

DETERMINANTS OF TOURIST SATISFACTION

A Study in the City of Guarujá, Brazil

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The attraction and retention of a specific tourists flow by a destination is strongly influenced by the satisfaction obtained. A literature review of the subject "satisfaction" was made at first, followed by a two steps fieldwork: the first was exploratory in scope in order to assess factors relevant to the determination of satisfaction; and to second descriptive-conclusive in character aimed to define which factors collected during the first step discriminated more satisfaction. Of the five factors considered, two (access and natural attractions) proved to be more discriminatory. It is expected to contribute to the discussion of the subject in order to develop knowledge and practice of tourism management. The non-probabilistic sampling is the main limitation of this study. Future studies may intend to verify the applicability of the factors considered in this study taking into consideration other destinations and different tourist profiles.

KEY WORDS: *satisfaction, discriminate analysis, tourist, inbound tourism, recreational tourism.*