Impact of the destination image on cruise repeater´s experience and intention at the visited port of call

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Summary:

The image incidence of the destination visited by cruise ships in the lived experience, the satisfaction, and the consumption intentions of repeat visitors has been scarcely discussed in tourism literature. However, repeat visitors to the destination represent a great opportunity to increase cruise visitor spending at ports of call. This tends to be inferior to the spending on board or to that in the destination by a tourist traveling by other means. In this sense, a research model is proposed to explore the causal relationships mentioned above in the context of cruise ships that docked at the port of Ensenada, Baja California during a period of three months in 2013. The research methodology consists in formulating a set of hypotheses for a model sustained by empirical data obtained from a two-stage probabilistic sample design and analyzed with Partial Least Squares path modeling (PLS). The results indicate that destination image significantly influences visit experience which has a decisive influence on satisfaction and on the consumption intentions of the repeat visitor. For this segment in particular, the findings highlight the importance of strengthening the experience above satisfaction to expand and diversify consumption.

Keywords: cruise repeaters; destination image; satisfaction, intentional behavior; familiarized visitors; Ensenada's port of call.

1. Introduction

The cruise industry is characterized by a continuous growth which is highlighted by the possibility to stop at about 1000 ports of call, and the expectation of taking 23 million people on a voyage; in 2015, it represented 4% more passengers than in 2014 (Cruise Lines International Association [CLIA], 2015b). During 2013, this global industry generated 117 billion dollars and 891,000 jobs with approximately 38% of total output, and 41% of jobs located only in the United States (CLIA, 2015b). This expansion of the industry continues to place the Caribbean in a dominant destination position with a third of a market share identified -among others - by a 21% growth of the specialty bands from 2009 to 2014 (CLIA, 2015b). In the framework of this circuit, the United States is placed as leader in supply and consumption, registering 26% growth in cruise tourism and 14% in the gross domestic product from 2009 to 2013 (CLIA, 2015b).

Mexico and its ports have benefited from the growth of the cruise ship industry in the region. These ports received an annual average of 2046 cruises and 5.3 millions passengers from 2010 to 2014 (Secretaria de Comunicación y Transporte [SCT], 2016). The economic impact of cruise ship visits during the 2014-2015 cruise-year was estimated at a total passenger on-shore expenditure of 429.7 million dollars and 14,044 jobs as total employment (Business Research & Economic Advisors [BREA], 2015). Under these national figures, Ensenada´s port of call is left with 9.7% of the jobs generated, 14% of visitors, and 11.5% of on-shore spending, holding a second place in the national ranking just behind the port of Cozumel (BREA, 2015).

Beyond the tourist attractions that make Ensenada´s port of call a destination of choice, the less than 70 miles from the border with the state of California gives an added value emanated from the implementation of the "Jones Act" (Observatorio Turístico de Baja California [OTBC], 2013). With this regulation, cruises in the off-coast circuits in California are required to dock at foreign ports when a proportion of its crew has a different nationality from the flag of the vessel. This becomes an example of taking mutual advantage of geographical proximity which enables companies to comply with cabotage regulation, and in this case allowing the port of Ensenada to receive a large influx of visitors (Cruise Ensenada, 2008).

From another perspective, the geographic proximity induced by the border context presents itself as an exciting dimension of familiarity which is constructed by repeating visits (Gursoy & McCleary, 2004; Toudert & Bringas-Rábago, 2015a, 2015b). This origin-destination proximity translated into a temporal reference which could mean the duration of the trip also mediates when choosing and buying cruise trips (Decrop & Snelders, 2004, 2005). For these kinds of trips, Gabe, Lynch, & McConnon (2006) underlined the importance short distances have within origin-destination trips for deciding to return to the visited ports of call. The incidence in tourism literature that sometimes links destination image to the lived experience, visitor´s satisfaction, and intentional behavior (Baloglu, 2001; Barroso-Castro, Martín-Armario, & Martín-Ruiz, 2007; Bigné, Sánchez, & Sánchez, 2001; Chen & Tsai, 2007, Chon, 1992; Puh, 2014) does not seem to be validated for all contexts of repeat visitors in on-shore destinations (Chesworth, 2006; Gabe et al. (2006); Klein, 2003; Marusic, Horak, & Tomljenovic, 2008; Sanz-Blas, & Carvajal-Trujillo, 2014). From this perspective as well, the lack of sufficient evidence requires further exploration of the impact of such constructs in the consumption intentions of repeat visitors in ports of call (Sanz-Blas, & Carvajal-Trujillo, 2014; Sanz-Blaz et al., 2015). In fact, these causal links are important for Destination Management Organizations (DMOs) who seek to increase the expenditure generally considered as low (Andriotis & Agiomirgianakis, 2010; Gibson & Bentley, 2007; Larsen, Wolff, Marnburg, & Øgaard, 2013).

The lived experience during the stay defines a transcendental aspect of repeat visitor's loyalty destination (Choi & Chu, 2001; Ekinici, Riley, & Chen, 2000). Repeat visitors are generally characterized by a different consumption trajectory from first timers who were less likely to expand and diversify their experiences in the destination (Assaker, Vinzi, & O'Connor, 2011; Bigné et al., 2009; Petrick, 2004b). In tourist literature, a satisfied experience is considered a good precedent to satisfaction with the destination which affects repetition of consumption and recommendation to friends and family (Chen & Chen, 2010; Cronin, Brady, & Hult, 2000; Kozak & Beaman, 2006; Oliver, 1997; Petrick, 2004d). However, in the case of repeat visitors, the trajectory from lived experience to intentional behavior may obviate its passing through satisfaction which is often reflected in a weak or non-existing determinant linkage (Assaker et al., 2011; Bigné et al., 2009; Petrick, 2004b; Pranic, Marusic, & Sever, 2013). From this perspective, it would be important for both

reflection and action to validate the content of these relations in the context of repeaters in the ports of call.

This study aims to assess the validity of a research model structured by two causal trajectories. The first begins with a destination image defined by a second order construct occurring in satisfaction at the destination, lived experience and intentions (Baloglu, 2001; Barroso-Castro et al., 2007; Chen & Tsai, 2007; Chon, 1992; Puh, 2014). Although this formulation has growing support in tourism literature, in the case of cruise ship visits to ports of call such links were addressed only in two occasions (Sanz-Blas, & Carvajal-Trujillo, 2014; Sanz-Blaz et al., 2015). Under this scarcity context of available evidence, up to this point, repeat visitors in the destination do not have a study antecedent, granting this research proposal a subsequent academic and operational interest. The second trajectory of the model proposes to link in a causal triangulation framework the lived experience, satisfaction with the destination, and visitor's intentional behavior. For this linkage in particular, despite having consistent support in tourism literature (Bigné et al., 2001; Ekinici et al., 2000; Petrick, 2004d), it has been poorly studied in the ports of call visited by cruise ships (Andriotis & Agiomirgianakis, 2010; Duman & Mattila 2005; Gabe et al., 2006; Pranic et al., 2013), and it has not been referred yet in the repeat visitor context in those destinations.

2. Literature review and hypotheses

The literature on places visited by cruise ships has shown a growing interest on repeaters in the destination and their future intentions for consumption (Andriotis & Agiomirgianakis, 2010; Brida & Risso, 2010; Brida, Pulina, Riaño, & Zapata-Aguirre, 2012c). However, for these tourism contexts, we only have the research conducted by Sanz-Blas, & Carvajal-Trujillo (2014) that focused on exploring image impact of the port of call in visitors' loyalty. In this sense, this exploration takes on a double interest; the first will generate a comparative reference with the existing evidence, while the other, for the first time, inquires repeaters to the visited destination by cruise.

2.1. Image of visited destination by cruise

Due to the diversification of tourist destinations competing among themselves for a market share, image of the visited destination has become one of the central elements to be evaluated within tourism offer. (Baloglu, 2001; Barroso-Castro et al., 2007; Chen & Tsai, 2007; Puh, 2014). This assessment is generally a complex process that may start with selecting a travel destination; it extends its incidence during the stay and continues its impact until the end of the visit by shaping the visitor's future consumption intentions (Gallarza, Saura, & Garcia, 2002).

Given that image assessment is difficult to estimate in the overall tourism sector, for cruises it becomes even more complex. Ahmed Johnson, Ling, Fang, & Hui (2002) and Meng Liang, & Yang (2011) described an image influenced by both cruise and on-shore destination. Lofgren & Wittel (2005) stated that the first impression of a visitor is generated on board the ship and can affect what is perceived during the rest of the trip. However, despite all this complexity, the on-shore destination image manages to influence, so that travelers descend from their boats in a port of call, and maybe by doing so they will return to visit in the future (Chesworth (2006); Gabe et al., (2006); Klein (2003); Marusic et al, 2008).

From the tourism marketing literature perspective, in order to define destination image in the context of its various listed facets, without agreement, Gallaza et al, (2002) used two components of attitude: the cognitive and the affective. The latter was also not involved concurrently in all the studies to conform what is known as the overall destination image (Bigné, Sánchez, & Sanz, 2009). Alongside the comprehensive approach of the overall destination image, some studies focused on the functional part defined by the cognitive dimension, and others on the emotional motivation that expresses the affective component (Baloglu, & Brinber, 1997; Beerli & Martín, 2004; Lee & Lee, 2009).

In general terms, at least from the work of Baloglu & McCleary (1999a, 1999b) and Stern & Krakover (1993), it was established that the cognitive and affective dimensions impact decisively on the formation of the overall destination image; while Beerli & Martin (2003) underline a coincidence to be considered in the theoretical field and refer to the cognitive dimension as a precedent of the affective in the image formation.

In regards to the on-shore destination image, the multi-attribute perspective used by Sanz-Blas, & Carvajal-Trujillo (2014) consists of four almost similar dimensions: tourist resources, urban environment, infrastructure and atmosphere of the city, and socioeconomic environment. Except in the case of the socioeconomic environment dimension which was found not significant, the rest were all-decisive in shaping the image of the destination. The same results were also corroborated by Beerli and Martin (2004), while Puh (2014) found that the infrastructure dimension was not decisive in image formation.

For this study, the dimensions considered were tourism resources, urban environment and infrastructure, and atmosphere which had an important incidence in their formation, and were significant first order constructs of the second order construct which characterize an overall destination image of the visited place.

2.2 From image destination to visit experience.

Image destination and lived experience during the visit are generally considered emotional stimulants of tourist satisfaction which affect the intentions for future consumption (Barroso-Castro et al., 2007; Chen & Tsai, 2007; Puh, 2014; Sun, Chi, & Xu, 2013). The impact of these causal links in sales is such that both image and experience are suggested as strategic lines of action for tourism agents and DMOs (Baker, 2014; Toudert & Bringas-Rábago, 2015b).

Lived experience in the destination often conceived as an antecedent of satisfaction behaves as the result of a comparison between expectation before the trip and lived experience during the stay (Baker y Crompton, 2000). Based on the work of Mannell & Kleiber (1997), experience is often seen as a synthesis drawn by the control the tourist has over the visit, the novelties found during the stay, and the hedonic expressions lived in the destination (Duman & Mattila, 2005).

Under the framework of these broad definition contexts, the incidence of destination image in experience as well as in satisfaction was determinant and positive in tourism literature (Barroso-Castro et al., 2007; Sun et al., 2013; Puh, 2014), in cruise ship travel (Duman & Mattila., 2005; Meng et al, 2011) and in land destinations visited by cruises (Sanz-Blas, & Carvajal-Trujillo, 2014; Sanz-Blaz et al., 2015).

Regarding image incidence in intentional behavior, most of the findings have been significantly binding in tourism literature (Barroso-Castro et al., (2007); Bigné et al., (2009); Um, Chon, & Ro, 2006). The same impact was also found in the cruise trip context (Hung & Petrick, 2011), while in a land destination visited by cruises this relationship was found not significant (Sanz-Blas, & Carvajal-Trujillo, 2014).

The same can also be said about the repeat visitors' context, in the work of Chi (2012), image impact on satisfaction seems to increase with experience at the destination, while in San Martin, Collado, & Rodriguez del Bosque (2013) satisfaction incidence on loyalty was of less impact. In the context of destinations visited by cruise, there is no reference yet about image impact on repeaters' satisfaction and intentional behavior.

Taking into account all these considerations which mainly translate into a framework characterized by different consolidation levels in tourist literature, we postulate the following hypotheses (see Figure 1):

H1: Destination image influences positively on satisfaction.

H2: Destination Image impacts positively on visit experience.

H3: Destination image impacts positively on intentional behavior.

2.3. From visit experience to intentional behavior

In tourism marketing literature, a satisfactory experience in the destination is generally considered as a stimulant to repeat visits (Choi & Chu, 2001; Ekinici et al, 2000) and also the sharing of intentions via word-of-mouth (Bruwer, 2012; Swan & Oliver, 1989). This makes sense in the context of a determinant causal trajectory which is drawn from the lived experience and the satisfaction with the destination factors leading to an intentional behavior favorable to future consumption (Cronin et al., 2000; Kozak & Beaman (2006); Petrick, 2004d).

Regarding cruise ship traveling, there is evidence relating significantly lived experience or satisfaction to traveler´s intentional behavior (Brida, Garrido, & Such-Devesa, 2012a; Brida & Risso, 2010; Petrick, Tonner, & Quinn, 2006; Silvestre, Santos, & Ramalho, 2008).

Ports of call have become very important for cruise campaigns and DMOs of visited destinations who are seeking to increase and diversify their tourist demand (Andriotis &

Agiomirgianakis, 2010; Henthorne, 2000). Of course, the above mentioned is part of a reality generally characterized by a lower degree of spending in ports of call compared to what is spent aboard the ship (Gibson & Bentley, 2007; Larsen et al., 2013). However, the expectation of the local tourism offer to increase the revenue generated by cruise visitors consists in stimulating the intention to visit the same destination again (Brida & Coletti, 2012; Brida et al., 2012a; Hui, Wan, & Ho, 2007).

Along with their characteristics inciding in consumption, repeaters are usually recognized by the connections of their intentional behavior which are more closely linked to lived experience during the stay than with satisfaction with destination factors (Assaker et al., 2011; Bigné et al., 2009; Petrick, 2004b). The latter has influenced consumption intentions when it has been structured under an overall perspective which includes aspects of lived experience (Bigné et al., 2001; Ozturk & Hancer, 2009; Petrick, 2004d).

Based on this evidence and considerations, we propose to investigate the following hypotheses (see Figure 1):

H4: Visit experience impacts positively on intentional behavior.

H5: Visit experience influences positively on how satisfaction is perceived.

H6: Satisfaction act positively on intentional behavior.

3. Methodology

3.1. Sampling, questionnaire and data collection

By focusing the epistemological interests of the study which are centered on the validation of the proposed research model, the applied sampling process had to satisfy mainly the requirements of the PLS (Partial Least Squares) path modeling. Indeed, beyond the inferential goals, in our study case, sampling must meet the convergent, discriminant, and nomological validity conditions of the proposed model (Henseler, Ringle & Sinkovis, 2009; MacKenzie, Podsakoff & Podsakoff, 2011; Marcoulides & Saunders, 2006).

The data used to validate the research model comes from the survey "Characterization of international cruise visitors in Ensenada, Baja California" conducted by Observatorio Turístico de Baja California (OTBC, 2013). The cruise ship lines involved in the study

belong to Carnival Cruise lines, Norwegian Cruise Line, Celebrity Cruises, and Princess Cruise. These companies work with large ships and represent according to a report from Cruise Industry News a 38% of the worldwide market share during 2014. In 2015, 55 cruise ships arrived to the port with 142,915 passengers (SCT, 2016) during the same period the survey was conducted. The growth of cruise ship visits has been spectacular from 2013 to 2015; nonetheless, this increase of cruises does not seem to incide in visitor's perception of destination. In fact, even though in absolute terms, we would be talking about a possible duplication of the number of on-shore visits, we never lost sight on recognizing that the stop in the port of Ensenada responds primarily to a regulatory purpose, and the proportion of passengers by ship that visited the city continues to be relatively the same.

The target population for this survey was integrated by passengers older than 15 who did not reside or performed remunerated activities in Mexico, disembarked the cruise ship, and consumed tourist products and/or services in the visited city.

From the total number of passengers who arrived by cruise during the period of the survey, about 63% disembarked and visited the city of Ensenada and its surroundings while the others remained on board. Some of these visitors are familiarized with the destination and conform the target population which is the purpose of our study, since they are repeaters (or familiarized) in the destination, as opposed to first-timers who are in an initial stay. Comparing with the few other studies that have estimated repeaters of destination visited by cruise, our findings seem to coincide with Chesworth (2006), Gabe et al. (2006) and Klein (2003) who placed this segment at relatively low levels when the total number of passengers who took the cruise is taken as reference.

However, the repeat visitors which were counted in our survey widely satisfy the requirements of the PLS path modeling to support the research model shown in Figure 1. In fact, the number of cases involved meets the rule of thumb which requires a sample size of 10 times the most complex relationship within the research model (Henseler et al., 2009). There is also compliance with the number of respondents who answered each of the items of the study with a ratio superior to the highest suggested in MacKenzie et al. (2011). In addition, following the indications of Aguirre-Urreta & Rönkkö (2015), and Marcoulides & Saunders (2006), we proceeded to the calculation of the minimum sample size by using the G*Power in the social science context (medium effect size: 0.15, power: 0.8 and

significance level: 0.05) which yielded a total of 77 cases, a figure that is almost three times inferior to the number of questionnaires involved in our study.

Table 1. Survey characteristics.

Field Work	
Place	Ensenada´s port of call
Period	07-01-2013 to 09-30-2013
Questionnaire	
Type of questionnaire	Structured and mostly close ended
Number of questions	27 main questions
Sampling characteristics	
Sampling method	Two-stage probabilistic
Cruise ships involved	28
Passengers on board	75284
Total sample size	1001
Confidence level	95%
Sampling error	5%
Target sample size	224

In addition to the filter questions which allowed the survey to be focused exclusively on the target population, the applied questionnaire has 27 main questions related to other secondary questions. The questionnaire itself is structured into three sections: (1) socio-demographic profile of passengers, (2) Characteristics of the visit, (3) Satisfaction, experience and attitudinal behavior.

In the general characteristics shown in Table 2, cruise passengers who repeat the visit to the city of Ensenada define a segment dominated by the male gender in a ratio of two males for each female. They are mostly married, hold a university level education, are managers, employees or professionals, have an annual household income above $ 40,000 at a 2/3 ratio. Eight out of ten repeat visitors are from the neighboring state of California and nearly half of this flow from the region comprising the counties of Los Angeles and Orange (OTBC, 2013).

Even though they are a relatively small segment from the total of passengers, repeaters in the Ensenada Port of call are recognized because of their high spending level which makes them valued visitors to the destination. In fact, the tourist and spending profiles of these repeaters are more prone to spending and come very close to the characteristics of

American cruise passengers. In addition, since most of them are residents of bordering cities with Baja California, the perspective of returning to the visited destination is also high.

According to data from CLIA, the annual household income of American cruise passengers was $114,000 US dollars during 2014 (CLIA, 2015a), ranking above the US average of 52,250 dollars in 2013 where the dominant visitor flow in our port of study is taken (US Census Bureau, 2014). Comparing with repeaters in our study destination, their average annual household income of $ 75,600 is considerably higher than its American equivalent, but it represents just over half of what was reported by the CLIA in 2014 (CLIA, 2015a; US Census Bureau, 2014). In this sense, regardless if Gabe et al. (2006) concluded that household income level does not explain the intention to repeat the visit, the monitoring of this variable becomes strategic because of its impact in the expenditure at the destination (Brida et al., 2012a; Parola, Satta, Penco, & Persico, 2014). Sure enough, if we take 565 dollars as an average for onboard and shore expenditure of American passengers (CLIA, 2015a) as a reference, an average consumption of 114 dollars spent by familiarized visitors with the destination seems as an interesting level for a young port of call as Ensenada.

Comparatively with American travelers who repeated an average of 3.8 cruise trips in 62% of cases (CLIA, 2015b), only 22.37% of those who visited the destination of study said they had returned since Memorial Day 2012 with a frequency of 5 to 6 times in 61% of the cases. These indicators exhibiting the relevant differences in these compared contexts are consistent with those observed by Gabe et al. (2006), and Brida & Risso (2010) who noticed that repeaters are more likely to return to a destination already visited, although other authors observed low repetition rates for trips by land to destinations visited initially by cruise ships (Brida, Pulina, Riaño, & Zapata-Aguirre, (2012b); Chesworth, 2006; Klein (2003); Marusic et al., 2008). However, the visit frequency of repeaters to the destination of study seems high; they are possibly strengthened by the geographical proximity of visitors who come from the neighboring state of California in 85% of the cases.

In regards to the other variables of the socio-demographic profile, comparing with the American cruise traveler in 2014, repeat visitors in the destination of study are on average 9 years younger, 20% lower marriage rate, 13% hold college / post college education, and are nearly twice as important in what pertains to the rate of professionally employed (CLIA,

2015a). As a whole, these aspects previously listed are evidenced by characterizing a visitor more likely to experience and participate in activities offered at the destination (Andriotis & Agiomirgianakis, 2010; Brida et al., (2012c); Gabe et al., 2006; Petrick, 2004a; Silvestre et al., 2008).

Table 2. Socio-demographic characteristics of the overall target sample.

Gender	%	Counties of residence	%
Male	65.54	Los Angeles, CA	24.55
Female	34.46	Orange, CA	14.55
Age group	%	San Bernardino, CA	9.09
18-24	12.99	San Diego, CA	9.09
25-34	24.86	Clark, NV	6.36
35-44	23.16	Sacramento, CA	5.45
45-54	22.60	Riverside, CA	3.64
Over 55	16.38	Others	27.27
Marital status	%	**Occupation**	%
Unmarried	24.50	Directive or executive	18.75
Married	63.58	Employee	33.75
Others	11.92	Professional or technical	16.25
Education level	%	Business owner	7.50
Junior High	7.34	Self-employed	8.75
High school	9.04	Others	15.00
Universities and colleges	62.71	**Annual household income**	%
Master	14.69	Under 10,000	9.46
Ph.D.	5.08	10,001-20,000	11.49
Ohers	1.13	20,001-40,000	14.86
State of residence	%	40,001-80,000	32.43
California	84.68	More than 80,001	31.76
Nevada	7.21	**Previous experience***	%
Arizona	3.60	2 to 4 visits	38.98
Others	4.50	5 to 6 visits	61.02

* Since Memorial Day 2012.

3.2. Measuring variables and scales

For the research model's assessment and validation, we opted for the use of PLS technique which was compatible with the methodological context of the study and the characteristics of the variables used. Indeed, the study is based on a theoretical framework still under construction; it uses data that lacks normal distribution, and it relies on formative constructs

for structuring the research model (Chin, 1998a). The PLS technique is a statistical model that allows the measurement of constructs from observable variables besides analyzing the significance of the causal relationship between latent variables. Therefore, this method allows the evaluation of a network of latent variables to advance in the construction and consolidation of theory.

In order to structure the proposed research model (see Figure 1), 21 manifest variables were selected which successfully met the validation criteria mediated in a PLS modeling as indicated in Table 3 (Jörg, Ringle, Sinkovics & Rudolf, 2009; MacKenzie et al., 2011). Nine of these manifest variables (or items) are linked as reflective indicators to three latent variables (or constructs): visit experience, satisfaction, and behavioral intention. The other items were related in the framework of a second order construct, type reflective-formative measurement model with the repeated indicator approach to estimate the hierarchical latent variable model (Becker, Klein, & Wetzels, 2012; Chin, 1998b; Edwards, 2001). Thus, the second order construct was linked to three first order constructs that represent the dimensions of destination image: Tourism resources, urban environment, and infrastructure and atmosphere.
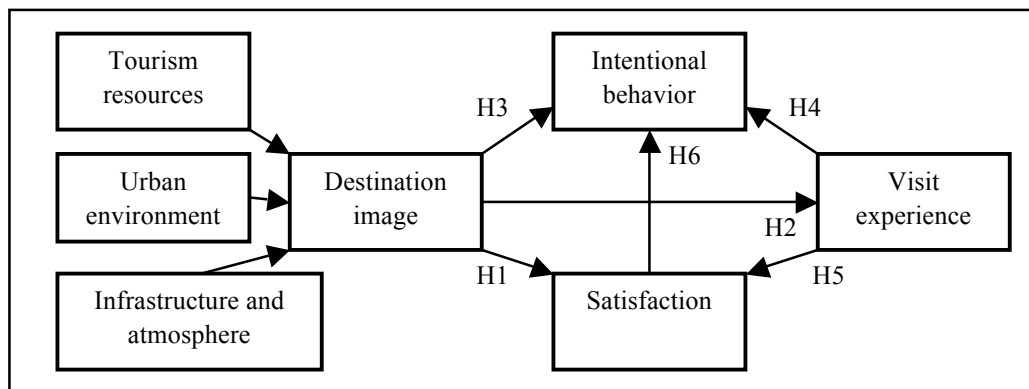

Figure 1. The proposed research model and hypotheses.

The scale used to evaluate items followed variation logic between one and ten, where one indicates the lowest level of evaluated perception, and ten defines the highest rating of the interviewee. Although many research context studies favor the Likert scale which ranges from four to seven levels (Brida & Coletti, 2012; Brida et al., 2012c; Pranic et al., 2013;

Parola et al., 2014; Sanz-Blas, & Carvajal-Trujillo, 2014), the ten level scale used in this study was also used by Petrick (2002, 2011). These variations in the levels of the assessment scale largely reflect the effort of each of these studies to adapt to the interviewees, research context, and users of the information generated.

Table 3. Measurement model assessment

Constructs and items	Loading	Tvalue	VIF*	Weight**	CR***
Image (second order construct)					0.934
Tourism resources			2.658	0.461	0.911
A1. Quality of attractions	0.913	31.974			
A2. Variety of attractions	0.885	32.582			
A3. Preservation of attractions	0.894	21.067			
A4. Image of attractions	0.625	6.926			
A5. Overall attractions and services	0.758	5.664			
Urban environment			2.897	0.352	0.877
B1. Pavement and Highway conditions	0.747	10.195			
B2. Cleaning of streets and public areas	0.809	13.061			
B3. Vehicular traffic	0.809	15.275			
B4. Urban image	0.835	18.081			
Infrastructure and atmosphere			3.091	0.306	0.893
C1. Tourism information	0.860	6.294			
C2. Perceived Safety	0.847	14.311			
C3. Mexican hospitality	0.867	18.468			
Visit experience			3.107		0.955
D1. Excitement to visit destination	0.905	22.366			
D3. Uniqueness of the lived experience	0.861	19.743			
D4. Rating of the visit	0.954	53.959			
D5. Overall experience	0.947	42.672			
Satisfaction			2.626		0.832
E1. Price-quality relationship	0.691	6.911			
E2. Expectation vs. satisfaction	0.862	16.912			
E3. Overall satisfaction	0.808	7.833			
Behavioral intention			2.936		0.861
F1. Willingness to return to destination	0.808	5.707			
F2. Willingness to recommend destination	0.928	36.757			

* Variance inflation factor ** Formative dimension contribution *** Composite Reliability

As previously noted, the measurement of destination image was performed through the evaluation of a multidimensional construct. This approach follows a recurring conceptualization of destination image without reaching yet an agreement regarding the dimensions involved in the evaluation (Chi, 2012; Sun et al., 2013). Within the framework of these approach differences, the experience of evaluating cruise image allowed to reveal the implications of the affective, cognitive and conative dimensions (Meng et al., 2011); while assessing the journey in its totality, the affective and cognitive aspects were given priority under the perspective of perceived value (Brida, Bukstein, & Tealde, 2015; Lobo, 2008). There are also differences in what corresponds to the evaluation of destination image visited by cruise ships, Beerli & Martín (2004a y 2004b) y San Martín & Rodríguez (2008) used four dimensions: natural and cultural resources, infrastructure and socioeconomic context, social condition, environmental context, while Sanz-Blas & Carvajal-Trujillo (2014) used very similar dimensions: tourism resources, infrastructure, city infrastructure and atmosphere, urban environment, and socioeconomic environment. Inspired by this last four dimensions proposal, our study incorporated three of them leaving out the socio-economic component which was not originally evaluated by our questionnaire and according to San-Blas, & Carvajal-Trujillo (2014) it turned out to have no significant impact on image.

In this way, the second-order construct, destination image was characterized by the first order constructs, tourism resources evaluated by 5 items, urban environment estimated by four items, and infrastructure and atmosphere assessed by three items (see Table 3). Altogether, these items and their distribution by construct were adapted, among others, from the work of Barroso-Castro et al., (2007) and Beerli & Martín, (2004b) and Gallarza et al., (2002). In the study by San-Blas, & Carvajal-Trujillo (2014), 15 items were used, four for the first dimension, seven for the second, and two for the third as well as for the socioeconomic environment dimension which was not incorporated in this study.

Visit experience was measured in our study by three items that reflect the emotional dimension motivated by the visit (John & Chen, 2012; Parola et al, 2014), its uniqueness (Andriotis & Agiomirgianakis, 2010; Baker, 2014) and the holistic perspective of the lived experience in the destination (Ozturk & Hancer, 2009; Silvestre et al 2008). This kind of approach tries to focus on lived experience which is immersed in the destination, as

mentioned by Spreng, Mackenzie, & Olshavsky (1996) in the overall travel experience, as well as seeking to separate its measuring of cruise satisfaction.

Measuring satisfaction in the visited destination responds in its empirical foundations to the same evaluation approaches occurring in the rest of the contexts (Babin & Griffin, 1998; Oliver, 1997). In the area of cruise tourism, even though an assessment of overall satisfaction can be found by using a single item (Petrick, 2004a), in the visited destination context, the multidimensional assessment prevails through various items (Brida et al., 2012c; Juan & Chen 2012; Marusic et al., 2008; Pranic et al., 2013). In our study, satisfaction was measured by three items: overall satisfaction (Bigné et al., 2001; Petrick, 2004d), price-quality relationship (Silvestre et al., 2008; Petrick, 2005), and expectation vs. satisfaction (Spreng et al., 1996; Petrick, 2004a).

The measurement of intentional behavior was performed by the predisposition to repeat the trip and to recommend the destination to friends and family who characterize the two dimensions that often define this construct in tourism literature (Chen & Chen, 2010; Chi & Qu, 2008; Oppermann, 2000). In our research model, each of these dimensions was defined by a specific item as done by Parola et al. (2014) in the context of destinations visited by cruises while Satta et al. (2015) chose to calculate a single recommendation indicator from two items.

4. Results

The assessment of the research model's validity and robustness follows the standard procedures in PLS path modeling, starting with the validation of the measurement model continuing with the structural model (Hensler et al., 2009; MacKenzie et al., 2011; Wetzels, Odekerken-Schröder, & van Oppen, 2009). The assessment of the measurement model focuses primarily on the loadings of the items which are close or above the value of 0.7 that sets this rule of thumb at an acceptable level (Chin 1998a; Wetzels et al., 2009). In addition, all of these loadings resulted to be significant ($P < 0.05$) in our case study (see Table 3). Similarly, the internal consistency measured by the Composite Reliability (CR) exhibits figures higher than 0.7 which confirm the reliability of the measurement model (Fornell & Larcker 1981; Nunnally & Bernstein, 1994).

Compliance with the convergent validity is evaluated by the Average Variance Extracted (AVE) which should indicate that the constructs involved in the study account for over 50% of the variance of their respective indicators (Chin, 1998a; Fornell & Larcker, 1981; Tenenhaus, Vinzi, Chatelin, & Lauro, 2005). In our case, as shown in Table 4, all the AVE values are above the cut-off value mentioned previously, and therefore, the convergence validity requirements are met satisfactorily.

Verification of the discriminant validity requirements of the measurement model consists in determining that the items present their highest loading in their respective constructs, and the square root of AVE for each latent variable must be greater than the correlation with any of other latent variable (Chin, 1998a; Fornell & Larcker, 1981). As can be corroborated in Table 4, these conditions are met satisfactorily, proceeding with the evaluation of the formative measurement model.

The evaluation of the formative model, which is structured in our case by a second order construct (destination image) linked to its respective three first order constructs, consists in assessing the validity of the constructs and their indicators (Chin, 1998a; Diamantopoulos & Siguaw, 2006; Hair, Ringle, & Sarstedt, 2011). In regard to the validity of the indicators, Table 3 and Table 5 show a reflective measurement model with a relevance superior to 0.6 and path coefficients above 0.1 or 0.2 which are often recommended (Chin, 1998a, Lohmöller, 1989). Similarly, the values of the variance inflation factor (VIF) that may indicate a collinearity potential when their values are greater than 5 (Hair et al., 2011) are found in the study with numbers below the 3.3 as recommended by Diamantopoulos & Siguaw, (2006) (See Table 3).

Table 4. Convergent and discriminant validity

Latent variables	AVE	Behavioral intention	Visit Experience	Destination Image	Satisfaction
Behavioral intention	0.756	0.870			
Visit experience	0.742	0.586	0.861*		
Destination image	0.743	0.499	0.594	0.862*	
Satisfaction	0.625	0.422	0.472	0.522	0.790*

*AVE square root.

Once the assessment of the measurement model has been successfully completed, we proceed with the validation of the structural model starting with the examination of the significance of the research model's causal relationships which were calculated with t of student values through the bootstrap technique with a resampling of 5000 (Chin, 1998a; Kline, 1998, Tenenhaus et al., 2005). As can be corroborated in Table 5, from the six hypotheses that were formulated in the study, only H2, H4, H5 were significant (P<0.01 for H4 and P<0.001 for H2 y H5). For these relationships, the calculated total effects were all significant (P <0.001) except the H6 hypothesis whose value was not significant.

The relationships established between the second order construct (destination image) and its respective three first order constructs were significant as their total effect calculated (P<0.001). The same levels of significance were also observed in the case of the indirect effects calculated for the three first order constructs with the rest of the latent variables of the research model (see Table 5).

Table 5. Significance of the structural model relationships

Model relationships	Path coefficients	T Statistics (bootsrap)	Total effect	T Statistics (bootsrap)
Model hypothesis				
H1	0.246	1.674	0.721	9.809***
H2	0.820	12.582***	0.821	13.164***
H3	0.138	0.916	0.694	7.696***
H4	0.635	3.272**	0.662	4.127***
H5	0.581	3.645***	0.582	3.733***
H6	0.043	0.034	0.044	0.034
First and second order relationships				
Infrastructure and atmosphere -> Destination image	0.307	9.359***	0.307	9.623***
Urban environment -> Destination image	0.356	10.162***	0.356	10.496***
Tourism resources -> Destination image	0.459	14.594***	0.460	14.954***
Indirect effect significations				
Infrastructure and atmosphere -> Behavioral intention	-	-	0.212	7.503***
Infrastructure and atmosphere -> Experience	-	-	0.251	9.713***
Infrastructure and atmosphere -> Satisfaction	-	-	0.221	6.893***
Tourism resources -> Behavioral intention	-	-	0.319	6.822***

			0.377	10.456***
Tourism resources -> Visit experience	-	-	0.377	10.456***
Tourism resources -> Satisfaction	-	-	0.331	8.686***
Urban environment -> Behavioral intention	-	-	0.246	8.156***
Urban environment -> Visit experience	-	-	0.291	11.949***
Urban environment -> Satisfaction	-	-	0.255	9.684***

**P<0.01 ***P<0.001

The prediction quality of the research model evaluated through R^2 is characterized, as can be corroborated in Table 6 with values above the acceptable levels of the variance explained for the fluctuation of exogenous variables (Chin, 1998a; Falk & Miller, 1992). These R^2 values which correspond to the order of 62.5% for the behavioral intention construct, 68.9% for the visit experience, and 61.8% for satisfaction reflect rates which are characteristic of a substantial model (Chin, 1998a; Henseler et al., 2009). In the same order, the Stone-Geisser's coefficient (Q^2) presents values greater than zero, which shows a large predictive relevance for endogenous variables (Hair, Sarstedt, Ringle, & Mena, 2012) (see Table 6).

Table 6. Assessment of structural model

Endogenous constructs	R^2	Q^2
Behavioral intention	0.6251	0.4643
Visit experience	0.6886	0.5839
Satisfaction	0.6175	0.3917
Destination image	-	-

5. Discussion

In areas similar to our study, the limited literature on destinations visited by cruises evidenced repetition of visit as a stimulator of consumer intentions (Andriotis & Agiomirgianakis, 2010; Brida et al., 2012c; Gabe et al., 2006; Pranic et al., 2013). In this context, focusing on repeaters in the framework of a specific consumption segment allows the study findings to acquire both theoretical and practical implications.

From a structural perspective, the three dimensions used to characterize a destination image exhibited a significant and positive effect on the formation of destination image (P <0.001). In the context of this relationship, the tourism resources dimension had the greatest impact, followed by urban environment and infrastructure, and atmosphere in that order. These

latter results are consistent with the findings of Sanz-Blas & Carvajal-Trujillo (2014) in relation to the significance of the dimensions used, but not in the order implemented by infrastructure and atmosphere which seem to dominate the highest impact in destination image in the same manner as in Beerli & Martín (2004). However, these results were not corroborated by Puh (2014) who revealed a non-significant impact of infrastructure dimension in Dubrovnik, Croatia, while the dimensions of tourist leisure and recreation, and atmosphere of the place were characterized, as we did, with significant relations and with the highest incidence in the formation of destination image.

Within the context of these similarities and differences with other studies, the origin-destination link of our border context favors an image that allows repeaters to experience renewed sensations in each visit (Toudert & Bringas-Rábago, 2015b). This dynamic in the formation of an image focused on diversity and surprise seems to be more associated with tourism resources and urban environment than with the familiar and relatively constant face over time of the infrastructure and atmosphere dimension (Bringas-Rábago & Verduzco-Chávez, 2008; Toudert & Bringas-Rábago, 2015a).

The impact of the destination image construct on visitor´s satisfaction resulted as not significant despite an important overall effect primarily induced by the mediation of visit experience in the analyzed relationship. This finding seems to reaffirm that satisfaction and experience are constructs that may contain each other but are not equivalent or interchangeable. Regardless of having few studies on the relationship between destination image and satisfaction and/or experience, in tourism literature, it is common to find a significant and positive incidence of a satisfaction that integrates visitor's experience (Chen & Tsai 2007; Sun et al., 2013; Puh, 2014). This type of incidence was also reported when evaluation was centered on the onboard experience (Duman & Mattila, 2005; Meng et al., 2011) or focused specifically on onshore visits (Sanz-Blas, & Carvajal-Trujillo, 2014).

Nonetheless, in a visit repeaters context similar to ours, familiarity with destination seems to be supported on accumulated knowledge and a positive perception of the visited destination (Baloglu, 2001; Li et al., 2008). These issues tend to emerge, among others, from the experience of a previously satisfied customer with factors related to purchasing and/or the visit to destination (Chen & Chen, 2010; Meyer & Schwager, 2007).

Therefore, the perspective of a destination image with a significant and positive impact on visitor´s experience is more coherent than with the satisfaction that would lose its causal logic in the case of an influenced repeated consumption, according to Halpenny (2006) because of the charms of place attachment. In our study, image incidence on visitor´s experience is significant and positive, showing a significant overall effect with the highest value of the research model. This finding which emphasizes the importance of destination image in structuring the experience of repeaters is consistent with tourism literature (Chen & Chen, 2010; Meyer & Schwager, 2007, Petrick, 2004d; Um et al., 2006) as well as with the cruise ship travel context (Andriotis & Agiomirgianakis, 2010; Brida & Risso, 2010; Duman & Mattila, 2005; Gabe et al., 2006; Silvestre et al., 2008).

However, the broad coincidence with the evidence described in the preceding paragraph does not seem to hold in the case of impact of destination image on visitor's intentional behavior. For this relationship in particular, tourist literature displays non consistent findings; it is determinant in Barroso-Castro et al. (2007) and Li et al. (2010) and not significant in Assaker & Hallak, (2013) and Jin, Lee, & Lee (2014). The same differences also characterize the impact of the onboard relationship which was found significant in Hung & Petrick (2011) and not determinant in the case of the Taiwanese travelers in Meng et al. (2011). We also have evidence in the case of destinations visited by cruises which is still insufficient to be conclusive. As in our study, it has been non-determinant in Sanz-Blas, & Carvajal-Trujillo (2014) and Sanz-Blas et al. (2015) and despite a significant overall effect from the mediation of visitor experience. All these findings lead us to believe that if image would impact intentional behavior indirectly, this would happen in a considerable extent because of the experience lived in the destination, which would have more sense in the case of visit repeaters (Chen & Chen, 2010; Meyer & Schwager, 2007; Um et al., 2006).

The impact of experience in destination in visitor's satisfaction and in intentional behavior has been one of the most studied issues in marketing and tourism management (Bigné et al., 2001; Chen & Chen, 2010; Chon, 199; Cronin et al., 2000; Oliver, 1997; Oppermann, 2000). Our results for both relationships were significant and positive with a total effect slightly superior for the impact on visit experience in intentional behavior compared to the same incidence in satisfaction. These findings are generally consistent with tourism's

general literature and its specific branches aimed at cruise trips (Andriotis & Agiomirgianakis, 2010; Brida et al., 2012a; Petrick et al., 2006) and at the repeaters segment in the destination (Baloglu, 2001; Toudert & Bringas-Rabago, 2015b).

In our context of study, visitor's experience acquires the role of a strong stimulant for repeating consumption and recommending the destination to friends and family. Other studies conducted in similar contexts also reached the same conclusions (see work of Andriotis & Agiomirgianakis, 2010; Duman & Mattila, 2005; Gabe et al., 2006; Pranic et al., 2013). However, although the on-shore experience affects satisfaction with destination factors in a determinant manner, the latter emerges as a construct drained of its stimulating powers for repeaters' future intentions. This indetermination was also observed by Pranic et al. (2013) in nationality segments, and these facts were confirmed by Assaker et al. (2011) and Bigné et al. (2009) and Petrick (2004b) who consider satisfaction as not sufficient to explain differences between first-timers and repeaters to return to the destination. Certainly, this leads us to insist on the need to position experience in the center of the actions of DMOs seeking to expand the quality and diversify the products offered in the destinations visited.

The above stated makes sense when observing the indirect effects of the dimensions of image in the conformation of experience in the destination which allows a glimpse at the greater incidence of the tourism resources dimension, followed by urban environment and infrastructure and atmosphere. The same order also seems to prevail in the indirect effects of the dimensions of image in visitor's intentional behavior. These findings are consistent with the overall results that tend to place the generality of the experience around the tourism resources dimension. A dimension that seems to be within the reach of DMOs and tourism agents' performance and in total convergence with the tourism offer strengthening proposal for the repeat visitor segment in the region of study (Toudert & Bringas-Rábago, 2015b).

6. Conclusion

This study explores image impact on experience, satisfaction and future consumption intentions in ports of call visited by cruise ships. A topic of interest which finds most of its background substance in Sanz-Blas, & Carvajal-Trujillo (2014) and Sanz-Blas et al. (2015) based on the same survey conducted in a single study context. In this regard our research characterizes a second comparative context that was implemented by focusing repeat visitors at the port of call for the first time. This provides an initial benchmark for exploration that will, undoubtedly, be subject to discussion and validation to further refine the results. The latter are conformed in a context of a cross-reading of tourism literature on destinations visited by cruise ships and on that specializing in the repeat visitors segment. In this manner, the study confirms the lack of impact of destination image on satisfaction and visitor's intentional behavior while highlighting a significant impact on the lived experience.

The repeat visitor's experience that usually stimulates loyalty and recommendation of destination in other tourism contexts also seems to act decisively in the case of a port of call visited by cruise ships. Also, coinciding with an important line of tourism literature, lived experience is a significant antecedent of satisfaction with destination factors. However, as was evidenced in several studies about repeaters in the destination, this lived experience has no impact on the visitor's intentional behavior. As a whole, these results confirm the importance of lived experience for a modelation which pretends to achieve a better understanding of repeat visitors' behavior in destinations visited by cruise ships.

From the operative implications perspective, the results of the study seem to indicate that tourism agents and DMOs will gain more repeaters in destinations by focusing mainly on the experience lived. It even seems feasible that the reassignment of part of the traditionally allocated resources to strengthen visitor´s satisfaction for the development of tourism products may allow to broaden and diversify the experience lived in the destination. In the framework of this effort to strengthen experience, destination image acquires a transcendental value mainly with the proposals associated to the dimensions of tourism resources and urban environment. These two aspects are susceptible to different agreed actions among the different local actors in order to achieve constant improvements to the

image of Ensenada´s port of call. From the tourism resources perspective, the tourism offer can start exploring different combinations of structured products around heritage, gastronomy and wine tasting in the Valle de Guadalupe which is in the suburbs of the Ensenada City.

DMOs and tourism agents may work on concrete measures that will allow repeat visitors to wander safely in the Ensenada region by applying special fares and discounts applicable to future visits. The promotion of these incentives for consumption should not be restricted only to the offer region, but it should be extended to the different US border areas where there is demand. With support from cruise companies, there could be a way to include the tourist incentives offered by the port in leaflets, magazines and promotional support for cruises. In addition, geographic proximity between offer and demand allows promoting the destination and its attractions in radio and local television since their signal reaches beyond the Mexican border. However, this promotion effort will have to be supported by an encouragement to visitor's experience taking advantage of the new attractions that have established activities in the Valle de Guadalupe region. In this sense, the organization of renowned cultural shows from Mexico City and other parts of the world could be a reason to extend the stay and/or return to the destination.

Some attractions within the region that could interest more visitors could be the different arts and cultural festivals, the local SPA and medical treatments, gastronomy and wine testing, and above all the immersion into an environment that invites us to reminisce the pioneers and the conquest of the far west seen from this side of the border.

From another perspective, in order to increase the number of repeat visitors, the city of Ensenada has to improve the quality of tourism products and diversify them. Special attention must be given to the organization of a safe nightlife, and to the development of aquatic and cultural activities.

All of this can start to materialize by connecting the three tourism environments: sea, city, and countryside.

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