

THE ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION IN TOURISM: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Purpose – The aim of this paper is to provide empirical guidance on those antecedents and consequences of customer satisfaction (CS) that may be included in the tourism sector and based on a systematic literature review.

Design/methodology/approach – Undertaken through a review of 495 papers that have been published in 41 journals since 1988 and up to 2016 (a 29-year period). A more detailed understanding and discussion is also provided, which has been based on the analysis of the 100 most-cited articles.

Findings – The theoretical models and the empirical applications provided depend to some extent on the sector under analysis. Nevertheless, the most popular determinants and consequences are service quality and loyalty (recommendation and revisiting), respectively. CS antecedents have been studied more than CS consequences.

Research limitations/implications – The analysis has been based solely on English language articles that appear in Scopus. As a result, the geographical areas and the tourist sectors are definitely biased by this selection, and the results cannot be easily transferred to other geographical areas or tourist sectors.

Practical implications – The results obtained from the study have relevant empirical and practical implications for hospitality researchers and practitioners. Firstly, the selected papers may be used as a valid starting point to research CS with respect to antecedents and consequences. Hospitality managers can also benefit from a better understanding of this triplet in tourism.

Originality/value – This study is the first attempt to provide a systematic literature review on the antecedents and consequences of CS in tourism. Thus, researchers in the field will be able to begin their work with a complete and comprehensive model that considers the main antecedents and consequences of CS in tourism.

Keywords customer satisfaction, tourism, antecedents, consequences, systematic literature review

INTRODUCTION

Customer satisfaction (CS) is a popular subject of research in different sectors of the economy. Satisfaction may be defined as “a judgement that a product, or service feature, provides a pleasurable level of consumption-related fulfilment, including levels of the under or over fulfilment of a product” (Oliver 1997, p. 13). However, despite many attempts to explain “CS”, a homogeneous definition does not exist, and may be influenced by the specific characteristics of each economic sector. CS in tourism has

been described as the conformity between the expectations of the tourist and the characteristics of the host destination (Truong and Foster 2006, p. 843). Thus, CS in tourism is determined by both subjective (i.e. customer needs and emotions) and objective factors (i.e. product and service features), however, as in the definition of CS, a complete set of attributes that determines CS in tourism does not exist in the literature. The analysis of CS in tourism also reveals that the multi-dimensional construct of CS is usually affected by other constructs (antecedents) and affects other constructs (consequences).

The aim of this paper is therefore to present a systematic research of the literature on the topic of CS in tourism, highlighting the role of both the antecedents and the consequences that have been included in previous research. This may be used as a general starting point for researchers who are new in the field, or for those who wish to become familiar, not only with CS in tourism, but also with two important constructs that are usually investigated jointly, such as antecedents and consequences. This paper therefore aims to extract the main antecedents and consequences of CS in tourism.

Bowen and Clarke (2002) contend that the field of consumer and tourist satisfaction is not really under-researched, but that three different constructs, such as satisfaction, quality and value are usually confused. As such, the authors contend that “it is particularly imperative to distinguish satisfaction as far as this is possible from other conceptual considerations such as quality and value” (p. 297). From a more pragmatic point of view, researchers need to ask themselves whether tourists are able to distinguish between the main components or attributes that determine these three constructs: satisfaction, service quality and value. It is beyond the scope of the current paper to provide the theoretical foundations or models that underpin all those constructs that require analysis here, but in our view, a systematic review of literature on the antecedents and consequences of CS in tourism will be highly valuable to researchers, practitioners and managers.

This paper therefore addresses the following research questions: (1) What are the main antecedents of CS in tourism? (2) What are the main consequences of CS in tourism? (3) What is the most comprehensive model that has been developed in order to analyse CS, including both its antecedents and its consequences, respectively? The answers to these questions will provide important insights, not only to other researchers and practitioners, but also to different stakeholders who could benefit from the extracted exhaustive set of the antecedents and consequences of CS in tourism.

1. THE THEORETICAL FRAMEWORK OF THE ANTECEDENTS AND CONSEQUENCES OF CS IN TOURISM

It is important to highlight that definitions of CS vary to a great extent according to each particular context. In tourism, the definition is complex and has a multi-dimensional nature (Smith, 1998). CS is primarily referred to as a function of pre-travel expectations and post-travel experiences. When experiences - compared to expectations - result in feelings of gratification (or displeasure), the tourist is satisfied (or dissatisfied) (Chen and Chen, 2010). CS is recognized as one of the key judgements that consumers make

with regard to a tourism service (Rathnayake, 2015), playing a critical role in the success of firms and products (Campo and Yagüe, 2009; Campo-Martínez and Garau-Vadell, 2010; Chang, 2008; Lee et al., 2010; Nowak and Sahli, 2007). The analysis of CS in tourism began in the 1960s (Xia et al., 2009) and its measurement is based on a holistic perspective that includes cognitive and affective items (Hartman, 1973; Tutuncu and Kozak, 2007).

CS has been analysed in different subsectors of tourism, for example: (1) agro tourism (Chatzigeorgiou et al., 2009); (2) rural tourism (Loureiro, 2010; Leingpibul et al., 2009); (3) sport tourism (Martin and O'Neill, 2010); (4) alternative tourism (Deaden and Harron, 1994); (5) cruise tourism (Hwang and Han, 2014; Zhang et al., 2015); (6) air transport (Ginieis et al., 2012); (7) hospitality enterprises (Barsky, 1992; Choi and Chu, 2001; Deng et al., 2013; Fah and Kandasamy, 2011; Motlagh et al., 2013; Zhou et al., 2014). Zhou et al. (2014) find that 21 of the 24 published studies on CS and 11 of 12 on service quality deal with hotel and restaurant tourist sectors. They therefore conclude that more research on CS and service quality is needed in other tourist contexts.

CS is therefore context dependant, and most related research is based on the design of a CS questionnaire that includes a set of attributes used to measure CS within a five-step psychometric framework for the development of such scale (Churchill, 1979): (1) to define the CS construct (2) to develop survey questions according to a set of attributes (3) to compile the answers using several Likert scale and answer formats (4) to purify the scale using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) and (5) to validate the scale using convergent and nomological validity. The five-step procedure is known as Churchill's Content Validity. Nevertheless, although this framework has traditionally been used in social science, Dolnicar (2015) finds that researchers use previously-derived scales from earlier published studies in many empirical papers, and therefore it is difficult to determine whether the authors have applied this seminal work as a mindless drill (Churchill, 1998). The authors analyse 78 published tourism survey studies and find that the constructs studied most frequently are: (1) attitudes (2) behavioural intention (3) satisfaction (4) behaviour (5) image and (6) loyalty. In most of the cases, construct definitions or conceptualizations are not explicitly provided, and the components of the attributes differ greatly, as the objects under analysis (hotels, restaurants and destinations) vary significantly. Focusing on satisfaction, the authors conclude that for the 17 per cent of the cases, the articles do not provide a conceptual model or an explicit definition, and that when this is provided by the authors, the definitions given are ambiguous and the components of the attributes are not the same.

Zhou et al. (2014) identify three main approaches in the literature that are used to measure CS in tourism: (1) meeting expectations (2) benchmarking and (3) a direct assessment of performance. The expectation approach is based on relative performance according to the fulfilment of guest expectations, this means that when the expectations are more or less fulfilled, satisfaction levels vary accordingly, from high to low. One of the complexities that appears in this approach is to determine the origin of the expectations of the tourists according to a certain kind of ideal, standard, or minimum level. When the expectations are not related to a certain prefixed level, the heterogeneity of the database may compromise the construction of the model. The benchmarking

approach resolves this shortcoming in part as the satisfaction regarding some attributes are now compared to a determined set of competitors. Thus, some scholars (Johann et al., 2016; Wober, 2002), avoid the biased data performance obtained by expectation-based measures by determining a set of similar competitor organizations. Nevertheless, this approach also presents some important drawbacks like constraints regarding time consumption, costs, and the need for guests to know - not only the organization being evaluated, but also those that belong to the set of potential competitors. The third approach is based on the direct ratings of guests on a set of components for the attributes that define CS (Bigné et al., 2008; Bowie and Chang, 2005). The main limitation of this approach is that the lack of a common set of attributes does not permit comparisons across similar organizations.

As previously mentioned in the introduction, the definitions of CS and service quality constructs are usually confused and overlapped. George (1990), on defining internal marketing (IM) as the strategic tool that develops high service quality delivery and thereby enhances greater customer satisfaction (p. 63), clarifies that service quality is an antecedent of CS. Thus, during years of research on “CS in tourism”, antecedents and consequences have become a major area of attention to both practitioners and academic researchers. It is now evident that CS in tourism is studied with some additional bearings beyond CS itself, and taking into account CS antecedents and consequences.

Thus, Chatzigeorgiou et al. (2009) indicate that service quality, CS and customer loyalty are well recognized constructs that deserve the attention of researchers. Similarly, Campo and Yagüe (2009), indicate that the effect of antecedents and consequences on CS is still an issue under debate in academic literature. Line and Runyan (2012) review the hospitality marketing research published in four top hospitality journals for the 2008-2010 period with the aim of identifying significant trends and gaps in the literature, and find that, while CS is still a widely researched topic, a unifying theory of CS with a definitive model that includes all the antecedents and consequences is still elusive.

It may be concluded that CS antecedents and consequences are selected with reference to specific research goals, data collection, objective market segment and tourist sector (Bradley and Sparks, 2012; Burke et al., 2013; Campo and Yagüe, 2009; Chatzigeorgiou et al., 2009). The accurate identification of the causal relationship between the antecedents and consequences of CS in tourism has proven to be an enormous challenge for many researchers who pioneered this area of research. In recent years, besides the existing extant literature on CS antecedents and consequences, scholars such as Chen and Phou (2013) and Zhang et al. (2014) have called for additional research on developing and testing more general and comprehensive models that provide a better understanding of the role CS in tourism. It is clear that the search for a “holy grail” model will never be conclusive, due to the multi-dimensional nature of the constructs involved. In general terms, the research framework will provide important insights into previous CS antecedents and consequences, as guidelines set for initiating research without considering all those hypotheses that question as to whether CS is directly or indirectly affected by other constructs such as service quality or emotions. Similarly, the exact relationship between CS and the consequences, such as loyalty, has not been pursued in this research. Furthermore, CS and CS antecedents and consequences are nowadays operationalized at a global or “holistic” level, instead of a normal attribute-level

conceptualization based on a psychometric scale. It is beyond the scope of this research to present an exact magnitude of the analysed relationships, as this would depend very much on the tourist sector, the type of study, the method, and the proposed model. Nevertheless, a summary and synthesis of the most-used CS antecedents and consequences will be provided, taking into account those controversial points that have been raised.

2. METHODOLOGY

This paper applies a systematic literature review (SLR) of articles on CS antecedents and consequences in tourism. This methodology helps to systematically summarize the previously-published literature and allows researchers to reproduce or to repeat the search carried out on the same or on other topics. Tranfield et al. (2003) and Thorpe et al. (2005) established the criteria for applying SLR to the field of business management and administration. SLR is useful “for practitioners and managers” because it “helps to develop a reliable knowledge base by accumulating knowledge from a range of studies” (Tranfield et al. 2003, p.14). Social sciences are based on human behaviour, and as such, there is a large number of model designs, theoretical models, construct definitions, surveys, and tourist sectors, making it difficult to compare and summarise all the previously-existing information. With an in-depth review based on SLR, this study frames the extent and nature of research on CS in tourism. To our knowledge, this is the first attempt at integrating the findings on the existing models that analyse CS with other important constructs that act as antecedents or consequences of CS in tourism.

The SLR is based on the five steps proposed by Gallardo-Gallardo and Thunnissen (2016), as presented in the Figure 1. The First Stage of the selection establishes the investigation period as being from 1988 to 2016. The starting point of the analysis on “CS in tourism” has been selected, as the first publication was published in that year (Haywood and Muller, 1988). The analysis is also limited solely to articles written in English and no other publication sources, such as books, book chapters or conference proceedings have been considered.

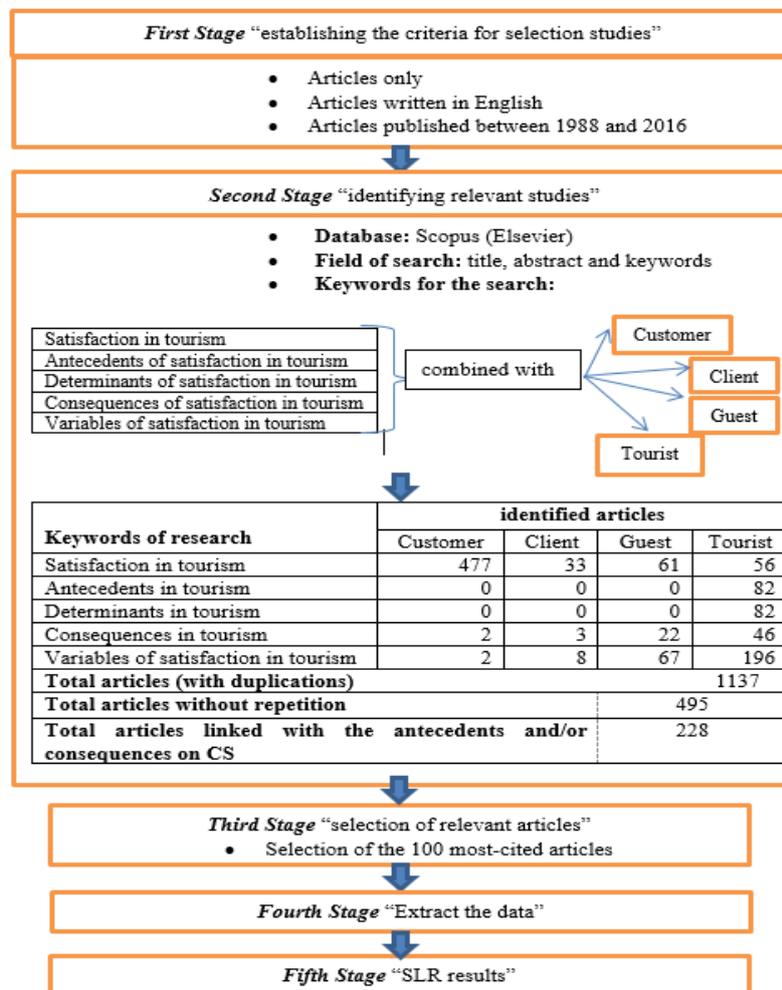
The relevant studies are identified in the Second Stage. The Scopus database was finally chosen as it is one of the world's largest bibliographic databases, indexing more than 21,000 titles of scientific international publishers, and because it organizes search results by breaking down the information into different subcategories that facilitate research compilation tasks.

A set of criteria for keyword selection has been proposed and combined in the search, in order to find an adequate representative sample of articles that deal with the subject of the paper. The search is therefore based on the following set: customer, client, guest and tourist; with antecedents, determinants, consequences, variables of satisfaction in tourism and satisfaction in tourism. The search was carried out for keywords, title, abstract and keywords of articles. A total of 1,137 articles, including multiple duplications, was first obtained, and after removing duplications, this selection was finally filtered down to a set of 495 articles. A further refinement was made, after reading

all the abstracts, in order finally use only 228 articles that directly focus on the antecedents and consequence of CS in tourism.

The Third Stage was based on the selection of the most relevant articles. The relevancy of each article was determined according to the number of citations in Scopus, as these may be considered as a proxy indicator of quality. Thus, a selection of the 100 most cited articles (Table 1) was obtained in order to provide a more detailed analysis. Once the selection was completed, the main information contained in the articles (authors, year of publication, subject, the geographical area of the study, and the antecedents and/or consequences studied) was finally extracted (Fourth Stage). Finally, the Fifth Stage provides the main findings of the SLR.

Figure 1: Systematic Literature Review Stages



Source: Own elaboration

3. DISCUSSION

This section presents the main constructs found in the SLR, the explanation of the comprehensive model used to analyse the role of the constructs as being either CS antecedents or consequences. The constructs are proposed using different theoretical models and paradigms. The multidimensional nature of the constructs also aggravates the non-uniformity of the proposed scales. Since the aim of the study is to analyse both the CS and the CS antecedents and consequences in tourism, a SLR of the definitions, comprehensive models, and the scales are presented below, focusing on the main constructs included in the analysis: (1) satisfaction (2) emotions (3) service quality and (4) loyalty.

3.1. Multidimensional Constructs

Section 2 shows that CS, emotions, service quality and loyalty all play an important role in tourism. Different features involving tourist decision making, choices, evaluations and future behaviour have all been analysed. Table 1 shows previous definitions of satisfaction, emotions, service quality and loyalty, according to the different authors' models and conceptualizations. Table 2 shows the relative importance of these constructs in the previous literature analysed through the SLR. Different theoretical models are usually mentioned in all the papers, however sometimes, a simple empirical approach based on other previous studies has been preferred. Nevertheless, some limitations or remarks are sometimes presented.

Table 1: Definitions of CS and CS antecedents and consequences

Construct	Author	Definition	Conceptual or theoretical model
Satisfaction	Oliver, (1997, 13).	"a judgement that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment, including levels of under or over fulfilment"	Confirmation and disconfirmation paradigm
	Day, (1984, 497)	"a post-choice evaluative judgement concerning a specific purchase selection"	Post purchase model
	Howard and Sheth, (1969, 145)	"the buyer's cognitive state of being adequately rewarded for sacrifices he has undergone"	Cognitive model of alternative responses to dissatisfaction
	Parasuraman et al., (1994, 121)	"a function of his or her assessment of service quality, product quality, and price"	A Conceptual model of service quality
Emotions	Bagozzi et al., (1999, 184)	"a mental state of readiness that arises from cognitive appraisals of events or thoughts"	The concept of emotions differentiation from affect, moods, and attitudes
	Clare et al., (1987, 752)	"an emotion is a valenced affective reaction to situations preceptions"	The concept of limiting the number of emotions in accordance with the words describing them
	Holbrook and Hirschman, (1982, 135)	"the oral expression of feelings and as a personal, subjective psychological state"	Human behaviour conception

Construct	Author	Definition	Conceptual or theoretical model
Service Quality	Grönroos, (1984, p.38)	"a perceived judgment, resulting from an evaluation process where customers compare their expectations with the service they perceive to have received"	Concept of functional and technical quality
	Sureshchandar et al., (2002, 370)	"a key to gain a competitive advantage in services industry"	Conceptual model of port service quality
	Parasuraman et al., (1988)	"the difference between customer expectations of the service to be received and perceptions of the actual service received"	SERVQUAL
	Su et al, (2016)	" an overall evaluation of a firm's performance"	Lodging service quality model
Loyalty	Bloemer et al., (1999)	"observed behaviors"	A multi-dimensional approach to link perceived quality and service loyalty
	Roopa and Imran, (2012)	"the willingness of any given customer to purchase the company's goods or services over competitive ones available in the marketplace"	Strategy for customer retention
	Dick and Basu, (1994, 99)	"the strength of the relationship between an individual's relative attitude and repeat patronage"	Conceptual framework to understand the cognitive, affective, and conative antecedents and consequences of customer loyalty
	Ajzen and Fishbein, (1980)	"an individual's perception of subjective norms"	Conception of social behavior prediction

Source: Compiled by the authors using Scopus as a basis

Expectations are usually invoked as a key component of the theories that sustain the construct definitions of satisfaction and service quality. Thus, tourists are satisfied and leave the destination with a fond memory when products and services match the expectations (Lu et al., 2014). Satisfaction with a holiday destination is the "extent of overall pleasure or contentment felt by the visitor, resulting in the ability of the trip experience to fulfil the visitor's desires, expectations and needs in relation to the trip" (Chen and Tsai, 2007, p. 1116). Loureiro and Kastenholz (2011) claim that CS is associated with expectations, while consumer delight is associated with overcoming expectations leading to feelings of happiness, euphoria, victory, intense satisfaction, or optimism. Bowie and Chang (2005), suggest that expectations are strongly related to past travel experiences and customer delight. Lane (2007) finds that delight is more related to those outcomes that explain how satisfaction acts as an antecedent of other behavioural intentions, such as loyalty (Lane, 2007).

Emotions and satisfaction constructs are also jointly analysed. Satisfaction is the tourist's emotional state after the experience of a trip (Baker and Crompton, 2000). Gountas and Gountas (2007) explain how emotional reactions to service context influences CS. Chatzigeorgiou et al. (2009) conclude that customer emotions are a key determinant to CS and repeated visits. In other words, satisfaction is defined as a tourist's affective state,

resulting from an overall appraisal of psychological preference and pleasure towards the tourist destination (Huang et al., 2006).

Coghlan (2012) defines CS as an emotional state of mind after exposure to the performance offered by the tourism provider, so that emotions are also in the core of the definition of CS.

3.2. CS Antecedents. Emotions and Service Quality

Emotions and service quality are the two main CS antecedents included in several comprehensive models. Presumably, positive emotions and good service quality (SQ) have a direct relationship with CS. Bowen and Clarke (2002) contend that the conceptual definition for service quality is based on tourists' expectations and find that service quality is a main CS determinant. The authors determine that a previous misconception cited by Oh and Parks (1997) with respect to the inability of tourists to distinguish between service quality and satisfaction should be discarded, as "SQ is definitely different from satisfaction, to avoid unwitting confusion" (p. 298).

Service quality is usually measured by a multi-dimensional scale in which different dimensions or factors exist. In the hospitality sector, SQ is formed by core, as well as tangible and intangible dimensions (Choi and Chu, 2001; Faullant et al., 2008; Gupta et al., 2006; Radojevic et al., 2015). SQ as an antecedent of CS has already been mentioned for the cruise sector (Douglas and Connor, 2003; Duman and Mattilla, 2005; Swanson and Kelley, 2001).

Chen et al. (2011) conclude that national park managers also have to satisfy tourists by providing a superior service quality.

3.3. The Consequences of CS. Loyalty

The construct of loyalty is normally based on dimensions that proxy recommendation; revisiting, positive word of mouth or comments, or even extra premium prices - willingness to pay to revisit a particular destination or organization. Loyalty is the key CS consequence (Vogt, 2011), and it is difficult to imagine unsatisfied tourists who revisit a destination (Oppermann, 2000). Numerous literature contributions have found a positive CS relationship with respect to loyalty. As such, several studies confirm that a hotel can only survive if it has a good reputation and many loyal customers on the market (Lee et al., 2010). Nevertheless, this relationship is not always so conclusive, as there are customers who revisit a holiday destination, while others prefer to visit new destinations despite being satisfied (Fyall et al., 2003). Faullant et al. (2008) demonstrate that the relationship between CS and loyalty does not seem to be linear, and that the causal relationship between these two constructs is not always clear.

The financial performance consequences of satisfaction are also assimilated in the section of loyalty, as customer loyalty is closely related to financial performance (Reichheld, 1993). Investigating those strategy variables related to financial performance, Capon et al. (1990) find a positive relationship between quality, satisfaction and economic returns. Buzzell and Gale (1987) find a significant relationship

between relative satisfaction and return on investment (ROI) and the CS impact is reflected in terms of return on equity (ROE), which is a proxy of company profitability (Sun and Kim, (2013). Oliver (1997) explains how CS increases profitability. Dmitrović et al. (2009) present a conceptual model of CS that also includes risk and profitability as consequences of CS. Mayr and Zins (2009) justify the CS monitoring of companies, as a firm’s profitability is a direct consequence of satisfaction. Having satisfied customers is a priority for firms, given that profitability depends on them to a large extent (Choi and Chu, 2001; Eid, 2015).

Additionally, CS also plays a critical role in maintaining long-term customer–business relationships through creating a recommendation system between clients (Hsi-Jui Wu, 2007). Thus, the intention to recommend is an important CS consequence (Lu et al., 2014). Recommendation may support the tourism industry by building a positive image and a favourable attitude towards the tourism product (Stăncioiu, 2000). A positive recommendation not only means “building” a favourable climate to the industry as a whole, but also to tourism enterprises (Bucur-Sabo, 2006). For instance, the personal recommendations of friends and online reviews are the most important factors influencing the accommodation booking (Dickinger and Mazanec, 2008). The potential tourist perceives reality about tourist products in a better way from the perspective of the preferences of other tourists, who recommend tourist products, than from other official sources, as satisfied tourists are more inclined to recommend destinations to friends and relatives (Baud- Beeho and Prentice, 1997; Bovy and Lawson, 1977).

Simultaneously, the intention to revisit is nowadays one of the most important research tourism topics, as it remains unclear why people undertake repeat visits and what kind of satisfaction characteristics maintain repeat visitors (Bigné et al., 2008). As mentioned above, the causal relationship between CS and loyalty or revisits is still unclear, but Eraqi (2006) finds a direct relationship between CS on repeated visits and profitability. Chen et al. (2011) also find that satisfaction has a direct influence on revisit intentions at Kinmen National Park. Shani et al. (2007), on analysing religious tourism, establish the importance of CS on tourist revisiting intentions. Chatzigeorgiou et al. (2009) describe the relationship between CS and future behavioural intentions in agro tourism via repeat visits. Hence, the literature finds that revisiting is one of the most important consequences of CS.

Table 2: CS Antecedents and Consequences in Tourism (1988-2016)

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Abubakar and Mavondo	2014	To analyse various aspects of the service scape with a view to isolate the factors that contribute to CS and recommendation of a tourist destination.	5	Different countries	emotions	Not included
Agyeiwaah et al.	2016	To adopt the Tourism Satisfaction Index Model in attractions and hotels	2	Different countries	Not included	loyalty

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Alegre and Cladera	2009	To distinguish antecedents of tourist intentions to revisit a destination	116	Different countries	previous visit	return
Ali	2016	To analyse the relationships between hotel website quality, perceived flow, customer satisfaction and purchase intentions	3	Different countries	quality	Not included
Bhanugopan	2004	To identify any quality customer service gaps in the hospitality industry	2	Papua New Guinea	personalized service, empathy	Not included
Bigné et al.	2008	To examine cognitive and affective antecedents and consequences of CS in interactive museum, theme park	115	Different countries	pre-purchase expectations, emotions	loyalty
Bradley and Sparks	2012	To analyse why do travel and tourism consumers appraise products as more or less favorable, and what makes them change their appraisals over time	28	Different countries	Not included	loyalty repurchase intension
Brunner-Sperdin et al.	2012	To measure satisfaction with emotional experiences traditional service quality and satisfaction	35	Different countries	emotional experience, service quality	Not included
Buckley et al	2014	To analyse the particularities of Chinese tourists satisfaction	6	China	safety	Not included
Bulchand-Gidumal	2011	To analyze whether offering free Wi-Fi improves hotels' online ratings, which are considered a measure of customer satisfaction	18	Different countries	room service quality, quality of the Wi-Fi	Not included
Campo-Martínez and Garau-Vadell	2010	To discover how to improve CS levels for tourism destinations, especially for resorts	7	Balearic Islands	perceived quality	repeat visit
Castaeda et al.	2007	To analyse the effect that CS with the information obtained through the Internet may influence CS	31	Different countries	previous experience	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Chang	2008	To investigate the relationships between aspects of consumption behavior- emotion and CS	17	Different countries	quality, emotions	Not included
Chang et al.	2012	To explore tourist destination brand contact experiences	6	Different countries	quality, staff service	Not included
Chen and Myagmarsuren	2010	To propose the destination brand equity model by incorporating various antecedents	15	Mongolia	perceived quality	loyalty
Chen et al.	2011	To analyse CS with tourists' perceptions, service performance and destination competitiveness.	17	Taiwan	pre-visit perceptions, post visit	recommend, revisit increase competitiveness
Chitty et al.	2007	To determine which factors account for CS with a service and customer loyalty	35	Different countries	experience	loyalty
Coghlan	2012	To analyse of visitor satisfaction and its relation to tourism attributes	42	Australia	comfort, quality, staff service, cost	Not included
Crotts et al.	2009	To measure CS	59	Different countries	recommendation, experience	recommendation
Cugini et al.	2007	To analyse the relationship between CS levels and the costs that the company has	17	Different countries	Not included	higher, more stable revenues
Debata et al.	2015	To identify the dimensions of service quality as well as of service loyalty in the context of medical tourism	3	Different countries	quality	loyalty
Dmitrović et al.	2009	To conceptualize a model of tourist satisfaction at the destination level	2	Different countries	quality, image, value	loyalty
Dolnicar et al.	2015	To analyse the strength of association between satisfaction and behavioral intention	14	Different countries	behavioral intention	Not included
Dortyol et al.	2014	To identify tourists' perceptions of services provided by hotels	17	Antalya/ Turkey	quality, price, staff friendliness	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Duman and Mattila	2005	To examine the role of CS in the affect-value relationship	181	Different countries	perceived value, value perceptions and, behavioral intentions	Not included
Eid	2015	To examine the interrelationships between customer perceived value, CS, customer loyalty and customer retention	9	Different countries	perceived value, customer retention	loyalty
Eraqi	2006	To evaluate the customer's views related to tourism quality	29	Egypt	quality	Not included
Faullant et al.	2008	To explain how emotions influence satisfaction	67	Different countries	emotion	Not included
Fuchs and Weiermair	2004	To explain how existing benchmarking approach is extended conceptually by linking to CS measures	114	Different countries	self-stated importance and derived importance assessments	Not included
Gallarza et al.	2013	To build four self-oriented value scales for a hospitality experience and test them overall perceived value, CS, and customer loyalty	5	Sardinia (Italy)	efficiency, quality, value	loyalty
García-Crespo et al.	2011	To present a semantic hotel recommendation expert system, based on the consumer's experience about recommendation	49	Different countries	experience, recommendation	Not included
Geissler and Rucks	2011	To identify significant factors influencing customer evaluation and satisfaction with the overall theme park experience	7	Different countries	park experience and value, park food quality, value, and variety, park cleanliness and atmosphere, cost of the park visit, customer expectations, experience	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
González et al.	2007	To develop a model to depict how service quality perceptions and CS influence behavioral intentions SPA resorts	121	Different countries	service quality, behaviour	Not included
Gountas and Gountas	2006	To explore how personality orientations and emotions influence consumer's service perceptions in the airline industry	71	Different countries	emotions, behaviour, experience	Not included
Grissemann and Stokburger-Sauer	2012	To develop a conceptual model of customer co-creation of tourism services and empirically tests this model in a travel agency context	76	Different countries	Not included	loyalty
Guiry and Scott	2013	To compare experienced and potential US medical tourists' foreign health service-quality expectations	9	Different countries	expectation, experience, quality	Not included
Han and Hyun	2015	To develop a model explaining international medical travelers' intention formation by considering the impact of quality, satisfaction, trust, and price reasonableness	22	Different countries	perceived quality, trust of the staff	Not included
Heo et al.	2004	To analyse guests' satisfaction with hotel efforts at customer-focused adaptations	18	Japanese and Korean travelers to United States	providing menus, magazines and hotel directories in the guest's native language	Not included
Heung	2000	To measure the satisfaction levels of Chinese travelers in relation to the hotel services in Hong Kong	9	Hong Kong	quietness of the room, availability of food and beverage variety, recreation facilities, availability of frequent travelers' program, service quality and value	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Ho and Lee	2015	To propose a model investigating the effectiveness of travel blogs as a relationship marketing tool	2	Taiwan	quality, trust	Not included
Hultman et al.	2015	To explore the interrelationships among destination personality, tourist satisfaction, and tourist-destination identification, and the extent to which they are important in influencing positive word-of-mouth and revisit intentions	11	Taiwan	destination personality, positive word-of-mouth, revisit intentions	positive word-of-mouth, revisit intentions
Junek et al.	2006	To examine the importance of the all-female element to women travellers and the possible benefits that can be gained from this type of travel	5	Australian all-female travel company	previous visits, accommodation	Not included
Juwaheer	2007	To report findings with respect to the possibility of classifying international tourists on the basis of their quality expectations in hotels	9	hotels of Mauritius	quality, expectation	Not included
Kang et al.	2004	To analyze the effect of service quality on customer satisfaction and customer behavioral intentions at hotels and ryokan	17	Japanese inns	quality, creativeness, unexpected services, encounter performance	Not included
Khare and Khare	2010	To study the experience of Indian customers satisfaction with using online travel websites	14	India	service quality, trust, security, relevant destination information	Not included
Kim et al.	2011	To provide an integrated approach to understand the effect of food tourists' behavior based on perceived value and satisfaction	42	Different countries	perceived value	revisit intention

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Koc	2006	To explore the influence of an all-inclusive pricing system on Total Quality Management and Business Excellence in the Turkish tourism market and CS perspectives	14	Tyrkia	service quality	Not included
Kuo	2007	To find critical factors of service attitude affecting the satisfaction of international tourists	25	Different countries	service quality, employee attitude	Not included
Lakshmi and Ganesan,	2010	To study customer delight in tourism as influenced by destination image and perceived value	3	Tirupati Thirumala Balaji Devasthanam	self-service technology channels, destination image	Not included
Lee et al.	2010	To evaluate factors in FIT guest's perception of five-star hotel location, and assess the differences among CS levels and how those differences impacted CS with their choice of hotel	4	Korea	safety, access to transportation portals, connection to area attractions	Not included
Lin	2007	To provide a model of CS from a comprehensive perspective and tries to use the nonlinear fuzzy neural network model to verify the assumptions of the study	33	Taipei and Kaohsiung cities	functional quality, service quality	Not included
Lin et al.	2011	To analyze island accommodation management in fuzzy linguistic preference	6	Different countries	quality	Not included
Loureiro	2010	To apply the concept of customer delight and the construct the model of rural tourism	24	Portugal	quality, accomodation	Not included
Loureiro and Gonzalez	2008	To explore the model with PLS technique, giving relevance to the interrelationships among image, quality, satisfaction, and trust	62	Spain, Portugal	perceived quality, trust	loyalty

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Loureiro and Kastenholz	2011	To enrich the model of delight and satisfaction with a suggested causal relationship between disconfirmation and new variables	62	Portugal	Not included	loyalty
Lu et al.	2014	To determine whether luxury hotel managers and customers have the same understanding of service quality and satisfaction	33	Different countries	service quality, preceived value, expectation	recommenda-tion
Magnini et al.	2011	To illustrate that antecedents of customer delight in tourism venues can be identified through travel blog analysis	56	Different countries	emotion, service quality	repurchase intention and positive word of mouth
Mason and Paggiaro	2012	To analyse the importance of festival spaces in determining emotions, satisfaction and future behavior of participants at food and wine events	44	Different countries	emotions, behaviour, experience	Not included
Matzler et al.	2008	To analyse CS with alpine ski resorts, hypothesize that personal, situational, and product factors moderate the relationship between attribute performance of satisfaction	38	Different countries	environment, service quality	Not included
Mohamed	2007	To analyse the influence of CS on corporative image	3	Egypt	service quality	corporative image
Moliner et al	2014	To study the formation of a consumer's attitude towards a supplier, given the identification of the key indicators of perceived relationship quality and other attributes.	112	Spain	perceived relationship quality	Not included
Moliner et al.	2007	To analyse how the post-purchase perceived value of a tourism package influences the relationship quality with a travel agency	8	Different countries	perceived value, quality	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Moon et al.	2015	To investigate the relationships among the variables of airport physical environments, customer emotion, and satisfaction	2	Different countries	emotions, physical environments	Not included
Mouakket and Al-Hawari	2012	To present findings about the antecedents of e-loyalty intention towards online reservation	18	United Arab Emirates	e-service quality, hedonic and utilitarian values	loyalty
Moutinho et al.	2012	To generate a conceptual model that determines the overall service quality of a destination and its effect on perceived value, customer satisfaction and behavioral intention	16	Different countries	service quality of a destination, perceived value	Not included
Nadiri and Hussain	2005	To analyse the applicability of the perceived service quality measurement scale	33	Northern Cyprus	perceived service quality	Not included
Narayan et al.	2008	To develop and validate scales to measure and benchmark service quality in tourism industry	31	Different countries	food, logistics, security, value	Not included
O'Neill et al.	2010	To analyse the quality product/service provision in satisfying nature based tourists	21	state of Alabama	Not included	re-visitation and recommendation intention
Pantouvakis	2013	To investigate the moderating effects of Hofstede's taxonomy of nationalities on the interpersonal and environmental service dimensions that influence satisfaction	8	Crete	Not included	loyalty
Pizam and Ellis	1999	To measure the CS in hospitality	29	Different countries	quality	Not included
Puciato	2016	To identify the principal factors determining the location of hotels belonging to a chain	2	South-Western Poland	value, economic development, degrees of internationalization and urbanization	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Pulpánová and Simová	2012	To present findings of the research focused on customer satisfaction in tourism, particularly satisfaction with the services provided by travel agencies	3	Different countries	personnel, transportation, price, information and communication	Not included
Quintal and Polczynski,	2010	To examine how university students' satisfaction with perceived attractiveness, quality, value, and low risk impact on their revisit intentions (RVI) to a holiday destination	17	Different countries	quality	loyalty
Radojevic et al.	2015	To provide insight into the hotel characteristics that have a significant association with CS	14	47 capital cities in Europe	hotel star rating	Not included
Richard and Zhang	2012	To examine the impact and interrelationship of corporate image, satisfaction, and commitment on customer loyalty in the travel industry	23	Different countries	emotions	loyalty
Ryglóvá	2011	To show possible approaches towards managing the quality of services in tourism	2	Czech Republic	quality	Not included
Ma Sabiote et al.	2012	To analyse the influence of culture on the relationship between each of the dimensions of e-service quality and satisfaction with a web site involving purchase of a tourism service	17	British and 150 Spanish tourists	service quality	Not included
Sigurðardóttir and Helgadóttir	2015	To investigate CS and visitor attitudes to several aspects of service quality in equestrian (horse riding) tourism	4	Different countries	quality	Not included
Smith and Costello	2009	To provide a practical method for assessing satisfaction at a culinary event	55	Different countries	quality of service, quality of food	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Sparks et al.	2007	To analyse the conduct of owners of timeshare holiday products to assess the dimensions of customer value in timeshares	16	Different countries	Not included	loyalty
Su et al.	2015	To provide and test an integrated model that examines two relationship quality constructs (overall customer satisfaction, customer-company identification) as mediating variables	8	China	quality	repurchase intentions
Sun and Kim	2013	To empirically examine the relationship between the CS index (CSI) and the companies' financial performance in the hospitality and tourism industry (and airlines)	22	Different countries	Not included	companies' financial performance
Tanford et al.	2012	To investigate factors that motivate attendance and produce loyalty to the wine tasting event	5	Las Vegas	Not included	revisit intention, recommendation, willingness-to-pay
Tiru et al.	2010	To elaborate a mobile positioning-based methodology to measure the 'destination loyalty' of foreign tourists to a place	8	Estonia	Not included	repeated visits
Tsai	2014	To integrate the brand love and CS paradigms with a focus on international tourist hotel brands	6	Different countries	Not included	loyalty
Tsiotsou	2006	To segment ski resorts customers according to their frequency of visits in order to identify homogeneous groups	28	Different countries	experience	Not included
Vajcnerová et al.	2012	To create a model for evaluating the quality of a destination on the basis of analysing the importance of individual factors (variables) concerning the quality of a destination.	4	Different countries	service quality	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Velázquez et al.	2011	To study loyalty formation in its two approaches (attitudinal and behavioral) from a dual perspective	29	Different countries	service quality, value and customer commitment	Not included
Vladimirov	2012	To analyse the e-tourism development in Bulgaria, and particularly customer satisfaction with the quality of the tourism companies' websites	3	Bulgaria	website quality	Not included
Wang et al.	2005	To put forward a creative model of Tourism Attraction CS Index	8	Trunk Hill Park	variabieties in general	Not included
Wang et al.	2008	To investigate whether senior-friendly facilities in a hotel affect the satisfaction levels of senior tourists	4	China tourist UK	quality, expectation	Not included
Weiermair	2000	To develop a comprehensive cultural construct to explain and forecast tourists' behaviour and quality judgements.	15	Different countries	tourists' expectations and their perceptions of received service quality	Not included
Wen	2012	To empirically tests a structural model of factors affecting consumers' online purchase intentions for travel products	18	Different countries	value, quality	Not included
Whipple, and Thach	1988	To modify version of the expectation/performance paradigm was applied in a specific group tour situation to measure the relative importance of tourism services and attractions to satisfaction with a weekend motorcoach tour	63	Nigara falls	expectation, service, attraction of environment	Not included

Authors	Year	Object	Cites	Geographical Area	Antecedents	Consequences
Williams and Soutar	2009	To apply an existing marketing framework and empirically examine the relationships between value, satisfaction, and behavioral intentions in an adventure tourism context.	171	Australia	emotions, behavioural intentions	Not included
Yang et al.	2011	To identify attributes of potential improvement of service quality in hospitality	21	Different countries	quality	Not included
Yim King Wan and Man Cheng	2011	To investigate the service quality of Macao's World Heritage site as perceived by visitors involving both tourists and local residents	7	Macao	service quality	repeated visitors
Yuksel	2001	To provide destination managers and marketers with an analytic insight into how repeat and first-time visitors develop their satisfaction and return intention judgments	58	Different countries	quality of food, quality of accommodation, hospitality and safety	repeated visitors
Zhao et al.	2016	To integrate the face value and validity period of coupons into a model that determines customer satisfaction and repurchase intention in online tourism and hospitality service recovery	5	Different countries	Not included	repurchase intention, financial returns

Source: Compiled by the authors using Scopus as a basis

CONCLUSIONS

This work seeks to respond to three different research questions. The studies undertaken reveal that emotions and service quality are the most important antecedents with respect to satisfaction in tourism. Meanwhile, the consequences are mainly characterized by loyalty. As with other scholars, we have concluded that we are still far from determining a completely comprehensive model that includes satisfaction in tourism. Using the SLR, we have established that CS consequences in tourism have appeared more recently than

references made to the topic with respect to antecedents. It has also been observed that the hotel industry is the most studied sub-sector in the field.

Nevertheless, there are still many outstanding questions that need to be addressed in the future. Bowen and Clarke (2002) were the first authors to advocate a clear separation between the holistic trio formed by satisfaction, quality and value. However, this distinction is not as straightforward in tourism as it is in other industries, due to the intrinsic nature of the industry itself. There are many subsectors that are imbricated in the process that creates CS within a specific tourism-based experience, and some results from one sub-sector cannot immediately be applied to others.

Despite many attempts, there still does not appear to be a consensus regarding the best selection of CS antecedents and consequences with regard to tourism, and only a limited number of studies combine CS antecedents and consequences together in their investigations with the use of a generalised and comprehensive approach. Thus, the main contribution of this paper is that of presenting an overview of CS antecedents and consequences in tourism for the first time, and based on the systematic literature review model. The model used comprises 495 articles and 41 journals from Scopus, from 1988 to 2016.

In view of the results, it can be concluded that CS antecedent literature has been more popular in the past, and that there is still a broad area in which to implement more commonly-used and comprehensive models, taking into account both the antecedents and consequences of CS in tourism. To our surprise, China is the most popular geographical area that has been researched in the new field of CS consequences, in contrast to Spain, which has been extensively studied in terms of CS antecedents.

Our discussion for the future research suggests that more attention needs to be applied on the specificity of CS characteristics by refining scales and methods in each sub-sector and on each segment that may be of interest for researchers. This article provides several starting points for practitioners and researchers when investigating CS and its potential antecedents and consequences. However, it is not exempt from limitations, as only articles in English collected from the Scopus database during the 1988-2016 period have been investigated. A further extension, including other formats such as books, book chapters or conference proceedings, as well as material in other languages would be interesting areas for future research.

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