

## Satisfaction, Loyalty and Profile of *Chaves* Thermal Spa Customers

**Ana Cristina Silvério**

Instituto Politécnico de Bragança (IPB), Portugal  
Campus de Santa Apolónia. 5300-253 Bragança/Portugal  
cristina.b.silverio@gmail.com

**Paula Odete Fernandes<sup>1</sup>**

UNIAG; Instituto Politécnico de Bragança (IPB), Portugal  
Campus de Santa Apolónia. 5300-253 Bragança/Portugal  
Tel.: 00.351.273.303.103; Fax: 00.351.273.313.051  
pof@ipb.pt

**Maria José Alves**

CIMO; Instituto Politécnico de Bragança (IPB), Portugal  
Campus de Santa Apolónia. 5300-253 Bragança/Portugal  
maria.alves@ipb.pt

### Abstract

Thermalism has increasingly been an option for tourists to the detriment of 'sun and beach' tourism, due to the growing importance given to customers' physical and mental well-being; in addition, thermalism has contributed to mitigate regional imbalances and asymmetries. Chaves thermal spa is one of the essential elements for the economy of the northeast region of Portugal, as well as a strategic agent for regional development. The main goal of this study was to outline the profile of the customers who visit Chaves thermal spa, as well as analyse their satisfaction and loyalty to this spa. To that end, a quantitative research was performed using the primary data collection method by applying a questionnaire. An exploratory descriptive analysis was used for characterising the customers, and inferential analysis for the validation of the research hypotheses, by means of parametric tests, whenever possible. The main results obtained from the descriptive analysis indicated that the customers who visited Chaves thermal spa had an average age of 58 years, coming from the northern region. They had visited this spa mainly for therapeutic reasons in the summer months, and for an average time of 12 days. In addition, it was found that customers who visited this spa were globally satisfied, expressing the conviction that they would revisit and recommend the thermal spa. In addition, there was a weak relationship between global loyalty (recommending and revisiting the place) and the degree of satisfaction.

**Keywords:** tourism, thermalism, customer, satisfaction, loyalty

### 1. Introduction

Tourism has evolved over time and promoted the search for new forms of tourism, such as health and well-being tourism (Cunha, 2006). Health tourism has also followed the growth of the tourism sector, subjecting itself to a reform in its tourism offer. A curative vision has changed to a preventive and well-being concept (Gustavo, 2010; Tavares, 2018). Health and well-being tourism is recognised for having the capacity to monetise local resources (Silva, 2003).

Chaves thermal spa is a fundamental factor in the economy of the region and a support for regional development (CIMAT, 2020), and has thermal water as the main driver. Still, its offer is based on relaxation and well-being, promoted by the thermal waters, which has been increasingly sought by thermalists.

The main goals of the present study were to outline the profile of the customers who visit Chaves thermal spa, and assess their satisfaction and loyalty to this thermal space. A questionnaire was randomly applied, from 13<sup>th</sup> July to 17<sup>th</sup> September, to 107 thermalists who used Chaves thermal spa. To that end, a probabilistic sampling process was used.

Given the relevance of the present study, it is believed that it will contribute to the development of a diversified offer that may allow generating maximum levels of satisfaction and, therefore, reach loyal customers.

This work is structured as follows: the first section focuses on the problem of the study; the second section presents and describes the research methods; the third section presents the results obtained; and finally, the main conclusions, limitations, and suggestions for further research are presented in the last section.

### 2. Theoretical framework

Portugal has a hydrographical nature characterised by a network of waters with remarkable properties and richly mineralised, granting its famous conditions for the development of thermalism (Ramos and Santos 2008; Gonçalves and Guerra 2019). As a result, the demand for thermal tourism has gained notoriety within mass tourism (DGEG 2020).

In recent years, the concept of thermalism has been approached from a biased perspective. It has ceased to be exclusively recognised by the medicinal side, and has been considered a resource for healthy life, not merely curative, but from preventive, playful, and well-being perspectives (Ramos and Santos 2008). It was due to the fact that thermalism considers the therapeutic, health, well-being, and leisure aspects, that thermal spas started gaining vitality in Portugal.

In this context, thermal spas are currently a competitive offer based on a new philosophy. They consist of spaces where the combination of health, well-being, leisure, and tourism reigns (Didascalou, Lagos and Nastos 2009). Health and well-being tourism has led to a change in the profile of thermalists, as this aspect has encouraged the demand by the younger and educated population with higher average incomes (Alpoim 2010). However, the older adult population continues to dominate the demand for classic thermalism.

Thermal tourism represents an important segment of Portuguese tourism, as it mitigates regional imbalances and promotes other forms of tourism (Quintela 2015). In addition, it is an influential factor in the creation of new markets for local products, local diversification, employment opportunities, as well as a source of secondary income for locals (Bertan 2019).

In tourism, customer satisfaction is an integral part of this service sector. Therefore, studying and assessing customer satisfaction becomes relevant, given that it is a safe criterion for assessing the overall performance of organisations. The higher the level of satisfaction, the greater the credibility of the organisations and tourism destinations (Song, Li, Van Der Veen and Chen 2011; Loke, Kovács and Bacsí 2018).

Tourism satisfaction is merely experiential, as it is a psychological state derived from the interaction with the tourism destinations (Baker and Crompton 2000). Two situations can result from the tourist experience, i.e., satisfaction or dissatisfaction. Satisfied consumers have a tendency to become loyal (Flint, Blocker and Boutin 2011) and recommend the service/destination (Hui, Wan and Ho 2007). In addition, they increase the reputation of service providers and destinations (Walsh, Mitchell, Jackson and Beatty 2009). They also positively influence the choice of destinations/services (Kozak and Rimmington 2000; Zmyślony, Leszczyński, Waligóra and Alejziak 2020). On the other hand, dissatisfied consumers choose to visit competing thermal spas, complain in order to be rewarded, or try to pass a negative image to family members, friends and others (Hui et al. 2007).

It is possible to affirm that the tourists' decision of revisiting a destination or recommending it to family members, friends, and others depends on the satisfaction factor (Bowen and Chen 2001; Quintela and Correia 2014). Thus, organisations should create high levels of satisfaction, as they will revert in their favour through customer credibility and loyalty (Baker and Crompton 2000).

### 3. Method

The goals of the present study were to outline the profile of the customers who visited Chaves thermal spa, and assess the levels of user satisfaction and, hence, their loyalty to the thermal space. The following research hypotheses (H) were outlined to support the conduction of the study and enable access to the results:

**H<sub>1</sub>:** Customers who visit Chaves thermal spa are globally satisfied;

**H<sub>2</sub>:** There are differences regarding satisfaction with Chaves thermal spa according to socio-demographic variables (sex, age, education, professional status, and family income);

**H<sub>3</sub>:** The reasons (health-prevention, health-care, and leisure/relaxation) that led customers to visit Chaves thermal spa and their age were associated;

**H<sub>4</sub>:** There is a direct positive correlation between the degree of satisfaction and loyalty.

The present study is based on a descriptive exploratory method with a quantitative approach. A questionnaire based on studies already used by other authors (e.g., Lourenço 2012; Teixeira 2013) was prepared and applied to users of Chaves thermal spa. Only minor changes were made to the questionnaire due to the relevance of the study. This way, the questionnaire under study comprised an initial context and two sections that aimed to answer the research hypotheses.

Initially, the purpose of the study was explained to the participants, and instructions were given for completing the questionnaire. The respondents were duly informed about their anonymity. The first section included questions of socio-demographic nature, in addition to questioning the respondents' motivations to visit the spa. In the second section, fourteen items related to the spa under study were selected. The aim was to assess the level of customer satisfaction measured on a 5-point Likert scale (1 = Very dissatisfied, and 5 = Very satisfied). In addition, they were asked to explain the probability of recommending and revisiting Chaves thermal spa using a 5-point scale (1 = impossible; and 5 = certainly).

---

<sup>1</sup> Author contact.

We proceeded with the assessment of the reliability and validity of the measurement instrument through the evaluation of internal consistency (Cronbach's Alpha ( $\alpha$ )). The analysis of the result obtained allowed concluding that  $\alpha = 0.922$  indicated a very good consistency, showing that the questionnaire was validated as an assessment instrument (Hill and Hill 2008).

Data collection was performed through the face-to-face and random application of questionnaires, between July and September 2020. This collection resulted in a sample of 107 questionnaires. Exploratory descriptive analysis and inferential analysis were the two statistical techniques used to meet the main goal of the present study and answer the respective research hypotheses.

First, a descriptive statistical analysis of the socio-demographic data was performed to describe and characterise the sample of the study. In a second step, an inferential statistical analysis was performed by means of hypothesis tests and correlations in order to validate the hypotheses and determine relationships between the variables. For this analysis, it was decided to transform the variable 'average gross monthly household income' into two classes. Whenever the assumptions of normal distribution and homogeneity of variables were observed, parametric tests were applied, and, when the assumptions were violated, non-parametric tests were used. Thus, Kolmogorov-Smirnov test was used to assess the normality of the variables, since the samples were big (greater than or equal to 30 observations). In addition, Levene's test was used to determine homogeneity.

A significance level of 5% was considered throughout the analysis and for discussing the corroboration of the research hypotheses. In addition, if 50% of the analyses for hypotheses 2 and 3 were validated, the research hypothesis would be partially validated.

#### 4. Analysis and discussion of results

##### 4.1. Thermalists' profile

It was necessary to delineate the profile of the thermalists who visited Chaves thermal spa. The results indicated that the sample consisted of 74 female respondents (69.2%) and 33 male respondents (30.8%). Therefore the majority of respondents were female, which may be explained by the fact that rheumatic and musculoskeletal diseases are more frequent in women (Antunes et al. 2015) and, therefore, visit this type of spaces.

Regarding the variable 'age group', respondents aged between 45 and 65 years represented 29.9% of the sample, revealing to be the predominant age group. The minimum age recognised was 10 years and the maximum 90 years, with an average age of 58 and a median of 62 years. With respect to educational qualifications, 44% of respondents were characterised by their higher education level (29.0% were graduated, 10.3% had master's degrees, 1.9% doctoral degrees, and 2.8% bachelor's degrees). This result indicates that this resort attracts a very qualified type of thermalists. In terms of marital status, 56 respondents (52.3%) stated that they were married, representing the highest number of responses. Regarding nationality, there was a relevant difference between visitors, with 86 being Portuguese (80.37%) and eight foreigners (7.48%). One question that can be raised, given the limited number of foreigners, is whether it was an impact caused by the coronavirus disease (Covid-19) pandemic. With respect to the Portuguese visitors, it was possible to observe that the tourists in Chaves thermal spa came mainly from the northern region of the country (72%), followed by the central region and the metropolitan area of Lisbon (14%, respectively).

With respect to employment, the majority of respondents were inactive, with emphasis on retired individuals, who represented 49.5% of the total sample. Respondents who performed a paid activity corresponded to 41.1% of the sample. Regarding the professions, it is worth mentioning that civil servants and pensioners represented 60.7% of respondents. The variable 'income' was characterised by respondents with average gross monthly households of € 3,001.00 or more, portraying a fifth of the total sample (19.6%).

##### 4.2. Characterisation of visits to Chaves thermal spa

This section will characterise the visits to Chaves thermal spa. Questions from the first group referring to this component will be used.

Initially, respondents were asked whether they had visited this thermal spa for the first time. Of the total sample, 65.4% admitted that it had not been their first time. There were thermalists satisfied with their first experience and had revisited the place. As for the driving source, it was found that 48.6% of the respondents were aware of this resort due to the recommendations of family members and friends, concluding that users were committed to publicising this spa. The analysis of users' motivation to visit this spa indicated that 62.6% of the total sample had come for health reasons. Leisure and relaxation was the reason for 23.4% of respondents, followed by the health prevention aspect, which was the reason for 20.6% of users. It should be noted that six respondents chose all the reasons for their visits. Finally, the summer season (July-September) was chosen by 67.3% of respondents, who mentioned the high temperature difference between the interior and exterior of the thermal baths.

It was also found that 24.3% of respondents chose to use the services for a period of 12 days, in which the health-care aspect was the main reason. The health prevention aspect had a greater incidence in the use of services for a period of 10 days. However, respondents who travelled for leisure and relaxation used the services from one to six days.

##### 4.3. Exploratory and descriptive analysis

This section discusses the second group of questions in the questionnaire, which aimed to understand the relationship of respondents with Chaves thermal spa. Fourteen items relating to services, treatments, equipment, facilities, and human resources were used to assess satisfaction. The respondents expressed their degree of satisfaction on a 5-point scale (1 = very dissatisfied; 5 = very satisfied).

The values for all items are explained in Table 1. Among the 14 items, "availability and assistance provided by human resources" obtained the most significant values, given that 84.1% of respondents affirmed that they were very satisfied, and 15% stated that they were satisfied, i.e., an average value of 4.83 (standard deviation = 0.400). According to Silvestri, Aquilani and Ruggieri (2017), human resources are essential for customer satisfaction, possibly because they have the ability to meet thermalists' needs. The treatments and programmes available (average 4.64 and 4.63, and standard deviation = 0.500 and 0.522, respectively) were the attributes that generated the least satisfaction. This way, the spa should amplify its offer in order to create maximum satisfaction levels. It was concluded that the respondents were globally satisfied, given that global satisfaction reached an average value of 4.74 points and a standard deviation of 0.322.

**Table 1.** Descriptive summary of respondents' satisfaction with Chaves thermal spa.

Factors	1	2	3	4	5	Average	Standard deviation
Water quality (n=107)	-	-	-	26	81	4.76	0.431
	-	-	-	24.3%	75.7%		
Cleaning of facilities (n=107)	-	-	1	18	88	4.81	0.415
	-	-	0.9%	16.8%	82.2%		
Security at the facilities (n=107)	-	-	-	19	87	4.82	0.385
	-	-	-	17.8%	81.3%		
Quality of equipment (n=107)	-	-	1	37	69	4.64	0.503
	-	-	0.9%	34.6%	64.5%		
Quality of the facilities (n=106)	-	-	-	31	75	4.71	0.457
	-	-	-	29.2%	70.8%		
Indoor environment (n=107)	-	-	2	18	87	4.79	0.450
	-	-	1.9%	16.8%	81.3%		
Diversity of services provided (n=107)	-	-	1	31	75	4.69	0.484
	-	-	0.9%	29.0%	70.1%		
Quality of services provided (n=107)	-	-	1	26	80	4.74	0.462
	-	-	0.9%	24.3%	74.8%		

**Table 1.** Descriptive summary of respondents' satisfaction with Chaves thermal spa (Cont.).

Factors	1	2	3	4	5	Average	Standard deviation
Specialisation and techniques used (n=107)	-	-	-	31	76	4.71	0.456
	-	-	-	29.0%	71.0%		
Available treatments (n=107)	-	-	1	36	70	4.64	0.500
	-	-	0.9%	33.6%	65.4%		
Available programmes (n=106)	-	-	2	35	69	4.63	0.522
	-	-	1.9%	33.0%	65.1%		
Human resources knowledge and skills (n = 106)	-	-	1	24	81	4.75	0.454
	-	-	0.9%	22.6%	76.4%		
Availability and assistance provided by human resources (n = 107)	-	-	1	16	90	4.83	0.400
	-	-	0.9%	15.0%	84.1%		
Service customisation (n=106)	-	-	-	22	84	4.79	0.407
	-	-	-	20.8%	79.2%		
<b>Overall satisfaction</b>						<b>4.74</b>	<b>0.322</b>

Note. 1 = very dissatisfied; 2 = dissatisfied; 3 = neither satisfied nor dissatisfied; 4 = satisfied; 5 = very satisfied.

Two indicators were considered for assessing respondents' loyalty to Chaves thermal spa, namely: the probability of recommending it; and the probability of revisiting the place. A 5-point Likert scale was used, in which 1 corresponded to 'impossible' and 5 to 'certainly'. Thus, regarding the intention to recommend the thermal spa to family members or friends, 93.3% of respondents firmly confirmed that they would do so, and only 5.7% stated it would be very likely. This way, there was an eminent desire to recommend and promote the thermal spa, with an average of 4.92 points and a standard deviation of 0.300, making it clear that this spa continued to show a good image, capturing customers and making them loyal. Regarding the possibility of revisiting Chaves thermal spa to use its services, 91.4% of respondents confirmed that they would certainly visit it again. Thus, respondents were very satisfied with the services provided and, therefore, manifested their desire to revisit the spa (average of 4.89, standard deviation = 0.423).

Overall, respondents were loyal, as average global loyalty was 4.90 (standard deviation = 0.311). This analysis indicated that the present study is in line with other studies (e.g., Quintela & Correia, 2014; Song, et al., 2011), due to the fact that very satisfied customers are loyal and interested in disclosing and recommending the services.

#### 4.4. Confirmation of the research hypotheses

This section discusses the research hypotheses previously established with the intention of supporting the main goal of the study. Thus, regarding the first research hypothesis "Customers who visit Chaves thermal spa are globally satisfied", we used the *t*-Student test in a sample, after confirming that the assumptions had not been violated, using a theoretical average of 3 points as a reference. According to the *t*-Student test and a *p*-value <0.001, it was possible to conclude that the hypothesis was validated. There was sufficient statistical evidence to affirm that the customers who visited Chaves thermal spa were globally satisfied.

The analysis illustrated in Table 2 allowed answering the second research hypothesis "There are differences regarding satisfaction with Chaves thermal spa according to socio-demographic variables". The variables 'sex' and 'family income' were assessed with the *t*-Student test for independent samples. They had values of 0.891 and 0.3881, respectively (i.e., greater than 5%). Therefore, there were no statistically significant differences regarding satisfaction.

The Kruskal-Wallis test was used for the variable 'age', as well as for the variables 'educational qualifications' and 'professional situation', because the assumption of normality was violated. This way, there were no statistically significant differences (95% confidence interval) regarding satisfaction, given that the *p*-values were 0.105, 0.441, and 0.601, respectively. The analysis performed indicated that this hypothesis was not confirmed.

**Table 2.** Results for research hypothesis 2.

Variables	Test	<i>p</i> -value	Significance
Sex	<i>t</i> -Student	0.891	NS
Age	Kruskal-Wallis	0.105	NS
Literacy abilities	Kruskal-Wallis	0.441	NS
Professional situation	Kruskal-Wallis	0.601	NS
Family income	<i>t</i> -Student	0.381	NS

Note. NS = not significant.

In order to test hypothesis 3, i.e., "The reasons that led customers to visit Chaves thermal spa and their age were associated", there was a need to resort to Fisher's test, which allowed observing that there was an association between the variables 'health-care' (*p*-value = 0.028) and 'leisure/relaxation' (*p*-value = 0.006) and the age of the customers. However, it was found that there was no association between the variable 'health-prevention' and the age of the customers (*p*-value = 0.653). Therefore, this hypothesis was partially validated.

Pearson's coefficient was used to confirm hypothesis 4, i.e., "There is a direct positive correlation between the degree of satisfaction and loyalty". It was confirmed that the assumption of normality was not violated. This way, the results of the test indicated that there was a 'weak' relationship between loyalty and the degree of satisfaction, though not statistically significant ( $r = 0.176$ ; *p*-value = 0.073). Therefore, it can be affirmed that, considering 5% significance level, there was insufficient evidence to validate this research hypothesis. Table 3 summarises the results of the research hypotheses formulated in the present study.

**Table 3.** Summary of results for the research hypotheses.

Research hypotheses (H)	Result
<b>H<sub>1</sub>:</b> <i>Customers who visit Chaves thermal spa are globally satisfied.</i>	Validated
<b>H<sub>2</sub>:</b> <i>There are differences regarding satisfaction with Chaves thermal spa according to socio-demographic variables (sex, age, education, professional status, and family income).</i>	Not validated
<b>H<sub>3</sub>:</b> <i>The reasons (health-prevention, health-care, and leisure/relaxation) that led customers to visit Chaves thermal spa and their age were associated.</i>	Partially validated
<b>H<sub>4</sub>:</b> <i>There is a direct positive correlation between the degree of satisfaction and loyalty.</i>	Not validated

## 5. Conclusions

Thermal tourism is a constantly changing sector and is keeping pace with the exponential growth of societies. Given the high stress of modern life, consumers tend to look for places to recover physically and mentally. As a result, the demand for thermal spas has grown.

The main goals of the present study were to outline the profile of the customers who visited Chaves thermal spa, and assess their satisfaction and loyalty to the thermal space. To that end, a questionnaire was applied and the results made it possible to meet the goals.

The users of Chaves thermal spa assessed were mostly women (69.2%), with an average age of 58 years. They had higher education levels (44%) and gross monthly income of € 3,001.00 or more, per household (19.6%). They mainly occupied positions linked to the civil service (30.8%), followed by pensioners (29.9%). As for their nationalities, the majority were Portuguese (80.37%) from the northern region (72%) of the country. These results allowed inferring that the profile of the spa was changing, taking also into account the study conducted by Alpoim (2010).

It was also possible to observe that 65.4% of respondents were familiar with Chaves thermal spa, and that the main motivation for visiting the spa was therapeutic treatments (62.6%), recommended by family members and friends (48.6%). In general, thermalists chose the summer season (68.6%) to enjoy this tourist product, for an average period of 12 days. The customers who visited the thermal spa for health reasons were those who used the services for a longer period. It is worth mentioning that preventive and playful reasons were also relevant among users.

The results of the present study also indicated that the majority of respondents were sure that they would visit the spa again (91.4%). In addition, they stated that they will certainly recommend the services (93.3%) to their family members and friends. Regarding global satisfaction, the thermalists were globally satisfied (4.74 points; standard deviation = 0.322). In addition, they were loyal to the spa under study, since global loyalty showed an average of 4.90 points (standard deviation = 0.311).

Regarding the research hypotheses established to meet the goals of the present study, it was concluded that:

- The first hypothesis was validated, and it can be affirmed that the respondents were globally satisfied with Chaves thermal spa.
- The second hypothesis was not confirmed. It was evident that there were no differences between the socio-demographic variables related to satisfaction and Chaves thermal spa.
- The third hypothesis was partially validated. There was no statistically significant association between 'prevention' and 'age'.
- The fourth hypothesis was not confirmed, although there was a relationship between loyalty and the degree of satisfaction.

One of the contributions of the present study was to provide Chaves thermal spa with basic information to generate maximum levels of satisfaction and, therefore, reach loyal customers. Regarding limitations, one of them was the sampling process, due to the limited sample size resulting from the current circumstances caused by coronavirus disease (Covid-19) pandemic occurred in 2020. For this reason, the predisposition of individuals to visit Chaves thermal spa (including foreigners) decreased, thus not allowing a more comprehensive approach. Another limitation was the collection of responses only during the high season, which was sought mainly for therapeutic reasons. Therefore, the outcomes in other forms of thermalism, with respect to the characteristics, motivations, and behaviours of the thermalists should be further studied.

Considering the analysis performed in the present study, some lines of research can be pointed out, such as, for example: data collection performed at different times of the year; assessment of the impact caused by the search for this thermal spa on the municipality; assessment of the reasons that lead thermalists to revisit the spa or not; and, finally, assess whether after the therapeutic treatments the customers remain in the thermal spa just for leisure (if they are satisfied).

#### Acknowledgement

The authors are grateful to the Foundation for Science and Technology (FCT, Portugal) for financial support through national funds FCT/MCTES to UNIAG (UIDB/04752/2020) and CIMO (UIDB/00690/2020): Also, this work is a result of the projects "AquaValor – Centro de Valorização e Transferência de Tecnologia da Água" (NORTE-01-0246-FEDER-000053) and project "GreenHealth - Digital strategies in biological assets to improve well-being and promote green health" (Norte-01-0145-FEDER-000042), supported by Norte Portugal Regional Operational Programme (NORTE 2020), under the PORTUGAL 2020 Partnership Agreement, through the European Regional Development Fund (ERDF).

#### References

- Alpoim, M. F. M. (2010). *Análise à procura termal*. In Dissertação de Mestrado. Universidade de Aveiro. Departamento de Economia Gestão e Engenharia Industrial. Aveiro, Portugal.
- Antunes, M. J., Abecasis, M., Barata, F., Bernardo, O., Morais, J., Pinho, P., and Lopes, H. (2015). Rede Nacional de Especialidade Hospitalar e de Referência de Reumatologia. Rede Nacional de Especialidade Hospitalar e de Referência, 36. Retrieved from <https://www.sns.gov.pt/wp-content/uploads/2016/11/RRH-CCT.pdf>
- Baker, D. A., and Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Bertan, S. (2019). Residents' Perception Towards Thermal Tourism Impacts. *Revista Anais Brasileiros de Estudos Turísticos - ABET*, 9 (1, 2 e 3), 1-8.
- Bowen, J. T., and Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.
- CIMAT. (2020). Turismo – CIM Alto Tâmega. Retrieved May 19, 2020, from <https://cimat.pt/turismo/>
- Cunha, L. (2006). Turismo de saúde – conceitos e mercados. *Revista Lusofona de Humanidades e Tecnologias*, 79-84.
- DGEG. (2020). Águas Minerais Naturais - Termalismo. Retrieved September 12, 2020, from <https://www.dgeg.gov.pt/pt/estatistica/geologia/recursos-hidrogeologicos-e-geotermicos/aguas-minerais-naturais-termalismo/>
- Didascalou, E., Lagos, D., and Nastos, P. (2009). Wellness tourism: evaluating destination attributes for tourism planning in a competitive segment market. *Tourismos*, 4(4), 113-125.

- Flint, D. J., Blocker, C. P., and Boutin, P. J. (2011). Customer value anticipation, customer satisfaction and loyalty: An empirical examination. *Industrial Marketing Management*, 40(2), 219-230.
- Gonçalves, E. C., & Guerra, R. J. da C. (2019). O turismo de saúde e bem-estar como fator de desenvolvimento local: uma análise à oferta termal portuguesa. *PASOS. Revista de Turismo y Patrimonio Cultural*, 17(2), 453-472.
- Gustavo, N. S. (2010). Os novos espaços de lazer, turismo e saúde em Portugal: o caso dos Spa. In Universidade de Coimbra. Faculdade de Letras. Coimbra, Portugal.
- Hill, M. M., and Hill, A. (2008). *Investigação por Questionário*, Edições Sílabo. Lda. Lisboa.
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28(4), 965-975.
- Kozak, M., and Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260-269. <https://doi.org/10.1.1.1018.7725&rep=rep1&type=pdf>
- Loke, Z., Kovács, E., and Bacsi, Z. (2018). Assessment of service quality and consumer satisfaction in a Hungarian spa. *Deturope*, 10(2), 124-146.
- Lourenço, F. (2012). O posicionamento do turismo de saúde e bem-estar: O caso das Termas de São Pedro do Sul. In Escola Superior de Tecnologia e Gestão de Viseu. Viseu, Portugal.
- Quintela, J. (2015). Tendências do Turismo de Saúde e Bem-estar o Caso de Portugal. *Tourism Trends Review*, pp. 48-51.
- Quintela, J., and Correia, A. (2014). A influência da qualidade de serviço e da satisfação no comportamento pós-consumo no turismo de saúde e bem-estar. *Revista Turismo & Desenvolvimento*, 5(21), 67–68.
- Ramos, A. R., & Santos, R. A. (2008). O Novo Paradigma Dos Destinos Turísticos Termais. *Gestão Turística*, (9), 9-36. <https://doi.org/10.4206/gest.tur.2008.n9-02>
- Silva, A. M. (2003). Inserção Territorial das Actividades Turísticas em Portugal – uma tipologia de caracterização. *Revista Portuguesa de Estudos Regionais*, 1(1), 53-74.
- Silvestri, C., Aquilani, B., and Ruggieri, A. (2017). Service quality and customer satisfaction in thermal tourism. *The Tqm Journal*, 29, 55-81.
- Song, H., Li, G., Van Der Veen, R., and Chen, J. L. (2011). Assessing mainland Chinese tourists' satisfaction with Hong Kong using tourist satisfaction index. *International Journal of Tourism Research*, 13(1), 82-96.
- Tavares, D. (2018). O turismo no contexto das mudanças sociais do campo da saúde. *X Congresso Português de Sociologia*, 1-10.
- Teixeira, S. (2013). O Termalismo Clássico na Atualidade: O caso das Termas de Vizela. In Universidade de Coimbra. Faculdade de Letras. Coimbra, Portugal.
- Walsh, G., Mitchell, V. W., Jackson, P. R., and Beatty, S. E. (2009). Examining the antecedents and consequences of corporate reputation: A customer perspective. *British Journal of Management*, 20(2), 187-203. <https://doi.org/10.1111/j.1467-8551.2007.00557.x>
- Zmyślony, P., Leszczyński, G., Waligóra, A., and Alejziak, W. (2020). The Sharing Economy and Sustainability of Urban Destinations in the (Over)tourism Context: The Social Capital Theory Perspective. *Sustainability*, 12, 2310. <https://doi.org/10.3390/su12062310>