

ANALYSIS OF THE RELATIONSHIP BETWEEN PLACE ATTACHMENT, SATISFACTION AND LOYALTY FOR AN ENVIRONMENTAL TOURISM DESTINATION

A study in Fernando de Noronha, Brazil

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The competition between environmental tourist destinations has generated the need to define different strategies in order to delight and retain its visitors. Customer satisfaction, loyalty and place attachment form a solid compound in pursuit of promoting a tourist destination. In this sense, this study presents an analysis of the relationship between place attachment, satisfaction and loyalty, using Fernando de Noronha, Brazil, as a study object. The methodology used in conducting the study consisted in an exploratory and descriptive study, comprised of individuals who visited Fernando de Noronha in the period April-May 2013, setting up the equivalent of 246 questionnaires quantitative sample, applied in moment that visitors left the destination. at the departure lounge of the local airport. To investigate the causal relationship between Place Attachment, Satisfaction and Loyalty variables, it was used Structural Equation Modeling. Findings indicate the existence of significant causal relationships between the variables under study, except among Cognitive Loyalty and Conative Loyalty constructs demonstrating that information acquired before the experiment in place did not influence the retention and visitor loyalty.

KEY WORDS: *visitors loyalty, satisfaction, place attachment, environmental tourist destinations.*