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MEASURING TOURIST SATISFACTION WITH NAUTICAL DESTINATIONS: THE EFFECTS OF IMAGE, LOYALTY, AND PAST DESTINATION CHOICE

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This article aims to analyze factors determining tourist satisfaction with nautical destinations. To this aim, survey data were collected from 255 nautical tourists visiting Cape Verde and an ordinal logit model was used. Data analysis confirms that tourists' satisfaction increases with the diversity and quality of the nautical and cultural offer, and the security offered by the destination, in line with previous research. As novelty, the affective feelings towards the nautical destination were also found as an important antecedent of nautical tourists' satisfaction conformation. The study also confirms that tourists who had been in the archipelago previously do experience a higher level of satisfaction compared with nonrepeaters. Lastly, the fact of visiting other competing nautical destinations influences the level of satisfaction of the nautical tourists in Cape Verde, although not all previously visited destinations have the same impact. This suggests that strategies for nautical tourism development should be more attentive to establish long-lasting relationships and networking structures with some key competitors, and segment their marketing plans according to tourists' past destination choice. The results are of great importance for several destinations seeking to utilize the promotion of nautical activities as a key driver for tourism competitiveness and positioning improvement.

Key words: Nautical tourism; Satisfaction; Destination management; Tourism competitiveness; Sustainability

Introduction

Nautical activities are considered an economic catalyst for coastal destinations, thanks to its high multiplier effect on employment, ease of integration into the traditional tourist offer, and the boost

it gives to the qualification of the coastlines and to innovation. This is also reinforced by its attraction to market segments with high socioeconomic levels and purchasing power (Hall, 2001; Luković, 2013; Sari, Bulut, & Pirnar, 2016). Therefore, it offers an opportunity for several islands and coastal

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destinations to formulate renewal strategies based on diversification and competitiveness improvement (Horak, Marusic, & Favro, 2006; Horak, 2013; López-Guzman, Borges, Hernández-Merino, & Cerezo, 2013; Neves, 2012).

The measuring and understanding of the key determinants of satisfaction in nautical tourism demand can make an important contribution to the design of successful destination marketing and positioning strategies (Juan, Zamora, Mendoza, Barvié, & Cardona, 2018). This is because tourist satisfaction is directly linked to destination choice, spending, repurchase, and future intentions (Yoon & Uysal, 2005). Although there is a considerable amount of academic research measuring and exploring the causes and effects of tourist satisfaction, the results do not allow to build a theory in the context of nautical tourism or to extend the conclusions to all typologies of destinations, due to the particularities of each region and the discretionary nature of human preferences (Li, Song, & Li, 2016). Thus, this article investigates the determinants of tourists' satisfaction with nautical destinations, with special interest on some underinvestigated areas such as loyalty, image, and past destination choice.

The evidence is obtained from the case of Cape Verde, an Archipelago off the Western Coast of Africa, which is focusing on the development of nautical tourism because it provides an opportunity for diversification (Neves, 2012; Williams & Lew, 2014). Its strategic position in the middle Atlantic region and the natural conditions of the archipelago enhance its attractiveness for nautical tourism specialization (López-Guzmán et al., 2013). Thus, this study provides evidence on factors determining nautical tourists' satisfaction with Cape Verde in the context of other nautical destinations that may be consumed by tourists.

The article is structured as follows. The literature review section outlines a general overview of previous research on tourist satisfaction. The third section describes the model, the variables used, and their measurement. It also presents the fieldwork, the research instrument utilized for data collection, and the sample construction. The fourth section discusses the results of the model, and section five is dedicated to the discussion and conclusions of the research and offers additional remarks.

Literature Review

This section summarizes the literature on the study of tourist satisfaction, with special emphasis on some underinvestigated areas related to the nautical tourism segment, such as destination image in its cognitive and affective dimensions, loyalty, and the study of past destination choice.

Satisfaction

For almost four decades researchers have shown an increasing interest in developing empirical and conceptual studies on tourist satisfaction. These studies have made a broad and important contribution to the tourism sector, especially to travel, transport, and hospitality activities, contributing to their sustainability in an increasingly competitive environment (Eusébio & Vieira, 2013).

The importance of studying satisfaction with destinations is attributed to its influence on tourists' decision-making processes (Beeho & Prentice, 1997; Chen & Tsai, 2007), spending, loyalty (Han & Hyun, 2018), and future intentions (Bigné, Sanchez & Sanchez, 2001). Research has shown the existence of a direct relationship between the dissatisfaction and the willingness of tourists to choose different destinations in future trips, as well as to make negative recommendations (Pizam & Milman, 1993). It is also necessary to understand how past tourism experiences affect the subjective opinions of tourists about destinations, which is relevant to explaining satisfaction (Palacio, Santana, & Nazzareno, 2017).

In tourism, satisfaction is influenced by the opinion and image that tourists have of the destination attributes (Bigné et al., 2001), the perceived quality of the products and services that companies offer (Chan, Hsu, & Baum, 2015), tourist loyalty (Yoon & Uysal, 2005), and travel motivations (Meng, Tepanon, & Uysal, 2008). From this group of variables, the attributes have the greatest potential to explain the variance in global satisfaction with destinations (Eusébio & Vieira, 2013). Since travel's motivations vary according to the characteristics of destinations and market segments (Alegre & Garau, 2010), satisfaction studies should be constantly updated (Yoon & Uysal, 2005). Regarding the nautical tourism segment, research on satisfaction is

still considered scarce (Mikulić, Krešić, & Kožić, 2015). The literature has not yet been able to explain to what extent the fundamental theoretical determinants of tourist satisfaction can be applied to this market niche (Znidar, 2010).

Destination Features

For a nautical tourist, whose main motivation for travel is leisure and recreation at sea (Luković, 2013), climate is a fundamental attribute to explain satisfaction with destinations, since it conditions the performance of the planned activities during the visit (Martín, López, & Ibarra, 2014), and therefore the quality of the tourist experience. However, not only the climate and weather conditions, but also the variety of nautical activities on offer at the destination is an important antecedent of a satisfactory nautical tourism experience. Also, the quality of the nautical infrastructure and the cultural experience provided by the destination (gastronomic offer, cultural activities, traditions, and customs) have been found to have a direct relation to the nautical tourist's satisfaction (Chan et al., 2015; Mikulić et al., 2015; Paker & Vural, 2016). There are various studies that mention that the combination between the nautical offer (especially underwater activities and fishing, training in sailing and scuba diving) and the tourist offer (i.e., celebration of events) are successful trends for many nautical destinations (Pereira, Mascarenhas, Flores, & Pires, 2014).

In this regard, nautical tourism literature is fragmented, as previous studies focus on analyzing the interrelation between satisfaction and a single typology of attributes (Jovanovic, Dragin, Armenski, Pavic, & Davidovic, 2013; Sari et al., 2016; Znidar, 2010), and lacks a holistic approach in explaining satisfaction conformation of this segment. In response, this article proposes and validates a universal model for better prediction of the nautical tourist satisfaction.

Affective Image

The individual perceptions, opinions, and impressions about a destination create a holistic picture in the mind of the tourist, what is determined as the destination's image. Destination image is crucial

not only to understand future behavioral intentions and decision-making processes, but also for the development of successful destination marketing and positioning strategies (Baloglu & McCleary, 1999; Qu, Kim, & Im, 2011).

In marketing literature there is widespread agreement in considering the image as an antecedent of tourist satisfaction and as the result of three closely interrelated components: i) perceptual/cognitive, which is related to the evaluation of individuals on the destination features; ii) emotional/affective, which refers to emotional response or the feelings that individuals express about the place; and iii) global, which corresponds to the overall positive or negative impression of the place (Martín-Santana, Beerli-Palacio, & Nazzeno, 2017). In this respect, it has been proven that tourists generally exhibiting a greater level of emotional and affective involvement with a destination have a more positive global image and satisfaction, and will be more willing to recommend the destination to others and repeat the experience themselves (Martín, Cossio, & Martín, 2008). Despite its significance, only limited research has been conducted to determine the likely influences of emotional associations of tourists to the places they visit on their satisfaction and future behavior (Yuksel, Yuksel, & Bilim, 2010), a relationship that has not been verified for the case of the nautical segment. This study therefore explores the role of affective image in predicting satisfaction with nautical destinations.

Loyalty

Loyalty has received special attention in tourism marketing literature, because loyal tourists represent not only a stable source of income for destinations but also act as a channel of information that informally connect networks of friends and other potential travelers. Repeating tourists are also less sensitive to prices, showing a greater willingness to pay, and also the cost of serving this type of tourist is lower (Lau & McKercher, 2004; Oliver, 1999).

Tourism loyalty is a construct that has been researched in a very homogeneous way, generally adopting three main conceptual approaches:

behavioral, attitudinal, and an approach that integrates both attitude and behavior (Almeida-Santana & Moreno-Gil, 2018; Rundle-Thiele, 2005). In a tourism context, the behavioral approach is the most frequently used by researchers, because the final benefits that a loyal tourist brings to a tourist destination are largely motivated by their behavior (Zhang, Fu, Cai, & Lu, 2014).

The relationship between tourist satisfaction and loyalty has been investigated in two directions. First, satisfaction is considered an important antecedent of destination loyalty (both behavioral and attitudinal dimensions) (Do Valle, Silva, Mendes, & Guerreiro, 2006; Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015). Secondly, authors have demonstrated that tourists' evaluation of destinations tend to be different after several visits to the same place (McDowall, 2010; Prayag & Ryan, 2012). Despite the increased academic interest in this interrelationship, in the context of nautical destinations this has not been sufficiently researched. It is therefore important to extend the findings to different destination settings to broaden the understanding of these causal relationships. In our particular model we assume that nautical tourists tend to be loyal to the ideal environmental conditions that facilitate the practicing of maritime activities, and not to specific destinations (Dolnicar & Fluker, 2003; Orams & Towner,

2012). Thus, nautical tourists showing greater loyalty (more visits) to the destination will show higher level of satisfaction, because it means that they always found the optimal conditions for maritime recreation.

Methodology

The proposed model focuses on the assessment of the determinants of tourist satisfaction with destinations (SAT), when the purpose of the trip is mainly to carry out nautical sports and/or activities. Table 1 presents the description of all the variables in the model.

According to this particular model, it can be expected that satisfaction with the nautical destination depends on the affective image (AFF), the number of previous visits (PRE-VISITS), and the visit to other competing destination (DEST). The model also includes other variables (such as ATRIB and NAUT) that are considered fundamental attributes influencing nautical tourists' satisfaction (i.e., security, the quality of tourist services and infrastructures, the nautical supply, and experience provided by the destination). Other variables such as the travel party composition and information channels for which there is not much evidence of their impact on tourist satisfaction in the nautical segment are also included.

Table 1
Description of the Variables of the Model

Variable	Description
PARTY	Dummy variable that takes value 0 if tourists were traveling in group (family, friends), and 1 if alone
CHANNEL	Dummy variable that takes the value 1 if the tourist has received information of the destination through specialized travel agents or tour operators, and 0 otherwise.
PRE-VISITS	Continuous variable indicating the number of previous visits to Cape Verde as a nautical destination.
ATRIB_	Constructs measuring destination image, through several attributes (security, accessibility, climate, social environment, etc.) and products and services on offer (accommodation, commerce, cultural), etc. for nautical tourism (1 = <i>totally disagree</i> ; 5 = <i>totally agree</i>).
DEST_	Dummy variable that takes the value 1 if tourists had visited destinations competitors in the past 3 years for nautical purposes, and 0 otherwise.
AFF	Construct measuring the affective image of the destination from a set of 1 to 5 bipolar scales of items describing emotions towards the destination.
SAT_EXP	Construct of the level of satisfaction with the nautical experience provided by the destination.
NAUT	Construct of the level of the satisfaction with the quality of the nautical supply offered by the destination.
SAT (dependent variable)	1 to 5 level of the overall satisfaction with the nautical destination visited; 1 = <i>not satisfied</i> ; 5 = <i>very satisfied</i> .

Study Site and Fieldwork

The location chosen for the study was Cape Verde, a country placed in the Atlantic Ocean. The Cape Verdean archipelago is formed by 10 islands (nine inhabited and one uninhabited) which together comprise a total surface area of 4.033 km² and a population of over 500,000 (Del Rio, Gálvez, Agüera, Romero, & López-Guzmán, 2018). As the majority of Small Island Developing States (SIDS), the tourism sector constitutes the main economic activity of Cape Verde, representing 49% of all exports (López-Guzmán, Alector Ribeiro, Orgaz-Agüera, & Marmolejo Martín, 2015).

In the last two decades, the country has registered a strong tourism growth, corresponding to an average annual rate of 11.1% (Eusébio, Lopes, & Carneiro, 2017). In addition, thanks to the significant progress of its socioeconomic model, Cape Verde stands out from the rest of sub-Saharan countries as a success story and as an example of democracy, political stability, social inclusion, security, and progress (López-Guzmán et al., 2015; Macedo & Pereira, 2010; McElroy & Hamma, 2010; Mitchell, 2008).

The Cape Verdean tourist economy, focused to date on the sun and beach product, presents both positive and negative aspects, conditioned by its insularity and the increase of global tourism competition (Twining-Ward, 2010). For this reason, in recent times there has been a debate about the need for its renewal based on diversification towards nautical tourism, which is also a priority concern within the national tourism policy (Craigwell, 2007; Neves, 2012). This is enhanced because of the relevance of the weather, sun, and sea in the preferences of tourist demand (McElroy & Hamma, 2010). In addition, its strategic location in the Atlantic, and because of its enclave at a junction of the European and American continents, constitutes a remarkable strength for the archipelago, especially for the development of intercontinental navigation (Viera, 2013).

The target population was defined as tourists visiting Cape Verde Islands motivated by doing sports recreation at sea (excluding professional purposes, sport events, and cruise passengers). Given the absence of segmented demand studies and official statistics related to nautical tourism in Cape

Verde, the objective population was defined as the total population of international tourists visiting the islands for the purpose of practicing nautical activities.

Research Instrument

Prior to the surveying phase, the questionnaire was translated into four languages, and a focus group was conducted with 10 nautical tourists of different nationalities, coming from the five main outbound markets to Cape Verde. The purpose was to ensure that the questions were going to be clearly understood by the respondents. Once the questionnaire was pretested and the pertinent corrections made to the items that raised comprehension difficulties, the interviews were conducted. The interviewers received training sessions prior to the fieldwork, to ensure that the communication of the questions to the respondent was clear and accurate. A random sample of 255 personal interviews of nautical tourists was obtained.

Interviewers followed a random number generator for approaching tourists at the points of contact. The fieldwork was carried out in yachting and sailing clubs, sports centers, beaches, and the main sales and rental points of nautical equipment on the islands of Sal and Mindelo (San Vicente island), which are the geographical centers of nautical tourism in the country. Participants in the survey were screened by the purpose of the visit to identify those traveling only for nautical tourism. In addition, a second filter was implemented aimed at interviewing only subjects who had been at least 80% of their stay at the destination, and therefore had enjoyed the nautical experience offered in Cape Verde. Thus, only subjects who traveled for the purpose of nautical tourism and who had sufficient time at the destination were interviewed. The fieldwork was carried out in November 2017.

Data Analysis

Through multichoice questions, tourists were asked if they had visited five specific destinations before the trip made to Cape Verde (Canary Islands, Balearic Islands, Azores, Madeira, and Caribbean). All these islands are located in a well-known and ancient nautical trajectory from

Europe’s mainland to America, and are scenarios of some of the most important nautical competitions worldwide [i.e., Atlantic Rally for Cruisers (ARC)]. Also, these destinations have a strong commitment with the nautical tourism specialization as a means to foster tourism development (Luković, 2013) and excellent natural climatic conditions, similar to Cape Verde.

On the other hand, respondents had to evaluate 20 different attributes of the Cape Verdean destination (ATRIB variable in the model), where travelers indicated their degree of agreement utilizing a 5-point Likert scale, as explain in Table 1. This methodology was implemented following guidance from previous literature that showed their importance for the nautical segment (Kneesel, Baloglu, & Millar, 2010; Mikulić et al., 2015). To measure the affective image, a 5-point bipolar scale and three items was used: exciting/gloomy destination, genuine/synthetic destination, sustainable/unsustainable destination. These items were based on prior empirical studies (Hosany, Ekinci, & Uysal, 2007) to achieve greater consistency with the nature-based element of this type of tourists (AFF variable in the model).

After coding the information, the database was processed with the SPSS program (24.0). Normality tests were also computed for all the variables of the model showing none failed the null hypothesis. Frequency analysis was utilized to characterize the general profile of the respondents and the characteristics of the trip made to Cape Verde. Exploratory factorial analysis (EFA) was undertaken to reduce the number of variables in the regression model. The ordinal nature of the dependent variable representing satisfaction (SAT) required the use of the ordinal logistic regression (Lu, 1999).

The dependent variable SAT is actual data collected during the fieldwork as shown in Table 1, as well as the explanatory variables PARTY (travel group), CHANNEL (source of information), PRE-VISITS (number of previous visits to the destination), and DEST (past destinations visited). The rest of variables in the model (ATRIB_, AFF, SAT_EXP and NAUT) represent constructs and are obtained through the data processing (EFA). The R^2 parameter was utilized to evaluate the explanatory power of the variance of the dependent variables (SAT).

Results

This section is structured in three subsections. The first one corresponds to the characterization of the general profile of the respondents and their trip to Cape Verde, the second shows the results of the factorial analysis and the definition of the constructs for the model, and the third presents the results of the model.

Characteristics of the Sample

Table 2 shows the sociodemographic profile of the respondents and the characteristics of the trip to Cape Verde. The sample consists mainly of male individuals with university studies, married or with a partner, which represent more than 60% of the total. The most frequent age is about 30 years old, and the main nationalities are Portuguese, French, and British, with a significantly greater proportion of the former compared to the rest. These results are consistent with research conducted by López-Guzmán et al. (2013), which reported that tourists

Table 2
Sociodemographic Profile and Travel Description

Variables/Categories	Freq. (%)
Sex	
Male	155 (60.8%)
Female	100 (39.2%)
Age	
25–34 years	98 (38.6%)
35–44 years	55 (21.6%)
45–54 years	38 (15.0%)
Marital status	
Single	82 (32.0%)
Married	98 (38.6%)
In couple	62 (24.2%)
Educational level	
Secondary/bachelor	77 (30.1%)
University	160 (62.7%)
Nationality	
Portuguese	95 (37.3%)
French	38 (15.0%)
Britain	38 (15.0%)
German	33 (13.0%)
Travel party	
Alone	120 (47.0%)
Family/friends/group	135 (53.0%)
Media	
Travel agency/TTOO	102 (39.9%)
Internet	66 (25.7%)
Friends	52 (20.3%)

visiting Cape Verde are mostly European men, with high educational level on average.

According to our survey, the average age of the tourists is lower than found by López-Guzmán et al. (2013) (i.e., above 40), but some specific forms of tourism can slightly differ from the average international tourist in the destination, especially if we conduct segmented studies, as shown by López-Guzmán, Orgaz-Agüera, Martín, and Ribeiro (2016) referring to all-inclusive tourists in Cape Verde. Regarding the travel planning, it can be observed that agencies and Internet were the most popular channels to choose the destination.

Results of Factor Analyses

Two exploratory factor analyses (EFA) were applied to the scales utilized for the evaluations of the destination attributes (ATRIB) on the one hand, and to the tourist experience (SAT_EXP), the nautical supply (NAUT), and the affective image (AFF), on the other hand, with the aim of reducing their dimensions to manageable constructs (Tables 3 and 4).

The reliability of the scales was analyzed by means of Cronbach's alpha coefficient, Bartlett's

test of sphericity (with values of 888.01 and 455.70, respectively, and $p < 0.01$), and Kaiser–Meyer–Olkin statistics (with values 0.806 and 0.845, respectively). These results clearly indicated the data were suitable for factor analysis. Principal component and varimax rotation procedures with Kaiser normalization were employed. Variables with loadings equal to or greater than 0.53 were included in a given factor to decrease the probability of misclassification. Thus, a total of 15 destination attributes resulted in four factor groups or constructs (ATRIB1, 2, 3 and 4 dimensions) with explained variance of 67.3% (Table 3). In addition, eight items related to affective image (AFF), tourist satisfaction and image of the nautical offer (NAUT), and the tour experience (SAT_EXP) resulted in three factor groups which explained 72.5% of variance (Table 4).

The fit of both analyses was adequate according to chi-square parameter. Most of the factor loadings were greater than 0.70, indicating a good correlation of the items inside the constructs (Osborne & Costello, 2009). A Cronbach's alpha test was used to determine the internal consistency of the scales. These coefficients ranged from 0.70 to 0.92,

Table 3
Factor Analysis for the Cognitive Image of Destination Attributes

Factors	Factor Loading	Eigenvalue	Explained Variance	Mean Score	Cronbach's Alpha
ATRIB 1 (Great cultural value, sporting offer, and nightlife)		9.811	33.83%	3.79	0.794
Availability of interesting historical and cultural heritage	0.762				
Interesting traditions and customs	0.736				
Attractive hinterland	0.736				
Diversity of sport activities	0.624				
Availability of nightlife and entertainment	0.570				
ATRIB 2 (Natural scenery, hospitality and good tourism facilities)		2.183	7.53%	4.21	0.705
Nice weather	0.873				
Beautiful beaches	0.830				
Hospitality and kindness of the local population	0.652				
Good accommodation facilities	0.567				
ATRIB 3 (Safety and accessible destination)		1.582	5.45%	3.57	0.746
Political and a social stability	0.720				
Adapted to people with disabilities	0.705				
Highly safety destination	0.637				
Adapted to families and children	0.565				
ATRIB 4 (Fashionable destination with good ICT systems)		1.249	4.30%	4.13	0.738
Good ICT infrastructure (telephone, internet, . . .)	0.630				
Fashionable destination	0.504				

Note. Cronbach's alpha of the total scale = .905; Bartlett's test of sphericity: $\chi^2 = 888.01$, $p = 0.000$; Total variance explained at 67.3%. Kaiser–Meyer–Olkin measure of sampling adequacy = 0.806.

Table 4
Factor Analysis for the Tourist Experience, Nautical Supply, and Affective Image

Factors	Factor Loading	Eigenvalue	Explained Variance	Mean Score	Cronbach's Alpha
SAT_EXP (Satisfaction with the tour experience)		3.851	48.14%	4.34	0.920
I am satisfied with my decision	0.844				
I am satisfied with the experience during my visit	0.838				
The visit has met my expectations	0.798				
AFF (Affective image)		1.112	13.90	4.08	0.893
Unsustainable–sustainable destination	0.857				
Synthetic–genuine destination	0.716				
Gloomy–exciting destination	0.593				
NAUT (Nautical offer's evaluation)		0.831	10.39%	4.01	0.805
Satisfaction with destination's nautical activities	0.836				
Perceived image of destination's nautical activities	0.560				

Note. Cronbach's alpha of the total scale = 0.919; total variance explained at 72.5%; Kaiser–Meyer–Olkin measure of sampling adequacy = 0.845; Bartlett's test of sphericity: $\chi^2 = 455.70$; $p = 0.000$.

indicating an adequate consistency (Gefen, Straub, & Boudreau, 2000). The mean scores showed that the most satisfactory aspect was satisfaction with the nautical experience (SAT-EXP), followed by the natural scenery, hospitability, and good tourism facilities of the destination (ATRIB 2).

Model Results

Table 5 presents the results of the logistic regression model for the dependent variable SAT. The R^2 value for the dependent variable shows a high reliability of the measure, explaining 69% of the variance of SAT, while satisfaction studies usually

explain less than 50%. The satisfaction of the nautical tourist in Cape Verde is higher if he/she travels alone rather than within a group (PARTY). Moreover, those nautical tourists receiving information about the destination from travel agencies and tour operators before the trip (CHANNEL) declared higher levels of satisfaction than the rest. Loyalty as measured by the variable PRE-VISITS is also significant in explaining the level of satisfaction of the nautical tourist, showing a positive effect on the dependent variable. This means that those tourists who had previously been in Cape Verde do experience a higher level of satisfaction with the destination than first-time visitors.

Table 5
Ordinal Logit Model Estimation Results for Overall Destination Satisfaction

Variable	Parameter	Wald Statistic	Sig.
PARTY (group): alone	0.531*	3.328	0.035
CHANNEL (other): Travel agency/TTOO	0.333*	3.950	0.047
PRE-VISITS	0.260*	2.802	0.040
ATRIB 1	0.214*	2.283	0.050
ATRIB 2	−0.201	0.601	0.438
ATRIB 3	0.244*	2.305	0.025
ATRIB 4	−0.299	1.634	0.201
SAT-EXP	0.545**	6.767	0.000
AFF	0.874**	9.709	0.000
NAUT	0.535*	4.406	0.036
DEST (Canary Islands)	0.867*	2.410	0.050
DEST (Balearic Islands)	−0.311	0.332	0.564
DEST (Madeira)	1.019*	2.739	0.047
DEST (Caribbean)	0.437	0.600	0.439

Note. Log likelihood $\chi^2 = 146.68$; $p = 0.000$; pseudo R^2 Cox & Snell = 0.629; Nagelkerke = 0.699; Mc Fadden = 0.431. * $p < 0.05$, ** $p < 0.01$.

In addition, there are a number of factors related to the image of the destination, cognitive and affective, and to the quality of the nautical supply, which lead to higher levels of satisfaction of nautical tourists in Cape Verde. Besides, it can be seen that ATRIB1 and ATRIB3 have direct and positive relationships with SAT, which means that the greater the quality of the cultural and sporting offer, and the higher level of safety and accessibility at the destination, lead to the higher levels of satisfaction of nautical tourists in Cape Verde, in line with previous research.

Tourist satisfaction is also enhanced by the quality of the nautical supply (NAUT) and by the nautical experience provided by the destination (SAT_EXP). The affective image (AFF) is also significant and with positive sign. It means that tourists perceiving the destination as sustainable and genuine are more satisfied than the rest.

Regarding the destination dummy variables included in the model (DEST_), it can be seen that only two competing destinations are significant with positive sign. These are the destinations of the Canary Islands and Madeira. This means that the level of satisfaction of nautical tourists with Cape Verde is higher for those tourists that have visited those two destinations than for those tourists who had earlier visited the Azores islands for nautical purposes. Thus, not all previously visited destinations have the same impact on the level of satisfaction of the nautical tourists in Cape Verde. The results show that those closer to Cape Verde within the Macaronesian Atlantic region lead to the higher impact on satisfaction of nautical tourists in Cape Verde. Thus, Cape Verde provides nautical tourists with specific features that can be recognized at other nautical destinations, leading to the enhancement of satisfaction and therefore potentially improving competitiveness and resilience.

Conclusions

This study examined the determinants of nautical tourists' satisfaction with Cape Verde, which is a destination focusing on this tourist segment as a strategy for diversification. Its strategic position in the middle Atlantic region and the natural conditions of the archipelago enhances its attractiveness for nautical tourism specialization. Thus, this

study can be useful in planning the development of nautical tourism in several islands and coastal destinations seeking to utilize the promotion of the nautical segment as a key driver for tourism competitiveness and positioning improvement.

The satisfaction model developed in this article: i) provides a wider understanding of the behavior of nautical tourists; ii) combines factors at various dimensions that are crucial for a better prediction of tourist satisfaction when the purpose of the trip is recreation at sea; and iii) shows the important role that loyalty and past destination choice have in the satisfaction conformation of this segment, highlighting the challenges that this represents for a competitive nautical destination.

The results of the analysis have shown that nautical tourists' satisfaction can be explained by the tourists' positive evaluation of some attributes of the destination, the repetition of the visit, as well as by the fact of visiting other island destinations. Thus, destinations seeking to promote specialization policies in nautical tourism as a vehicle for tourism sustainability and resilience need to be oriented to the market by taking into account those measures that can lead to higher satisfaction of nautical tourists.

It has been found that the nautical experience provided by the destination is a key element in explaining nautical tourists' satisfaction. From a managerial perspective, to assure a positive nautical experience, destinations should work in two main directions: i) to guarantee a qualified and varied offer of nautical activities, in combination with the authenticity, customs, and traditions of the population, and ii) generate specialized services, capable of guiding the tourist at the appropriate time to the areas where nautical activities can be carried out in the best possible and safe conditions. To this aim, opportunities for innovation raised by the natural transition between land and sea should be considered, which could facilitate the development of other activities of interest linked to cultural attractions and the involvement of the resident population.

The affective image generated towards the destination can benefit the overall evaluation tourists provide of the satisfaction with the destination. In this sense, proper environmental management is an important value of the destination from the

perspective of demand. *Clean* and *green* technologies and solutions (i.e., eco-berths, RES, etc.) are thus necessary to ensure higher satisfaction levels of the demand in nautical destinations. This is an important conclusion considering that the nautical sector is believed to generate important environmental risks for destinations (i.e., marinas exert pressure on littorals, and intervene on habitats' fragmentation) (Lloret, Zaragoza, Caballero, & Riera, 2008).

In this study it was also found that previous visits to competitor and neighboring nautical destinations lead to a higher level of satisfaction of tourists visiting Cape Verde. Therefore, taking advantage of this knowledge it is relatively easy to predict which tourists have more predisposition to provide positive evaluations to the latter destination. In this sense, destination managers need to readapt their marketing plans with a new segmentation approach based on tourists' past destination choice. At the same time, it opens a new perspective for the development of nautical destinations' networking structures and coopetition, which can be extended to joint promotion and brand architecture management. Thus, coopetition between nautical destinations belonging to the same region (i.e., Atlantic, Mediterranean region) can be justified in the context of nautical tourism to promote satisfaction, value cocreation, and consequently greater competitiveness for the destinations involved.

Finally, in the context of nautical destinations, loyalty promotion is a crucial aspect to be considered within the tourism strategy. Past research has observed that sometimes loyalty can deteriorate cognitive evaluations of tourists in some destinations (Prayag & Ryan, 2012). However, based on the results of our model, this hypothesis cannot be fully generalized for all types of tourists. For specific market niche segments, such as nautical tourism, satisfaction tends to be dependent on loyalty, which means that proper strategies addressing satisfaction should first identify sources and channels to retain nautical tourists. To this aim, nautical destinations must not only design a supply of products and experiences to be coherent with their natural features but they also need to provide an improved nautical experience to the tourist, for which relevant and adequate information about the climatic conditions before and during their stay is crucial.

This requires close collaboration between tourism authorities, the tourism industry, and other public and private actors, posing a challenge for tourism governance.

This study faces various limitations that challenge the generalization of the conclusions for all nautical destinations. Further evidence on other regional nautical destinations should complement the results put forward in this article. Finally, more evidence on tourists' past experiences in other nautical destinations should be provided to understand its relation to satisfaction other than destination choice.

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