,. food, clothing, electronic shops etc.)	1	2	3	4	5
4. Naples offers good information about health services in case of need (numbers to call/out-of-hours service doctors/nearest emergency sites for first aid)	1	2	3	4	5
5. Naples offers many specific tourist services (e.g,. free Wi-Fi areas, tourist information, spaces for luggage storage, etc.)	1	2	3	4	5

SECTION K. This section measures the opinion you have with respect to the concept of ALTRUISM concerning the impacts of tourism on the destination.

Indicate your level of agreement with each of the statements below. 1 = 'strongly disagree' and 5 = 'strongly agree'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
1. Tourism causes damage to the natural environment in Naples	1	2	3	4	5
2. Tourism causes overcrowding in Naples	1	2	3	4	5

3. Tourism generates jobs in Naples	1	2	3	4	5
4. Tourism generates cultural heritage preservation in Naples	1	2	3	4	5
5. Tourism uses sustainable local resources in Naples to ensure long-term success, also for the generations to come	1	2	3	4	5

ABOUT YOU:

1. Your gender (check one): □ Male □ Female

2. Type of tourist (check one): □ Leisure □ Business □ Visiting Friends and Relatives

3. What is your age? (check one):
□ 18-24 years old □ 25-34 years old □ 35-44 years old □ 45-54 years old □ 55-64 years old □ 65-74 years old
□ 75-84 years old □ 85 years old

4. What is your job? (check one)

□ Self-employed □ Businessman/woman □ Worker □ Employee □ Manager

□ Teacher □ Student □ Pensioner □ Unemployed □ Other_____

5. Origin country: □ Italy □ EU-country □ Non-EU-country

□ Please specify the city where you live _____

6. Have you been in Naples before? □ Yes □ No

If yes, please specify how many times you have been before…….

6. Have you ever been in Italy before? □ Yes □ No

If yes, please specify how many times you have been before……

Please indicate among these words the five top ones (from the 1st to the 5th), ordering them which according to you best represent Naples as a tourist destination

Word	**Order**	**Word**	**Order**
Archaeological Museum		Ruins (Pompeii, Herculaneum, Etc.)	
Traffic		Pollution	
Spaccanapoli		Robbery	
Disorganization		Crime/Camorra	
Sea		Local People Friendliness	
Pizza and Pasta		San Severo Chapel and The Veiled Christ	
Vesuvius		Dirty	
Rubbish		Underground Naples	
Proximity To Capri Island		Sun	
Proximity To Sorrento and Amalfi Coasts		Unsafe	