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
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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 antecedences 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
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

<table>
<thead>
<tr>
<th>Construct</th>
<th>Author</th>
<th>Definition</th>
<th>Conceptual or theoretical model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction</td>
<td>Oliver, (1997, 13).</td>
<td>“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”</td>
<td>Confirmation and disconfirmation paradigm</td>
</tr>
<tr>
<td></td>
<td>Howard and Sheth, (1969, 145)</td>
<td>“the buyer's cognitive state of being adequately rewarded for sacrifices he has undergone”</td>
<td>Cognitive model of alternative responses to dissatisfaction</td>
</tr>
<tr>
<td></td>
<td>Parasuraman et al., (1994, 121)</td>
<td>“a function of his or her assessment of service quality, product quality, and price”</td>
<td>A Conceptual model of service quality</td>
</tr>
<tr>
<td>Emotions</td>
<td>Bagozzi et al., (1999, 184)</td>
<td>“a mental state of readiness that arises from cognitive appraisals of events or thoughts”</td>
<td>The concept of emotions differentiation from affect, moods, and attitudes</td>
</tr>
<tr>
<td></td>
<td>Clare et al., (1987, 752)</td>
<td>“an emotion is a valenced affective reaction to situations preseptions“</td>
<td>The concept of limiting the number of emotions in accordance with the words describing them</td>
</tr>
<tr>
<td></td>
<td>Holbrook and Hirschman, (1982, 135)</td>
<td>“the oral expression of feelings and as a personal, subjective psychological state”</td>
<td>Human behavior conception</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Construct</th>
<th>Author</th>
<th>Definition</th>
<th>Conceptual or theoretical model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>Grönroos, (1984, p.38)</td>
<td>&quot;a perceived judgment, resulting from an evaluation process where customers compare their expectations with the service they perceive to have received&quot;</td>
<td>Concept of functional and technical quality</td>
</tr>
<tr>
<td></td>
<td>Sureshchandar et al., (2002, 370)</td>
<td>&quot;a key to gain a competitive advantage in services industry&quot;</td>
<td>Conceptual model of port service quality</td>
</tr>
<tr>
<td></td>
<td>Parasuraman et al., (1988)</td>
<td>&quot;the difference between customer expectations of the service to be received and perceptions of the actual service received”</td>
<td>SERVQUAL</td>
</tr>
<tr>
<td></td>
<td>Su et al, (2016)</td>
<td>&quot;an overall evaluation of a firm’s performance”</td>
<td>Lodging service quality model</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Bloemer et al., (1999)</td>
<td>&quot;observed behaviors&quot;</td>
<td>A multi-dimensional approach to link perceived quality and service loyalty</td>
</tr>
<tr>
<td></td>
<td>Roopa and Imran, (2012)</td>
<td>&quot;the willingness of any given customer to purchase the company’s goods or services over competitive ones available in the marketplace”</td>
<td>Strategy for customer retention</td>
</tr>
<tr>
<td></td>
<td>Dick and Basu, (1994, 99)</td>
<td>&quot;the strength of the relationship between an individual’s relative attitude and repeat patronage”</td>
<td>Conceptual framework to understand the cognitive, affective, and conative antecedents and consequences of customer loyalty</td>
</tr>
<tr>
<td></td>
<td>Ajzen and Fishbein, (1980)</td>
<td>&quot;an individual’s perception of subjective norms”</td>
<td>Conception of social behavior prediction</td>
</tr>
</tbody>
</table>

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 (Stânciu, 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)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Year</th>
<th>Object</th>
<th>Cites</th>
<th>Geographical Area</th>
<th>Antecedents</th>
<th>Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abubakar and Mavondo</td>
<td>2014</td>
<td>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.</td>
<td>5</td>
<td>Different countries</td>
<td>emotions</td>
<td>Not included</td>
</tr>
<tr>
<td>Agyeiwaah et al.</td>
<td>2016</td>
<td>To adopt the Tourism Satisfaction Index Model in attractions and hotels</td>
<td>2</td>
<td>Different countries</td>
<td>Not included</td>
<td>loyalty</td>
</tr>
<tr>
<td>Authors</td>
<td>Year</td>
<td>Object</td>
<td>Cites</td>
<td>Geographical Area</td>
<td>Antecedents</td>
<td>Consequences</td>
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<td>------------------------------------------------------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Alegre and Cladera</td>
<td>2009</td>
<td>To distinguish antecedents of tourist intentions to revisit a destination</td>
<td>116</td>
<td>Different countries</td>
<td>previous visit</td>
<td>return</td>
</tr>
<tr>
<td>Ali</td>
<td>2016</td>
<td>To analyse the relationships between hotel website quality, perceived flow, customer satisfaction and purchase intentions</td>
<td>3</td>
<td>Different countries</td>
<td>quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Bhanugopan</td>
<td>2004</td>
<td>To identify any quality customer service gaps in the hospitality industry</td>
<td>2</td>
<td>Papua New Guinea</td>
<td>personalized service, empathy</td>
<td>Not included</td>
</tr>
<tr>
<td>Bigné et al.</td>
<td>2008</td>
<td>To examine cognitive and affective antecedents and consequences of CS in interactive museum, theme park</td>
<td>115</td>
<td>Different countries</td>
<td>pre-purchase expectations, emotions</td>
<td>loyalty</td>
</tr>
<tr>
<td>Bradley and Sparks</td>
<td>2012</td>
<td>To analyse why do travel and tourism consumers appraise products as more or less favorable, and what makes them change their appraisals over time</td>
<td>28</td>
<td>Different countries</td>
<td>Not included</td>
<td>loyalty repurchase intension</td>
</tr>
<tr>
<td>Brunner-Sperdin et al.</td>
<td>2012</td>
<td>To measure satisfaction with emotional experiences traditional service quality and satisfaction</td>
<td>35</td>
<td>Different countries</td>
<td>emotional experience, service quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Buckley et al.</td>
<td>2014</td>
<td>To analyse the particularities of Chinese tourists satisfaction</td>
<td>6</td>
<td>China</td>
<td>safety</td>
<td>Not included</td>
</tr>
<tr>
<td>Bulchand-Gidumal</td>
<td>2011</td>
<td>To analyze whether offering free Wi-Fi improves hotels' online ratings, which are considered a measure of customer satisfaction</td>
<td>18</td>
<td>Different countries</td>
<td>room service quality, quality of the Wi-Fi</td>
<td>Not included</td>
</tr>
<tr>
<td>Campo-Martínez and Garau-Vadell</td>
<td>2010</td>
<td>To discover how to improve CS levels for tourism destinations, especially for resorts</td>
<td>7</td>
<td>Balearic Islands</td>
<td>perceived quality</td>
<td>repeat visit</td>
</tr>
<tr>
<td>Castaeda et al.</td>
<td>2007</td>
<td>To analyse the effect that CS with the information obtained through the Internet may influence CS</td>
<td>31</td>
<td>Different countries</td>
<td>previous experience</td>
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<td>Chang</td>
<td>2008</td>
<td>To investigate the relationships between aspects of consumption behavior, emotion and CS</td>
<td>17</td>
<td>Different countries</td>
<td>quality, emotions</td>
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<tr>
<td>Chang et al.</td>
<td>2012</td>
<td>To explore tourist destination brand contact experiences</td>
<td>6</td>
<td>Different countries</td>
<td>quality, staff service</td>
<td>Not included</td>
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<td>Chen and Myagmarsuren</td>
<td>2010</td>
<td>To propose the destination brand equity model by incorporating various antecedents</td>
<td>15</td>
<td>Mongolia</td>
<td>perceived quality</td>
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<td>Chen et al.</td>
<td>2011</td>
<td>To analyse CS with tourists' perceptions, service performance and destination competitiveness.</td>
<td>17</td>
<td>Taiwan</td>
<td>pre-visit perceptions, post visit</td>
<td>recommend, revisit increase competitiveness</td>
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<td>Chitty et al.</td>
<td>2007</td>
<td>To determine which factors account for CS with a service and customer loyalty</td>
<td>35</td>
<td>Different countries</td>
<td>experience</td>
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<td>Coghan</td>
<td>2012</td>
<td>To analyse of visitor satisfaction and its relation to tourism attributes</td>
<td>42</td>
<td>Australia</td>
<td>comfort, quality, staff service, cost</td>
<td>Not included</td>
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<td>Crotts et al.</td>
<td>2009</td>
<td>To measure CS</td>
<td>59</td>
<td>Different countries</td>
<td>recommendation, experience</td>
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<td>Cugini et al.</td>
<td>2007</td>
<td>To analyse the relationship between CS levels and the costs that the company has</td>
<td>17</td>
<td>Different countries</td>
<td>Not included</td>
<td>higher, more stable revenues</td>
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<tr>
<td>Debata et al.</td>
<td>2015</td>
<td>To identify the dimensions of service quality as well as of service loyalty in the context of medical tourism</td>
<td>3</td>
<td>Different countries</td>
<td>quality</td>
<td>loyalty</td>
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<td>Dmitrović et al.</td>
<td>2009</td>
<td>To conceptualize a model of tourist satisfaction at the destination level</td>
<td>2</td>
<td>Different countries</td>
<td>quality, image, value</td>
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<td>Dolnicar et al.</td>
<td>2015</td>
<td>To analyse the strength of association between satisfaction and behavioral intention</td>
<td>14</td>
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<td>behavioral intention</td>
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<td>Dortyol et al.</td>
<td>2014</td>
<td>To identify tourists' perceptions of services provided by hotels</td>
<td>17</td>
<td>Antalya/Turkey</td>
<td>quality, price, staff friendliness</td>
<td>Not included</td>
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<td>Duman and Mattila</td>
<td>2005</td>
<td>To examine the role of CS in the affect-value relationship</td>
<td>181</td>
<td>Different countries</td>
<td>perceived value, value perceptions and, behavioral intentions</td>
<td>Not included</td>
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<tr>
<td>Eid</td>
<td>2015</td>
<td>To examine the interrelationships between customer perceived value, CS, customer loyalty and customer retention</td>
<td>9</td>
<td>Different countries</td>
<td>perceived value, customer retention</td>
<td>loyalty</td>
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<td>Eraqi</td>
<td>2006</td>
<td>To evaluate the customer's views related to tourism quality</td>
<td>29</td>
<td>Egypt</td>
<td>quality</td>
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<td>Faullant et al.</td>
<td>2008</td>
<td>To explain how emotions influence satisfaction</td>
<td>67</td>
<td>Different countries</td>
<td>emotion</td>
<td>Not included</td>
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<tr>
<td>Fuchs and Weiermair</td>
<td>2004</td>
<td>To explain how existing benchmarking approach is extended conceptually by linking to CS measures</td>
<td>114</td>
<td>Different countries</td>
<td>self-stated importance and derived importance assessments</td>
<td>Not included</td>
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<tr>
<td>Gallarza et al.</td>
<td>2013</td>
<td>To build four self-oriented value scales for a hospitality experience and test them overall perceived value, CS, and customer loyalty</td>
<td>5</td>
<td>Sardinia (Italy)</td>
<td>efficiency, quality, value</td>
<td>loyalty</td>
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<tr>
<td>García-Crespo et al.</td>
<td>2011</td>
<td>To present a semantic hotel recommendation expert system, based on the consumer's experience about recommendation</td>
<td>49</td>
<td>Different countries</td>
<td>experience, recommendation</td>
<td>Not included</td>
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<tr>
<td>Geissler and Rucks</td>
<td>2011</td>
<td>To identify significant factors influencing customer evaluation and satisfaction with the overall theme park experience</td>
<td>7</td>
<td>Different countries</td>
<td>park experience and value, park food quality, value, and variety, park cleanliness and atmosphere, cost of the park visit, customer expectations, experience</td>
<td>Not included</td>
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<td>Authors</td>
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<td>González et al.</td>
<td>2007</td>
<td>To develop a model to depict how service quality perceptions and CS influence behavioral intentions SPA resorts</td>
<td>121</td>
<td>Different countries</td>
<td>service quality, behaviour</td>
<td>Not included</td>
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<td>Gountas and Gountas</td>
<td>2006</td>
<td>To explore how personality orientations and emotions influence consumer's service perceptions in the airline industry</td>
<td>71</td>
<td>Different countries</td>
<td>emotions, behaviour, experience</td>
<td>Not included</td>
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<td>Grissemann and Stokburger-Sauer</td>
<td>2012</td>
<td>To develop a conceptual model of customer co-creation of tourism services and empirically tests this model in a travel agency context</td>
<td>76</td>
<td>Different countries</td>
<td>Not included</td>
<td>loyalty</td>
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<td>Guiry and Scott</td>
<td>2013</td>
<td>To compare experienced and potential US medical tourists' foreign health service-quality expectations</td>
<td>9</td>
<td>Different countries</td>
<td>expectation, experience, quality</td>
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<td>Han and Hyun</td>
<td>2015</td>
<td>To develop a model explaining international medical travelers' intention formation by considering the impact of quality, satisfaction, trust, and price reasonableness</td>
<td>22</td>
<td>Different countries</td>
<td>perceived quality, trust of the staff</td>
<td>Not included</td>
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<td>Heo et al.</td>
<td>2004</td>
<td>To analyse guests' satisfaction with hotel efforts at customer-focused adaptations</td>
<td>18</td>
<td>Japanese and Korean travelers to United States</td>
<td>providing menus, magazines and hotel directories in the guest's native language</td>
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<td>Heung</td>
<td>2000</td>
<td>To measure the satisfaction levels of Chinese travelers in relation to the hotel services in Hong Kong</td>
<td>9</td>
<td>Hong Kong</td>
<td>quietness of the room, availability of food and beverage variety, recreation facilities, availability of frequent travelers' program, service quality and value</td>
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<td>Authors</td>
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<td>Ho and Lee</td>
<td>2015</td>
<td>To propose a model investigating the effectiveness of travel blogs as a relationship marketing tool</td>
<td>2</td>
<td>Taiwan</td>
<td>quality, trust</td>
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<td>2015</td>
<td>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</td>
<td>11</td>
<td>Taiwan</td>
<td>destination personality, positive word-of-mouth, revisit intentions</td>
<td>positive word-of-mouth, revisit intentions</td>
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<td>Junek et al.</td>
<td>2006</td>
<td>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</td>
<td>5</td>
<td>Australian all-female travel company</td>
<td>previous visits, accomodation</td>
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<td>2007</td>
<td>To report findings with respect to the possibility of classifying international tourists on the basis of their quality expectations in hotels</td>
<td>9</td>
<td>hotels of Mauritius</td>
<td>quality, expectation</td>
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<td>Kang et al.</td>
<td>2004</td>
<td>To analyze the effect of service quality on customer satisfaction and customer behavioral intentions at hotels and ryokan</td>
<td>17</td>
<td>Japanese inns</td>
<td>quality, creativeness, unexpected services, encounter performance</td>
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<td>Khare and Khare</td>
<td>2010</td>
<td>To study the experience of Indian customers satisfaction with using online travel websites</td>
<td>14</td>
<td>India</td>
<td>service quality, trust, security, relevant destination information</td>
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<td>Kim et al.</td>
<td>2011</td>
<td>To provide an integrated approach to understand the effect of food tourists' behavior based on perceived value and satisfaction</td>
<td>42</td>
<td>Different countries</td>
<td>perceived value</td>
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<td>Koc</td>
<td>2006</td>
<td>To explore the influence of an all-inclusive pricing system on Total</td>
<td>14</td>
<td>Tyrkia</td>
<td>service quality</td>
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<td>Quality Management and Business Excellence in the Turkish tourism</td>
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<td>market and CS perspectives</td>
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<td>Kuo</td>
<td>2007</td>
<td>To find critical factors of service attitude affecting the satisfaction</td>
<td>25</td>
<td>Different countries</td>
<td>service quality, employee attitude</td>
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<td>of international tourists</td>
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<td>Lakshmi and Ganesan,</td>
<td>2010</td>
<td>To study customer delight in tourism as influenced by destination</td>
<td>3</td>
<td>Tirupati Thirumala</td>
<td>self-service technology</td>
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<td>image</td>
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<td>Lee et al.</td>
<td>2010</td>
<td>To evaluate factors in FIT guest's perception of five-star hotel</td>
<td>4</td>
<td>Korea</td>
<td>safety, access to transportation</td>
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<td>location, and assess the differences among CS levels and how those</td>
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<td>differences impacted CS with their choice of hotel</td>
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<td>Lin</td>
<td>2007</td>
<td>To provide a model of CS from a comprehensive perspective and tries</td>
<td>33</td>
<td>Taipei and Kaohsiung</td>
<td>functional quality, service</td>
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<td>to use the nonlinear fuzzy neutral network model to verify the</td>
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<td>2011</td>
<td>To analyze island accommodation management in fuzzy linguistic</td>
<td>6</td>
<td>Different countries</td>
<td>quality</td>
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<td>preference</td>
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<td>2010</td>
<td>To apply the concept of customer delight and the construct the model</td>
<td>24</td>
<td>Portugal</td>
<td>quality, accommodation</td>
<td>Not included</td>
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<td>of rural tourism</td>
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<td>2008</td>
<td>To explore the model with PLS technique, giving relevance to the</td>
<td>62</td>
<td>Spain, Portugal</td>
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<td>interrelationships among image, quality, satisfaction, and trust</td>
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<td>Loueiro and Kastenholz</td>
<td>2011</td>
<td>To enrich the model of delight and satisfaction with a suggested causal relationship between disconfirmation and new variables</td>
<td>62</td>
<td>Portugal</td>
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<td>2014</td>
<td>To determine whether luxury hotel managers and customers have the same understanding of service quality and satisfaction</td>
<td>33</td>
<td>Different countries</td>
<td>service quality, perceived value, expectation</td>
<td>recommendation</td>
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<tr>
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<td>2011</td>
<td>To illustrate that antecedents of customer delight in tourism venues can be identified through travel blog analysis</td>
<td>56</td>
<td>Different countries</td>
<td>emotion, service quality</td>
<td>repurchase intention and positive word of mouth</td>
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<td>2012</td>
<td>To analyse the importance of festival spaces in determining emotions, satisfaction and future behavior of participants at food and wine events</td>
<td>44</td>
<td>Different countries</td>
<td>emotions, behaviour, experience</td>
<td>Not included</td>
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<td>Matzler et al.</td>
<td>2008</td>
<td>To analyse CS with alpine ski resorts, hypothesize that personal, situational, and product factors moderate the relationship between attribute performance of satisfaction</td>
<td>38</td>
<td>Different countries</td>
<td>environment, service quality</td>
<td>Not included</td>
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<td>Mohamed</td>
<td>2007</td>
<td>To analyse the influence of CS on corporative image</td>
<td>3</td>
<td>Egypt</td>
<td>service quality</td>
<td>corporative image</td>
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<tr>
<td>Moliner et al.</td>
<td>2014</td>
<td>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.</td>
<td>112</td>
<td>Spain</td>
<td>perceived relationship quality</td>
<td>Not included</td>
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<td>Moliner et al.</td>
<td>2007</td>
<td>To analyse how the post-purchase perceived value of a tourism package influences the relationship quality with a travel agency</td>
<td>8</td>
<td>Different countries</td>
<td>perceived value, quality</td>
<td>Not included</td>
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<td>Authors</td>
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<td>Moon et al.</td>
<td>2015</td>
<td>To investigate the relationships among the variables of airport physical environments, customer emotion, and satisfaction</td>
<td>2</td>
<td>Different countries</td>
<td>emotions, physical environments</td>
<td>Not included</td>
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<tr>
<td>Mouakket and Al-Hawari</td>
<td>2012</td>
<td>To present findings about the antecedents of e-loyalty intention towards online reservation</td>
<td>18</td>
<td>United Arab Emirates</td>
<td>e-service quality, hedonic and utilitarian values</td>
<td>loyalty</td>
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<tr>
<td>Moutinho et al.</td>
<td>2012</td>
<td>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</td>
<td>16</td>
<td>Different countries</td>
<td>service quality of a destination, perceived value</td>
<td>Not included</td>
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<tr>
<td>Nadir and Hussain</td>
<td>2005</td>
<td>To analyse the applicability of the perceived service quality measurement scale</td>
<td>33</td>
<td>Northern Cyprus</td>
<td>perceived service quality</td>
<td>Not included</td>
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<td>Narayan et al.</td>
<td>2008</td>
<td>To develop and validate scales to measure and benchmark service quality in tourism industry</td>
<td>31</td>
<td>Different countries</td>
<td>food, logistics, security, value</td>
<td>Not included</td>
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<td>O’Neill et al.</td>
<td>2010</td>
<td>To analyse the quality product/service provision in satisfying nature based tourists</td>
<td>21</td>
<td>state of Alabama</td>
<td>Not included</td>
<td>Re-visitation and recommendation intention</td>
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<td>2013</td>
<td>To investigate the moderating effects of Hofstede’s taxonomy of nationalities on the interpersonal and environmental service dimensions that influence satisfaction</td>
<td>8</td>
<td>Crete</td>
<td>Not included</td>
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<td>1999</td>
<td>To measure the CS in hospitality</td>
<td>29</td>
<td>Different countries</td>
<td>quality</td>
<td>Not included</td>
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<td>Puciato</td>
<td>2016</td>
<td>To identify the principal factors determining the location of hotels belonging to a chain</td>
<td>2</td>
<td>South-Western Poland</td>
<td>value, economic development, degrees of internationalization and urbanization</td>
<td>Not included</td>
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<td>Authors</td>
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<td>Pulpánová and Simová</td>
<td>2012</td>
<td>To present findings of the research focused on customer satisfaction in tourism, particularly satisfaction with the services provided by travel agencies</td>
<td>3</td>
<td>Different countries</td>
<td>personnel, transportation, price, information and communication</td>
<td>Not included</td>
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<td>Quintal and Poczynski,</td>
<td>2010</td>
<td>To examine how university students' satisfaction with perceived attractiveness, quality, value, and low risk impact on their revisit intentions (RVI) to a holiday destination</td>
<td>17</td>
<td>Different countries</td>
<td>quality</td>
<td>loyalty</td>
</tr>
<tr>
<td>Radojevic et al.</td>
<td>2015</td>
<td>To provide insight into the hotel characteristics that have a significant association with CS</td>
<td>14</td>
<td>47 capital cities in Europe</td>
<td>hotel star rating</td>
<td>Not included</td>
</tr>
<tr>
<td>Richard and Zhang</td>
<td>2012</td>
<td>To examine the impact and interrelationship of corporate image, satisfaction, and commitment on customer loyalty in the travel industry</td>
<td>23</td>
<td>Different countries</td>
<td>emotions</td>
<td>loyalty</td>
</tr>
<tr>
<td>Ryglová</td>
<td>2011</td>
<td>To show possible approaches towards managing the quality of services in tourism</td>
<td>2</td>
<td>Czech Republic</td>
<td>quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Ma Sabiote et al.</td>
<td>2012</td>
<td>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</td>
<td>17</td>
<td>British and 150 Spanish tourists</td>
<td>service quality</td>
<td>Not included</td>
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<tr>
<td>Sigurðardóttir and Helgadóttir</td>
<td>2015</td>
<td>To investigate CS and visitor attitudes to several aspects of service quality in equestrian (horse riding) tourism</td>
<td>4</td>
<td>Different countries</td>
<td>quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Smith and Costello</td>
<td>2009</td>
<td>To provide a practical method for assessing satisfaction at a culinary event</td>
<td>55</td>
<td>Different countries</td>
<td>quality of service, quality of food</td>
<td>Not included</td>
</tr>
<tr>
<td>Authors</td>
<td>Year</td>
<td>Object</td>
<td>Cites</td>
<td>Geographical Area</td>
<td>Antecedents</td>
<td>Consequences</td>
</tr>
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<tr>
<td>Sparks et al.</td>
<td>2007</td>
<td>To analyse the conduct of owners of timeshare holiday products to assess the dimensions of customer value in timeshares</td>
<td>16</td>
<td>Different countries</td>
<td>Not included</td>
<td>loyalty</td>
</tr>
<tr>
<td>Su et al.</td>
<td>2015</td>
<td>To provide and test an integrated model that examines two relationship quality constructs (overall customer satisfaction, customer-company identification) as mediating variables</td>
<td>8</td>
<td>China</td>
<td>quality</td>
<td>repurchase intentions</td>
</tr>
<tr>
<td>Sun and Kim</td>
<td>2013</td>
<td>To empirically examine the relationship between the CS index (CSI) and the companies' financial performance in the hospitality and tourism industry (and airlines)</td>
<td>22</td>
<td>Different countries</td>
<td>Not included</td>
<td>companies' financial performance</td>
</tr>
<tr>
<td>Tanford et al.</td>
<td>2012</td>
<td>To investigate factors that motivate attendance and produce loyalty to the wine tasting event</td>
<td>5</td>
<td>Las Vegas</td>
<td>Not included</td>
<td>revisit intention, recommendation, willingness-to-pay</td>
</tr>
<tr>
<td>Tiru et al.</td>
<td>2010</td>
<td>To elaborate a mobile positioning-based methodology to measure the 'destination loyalty' of foreign tourists to a place</td>
<td>8</td>
<td>Estonia</td>
<td>Not included</td>
<td>repeated visits</td>
</tr>
<tr>
<td>Tsai</td>
<td>2014</td>
<td>To integrate the brand love and CS paradigms with a focus on international tourist hotel brands</td>
<td>6</td>
<td>Different countries</td>
<td>Not included</td>
<td>loyalty</td>
</tr>
<tr>
<td>Tsiotsou</td>
<td>2006</td>
<td>To segment ski resorts customers according to their frequency of visits in order to identify homogeneous groups</td>
<td>28</td>
<td>Different countries</td>
<td>experience</td>
<td>Not included</td>
</tr>
<tr>
<td>Vajnerová et al.</td>
<td>2012</td>
<td>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.</td>
<td>4</td>
<td>Different countries</td>
<td>service quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Authors</td>
<td>Year</td>
<td>Object</td>
<td>Cites</td>
<td>Geographical Area</td>
<td>Antecedents</td>
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<tr>
<td>Velázquez et al.</td>
<td>2011</td>
<td>To study loyalty formation in its two approaches (attitudinal and behavioral) from a dual perspective</td>
<td>29</td>
<td>Different countries</td>
<td>service quality, value and customer commitment</td>
<td>Not included</td>
</tr>
<tr>
<td>Vladimirov</td>
<td>2012</td>
<td>To analyse the e-tourism development in Bulgaria, and particularly customer satisfaction with the quality of the tourism companies' websites</td>
<td>3</td>
<td>Bulgaria</td>
<td>website quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Wang et al.</td>
<td>2005</td>
<td>To put forward a creative model of Tourism Attraction CS Index</td>
<td>8</td>
<td>Trunk Hill Park</td>
<td>variables in general</td>
<td>Not included</td>
</tr>
<tr>
<td>Wang et al.</td>
<td>2008</td>
<td>To investigate whether senior-friendly facilities in a hotel affect the satisfaction levels of senior tourists</td>
<td>4</td>
<td>China tourist UK</td>
<td>quality, expectation</td>
<td>Not included</td>
</tr>
<tr>
<td>Weiermair</td>
<td>2000</td>
<td>To develop a comprehensive cultural construct to explain and forecast tourists' behaviour and quality judgements.</td>
<td>15</td>
<td>Different countries</td>
<td>tourists’ expectations and their perceptions of received service quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Wen</td>
<td>2012</td>
<td>To empirically test a structural model of factors affecting consumers' online purchase intentions for travel products</td>
<td>18</td>
<td>Different countries</td>
<td>value, quality</td>
<td>Not included</td>
</tr>
<tr>
<td>Whipple, and Thach</td>
<td>1988</td>
<td>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</td>
<td>63</td>
<td>Niagara falls</td>
<td>expectation, service, attraction of environment</td>
<td>Not included</td>
</tr>
</tbody>
</table>
### Table 1: Summary of Findings

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

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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Sánchez-Rebull, M.-V., Rudchenko, V., Martín, J.-C.: THE ANTECEDENTS AND CONSEQUENCES...


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