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# The Quays in Salford: an Analysis of Visitor Perceptions, Satisfaction and Behavioural Intention

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# The Quays in Salford: an Analysis of Visitor Perceptions, Satisfaction and Behavioural Intention

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## ABSTRACT

Despite an extensive literature on urban regeneration, visitor perceptions of urban waterfront destinations and their subsequent outcomes remain largely unexplored. The paper reports the findings from a survey of visitors to the Quays in Salford; it focuses on their perceptions, satisfaction and behavioural intentions. While the primary attractions were found to have an important influence, the secondary elements explain more of the variance in overall satisfaction and intention to return to the Quays and the environmental aspects have a greater influence on visitor intention to recommend the destination. The implications of the findings for destination management and marketing are discussed. Copyright © 2010 John Wiley & Sons, Ltd.

**Keywords:** urban tourism; visitor perceptions; day trips; regression analysis.

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## INTRODUCTION

There is now an extensive body of literature concerned with urban waterfront regeneration, but visitor perceptions of urban waterfront destinations and their on-site behaviour and experience have been neglected

(Van der Knapp and Pinder, 1992; Shaw and Williams, 1994; Craig-Smith, 1995; Selby, 2004). Additionally, while integrated frameworks for the study of urban tourism have been proposed (Tyler, 2000), little is known about urban visitors (Ashworth and Page, 2000; Baker and Page, 2002); not surprisingly, a greater theoretical and methodological understanding of urban tourism has been called for (Pearce, 2001). Numerous studies have examined visitor satisfaction and its influences at holiday/vacation destinations, but visitor satisfaction with redeveloped urban waterfront areas or similar day trip destinations has been under researched.

Residential and commercial developments, including a strong leisure component, have repositioned the Quays in Salford, the former dockland area of the city, from a manufacturing milieu to an area of consumption (Struthers, 2003). The initial phase of this mixed-use regeneration comprised of waterside office construction and high-class residential housing. Subsequent developments have included visitor attractions such as The Lowry Theatre and outlet shopping mall and Imperial War Museum North together with the Metrolink public transport connection. More recently, the BBC's announcement of its intention to relocate part of its operations to the Quays provided the catalyst for the MediaCityUK development by the Central Salford Regeneration Company and Salford City Council. Like many other urban waterfront destinations, the Quays attracts some international tourists as well as domestic visitors and residents (Page and Hall, 2002; Ashworth and Page, 2010). There is some evidence that international visitors are now asking for information about the

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Quays with the intention of visiting the destination (Salford City Council, personal communication, 2009). However, without the requisite critical mass of major visitor attractions, the main leisure markets for the Quays are currently residents from the sub-region and from elsewhere in the UK, who visit during the daytime and in the evening. Nevertheless, the area's regeneration has had a profound impact on the economy of Salford through visitor expenditure and by attracting economic investment to create jobs in the leisure, hospitality, retail, banking, computing and media sectors (for further details, see Craggs and Schofield, 2009). Additionally, the waterfront development has created a new image for both the former dockland area and the city overall, which has underpinned the city's repositioning strategy. However, as is the case with many regenerated waterfront destinations, no detailed visitor study has been undertaken. This paper addresses these gaps in our knowledge by examining both visitor perceptions of the Quays in Salford with respect to a range of destination attributes and the variation in those perceptions on the basis of visitor socio-demographics and behaviour. It also examines the perceived dimensions of the destination product from the visitor perspective and evaluates their significance in influencing visitor satisfaction and the likelihood of both recommendation to others and revisitation in the near future.

## LITERATURE REVIEW

In the context of urban tourism research, a well-established systems approach, pioneered by Jansen-Verbeke (1986), views the inner city environment as a 'leisure product'. The model illustrates the interrelationship between elements of the inner-city tourism system and the significance of the inner city as a leisure product consisting of 'primary', 'secondary' and 'conditional' elements. The 'primary' elements or attractions include a variety of facilities, which divide the inner city into an 'activity place' and a 'leisure setting'. The 'secondary' elements consist of the supporting facilities and services such as hotels, catering outlets and shopping facilities, which are consumed by tourists during their visit. Finally, the 'conditional' ele-

ments are represented by the tourism infrastructure including signposting, parking facilities, transport provision and tourist-specific services such as tourist information centres, which condition the visit. A wide range of empirical studies have confirmed that these elements of the tourism system exist and can influence visitor motivation, destination experience and overall satisfaction.

## Factors influencing tourist satisfaction

A number of studies have examined the influence of various factors on tourist satisfaction and behavioural intention at holiday/vacation destinations, although tourist satisfaction has been variously defined. Nevertheless, there is general consensus that it is a post-consumption evaluative judgement (Westbrooke and Oliver, 1991; Yuksel and Yuksel, 2001). Indeed, a number of authors have described it as the 'outcome' for the tourist after the consumption of a tourism product or service (*inter alia* Crompton and Love, 1995; Baker and Crompton, 2000; Kozak, 2001a). Pizam *et al.* (1978), for example, measured tourist satisfaction with Cape Cod, MA, USA, using 32 destination characteristics. A factor-analytical approach produced eight dimensions, a mix of 'primary' and 'secondary' elements: 'beach opportunities', 'cost', 'hospitality', 'eating and drinking facilities', 'accommodation facilities', 'campground facilities', 'environment' and 'extent of commercialisation'. The authors stressed that their findings were not universally applicable because the nature of influencing factors depends on the destination area, its facilities, attractions and weather. Danaher and Arweiler's (1996) research on tourist satisfaction with vacations in New Zealand identified four components: 'transportation', 'accommodation', 'outdoor activities' and 'attractions'. Using multiple regression analysis, they found both primary and secondary elements — accommodation, outdoor activities and attractions — had a significant influence on overall satisfaction, although only outdoor activities significantly influenced the likelihood of recommending New Zealand for a vacation. Kozak and Rimmington (2000) also identified four, albeit different, factors relating to tourist satisfaction with off-season holidays



1 in Mallorca: 'destination attractiveness',  
2 'tourist attractions and facilities', 'availability  
3 of English language' and 'facilities and ser-  
4 vices'. Intention to return to Mallorca was also  
5 significantly influenced by primary and sec-  
6 ondary elements — 'destination attractive-  
7 ness' and 'facilities and services'. Kozak's  
8 (2001b) later study of tourist satisfaction with  
9 Mallorca and Turkey compared British and  
10 German tourist satisfaction levels. He found  
11 eight factors, although most are different from  
12 those identified by Pizam *et al.* (1978) and from  
13 those found in other studies; this supports the  
14 notion of uniqueness rather than universality  
15 of destination factors influencing satisfaction.  
16 The factors, a mix of 'secondary' and 'condi-  
17 tional' elements, explained 64% of the total  
18 variance in satisfaction. They were 'accommo-  
19 dation services', 'local transport services',  
20 'hygiene and cleanliness', 'hospitality and cus-  
21 tomer care', 'facilities and activities', 'level of  
22 prices', 'language communication' and 'desti-  
23 nation airport services'. Kozak also found that  
24 there was no consistency between the two  
25 nationalities in terms of their ratings on the  
26 variables which loaded on the factors. Huh  
27 and Uysal (2003) used principal components  
28 analysis to explore visitor perceptions of cul-  
29 tural/heritage in Virginia's Historic Triangle.  
30 They identified four factors, but they are dif-  
31 ferent in character from those found by  
32 Danaher and Arweiler's (1996) and Kozak and  
33 Rimmington's (2000): 'general tour attraction',  
34 'heritage attraction', 'maintenance factors' and  
35 'cultural attraction'. Multiple regression analy-  
36 sis revealed that a primary element, 'heritage  
37 attraction', had the most influence on visitor  
38 satisfaction, although all four dimensions were  
39 significant. In their study of UK tourists' satis-  
40 faction with Orlando, Fallon and Schofield  
41 (2004) used factor analysis to explore underly-  
42 ing dimensions of satisfaction with the desti-  
43 nation. The analysis produced a five-factor  
44 solution that explained 57% of the variance:  
45 'facilitators', 'secondary attractions', 'tertiary  
46 attractions', 'core attractions' and 'transport  
47 plus'. The 'secondary attractions' were the  
48 single most influential factor affecting overall  
49 satisfaction followed by 'facilitators' and 'core  
50 attractions', but this varied depending on  
51 whether the tourists were first-time visitors or  
52 repeaters. Hasegawa (2010) used a Bayesian

multivariate ordered probit model and Markov  
Chain Monte Carlo method, to analyse the sat-  
isfaction of tourists, who visited Hokkaido,  
Japan. The study assessed the relationship  
between overall satisfaction and satisfaction  
with a range of 'primary', 'secondary' and  
'conditional' components of the visit. Satisfac-  
tion derived from the primary and secondary  
elements, 'scenery' and 'meals' respectively,  
was found to have the most influence on  
overall visitor satisfaction. These studies, in a  
range of different contexts, highlight the vari-  
ability in the factors of significance associated  
with both the type of destination and the type  
of tourists.

### Tourist satisfaction in an urban context

The factors which influence visitor satisfaction  
and behavioural intention in an urban context  
and at day-trip destinations have received far  
less attention. Bramwell's (1998) study of Shef-  
field's tourism product, measured visitor satis-  
faction with 15 elements of the city's tourism  
product. He identified six 'primary' elements,  
four 'secondary' elements and five 'condi-  
tional' elements. Visitors were most satisfied  
with the 'primary' attractions (the swimming  
complex, arena and the theatre) and the 'sec-  
ondary' facilities (shopping). Schofield's (2001)  
study of visitor satisfaction with Castlefield  
Urban Heritage Park, Manchester, identified  
eleven dimensions of the 'product' from the  
visitor perspective, which explained 70% of the  
total variance. The components were 'exten-  
sive leisure provision and social opportuni-  
ties', 'entertainment and conviviality', 'history  
and education', 'undemanding recreation',  
'quality of the site', 'amusement and comfort',  
'safety and security', 'wet weather facilities',  
'special interests', 'peace and quiet' and 'good  
value'. The analysis demonstrated the com-  
plexity of the visitor experience of this day-trip  
destination and the important influence of not  
only 'primary' components, but also 'second-  
ary' and 'conditional' components on visitor  
satisfaction. Baloglu *et al.* (2003) analysed the  
relationships among visitors' perceptions of  
destination performance and their overall  
satisfaction in Las Vegas. A factor analysis of  
the performance attributes produced three  
dimensions that explained 55% of the total

variance: 'variety of activities/entertainment', 'quality of product/environment' and 'value/diversity'. Using multiple regression analysis, they found that the primary element, 'variety of activities/entertainment', had a significant positive impact on visitors' overall satisfaction. Again, the results show that both 'primary' and 'secondary' elements (and in one case, 'conditional' elements) influence the visitor experience of place and overall levels of visitor satisfaction and that their relative influence tends to vary with each destination.

The variation in factor significance across visitor types has also been found in an urban context. For example, many studies of day trips to cities have found that 'secondary' elements are a critical constituent of the visitor experience. These include shopping opportunities and the availability of places to eat and drink (Kent *et al.*, 1983; Hudman and Hawkins, 1989; Chadee and Mattsson, 1996; Tribe and Snaith, 1998). Indeed, shopping is one of the most important activities for tourists (Moscardo, 2004; Kemperman *et al.*, 2009) and is therefore an important destination attribute and motivational characteristic (Sirakaya *et al.*, 2003). Similarly, the availability of restaurants and the quality of food at a destination can significantly influence day-trip decisions, although it is notable that shopping and dining can be both primary and secondary trip motivators (Quan and Wang, 2004).

These studies indicate that not only do the factors, which influence tourist satisfaction and/or behavioural intention, vary between destinations and their products, but that there is no universal formula for all tourists at any one destination. This supports the rationale for this study, which aimed to develop our understanding of the day-trip visitor experience and the factors underpinning their satisfaction with regenerated urban waterfront areas with particular reference to the Quays in the city of Salford.

## METHODOLOGY

A mixed-method approach was employed for the primary research. This consisted of preliminary qualitative research, including 25 interviews with a purposive sample of day-trip visitors to the Quays and a content

analysis of the destination's promotional material to determine the key components of the tourism product from a supply perspective. The qualitative data was then used to design a questionnaire that was used as the main instrument for the visitor survey, which was undertaken in August and September 2005.

## Instrumentation

The questionnaire was designed to measure visitor perceptions of the Quays, their on-site behaviour, overall satisfaction with the visit and intention to both recommend and revisit the destination. The instrument was organized into sections relating to purpose of visit, frequency of previous visits, perception of the day-trip product and the overall outcome variables. It also included response sets to capture socio-demographic variables including group size and composition, age, occupation, education, gender, origin, purpose of visit and travel mode.

The principal construct in the questionnaire consisted of 30 destination attributes pertaining to the Quays presented on balanced five-point Likert-type scales. These were labelled as 'Disagree Strongly' (1), 'Disagree' (2), 'Neither Agree Nor Disagree' (3), 'Agree' (4) and 'Agree Strongly' (5), with an additional 'Do not know' option to distinguish the latter from the 'Neither Agree Nor Disagree' option. The attributes were gleaned from the pertinent literature (*inter alia* Discoll *et al.*, 1994; Crompton and Love, 1995; Schofield, 2000; Joppe *et al.*, 2001; Kozak, 2001b; Yuksel and Yuksel, 2001; Beerli and Martin, 2004; Hsu *et al.*, 2004), from the front-end qualitative research with visitors to the Quays and from a content analysis of the promotional literature. Visitors' overall satisfaction with the Quays and their intention to return to the destination were also measured using five-point agreement/disagreement scales. The satisfaction scale options were: 'Very Dissatisfied' (1), 'Dissatisfied' (2), 'Neither Satisfied Nor Dissatisfied' (3), 'Satisfied' (4) and 'Very Satisfied' (5), and the options on the intention to return and recommend the destination were: 'Very Unlikely' (1), 'Unlikely' (2), 'Neither Likely Nor Unlikely' (3), 'Likely' (4) and 'Very Likely' (5).

## Sampling design

After an initial pilot study, which resulted in minor amendments to the instrument, the data was gathered using an on-site self-administered questionnaire survey that was distributed around the Quays' attractions, bars, restaurants and distributional outlets. Additionally, using the same instrument, an on-site intercept survey was also carried out. Krejcie and Morgan's (1970) formula, as recommended by Jennings (2001), was used to calculate a viable sample for the survey. It was estimated that approximately two million people visited the Quays in 2003 (Salford City Council, personal communication, 2004), but no further breakdown of this figure was available on any aspect of the visitor profile. A minimum sample of 387 subjects was therefore required. De Vaus (2002) and Veal (2006) also suggest a sample size of 387 subjects for a population of two million with a 5% margin of error. A total of 392 useable questionnaires were obtained from a convenience sample of visitors. A non-probability sample was taken because of the constraints imposed by the destination's numerous entry and exit points, the dispersal of the visitors around the destination's attractions and amenities and the restricted opportunities for interception. However, the sample is considered to be representative of typical visitors to the Quays because the target population was sampled at nine different locations throughout the destination. The sample consists of 50.5% males and is subdivided into the following age groups: 25.8% (16–24), 20.4% (25–34), 18.9% (35–44), 12.8% (45–54), 11.0% (55–64) and 11.2% (65+). Visitor origin is subdivided into four categories: Salford (17.9%), Greater Manchester (31.9%), UK (48.4%) and international (1.8%).

## Data analysis

The data were analysed using SPSS Version 16.0. Pearson product-moment correlation was used to assess the construct validity of the measurement scale (Yuksel and Rimmington, 1998). First, a 'perceived destination attribute index' was computed for the Quays — a composite index derived from the sum of the means of respondents' ratings on all 30 destination attributes (Ridgway *et al.*, 2008). Coefficients were then computed for correlations between

this index and the mean figures for subjects' ratings on the overall satisfaction, intention to recommend and intention to return scales. The results indicate that the 30-item destination attribute construct has convergent and discriminant validity because the correlation with overall satisfaction (0.602) is higher than with intention to recommend (0.536) and intention to return (0.194) to the destination. The scale also has nomological validity because overall satisfaction correlates in a theoretically predicted way with intention to recommend and to return, i.e. visitors are more likely to recommend the destination to others than to return, and correlations are higher for intention to recommend (0.536) than for intention to return (0.194). Cronbach's alpha coefficient for the measurement scale was 0.93, indicating a high degree of internal consistency. Exploratory factor analysis, using principle components as the method of extraction, was conducted on the visitor ratings on each of the 30 attributes to identify the perceived performance dimensions of the Quays. Least squares regression, using a forward stepwise entry, was employed to examine the influence of the factors on the overall outcome variables; a forward stepwise procedure was used because there were two or more statistically significant predictors (Field, 2009).

## RESEARCH FINDINGS

Subjects' ratings on the destination attributes for the Quays are presented in Table 1. The five highest rated attribute statements are 'a clean environment' (4.10), 'interesting buildings' (4.09), 'an attractive place' (4.08), 'good car park facilities' (3.95) and 'good customer service' (3.80). Over 70% of subjects either agree or agree strongly about the first four (over 80% on the first three); this decreases to just under 65% on 'good customer service' (with 26.3% in the neither agree nor disagree category). It should be noted that only 53.3% thought that the Quays had 'good quality attractions'. It is also interesting that less than 50% of subjects either agree or agree strongly that the Quays has 'good wheelchair access' (48.4%), 'good tourist information' (46.7%) and is a 'historical place' (49.0%). Moreover, less than 40% either agree or agree strongly about



Table 1. Quays' visitor ratings on the destination attributes

Quays' attributes	Mean	SD	Disagree strongly (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Agree strongly (%)	Do not know (%)
A clean environment	4.10	0.77	0.3	4.3	10.7	54.1	30.1	0.5
Interesting buildings	4.09	0.78	0.8	3.6	11.2	54.3	29.1	1.0
An attractive place	4.08	0.68	0.5	2.6	8.7	64.8	23.2	1.0
Good car park facilities	3.95	0.86	1.5	4.6	13.8	49.5	23.2	7.4
Good customer service	3.80	0.77	0.8	2.8	26.3	49.2	15.3	5.6
A relaxing place	3.80	0.78	0.5	5.9	20.9	56.1	14.5	2.0
A friendly place	3.79	0.71	0.5	2.8	26.0	56.4	12.5	1.8
A place to take the family	3.78	0.86	1.3	8.4	16.1	56.6	15.3	2.3
It has educational value	3.76	0.92	2.0	7.7	19.9	49.2	18.4	2.8
Easy to get around	3.75	0.94	2.0	10.7	14.5	54.6	17.6	0.5
Good wheelchair access	3.74	0.80	1.0	2.0	25.3	36.2	12.2	0.3
Good value for money	3.67	0.84	1.3	5.6	29.1	44.4	13.0	6.6
A safe place	3.66	0.84	1.8	6.1	25.8	49.2	11.2	5.9
A unique place	3.63	0.98	3.3	8.2	26.3	41.8	16.8	3.6
A place to explore	3.56	0.94	2.6	10.5	28.6	44.1	13.3	1.0
Good quality attractions	3.53	0.87	1.5	9.4	32.7	43.1	10.2	3.1
Good tourist information	3.50	0.84	1.0	8.7	32.4	38.5	8.2	11.2
A variety of attractions	3.49	0.91	1.8	14.3	23.7	48.7	8.4	3.1
A trendy place	3.47	0.94	1.8	13.5	29.6	40.6	11.2	3.3
Good quality shopping	3.47	1.02	4.6	12.0	24.5	42.1	12.0	4.8
Good signposting	3.46	1.08	6.4	13.5	20.4	45.9	12.8	1.0
A historic place	3.44	1.02	3.3	14.3	27.8	35.5	13.5	5.6
Easy to get to	3.40	1.12	7.7	14.8	18.6	45.9	11.7	1.3
Good places to eat/drink	3.39	0.99	3.8	16.3	23.5	44.1	8.7	3.6
Something for everyone	3.35	1.01	1.8	23.2	21.2	41.8	9.7	2.3
A surprising place	3.24	0.93	2.8	17.6	38.0	31.9	7.1	2.6
An exciting place	3.20	0.96	3.1	20.4	36.7	30.6	7.7	1.5
A good place to socialize	3.19	1.00	4.1	19.6	30.6	30.6	7.1	7.9
Usually something new	3.12	0.95	2.8	22.7	31.1	28.6	5.1	9.7
Good place for a night out	2.84	1.10	9.2	26.8	25.5	19.4	5.9	13.3
Overall satisfaction	3.88	0.80	0.5	6.2	16.6	57.3	19.2	0.2
Intention to recommend	3.98	0.93	2.3	6.5	10.9	51.2	28.8	0.3
Intention to revisit	4.31	0.92	2.4	4.1	4.2	37.2	51.3	0.8

the Quays being 'a surprising place' (39.0%), 'an exciting place' (38.3%), 'a good place to socialize' (37.7%), about there 'usually being something to see' (33.7%) and particularly about it being 'a good place for a night out' (25.3%). The last (lowest rated) attribute is notable for the comparatively high levels of disagreement among visitors about this statement (36.0%).

Overall, the majority of visitors feel positively predisposed towards the Quays and less than one-fifth disagree with positive statements about all but two of the destination's

attributes. Moreover, the ratings for overall satisfaction show that the large majority (76.5%) of subjects were either satisfied (57.3%) or very satisfied (19.2%) with their visit to the Quays. This is a positive outcome for the Quays because it is still developing as a visitor destination and has the potential to improve further in line with visitor needs and wants. Moreover, the large majority of subjects (80.0%) were either likely (51.2%) or very likely (28.8%) to recommend the Quays to others and, significantly, 88.5% indicated that they were either likely (37.2%) or very likely (51.3%) to return to the destination.



1 However, while the overall outcome is positive  
2 and the analysis of individual attributes has  
3 highlighted key strengths such as the clean  
4 environment, interesting architecture, good car  
5 parking facilities and the overall attractiveness  
6 of the destination, the low ratings for some  
7 variables should be noted. The destination is  
8 not perceived as being a surprising or exciting  
9 place and it is not considered to be a good place  
10 to socialize, particularly on a 'night out'. It  
11 is also interesting to note that when visitor ratings  
12 for overall satisfaction were regressed against  
13 the destination attributes, only 'a historical  
14 place' ( $p = 0.02$ ), 'something for everyone'  
15 ( $p = 0.04$ ), 'good quality shopping' ( $p = 0.008$ )  
16 and 'a unique place' ( $p = 0.04$ ) were significant  
17 predictors. Two variables: 'a clean environ-  
18 ment' ( $p = 0.03$ ) and 'good quality shopping'  
19 ( $p = 0.004$ ) were significant for intention to rec-  
20 ommend the destination and only 'a surprising  
21 place' ( $p = 0.003$ ) was significant for intention to  
22 revisit the Quays.

23 Independent samples *t*-tests and one-way  
24 (between groups) analysis of variance showed  
25 that visitor ratings on the Quays' destination  
26 attributes were significantly differentiated on  
27 the basis of socio-demographic and behav-  
28 ioural characteristics (Table 2). Gender was not  
29 significant for 83.3% of the variables, although  
30 female ratings were significantly higher than  
31 males on five attributes: clean environment,  
32 attractiveness, customer service, friendliness  
33 and value for money. Age was significant for  
34 13 of the variables (43.3%) in which case, there  
35 was a statistically significant increase in agree-  
36 ment with visitor age. This was also the case  
37 for both visitors' level of education and social  
38 class, i.e. higher levels of agreement corre-  
39 sponded with higher levels of education (on  
40 20% of variables) and social class (on 53.3% of  
41 variables). Visitor origin was significant for 12  
42 (40%) variables; there were significantly higher  
43 levels of agreement with the statements by  
44 visitors from the UK compared with both resi-  
45 dents of Salford and Greater Manchester Inter-  
46 national visitors were excluded from the  
47 analysis because of the small sample. Signifi-  
48 cant differences were also found on the basis  
49 of subjects' reasons for visiting the Quays. It  
50 is interesting that the attribute ratings of subjects  
51 who were sightseeing, visiting an attraction or  
52 shopping were significantly higher than those

53 who were employed on the Quays for the large  
54 majority of variables. Notably, the employed  
55 segment's ratings were significantly lower  
56 than the leisure visitor segment on 66.7% of the  
57 variables. For those who were visiting the  
58 Quays for a walk, ratings were significantly  
59 higher than other visitors on only one variable:  
60 'good wheelchair access'.

61 The frequency of visits to the Quays was also  
62 found to be a significant variable; there was a  
63 decrease in visitor ratings on 18 (60.0%) of the  
64 attributes with increasing frequency of visita-  
65 tion; this suggests a diminishing level of inter-  
66 est with an increasing number of visits. Visitor  
67 perceptions of the Quays were also influenced  
68 by the characteristics of the group who visited.  
69 Subjects who visited the Quays on their own,  
70 rated 11 (36.7%) of the destination's perfor-  
71 mance attributes significantly lower than those  
72 who visited in groups of two or more people  
73 with the exception of those who visited with  
74 business colleagues; the latter rated 13 attri-  
75 butes (43.3%) significantly lower than the  
76 equivalent leisure groups. Visits with a partner  
77 or with family produced significantly higher  
78 ratings on 10 (33.3%) and 11 (36.7%) attributes  
79 respectively. Visiting with friends did not seem  
80 to influence ratings with the exception of their  
81 higher level of agreement with 'good quality  
82 shopping'. Group size was also a significant  
83 influence on visitor ratings with respect to six  
84 attributes (20.0%). In all cases except 'good  
85 quality shopping', levels of agreement  
86 increased significantly with increasing group  
87 size. For 'good quality shopping', there was a  
88 significant increase in agreement with increas-  
89 ing group sizes up to 10 and a significant  
90 decrease above 10.

91 Overall, the socio-demographic and behav-  
92 ioural variables had the most significant influ-  
93 ence on visitor levels of agreement with  
94 statements about 'good quality shopping', 'a  
95 clean environment', 'a good place for a night  
96 out', 'easy to get around', 'good signposting'  
97 and 'usually something new to do'. By com-  
98 parison, there was minimal differentiation on  
99 visitor ratings on 'a place to take the family',  
100 'good customer service', 'a relaxing place',  
101 'good car park facilities', 'good tourist infor-  
102 mation' and 'a historical place'.

103 Visitor ratings on overall satisfaction, inten-  
104 tion to recommend and intention to return to

Table 2. Significant differences in destination attribute ratings by visitor characteristics and behaviour

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
A clean environment	2.99**	3.32**	—	3.00**	—	3.24**	2.15*	—	2.31*	—	2.90**	—	3.34**	—	2.03*	2.87**	—	2.08*	—
Interesting buildings	—	2.43*	2.23*	—	—	—	—	—	3.48**	—	2.02*	—	—	—	—	—	—	—	—
An attractive place	2.64**	—	—	2.94**	—	—	—	—	2.46*	—	2.28*	—	—	—	—	—	—	—	—
Good car park facilities	—	—	—	—	—	2.81**	—	—	—	—	—	—	2.61*	—	—	2.68**	—	—	—
Good customer service	2.42*	—	—	—	—	—	—	—	—	2.58*	—	—	—	—	—	—	—	—	—
A relaxing place	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
A friendly place	2.21*	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
A place to take the family	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
It has educational value	—	—	4.01**	4.89***	—	—	—	—	4.70***	—	—	—	—	—	—	—	—	—	—
Easy to get around	—	3.36**	—	3.02**	5.98**	6.19***	—	—	3.08**	—	3.65**	3.70*	4.91***	2.14*	—	4.43**	—	2.98**	—
Good wheelchair access	—	—	—	2.44*	3.35*	—	—	—	2.04*	2.97**	—	—	—	—	—	—	—	—	—
Good value for money	2.30*	2.27*	—	—	—	2.76**	—	—	—	—	4.52***	—	—	—	2.24*	2.21*	—	2.94**	—
A safe place	—	—	—	—	—	4.06***	—	—	—	2.26*	4.94***	—	3.22**	—	—	3.55**	—	2.48**	—
A unique place	—	—	3.22*	2.64*	—	2.82**	3.10**	—	2.88**	—	—	—	2.25*	—	2.38*	—	—	—	—
A place to explore	—	—	—	2.66**	6.75**	5.95***	3.86***	—	5.08***	—	—	—	7.35***	2.09*	3.25**	—	—	2.66*	—
Good quality attractions	—	—	—	3.58**	6.14*	4.73***	4.34***	—	4.10***	—	—	—	5.05***	—	3.71***	—	—	2.08*	—
Good tourist information	—	2.55*	—	—	—	—	—	—	2.53*	—	—	2.26*	—	—	—	—	—	—	—
A variety of attractions	—	—	2.76*	2.59*	4.97**	—	—	—	4.02***	—	—	—	4.94***	—	—	—	—	—	—
A trendy place	—	—	—	2.03*	—	2.59*	2.70**	—	—	2.41*	—	—	—	2.12*	—	—	—	—	—
Good quality shopping	—	5.41***	—	—	3.96*	4.30***	2.03*	—	—	2.02*	6.78***	—	3.90**	3.82***	3.56**	1.99*	2.01*	2.06*	4.32**
Good signposting	—	—	—	2.58*	—	7.04***	2.66**	—	3.72*	—	3.92***	—	10.18***	2.16*	—	3.10**	—	4.06***	3.05*
A historic place	—	2.52*	—	—	—	—	—	—	—	—	—	—	—	—	—	4.02***	—	1.99*	—
Easy to get to	—	—	—	3.17**	—	—	—	—	2.17*	2.58*	3.80***	—	7.67***	—	—	—	—	3.20***	—
Good places to eat/drink	—	2.30*	—	—	—	7.22***	2.34*	—	—	—	—	—	—	—	—	—	—	—	—
Something for everyone	—	—	—	—	—	3.06**	2.33*	—	—	—	—	—	2.79**	2.45*	2.03*	3.07*	—	—	—
A surprising place	—	—	—	—	—	5.34***	3.34**	—	3.37**	—	—	—	6.98***	2.49*	—	—	—	2.63*	2.49*
An exciting place	—	7.39***	—	4.22***	4.48**	6.56***	4.47***	—	4.06***	—	—	—	7.42***	2.81**	3.62***	—	—	2.88**	3.19*
A good place to socialize	—	5.80***	—	4.46***	3.18*	5.32***	4.09***	—	4.60***	—	—	—	6.14***	—	2.19*	—	—	2.97**	2.69*
Usually something new	—	2.69*	—	—	—	—	—	—	—	—	2.35*	—	—	2.50*	—	—	—	—	—
Good place for a night out	—	4.39**	—	2.38*	4.99**	5.55***	2.47*	—	3.98***	—	2.22*	—	6.19***	2.47*	—	2.69*	—	—	2.89*
Overall satisfaction	2.36*	4.22**	—	2.82**	11.62***	6.16***	2.32*	—	3.12**	—	2.99**	—	5.32***	3.47**	3.53***	—	—	4.28*	—
Intention to recommend	2.98**	6.11***	3.25*	3.98***	3.99**	5.05**	4.38***	—	2.92**	—	2.95**	—	5.45***	3.63***	2.76**	2.55*	—	—	4.03**
Intention to revisit	—	—	—	2.18*	—	4.70***	—	—	3.17**	—	2.31*	—	3.27**	3.23**	2.57*	2.15*	—	2.18*	3.54**

\*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$ .

1, gender; 2, age; 3, highest level of education; 4, social class; 5, origin; 6, reason for visit: place of employment; 7, reason for visit: general sightseeing; 8, reason for visit: a walk; 9, reason for visit: attractions; 10, reason for visit: eat/drink; 11, reason for visit: shopping; 12, reason for visit: business/conference; 13, frequency of visits; 14, visit alone; 15, visit with partner; 16, visit with family; 17, visit with friends; 18, visit with colleagues; 19, size of group.

the Quays were also differentiated on the basis of the socio-demographic and behavioural variables. Overall satisfaction was differentiated on 12 (63.2%) variables, intention to recommend on 16 (84.2%) and intention to return on only five (26.32 %). The influence of the socio-demographic and behavioural variables was similar to that reported above for the ratings on the statements about the Quays with a few exceptions. On the overall satisfaction scale, there were significantly higher ratings for females, older age groups, subjects who were general sightseeing, visiting attractions and shopping. Satisfaction ratings also significantly increased with group size, distance travelled to the Quays and increasing frequency of visits up to three or four times per year (and decreased thereafter). Satisfaction ratings were significantly lower for those who visited alone and for those who were employed on the Quays compared with the leisure visitor segment.

The influence of the socio-demographic and behavioural variables on visitor intention to recommend the Quays follows a similar pattern, including the more complex frequency of visits effect. In addition, visitor level of education, social class, distance travelled to the Quays and visiting with friends and colleagues have a significant positive effect on visitor intention to recommend. While the satisfaction ratings of those who visited the destination alone were significantly lower, they were significantly higher for intention to recommend. Visitor intention to revisit the Quays is not significantly differentiated with the exception of five variables. It is significantly higher for visitors in the higher social classes and, as would be expected, for subjects who are employed on the Quays. Notably, it is significantly lower for those visiting attractions although surprisingly, as was the case for intention to recommend the destination, it is significantly higher for those visiting on their own. It also increases significantly with increasing frequency of visitation.

### Perceived dimensions

The results from the principal components analysis (PCA) of subjects' ratings on the destination attributes are presented in Table 3. Oblique rotation was used because the dimen-

sions were considered to be related in theoretical terms (Pedhazur and Schmelkin, 1991; Tabachnick and Fidell, 2007). Items were retained if they loaded 0.4 or higher on a factor as recommended by Stevens (1992) for the sample size, and if they did not load higher than 0.4 on two or more factors. All but one of the items loaded on the factors at 0.67 or above indicating a good correlation with the factor groups they belong to. All factors with eigenvalues greater than or equal to one and a reliability coefficient above 0.60 were retained (Churchill, 1979). Fifteen items were removed from the PCA because they loaded on two or more dimensions; this is a significant reduction, which indicates that many of the variables are interrelated. The remaining fifteen items produced a four-factor solution that explained 63.5% of variance in the data before rotation.

Factor 1 ( $\alpha = 0.85$ ) accounts for 35.82% of the variance in the data and the attribute loadings suggest that it relates to either the primary attractions or primary motivations for visiting the Quays and was labelled *primary attractions*. Factor 2 ( $\alpha = 0.79$ ) explains 11.76% of the variance and seems to describe the 'secondary elements of place' (Jansen-Verbeke, 1986). Factor 3 ( $\alpha = 0.74$ ) accounts for 8.43% of the variance and was labelled *access* because it loads on attributes relating to signposting and movement both to and around the Quays. Factor 4 ( $\alpha = 0.61$ ) accounts for 7.49% of the variance and loads on attributes relating to the *environment*. There appears to be a good fit between the four-factor solution and Jansen-Verbeke's (1986) leisure function of the inner city in that 'primary', 'secondary' and 'conditional' elements are identified. The outcome also has similarities with Fallon and Schofield's (2004) five-factor solution that identified *core attractions*, *secondary attractions* and *transport plus* factors, albeit in two different types of destination.

There were significant differences on the four dimensions with respect to the large majority of the visitor socio-demographic and behavioural characteristics (Table 4). Overall, it is interesting that while the first three dimensions are differentiated on between one-third and two-thirds of the variables, the environment dimension is undifferentiated. This

Table 3. Perceived dimensions of the destination from the visitor perspective

The Quays' attributes	Factor 1	Factor 2	Factor 3	Factor 4	Communality
Factor 1: Primary attractions	—	—	—	—	—
A place to explore	0.784	—	—	—	0.696
Good quality attractions	0.734	—	—	—	0.633
A surprising place	0.730	—	—	—	0.641
It has educational value	0.700	—	—	—	0.494
An exciting place	0.668	—	—	—	0.650
A trendy place	0.556	—	—	—	0.506
Factor 2: Secondary elements	—	—	—	—	—
Good places to eat/drink	—	0.784	—	—	0.643
A good place to socialize	—	0.767	—	—	0.667
Good quality shopping	—	0.697	—	—	0.569
A good place for a night out	—	0.674	—	—	0.592
Factor 3: Access	—	—	—	—	—
Good signposting	—	—	0.832	—	0.707
Easy to get around	—	—	0.783	—	0.665
Easy to get to	—	—	0.755	—	0.630
Factor 4: Environment	—	—	—	—	—
A clean environment	—	—	—	0.807	0.731
An attractive place	—	—	—	0.789	0.702
Eigenvalue	5.372	1.764	1.265	1.123	—
Variance (%)	35.816	11.759	8.433	7.489	—
Cumulative variance (%)	35.816	47.575	56.008	63.497	—
Cronbach's alpha	0.85	0.79	0.74	0.61	—
Number of items (total = 16)	6	4	3	2	—

16 KMO measure of sampling adequacy: 0.88.

17 Barlett sphericity test statistic: 1786.62; degree of freedom: 120;  $p < 0.001$ .

results from the very high levels of agreement among visitors about the Quays being 'a clean environment' and 'an attractive place' (ranked first and third overall), which load on this dimension; a total of 84.2% and 88% of subjects either 'agree' or 'agree strongly' with the statements respectively. It should be noted that the primary attraction dimension is also undifferentiated on the basis of visitor gender and age, but differentiated on the basis of education level, social class, origin, reasons for a visit (employment, general sightseeing, attractions) and frequency of visits. The secondary elements dimension is differentiated on the basis of age, but also on the basis of origin, reason for a visit (employment, shopping), group characteristics (visiting alone, visiting with a partner) and group size. By comparison, the significant differentiating variables for the access dimension are gender, social class,

origin, reason for a visit (employment, general sightseeing, attractions, eating and drinking, shopping), frequency of visits and group characteristics (visiting with a family, visiting with friends, visiting with colleagues).

#### Predicting visitor satisfaction and intention to recommend and revisit the quays

The results from the least squares regression analysis relating to the prediction of visitor satisfaction and intention to both recommend the Quays to others and revisit the destination are given in Table 5. The three models achieve satisfactory levels of goodness of fit in predicting their respective outcome variables. The 'visitor satisfaction' regression model is significant ( $p < 0.001$ ) with all four dimensions making a contribution to visitor satisfaction. The  $R^2$  value shows that the four-factor model explains



Table 4. Significant differences in perceived dimensions by visitor characteristics and behaviour

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Dimensions	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1. Primary Attractions	—	—	3.48**	3.10**	4.04**	3.69***	2.23*	—	4.35***	—	—	—	3.32**	—	—	—	—	—	—
2. Secondary Elements	—	4.94*	—	—	14.59***	2.76***	—	—	—	—	3.94***	—	—	3.22**	3.26**	—	—	—	3.31*
3. Access	5.54*	—	—	4.56***	3.63*	7.85***	2.32*	—	3.87***	2.15*	4.62***	—	9.71***	—	—	5.30***	2.13*	3.65***	—
4. Environment	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

1, gender; 2, age; 3, highest level of education; 4, social class; 5, origin; 6, reason for visit: place of employment; 7, reason for visit: general sightseeing; 8, reason for visit: for a walk; 9, reason for visit: attractions; 10, reason for visit: eat/drink; 11, reason for visit: to shopping; 12, reason for visit: business/conference; 13, frequency of visits; 14, visit alone; 15, visit with partner; 16, visit with family; 17, visit with friends; 18, visit with colleagues; 19, size of group.

Table 5. Regression of overall satisfaction, intention to recommend and intention to revisit the Quays on the four dimensions

## A. Overall satisfaction with the Quays

Dimensions	B	SE B	Standard beta	T	Sig.	Tolerance	VIF
Factor 2: Secondary elements	0.290	0.036	0.370	8.150	<0.001	0.91	1.10
Factor 1: Primary attractions	0.284	0.036	0.360	7.920	<0.001	0.91	1.10
Factor 4: Environment	0.194	0.035	0.250	5.503	<0.001	0.92	1.09
Factor 3: Access	0.160	0.043	0.202	4.452	<0.001	0.95	1.05

Multiple  $R = 0.611$ ;  $R^2 = 0.373$ ; Adjusted  $R^2 = 0.364$ ; Standard error (SE) = 1.09;  $F = 45.16$ ;  $p < 0.001$

## B. Intention to recommend the Quays

Dimensions	B	SE B	Standard beta	T	Sig.	Tolerance	VIF
Factor 4: Environment	0.312	0.042	0.345	7.378	<0.001	0.80	1.25
Factor 1: Primary attractions	0.313	0.043	0.341	7.273	<0.001	0.80	1.25
Factor 2: Secondary elements	0.289	0.043	0.316	6.748	<0.001	0.74	1.35

Multiple  $R = 0.575$ ;  $R^2 = 0.331$ ; Adjusted  $R^2 = 0.325$ ; SE = 1.11;  $F = 50.35$ ;  $p < 0.001$

## C. Intention to revisit the Quays

Dimensions	B	SE B	Standard beta	T	Sig.	Tolerance	VIF
Factor 2: Secondary elements	0.158	0.050	0.174	3.64	0.002	0.63	1.59
Factor 1: Primary attractions	0.128	0.050	0.141	2.56	0.011	0.63	1.59
Factor 4: Environment	0.121	0.049	0.135	2.45	0.015	0.63	1.59

Multiple  $R = 0.260$ ;  $R^2 = 0.068$ ; Adjusted  $R^2 = 0.059$ ; SE = 1.36;  $F = 7.44$ ;  $p < 0.001$

The 95% confidence intervals for exp.  $B = 0.78$ – $0.95$ ; Durbin–Watson statistics: 1.99; 1.98; 1.86; the predictor variable loadings on the dimensions in each regression model also indicate the absence of multicollinearity in the data.

37.3% of the variance in overall visitor satisfaction. It is interesting to note that Factor 2 (secondary elements), makes the strongest contribution to overall satisfaction (0.370) when the variance explained by all other factors in the model is controlled for. However, Factor 1 (primary attractions) makes a similar contribution to the model (0.360).

The results show that secondary elements are as important as primary attractions in influencing visitor satisfaction at the Quays. This outcome lends support to the findings of Fallon and Schofield (2004) and Hasegawa (2010), who found secondary attractions to have a significant influence on overall tourist satisfaction at a number of different destinations. However, it should be noted that the variables, which load on the 'secondary elements' dimension, could represent important attractions, i.e. primary elements at the destination from the perspective of certain visitors. Eating/drinking and shopping opportunities have been found to function as attractions and

play an important part in day trips to urban areas (Kent *et al.*, 1983; Hudman and Hawkins, 1989; Sirakaya *et al.*, 2003; Moscardo, 2004; Quan and Wang, 2004; Kemperman *et al.*, 2009). It should also be noted that subjects were not 'highly' satisfied with the performance of the attributes loading on the secondary attractions factor. For example, 'good quality shopping' (mean = 3.47) and 'good places to eat/drink' (mean = 3.39). Additionally, the Quays is not perceived as 'a good place for a night out' (mean = 2.84) or 'a good place to socialize' (mean = 3.19). This indicates that although the destination's secondary elements are an important motivating factor, there is room for improvement to achieve higher levels of visitor satisfaction.

The importance of secondary elements notwithstanding, the emergence of primary attractions (Factor 1) as a significant predictor of visitor satisfaction supports both Baloglu *et al.*'s (2003) study and Huh and Uysal's (2003) research, which found the primary elements of

place to be the key determinant of visitor satisfaction. The significance of both primary and secondary elements in the case of the Quays in Salford supports Danaher and Arweiler's (1996) research in particular; they found that both primary and secondary attractions had a significant impact on overall satisfaction.

Factor 4 (environment) and Factor 3 (access) make weaker, albeit significant, contributions to overall visitor satisfaction with the destination with figures of 0.250 and 0.202 respectively. The two variables loading on Factor 4 ('a clean environment' and 'an attractive place') were among the highest rated performance statements. This also supports Hasegawa's (2010) study because it also found an environmental dimension: 'satisfaction from scenic beauty', which had a significant influence on overall satisfaction. Given the importance of these environmental variables in relation to visitor satisfaction, these destination elements should also be given due consideration.

The results from the 'intention to recommend the Quays to others' regression model show that only three of the four dimensions make a significant contribution to the model ( $p < 0.001$ ); they explain 33.1% of the variance in the outcome variable; the beta scores for the significant factors are also of the same order of magnitude as those predicting visitor satisfaction. It is interesting that the environmental dimension (Factor 4) makes the strongest contribution to subjects' intention to recommend the Quays to others (0.345), albeit a similar one to both that of the primary attractions (Factor 1) at 0.341 and secondary elements (Factor 2) at 0.316. Moreover, the influence of the environment is stronger on subjects' intention to recommend than on visitor satisfaction. By comparison, it is notable that Factor 3 (access), the 'conditional' component of the product is not a significant predictor of subjects' intention to recommend the Quays.

The results from the 'intention to return to the Quays' regression model show that Factors 1, 2 and 4 are also significant predictors of this outcome variable ( $p < 0.001$ ), but as would be expected, explain less of the variance (6.8%) compared with both visitor satisfaction (37.3%) and intention to recommend the Quays to others (33.1%). The relative importance of the dimensions reflects their rank order for pre-

dicting visitor satisfaction; Factor 2 (secondary elements) makes the strongest contribution (0.17) followed by Factor 1 (primary attractions) with 0.140 and Factor 4 (environment) with 0.135. As is the case with subjects' intention to recommend the Quays to others, Factor 3 (access) is not a significant predictor of subjects' intention to return to the destination. This suggests that overall, the access factor and its attendant variables, 'easy to get to', 'signposting' and 'easy to get around', are perceived as more basic requirements. The importance of the primary and secondary elements in influencing tourist intention to return to the destination also supports Kozak and Rimmington's (2000) findings.

## CONCLUSIONS AND RECOMMENDATIONS

There is now an extensive literature on urban regeneration, but visitor perceptions and experiences of urban waterfront destinations have been neglected. This study has examined day-trip visitor perceptions of the Quays in Salford, the city's flagship tourism product, with a particular focus on the relative significance of the destination's primary, secondary and conditional dimensions on visitor satisfaction and intention to both recommend and revisit the Quays. As such, it addresses a gap in our knowledge and makes a theoretical contribution to the literature. The findings also have important practical implications for destination management.

There is a high level of visitor satisfaction with the Quays and the large majority of visitors were either likely or very likely to both recommend it to others and return in the near future. The secondary elements, primary attractions and the environment were key influences on overall visitor satisfaction and their intention to recommend and revisit. An important finding was that the secondary elements explained slightly more of the variance in overall satisfaction with the Quays and intention to revisit the destination than the primary attractions. Nevertheless, the primary attractions dimension was a significant predictor of all three outcome variables and the classification of certain elements of the tourism product as secondary may underplay their role

in both motivating and enhancing the visitor experience. Overall, it is the combined effect of the secondary elements and primary attractions that explain most of the variance in the outcome variables; both dimensions also make significant contributions to subjects' intention to recommend the Quays to others, although the environment factor explains more of this particular behavioural outcome. Indeed, the environmental dimension has a significant influence on all three outcome variables, which highlights the contribution of a range of factors to visitor satisfaction and behavioural intention.

The prominence of the environment and primary attractions in explaining visitor intention to recommend the destination is particularly interesting given the importance of secondary elements in relation to the other outcome variables. This indicates that visitors do not recommend the destination on the basis of its secondary elements; instead, they refer to the general environment of the destination and its primary attractions, possibly for the sake of their credibility. Indeed, visitors were probably attracted themselves by the destination's main attractions as featured in the tourist promotional literature and/or in earlier word-of-mouth recommendations from others, notwithstanding the importance of the environment. However, the results show that overall, the secondary elements such as shops, cafes and restaurants together with the environmental features such as the overall cleanliness and attractiveness of the place are also key components of the product in terms of their contribution to overall satisfaction and intention to revisit the destination. By comparison, while the 'conditional' component of the product represented by the 'access' factor was a significant, albeit relatively weak predictor of overall satisfaction, it was not a significant predictor of subjects' intention to either recommend the Quays or return to the destination.

Previous research has acknowledged the importance of secondary elements of place in determining visitor satisfaction, but the majority of studies have focused on holiday/vacation destinations. The outcomes of this study, based on a day-trip product at an urban waterfront destination in the UK, suggest that a general model may exist, i.e. that secondary

elements are as important as primary attractions for certain tourism product types in terms of satisfaction and intention to return to the place. However, even where the relative influence of the destination dimensions has been found to be similar in previous studies, there are often considerable differences between the 'same' dimensions (such as 'secondary elements') in terms of the individual attributes which load on them. Additionally, perceptions of destination variables and dimensions vary by segment even at the same destination. This indicates that while the elements of the 'leisure product' are common among different types of destination, their relative importance varies depending on the classification of product elements as either primary, secondary or conditional, the type of destination and/or the way it is perceived and experienced by different types of visitor. This supports the notion of destination dimension uniqueness rather than universality in terms of both the characteristics of dimensions and their role in visitor satisfaction and behavioural intention.

Overall, the findings of the research provide valuable information for Salford City Council in relation to planning and marketing the Quays with particular reference to product development and promotional strategies. The analysis of the visitor perceptions of the product attributes has highlighted key strengths such as the clean environment, interesting architecture, good car parking facilities and the overall attractiveness of the destination. However, the low ratings for some variables indicate that, from a management perspective, they should be targeted for improvement, particularly where they have a significant influence on visitor satisfaction. For example, just under half of the people surveyed thought that the attractions were not of good quality, that the destination was not a surprising or exciting place and not a good place to socialize, particularly at night.

A further but significant finding was the variation in perceptions of the Quays on the basis of visitor socio-demographics and behaviour. Many of the destination attributes were more appealing to older age groups, higher social class groups, visitors with higher levels of education, visitors from outside Greater Manchester, those who were sightseeing,



visiting an attraction or shopping and those who visited the destination either with their partner or with their family. There was also a significant increase in the appeal of one-fifth of the destination's attributes as group size increased, indicating a positive group effect, and a significant decrease in the appeal of two-thirds of the destination's attributes as the frequency of visits to the Quays increased, which suggests that product augmentation should be considered to address the diminishing returns with increasing visitation. Visitor perceptions about the quality of shopping, the night-time attractions, the cleanliness of the environment, access, signposting and whether or not there was usually something new to do at the destination were the most significantly differentiated variables on the basis of visitor socio-demographics and behavioural traits. Moreover, the significantly higher overall satisfaction ratings for females, older age groups, larger group sizes, visitors from outside Greater Manchester and subjects who were sightseeing, visiting attractions and shopping also highlight important segmentation and targeting opportunities. The synergy from the combined effect of the destination's primary, secondary and conditional elements should also be acknowledged and effectively managed. Given the importance of secondary elements and the fact that subjects were not 'highly' satisfied with the attributes that load on this dimension, improvements in this area should be prioritized. Additionally, the results also indicate that the destination's promotional material should place further emphasis on its secondary elements. At present, the Quays' primary attractions are featured most prominently.

This research represents a cross-sectional study of day-trip visitors at one urban waterfront destination in the UK. Further research is therefore needed to assess visitor perceptions, behaviour and experience in other locations; this would allow meaningful comparisons to be made and the uniqueness of destination dimensions to be assessed. Finally, while the management implications of this study are limited to the Quays, the research methodology could be applied at other destinations to examine visitor perceptions of product attributes and dimensions, and evaluate their influ-

ence on visitor satisfaction and behavioural intention to assess the general applicability of the findings.

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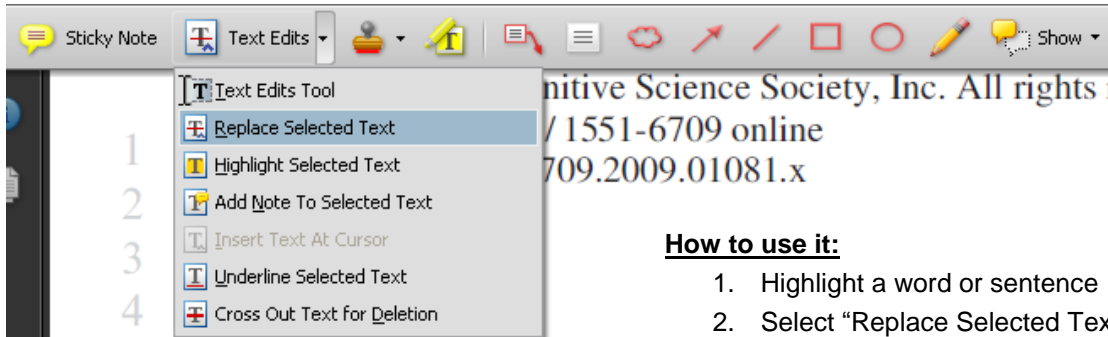
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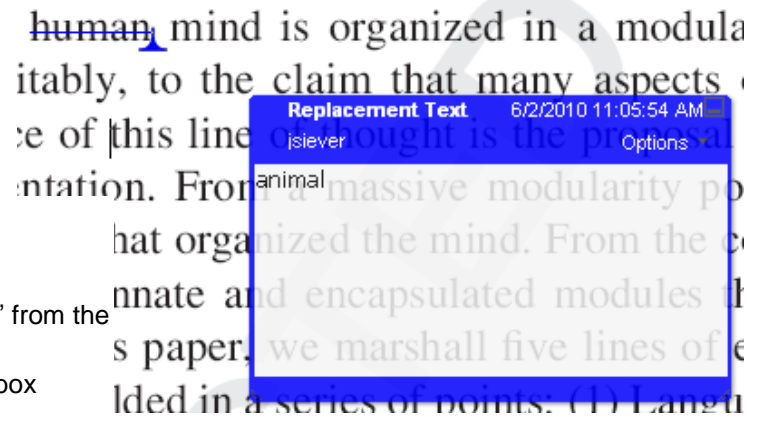
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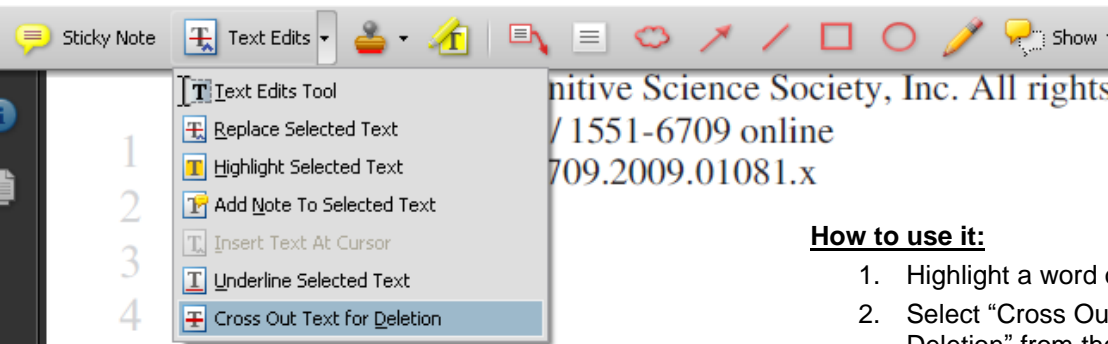
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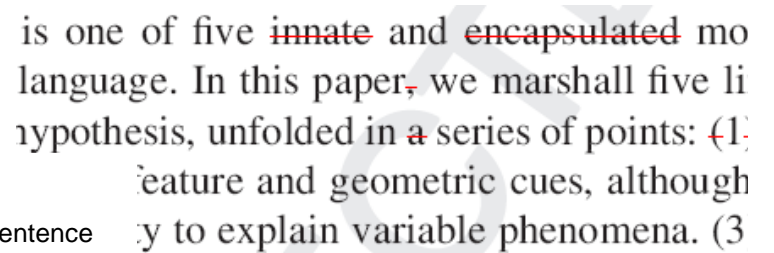
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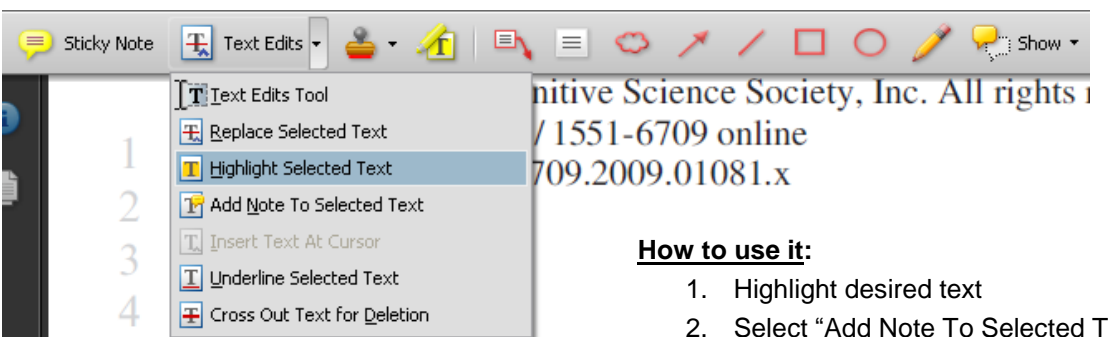
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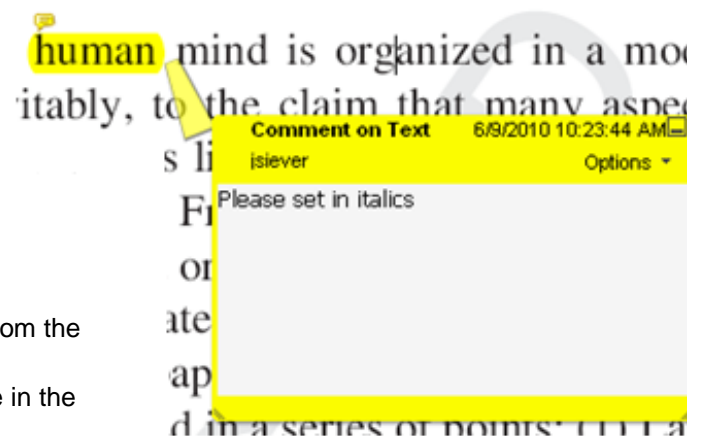
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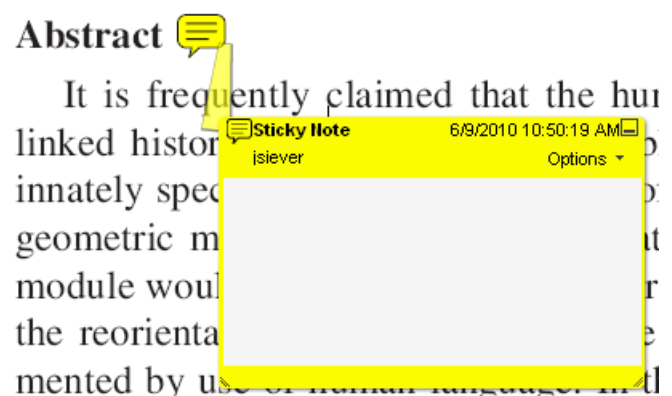
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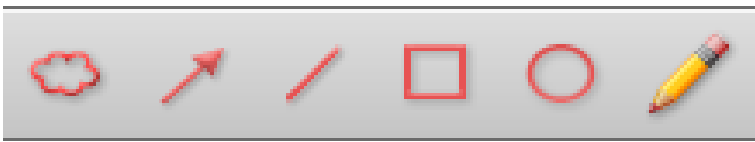
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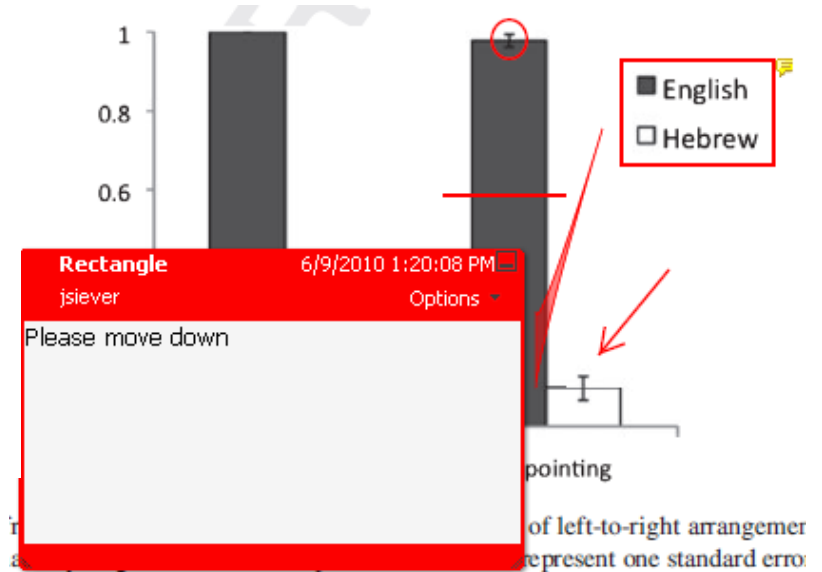
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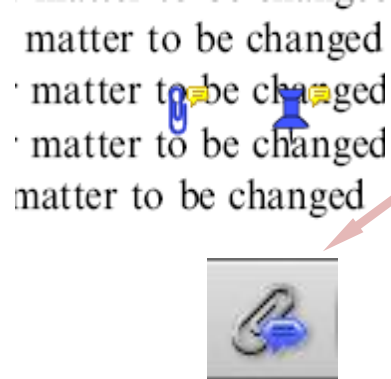
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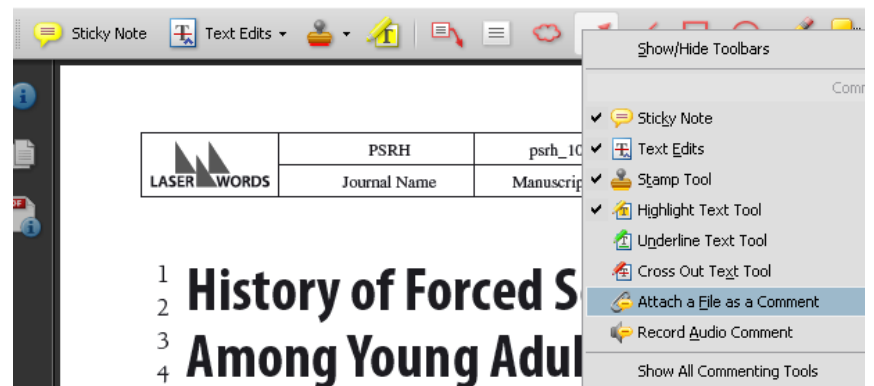
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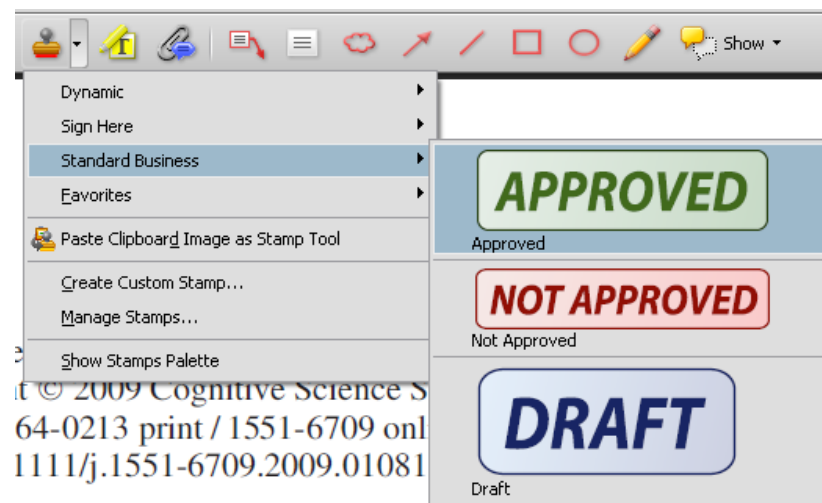


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