

STRATEGIC ANALYSIS OF THE PORTUGUESE TOURIST OFFER THROUGH Importance-Performance Analysis (IPA)

Sérgio Dominique Ferreira Lopes
José Agostinho Veloso da Silva
Instituto Politécnico do Cávado e do Ave
Barcelós – Portugal

The Importance-Performance Analysis (IPA) is a good approach for measuring consumer satisfaction, and identifies in a simple and functional way the strengths and the areas of improvement of a particular service (Martilla and James, 1977). Starting with the importance that consumers give to the most relevant attributes of a service and the evaluation performance of each one, it is possible to obtain a (Cartesian) graph with four quadrants, allowing an intuitive assessment of its operation and the implementation of appropriate recommendations to brand management. Despite the considerable spread of IPA, there are few precedents in the tourism sector. This work illustrates the great potential that the IPA has in tourism management and allows professionals to identify some of the weaknesses of the Portuguese tourism. The results show that the kind of destination, climate and price are the most important attributes to the Spanish tourists.

KEY WORDS: *tourism, tourism management, strategic marketing, importance-performance analysis*