

Title: The loyalty of young residents in an island destination: an integrated model.

ABSTRACT:

In this paper, the factors that influence the loyalty of young residents as tourists in their home destination are investigated in the context of internal tourism. The interest in studying the loyalty of this population segment (young residents) stems from their consumption potential, their influence, and for the triple role they can play as tourists in the destination, as residents in the destination and even as collaborators with local tourism companies. The setting for this study is one of growing internal or domestic tourism in a destination made up of islands, the Canary Islands (Spain). The importance of this kind of research for island destinations arises from the negative impacts of tourism that island destinations suffer more than others, and often with negative repercussions on loyalty. This paper studies the role of tourism companies, the product, the place and the young residents themselves in the formation of loyalty. A sample of 678 young residents from The Canary Islands responded to an ad hoc questionnaire of 22 items. The descriptive analysis highlights that young residents value to varying degrees all the variables included in the model (tourism companies, place, product and tourist variables). The discriminant analysis shows that there are no significant differences in the perceptions of young residents according to sex, island of residence or the number of trips made in the destination, which confirms the generational nature of the study and the possibility of extrapolating the results. Using the causal model proposed, the formation of loyalty among young residents is explained. In this model, the variables related to the company and the product hardly influence loyalty formation among young residents when these variables are integrated into the same model with variables of place (identity, attachment and familiarity). Whereas the latter are variables that initiate the chain of effects that culminates in the formation of satisfaction and loyalty among tourists, relegating company and product variables to the background.

Keywords:

Internal Tourism, Young residents, Tourist loyalty, Familiarity, Place attachment, Place identity, Tourist satisfaction

1. Introduction

Tourism has gained ever growing relevance with significant direct and indirect effects (positive and negative) at an economic, social and environmental level in both continental and island destinations (Sun, Chi, & Xu, 2013; Sánchez, García, & Marchante, 2014). However, owing to increasing competition, greater consumer demands, tourism enterprises are having to invest more and more effort in forming loyalty among tourists. In this context, loyalty is understood as the intention to visit the destination again or recommend it to other people (Ozdemir, Cizel, & Cizel, 2012, p. 115), and is especially important in the case of sun and sand destinations that are at a stagnant or mature stage in their life cycles (Oreja, Parra, & Yanes, 2008).

Currently, residents living in tourist destinations have become visitors and loyal tourists of the destinations in which they reside in an internal tourism context (Ballantyne et al., 2014; Su & Wall, 2015). Mainly due to the economic and financial crisis that both Europe and the United States suffered, some destinations have become “tourism safe havens.” Moreover, residents’ loyalty has contributed to revenue generation and a deseasonalization in demand (Wang & Xu, 2015). However, despite the interest and the importance of internal tourism, studies on the loyalty of residents are scarce, especially in the case of island destinations (Sharpley, 2014). This is surprising bearing in mind that positive perceptions among residents lead to positive effects on their satisfaction and loyalty to the destination: the opposite has also been shown to be the case (Laszlo, Sherman, & Ellison, 2005).

Regarding young residents holidaying in their local destination, the loyalty of this segment has rarely been studied in tourism literature. This is despite numerous studies showing that responsible and sustainable tourism development should be carried out with young residents in mind (e.g. Parker, Charles, & Schaefer, 2004; Jaafar, Noor, & Rasoolimanesh, 2015). In fact, this is a paradox, considering that young residents are a large segment of the population and are, by nature, consumers of both sport and leisure tourism products (Wu & Pearce, 2013).

Although interest in residents as tourists in their destination has increased, it is still difficult to find studies on residents in island destinations (Sharpley, 2014). Generally, these destinations are characterized by their small populations, as well as by the high costs of transport and the scarcity of market and infrastructures. Additionally, the literature has demonstrated that island tourist destinations may experience negative economic, cultural, social and environmental effects from the development of tourism making it more difficult to achieve loyalty (e.g. Dodds, 2007).

Tourists’ loyalty has mainly been studied considering variables related to companies, the product, the tourists themselves and to a lesser degree to the place. However, few studies have carried out an integrated analysis of all these variables collectively. This is an important factor given the complexity of tourism in general and the formation of loyalty in particular, an idea which is in agreement with the proposal of Pearce (2015), who affirms that no simple models exist for loyalty when dealing with destination management.

To respond to this knowledge gap, this paper aims to study the formation of loyalty among young residents in a tourist destination. First, the theoretical framework of loyalty formation among tourists is presented, and subsequently, the research method used and results are described. Although it may seem logical that the economic crisis or the proximity of young residents to their destination may explain the increase in domestic tourism and loyalty of this segment, this paper does not analyze these possible effects. Rather the focus is on an intergrated study of the effect that explanatory variables identified in the literature have on the loyalty of young residents.

2. Theoretical Framework

2.1. Consumer loyalty

Consumer loyalty is one of the central issues for academics and professionals in marketing and management, because it facilitates the creation and maintenance of beneficial long-term relationships with consumers (Pan et al, 2012; Toufaily et al., 2013). Loyal consumers develop attachment and commitment to the company, they are willing to pay more for products and are not attracted by alternative, competitive offers (Evanschitzky et al, 2012; Aksoy, 2013). However, efforts made by companies to achieve loyalty do not always meet expectations (Henderson et al. 2011), largely due to the use of inadequate theoretical and operational approaches (Keiningham et al., 2007).

Although there is no consensus on the definition of consumer loyalty, the construct is usually approached from an attitudinal perspective or from a behavioral standpoint (Krasnova et al., 2013). From the attitudinal perspective, loyalty is a positive willingness to make a new purchase from the same supplier or to recommend it to other consumers. From a behavioral standpoint, loyalty is defined as the actual purchase behavior and recommendation (Yi & Jeon, 2003; Hair et al. 2003). Consumer loyalty is generally defined using the first approach, that is, as the stated intention of repeating a purchase or recommending the product or the supplier (Oliver, 1999). This perspective can better account for the commitment of the consumer and the study of antecedents and consequences (Melnik et al 2009; Watson, Beck, Henderson, & Palmetier, 2015). Several authors have highlighted a range of variables that explain consumer loyalty, such as market orientation (Steinman et al., 2000), quality of service (Deng et al., 2010), perceived value (Yee & Faziharudean, 2010), trust (Dagger et al., 2010), image (Iglesias et al., 2012) and satisfaction (Coelho & Hänseler, 2012), among others.

2.2. Definition and relevance of loyalty in tourism

Tourist loyalty has largely been treated in the literature as an extension of consumer loyalty (Baloglu, 200; Yoon & Uysal, 2005). This construct refers to the intention or willingness of a tourist to repeat the trip or to recommend the destination to other people (Chen & Gursoy, 2001; Ozdemir, Çizel, & Cizel, 2012). Furthermore, in contrast to the unidimensional considerations of loyalty in the past, nowadays, loyalty is recognized as being multidimensional, that is, it possesses affective, cognitive and conative content (Forgas, Palau, Sánchez, & Callarisa, 2012).

There are factors that make loyalty difficult to define, measure and manage. One is that there is no single definition for loyalty, instead there are three (McKercher, Denizci, & Ng, 2012). First, vertical loyalty that means that tourists are loyal to a specific element of a tourist destination considered as a product (a hotel, for example), or the destination as a whole. Second, there is horizontal loyalty in which tourists are loyal more to an intermediary in the distribution channel (e.g. loyalty to various hotels).

Finally, there is experiential loyalty where tourists are loyal to a particular style of holiday and not to others, this leads to the selection of one destination over others (preferences for golf or skiing holidays, for example). Therefore, professionals and researchers must clarify this aspect when studying and managing tourist destinations. In this paper, reference to the Canary Islands as a whole is made.

Other aspects need to be added to the definitions above. Tourism is an industry based on intangible services, whose purchase involves risk (Um, Chon, & Ro, 2006). Thus, certain factors like the national or international character of the trip, distance to destination, the life cycle phase of the destination, the record of repetition, the relationship between tourists and local tourism companies or tourists' nationality can all affect loyalty (McKercher & Denizci, 2010). To these, there is also the possibility that the repetition of the trip may be linked to custom and habit rather than really associated with loyalty. Additionally, owing to the non-linear relationship between satisfaction and loyalty, many satisfied tourists state that they will neither return to the destination nor recommend it (Um, Chon, & Ro, 2006; Campo & Yagüe, 2007). Finally, the literature on loyalty highlights that repetitive methods and concepts in the study of loyalty have prevented conceptual, methodological and practical boundaries from being overcome (McKercher, Denizci, & Ng, 2012).

In the literature on tourism, loyalty is considered a strategic variable. Despite its importance, studies on tourism loyalty are relatively recent and have focused, almost exclusively, on identifying the diverse benefits that loyalty provides to tourism companies and other stakeholders, and the factors that enhance it (Lee, Graefe, & Burns, 2007; Zhang, Fu, Cai y Lu, 2013). The benefits of tourist loyalty include the following. First, repeated trips to the same destination lead to increased revenues, profits and profitability of tourism companies. Moreover, in many cases loyalty is a direct indicator of tourist satisfaction and an indirect one of other variables, such as value, reputation, perceived quality or market orientation. Moreover, the recommendation to visit the destination is taken into account by other consumers when planning their trips, which also increases revenues and reduces the need for marketing efforts by tourism companies. Additionally, marketing efforts and costs are lower when companies already know their target tourists. Other benefits of loyalty have to do with tourists' relationships with residents and with the sustainability of the destination. (Martinez, Novello, & Murias, 2009; Yuksel, Yuksel, & Bilim, 2009).

Regarding the variables that influence the formation of tourist loyalty, the next section describes the most relevant ones according to the literature.

2.3. Variables that influence the formation of loyalty

In most studies on the formation of loyalty in tourists, variables related to tourism companies, to the destination as a product, to the place and to the tourists themselves have been evaluated (Table 1). The majority of these studies affirm that satisfaction is one of the variables that most directly and significantly influences loyalty, with other variables having an indirect influence through satisfaction (e. g. Lee, Graefe, & Burns, 2007).

Table 1

Variables that influence loyalty formation

Variable Group	Variables	Authors
Related to tourism companies	Market orientation	Meydeu, and Lado (2003)
	Trust	Parasuraman, Zeithaml, and Berry (1985)
	Reputation	Carmeli, and Tishler (2005)
	Social Responsibility	Alvarado, Bigné, and Currás (2011)
Related to destination as a product	Perceived quality	Um, Chon, and Ro (2006)
	Perceived value	Gupta, and Kim (2010)
	Image	Bigné, Sánchez, and Sánchez (2001)
Related to the tourist	Satisfaction	Chi, and Qu (2008)
	Personal (e.g. age, sex)	Woodside, and Lysonski (1989)
Related to place	Place identity	Rollero, and De Piccoli (2010)
	Place attachment	Yuksel, Yuksel, and Bilim (2009)
	Familiarity	Kim, Ferrin, and Rao (2008)

2.3.1. Variables related to tourism companies that affect the formation of loyalty

Market orientation involves tourism companies generating appropriate business information to take into account the present and future needs of consumers. This information is transmitted throughout the company's departments to design and carry out a coordinated strategic response to market opportunities that are related to offering appropriate products for tourists' needs and demands (Bigné, Sánchez, & Sánchez, 2001). It has also been demonstrated that the right market orientation in tourism enterprises has a positive effect on trust, the company's reputation, image and the quality and value perceived by customers (Meydeu & Lado, 2003), as well on their satisfaction and loyalty (Crouch & Ritchie, 1999).

Trust is a key variable in the development of commercial relationships among companies, or between these and tourists (Parasuraman, Zeithaml, & Berry, 1985). It is related to an optimistic expectation of the relationship (Chen, 2006). This expectation is associated with four fundamental dimensions: the perceived integrity, honesty, benevolence and competence of a company (Flavián & Guinaliú, 2006). Trust is also important in uncertain situations and in the absence of information, which occurs in tourism owing to the intangible character of the services, processes and cultures that are involved in the purchase and enjoyment of a tourism product (Kang, Jeon, Lee, & Lee, 2005; Loureiro & González, 2008). In addition, it has been demonstrated that trust directly influences satisfaction, commitment and tourists' loyalty (Setó, 2003; Kang, Jeon, Lee, & Lee, 2005).

The *reputation* of a company is an intangible resource, a synthesis of opinions, perceptions and attitudes of the tourist as to whether the destination is a high quality, reliable and believable one (Cao & Schniederjans, 2006). Reputation, which is made up of signals and behaviors given over the long-term, influences the conscious and unconscious judgment of tourists. This is why it is such an important variable in products and services involving experiences, and in those whose qualities and benefits are difficult to check when purchasing, again as in the case of tourism. The literature

also highlights that the reputation of a company significantly affects image, purchasing decisions, perceived quality, satisfaction and loyalty (Bigné et al., 2001; Carmeli & Tishler, 2005).

Social responsibility is defined as the voluntary process of recognizing and integrating current economic, social and environmental concerns into the company's tourism operations (Alvarado, Bigné, & Currás, 2011). This gives rise to business practices that satisfy these concerns and shape the relationships with interlocutors (Kotler & Lee, 2005). Social responsibility improves a company's image and reputation as well as improving tourists' satisfaction and loyalty (Sen & Bhattacharya, 2001; Nemeč, 2010).

2.3.2. *Influence of variables on loyalty related to tourism destinations as products*

In contrast to technical and objective quality, *perceived quality* is a subjective judgement or the overall attitude towards a high quality destination. According to both the Nordic school of quality (Grönroos, 1984) as well as the North American one (Parasuraman, Zeithaml, & Berry, 1985), it is based on the difference between expectations and the performance of the product provided. Perceived quality in a tourism context has been viewed mostly as the quality of opportunities available at a destination, and it is considered likely to be related to the quality of a tourist's experience (Crompton & Love, 1995). Perceived quality also influences loyalty formation through satisfaction ((Tian-Cole & Crompton, 2003; Rousan, Ramzi, & Mohamed, 2010).

Perceived value constitutes a higher concept of quality. In the majority of studies on tourism, the construct is defined as an overall subjective appreciation of the difference between what consumers receive and what they hand over in exchange, but goes beyond strictly monetary aspects (Babin & Kim, 2001; Gallarza & Gil, 2006; Prebensen et al., 2013). The literature on this topic accepts the multidimensional character of perceived value, since variables like quality, trust, price or effort are some of the dimensions used in research into this construct (Al-Sabbahy et al., 2004). The perceived value has a direct and positive influence on tourist satisfaction, and a positive but indirect one on loyalty through satisfaction (Petrick & Backman, 2002).

The *image* of a destination is one of the variables that have been researched the most in the tourism context, often influencing tourists' behavior more than reality itself (Kim & Perdue, 2011). The image is a mental representation of the attributes of the tourism destination that arise from internal "push" (subjective) and external "pull" ones (Prayag & Ryan, 2011). Image formation can occur prior to, during or after the visit, and affects tourists' expectations and their perception of quality, familiarity, satisfaction and loyalty (Prayag, 2009, 2012), both in the case of international tourists as well as residents (Mechinda, Serirat, & Gulid, 2009). It has been demonstrated that pleasant images that are easy to remember have a greater chance of being chosen by tourists, both the first time they visit as well as on subsequent occasions (Bigné, Sánchez, & Sánchez, 2001).

2.3.3. Influence of variables related to tourists on loyalty

The *satisfaction* of tourists is the personal variable that most influences loyalty among tourists and is defined as the process of disconfirming consumers' expectations (Wong & Wan, 2013). This process is cognitive (evaluations), affective (happiness, surprise) and conative (intention and actions) (Bigné, Andreu, & Gnoth, 2005). The disconfirmation can be positive or negative or simply confirmation, according to what the sign of the difference is between the expectations and results, with tourists' overall assessment being more predominant than their partial ones (Petrick, 2004). Satisfaction influences tourists' decisions directly and is the variable that best predicts the intention of visiting the destination again or of recommending it (Chi & Qu, 2008). However, the influence of satisfaction on loyalty is non-linear and is more significant for first-time visitors than for repeat ones (Chi, 2012).

2.3.4. Influence of place related variables on loyalty

In general, tourists are loyal to destinations that offer some kind of advantage or benefit such as safety, security, comfort or the feeling of belonging (Hidalgo & Hernández, 2001). In the case of residents and in the context of internal tourism, loyalty is above all about cognitive, socio-affective and conative links related to the duration and intensity of experiences lived in the place (Chang, Kivela, & Mak, 2010). The links are based mainly on place attachment, place identity and familiarity (Rollero & De Piccoli, 2010). These variables are being increasingly studied recently (e. g. Marinao, Vilches, & Chasco, 2015; Wang & Chen, 2015), though the differences between them is not clear and neither is the role a company plays in creating them (Lewicka, 2008).

Place identity is a complex and particularly cognitive process, which due to the interaction of the subject with a place, the person subsequently describes him/herself in terms of belonging to it ("I am Spanish," "I am a New Yorker") (Rollero & De Piccoli, 2010). The identity of a place consists of social and personal dimensions, which influence behavior and tourist satisfaction and loyalty (Simpson & Siquaw, 2008). In this way, individuals whose identity is associated with a specific place will be less willing to choose different tourism alternatives when planning their trips (Lee, Graefe, & Burns, 2007).

Place attachment is also multidimensional and is the most common emotional component in instruments used to measure attachment (Yuksel, Yuksel, & Bilim, 2009). Tourists become attached to a place when they have had opportunities to express themselves there, when the place is attractive and relevant for their lifestyle, because of the quality of positive experiences, for the tangible and intangible elements and above all for the duration of the stay (Hernández, Hidalgo, Salazar-Laplace, & Hess, 2007). Place attachment is a good predictor of perceived quality (Yuksel, Yuksel, & Bilim, 2009), satisfaction (Prayag & Ryan, 2011) and loyalty (Insch & Florek, 2008; Lee & Shen, 2013). Finally, attachment affects the development of attitudes and favorable behavior towards a place: individuals with high place attachment describe it positively, whereas those with less describe the destination negatively (Rollero & De Piccoli, 2010)

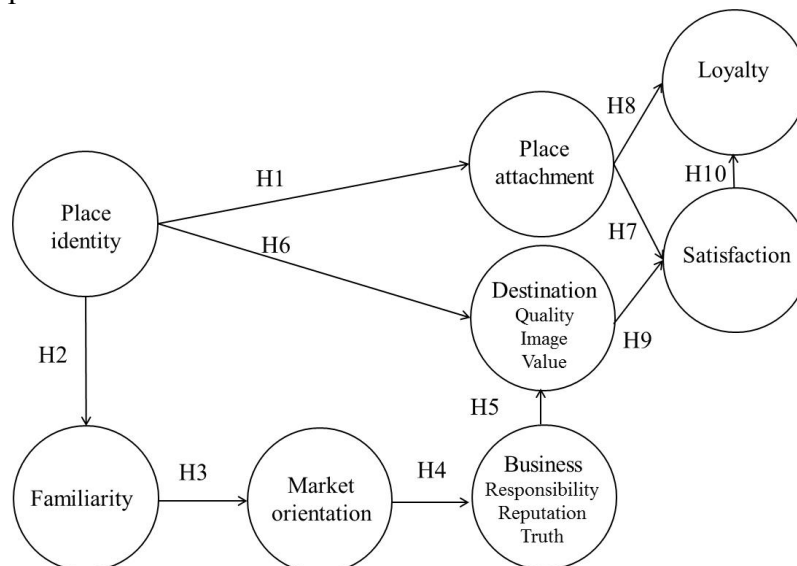
Familiarity is a subjective state related to previous experience, knowledge and learning about a specific tourist destination and about aspects as diverse as the place's attractions, food, language and culture (Chen & Lin, 2012). Individuals with greater familiarity can be distinguished from others because they resist interference from emotional states and the opinions of others in the development of their own judgments, they assess fewer attributes of the product and have more automatic purchasing responses (Luo, Feng, & Cai, 2008). These individuals tend to make less of an effort to reduce perceived risk because they have previous experiences or know the alternatives better (Fuchs & Reichel, 2011). Familiarity is an antecedent of destination image, intention to travel, satisfaction and loyalty (Hwang, Lee, & Chen, 2005; Kim, Ferrin, & Rao, 2008).

2.4.- Proposed model and hypotheses

Bearing in mind the above, we propose the following model and hypotheses for the formation of young residents' loyalty (Figure 1). The model features, in an integrated manner, the major relationships and variables that have been highlighted in the literature on formation of tourist loyalty, which have been discussed in the preceding paragraphs. These are variables related to the company (market orientation, responsibility, reputation and trust); variables related to the destination as a tourism product (quality, image and perceived value); variables that link the resident to the place (attachment, identity and familiarity place) and, finally, satisfaction.

One of the key contributions of this work is the development of an integrated model in which some observed variables (items) are included in latent variables. The integrating latent variables are the one related to the perception that young residents have about the destination (which includes items relating to the quality, image and value), and the latent variable related to the company (including items relating to social responsibility, reputation and trust). Traditionally, these observed variables have been studied in isolation, even within the same paper, despite being related to very similar perceptions such as the variables: quality and value, or confidence and reputation (Kayat & Abdul, 2014; Ert, Fleischer, & Magen, 2016). As highlighted below, the results from the analysis using the structural equations' model and prior factor analysis confirm the statistical significance of the two groups of company and destination perceptions in the proposed model.

Figure 1. Proposed model



The model distinguishes between place identity, place attachment and familiarity, assuming that it is place identity that is the variable that generates attachment and familiarity. Therefore, the starting point is place identity, conceived as a cognitive variable, which influences the formation of the variables with affective content (Jorgensen & Stedman, 2001). From this framework, the two first hypotheses of this study are:

H1. Place identity has a direct and positive influence on the formation of place attachment

H2. Place identity has a direct and positive influence on the formation of familiarity

Since individuals with greater familiarity with a destination have more automatic purchasing responses and are more trusting, it is believed that they perceive a greater market orientation from companies. This perception is based more on trust than on real information about companies' market orientations (Chiou, 2003). Consequently:

H3: Familiarity has a direct and positive influence on the perception of market orientation

Furthermore, since market orientation influences the responsibility, trust and reputation of a company as perceived by tourists (Meydeu & Lado, 2003), our next hypothesis proposes that:

H4: Market orientation has a direct and positive influence on the formation of young residents' perceptions of the company: a latent variable that includes responsibility, reputation and trust in tourism companies.

Therefore, based on the idea that the responsibility, reputation and trust in a company indicate that the destination is a quality, reliable and believable one, since the perception that a population segment has of the company influences the perception of its products (Cao & Schniederjans, 2006), we propose the following hypothesis:

H5: The perception of the company as a whole is a latent variable that includes responsibility, perceived reputation and trust, and has a direct and positive impact on the overall perception of the destination, which is based on the quality, the value and image of the tourist destination.

As people often describe themselves in terms of belonging to a particular place (Bott, Cantril, & Myers, 2003), including feelings, perceptions and positive relationships with such a place and with elements constituting the same (Low & Altman, 1992; Devine-Wright, 2007), we put forward the following hypothesis:

H6: Place identity has a direct and positive influence on the perception of the destination as a product (latent variable that includes quality, value and image of a tourist destination).

Starting from the premise that place attachment is a good predictor of satisfaction (Yuksel, Yuksel, & Bilim, 2010) and loyalty (Hwang, Lee, & Chen, 2005), the following hypotheses can be established:

H7: Place attachment has a direct and positive influence on satisfaction

H8: Place attachment positively and directly affects the formation of loyalty
It has been shown that perceived quality influences the formation of loyalty through satisfaction (Chen & Lee, 2009), in the same way as perceived value (Gupta & Kim, 2010) and the image of the destination (Bigné, Sánchez, & Sánchez, 2001). Therefore, the following hypothesis proposes that:

H9: The overall perception of the destination (quality, value and image of a tourist destination) has a direct and positive influence on the formation of satisfaction.

Satisfaction is one of the best predictors of loyalty either directly or through other variables like the perceived value and quality (Ozdemir, Çizel, & Cizel, 2012), which leads us to the next hypothesis:

H10: Satisfaction has a direct and positive influence on the formation of loyalty.

In this study, two additional hypotheses are proposed. Firstly, statistics on tourism in the Canary Islands show an increase in loyalty and an average annual increase of trips made by residents in their own destination of around 8 %, the number of trips per year made in the destination of residence is over 4.5 million (Exceltur-Canary Islands Government, 2013). Considering also that in the literature the variables that are involved in loyalty formation have been identified, the following hypothesis is proposed:

H11. The levels of all the variables observed in this study exceed 50% of the maximum value. This maximum value is calculated assuming all the sample gave each variable the maximum score (5 points).

Secondly, in numerous sociological studies, it has been demonstrated that generations are influenced by similar social and cultural factors, and they possess homogenous cognitive, affective and behavioral patterns (Charters et al., 2011). This is the case for the young people between 18 and 19 years of age that constitute the segment of the resident population studied here. They are a clearly defined segment that take their own decisions regarding their consumption of tourism and leisure products (Nusair, Parsa, & Cobanoglu, 2011). With this in mind the following hypothesis is proposed:

H12. There are no significant differences in the results according to sex, island of residence or number of trips made to the destination.

3. Methodology

To test the above hypotheses, a quantitative study that was both descriptive and predictive-causal was carried out.

The research was carried out in the Canary Islands, a mature tourist destination of sun and sand and one of the principal destinations in Spain. The Canary Islands are made up of two provinces with 3 and 4 islands in each province, with Gran Canaria and Tenerife being the capitals of each of the two provinces, and the islands with the highest number of inhabitants.

The sample was selected intentionally (Pina-Stranger, Sabaj, Toro, & Matsuda, 2013) so that it was made up of young residents from the two provinces of the region to achieve a more geographically representative sample. To make a better comparison between individuals and provinces and to obtain two homogenous subsamples, students were selected from among first and second year undergraduate students with ages between 18 and 19 years old that were studying identical degrees at each of the two universities of the region. Having randomly selected the day and the degree subject at both universities, the students who were in the class that day were the ones who completed the questionnaire. Numerous studies have highlighted the importance of finding out the perceptions of young student residents with regard to tourism in a destination (Latkova & Vogt, 2012; Wu & Pearce, 2013; Jaafar, Noor, & Rasoolimanesh, 2015). Next, the individuals who did not answer all the items or who gave the same score to all items were eliminated. The final sample was composed of 678 individuals (Table 2), which meant that it complied with the requirement of being 10 times larger than the number of variables used in the structural equation modeling (Hair, Ringle, & Sarstedt, 2011). The ratio between men and women in the sample roughly represents the same proportions as in the universities of the Canary Islands and in the population of the Islands (www.gobiernodecanarias.org/istac).

Table 2 Description of the sample

	Tenerife				Gran Canaria			
	1st year	2nd year	Total	%	1st year	2nd year	Total	%
Men	75	49	124	42%	103	44	147	38%
Women	106	62	168	58%	143	96	239	62%
Total	181	111	292	100%	246	140	386	100%

After selecting the sample, an ad hoc questionnaire was used similar to that commonly described in the literature (Hidalgo & Hernández, 2001). To design and contextualize the scale, two experts and a group six young residents with a similar profile to the final sample, though not forming a part of it, were used. First, the literature was analyzed to identify the most appropriate variables, relationships and measures for the proposed model, thus guaranteeing the validity of its content (Roy, Dewit, & Aubert, 2001). The study's design took into account that in recent literature, the variables included in this study have been measured using a reduced number of items. This avoids methodological and cost problems that arise from the use of multiple indicators (Bergkvist & Rossiter, 2007).

Three items were designed to measure the place identity and three for place attachment, following the proposals of Lewicka (2008). Familiarity was measured by two items, as used by other authors (e.g. Marina, Vilches, & Chasco, 2015). To measure market orientation, it was considered that this was not the perception of company personnel, but the perception of young residents. Therefore the items were designed taking into account the literature on market orientation in tourism and the work of Casidy (2014). Given that some authors have used only two items to measure the reputation of the company (e.g. Oh, 2002) and following the suggestions of Wang et al. (2014), reputation has been measured with one item (Marinao, Vilches, & Chasco, 2015).

Social responsibility perceived by the consumer (not by the company) was also measured with one item, similar to other authors who have used a small number of items to measure the service sector (García de los Salmones & Rodríguez Forest, 2011; Martinez & Rodríguez del Bosque, 2013). Following the proposals of other authors, quality and perceived value were measured by one item (Petrick, 2002, 2004). Image has also been measured with one item, whereas other authors have used two items to measure it in the service sector (García de los Salmones Forest & Rodriguez, 2011; Zhang, Fu, Cai, & Lu, 2014). This decision took into account that the image can be defined holistically, as a whole or the sum of beliefs, ideas and impressions that a person has about the destination (Crompton, 1979; Kim & Richardson, 2003), and can be considered as good or bad, positive or negative (San Martín & Rodríguez del Bosque, 2008).

Satisfaction was measured by three items similar to other studies that have used three to five items (e.g. Kim et al., 2014). To measure loyalty two items were used, which should include intend to visit the destination again and recommend it (Barroso et al., 2007; Sanz, 2008).

Following a pretest and adhering to the principles of brevity and simplicity, a Likert type scale was obtained consisting of initially 25 items and finally 22 items. Three items were eliminated, whose content was somewhat different to the objective of the research and to measurement proposals in the literature: two of them were related to satisfaction and one to loyalty. Each item had 5 options to choose for the answer (1-totally/completely disagree, 5: totally/completely agree). It should be noted that all the items represent the perceptions of young residents about the variables under study and not the perceptions of managers of tourism companies or other stakeholders. Additionally, subjects were asked for their sex, island of residence (Tenerife and Gran Canaria) and their perception about the number of trips they had made to other islands other than their one of residence, and in which they had stayed overnight for at least one night for tourism.

In this study, as well as the descriptive and discriminant analysis, structural equation modeling has been used with the SmartPLS3 program. The PLS model (Partial Least Squares) has been chosen as an alternative to the SEM model of covariance, like other authors who have recently studied tourist loyalty tourist, (e.g. Altunel & Erkut, 2015), for the following reasons: (i) this study is oriented towards prediction-causality more than description (Chin, 1998a); (ii) PLS allows for the use of reflective indicators (Fornell & Bookstein, 1982); (iii) PLS stands out for its minimum requirements

regarding measurement scales and residual distribution (Chin, Marcolin, & Newsted, 2003); and (iv) PLS facilitates the construction of a theory (Hair, Ringle, & Sarstedt, 2011). Finally, the indicators (items) used are reflective because the items measured for each variable are highly correlational and also comply with the criteria suggested by Chin (1998a, 1998b) and MacKenzie, Podsakoff, & Jarvis (2005).

In the following section, the results will be discussed by first carrying out an analysis using structural equation modeling, and after reference will be made to the descriptive analysis of the variables and a discriminant analysis based on sex, island of residence and number of trips made.

4. Results

The causal model for loyalty formation proposed in this paper was developed through two processes. One part involved the measurement model, which relates observable variables (items) and the latent variable, and the other a structural model, which relates latent variables to each other (Gutiérrez, Bulchand, Díaz, & Parra, 2013).

The *measurement model* was first analyzed by studying the reliability of individual items by observing the factor loading (λ). Once completed, it was demonstrated that the observed variables (items) reached the minimum levels required ($\lambda \geq 0,70$) (Nunnally, 1978) (Table 3). This result confirmed that shared variance between variables and their items were greater than error variance. Composite reliability (CR) is a similar indicator to Cronbach's alpha though more appropriate in the context of structural equation modeling (Hair, Ringle, & Sarsted, 2011), all the values were shown to be above 0.70, therefore the measurement model is internally consistent (observed variables measure the same latent variable) and reliable. The analysis of the measurement model also involves a validity analysis. To evaluate the convergent validity of the model, the average variance extracted (AVE), which indicates to what degree a given variable is different from other variables. In all cases the result was above 0.50 (Chin, 2010) (Table 3).

Regarding the discriminant validity, which indicates to what extent a variable is different from others, it was shown that AVE was higher than the shared variance between a variable and the others of the model (Chin, 2010). Comparing the square root of AVE (table 4 diagonal) with correlations between variables (data not in table diagonal), it was demonstrated that all the variables were mainly related to their own measurements than other variables.

Table 3 Crossed factor loading

Construct	Item	Load	CR (alpha)	AVE	R ²	Q ²
Place Identity	ID1	0.851	0.881 (0.799)	0.712	-----	-----
	ID2	0.796				
	ID3	0.882				
Place attachment	AP1	0.791	0.833 (0.700)	0.624	0.441	0.269
	AP2	0.770				
	AP3	0.809				
Familiarity	FA1	0.844	0.806 (0.521)	0.676	0.058	0.038
	FA2	0.800				
Market orientation	OM1	0.867	0.904 (0.844)	0.758	0.026	0.020
	OM2	0.884				
	OM3	0.861				
Perception of company	CF1	0.838	0.821 (0.674)	0.605	0.315	0.195
	RE2	0.752				
	RS3	0.740				
Perception of destination	CP1	0.858	0.865 (0.767)	0.682	0.339	0.223
	VP2	0.771				
	IP3	0.846				
Satisfaction	SA1	0.786	0.878 (0.795)	0.707	0.214	0.145
	SA2	0.885				
	SA3	0.847				
Loyalty	LE1	0.841	0.879 (0.734)	0.784	0.209	0.156
	LE2	0.928				
Average				0.691	0.229	
GoF				0.398		
CR: Composite Reliability. AVE: Average Variance Extracted						

Table 4 Square root of AVE and correlations between variables

Variables	(PI)	(PA)	(FA)	(MO)	(PC)	(PD)	(SA)	(LO)
Place identity (PI)	0.844							
Place attachment (PA)	0.664	0.790						
Familiarity (FA)	0.241	0.240	0.822					
Market orientation (MO)	0.015	0.078	0.162	0.871				
Perception of company (PC)	0.103	0.102	0.237	0.561	0.778			
Perception of destination (PD)	0.294	0.250	0.286	0.293	0.530	0.826		
Satisfaction (SA)	0.309	0.449	0.344	0.224	0.137	0.220	0.841	
Loyalty (LO)	0.428	0.403	0.368	0.094	0.192	0.373	0.373	0.885

In addition, crossed factor loadings were analyzed, and they were not significant regarding uncrossed ones (Chin, 1998b) (Table 5). Therefore, the results show that the measurement model has acceptable convergent and discriminant validity.

Table 5 Crossed factor loading

Variable	Item	(PI)	(PA)	(FA)	(MO)	(PC)	(PD)	(SA)	(LO)
Place Identity (PI)	ID1	0.851	0.630	0.200	0.004	0.085	0.251	0.443	0.317
	ID2	0.796	0.460	0.146	-0.033	0.032	0.194	0.136	0.324
	ID3	0.882	0.571	0.253	0.055	0.131	0.288	0.171	0.438
Place Attachment (PA)	AP1	0.611	0.791	0.214	0.003	0.129	0.352	0.224	0.492
	AP2	0.467	0.770	0.090	0.190	0.018	0.078	0.440	0.184
	AP3	0.480	0.809	0.257	0.008	0.086	0.134	0.424	0.247
Familiarity (FA)	FA1	0.215	0.203	0.844	0.130	0.207	0.175	0.353	0.365
	FA2	0.179	0.191	0.800	0.136	0.181	0.303	0.205	0.232
Market Orientation (MO)	OM1	0.013	0.036	0.146	0.867	0.451	0.228	0.230	0.070
	OM2	0.068	0.085	0.148	0.884	0.390	0.215	0.243	0.129
	OM3	-0.026	0.082	0.132	0.861	0.587	0.303	0.134	0.059
Perception of company (PC)	CF1	-0.139	0.122	0.152	0.561	0.838	0.336	0.067	0.065
	RE2	0.197	0.057	0.183	0.251	0.752	0.655	0.094	0.207
	RS3	0.143	0.055	0.227	0.512	0.740	0.213	0.173	0.184
Perception of destination (PD)	CP1	0.257	0.186	0.173	0.351	0.492	0.858	0.206	0.231
	VP2	0.188	0.214	0.298	0.167	0.411	0.771	0.128	0.421
	IP3	0.276	0.225	0.255	0.188	0.405	0.846	0.202	0.298
Satisfaction (SA)	SA1	0.207	0.323	0.189	0.222	0.094	0.073	0.786	0.212
	SA2	0.388	0.461	0.285	0.178	0.090	0.177	0.885	0.356
	SA3	0.156	0.329	0.376	0.179	0.164	0.280	0.847	0.347
Loyalty (LO)	LE1	0.358	0.317	0.277	0.106	0.236	0.374	0.223	0.841
	LE2	0.399	0.390	0.364	0.069	0.127	0.305	0.409	0.928

Regarding the *structural equation modeling* it was shown that, except in the case of the relationship between familiarity and market orientations and the perception of product-destination and satisfaction, the predictor variables significantly explained the variance for the loyalty variable, since the path coefficients (β) (standardized regression loadings) reached appropriate levels ($\beta \geq 0,2$) (Chin, 1998a, 1998b). However, regarding the two exceptions mentioned above, it should be noted that Martín (2011) and Ramírez, Arenas, and Rondan (2012) accept as valid, paths that are equal to or higher than 0.10 ($\beta \geq 0.10$), although bearing in mind the relative casual loading. It is worth highlighting the significant influence of place identity on place attachment ($\beta=0.664$), as well as the effect of place attachment on satisfaction ($\beta=0.420$). As for company items, the effect of perception of market orientation on a company's trust, reputation and the responsibility perceived by young residents should also be highlighted ($\beta=0.561$). There is also a strong influence of the perception of the enterprise (trust, reputation and responsibility) on the perception of quality, value and image of the tourist destination ($\beta=0.505$).

Furthermore, in all the direct causal relations, apart from the two exceptions above, the t statistic reached levels that showed the high significance of these relations ($P<0.005$), which was also demonstrated in the *bootstrapping* carried out using 500 sub-samples and 200 cases (Table 6) (Gutiérrez, Bulchand, Díaz, & Parra, 2013).

Therefore, nine of the first ten hypotheses are confirmed, though some with certain reservations.

Table 6

Effects, significance and confirmation of hypotheses

Latent Variables	Path (β)	SE	T	P values	CH
H1 Place identity →Place attachment	0.664	0.032	20.596	0.000	YES
H2 Place identity →Familiarity	0.241	0.055	4.377	0.000	YES
H3 Familiarity →Market orientation	0.162	0.060	2.677	0.008	YES*
H4 Market orientation→Perception of company	0.561	0.036	15.450	0.000	YES
H5 Perception of company→Perception of destination	0.505	0.038	13.460	0.000	YES
H6 Place identity→Perception of destination	0.241	0.039	6.206	0.000	YES
H7 Place attachment→Satisfaction	0.420	0.046	9.089	0.000	YES
H8 Place attachment→Loyalty	0.295	0.069	4.304	0.000	YES
H9 Perception of destination→Satisfaction	0.114	0.049	2.330	0.020	NO
H10 Satisfacción→Loyalty	0.241	0.076	3.171	0.002	YES

CH Confirmation of hypotheses

*The hypothesis is confirmed but with certain reservations

In the structural equation modeling, three additional indicators were calculated: (i) R^2 to determine the explained variance of the endogenous variables by the exogenous ones (Kim et al., 2014); (ii) Q^2 developed by Stone (1974) and Geisser (1975) to measure the predictor relevance of the dependent variables (Chin, 1998b); and (iii) the GoF (Goodness-of-Fit) test, which represents the geometric measure between the average AVE indicator and average of R^2 in relation to the endogenous variables (Wetzels, Odekerken-schröder, & Van Oppen, 2009).

These additional indicators showed that in general the exogenous latent variables explained sufficient variance of the endogenous ones, as the basic R^2 reached in all cases, except in familiarity and market orientation, values above the level of 0.19 proposed by Chin (1998a). However, the relative value of R^2 in the case of loyalty may be due to the moderate effect of the variables included in the model, as in the case of the variables related to the company, and also due to the complexity of loyalty. This complexity means that other variables not included in the model exist that could influence directly and positively in the formation of loyalty. The positive values of the Q^2 indicated the predictive relevance of the model (Riquel & Vargas, 2013) ($Q^2 \geq 0$). Finally, a value for GoF of 0.398 was obtained, which is higher than the minimal acceptable ($GoF \geq 0.360$) considering the most unfavorable situation for this test, which is a situation with samples with high effects (Wetzels, Odekerken-schröder, & Van Oppen, 2009) (Table 3).

Having completed the analysis using the structural equation modeling, a descriptive analysis was carried out. As can be seen in table 7, the data confirm that levels of all variables are over 50% and in general are very high. These percentages refer to the maximum score that each item would have obtained if all the individuals had given the maximum score (678x5). The lowest scores correspond to the items related to market orientation, trust, reputation and responsibility of companies. The items associated with place identity, place attachment, familiarity and loyalty obtained the highest scores. These results confirm the eleventh hypothesis (H11).

Table 7
Descriptive statistical data

Items	Min-Max	Sum	%	AV	SD
ID1 I identify myself with the Canary Islands	1-5	2.785	82,15%	4,11	1,05
ID2 I am Canarian because of my past experiences	1-5	2.858	84,31%	4,22	1,03
ID3 I consider I am part of the Canary Islands	1-5	2.891	85,29%	4,26	1,12
AP1 I like living in the Canary Islands	1-5	3.071	90,59%	4,53	0,79
AP2 I would be upset if I had to leave the Canary Islands	1-5	2.253	66,46%	3,32	1,23
AP3 I am emotionally tied to the Canary Islands	1-5	2.679	79,033%	3,95	0,97
FA1 The Canary Islands are familiar to me	2-5	2.705	79,79%	3,99	0,91
FA2 I know the Canary Islands as a tourist destination	1-5	2.646	78,05%	3,90	1,13
OM1 The marketing of Canarian tourism companys is adequate	1-5	1.981	58,43%	2,92	0,83
OM2 Toursim companys know the needs of young people	1-5	1.821	53,72%	2,69	0,84
OM3 Tourism companys communicate adequately with young people	1-5	1.813	53,48%	2,46	0,88
ET1 I trust tourism companys	1-4	1.968	58,05%	2,90	0,82
ET2 Toursim companys have a good reputation	1-5	1.974	58,23%	2,91	0,74
ET3 Tourism companys accept their social responsibility	1-5	2.353	69,41%	3,47	0,83
PT1 The Canary Islands are quality destinations	2-5	2.639	77,85%	3,89	0,79
PT2 The value (the positive points minus the negative ones) of the Canary Islands is high	1-5	2.878	84,90%	4,25	0,79
PT3 The image of the Canary islands as a tourism destination is good	1-5	2.479	73,13%	3,66	0,88
SA1 Doing tourism in the Canary Islands gives me satisfaction	1-5	2.064	60,88%	3,04	1,09
SA2 Doing tourism in the Canary Islands meets my expectations	1-5	2.120	65,54%	3,13	1,14
SA3 The Canary Islands are my ideal tourist destination	1-5	2.386	70,38%	3,52	0,91
LE1 I would recommend the Canary Islands to other people	2-5	3.071	90,59%	4,53	0,64
LE2 I will do more tourism in the Canary Islands	1-5	2.925	86,28%	4,31	0,85

Finally, the discriminant analysis (Table 8) shows that there are no significant differences in the responses of young Canarian residents in terms of sex, island of residence (Tenerife or Gran Canaria) and number of trips made in the destination. This is shown by the low eigenvalues and canonical correlations, as well as for level close to one of the Lambda indicator, with high significance ($P \leq 0.005$). These results confirm the validation of the twelfth hypothesis (H12) in this study.

Table 8
Discriminant analysis

By province of residence			By sex			By number of trips		
EV	CC	WL	EV	CC	WL	EV	CC	WL
0.136	0.124	0.947	0.087	0.122	0.990	0.049	0.148	0.952
Sig.= 0.000			Sig.= 0.000			Sig.= 0.000		
EV: eigenvalue CC: canonical correlation WL: Wilks Lambda								

5. Discussion

As mentioned in the literature, tourists with high familiarity with a place have favorable attitudes and more automatic purchase responses. The results show that this also influences, though not very significantly, the perception of young residents about the market orientation of local tourism companies (Chiou, 2003). The high influence of market orientation on the perception of the tourism company is also confirmed, latent variable that includes responsibility, reputation and trust in the company (Meydeu & Lado, 2003). Additionally, variables related to the company also influence the perception of the destination as a tourism product. The latter is a latent variable which, in turn, encompasses the quality, value and the image perceived by young residents of their own tourist destination (Cao & Schniederjans, 2006).

Other studies have found that the perceived quality, considered in isolation, influences the formation of tourist loyalty through satisfaction (Chen & Lee, 2009). This is similar to the influence of perceived value (Gupta & Kim, 2010) and destination image (Bigné, Sanchez & Sanchez, 2001). The results of this paper show that when market orientation, company and product variables are compared to place ones (identity, integrated attachment and familiarity), the weight of the latter variables in the formation of satisfaction and loyalty of tourists is greater among young residents. It is confirmed that the place variables begin and end the chain of effects that lead to the formation of satisfaction (Yuksel, Yuksel, & Bilim, 2010) and loyalty (Hwang, Lee, & Chen, 2005). It is also confirmed that satisfaction influences the formation of loyalty (Ozdemir, Çizel, & Cizel, 2012). However, it is not clear that satisfaction is the variable that most influences loyalty formation (Chi & Qu, 2008): in the case of young residents, the influence of attachment is much higher than satisfaction.

As highlighted in other studies, identity, place attachment and familiarity are distinct constructs, with positive relationships between place identity and familiarity, and especially the relationship between identity and attachment being the most notable (Stedman & Jorgensen, 2001). The results also show that place identity leads to positive feelings and perceptions about the place and its constituent elements (Devine-Wright, 2007). These feelings and perceptions have a positive influence on the quality, value and perceived image of the destination.

The high levels reported by the population segment studied with respect to all the variables included in this work confirm available statistical data from the region (Exceltur-Canary Islands Government, 2013). Thus, the generational nature of the study is demonstrated by the very slight differences found in perceptions depending on the sex, island of residence and number of trips made by respondents (Charters et al., 2011).

6. Conclusions and implications

Considering the growing importance of loyalty in the tourism sector, this paper has investigated loyalty formation taking into account the main approaches in the literature. Consequently, it has focused on the loyalty of young residents in an island destination within a context of internal or domestic tourism. This paper has considered the trips that young residents make to different islands to their island of residence, in a context of tourism and with at least one overnight stay.

One of the contributions of this paper is its holistic or integrated nature, since it includes variables related to place, companies, destination and residents. In the literature, there have been no studies on loyalty that have simultaneously included such a diverse set of variables. Variables that have only previously been studied in isolation have been integrated into a single latent variable, as in the case of perception about the company (consisting of social responsibility, reputation and perceived confidence) and the perception of young residents about the destination itself (overall perception integrates the quality, value and image of destination).

In conclusion, in the case of young residents who take on the role of tourists in their local destinations, it is the variable place identity that initiates the chain of direct and indirect effects that end up forming loyalty among this population segment. Especially relevant is the influence of place identity (a mainly cognitive construct) on place attachment (a mainly affective one). Place identity also influences, although to a lesser degree, in the formation of familiarity. Therefore, it can be concluded that these three variables are different but all related to place (identity, attachment and familiarity), and they play a key role in forming loyalty among young residents.

In this sample composed of young people between the ages of 18 and 19 years old it can be seen that the duration of stay and the experiences associated with their stay are more important than age in forming place identity, attachment and familiarity.

Additionally, we conclude that the variables associated to place have the greatest influence in loyalty formation among young residents and is significantly higher than those variables related to tourist companies (responsibility, trust and reputation) and to tourism product (quality, value and image), even though the effect of these variables was significant, above all when variables of place are not included in the study. The influence of place attachment is greater than tourist destination as a product in forming satisfaction among young residents. Attachment also plays a greater role than satisfaction in the formation of loyalty.

Bearing in mind that for young residents place identity influences the perceptions they have of the destination as a product, which encompasses quality, value and image of a tourist destination, it can be said that place identity creates a veil of "indolence" that facilitates the destination being viewed in a positive light. To a lesser extent, there is a similar effect in the relation between familiarity and market orientation.

This leads to the conclusion that companies should identify and manage, as much as possible, all the factors that can affect place identity, place attachment and familiarity among young residents, even though these place variables depend on other elements

that, to a certain degree, are beyond the control of companies. Therefore, companies should carry out actions aimed at improving loyalty among young residents by promoting identity, attachment and familiarity to their local destination either directly or when they attempt to enhance their companies' trust, reputation and responsibility or the quality, value or image of the destination that is perceived by young residents.

Regarding the chain of effects related to company variables, which have a lesser influence on the formation of loyalty than variables related to place, it can be seen that market orientation influences positively and significantly the perceptions that young residents have about tourism companies. This perception is related to the trust, reputation and responsibility of these companies. At the same time, there is a perception about tourism companies that also affects the perception of the destination, which encompasses its quality, value and image. Therefore, before carrying out actions aimed at improving reputation or the trust perceived about their company, as well as at perceived quality and image of the destination tourism, companies and public institutions should adopt a market orientation that addresses the needs of young residents and attempt to satisfy them.

The causal relations found and the results of the descriptive analysis generally show medium to high scores awarded by young residents to all the variables included in this study. This demonstrates that there is an underlying substratum of variables that are perceived favorably by this population segment, which could be exploited by tourism enterprises. However, they should also look closely at the variables that are related to their market orientation, as these variables present the lowest levels.

Additionally, this study allows us to conclude that there are no differences among young residents in terms of sex, island of residence or tourism carried out in the destination. Thus, from a generational and socio-cultural perspective, homogenous actions for this whole segment could be carried out by tourism companies and institutions linked to the destination. It is also possible to generalize the results and conclusions for this same segment of residents in other destinations in Spain and possibly in other countries, as globalization and developments in communications have led to global and universal perceptions among generations. To demonstrate whether this is true could, in fact, be one of the future lines of research.

In the case of young residents, it seems logical that they travel to nearby islands that are part of the tourist destination. It would be analogous to a consumer who buys from the nearest shop. However, it should be noted that, despite similar distances, they often choose some islands more than others. It also seems logical to assume that the economic crisis has favored internal tourism. In this paper, the effect of economic crisis and proximity on the intention to travel to the Islands that are part of the tourist destination have not been studied. What has been studied is the loyalty (repetition of trip and recommending the destination) of young residents regarding the tourist destination where they reside. It has been demonstrated that this loyalty is determined causally by place identity, familiarity and attachment, and also by companies, product and tourist variables. The "proximity" and "economy" variables have not been used in this study, although they may be related to attachment, familiarity and attachment. This could well constitute an interesting avenue for future research.

The main limitation of this work is related to the difficulty in obtaining an adequate sample when dealing with islands. In this case, it has been solved through the random selection of wide sample of young residents on the two largest and most highly populated islands of the region. Each island is representative and contains the capitals of the two provinces that make up the region.

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